

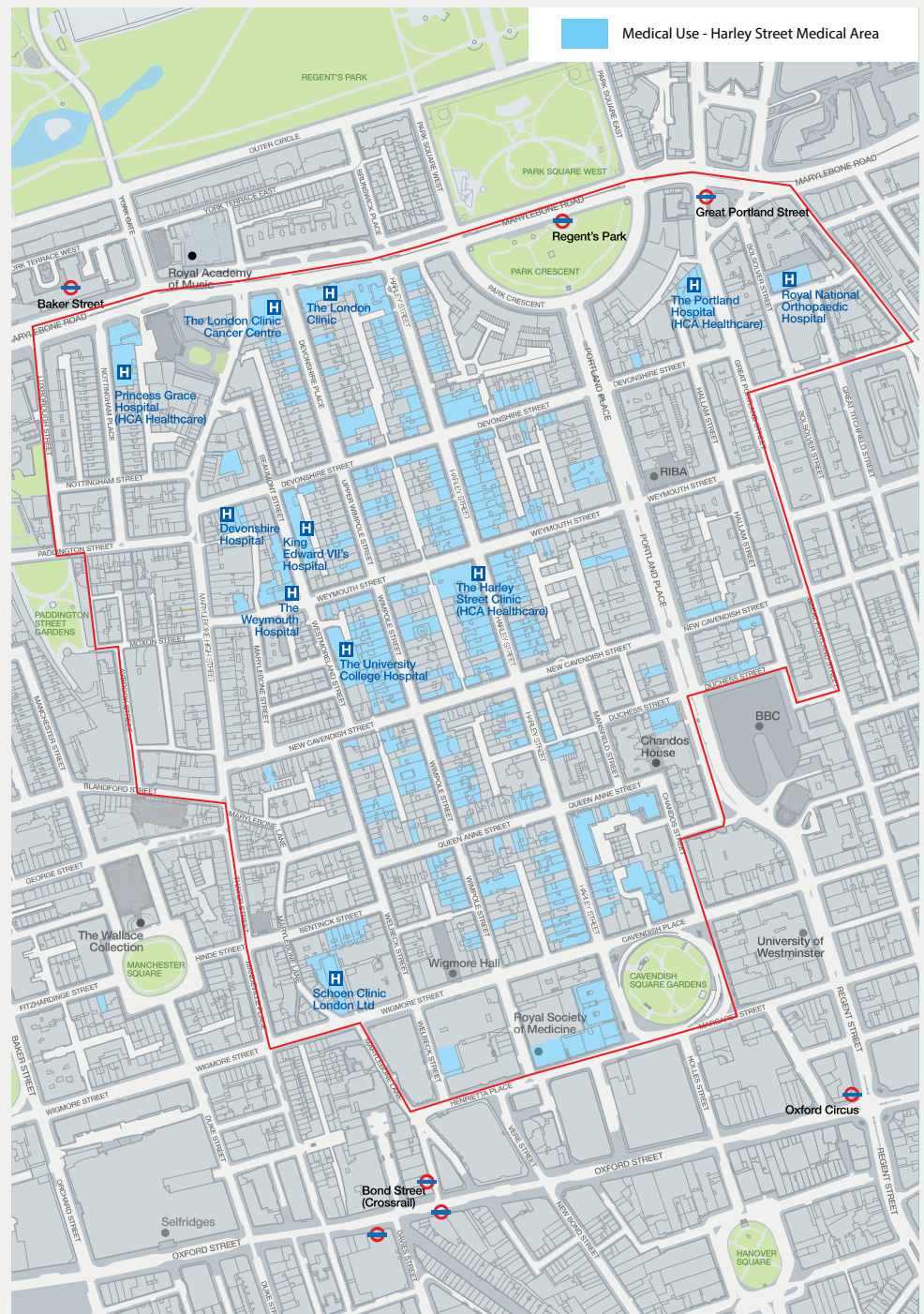


THE HARLEY STREET MEDICAL AREA PARTNERSHIP BUSINESS CONSULTATION

THE PROPOSED BOUNDARY

The proposed boundary for the Business Improvement District (BID) footprint is set out below:

THE HARLEY STREET MEDICAL AREA PARTNERSHIP



BUSINESS CONSULTATION

The Harley Street Medical Area Partnership (HSMAP) was formed in the spring of 2019. The aim of the Partnership is to bring together medical and corporate partners along with relevant stakeholders to work on a shared agenda aimed at the promotion of the Harley Street Medical Area (HSMA) through a business improvement district (BID).



