



**HARLEY
STREET**

BUSINESS IMPROVEMENT DISTRICT

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ANNUAL REPORT

2022/23

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INTRODUCTION

Welcome to the first annual report from the Harley Street Business Improvement District. The BID secured its first term after a successful ballot in December 2021, going live in April 2022. We celebrate our first 18 months as a formalised BID and are making good headway as we progress through Year 2.

Our delivery to date has been exciting and the BID has been reassured by the strong backing of our businesses here. Our aims and objectives set out in the BID proposal are to enhance and develop this historic area across our 4 key themes, setting goals to achieve this through our 5-year term.

Our first term has started well with significant delivery by the BID team. The team has developed since its inception and we have been working on each theme as we plan and deliver activities across these strategic areas.

These areas are public realm and wayfinding; national and international marketing; business sustainability and connectivity and safety and business resilience.

We were delighted to welcome our street teams in September 2022 providing on-street security patrols dealing with low level crime, anti-social behaviour and providing public confidence across the footprint. Our street sweeping and litter picking service help keep the area looking its best. Our reactive janitorial service was rolled out in May 2023 completing our on-street teams. The teams respond directly to on-street issues and attend as quickly as possible to ensure the area is clean and fresh. All these services have been well received by our business community and play a significant role in our stakeholder engagement and providing a direct service for our businesses. They are the eyes and ears on the ground for the BID and welcome the interaction with the local businesses. These services have provided immediate benefits for businesses as the BID develops.

Our first annual report clearly displays what's been achieved, demonstrating delivery against our commitments in the BID proposal. Collaborative working is key to us achieving our goals for you and we work closely with our key stakeholder partners such as the Metropolitan Police, TfL and Westminster City Council.

Our close collaboration with them ensures that we are involved where we should be and with their support, aids us to deliver for you. We welcome the new administration

and are excited by the recently developed Fairer Westminster plan and look forward to working further with our local authority as the BID develops.

We are excited to be providing a strategic masterplan under our public realm theme. This will underpin the direction of travel needed to enhance our green spaces, deliver more pleasing and accessible footways and crossing points, provide better seating and communal spaces along with looking at our commitment around improving air quality by reducing traffic and encouraging more sustainable travel.

We were delighted to share our Economic Impact study on the most recent growth across the private healthcare market. With a fifth of our levy payers being from the healthcare sector it was paramount for us to explore where the growth has been, especially with challenges such as Brexit and the pandemic. We will continue to monitor and research future growth to ensure London remains attractive to overseas investors wanting to make Harley Street their home.

The rest of this report sets out more detail around specific delivery from our key themes. The BID is here to support you, as our businesses, provide a collective voice, support positive change and ensure that all levy payers enjoy the benefits that the BID will bring over the next 5 years and beyond. We are excited about the work delivered to date and more excited about what the future will bring together.

