

The background image shows a narrow, cobblestone street in Harley Street, London, viewed through a large stone archway. The archway is supported by two large columns. Above the archway are two windows. The street is flanked by brick buildings. In the distance, a person on a motorcycle is visible through the archway. The overall scene is well-lit, suggesting daytime.

**HARLEY
STREET**

BUSINESS IMPROVEMENT DISTRICT

**HARLEY STREET
BUSINESS
IMPROVEMENT
DISTRICT**

BILLING LEAFLET 2023/24



OVERVIEW OF PROJECTS, INCOME & EXPENDITURE



HARLEY STREET BUSINESS IMPROVEMENT DISTRICT

The Harley Street Business Improvement District (BID) is proud to represent this unique part of London with its village feel from Marylebone High Street, to one of the most globally recognised areas of medical excellence, whilst being home to significant corporate occupiers.

The BID was established in December 2021 as a not-for-profit organisation limited by guarantee. The BID went live in April 2022 with a robust delivery plan to improve the area for those who live, work and visit here.

As the BID has now completed the first of its 5-year term, we are pleased to set out key achievements and share activities planned as we progress further in our first term.

We very much rely on the support of our business community, we are “your” BID and encourage you, as the levy paying community, to get involved with the BID to ensure that we are delivering activities and services that benefit and support you.

We look forward to engaging with you over the coming year as we become a more established collective voice in the area and ensure that the Harley Street BID is firmly on the map.

Annually we present a billing leaflet which sets out achievements and accomplishments over the last 12 months and informs you of planned activities over the next 12 months.

ACHIEVEMENTS 2022/23

The first 12 months have been extremely busy for the BID as we settle into creating our steering groups for each key theme and setting our delivery plan. The BID has begun to establish itself in the area through a variety of interventions. This short document highlights key delivery to date and we look forward to working with you over the coming year.

WE VERY MUCH RELY
ON THE SUPPORT
OF OUR BUSINESS
COMMUNITY





PUBLIC REALM & WAYFINDING

2023/24 BUDGET: £418,333

This key theme covers a wide area of opportunities to ensure that visitors, workers, and residents have a positive experience and lasting impression of the area. We have key plans to enhance the neighbourhood and develop meaningful improvements. The BID undertook a public realm vision study and key outputs were highlighted which the BID has been taking forward:

- We have a dedicated public realm steering group attended by 8 different businesses
- We are working with WCC on improvements specifically around Paddington Street Gardens to enhance this major green space
- We have identified areas where we can provide additional seating by way of the installation of a parklet and/or seating with planters
- In collaboration with WCC we are working to provide additional cycle parking spaces
- A dedicated cleansing team have been engaged to provide additional cleaning and focussing on area hotspots
- A reactive janitorial service will be rolled out from January 2023 to provide hot flushing, gum removal and a reactive service to our businesses in one short call
- We have created an informative wayfinding map which has been shared physically and digitally with our businesses
- We are continuing discussions with relevant partners to improve audio and directional signage from transport hubs
- We have provided a delivery and servicing toolkit to support businesses
- We aim to reduce vehicle numbers through a dedicated waste/recycling service to our business community and support the reduction in emissions to improve air quality



NATIONAL & INTERNATIONAL MARKETING

2023/24 – BUDGET: £278,930

This key theme promotes the activities and offer of the area. Working with all the businesses we aim to promote the area and the businesses which thrive here through a variety of marketing tools. We also aim to support the medical organisations globally to encourage patients to come here for their treatment to ensure they have the best experience possible from initiating joint opportunities with local hotels and hospitality offers:

- A steering group for this key theme has been set up with the businesses so they can shape the agenda and identify priorities
- We have arranged events that promote the BID through activities and networking
- We will create an events/venue guide for the area showcasing what we have to offer here
- A medical board has been established to work with the BID to ensure we can support the medical facilities here specifically through effective marketing both nationally and globally
- We are in discussion to create an app which will house a loyalty scheme for all to enjoy
- We have a significant increase in our social media activity and continue to share relevant information, keeping all social posts current and effective for businesses and other users
- We have established a regular newsletter providing partner and area news highlighting offers from local businesses to over 300 subscribers
- We rebranded and refreshed our website providing a more interactive user experience

**SIGNIFICANT
INCREASE IN
OUR SOCIAL
MEDIA ACTIVITY**





BUSINESS SUSTAINABILITY & CONNECTIVITY

2023/24 – BUDGET: £223,517

This key theme allows us to create successful partnerships with local business through a variety of different platforms. We have undertaken various events which will bring people together and provide opportunities especially throughout both the business and local community.

