

The background of the cover is a photograph of a street in London. On the left, a large, ornate church spire with a golden cross on top rises against a clear blue sky. Below the spire, a row of classical buildings with columns and pediments is visible. To the right, a row of multi-story residential buildings with red brick and white window frames extends into the distance. The overall scene is captured in a slightly low-angle perspective, emphasizing the height of the church spire.

**HARLEY
STREET**

AREA PARTNERSHIP

**HARLEY
STREET
AREA
PARTNERSHIP
BID PROPOSAL**

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FOREWORD

The publication of this exciting blueprint for the future of the Harley Street area comes at a pivotal moment for London. As we stand on the brink of the COVID-19 recovery, and all areas of London are reassessing their appeal, offer and future vision, there has never been a more appropriate time for a new business improvement district (BID) to be established.

A BID for the Harley Street area has been mooted since 2019 when the partnership was established following a feasibility study commissioned by Howard de Walden. Rightly recognising the growing influence of BIDs in central London, an enlightened and future focused group of landowners, medical organisations and major occupiers, has grown the partnership to engage the wider Harley Street community and set out a clear vision for the future of the area.

Harley Street has long been synonymous with medical excellence and innovation, not only in London but around the world. This is still the case and is a significant asset. Today, alongside the medical related businesses, the area is also attracting a variety of other sectors, keen to benefit from the central location, good accessibility and the strong identity Harley Street offers. The area has changed and continues to evolve and it is against this backdrop that a BID is proposed for the area.

Earlier this year London's 69th BID was established in Whitehall (Westminster's 15th active BID). Areas across the capital appreciate the substantial force that BIDs are in facilitating positive change. For us here in the Harley Street area, the aim is to bring key stakeholders together and coalesce around shared goals, and crucially, have the resources and mandate to effect real change. Collective action and collaboration will enable the district to continue to grow into a sustainable, attractive, secure and globally recognised destination, able to meet the changing needs of businesses across our whole community.

This business plan sets out our commitments to you, our business community. It has been written through consultation with businesses and sets out a clear vision for the future. Importantly, the vision is accompanied by a practical action plan to ensure the vision becomes reality.

Our four strategic themes, which are explored in detail later in the document, have been identified as Public Realm and Wayfinding, National and International Marketing, Business Sustainability and Connectivity and finally, Safety and Business Resilience.

The Harley Street Area BID would raise just over £5m over five years to invest across these four themes. As the UK's first BID with a medical focus, not only would this investment unlock tangible enhancements to support business growth, importantly, the BID would also continue to position the Harley Street area as pioneering and world leading. Never an area to simply follow where others have already tread, a BID for Harley Street will deliver tailored activities to maximise the area's specific opportunities and challenges.

Working together we can provide a laser focus on improving the experience of those who work and visit here. Through partnership we can amplify the amazing work of our business community, raise awareness for our significant assets and tackle obstacles to growth head on.

London faces some enormous challenges – seismic changes, some of which were coming already before the pandemic, but others we could not possibly have imagined just a year ago. The areas that lean in and embrace these changes and support businesses to adapt, are the areas with the most to gain. The coming years will not be about trying to return to the way things were, rather we must effectively define what the future looks like. A BID for Harley Street will be your guiding hand, your enabler, and your champion.

It is for these reasons that now is the time for a BID for the Harley Street area. Some might say that as a collective of businesses we are the very definition of innovation - never has our area needed this collective expertise more.

We have great faith that as a business community you will seize this opportunity and together, we can secure the future of this wonderful area.



Simon Baynham,
Chairman



Ruth Duston OBE OC,
Executive Director

EXECUTIVE SUMMARY

This is a summary of the key features of the Harley Street Area BID proposal. The vision of the Harley Street Area BID is to see the area further realise its potential. We want to see Harley Street continue to grow into a sustainable, attractive, secure and globally recognised destination, able to meet the changing needs of businesses across our whole community.

The Harley Street Area Business Improvement District (BID) will provide a collective voice for the business community, playing a vital role in the enhancement of the area to preserve its special assets and celebrating its uniqueness as a destination and as a pioneering and world-leading centre of medical excellence.

Those businesses eligible to pay the BID levy will be balloted in November/December 2021 on whether they would like a BID established in the Harley Street area. Should the ballot be successful a BID will go live in April 2022 and run for a term of five years.

