



# Newsletter February 2019

## Dear colleagues,

We have been delaying writing the newsletter until the anxiously awaited Church Walk development plans were released. After months of consultation and debate we were excited to have the opportunity to view the plans last week when they went live. During the pre-planning discussions, Councillors indicated that they were happy with the initial proposal for an additional 'small' car park. We strongly objected to this and pushed for the 'medium' size car park which has been incorporated into the plan. The large car park option was rejected on the basis of cost versus benefit.

In broad terms we support the development which will bring much needed investment into the town. However, unless the allocation of spaces for business users (i.e. workers) within the car park reflects your needs and is either addressed as part of the planning process or is enshrined through an alternative legal process, we will object to the development on your behalf. Further information relating to this is detailed in this newsletter.

For the last two years we have been discussing the ongoing problems of on-street parking with officers of Surrey County Council and Tandridge District Council. Negotiations about on street parking have been slow and arduous but with the help of TDC officers, Cllr Pat Cannon and Cllr Alun Jones we finally got SCC to the table last week.

The lack of effective enforcement has resulted in the on-street parking bays being abused. Users are prepared to risk getting an occasional ticket in return for free and convenient parking and we must stop this abuse to ensure churn within the bays if our valuable independent and local shops are to survive. As a means to this end, several months ago the BID proposed paying for parking meters that would enable 'free' 1 hour parking. Surrey County Council have countered with two other options including pay and display meters.

However, on the 14 February, a decision was taken by TDC and we are delighted that after considerable pressure and lengthy representation, TDC have been able to convince SCC to switch enforcement from the current incumbent, Reigate and Banstead Council, to Sevenoaks Council for on-street parking enforcement. We believe this will have a very significant impact on enforcement and we hope this will come into force in early summer. In view of this development the BID Board will reconsider all the options that are currently being discussed in relation to the installation of meters.

Finally, and no doubt exacerbated by parking issues, we are sorry to be losing the Coop and Coughlan's Bakery from Croydon Road. We were initially very concerned at the prospect of also losing our much valued and used Post Office but, having been in contact with Post Office Counters, we are assured that they are looking for alternative premises in the Valley. If you think that you could host the Post Office please get in touch with Post Office Counters – details later in this newsletter.

With kind regards,

A handwritten signature in black ink, appearing to read "Andrew Browne".

**Andrew Browne,**  
Chairman  
Caterham BID  
e-mail: [andrew@jbbrowneandson.co.uk](mailto:andrew@jbbrowneandson.co.uk)



## Interested in running the Post Office?

Post Office Ltd is looking for a successful retailer to incorporate a Post Office Local into their existing or proposed business. They want the Post Office services to be incorporated into a vibrant and sustainable retail business, so they can be offered over the same opening hours. The exact layout and design will be agreed with the retailer to suit their business.

A successful applicant will need to have:

- Superb customer service and focus
- Excellent business management skills and experience
- Ability to communicate effectively and easily with their branch team and customers
- Talent for motivating and managing their branch team to ensure excellent customer service for all customers
- Strong conversational skills, actively listening and responding to customers' needs
- Ability for hiring and training great team members for their branch
- Quick to identify potential business opportunities and keen to implement innovative ways of working to promote Post Office products within their business.

Any retailer or small business owner interested in running the Post Office and incorporating it into their business should email [NTquestions@postoffice.co.uk](mailto:NTquestions@postoffice.co.uk).

## Are you prepared for Brexit?

The Government have issued some guidance for businesses which can be accessed via [euexitbusiness.campaign.gov.uk](http://euexitbusiness.campaign.gov.uk). If you have any specific concerns that Tandridge District Council can help to address, please email Jason Thomas on [jthomas2@tandridge.gov.uk](mailto:jthomas2@tandridge.gov.uk) or call 01883 732973.

## Church Walk Planning Application

The Church Walk planning application is for mixed-use redevelopment comprising of flexible retail space, cinema and 178 Private Rented Scheme flats, the retention of Morrisons supermarket and upgrade of the multi storey car park, together with additional provision of car and cycle parking, a remodelled service yard, public realm improvements and associated works (including the demolition of existing buildings).

We were not happy with the original design but this has been improved and is now acceptable to us.

The area which we are focusing on is parking provision. A summary is provided below:

<b>Spaces Now</b>	<b>433</b>	<b>Proposed spaces</b>	<b>744</b>
Of which:		Of which:	
Businesses	42	Residential spaces underground	89
Centre Staff	20	Residential spaces within the MSCP	89 (1)
Free long term parking	24	Staff	15
Morrisons - shoppers/staff parking	347	Club Car Scheme	2
		Balance to be allocated to all other users including businesses, free long term and visitors and shoppers parking	549

MSCP = Multi storey car park

(1) to be released after 3 years if residential tenants do not require them.

