



# BUSINESS CONSULTATION OUTCOMES



AREA PARTNERSHIP



# CONTENTS

OUTLINE	4
BACKGROUND AND RATIONALE	4
KEY FINDINGS	5
WHAT HAPPENS NEXT?	16
CONCLUSION	18
BID FOOTPRINT	19

## REPORT COMPILED AND PUBLISHED BY: THE HARLEY STREET AREA PARTNERSHIP

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## OUR PLANS FOR THE HARLEY STREET AREA

A business improvement district (BID) is being proposed for the Harley Street area and surrounding streets. The creation of a BID will provide support to businesses as a collective, allow collaborative working with key stakeholders such as Westminster City Council, TfL and the Metropolitan Police creating a sense of place and community.

A BID will develop area wide projects led by a business voice which will benefit the area. BIDs play key roles both strategically and operationally in creating an area where businesses want to be and their employees enjoy working, as well as creating a destination of choice for visitors.





# OUTLINE

The Harley Street Medical Area Partnership Business Consultation was undertaken to ascertain a credible assessment of the business community's insights of the area, and how key organisations and stakeholders perceive the area where they work.

To ensure that we meet the needs of our business community and, in advance, of the formal ballot to become a business improvement district, we undertook this survey to understand what the business community would like to see for their area. The output and recommendations from this piece of data gathering will provide the content and help to shape

the BID proposal - the mandate that the businesses will have an opportunity to vote on in Autumn 2021.

More than 300 business within the proposed footprint have been invited to complete the survey. The responses within this document demonstrate the thoughts of the business community and provides a transparent document which reflects the needs and aspirations of the business community. This demonstrates how a business improvement district can support and facilitate improvement and change.

# BACKGROUND AND RATIONALE

The Harley Street Medical Area Partnership survey is part of the formal legislative process that is followed in the development of a business improvement district. This consultation was carried out over a period of 3 months, from February to April 2021.

The survey was provided in both hard copy and electronically and delivered to all businesses who will be eligible to vote in the upcoming ballot. The survey consisted of a selection of questions across the key themes that the BID would hope to focus on, along with general questions regarding the current partnership and BID ballot.

The questions were limited in their content, however detailed enough to ascertain an insight into the requirements of the business community.

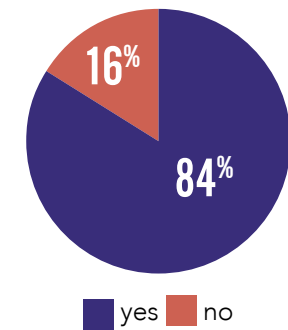
Alongside the questions, there was an opportunity to provide information including who would vote on behalf of each business in the ballot. Of course, all questions were optional.

The questions were designed to look at the opportunities available for improvements and benefits to the area should the business improvement district become a formalized vehicle later in 2021.

# KEY FINDINGS

We have provided an overview of the responses to the questions. The chart below provides an easy overview of the importance of the key themes to businesses. For each question, the key findings and the analysis will be provided.

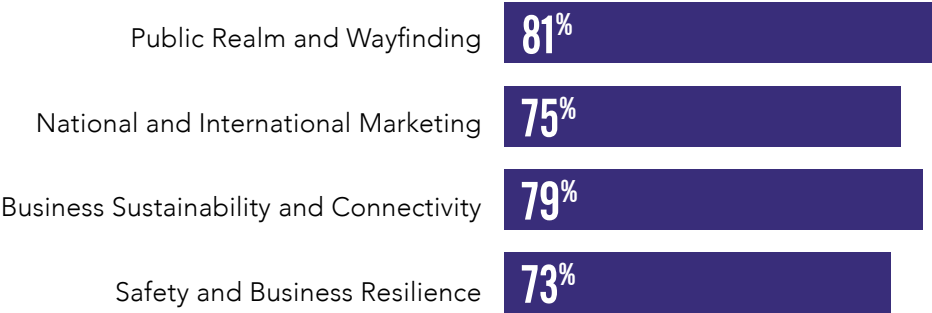
## HAVE YOU HEARD OF THE HARLEY STREET AREA PARTNERSHIP?



