



OVERVIEW OF PROJECTS INCOME & EXPENDITURE

2025/26

**HARLEY
STREET**

BUSINESS IMPROVEMENT DISTRICT



CONTENTS

INTRODUCTION	3	SAFETY & BUSINESS RESILIENCE	10
PUBLIC REALM & WAYFINDING	4	LOOKING AHEAD:	13
NATIONAL & INTERNATIONAL	6	HARLEY STREET BID	
MARKETING		2027-2032	
BUSINESS SUSTAINABILITY	8	CONTACT US	16
& CONNECTIVITY			



INTRODUCTION

As the Harley Street Business Improvement District (BID) enters its fourth year, we remain committed to delivering the objectives set out in our BID proposal. The BID continues to thrive, providing businesses with valuable support and a collective vision for long-term success.

Collaboration is at the heart of everything we do. Through strong partnerships, we have made meaningful improvements across our key focus areas, ensuring the district remains a vibrant and dynamic place to work and do business.

Each year, we present a billing leaflet outlining our achievements over the past 12 months and our plans for the year ahead – continuing our commitment to enhancing and supporting the business community.

PUBLIC REALM & WAYFINDING

BUDGET: £287,141



Our work to improve the public realm continues in partnership with urban designers Publica and traffic consultants Norman Rourke Pryme (NRP). This collaboration focuses on delivering the Harley Street Masterplan – an ambitious strategy for enhancing the area’s character, improving movement and accessibility, and introducing more greenery. Shaped by feedback from the community and stakeholders, the masterplan aims to create inviting streets and public spaces that encourage people to explore and enjoy the Harley Street area. This project will shape the delivery of this theme and offer opportunities and ideas which will benefit the area in the short, medium and long term.

THE MASTERPLAN IS GUIDED BY FIVE CORE THEMES:

Health, Accessibility & Wellbeing – Enhancing the area’s healthcare connections by creating public spaces that promote movement, accessibility and overall wellbeing.

Heritage – Enhancing the area’s unique historical street network and the many well-preserved Georgian and Victorian buildings.

Neighbourhood Qualities – Creating a safer, more welcoming environment that feels like a true neighbourhood.

Trees & Planting – Establishing ‘green links’ along key pedestrian routes and creating micro-habitats to connect existing green spaces.

Climate Resilience – Introducing sustainable interventions, including drainage solutions, biodiverse planting, shaded areas, and eco-friendly materials.

WHAT WE ACHIEVED IN 2024/2025

This year, the BID commissioned a strategic masterplan to identify existing assets, gaps and opportunities across the district. Developed with community input, the final strategy will be completed in March 2025.

87 responses to the online survey

150 conversations through on-street pop ups

141 comments from the online map

The feedback showed strong community support for the BID’s ambitions:

88% supported creating greener spaces with a focus on health, wellbeing, accessibility and heritage.

56% favoured rebalancing streets away from vehicles and parking to create more planting and improve walking and cycling routes.

Through our partnership with Cross River Partnership, we’ve secured funding to install a new parklet – providing seating, greenery and biodiversity. This space will be managed and maintained by the BID, enhancing the public realm for all.

Additionally through the MAQF4 we can move forward as a partner in the Moxon Street public realm improvements with Westminster City Council, The Howard de Walden Estate, and Concord Developments.

LOOKING AHEAD TO 2025/2026

Building on the masterplan’s recommendations, we will introduce a series of short-term interventions, such as additional seating and pavement build-outs to improve the area’s accessibility and appeal. We will also develop a comprehensive wayfinding strategy to ensure visitors feel welcomed and can navigate the district with ease.

Meanwhile, our **Smarter Recycling** scheme will also expand, helping more businesses reduce waste management costs – delivering savings of up to **£950 per month**. We will work to engage more businesses, ensuring they benefit from this cost-effective and sustainable initiative.



NATIONAL & INTERNATIONAL MARKETING

BUDGET: £209,700

Our National and International Marketing strategy is designed to elevate businesses across the district – whether it’s a retailer on Harley Street or a hospital welcoming patients from around the world.

Harley Street’s unique blend of independent retail, specialist medical services, and its “village-like” atmosphere – just moments from Oxford and Regent Street – makes it a distinct destination. Through our marketing initiatives, we aim to enhance visibility, increase footfall and extend dwell time, ensuring the entire area thrives.



WHAT WE ACHIEVED IN 2024/2025

EVENTS

50 people enjoyed a cuddle at Cuddle Club

87 people took part in
Christmas Workshops

50 people attended an
International Women's Day breakfast

CAMPAIGNS

24 gifts were donated for our
online advent calendar

13,636 people entered our 2024 Online
Advent Calendar competition

COMMUNICATION

20 members of marketing steering group

2,355 people receive the
newsletter each month

+20% open rate

+10% click per unique open

SOCIAL MEDIA

+17,000 impressions,
reflecting a 97.5% growth.

Our community has grown from 633 to 704
total followers, marking an 11.2% increase

SUPPORTING LOCAL BUSINESSES

The BID plays a proactive role in showcasing the district through social media, our website and strategic partnerships. This year, we collaborated with London & Partners to bring an international delegation to experience Harley Street first-hand. Our Marketing Steering Group, composed of local business representatives, guides our strategy – helping to shape initiatives that deliver real value to the business community.

