



ANNUAL REPORT 2023/2024



BUSINESS IMPROVEMENT DISTRICT



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FOREWORD



Simon Baynham
BID Chairman



Nicki Palmer
BID Director

The Harley Street Business Improvement District (the BID) is delighted to present its annual report for 2023/2024. As we approach the half-way mark of our third year of operations, we are excited to share our annual report highlighting how we continue to achieve our objectives by delivering evidenced outcomes against agreed aspirations and ambitions.

We are mid-way through our first five-year term and have delivered some exciting and meaningful projects to date. With the strategic support and direction from our Board and the Executive Team, we are pleased to see the BID thriving. This current term will run to 31st March 2027 and, as we approach this date, we will be reassessing our delivery for our next term through continued engagement, collaboration, and perception analysis followed by preparation of our new BID proposal for Term 2. For now we are focussing on what we have achieved and our short-term plans for the year ahead.

Our four key themes have robust delivery plans to secure significant benefits for our levy-paying businesses. We are delighted that many businesses are represented through our steering groups and of course, our Board too. Such commitment demonstrates that businesses understand how the BID continues to benefit them both individually and collectively.

Our collaborative successes with Westminster City Council (WCC) and a wide range of other influential stakeholders, highlights the esteem in which the BID is held. We were successful with a Neighbourhood Community Infrastructure Levy (NCIL) application earlier in 2024 that supported our research work for the future improvements of Paddington Street Gardens, with particular emphasis on potential opportunities that might enhance the northern section of the gardens.

Through a robust tender process, the BID commissioned 'Publica Associates' and traffic consultants, 'NRP', to research and deliver a strategic masterplan for the area. This piece of work will explore potential public realm and way-finding

interventions for future consultation and delivery. We are keen to ensure that the area is future-proofed for a vibrant community and can support opportunities for air quality improvements, committing to targeted net-zero programmes and collaborating with partners to access funding to deliver on these areas and more.

The successes of our street cleansing and security teams continue to impress - they have built lasting relationships with our business communities, improving an array of different opportunities so that we may enjoy a safe and welcoming experience throughout the area. Our teams have been so well received that we increased their services to cover the BID footprint seven days a week. The teams comprise friendly, familiar faces and they are the first to be aware of any issues or challenges that may arise. This enables us to resolve matters efficiently and effectively with the help of our partners such as the Metropolitan Police and WCC.

We hope this report demonstrates our ever-increasing value and provides you with some powerful indications of what the BID is doing to promote, enhance, and ensure our area remains safe, clean, and welcoming. As you read the report, you will see the vast range of events, communications, and benefits that the BID has delivered for you and how we intend to build upon these solid foundations.

We are confident that we are enhancing a sense of place and fostering a feeling of community, as we work with you all. This historic and internationally renowned area of the capital has so much to offer, and the BID is keen to encourage those who work, live, and visit here to explore the hidden gems and experience the unique offer available.

SAFETY AND BUSINESS RESILIENCE

The BID Safety & Business Resilience theme is guided by our local businesses and supported by the Metropolitan Police, West End Security Group and Safer Business Network. We work alongside neighbouring BIDs and key stakeholders through collaborative engagement and intelligence sharing.

Our street teams have driven effective and efficient engagement and interaction on behalf of the levy-paying businesses to ensure that we are at the forefront for security and business resilience issues under the watchful eye of the Head of Operations and Security.



The Harley Street BID Security team are operational from Monday to Saturday between 07.00hrs – 22.00hrs and from 10.00hrs to 18.00hrs every Sunday. The team are consistent in their approach and respond accordingly to target key issues and challenges, supporting businesses as required.

The BID team is not only reactive to an ever-changing and challenging environment, reflecting the needs of the local business communities, it has proven itself in taking a leading role in a variety of instances where additional support for local businesses and residents has been essential.

Our interventions have included (but not limited to):

- Flexible approach to security team shift patterns in the early hours of the morning.
- Additional support given to a variety of impacted stores where online crime reporting became essential.