The BID proposal is the product of substantial engagement with businesses. During March and April

2021 a consultation exercise was undertaken (business consultation). Views and ideas were gathered on the principle of a BID for the Harley Street area and the sorts of projects and services a BID would focus on.

Overarching Objectives of the Harley Street Area BID - working with partners we will:

- Act as a custodian of the Harley Street area, promoting it as a desirable place for business and leisure
- Engage with decision makers and lobby on behalf of the whole business community
- Promote the medical organisations in the area – and complement the historical character of the area
- Enhance the physical environment to positively improve the Harley Street experience for all

Projects and services have been developed for each priority area. The estimated £5 million raised via the BID levy during the first term will be invested into these projects and services.

The feedback from the business consultation highlighted areas for improvement across 4 identified themes:

<p>PUBLIC REALM AND WAYFINDING</p> 	<p>NATIONAL AND INTERNATIONAL MARKETING</p> 	<p>BUSINESS SUSTAINABILITY AND CONNECTIVITY</p> 	<p>SAFETY AND BUSINESS RESILIENCE</p> 
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BIDDING FOR SUCCESS

BIDS IN NUMBERS

UK'S FIRST BID
ESTABLISHED IN KINGSTON IN 2005

322 BIDS
ACROSS THE UK



69 ESTABLISHED
BIDS IN LONDON



15 BIDS IN
WESTMINSTER ALONE



1 MILLION +
PEOPLE EMPLOYED IN
BID AREAS IN LONDON

MORE THAN **17K** HEREDITAMENTS
(PROPERTIES / LEVY PAYERS)
ACROSS LONDON'S BIDS

£46M +
TOTAL ANNUAL LEVY
INCOME IN LONDON



NATIONALLY, THE LEVY
MONEY INVESTED BY BIDS IS
£132,140,089 PER ANNUM



5-YEAR TERMS FOR
BIDS UPON SECURING A
SUCCESSFUL BALLOT RESULT



CASE STUDIES

Partnership in action in Westminster

In recent years the strong partnership model offered by BIDs has led to major transformational projects being delivered through public / private collaboration.

With BIDs able to galvanise local communities, in many cases invest in vital vision strategies and lobby on behalf of the areas they represent, they are able to drive ambitious agendas for change and improvement.

Westminster City Council is a good and willing partner, and across the board at both officer and member level, the borough understands the value that BIDs bring. Here are just a few examples of projects that have significantly benefited from the involvement of the local business improvement district.

Strand Aldwych

In 2014 an ambitious public realm vision was developed by the newly established Northbank BID (the area around Strand, Somerset House, Trafalgar Square).

The BID's vision document recommended that the Strand / Aldwych gyratory be removed and a new public piazza be created in front of Somerset House. It was recognised that the congestion provided by the

gyratory system was hindering the area's ability to grow as a destination, offering visitors and workers a poor experience. The scheme would not only elevate the wellbeing of local residents and visitors, but it will also act as a catalyst for further development in the area.

The BID worked to promote the benefits of this scheme, lobbying and garnering support locally, and it is now fully funded (with Westminster Council) and progressing. With works set to begin this year and be completed by late 2022, the local authority-funded improvements will provide much needed green space and enhanced pedestrian access.

The BID continues to be involved working hand in hand with the council. By advocating this project, Northbank BID has developed a holistic approach for placemaking, which will revitalise the gateway to the West End. The scheme will see the creation of a thriving creative and cultural quarter underpinned by opportunities for collaboration through its strong links to neighbouring districts.

Victoria Station

The Victoria Business Improvement District is playing a vital role in bringing the right people to the decision table on a major infrastructure project.

The BID has long understood the importance of the mainline railway station in Victoria to the on-going vibrancy of the area – research commissioned by the BID demonstrated that the lack of investment in the station would inhibit the long term growth of the area.

In recent years the BID has established a series of working groups, bringing the right people to the table: Network Rail, TfL, GLA, Westminster City Council and local property owners.

The BID has been at the heart of the work to develop a new innovative funding model for major infrastructure and redevelopment projects. Acting as the voice of businesses in the area, the BID is also committed to ensuring that any station redevelopment works for all the people of Victoria.

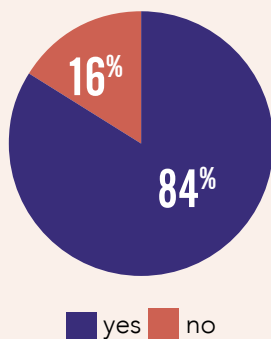
The project is moving forward and there are exciting times ahead. A consultant team has been appointed to carry out a study – the Victoria Station Environs Strategy – which is considering core design principles, viability and deliverability, ensuring the benefits of a potential station redevelopment are shared across the area, and to all the people that live, work and visit this already vibrant part of London.

