

Inside Kingston First

Keeping You Informed

It's been a busy few months here at Kingston First, here's a few highlights of what we've been up to.

KINGSTON FIRST RENEWAL BALLOT

As a Business Improvement District (BID), Kingston First operates on a five-year term and must renew its status every five years in order for our work to continue. Our next renewal ballot is coming up during May and June this year.

Over the last 12 months we have been conducting extensive consultation with you to find out what matters to you most, which of our projects and services you find most valuable, and what priorities you would like to see addressed over the next five years.

Based on your feedback, we have created a business plan outlining the continuation of our projects and services to help support your business as well as our ambitions for the town as we head into the 2020s. This document will be posted to you at the beginning of May and at the end of May, through to the end of June, all members will have the opportunity to vote to see the work of Kingston First continue for another term.

More details about the voting process will be sent to you in the coming weeks, but if you have any questions or feedback in the meantime, please [contact us on 020 8547 1221](tel:02085471221).

OUT OF ORDER, BACK IN ORDER

We're very proud to have coordinated the complete restoration of the Out of Order sculpture on Old London Road this March and were delighted to have welcomed the sculptor, David Mach on Wednesday 3 April for the unveiling.

The iconic 'tumbling telephone boxes' are celebrating their

30th year in the town in 2019, so it felt only right to restore the piece to its former glory. The refurbishment was funded by Kingston First with contributions from the Royal Borough of Kingston and Danehurst, property developers of the Viridan Studios student accommodation, adjacent to the sculpture.



KEEPING KINGSTON CLEAN

We hope you'll have seen the noticeable difference in the town's streets recently thanks to the first installment of our deep cleansing programme which was completed in the last few weeks. Twice a year, Kingston First invest in a deep clean of over 98,000m2 of pavement throughout the town centre. The second clean is scheduled to take place in the autumn.

KINGSTON AFTER DARK

In February this year we launched our Kingston After Dark campaign; a marketing initiative to help shine a spotlight on the town's evening offer. We were delighted with the response, both from businesses getting involved and consumers who took up the different offers and events.

With an increase in visits to our website and in engagement across our social media channels, its encouraging to see the interest from consumers.

Thank you to all the businesses who took part and supported the campaign, we're now looking forward to making it bigger and better next year!

20,000 leaflets distributed

45% increase on website visits*

115% increase on social reach*



What's Coming Up

NEW MEMBER EVENTS FOR 2019

As part of our programme of events and workshops for businesses, this year we have a number of special one-off seminars to help provide some useful insight.

Motivational and Leadership Talk Mindset for Mission Success in Business

Thursday 11 July
9.30-11.30am

Matt 'Ollie' Ollerton, Former Special Forces Soldier and best known for the hit TV show SAS: Who Dares Wins, will be delivering a motivational talk to encourage and maintain a positive attitude, drawing on his experiences to inspire and drive professional and personal achievements.



Mental Health Awareness in the Workplace In conjunction with Mind in Kingston

Tuesday 8 October | 9.45-11.30am

For many of us, work is a major part of our lives, it is where we spend so much of our time and good mental health at work and good management go hand in hand. This useful session will offer advice on how employers can ensure they are best placed to offer effective support to their employees.

All sessions are completely free to members and places are allocated on a first-come-first-served basis. To reserve a place at either of these sessions, please get in touch with **Lucy Button on 020 8547 1221**.

To register your interest online and to view the full schedule of events throughout the year, visit our website, **kingstonfirst.co.uk**

THE SEVENTH ANNUAL KINGSTON BUSINESS EXCELLENCE AWARDS IS LAUNCHING SOON!

We're delighted to invite you to attend the launch of the 2019 Kingston Business Excellence Awards, which will be taking place on Tuesday 23rd April, 8.30am at Kingston University.

Kingston First, in partnership with Kingston Council, and Kingston Chamber of Commerce organise the awards to celebrate the successes and achievements of the borough's businesses, which offer a fantastic opportunity to showcase your business and employees.