## THERE ARE 4 KEY THEMES PROPOSED FOR THE HARLEY STREET AREA:

- Public Realm and Wayfinding
- National and International Marketing
- Business Sustainability and Connectivity
- Safety and Business Resilience

## PLEASE RATE HOW IMPORTANT EACH OF THE PROPOSED KEY THEMES ARE TO YOUR BUSINESS



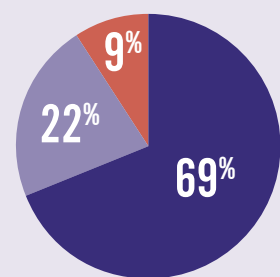
A significant number of respondents (81%) feel that Public Realm and Wayfinding is important or very important to their organisation. 75% felt that National and International Marketing was of key importance, while 79% support the Business Sustainability and Connectivity theme. Safety & Business Resilience was considered a key theme by 73% of respondents.



The Partnership has undertaken a substantial public realm study to identify opportunities in the area. We will ensure that we provide a robust strategy to facilitate the implementation of relevant enhancements. Businesses were asked a series of questions to share their thoughts on what they feel is important to them across this theme:

### DOES THE AREA NEED IMPROVED SIGNAGE?

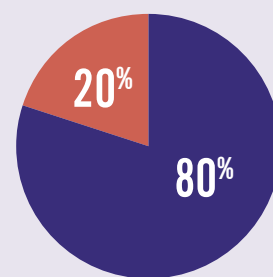
This question overwhelmingly showed that signage is important to the business community which needs addressing. Almost 69% expressed a need for signage improvements and maps.



■ yes ■ no ■ maybe

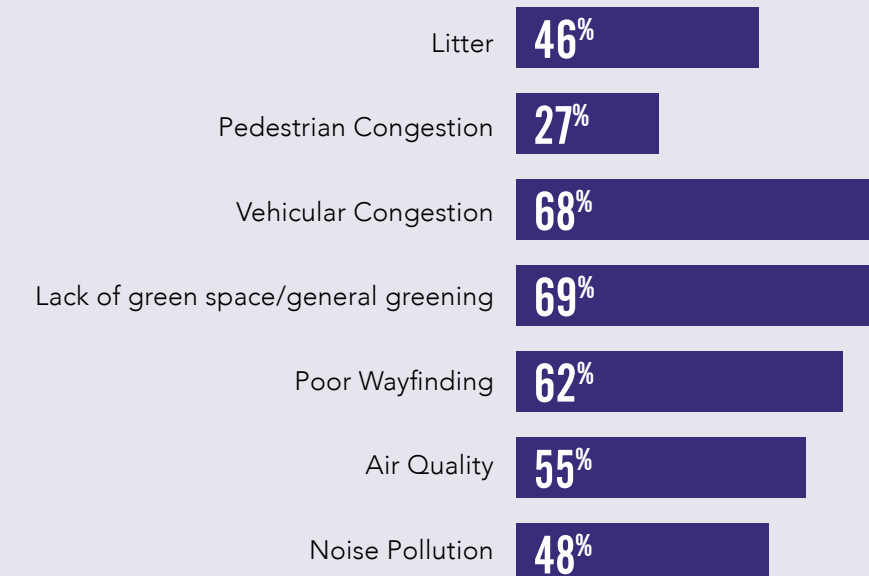
### ARE PICK-UP AND DROP-OFF POINTS A NECESSITY FOR THE AREA?

The majority of people feel that the area should benefit from dedicated pick-up and drop-off points. Understandably, this is particularly key for the medical sector.