WHAT YOU WANT FROM YOUR BID

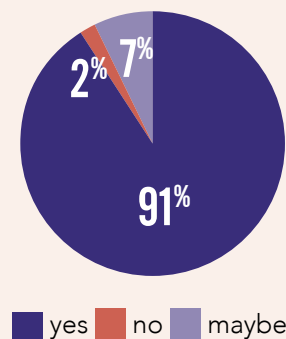
In recent months we have undertaken an extensive consultation to understand what the business community like about the area and where they feel areas need addressing. Our role is to develop this business plan to respond to and reflect what the businesses need in Harley Street and surrounding streets.

The views of the business community support and shape this document in our ambitions to deliver meaningful and effective interventions to enhance and promote the area. This is what you said:

HAVE YOU HEARD OF THE HARLEY STREET AREA PARTNERSHIP?



WOULD YOU, IN PRINCIPLE, SUPPORT A BID?

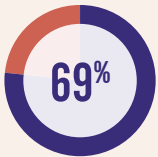


84% OF RESPONDENTS HAD HEARD ABOUT THE PARTNERSHIP

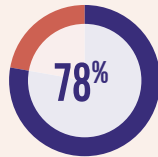
91% OF RESPONDENTS ARE SUPPORTIVE OF A BUSINESS IMPROVEMENT DISTRICT FOR THE AREA

THINGS THAT ARE IMPORTANT TO YOU

PUBLIC REALM AND WAYFINDING

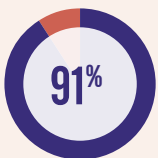


69% of respondents said the area needs improved signage

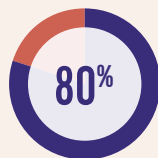


78% of respondents said they would like to see more green spaces/general greening

NATIONAL AND INTERNATIONAL MARKETING

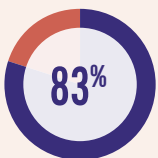


91% of respondents said they would like to see more events to promote the wide range of offers in the area

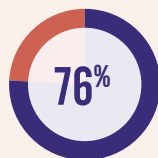


80% of respondents would like to see an area map developed

BUSINESS SUSTAINABILITY AND CONNECTIVITY

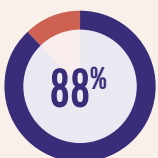


83% of businesses are interested in networking events to achieve local connectivity

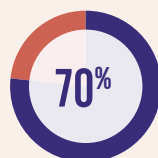


76% of businesses are supportive of wellbeing events/activities for their staff

SAFETY AND BUSINESS RESILIENCE



88% of respondents said they felt safe in the area

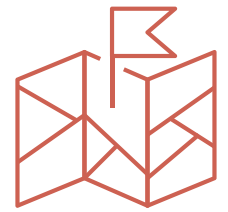


70% of respondents would like to see dedicated street teams

KEY THEMES



St Marylebone Parish Church



PUBLIC REALM AND WAYFINDING

£1,531,350 INVESTMENT

The Harley Street area is situated just north of Oxford Street; it is within walking distance of Bond Street, Baker Street and Great Portland Street underground stops. With this in mind, and with a Royal Park on our doorstep, it is surprising that many people visiting and working in Central London are unaware that they are within a stone's throw of the Harley Street area. An area of medical excellence, with a vibrant retail, hospitality and entertainment offering and its own unique character.

As the BID, we will work to change this, by improving the wayfinding from nearby transport nodes and within the Harley Street area itself, to ensure the area is visible as a distinct part of Central London. This aligns with the views expressed by you: 69% of responders to our perception analysis expressed a need for signage and maps for the area. We will also work on initiatives, including wayfinding and greening, that support a cohesive identity for the area, so that the distinction between the Harley Street area and its surrounds becomes clearer. 69% of you also felt that the area's lack of green space and general greening needed addressing. We will also work with stakeholders to ensure that visitors within the area have a positive experience.