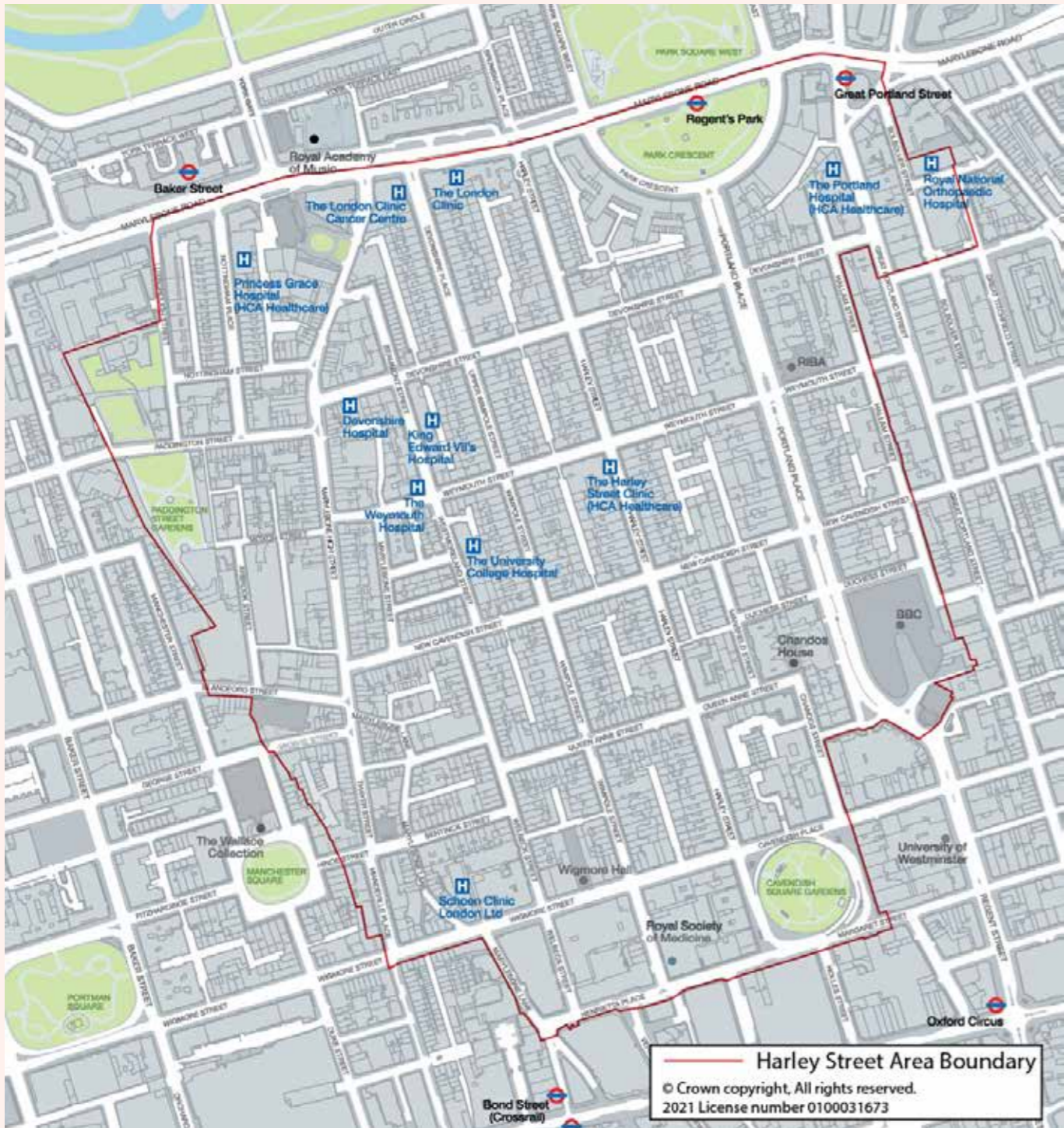


Simon Baynham
Chairman
Harley Street BID



Nicki Palmer
BID Director
Harley Street BID

THE BID BOUNDARY





PUBLIC REALM & WAY-FINDING

Strategic focus

The future of the public realm within the BID footprint was agreed to be so important that a strategic master-plan was essential to better understand the opportunities and challenges for improvements that might be proposed.

This will help set parameters for programming and fund-raising, while allowing for a comprehensive collaborative exercise with essential partners, including Westminster City Council, the Howard de Walden Estate, the BID levy payers, and the wider community groups across the footprint, and BID partners on the periphery.

The master plan will be sufficiently dynamic to allow for future change and adaptation over time while adhering to a series of fundamental guidelines and principles that ensure a truly sustainable and resilient landscape and green infrastructure.

The invitations to tender for this prestigious commission were sent out in July 2023 with returns set for 21st September. Future improvements to the public realm, which will necessarily improve the place-making and way-finding opportunities within and without the area, will also automatically enhance all other aspects of the BID strategic proposals.

The landscape is the context within which all future benefits and gains will be forthcoming, including enhanced visitor and pedestrian experiences; extended tree canopy cover (with reduced temperatures and 'natural' cooling); flood attenuation and mitigation through sustainable urban drainage interventions; biodiversity net gain and improvements in green infrastructure for wildlife and ecological habitat; improved air quality; and a safer environment for everyone in terms of traffic flows, vehicle numbers and types heading into and through the area.

Paddington Street Gardens

Cavendish Square and Paddington Street Gardens are the major publicly accessible green spaces set within the footprint. Situated within the south-east and north-west corners of the area respectively, each presents its own challenges and opportunities for consideration. Cavendish Square is currently the subject of longer-term development proposals with extensive sub-surface excavations to take place and will be subject to collaborative discussions with all partners further into the future.

Paddington Street Gardens is a much-loved and highly-valued public space in need of improvements and upgrading. As the land is all consecrated, partnership with the London Diocese is essential, along with Westminster City Council, the managers and maintainers of the area. Works are about to be commissioned for a variety of important surveys (e.g. historical, archaeological, topographical, ecological, etc.) to secure baseline information for any future proposals for interventions and changes that might be considered appropriate.