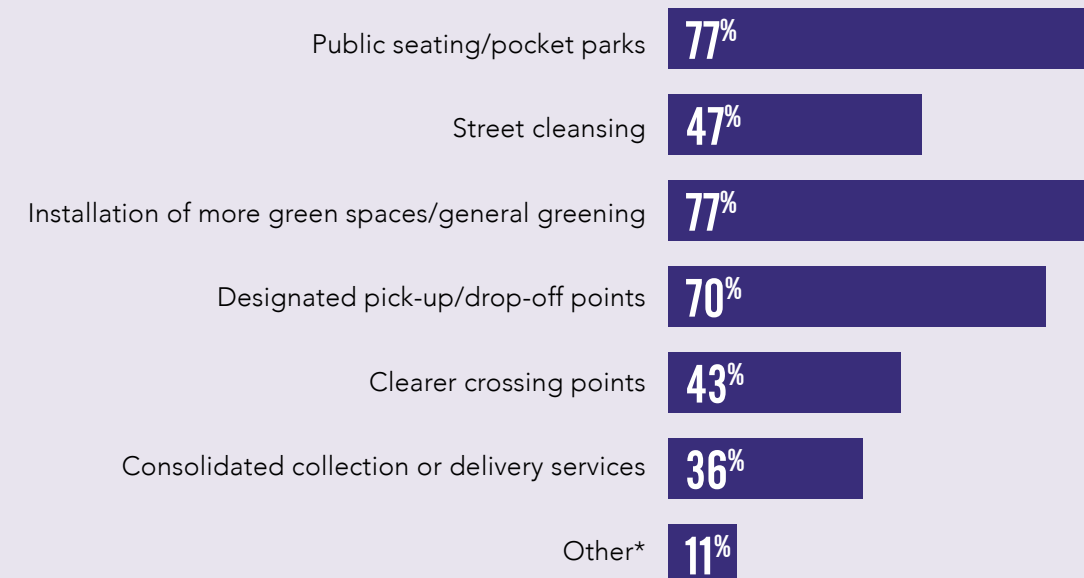


■ yes ■ no

### PUBLIC REALM INCLUDES A WIDE VARIETY OF PROJECTS AND AREAS. WE ASKED BUSINESSES TO SHARE WHICH OF THESE AREAS THEY FELT NEEDED ADDRESSING



### IN ORDER TO ACHIEVE A PUBLIC REALM THAT BENEFITS EVERYONE, WE ASKED WHAT SERVICES YOU WOULD LIKE TO SEE IN THE HARLEY STREET AREA?



\*Identifying points of historical interest; additional refuse collections

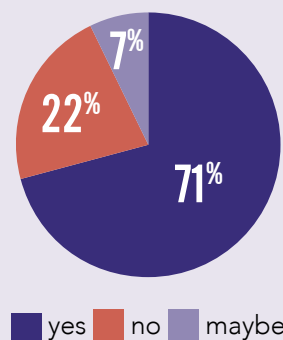




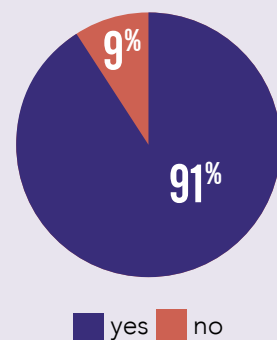
# NATIONAL AND INTERNATIONAL MARKETING

A BID is a vehicle which can be can be beneficial for an area to add value to a business community and support the businesses in a collective and inclusive way. National & International Marketing can position the area to support businesses and making this part of London a destination of choice. As a globally recognized area of London for medical tourism we are keen to ensure that the area is promoted effectively and ensuring the wider offer is highlighted.

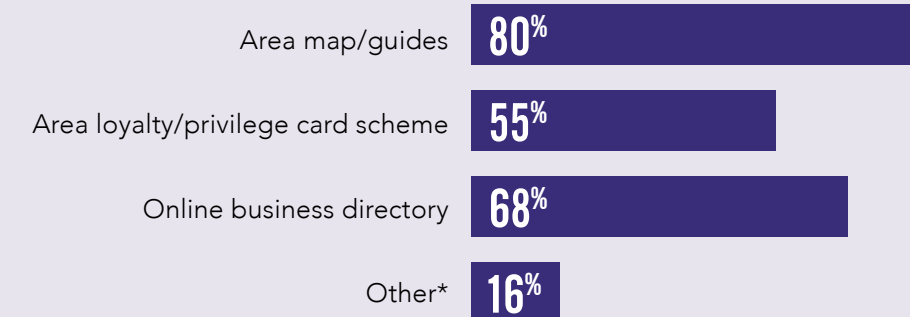
## IS THE PROMOTION OF THE HSMA AS A MEDICAL TOURIST DESTINATION IMPORTANT TO YOUR BUSINESS?