Public realm provides visitors with their first impression of the area and we know that ensuring this impression is a positive one makes a vital contribution to the visitor's wellbeing and can guarantee those visitors return time and time again. The focus on public realm & wayfinding

BID PROJECT FOCUS:

- Improved planting and community seating
- Improved utilisation of green space and/or encouragement for additional green space
- Improved directional signage at underground stations
- Improved wayfinding of the area e.g. provision of directional maps
- Partnership working to improve air quality and business sustainability
- Click and collect schemes
- Air quality improvements e.g. vehicle and freight management congestion initiatives
- Street cleaning teams

will allow us to focus on the wellbeing of those who work and live in the area. The BID will develop a realistic public realm strategy that aligns with our budgets and timeframe. This will include partnership working to improve sustainability such as business recycling opportunities and consolidated services.

"As a Councillor for the Marylebone High Street Ward, I am very excited to be part of the HSAP BID. Historically the health and medical area in the ward has accounted for 27% of the economy of Westminster and Marylebone was the third highest in providing 70,000 jobs in Westminster. The Harley Street Area BID will strive to continue to maintain these levels, with the aim of exceeding them by helping to drive forward change to support all businesses in its area. Thereby, bringing economic growth, together with the ensuing benefits for all who live and work in the area. The importance and strength of BIDs in Westminster is such that it is recognised by the Council as a significant contributor to innovating change, bringing all types of businesses together to network and improving the surrounding environment. There is certainly a gap in this area for a BID and the HSAP will be an asset, by actively endeavouring to continue to promote all the businesses in the area it encompasses, including the important medical sector, which is a world renowned centre of excellence."

Cllr Karen Scarborough, Lead Member for Air Quality, Marylebone High Street Ward





NATIONAL AND INTERNATIONAL MARKETING

£1,020,900 INVESTMENT

Not only does the Harley Street area have the best hospitals and clinics in the country, but its reputation for medical excellence also makes the area a global player in the medical sector. We will support innovation and technical advancement in the area with a successful national and international marketing strategy that does justice to the world-class talent working within the area.

We will also work to promote patient care within the area and explore possible accreditation schemes that could ensure that all medical businesses who benefit from association with the Harley Street are adhering to the highest level of care and professional conduct. Not only will our marketing strategy support the medical sector, but it will also ensure that the unique character of the Harley Street area and all the businesses from every sector residing within it will share in the exposure. Over 50% of you feel that a loyalty/privilege card scheme would be an important tool for your business. Through our strategy, all businesses will receive the visibility promised by a local, national and global promotion of the area.

We will support all businesses by providing a variety of events and activities, such as mental health and wellbeing workshops, and by working with key stakeholders to promote the area as a destination that will seek to bring visitors to the area, including patients and their families who are travelling to the area for medical treatment. 71% of you feel that promotion of the Harley Street area as a

BID PROJECT FOCUS:

- Promoting the area as a key medical tourism destination
- Promotion of quality of patient care
- Use the unique history of the area and technological advancement as a USP
- Development of a loyalty card scheme for the Harley Street area
- Engagement with large London corporate organisations
- The use of social media to play a key part in supporting local business promotion

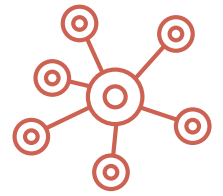
medical tourist destination is important to your business. As a BID, we will ensure that the area's options and opportunities for visitors are recognised.

The Business & Enterprise Service are launching the Westminster Investment Service. This is a priority project and we will work collectively with Westminster City Council on promoting Westminster as a world class location for business, supporting inward investment with a focus on the medical sector.

"The area has a rich collection of heritage architecture and a unique mix of businesses including an international medical destination, a High Street with many independent stores and an abundance of small professional office firms. The creation of a BID will provide the means to promote the area more widely and carefully craft much needed and important public realm improvements including better crossing points, greening, way finding etc to help build on the proud sense of community that already exists ensuring that we are a destination of choice."

Simon Baynham, Chairman, Harley Street Area Partnership





BUSINESS SUSTAINABILITY AND CONNECTIVITY

£765,675 INVESTMENT

Ensuring the business sustainability of the area can only be done through a partnership approach. The perception analysis demonstrates that there is a drive for more activities that connect the business community as almost 90% of responders feel that connecting with other businesses across the area is important to their business.

For example, 60% of you would be interested in small business seminars and networking events. A BID will have the expertise and knowledge to facilitate these events which will be key to achieving a strong business collective within the area and make sure businesses are not working in isolation. We will also engage with commercial operators to explore different ways to support this sector and investigate collaboration between the corporate and medical sector.

