

# ***London Borough of Bexley***

## ***News Release***

**For Immediate Release**

**12 September 2016 / PR 8368**

### **ALL CHANGE FOR SIDCUP & CO**

The Council's involvement with the Sidcup & Co shop at St John's Parade, Sidcup, will come to an end later this month. The shop, a multi-use business start-up support scheme known as a 'business incubator', has been open for two years. During that time it has helped 73 businesses, created three apprenticeships and increased footfall to part of Sidcup High Street by nearly 30%.

Following a publicity campaign seeking interested parties to take the venture forward, Kimmi Cassidy, an existing Sidcup & Co trader who has built her business from a start up in the store, has stepped forward. 'Kimmicass' clothes shop will be based at 7 St John's Parade and will look to accommodate some of the current Sidcup & Co traders, continuing the scheme's legacy. Kim hopes to open for business in October.

Cabinet Member for Regeneration, Cllr Linda Bailey said; "As part of our wider Sidcup High Street regeneration scheme, Sidcup and Co allowed entrepreneurs to test trade and evolve with a view to become independent. It has been a real success story. Along with the support to businesses and employment opportunities it offered, two other former Sidcup and Co traders have gone on to open their own stores on the High Street.

"I'd like to thank everyone in the local business community, residents and shoppers who helped to make it so successful. We are delighted that Kim will be taking on this role and wish her the very best of luck."

The Council will be providing business support, advice and guidance to all traders that were based at Sidcup & Co and will help them to re-locate wherever possible. The Council will continue to help new businesses seeking further opportunities on the High Street.

For more information email [regeneration@bexley.gov.uk](mailto:regeneration@bexley.gov.uk) or call 020 3045 5926

**ENDS**

Please contact: Jane Parson on 020 3045 4868  
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Attachments

- ALL CHANGE FOR SIDCUP & CO [ALL CHANGE FOR SIDCUP & CO](#)



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