It is hoped that this information will allow for a future evidence-based consultation process to help shape the future of the gardens in a cohesive and comprehensive manner for the benefit of everyone.

Short & medium-term Interventions

The potential for short- and medium-term interventions such as branded street planters and associated seating (parklets and cycle-parking options will necessarily need to be a strategic part of the master-plan as they represent more permanent facilities) will improve the public realm and place-making offer, without interrupting future options for more permanent improvements that will be included in the master plan research. If these can be agreed and introduced, the BID will also include specific management and maintenance regimes to ensure the plant stock not only survive but thrive, allowing for future transplanting into more permanent planting beds as they become available (and avoids the embarrassment of the planters becoming general collectors of waste and weeds).

Future Way-finding

Working collaboratively with Transport for London, 'Legible London' and certain other relevant partners, the BID is seeking to improve the visitor experience of discovering the BID area and access to all its wide-ranging facilities and experiences. It is intended to improve not only physical street signage (that aligns with design and brand aesthetics of 'Legible London'), but also a virtual wayfinding system that aligns with a loyalty app offering extensive benefits to those working, living and visiting the area.





NATIONAL & INTERNATIONAL MARKETING

The Harley Street area is vibrant and multifaceted. Our national and international marketing theme promotes the activities and offer of the area. Ad hoc strategies have been developed to promote all the aspects and industries of our beautiful area. From retail on Marylebone High Street to the renowned Harley Street Medical Walk.

Promoting the Harley Street area at a national and global level will vastly increase our visibility as well as help define through cumulative exposure what makes our area unique. In turn, this will empower the Harley Street BID to become a leading global player in medical innovation and touristic excellence.

It is of cardinal significance that the Business Improvement District possesses an all-encompassing and intricate comprehension of the various marketing endeavours that have been embarked upon within our footprint. Our overarching objective is to acquire an extensive panorama of these initiatives, thereby facilitating the formulation of marketing strategies that adeptly address the prevailing challenges encountered by enterprises and industries. Evidenced by the data presented below, it becomes

evident that the audience engagement attributed to the Harley Street BID is undergoing a noteworthy expansion across our diverse social media platforms and newsletters. Consequently, it becomes imperative to sustain this upward trajectory by remaining attuned to the evolving landscape and by ingeniously devising novel methodologies for the promotion and proliferation of the Harley Street BID.

WE DEVELOPED A
DYNAMIC WEBSITE IN
CONSTANT EVOLUTION INTEGRATING A VENUE
GUIDE & BUSINESS DIRECTORY PAGES




WE DEVELOPED A 5 MINUTES
**SPOTLIGHT FOR
PROFESSIONALS**
AND SHARED 30+ STORIES


BRANDED BAGS AND
INFORMATIVE LEAFLETS WERE PRINTED TO
PROMOTE THE AREA LOCALLY

**1,200+ MONTHLY
NEWSLETTERS**
CIRCULATED ABOUT EVENTS AND
NEWS IN THE BID AREA



56K+ SOCIAL MEDIA
IMPRESSIONS, AND AN AUDIENCE
OF 500+ INDIVIDUALS




WE PROMOTED BRANDED
WELLBEING AND PERSONAL/
PROFESSIONAL DEVELOPMENT EVENTS FOR
BUSINESSES IN THE FOOTPRINT



FUTURE OF MARKETING

Loyalty App

We are in the process of releasing a loyalty scheme app. The Harley Street Rewards app will gather offers and tailored discounts from businesses in the footprint. We hope that this will be utilised and enjoyed by all who live, work and visit the area.

The app will be a key communication vessel and will enable the Harley Street BID to send personalised notifications based on location or shopping habits.

The app will also interrogate data to enable the BID and businesses to understand local spend, gather data and feedback to businesses what offers are redeemed and convert this into monetary savings and promotional activity for businesses.

Instagram Channel

The Harley Street BID is currently present on text based social media platforms (LinkedIn, Twitter). A future Instagram channel would magnify Harley Street area visibility and, in conjunction with the rewards App generate traffic and awareness.

Conference

To promote the Harley Street Medical area The Harley Street BID is looking into bringing the different expertise of our area to important medical conferences and shows.

The aim is to attract international medical tourism.