- Direct engagement with store and senior managers to provide up-to-the-moment and relevant security information.
- Close liaison with Metropolitan Police 'Safer Neighbourhood' teams to share all relevant security information (CAD detail, etc.).
- On-site inspections and investigations with Westminster City Council (WCC) Inspectors, the Safer Neighbourhood team, the Baker Street Quarter Partnership Operations Manager, and representatives from the Howard de Walden Estate with a view to designing-out future opportunities for crime.
- Collaboration with the Safer Neighbourhood Panel relating to ongoing security challenges
- Retailers and businesses are updated regularly on available support measures and recommendations from the Metropolitan Police and WCC officers.

Emergency Notification System (ENS) and Secure Messaging Channels

The ENS app has been well-received by the business community. We have 180 users, and the following are examples of the shared communications:

- Planned protests, including 'Extinction Rebellion' and 'Pro-Palestine'.
- 'Martyn's Law' legislation updates.
- Social media auditors.
- Fire incidents.
- Trespassing awareness.
- Acid attack awareness.
- Civil unrest guidance.
- Parking scams awareness.
- Steaming-gangs guidance.
- Mobile phone theft guidance.
- Staff safety guidance.
- Guidance following a bomb threat.
- Commercial burglary guidance.
- Child exploitation guidance.
- BID training events.

Our street teams have been amazing, building their way across our community, they look after you, your businesses, your buildings and your visitors.



KEY FIGURES APRIL 2023 TO MARCH 2024

1066



ROUGH SLEEPERS REPORTED

62



ANTI-SOCIAL BEHAVIOUR INCIDENTS REPORTED

459



BEGGARS REPORTED

25598



PROACTIVE SECURITY CHECKS

8226



BUSINESS WELFARE CHECKS



Our street teams have washed **6940** square metres of pavements

and swept **7190** blocks.



To support the success of the ENS system, the BID has also implemented a secure GDPR-compliant communications platform that works alongside it. The set-up channels include 'Shop-watch' (a secure channel for our retailers); general communications to allow all users to share key incident-related details across the business community (e.g. anti-social behaviour, etc.); a secure channel for our security teams sharing information and intelligence; and BID Ops to give BID Operations Managers across north Westminster a secure channel for sharing information..

Public Automatic External Defibrillator (AED) and Bleed Control Kit installation

The BID identified via 'UK Defib Finder' that there are six defibrillators for public use all of which have restricted hours of availability and two completely unavailable. There was a distinct lack of this important public facility in our local area.

The BID has now provided a publicly accessible defibrillator, available 24/7, as part of the Safety and Business Resilience theme to support the health and well-being of our businesses, residents, visitors, and colleagues. Supported by both Westminster City Council and St. Marylebone Parish Church, the AED is located on Moxon Street at the south entrance of Paddington Street Gardens. Although no training is required to utilise the equipment, the BID has also



delivered AED training to local businesses and will be delivering future sessions for those wishing to find out more.