We understand your time is precious so to say "thank you" to all who have completed this survey, we would like to enter you into a prize draw to win a traditional afternoon tea voucher for 2 kindly provided by the Mandeville Hotel.

Please indicate your agreement to this by ticking this box. ☐

In line with GDPR, your information and responses will be dealt with in strictest confidence and no information will be shared with other parties.

Thank you for completing the survey. If you could kindly return it by Friday 5 March 2021. For those who have indicated that they would like to be entered into the prize draw – this will take place week commencing 8 March 2021 when the winner will be notified accordingly.

Our aim is to ensure that the area has a robust reputation to attract people to work here, access the quality services available and enjoy the leisure opportunities on offer. We have a significant corporate occupier representation and, through a collective voice, plan to provide a cohesive approach to improvements for businesses in the area.

Harley Street is a globally recognised area for medical expertise, however the area is very much business led through a wide sector mix including corporate occupiers, retail, leisure and hospitality.

It is our plan to develop a formalised BID towards the end of 2021. BIDs are successful strategic vehicles for making improvements and change within a designated area on behalf of a business community. The Partnership will drive this process forward to enable the facilitation of regeneration improvements for the area, be a collective voice for the business community and provide significant opportunities for employers and employees.

As the BID develops there will a focus on strategic themes; Public Realm and Wayfinding, National and International Marketing, Business Sustainability and Connectivity and Safety and Business Resilience. The Partnership hopes that by championing these initial core themes, it can continue to strengthen and develop the HSMA into a world class, world renowned area of healthcare excellence along with being a destination of choice for businesses.

We would like all businesses across the footprint to participate in our business consultation to provide us with an overview of what is important to them, how we can facilitate improvements and really capture the thoughts and expectations of the businesses who are located here. We will focus on projects that have been identified by the local business community and endeavour to deliver these during the 5-year BID term. We will analyse the feedback from this survey which will help shape and complement our business plan which is the mandate that the businesses vote on to become a formalised BID.

1. Have you heard of the Harley Street Medical Area Partnership?

☐ Yes ☐ No

Strategic Themes

Strategic themes are identified as areas of focus which the BID plans to deliver on. The budgets will be split accordingly to provide suitable funding streams to facilitate improvements and interventions under each theme.

2. Please indicate how important you feel that the following themes would be for the area with '5' being most important:

Public Realm and Wayfinding

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

National and International Marketing

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Business Sustainability and Connectivity

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Safety and Business Resilience

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

3. Would you like to be involved in the steering groups which manage the key themes?

☐ Yes ☐ No ☐ Maybe

4. Would you like to see any additional or different themes?

☐ Yes ☐ No

Suggestions

PUBLIC REALM

The Partnership has undertaken a substantial public realm study to identify opportunities within the area. The BID will be looking to ensure we have a robust public realm strategy to implement sympathetic yet meaningful improvements to the area such as additional seating, enhanced wayfinding and greening projects. A number of questions set out below will give us some insight into how businesses view the public realm and where they feel improvements can be made.

5. Is it easy to navigate around the area?

☐ Yes ☐ No

6. Does the area needs improved signage?

☐ Yes ☐ No

7. Are pick up and drop off points a necessity for the area?

☐ Yes ☐ No

8. On a scale of 1– 5 (5 being the most significant) which of the following would you consider an ongoing issue for the HSMA?

Litter

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Pedestrian congestion

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Vehicular congestion

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Lack of green space/ general greening

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Poor Wayfinding

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Air Quality

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Noise Pollution

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Other (Please Specify)

9. What services would you like to see in the Harley Street Medical Area?

- ☐ Public seating/pocket parks
- ☐ Street Cleansing
- ☐ Installation of more green spaces/ general greening
- ☐ Designated pick-up/drop off points
- ☐ Clearer crossing points
- ☐ Consolidated collection or delivery services

Other (Please specify)

NATIONAL AND INTERNATIONAL MARKETING

The area is world renowned for its medical expertise and we would like to encourage visitors to the area to access the amazing treatments, care and facilities here. We will support both national and international marketing to ensure that we are on the right platforms to promote the area effectively. It is key to make Harley Street not just a destination of choice but one that holds a variety of openings for visitors, patients and their families.