In addition to implementing initiatives that will foster a sense of community and allow businesses to know their neighbours, a Harley Street BID will also provide a strong collective voice for businesses in the Harley Street area when it comes to lobbying on local issues, therefore supporting and implement change in a forward-thinking way.

We will work together with neighbouring BIDs and the local authority on a free public Wi-Fi scheme. We plan to knit together some disparate networks to create a seamless roaming experience across London. This will also support opportunities for digital wayfinding and smart city interventions.

BID PROJECT FOCUS:

- Engaging and assisting with local business promotion
- Organise business networking events
- Engage with retailers for loyalty card offers
- Business search map on website
- Working with businesses to provide well-being opportunities for staff through a variety of interventions



Schoen Clinic Orthopaedic and Spinal Hospital London

“Welbeck Health Partners has participated in the Harley Street Area Partnership since its inception and are proud to have a seat at the table. Learning from other members, contributing our vision and building upon each others’ good work is very powerful. We are a better company as a result of our participation, and the strength of the HSAP is enhanced by the joint efforts of the local businesses. I am excited about the progress we have already made and looking forward with anticipation as to what can be achieved in the future. I would encourage every business in the area to join in. Your efforts will benefit the entire area and you will benefit directly from your participation.”

Daniel Buehler, Chief of Planning and Capital Projects, Welbeck Health Partners





SAFETY AND BUSINESS RESILIENCE

£765,675 INVESTMENT

The safety and security of our businesses and colleagues is always of paramount importance. Over 50% of you consider security to be an issue for the Harley Street area. We want people who use the area to feel safe and secure at all times. To achieve this, there is a need for an area that is well protected by the police and security services. Furthermore, through collaboration with stakeholders in the area we will work with rough sleepers and the homeless within the area to reduce this occurrence which 70% of you find to be a problem within the Harley Street area.

Following a positive ballot outcome, the BID will be in a strong position to work with the Metropolitan Police and the many teams within the organisation such as the Safer Neighbourhood team. This will allow us to address issues such as theft of personal property, which nearly 30% of you find to be a problem in the Harley Street area. We will be able to report on the issues that the area is facing and work with our stakeholders including the police to play a key role in preventing these events from occurring.

We plan to work with the local authority as they roll out their Business Risk Management Toolkit which will support businesses by easily identifying and managing day-to-day risks which impact them. The Harley Street Area Partnership will work closely with Westminster to raise the profile of the toolkit and ensure it's easily accessible to business within the footprint.

BID PROJECT FOCUS:

- Working with the homeless and outreach partners
- Work with key stakeholders including the Metropolitan Police
- Business crime awareness training (in partnership with Met Police)
- Cycle safety schemes
- Security/ambassador scheme



5 Welbeck Street

“Partnership and collaboration are an essential part of police work within the community, keeping individuals safe and businesses and services protected. The proposed BID would offer a direct link to the Metropolitan Police, enabling us to provide information, advice and support quickly and easily in the areas of policing and crime. We welcome this opportunity to further support the Harley Street Area Partnership in any way we can.”

Michael Ware, Police Constable, Partnership and Prevention Hub, Metropolitan Police



GOVERNANCE

The Harley Street Area Partnership is a not-for-profit company limited by Guarantee. During the development phase, the Partnership brought together a board that was established from key stakeholders who have all made a financial contribution to provide “seed” funding to develop the BID.

Following a successful ballot, a board comprising of business representatives from the area will be appointed who will oversee the strategic plan for the BID and monitor operational service delivery and financial management. The board members will be drawn from the various sectors of the BID businesses and all positions are voluntary and unpaid, with individuals expected to give their time and expertise.

Once the board has been elected a chair and vice-chair will be appointed. The board will meet quarterly and for the yearly AGM where the company will report back on service delivery, budget spends and the following year’s operational plans.

In addition, several steering groups have been established to shape and influence the day-to-day delivery of the BID’s activities, represented by business levy payers and the wider stakeholder community. Further groups will be established going forward. Observers from key stakeholders may be invited to join the Board in an advisory capacity.



Quintin and Alice Hogg Memorial, Portland Place

BID MANAGEMENT

The management team will be appointed to take support and deliver the BID’s proposed activities as set out in the BID proposal. The strategic leadership will be provided by the BID CEO/Director. This brings a level of expertise and experience that will ensure the BID works towards the success and outcomes set out within this BID proposal.