Public Relations

The Harley Street BID efforts to engage with journals and main stream media will increase to create a network for our news, developments, events and more.

Develop joint offers medical/hotels

The Harley Street BID will work to promote the collaboration between the medical facilities and the hotels to provide respite care post-hospital admissions and provide opportunities for relatives travelling with those using the medical facilities.



BUSINESS SUSTAINABILITY & CONNECTIVITY

The Business Sustainability and Connectivity theme allows the implementation of wonderful initiatives that will foster a sense of community in the area encouraging us all to get to know our neighbours.



NETWORKING EVENTS

Effective local business promotion, with business networking events, is delivered to make sure that we avoid any business working in isolation. We are in discussion with WCC to commence installation of public Wi-Fi across the footprint.



90+ GUESTS ATTENDED
THE ECONOMIC IMPACT REPORT
LAUNCH/SUMMER DRINKS EVENT

A MENTAL HEALTH WELLBEING
SESSION WAS HELD IN MAY
PLUS A **FREE 30-MINS**
MAISY MADDOX COACHING





CHARITY SUPPORT AND CHRISTMAS ENGAGEMENTS

Beyond networking, the BID is committed to making a positive impact supporting charitable activities and festive engagements.

In December 2022, we unveiled an online Christmas Advent Calendar, spreading joy throughout the community with local prizes and festive surprises. In collaboration with The Marylebone Church, we extended a helping hand to those less fortunate by providing essential supplies and necessities during the holiday season.

To uplift spirits during “Blue Monday” in January 2023, the BID hosted the Cuddle Club event, a wellness program designed to support the wellbeing for individuals in the business community.

With the support of our charity partner, Young Westminster Foundation, the BID has fully funded a needs analysis report. This peer-led report will enable us to provide efficient support for all the businesses in the footprint.



IN COLLABORATION WITH
THE MARYLEBONE CHURCH WE
PROVIDED ESSENTIALS
TO THOSE IN NEED

A PEER-LED NEEDS
ANALYSIS REPORT WAS
FULLY FUNDED WITH SUPPORT FROM THE
YOUNG WESTMINSTER FOUNDATION



BUSINESS IMPROVEMENT AND PROMOTION

In our pursuit of enhancing business excellence and visibility, we embarked on several initiatives. In collaboration with SeedL, a web-based provider, the BID developed an online training platform. This platform has provided over 100 hours of unlimited free e-learning opportunities.

To facilitate easy access to local businesses, the BID proudly unveiled a comprehensive business directory on our website, providing addresses and essential information for all businesses within our area. In response to the requests of our dynamic business community, the BID introduced a dedicated venue page on our website, showcasing the diverse event hosting locations available within the area.

To enhance convenience, the BID added a digital map with directions to all local businesses on our website. Additionally, we introduced a free-of-charge job posting page, supporting businesses in their recruitment efforts.

100+ HOURS
OF COURSES BOOKED VIA ONLINE TRAINING
PLATFORM DEVELOPED WITH SEEDL



BUSINESS DIRECTORY
UPLOADED TO THE WEBSITE — INCLUDING
ADDRESSES OF ALL LOCAL BUSINESSES



THE WEBSITE NOW INCLUDES
AN **VENUE GUIDE**
FOR THE AREA

A **DIGITAL MAP** INCLUDING
DIRECTIONS TO BUSINESSES IN THE AREA,
WAS ADDED TO THE WEBSITE + A FREE JOB
PAGE FOR BUSINESSES TO ADVERTISE



In summary, the BID commitment to nurturing strong connections, supporting our community, and promoting business growth has been at the heart of our endeavors throughout the year. We look forward to building upon these achievements with a real passion to continue to serve our community in the coming years.



SAFETY & BUSINESS RESILIENCE

The BID Safety & Business Resilience theme is guided by our local businesses supported by the Metropolitan Police and West End Security Group along with engagement and intelligence sharing with our neighbouring BIDS and key stakeholders.

This theme and the BID team has been strengthened by the successful appointment of an Operations Manager from the 30th May 2023.



HARLEY STREET BID SECURITY TEAM

The Harley Street BID Security Team cover Monday to Saturday 07:00 to 22:00 hrs. The team undertake a variety of tasks such as targeting low level crime, environmental reporting, providing support to the business community through engagement and Business Welfare Checks.