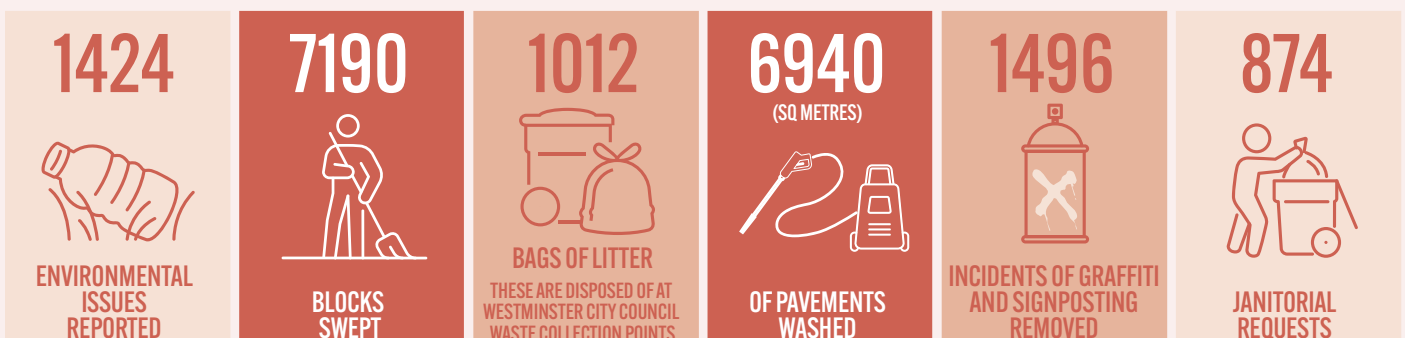
By performing CPR and using a defibrillator, you will give someone the best possible chance of survival. To help someone who is in cardiac arrest survive, a defibrillator needs to be found as quickly as possible – every minute taken to find a defibrillator lowers a victim's life expectancy considerably. We are delighted to provide this life-saving, readily accessible facility



The Harley Street BID Street Cleansing Team

The Cleansing team are operational from Monday to Friday between 07:00hrs to 18:00hrs. The team undertake a variety of tasks including hot, jet-wash, street cleaning, graffiti removal, litter picking, street sweeping, and prompt responses to janitorial requests from our businesses.

KEY FIGURES APRIL 2023 TO MARCH 2024



PUBLIC REALM AND WAYFINDING

This year continues to be an incredibly successful one for the public realm and place-making developments within the BID footprint. Having successfully secured grant funding for three different projects, the foundations are now in place for positive investment in major projects that include the strategic master plan, Paddington Street Gardens, and the Moxon Street public realm improvements.

Strategic focus

In order to fulfil the BID’s commitment to our levy-paying community and our wider stakeholder groups, tender packages were compiled to invite competitive responses for two major public realm projects highlighted in last year’s report. Following steering group analysis and Board approval in December 2023, the successful tenderers were awarded the projects and commenced operations in early January 2024. The strategic master plan research project was secured by ‘Publica Associates Ltd’ working in collaboration with transport analysts, NRP. Both practices have extensive knowledge of working with Westminster City Council (WCC) and major land and property owners within the borough. Working from the foundations of the BID proposals and principles, the aim is to create a comprehensive programme of potential improvements and interventions for the short-, medium- and longer-term ambitions and aspirations across the footprint. A highly successful initial round of targeted stakeholder and public consultation exercises took place in June and early July with sufficient information now gained to give focus to further development of the master plan project. (A second round of focussed stakeholder consultation exercises will commence in the

autumn.) The emphasis remains upon improvements associated with tree planting, extended landscaping and greening, a better environment and balance between pedestrians and vehicles, increased opportunities for seating, and safer street junctions and road crossings, to name but a few. The master plan exercise will continue until March 2025 when the direction of travel will be given clarity and detail.

The BID team have successfully secured funding under the Mayor’s Air Quality Fund IV (Healthier Streets Initiative II) working in collaboration with the Cross River Partnership. Over the next three years the BID will secure £50,000 annually to invest as matched funding into public realm improvements that help to address the issues set out in the grant award policies. Working with WCC, Marylebone Square developers, Concord, and the Howard de Walden Estate (and the wider stakeholder groups) it has been agreed by the Board that the current Moxon Street improvement programme (feasibility studies completed by ‘Publica’) will provide a suitable focus for investment of these funds in a BID-lead, medium-term public realm intervention.