LEGAL AGREEMENTS

It is important that the activities of the BID represent added value over and above the public services already provided in the area. For this reason, a baseline agreement will be entered into with Westminster City Council to clearly define the levels of service that can be expected from the Council and the BID. There will also be a formal operating agreement between the BID and the Council that will define all the contractual arrangements for collection and reinforcement of the BID levy.

There may be further agreements with neighbouring BIDs where such arrangements of collaborative working may lead to business efficiencies, cost savings and enhanced shared services.

THE BID LEVY EXPLAINED

The Harley Street Area Partnership proposes a BID levy of 1%, fixed for 5 years, charged to all business with a rateable value equal to or greater than £150,000.

Business Improvement District (BIDs) are business led collectives which are developed to improve a geographically identified area. They become a mandatory body once a majority “yes” vote both on turnout and aggregate rateable value is achieved from the business community. The BID process is governed by Government legislation and regulations. Once the majority vote has been achieved, the BID levy becomes a formal levy on all defined ratepayers. The term will be for a 5-year period and this BID will “go live” on 1 April 2022 and run until 31 March 2027.

The Harley Street Area Partnership is the BID Proposer for the Harley Street Area BID and the BID will be run and managed by an executive team appointed to do so, subject to a successful ballot.

The BID ballot and all costs related to the BID process will be met by the BID proposer.

The rules for the BID levy are as follows:

- The BID levy will be based upon the rateable value in effect on 1 April 2022.
- The term of the BID will be for a period of 5 years from 1 April 2022 to 31 March 2027.
- The BID levy will be applied to all ratepayers with a rateable value equal to or greater than £150,000.
- All hereditaments with charitable status and in receipt of mandatory charitable relief from business rates will receive an 80% discount on the BID levy.
- All schools other than Independent Schools registered as such with the Department for Education will be fully exempt from the BID levy.

- The owners of empty hereditaments will be liable for the BID levy with no void period allowed.
- There will be no VAT charged on the BID levy.
- The levy per hereditament or business will be capped at £25,000. This will ensure that no organisation will pay a disproportionate levy.
- Properties that come on to the rating list during the BID term will be subject to the BID levy from that date.

INVESTMENT CREATED BY THE BID TO 2027

As outlined the BID will generate approximately £5 million over the next 5 years. Additionally, the Board and executive team will endeavour to uplift the income through grants, voluntary contributions and other sources of income.

THE “CLOSED YEAR RULE”

Where a rateable value for a hereditament (rated business unit) changes and results in a lower BID levy, this comes into effect only from the start of the financial year in which the change is made and no refunds of the BID levy will be made for previous years.

Generally, the management and overhead costs of the BID are met firstly, through the voluntary contributions generated by the BID, minimizing as much as possible, a commitment from the BID levy funds.

BUDGET

		2022-2023	2023-2024	2024-2025	2025-2026	2026-2027	Totals
BID Levy Income	1	1,007,000	1,007,000	1,007,000	1,007,000	1,007,000	5,035,000
Voluntary Income and Sponsorship		50,000	50,000	50,000	50,000	50,000	250,000
Total Income		1,057,000	1,057,000	1,057,000	1,057,000	1,057,000	5,285,000
Public Realm and Wayfinding		317,100	317,100	317,100	317,100	317,100	1,585,500
National and International Marketing		211,400	211,400	211,400	211,400	211,400	1,057,000
Business Sustainability and Connectivity		158,550	158,550	158,550	158,550	158,550	792,750
Safety and Business Resilience		158,550	158,550	158,550	158,550	158,550	792,750
Staffing and Overheads	2	158,550	158,550	158,550	158,550	158,550	792,750
Contingency	3	52,850	52,850	52,850	52,850	52,850	264,250
Total Expenditure		1,057,000	1,057,000	1,057,000	1,057,000	1,057,000	5,285,000

1. Levy assumes 95% Collection

2. Firstly met by Voluntary Contributions

3. 5% Statutory contingency set aside to cover BID levy fluctuations, ratings changing and bad debts