## WOULD YOU LIKE TO SEE EVENTS TO PROMOTE THE OFFER IN THE AREA SUCH AS MEDICAL AND HEALTHCARE SERVICES, RETAIL AND HOSPITALITY OPENINGS?

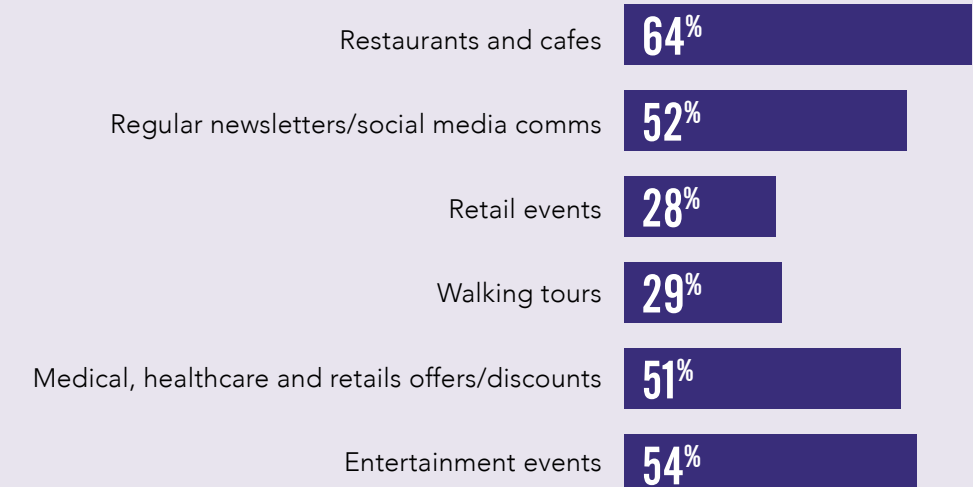


## WE ASKED WHICH MARKETING TOOLS YOU WOULD LIKE TO SEE THE BID DEVELOP FOR THE HARLEY STREET MEDICAL AREA



\*Including social media pages for businesses; further area wide events

## HOW IMPORTANT ARE THE FOLLOWING TO YOU AND YOUR BUSINESS?



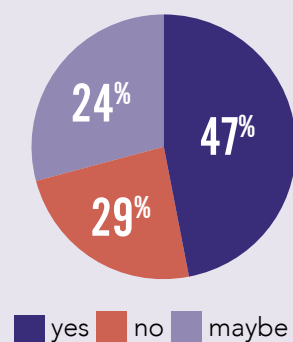




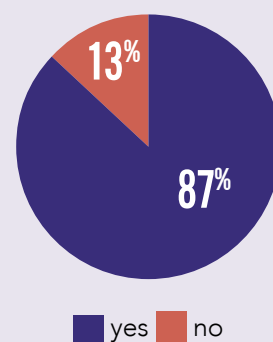
# BUSINESS SUSTAINABILITY AND CONNECTIVITY

The Harley Street Medical area will promote sustainable business and working relationships across all sectors. We would aim to develop volunteering projects, networking sessions, informative webinars and CSR projects for the benefit of all.

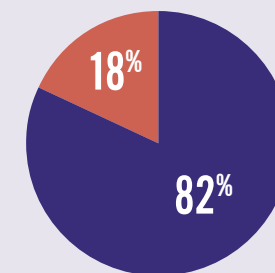
DO YOU FEEL THAT YOU ARE WELL INFORMED ABOUT PLANS FOR THE AREA SUCH AS TRANSPORT CHANGES AND DEVELOPMENTS?