Paddington Street Gardens

The second major project is the Phase 1 Feasibility Study for Paddington Street Gardens. The successful tenderers on this occasion were the award-winning landscape architectural practice, J & L Gibbons LLP. The brief set out clear guidance for the need to establish evidenced, base-line information for any future proposals for interventions and changes that might be considered appropriate. To help support this initiative, and with the essential backing from WCC, the diocese, ward councillors, and neighbouring BID partners, the BID was able to successfully secure Neighbourhood Community Infrastructure Levy (NCIL) monies of £35,000 – matched by funding from the BID. The reports and surveys were completed in July 2024 and will now



form the basis of future discussions for improvements and interventions in this vitally important public greenspace. The exceptionally distinctive differences and highly divisive separation between the north and south gardens have been highlighted as major challenges for the gardens, but equally present a variety of exciting opportunities for collaborative improvements to the space. The BID aims to focus investment on the much under-used space within the north gardens.

Short & medium-term interventions

With the BID now leading collaboratively on the Moxon Street public realm project as a medium-term focus for meaningful change, the shorter-term opportunities present themselves by way of identifying potential pedestrian seating sites and tree plantings. An initiative to better understand and survey the existing tree stock within the footprint is already underway. The importance of tree canopy cover and the strong climate-change influences that the city's street tree plantings continue to promote should never be underestimated as part of a comprehensive investment programme. The BID is also working with levy-paying partners to promote the installation of railing planter boxes that will help to establish sustainable linkages for improved wildlife habitats and biodiversity net gain.

In turn, this will become part of the longer-term strategy to establish a green infrastructure across the street grid pattern allowing for connectivity beyond the BID boundaries. On-going management and maintenance of every potential improvement will be essential considerations to ensure valid sustainability credentials. (The BID is a member of WCC's 'Sustainable City Charter' group and has representation on their board.)

The BID team also secured a £50,000 investment grant, again via our Cross River Partnership membership, under the 'Just Streets' initiative (European funding opportunity). Working with our master plan consultants, we are researching an opportunity to provide a sustainable street-side intervention of a small parklet. This funding will be invested before June 2025.

Future Way-finding

We continue our collaborative working with Transport for London, 'Legible London' and certain other relevant partners, in seeking to improve the visitor experience of discovering the BID area and access to all its wide-ranging facilities and experiences. Publica have this as a core requirement within the master plan development programme.

BUSINESS SUSTAINABILITY & CONNECTIVITY

The Business Sustainability & Connectivity theme has focused on engaging with the business community through a series of initiatives which have successfully enhanced business visibility and fostered a supportive environment for all stakeholders.



Harley Street Rewards App

A major highlight of this year has been the successful launch and implementation of the Harley Street Rewards App on 29 February 2024. Its success is ongoing as we encourage more businesses to sign up. The app has quickly become an invaluable resource, helping to showcase local businesses, drive foot-fall, and celebrate the rich history and unique charm of our district.

Key Achievements:

- 46 Active deals from 46 businesses are now available through the app, providing exclusive offers and incentives to users. The app's integrated Loyalty Scheme has been fundamental in encouraging repeat visits and fostering customer loyalty.
- 173 businesses have been actively promoted through event listings on the app, ensuring they receive the visibility they deserve.
- 849 Trail Interactions and 666 Registered Users highlight our strong community engagement and interest.

The Harley Street Rewards App is more than just a promotional tool; it serves as a digital gateway to exploring the diverse offerings within our area while celebrating its rich history and international

reputation. By encouraging exploration and engagement, the app has become a vital part of our strategy to support local businesses and enhance community connections.

Community and Wellbeing Events

Throughout the 2023/2024, we remained committed to fostering a supportive and connected community by hosting a variety of wellbeing events. These activities collectively attracted participants from the business community.

We brought festive cheer with a 'Wreath Making' workshop & 'Mulled Wine Class', while our 'Pilates Programme' was a popular choice. Recognising the importance of mental health, we hosted both the 'Blue Monday Cuddle Club - Puppy Therapy' and a 'Mental Health Awareness Week Massage Pop-Up' session.



Our 'Bath Bomb Making' workshop offered a creative outlet, and our 'AI Breakfast' with the University of Westminster provided valuable insights into the future of artificial intelligence in business. Additionally, in collaboration with 'All Points North', we explored 'The Role of Nutrition in Mind-Body Health'.

