



**HARLEY
STREET**

BUSINESS IMPROVEMENT DISTRICT

**HARLEY STREET
BUSINESS
IMPROVEMENT
DISTRICT**

BILLING LEAFLET 2024/25



OVERVIEW OF PROJECTS, INCOME & EXPENDITURE



HARLEY STREET BUSINESS IMPROVEMENT DISTRICT

The Harley Street Business Improvement District (BID) is excited to be in its third year as a BID. Over the previous two years we have established ourselves in the area supporting businesses through a variety of interventions and have been a collective voice for businesses. The area is renowned for its historic place along with the independent high street carving its way through the footprint. We are lucky to have an exceptional offer in such proximity to one of the best shopping districts in the world.

Since the establishment of the BID in December 2021 as a not-for-profit organisation limited by guarantee, and our “go live” date of April 2022, annually we have delivered events and activities to improve the area.

This leaflet demonstrates the benefits that the BID has brought to the area and the businesses therein. We are delighted to be moving forward with a strategic master plan across our public realm theme, along with exploring options around the potential upgrading of Paddington Street Gardens through extensive research and surveys.

We delivered an Economic Impact Study in 2023 which set out, in raw numbers, the benefits that the private healthcare sector brings to London and nationally. The BID is excited to be part of a group who works with local authorities to look

at exploring where we can support Life Sciences investment to the area and across London. This not only encourages investment but provides opportunities for local people through employment, skills and development.

We hope that, as the BID has established itself, you have had the opportunity to attend one of our workshops, your teams have enjoyed our networking events and taken part in our competitions and events spanning the last 2 years. You will, no doubt, have seen the benefit of our street teams who look after us through our security function and our cleaning teams who keep your area looking attractive and clean and provide the reactive cleaning service for businesses.

We are grateful for the support of our business community. We are keen to work with you across our 4 key themes and ensure that we continue to deliver activities and services that businesses want to see.

We look forward to continuing our work with you as we move forward.

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.



PUBLIC REALM & WAYFINDING

2024/2025 — BUDGET: £377,810

This central theme can be considered the cohesive link between all the four BID key themes. The public realm is the context within which all other operations and activities occur, thus it is essential that investment in all aspects of this theme are evidence-based and reflect an holistic approach to place-making and environmental interventions and improvements. Key outputs for the forthcoming year are highlighted below:

- The Public Realm Steering Group are actively seeking additional retail representatives to join the steering group.
- Phase 1 of the Paddington Street Gardens project is scheduled for the upcoming 15 months working with Westminster City Council (WCC) and the London Diocese.
- A Community Infrastructure Levy grant was awarded by WCC in December 2023 to help fund this first phase.
- Consultants have been appointed to deliver a Strategic Master Plan and remove exercise that will give direction and foundation to the longer-term strategy for public realm, place-making, and wayfinding improvements and interventions.
- Wayfinding initiatives are being developed in collaboration with Transport for London (TfL) and 'Legible London' to ensure a cohesive structure of interactive signage opportunities.
- A delivery and servicing arrangement will be promoted to all levy-payers and other businesses to encourage the reduction of vehicle numbers and improve air quality through the area.
- A 'Smarter Recycling' agreement has been implemented and are currently averaging a £400 per month cost-saving to every business who use their services.
- Our street cleaning teams continue to provide a service across the footprint inclusive of a reactive jet washing service to our businesses.



NATIONAL & INTERNATIONAL MARKETING

2024/2025 — BUDGET: £220,204

Centered around the National and International Marketing core theme, our endeavour is to highlight the activities and offerings of the area. In collaboration with local businesses, our objective is to systematically promote the thriving community through a range of strategic marketing tools and activities. Furthermore, we are committed to providing global support to medical organizations, encouraging patients to choose this area of medical excellence for their treatments,, ensuring an optimal experience. This include establishing joint opportunities with local hotels and presenting tailored hospitality offers.

- Quarterly National and International Marketing steering group to shape together the agenda and identify priorities.
- We have arranged events that promote the BID through activities and networking.
- 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 attended Arab Health to promote the area and to understand how we can support businesses in the medical sector internationally through various marketing platforms.
- There has been an increase in our social media activity and we continue to share relevant information, keeping all social posts current and effective for businesses and other.
- Our monthly newsletter providing partner and area news is shared with over 2000 subscribers.
- Designed an events calendar to provide an overview of activities to showcase to our business community.
- We created a partnership with L&P to maximise the exposure and resonance of the BID area.
- We supported local businesses with influencers exposing their organisations to international audiences of over 1m people.