The awards are FREE to enter and open to all types and sizes of businesses, from start-ups to SMEs and large international companies, plus you have the opportunity to enter your organisation in up to three individual categories.

The categories for 2019 are:

- **Business of the Year**
- **Best Employer of the Year**
- **Best Medium Sized Business**
- **Best Financial & Professional Services**
- **Best Charity or Social Enterprise**
- **Business Entrepreneur of the Year**
- **Best Small Business**
- **Best New Business**
- **Best Business for Tech & Innovation**
- **Food & Beverage Award**
- **Commitment to Customer Service**
- **Contribution to the Community**
- **Love Your Local Business**

For further information on how to enter, visit: kingstonawards.co.uk or call Lucy Caller in the office on **020 8547 1221 (option 1)** who will be more than happy to run through the application process and categories with you. **Closing date is 5pm on Friday 28th June.**

SUN'S OUT, DECKCHAIRS OUT.

Over the next few weeks as we ready ourselves for spring and summer, we will gradually commence our programme of summer dressing, bringing some vibrant colour to the streets.

We have invested in over 200 hanging baskets which will be installed throughout the town from May, and following the positive feedback last year, we will install faux flower garlands to add further colour to specific areas including the Old London Road arches and Market House.

Astroturf grass will soon be laid in Ancient Market Place and Eagle Brewery Wharf, and the deckchairs will be placed out daily as soon as good weather allows.



Your Kingston First

In Focus: RadioLink

RadioLink is a Kingston First led initiative where local businesses and retailers can subscribe to work together to prevent business crime. Connected directly with CCTV and the enforcement team (NSL), the radios allow members to send real-time updates on theft, anti-social behavior or suspicious behaviour in their vicinity.

Many of the current radios in use across the town are on an analogue system, which will gradually be phased out in favour of the more efficient digital network. As of next year, manufacturers will cease to offer spare parts and repairs on the analogue radios so we are encouraging all members utilising the system to switch to the new digital devices.

The Kingston First team are in the process of switching over to the new handsets which offer a much improved audio quality and coverage, as well as increased efficiency. Radios are available to buy from just £255+vat, or to hire on a monthly basis for £12+vat per month.

If you are interested in getting started on the RadioLink system, or would like to switch over from analogue to digital, we have a limited number of the new handsets that you can 'try before you buy'.

To find out more, please call Kadian on **020 8547 1221** or email kadian.thomas@kingstonfirst.co.uk

Tea with....

Kelly Bliss
Head of Marketing & Communications

Getting to know your Kingston First team over a quick cuppa



Firstly, what's your drink of choice?

If the kettle's on - mine's a white coffee please. In the pub, I'm a big fan of The Albion's Cold Spark beer. Or an Aperol Spritz if the sun's out!

How long have you been at Kingston First?

I'll have been here three years this summer. Some days I feel so involved in the town, it feels like longer. Other days, and next to Tav's infinite wisdom and experience, I still feel like the newbie!

What do you enjoy most about working at Kingston First?

The chance to be creative. I'm sometimes known for coming up with crazy ideas and I love having the chance to bring that into our marketing activities. I was really proud of the WWI exhibition that we created last year, plus it's lovely to see people engaging with our initiatives such as the floral bench photo opportunities and the Children's Literary Festival.

What's your favourite thing about Kingston?

In the summer, heading down to the river after work with the rest of the team and enjoying a glass of rosé.

Tell us something about yourself that some people might find surprising!

I'm a bit of a dinner party queen! I love cooking, experimenting with new recipes and pairing food with wine, so I turned that passion into a hobby of running occasional supper clubs and catering private dinner parties.

Kingston First
3rd Floor Neville House
55 Eden Street
Kingston upon Thames
Surrey KT1 1BW

T 020 8547 1221
info@kingstonfirst.co.uk
kingstonfirst.co.uk

Company registered
in England No. 3838618

**KINGSTON
FIRST**