These events reflect our ongoing dedication to the wellbeing and connectivity of our business community throughout this BID term.

Miracles in Marylebone Community Appeal 2023 and Charity Support

The 'Miracles in Marylebone' Community Appeal 2023, in partnership with St Marylebone Parish Church, stood as the foundation of our community support efforts this year. This initiative provided much-needed assistance and helped to spread some joy to those facing financial challenges during the festive season.



Key Achievements:

- A total of £9,445.00 was raised through generous community donations, which were distributed as vouchers for essential items such as food, clothing, and toiletries.
- Over 300 toys and gifts were collected and distributed to families, care homes, and youth clubs, bringing smiles to many faces over the Christmas period.
- Branded donation boxes were strategically placed in prominent locations, encouraging widespread community participation and engagement.

This appeal highlighted our steady commitment to supporting the wider community and highlighted the incredible generosity of our local businesses, residents, and partners during a time of need.

In addition to the appeal, our dedication to charitable support and community engagement



remained strong throughout the year. While our direct involvement in charitable initiatives may have been focused on participation and communication, we actively supported local charities and community groups by attending their events and leveraging our platforms to amplify their efforts. Our approach has been centred on raising awareness and encouraging involvement, ensuring that our community remains connected and supported.

Conclusion

In conclusion, the 2023/24 year has been marked by significant achievements in business sustainability, community connectivity, and wellbeing. The launch of the Harley Street Rewards App and our commitment to engaging events have strengthened our district's business and community bonds. Our support for charitable initiatives, such as the 'Miracles in Marylebone' community appeal, highlights our ongoing dedication to making a positive impact. We look forward to building on this year's successes as we continue to support and promote our vibrant community in the year ahead.



The area continues to thrive as a vibrant and multifaceted destination, renowned for its excellence in healthcare, retail, and cultural offerings.



NATIONAL AND INTERNATIONAL MARKETING

The Harley Street area continues to thrive as a vibrant and multifaceted destination, renowned for its excellence in healthcare, retail, and cultural offerings. Our national and international marketing efforts are central to enhancing the visibility of this unique area, both within the UK and globally.

By consistently promoting the diverse activities and industries that define Harley Street, we aim to position the area as a leading global player in medical innovation and touristic excellence.

Achievements 2023/24

Over the past year, our marketing strategies have significantly bolstered the Harley Street area's global presence and local engagement. Noteworthy achievements include our participation in the prestigious 'Arab Health' exhibition in Dubai, where we showcased Harley Street's world-class medical services to an international audience, attracting interest from medical professionals and patients worldwide. This event was a pivotal moment in amplifying our global reach.

We are also proud to report a substantial increase in our digital engagement, having successfully doubled our social media audience since last year. This growth, now reaching over 70,000 impressions and expanding our community to more than 1,000 engaged followers across our socials, highlights the growing recognition of Harley Street BID as an authoritative source for knowledge advancement about all Harley Street area matters.

Our collaboration with **'London & Partners'** has further enhanced our promotional efforts. By leveraging their extensive network, we have increased our reach by collaborating with their influencers. Additionally, our partnership with Transport for London (TfL) on the Off-peak Friday campaign has improved accessibility and visibility for Harley Street, with targeted campaigns across public transport networks showcasing the convenience and appeal of visiting the area using the TfL App.

We also hosted a successful event for participants of the 'World Public Health Nutrition Congress', in collaboration with the University of Westminster and the Royal Society of Medicine. This event positioned Harley Street at the forefront of global health discussions and reinforced the area's commitment to advancing health innovation. The event has been attended by over 80 esteemed guests.



Key Campaigns and Strategies

Our digital presence has been significantly enhanced by ongoing improvements to our website, which now features an extensive venue guide and business directory pages. These resources serve as invaluable tools for visitors and residents alike. Our social media platforms, including 'LinkedIn' and 'X', have seen remarkable growth, and we are excited to expand our reach with the introduction of a dedicated 'Instagram' channel. This new platform will enhance our visual storytelling capabilities and, in conjunction with the Harley Street Rewards app, will generate increased traffic and awareness.