These figures have been provided by Ropemakers' representative.

## Why might the BID support the planning application:

- It will bring much needed investment and regeneration to the town centre
- An improved offer means increased footfall which will benefit all businesses
- A cinema will support a much needed evening economy
- Larger units will have broader appeal for national retailers
- Displaced retailers/ businesses may take up empty units in the town centre – this will lead to regeneration of areas beyond Church Walk.
- 178 Private Rented Scheme flats will bring in young professionals into the town who will use shops and local services at the weekend and in the evening. This will help support our local economy.

## Why would the BID object to this scheme?

- We have fought for and won the argument for additional parking capacity to be included in the scheme. However, if we can not agree a scheme whereby businesses can access additional parking we will not have achieved our objective of enhancing long term parking capacity for you.

Business users currently have 42 business parking permits within Morrisons car park and additionally, for those who arrive early, there are 24 long term spaces which can be used long term for no charge. We know that there is considerably more demand for business parking and we want to ensure that the current and some additional capacity is guaranteed for businesses.

The developer will not be responsible for managing the car park but says that it will be handed over to an operator who will either be Morrisons or TDC. This will be dependent on whether TDC are required to use a Compulsory Purchase Order to acquire the car park from Morrisons. We have asked TDC to confirm who the Operator will be.

If we can not guarantee that businesses will have an improved allocation of long term business parking permits, we may not support the scheme.

- We are concerned about the loss of office space as workers bring much needed footfall needed to support the town centre.

It is very difficult to view the plans on line but they can be located by going to [tdcplanningsearch.tandridge.gov.uk](http://tdcplanningsearch.tandridge.gov.uk) and entering reference number 2019/145. We have requested that a paper copy be made available for businesses to view and will keep you updated on this providing you have shared your email with us.

**Please share any comments on this application with us and remember to also comment on the planning application online via the link above.**

## Banners to help create a sense of identity

The BID has commissioned nine banner designs which have now been installed on 13 street lamps around the town. There are strict rules about what the banners can show and advertising is not allowed.

If you have any ideas for future banner themes please share them with us.



## Caterham Valley Elf Take Over - your feedback please

Since December 2017 we have run various campaigns with the aim of helping to grow the sense of attachment, community and place for people in the area, as well as build an online presence that will benefit local businesses.

Our last initiative was the Caterham Valley Elves Takeover, which ran throughout December. The trail offered a fun incentive for people to explore the town and enabled us to achieve positive press coverage and run a successful social media campaign. This allowed us to shine the spotlight on multiple local businesses, as well as what Caterham Valley offers in general.



To help with future planning, we invite you to take part in a short survey to give us feedback on the Elf Trail and your thoughts on other marketing initiatives.

The survey can be found at : <https://www.surveymonkey.co.uk/r/JZJ2WHK>

## Colour Caterham - your opportunity to get involved

Our next initiative, Colour Caterham, is now just around the corner and this year we plan to make it even bigger and better. Our recent press call for the local community to get involved has generated an overwhelming response from individuals and local groups alike and we urge you, the businesses, to get involved.

There is a fantastic opportunity to take part in a colourful window display competition – the aim is to be as bold and vibrant as possible and bring the town to life in a fun and visual way. The displays will need to be in place by **Wednesday 3 April**; the winner (and runners up) will be awarded a certificate and will benefit from PR and social media coverage. **Please do let our marketing partners, The Market Place, know asap if you are planning to take part by emailing [tracy@marketplace.uk.com](mailto:tracy@marketplace.uk.com)**. Further details on judging will be communicated to all participants.

There will, of course, be an opportunity to use the initiative to promote your most colourful products and offerings, so do give that some thought.

## Pop up markets

Following a successful run of trial markets that took place in Church Walk Shopping Centre last October, I am delighted to announce that planning is underway for monthly markets to run throughout 2019. The markets will consist of a changing line up of eight high-quality food and drink stalls. The first market will take place on Saturday, April 6.



## Do we have your e-mail?

If you have not already given us your email address, please do. It allows us to communicate with you more effectively and you will not miss out on important information.



## Questions?

Contact the Caterham BID Project Manager,  
Sue McGeown.

e-mail: [sue@caterhambid.co.uk](mailto:sue@caterhambid.co.uk)

phone: **07741 909913**