BOUNDARY MAP

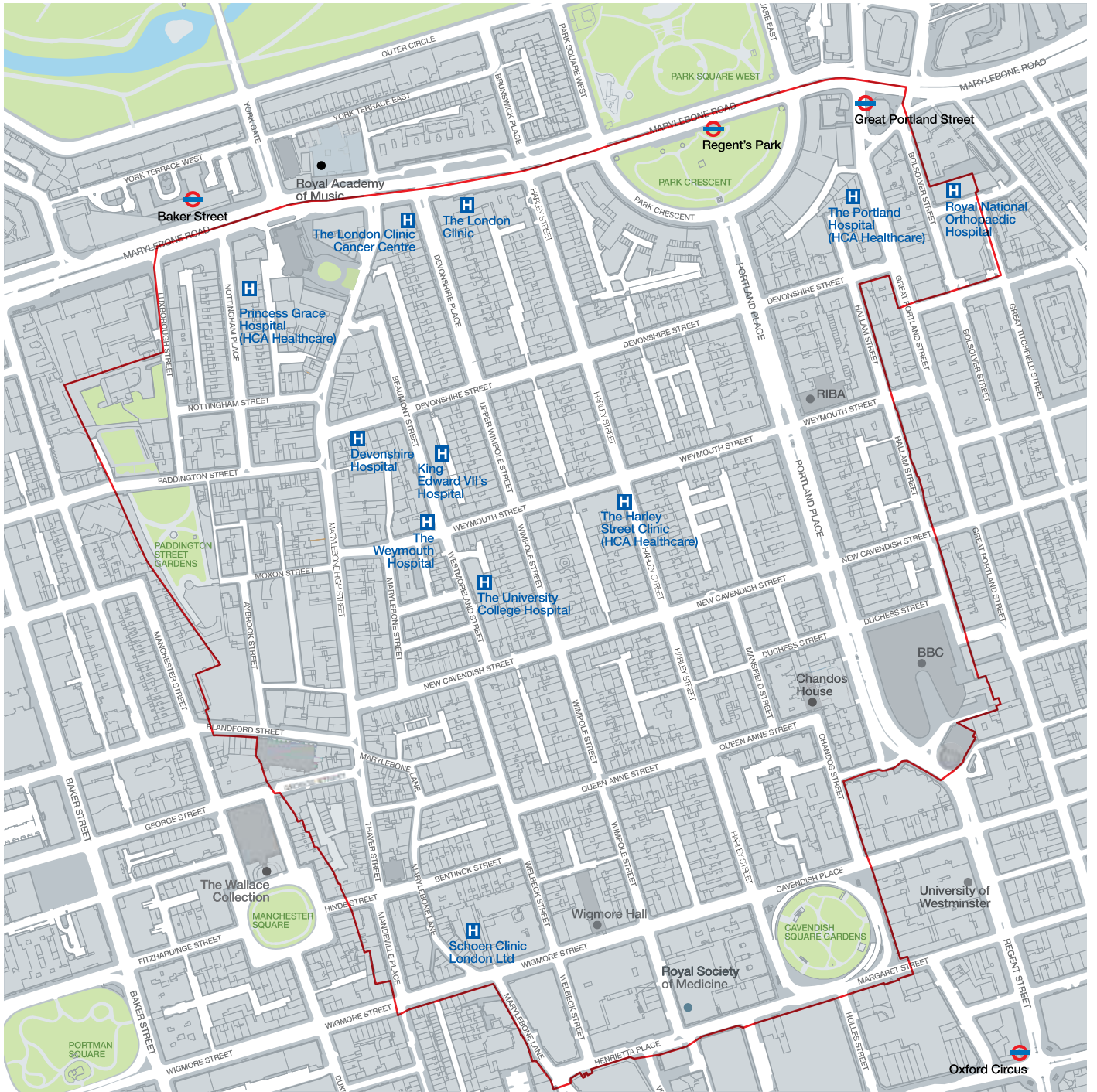
The BID boundary covers the business district from Marylebone Road in the north to Bolsover Street in the east, as far south as Henrietta Street and meets the boundary of the Baker Street Quarter BID in the west.

The BID boundary overlaps with the New West End Company (NVEC) in the southern section. NVEC is a retail and leisure BID and only applies levies to businesses rated to these industries with specific VOA codes. Any hereditaments which are subject to the NVEC BID levy will be excluded from the Harley Street Area BID levy liability. Other businesses who fall within this section of the footprint and are eligible for the BID levy will pay the Harley Street Area BID levy. No business will ever pay more than one BID levy per hereditament. This facilitates a fantastic opportunity to collaborate and work together.