- We have organized two successful launch events to which we welcomed over 170 guests from local businesses
- We are working with the University of Westminster on their Carbon Literacy Programme to support local businesses in the energy crisis
- We have developed a business directory and digital map on the website
- We are working with 'Westminster Works' to support their recruitment drive for the hospitality sector
- We are in discussion with WCC to investigate developing public WiFi across the footprint
- We have created mental health well-being sessions which were well received along with active events such as yoga
- We have developed an online Christmas Advent Calendar with local prizes for all to enter and enjoy
- We have presented a range of Christmas activities to support local charities and supported the local Church by sponsoring their Christmas Tree
- We have created a job page on our website to support local business so they can advertise free of charge on our website
- We will arrange specific networking events with key speakers
- We have partnered with SeedL, an online training provider to offer unlimited free training to all registered users from businesses across the footprint. Currently we have 50 users signed up
- We have lobbied central Government on the rail strikes and the negative and financial impact that it has on our businesses especially in the medical sector



SAFETY & BUSINESS RESILIENCE

2023/24 – BUDGET: £215,863

Safety & Business Resilience is a key theme focussed on providing confidence in the area, working with key partners to help reduce crime and ASB. This theme also provides relevant training for businesses and supports preparedness through various channels. We aim to make the area as safe and welcoming as it can be for all those in the area.

- We have worked with the Met Police to deliver Counter Terrorism ACT and ScaN training sessions to 45 people
- We have provided Met Police safety workshops to businesses and connected businesses to receive direct training
- We will provide crime prevention materials to be shared with the business community
- Since September 2022, we have provided our on-street security teams working 6-days a week. They have provided 1,675 business welfare checks, interacted 257 times with rough sleepers and provided support to encourage homeless individuals to seek outreach support
- We have provided 500 leaflets to our businesses to provide our on-street team's details
- We will provide a GDPR compliant emergency notification system to be available for all businesses and this will also enable direct communications between businesses
- We are part of the West End Security Group who provide training, CT advice and share their knowledge with us and our businesses on prepare and protect situations
- We are working with our outreach partners and the local authority around homelessness, rough sleeping, begging and ASB
- We patrol regularly with the Met's Safer Neighbourhood Team
- We will provide cycle safety materials and bike marking opportunities
- We will consider a radio scheme for local businesses

**SECURITY TEAMS
WORKING 6-
DAYS A WEEK**



INCOME & EXPENDITURE*

2022/2023

	Total (£)
Closing 2021-22 Reserves	
BID Levy Income	949,774
Voluntary Income Grants and Sponsorship	29,350
Total Income	979,124
Public Realm and Wayfinding	185,584
National and International Marketing	112,869
Business Sustainability and Connectivity	91,444
Safety and Business Resilience	96,121
Staffing and Overheads**	151,407
Contingency***	
Total Expenditure	637,425
2022-23 Closing Reserves	341,698

Notes

* Based on forecasts made in January 2023 management accounts

** Covered firstly by voluntary income. This includes 'statutory collection fees'

*** 5% Statutory contingency set aside to cover BID levy fluctuations, ratings changes and bad debts

PROJECTED INCOME & EXPENDITURE

2023/2024

	Total (£)
Closing 2022-23 reserves	341,698
BID Levy Income (assuming 95% collection)	990,000
Voluntary Income Grants and Sponsorship	50,000
Total Income	1,381,698
Public Realm and Wayfinding	418,333
National and International Marketing	278,930
Business Sustainability and Connectivity	223,517
Safety and Business Resilience	215,863
Staffing and Overheads**	195,556
Contingency***	49,500
Total Expenditure	1,381,698
2023-24 Closing Reserves	



**PLEASE DO CONTACT US
IF YOU HAVE ANY QUESTIONS:**

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BUSINESS IMPROVEMENT DISTRICT