We have also produced and distributed a range of branded materials, such as eco-friendly bags and informative leaflets, effectively promoting the area locally. Our branded wellbeing and personal/professional development events have played a crucial role in fostering a sense of community and support among businesses in the Harley Street area.

A key development is the launch of a new events section on our website. This dedicated space will serve as a hub for all upcoming events in the Harley Street area, providing detailed information and enabling easier access for visitors and residents alike.



Innovations and Future of Marketing

Looking ahead, the Harley Street BID is excited to introduce several innovative strategies that will further enhance our marketing efforts and community engagement.

A key development is the launch of a new events section on our website. This dedicated space will serve as a hub for all upcoming events in the Harley Street area, providing detailed information and enabling easier access for businesses, visitors, and residents alike. This initiative reflects our commitment to increasing visibility and participation in the vibrant activities that help define our community.

Additionally, we are planning to host more community events aimed at fostering a stronger sense of connection among local businesses, residents, and visitors. These events will range from wellness workshops to cultural gatherings; all designed to enhance the community spirit and promote the unique offerings of the Harley Street area.

We are also collaborating closely with Westminster City Council to bring a variety of activations to the area. These will include street-level events, public art installations, and seasonal promotions that will attract visitors and create a lively atmosphere throughout the year. This partnership underscores our commitment to making Harley Street not just a medical hub, but a dynamic and engaging destination for all.

Furthermore, we are refreshing our newsletters with new, eye-catching graphics and updated content formats to ensure that our communications are as engaging and informative as possible. This visual overhaul is designed to better reflect the modern and innovative spirit of the Harley Street BID.

In addition to our regular newsletters, we are also introducing a new, exclusive newsletter for subscribers to the Harley Street Rewards app. This newsletter will provide app users with personalised updates, exclusive offers, and insider information about events and promotions in the area. By offering tailored content, we aim to deepen the engagement of our most loyal community members and enhance their overall experience.

These innovations are part of our broader strategy to keep the Harley Street area at the forefront of both local and international attention, ensuring that we remain a leading destination for healthcare, culture, and community life.

Conclusion

The past year has seen significant progress in our national and international marketing efforts, and we are excited to build on this momentum in the coming year. By embracing innovation and sustainability, and by continuing to engage with our growing audience, the Harley Street BID is well-positioned to enhance its global reputation as a centre of medical excellence and a vibrant community. We invite all stakeholders to join us in these exciting new initiatives and to continue contributing to the collective success of the Harley Street area.





BOARD MEMBERS

Michele Acton Royal Society of Medicine

Simon Baynam Harley Street BID – Chairman

Jonathan Coad The London Clinic – Vice Chairman

Neil Davis BBC

Nicholas Davies 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

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

Steve Mellor AMP Athletic

BOARD OBSERVERS

Cllr Karen Scarborough Marylebone Ward



INCOME & EXPENDITURE

Income and Expenditure to 31 March 2024

Income	Total (£)
Levy Income	892,725
Other Income	14,244
Total Income	906,969

Expenditure	Total (£)
Public Realm and Wayfinding	338,731
National and International Marketing	221,263
Business Sustainability and Connectivity	175,184
Safety and Business Resilience	179,403
Management and Overheads	235,780
Total Expenditure	1,150,361
Post Tax Surplus (Deficit)	(243,392)
Closing 22–23 Reserves	341,677

Surplus to be carried forward to FY 2024-25	98,285
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The BID received in-kind contributions to the value of circa £10k during this period.



MARYLEBONE
HIGH STREET W1

FELANC

VANDUSSEN



NOTTINGHAM
STREET W1
CITY OF NOTTINGHAM

Bakery & Resta



BUSINESS IMPROVEMENT DISTRICT

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