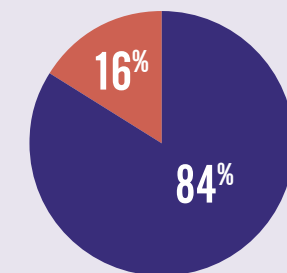
DO YOU FEEL CONNECTING WITH OTHER BUSINESSES ACROSS THE AREA IS IMPORTANT TO YOUR BUSINESS?



ARE NETWORKING EVENTS TO COLLABORATE WITH YOUR NEIGHBOURS AND OTHER SERVICES OFFERED IN THE AREA OF INTEREST TO YOU?



WOULD YOU BE INTERESTED IN WORKING WITH MEDICAL AND HEALTHCARE BUSINESSES IN VIEW OF THE FACT THE AREA IS GLOBALLY RECOGNISED IN THIS FIELD?



Businesses are extremely keen to work collectively with other businesses in the area through networking events and business activities such as webinars.

Businesses have indicated that 53% undertook regular training and workshops. Additionally, businesses fed back that they would like to see further crossover between organisations across all sectors. Businesses would also like to ensure the Harley Street area reputation is maintained.

WOULD YOU BE INTERESTED IN ANY OF THE FOLLOWING OPPORTUNITIES?







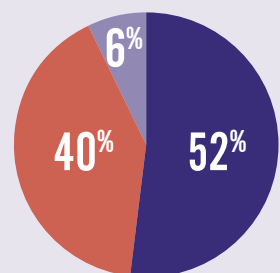
# SAFETY AND BUSINESS RESILIENCE



The Partnership wants to ensure that everyone who uses the area feels safe and secure. The BID will endeavour to implement relevant interventions to achieve this.

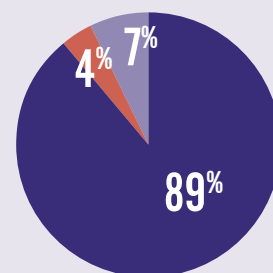
We will ensure that our businesses are provided with the correct tools and support to ensure we meet their needs under this theme.

## DO YOU CONSIDER SECURITY TO BE AN ISSUE FOR THE HARLEY STREET AREA?



■ yes ■ no ■ other

## DO YOU FEEL SAFE IN THE AREA?



■ yes ■ no ■ other

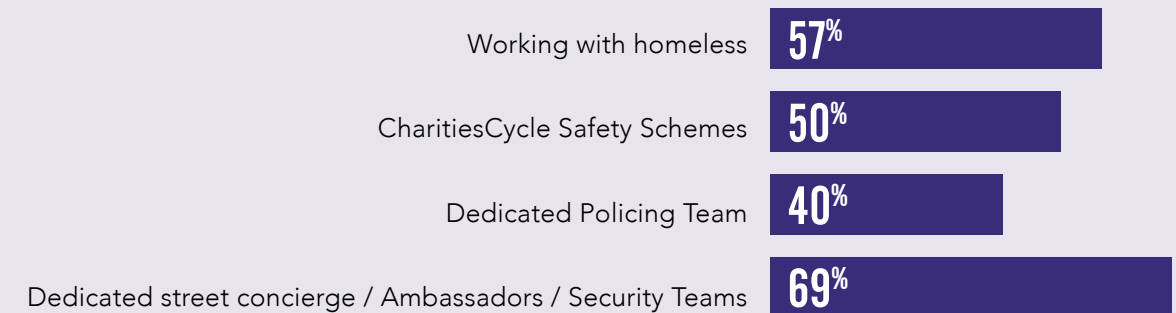
## WHICH, IF ANY, OF THE FOLLOWING DO YOU CONSIDER TO BE AN ISSUE FOR THE AREA?



\*Includes litter and cycling behaviours

Some businesses have highlighted that their staff feel vulnerable especially out of hours when travelling to and from work. Some feel that the area has deteriorated and the feedback received clearly demonstrates that there is a requirement for additional security support/ambassadors or a street concierge service.