BUSINESS SUSTAINABILITY & CONNECTIVITY

2024/2025 — BUDGET: £147,772

The Business Sustainability and Connectivity theme allows us to establish productive partnerships with local businesses. The BID has organised a range of events, including well-being and networking activities, aimed at fostering community unity, providing opportunities for people who work in the area and forging relationships between businesses and the community.

- A Business Sustainability and Connectivity steering group meets quarterly. This group is represented by business and have identified 3 charity partners for the term of the BID.
- Delivered a range of events including online training sessions for mental health awareness week, yoga series, Pilates sessions, mindfulness sessions and seasonal events engaging with around 200 participants from our businesses and the community.
- Commissioned an Economic Impact Report demonstrating the financial influence of the private healthcare provision to London and nationally. This will validate the value of healthcare and encourage further investment in this sector.
- Developed a venue/event guide including offers for BID members.
- Presented a range of Christmas activities to support local charities and ran our Miracles in Marylebone campaign for the 2nd year running.
- Implemented the Harley Street Rewards App providing specific offers, discounts, loyalty schemes and more to access the local businesses and residents and to encourage local spend.
- To follow up discussions with WCC to explore the development of public Wi-Fi across the footprint.
- Collaborate with local charities to support businesses in fulfilling their volunteer needs.



SAFETY & BUSINESS RESILIENCE

2024/2025 — BUDGET: £187,644

Safety and Business Resilience is a key theme focused on providing confidence in the area, working with key partners to help reduce crime and anti-social behaviour. Supporting our businesses by delivering relevant training inclusive of preparedness through various channels and ensuring we are communicating effectively with our partners. Our objective being working with levy payers to make our area as safe and welcoming to as it can be and providing training and relevant safety and business resilience information.

- Working with the Metropolitan Police, Safer Business Network and On Site First Aid we have delivered training such as First Aid and AED training, ACT Operational training, Wave and Ask for Angela training with over 75 attendees.
- Delivering a 7-day security provision. The teams have carried out significant security checks and business welfare checks and supported businesses.
- Regular collaboration with the Metropolitan Police SNT including regular intelligence discussions with other BIDs.
- Delivered an Emergency Notification System (ENS) that continues to grow proving to be a valuable resource.
- We have developed a secure GDPR compliant comms channel within the ENS for our businesses in the footprint. The ENS system is also used effectively sharing crime prevention material from the National Business Crime Centre and West End Security Group.
- For 2024/25 our key projects and training opportunities include:
 - The installation of a public AED on Marylebone High Street.
 - AED training.
 - Security Gap Analysis for businesses.
 - Providing concise direct personal safety advice for businesses.
 - Health and Safety in the Workplace, Fire Safety in the Workplace training.
 - Cycle safety materials and bike marking opportunities.

INCOME & EXPENDITURE*

2023/2024

	Total (£)
Closing 2022-23 Reserves	341,677
BID Levy Income	947,718
Voluntary Income Grants and Sponsorship	13,800
Total Income	1,303,195
Public Realm and Wayfinding	345,332
National and International Marketing	217,948
Business Sustainability and Connectivity	180,454
Safety and Business Resilience	179,775
Staffing and Overheads	230,414
Contingency	
Total Expenditure	1,153,923
2023-24 Closing Reserves	149,272

Notes:

* Based on full year forecasts made in January 2024

** 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*

2024/2025

	Total (£)
Closing 2023-24 Reserves	149,272
BID Levy Income	950,000
Voluntary Income Grants and Sponsorship	50,000
Total Income	1,149,272
Public Realm and Wayfinding	377,810
National and International Marketing	220,204
Business Sustainability and Connectivity	147,772
Safety and Business Resilience	187,644
Staffing and Overheads**	167,591
Contingency***	48,250
Total Expenditure	1,149,272
2024-25 Closing Reserves	0



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

Harl 24/25

Nicki Palmer

T 07944 386903

E nicki@harleystreetbid.com

W www.harleystreetbid.com

A Harley Street Business Improvement District
37 Harley Street, London W1G 8QG



BUSINESS IMPROVEMENT DISTRICT