10. Is the promotion of the HSMA as a medical tourist destination, to improve dwell time and make use of leisure opportunities, important to your business?

☐ Yes ☐ No ☐ Maybe

11. Would you like to see events to promote the offer in the area such as medical and health care services, retail and hospitality openings:

☐ Yes ☐ No

12. Which of the following marketing tools would you like to see developed for the HSMA?

- ☐ Area maps/guides
- ☐ Area loyalty/privilege card scheme
- ☐ Online business directory

Other (please state)

13. How important are the following to you and your business: (Ranking from 1-5 with '5' being most important).

Restaurants and cafes

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Regular newsletters/social media comms

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Retail events

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Walking Tours

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Medical, Healthcare and Retail offers/discounts

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Entertainment events

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1



BUSINESS SUSTAINABILITY AND CONNECTIVITY

This theme 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.

14. Do you feel you are well informed about plans for the area such as on proposed developments and transport changes?

☐ Yes ☐ No

If no, would you like to be more informed?

☐ Yes ☐ No

15. Do you feel connecting with other businesses across the area is important?

☐ Yes ☐ No

16. Are networking events to become more familiar with your neighbours and other services offered within the area of interest?

☐ Yes ☐ No

17. Do you regularly attend training and/or workshops that may help your business develop?

☐ Yes ☐ No

If no, would you be interested in attending events such as these?

☐ Yes ☐ No

18. Would your business be interested in any of the following?

Mentoring, CSR and volunteering opportunities

☐ Yes ☐ No ☐ Maybe

Small Business Seminars and Networking Events

☐ Yes ☐ No ☐ Maybe

The opportunity to comment on area plans, developments or transport issues

☐ Yes ☐ No ☐ Maybe

Work placement, recruitment support and apprenticeship brokerage schemes

☐ Yes ☐ No ☐ Maybe

Wellbeing activities for staff

☐ Yes ☐ No ☐ Maybe

Supporting education projects for young people

☐ Yes ☐ No ☐ Maybe

19. As the area is globally recognised for the healthcare provision and ground breaking medical research, would you be interested in working with medical and healthcare businesses across the HSMA?

☐ Yes ☐ No



SAFETY AND BUSINESS RESILIENCE

The safety and security of our businesses and colleagues is always of paramount importance. We want people who use the area to feel safe and secure at all times and will work with key stakeholders including the Police. We will ensure our business community is provided with the right tools to be resilient to reflect the changing demands of our business community and the challenges that we face.

20. Do you consider security to be an issue for the HSMA?

☐ Yes ☐ No

21. Which, if any, of the following do you consider to be an issue for the area?

- ☐ Rough sleeping/homelessness
- ☐ Begging
- ☐ Anti-social behaviour
- ☐ Theft of personal property
- ☐ Terrorism Threat

Other (Please specify)

22. Do you feel safe in the area?

☐ Yes ☐ No

Other (please comment)

23. Which of the following would you like to see developed for the area?

- ☐ Working with homeless charities
- ☐ Cycle Safety Schemes
- ☐ Dedicated policing team
- ☐ Dedicated street concierge / ambassadors / security teams

Other (please state what)

WHAT DO YOU THINK?

24. Is there anything else that you would like to see the BID deliver?

☐ Yes ☐ No

If yes, please specify

25. In view of the opportunities and enhancements the BID could bring to the area, would you, in principle, be supportive of a business improvement district for the Harley Street area?

☐ Yes ☐ No ☐ Maybe

26. As we move forward with the formal process to become an established BID we will need to identify who the authorised voter would be for your organisation to ensure that we liaise with the correct individual. Will you be the voter contact for your organisation?

☐ Yes

Name

Job title

Company

Contact information

☐ No, I don't know who that would be

☐ No, but it is likely that it would be

Name

Job title

Company

Contact information



Thank you for sparing the time to complete this survey.



For further information please contact:

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