During 2023 the Security team engaged and dealt with:

1,558
ROUGH
SLEEPERS



62
EPISODES
ANTISOCIAL
BEHAVIOUR



486
BEGGARS
REPORTED



11,553
PROACTIVE
SECURITY
CHECKS



4,363
BUSINESS
WELFARE
CHECKS





EMERGENCY NOTIFICATION SYSTEM (ENS)

The BID has successfully set up ENS with further engagement ongoing to implement a secure messaging service within the App for all users.

Lone-worker alarm notification system

The BID has engaged with Vatrix to pilot a lone-worker alarm system. This will be piloted by key businesses within Retail, Healthcare and Facilities across the BID.

The objective is to give our lone and at-risk workers the power to call for immediate assistance in an emergency by equipping them with lone-worker device, backed by a 24/7 Alarm Receiving Centre – or monitor them in-house.

First Aid Training

July 2023 the BID successfully facilitated a level 3 Emergency First Aid at Work course which provided the knowledge and confidence to administer First Aid for anyone looking to be a qualified first aider.

The Level 3 emergency first aid at work is aimed at low-risk sectors (e.g. offices and shops), training staff to the level recommended by the HSE. The training included a range of scenarios and by the end of the course it gave staff the knowledge, ability, and confidence to administer First Aid.



HARLEY STREET BID CLEANSING TEAM

This service provides specific additional street cleaning throughout the BID footprint working Monday to Friday 07:00 to 18:00 hrs supporting our businesses to ensure the area is clean, fresh and welcoming.

Part of the service is a reactive janitorial service, supporting with electric hot flushing and jet washing. This supports our businesses when we receive reports of spillages, rubbish or overflowing bins.

Our hot jetwash supports business with requests to clean business entrances or pavements.

During 2023 the cleansing team followed up:

1,683
ENVIRONMENTAL
ISSUES



4,719
BLOCKS SWEEP
252 BAGS
OF LITTER
COLLECTED



360
BLOCKS OF
PAVEMENT JET
WASHED



959
GRAFFITI AND
SIGNPOSTING
REMOVALS



124
REACTIVE
JANITORIAL
REQUESTS



The BID is excited to continue to work closely with businesses within the footprint along with our colleagues in the Metropolitan Police our key stakeholders and counterparts in neighbouring BIDs.



BOARD MEMBERS

- Michele Acton Royal Society of Medicine
- Simon Baynham Harley Street BID – Chairman
- Jonathan Coad The London Clinic – Vice Chairman
- Neil Davis BBC
- Gordon Drake The Doyle Collection
- Ruth Duston OBE, OC Harley Street BID – Executive Director
- Kevin Green Southbank International School
- Olivia Howes Welbeck Health Partners
- Martyn Jagger HCA Healthcare UK
- Steve Mellor AMP Athletic
- Andrea Merrington The Howard de Walden Estate
- Christopher Murray Concord London
- David Smith Lazari Investments
- Matthew Tolchard The King’s Fund
- Robin Winfield John Bell & Croyden

BOARD OBSERVERS

Cllr Karen Scarborough Marylebone Ward

INCOME AND EXPENDITURE

Harley Street BID – Income and Expenditure to 31 March 2023

INCOME	Total (£)
Levy Income	977,194
Other Income	29,350
Total Income	1,006,544
EXPENDITURE	
Public Realm and Wayfinding	196,519
National and International Marketing	137,602
Business Sustainability and Connectivity	75,507
Safety and Business Resilience	96,413
Management and Overheads	158,825
Total Expenditure	664,867
Surplus to be carried forward to FY 2023-24	341,677





// The London Clinic works closely with the Harley Street BID with an equal shared vision to give back to the local community including St Marylebone Parish our school's support engagement programme our local charities including Feathers Association offering guidance and free health screening and Christmas appeal. //

Paul Obrien, TLC

// The BID is a force for good – both on a street level and on a business development level. It's aiming to create a community in what sometimes feels like a busy shipping lane with all the boats passing at night. //

Alex Tomlison, Davies & Partners

// It's great to have a central team that helps businesses connect and a way of showcasing the brilliant specialists and services available in the area. Now that Covid is hopefully behind us I'm looking forward to meeting more people and getting out and about at BID events. It's also really great to have the added support of security and cleaning which helps makes the area better for colleagues and patients alike. //

Grace Covington, Marylebone Health Group



BUSINESS IMPROVEMENT DISTRICT

 @HarleyStreetBID

 Harley Street Business Improvement District

 www.harleystreetbid.com