THE STREETS INCLUDED WITHIN THE FOOTPRINT ARE LISTED BELOW:

ALL SOUL'S PLACE	DUCHESS MEWS	MOXON STREET
ASHLAND PLACE	DUCHESS STREET	NEW CAVENDISH STREET (PART)
AYBROOK STREET	DUNSTABLE MEWS	NOTTINGHAM PLACE
BEAUMONT MEWS	EASLEYS MEWS	NOTTINGHAM STREET
BEAUMONT STREET	GARBUTT PLACE	OLDBURY PLACE
BENTINCK MEWS	GEORGE STREET (PART)	OSSINGTON BUILDINGS
BENTINCK STREET	GREAT PORTLAND STREET (PART)	PADDINGTON STREET (PART)
BINGHAM PLACE	GREAT TITCHFIELD STREET (PART)	PARK CRESCENT
BLANFORD STREET (PART)	GREENWELL STREET (PART)	PARK CRESCENT MEWS EAST
BOLSOVER STREET (PART)	HALLAM MEWS	PARK CRESCENT MEWS WEST
BRIDFORD MEWS	HALLAM STREET	PORTLAND PLACE
BULSTRODE PLACE	HARLEY PLACE	QUEEN ANNE MEWS
BULSTRODE STREET	HARLEY STREET	QUEEN ANNE STREET
CARBURTON STREET (PART)	HENRIETTA PLACE	RIDING HOUSE STREET (PART)
CAVENDISH MEWS NORTH	HERON PLACE	ST VINCENT STREET
CAVENDISH MEWS SOUTH	HINDE MEWS	THAYER STREET
CAVENDISH SQUARE	HINDE STREET (PART)	UPPER WIMPOLE STREET
CHANDOS STREET	JACOB'S WELL MEWS	WELBECK STREET
CLARKES MEWS	JASON COURT	WELBECK WAY
CRAMER STREET	LANGHAM PLACE (PART)	WESLEY STREET
CROSS KEYS CLOSE	LANGHAM STREET	WESTMORELAND STREET
DE WALDEN STREET	LUXBOROUGH STREET	WEYMOUTH MEWS
DEAN'S MEWS	MANDEVILLE PLACE	WEYMOUTH STREET
DEVONSHIRE CLOSE	MANSFIELD MEWS	WHEATLEY STREET
DEVONSHIRE MEWS NORTH	MANSFIELD STREET	WIGMORE PLACE
DEVONSHIRE MEWS SOUTH	MARGARET STREET (PART)	WIGMORE STREET (PART)
DEVONSHIRE MEWS WEST	MARYLEBONE HIGH STREET	WIMPOLE MEWS
DEVONSHIRE PLACE	MARYLEBONE LANE (PART)	WIMPOLE STREET
DEVONSHIRE PLACE MEWS	MARYLEBONE MEWS	WOODSTOCK MEWS
DEVONSHIRE ROW MEWS	MARYLEBONE ROAD	
DEVONSHIRE STREET	MARYLEBONE STREET	

BID FOOTPRINT



WHAT HAPPENS NEXT?

Businesses in the Harley Street area will now be asked to vote 'yes' or 'no' to endorse this business plan. Taking all this information, and the full perception analysis into account, it is your opportunity to put your vote forward.

The City of Westminster is responsible for managing the process and sends out a ballot paper to each eligible business.

The executive team will engage with businesses to discuss the BID proposal. It is important that each business nominates a named contact who will receive the ballot paper and is authorised to vote on behalf of that organisation .

FOR ANY BID TO PROCEED, TWO INDEPENDENT OUTCOMES MUST BE SATISFIED:

- Those voting in favour must exceed those voting against, in essence 51% yes votes at turnout.
- The total rateable value of those properties/ hereditament voting in favour must exceed the total rateable value of those voting against ie the aggregate rateable value must also be 51% or above.

ALL YOU NEED TO DO NOW IS:

- Take time to read, understand and consider what the business plans means to your business and the wider Harley Street area.
- Prepare for your notice of ballot which will be sent to you no later than 21 October 2021.
- Your ballot papers will be sent to you by Civica Election Services, formerly Electoral Reform Services, who run the ballot on behalf of Westminster City Council, on Thursday 4 November 2021 and will contain all voting procedure information and proxy or replacement paper information.
- All voting papers must be returned to Civica Election Services by 5pm on Thursday 2 December 2021. Remember voting YES will provide many additional services and interventions for your business and the area.
- The result will be announced on Friday 3 December at 3 pm.
- A resulting vote in favour will allow the pledges in this plan to be set in motion with a 5-year term commencing on 1 April 2022.



Upper Wimpole Street



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