## WHAT SERVICES WOULD YOU LIKE TO SEE DEVELOPED FOR THE AREA?



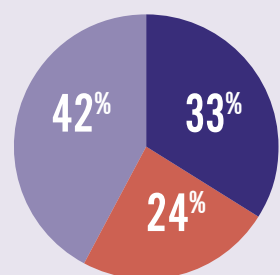


# A BUSINESS IMPROVEMENT DISTRICT FOR THE HARLEY STREET AREA?

A BID is a framework to deliver improvements to an area, identified and directed by the business community. A BID is established through a ballot process where eligible businesses have the opportunity to vote for this to be put in place for a specified area. A small levy would be collected and reinvested to deliver the projects as agreed in the BID proposal.

An overwhelming majority (91%) of businesses in the area feel that a BID would add value and agreed, in principle, to support a business improvement district.

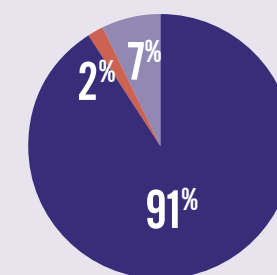
## WOULD YOU LIKE TO BE INVOLVED IN THE DECISION-MAKING PROCESS REGARDING WHICH PROJECTS AND SERVICES WE DEVELOP?



■ yes ■ no ■ maybe

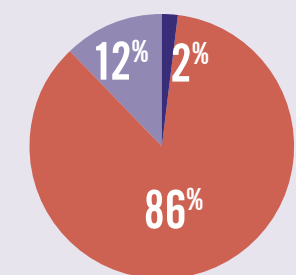
33% of stakeholders want to get involved in the decision-making process regarding the future projects that the BID will undertake in the area. However, it is interesting to note that a significant percentage – just over 42% replied 'Maybe'. This suggests that an important number of stakeholders are not fully aware of the foundation that a BID is built upon and the benefits that it can bring. However, we hope to have the opportunity to work with the businesses community as the BID process emerges.

## WOULD YOU, IN PRINCIPLE, SUPPORT A BID?



■ yes ■ no ■ maybe

## IS THERE ANYTHING FURTHER THAT YOU WOULD LIKE TO SEE THE BID DELIVER?



■ yes ■ no ■ other\*

\*A good medical directory  
Opportunities to share ideas to make the area a destination

Shared services such as contractors/maintenance



# WHAT HAPPENS NEXT

Now that the perception analysis has been completed, it appears there is a strong mandate for a business improvement district.

Consultation – the businesses are consulted on the priorities that have been identified in this document and consultation events are on-going.

BID Proposal - A BID proposal will be drafted, based on the questions and responses in the document herewith. This shapes the BID proposal which is submitted to Westminster City Council for endorsement. In its draft format, it will be submitted to the business community for their comments. This will be published in early Summer 2021.

Ballot – November 2021.

# HOW THE BALLOT WORKS

The businesses community will vote on the BID proposal that sets out the projects and services that will be provided over a 5-year term.

In order for an area to establish BID status, it must receive a YES vote at the ballot by both turnout and aggregate rateable value.

If a BID is established, this will be financed by an annual levy; 100% of the levy income is re-invested for the delivery of the projects as set out in the BID proposal.

The ballot will be conducted by Civica for the eligible rated hereditaments on the Westminster City Council ratings listing at the time of the Notice of Ballot.





# CONCLUSION

1. We will engage in advance with the businesses within the appointed footprint. We will ensure that all stakeholders are fully aware of the existence of the Partnership.
2. Rough sleeping, homelessness and begging have been identified as issues for the area which will need support and addressing. Additional security or a street concierge service will be identified as an opportunity for exploration.
3. There is a clear need for additional seating and greening assets for the area along with improved signage.
4. We will provide opportunities for networking and provision of shared services.
5. The retail and hospitality offer creates a feeling of 'local' in the area. The BID will promote this offer through a variety of platforms including social media.
6. The BID will promote and support medical tourism through national and international marketing.
7. Local stakeholders are in favour of a proposed BID for the area.



# BID FOOTPRINT



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