LOOKING AHEAD TO 2025/2026

- Boost newsletter engagement by highlighting diverse healthcare and retail projects within the district.
- Develop and implement a marketing strategy for the loyalty app to actively promote participating businesses and drive local engagement
- Launch an early calendar of online and in-person events to enhance Harley Street's reputation as a great place to work and support employee wellbeing.
- Run a targeted campaign to spotlight healthcare providers and their cutting-edge technologies, raising awareness of Harley Street Health District's offerings to attract both patients and new talent.
- Showcase the BID's initiatives across key themes such as security, wellbeing, and public realm improvements.
- Increase our social media following by April 2026 through targeted campaigns and engagement strategies.



BUSINESS SUSTAINABILITY & CONNECTIVITY

BUDGET: £151,754

Though a focus on collaboration, we've worked to bring businesses, the local community, and charitable organisations together. Over the past year, our networking and well-being events have helped strengthen relationships and provided essential support for local businesses. Our partnerships with charities have also allowed us to champion important causes and create opportunities for giving back.

The Harley Street Rewards App has been instrumental in these efforts, offering exclusive deals and benefits to both professionals and visitors. Through these collaborative initiatives, we are continually working to make the Harley Street area an even better place to work, engage, and support the wider community.

WHAT WE ACHIEVED IN 2024/2025

HARLEY STREET REWARDS APP:

Launched in February 2024,
the app has been a success:

46 Active Deals

41 Participating Businesses

776 Registered Users

179 Businesses Promoted (via Events & Trails)

442 Deal Redemptions

956 Competition Entries

COMMUNITY, WELLBEING & BUSINESS COLLABORATION EVENTS:

- Hosted seasonal activities and wellness events, such as Yoga sessions and the Mental Health Awareness Week Massage Pop-Up.
- Organised business collaboration events, including High Performance Without Burnout and The London Clinic's Rapid Diagnostics Centre Event, bringing together local businesses for partnerships and networking.
- These events attracted over 300 participants and have contributed to a stronger, more connected community.

MIRACLES IN MARYLEBONE APPEAL & CHARITY SUPPORT:

Raised £7,745 and collected over 150 toys for local families and charities through our Miracles in Marylebone campaign. Launched the Harley Street BID Community Fund, which provides ongoing support for community initiatives.

Hosted the Mastering My Future (MMF) Breakfast Event with the Young Westminster Foundation, helping businesses discover how they can support young, local talent.

STRENGTHENING CONNECTIONS & SUPPORTING THE COMMUNITY

LOOKING AHEAD TO 2025/2026

Community Networking Event & Masterplan Launch:

- We will host an event to encourage further collaboration and unveil the results of the masterplan to the community.
- Community Fun Run:
- A new initiative to promote health, wellbeing and a sense of unity among local businesses and residents.
- Rewards App Offer Expansion:
- We will continue to expand the Harley Street Rewards App, offering even more deals and incentives to engage local professionals and visitors.
- Wellbeing Activities & Social Events:
- We will build on our successful wellness initiatives with more activities aimed at supporting local businesses and fostering a sense of community.





SAFETY & BUSINESS RESILIENCE

BUDGET: £246,350

The ongoing development of our Safety and Business Resilience initiatives continues to play a vital role in maintaining a secure environment for businesses and the community across the area. By working closely with key partners, we are focused on reducing crime and anti-social behaviour, while enhancing resilience within our business community.

KEY PARTNERS INCLUDE:

- Westminster City Council
- Metropolitan Police
- British Transport Police
- Safer Business Network
- West End Security Group
- Neighbouring BIDs (Baker Street Quarter Partnership, Marble Arch Partnership, Fitzrovia Partnership, New West End Company)

WHAT WE ACHIEVED IN 2024/2025

TRAINING AND INITIATIVES:

- First Aid/AED training for key personnel
- Fire Training for emergency preparedness
- Conflict Management training to equip staff with the tools to handle difficult situations
- ACT (Counter Terrorism) Operational Training to ensure the safety of all
- Bicycle Marking initiative to deter theft and promote security
- Installation of the first Public Defibrillator and Bleed Control Kit on the footprint
- Organised a Day of Action in partnership with the Metropolitan Police and Westminster City Council, targeting crime hotspots
- Joint operations with Westminster City Council Inspectors, Metropolitan Police and New West End Company targeting Anti-Social Behaviour
- Supported businesses with our Emergency Notification System, broadcasting 241 notifications to date
- Growth of our secure communications channels, particularly supporting the retail sector on Marylebone High Street through Shopwatch

A COLLABORATIVE APPROACH TO SAFETY AND CRIME REDUCTION

In addition to these collaborative partnerships, our Head of Operations and Security is actively involved in the Safer Neighbourhood Ward panel, working alongside businesses and residents to address crime and anti-social behaviour in the BID area.

Our collective efforts are underpinned by a monthly intelligence brief, which allows us to discuss and share critical information on prolific offenders impacting the area, ensuring we stay proactive in our response.



SECURITY AND CLEANING: CLEANING

3,192 Public Interactions
426 Environmental Issues Reported
8,206 Blocks Swept
2,237 Bags of Litter
18,540 Pavements Washed (SQM)
1,186 Graffiti and Fly posting removed

SECURITY

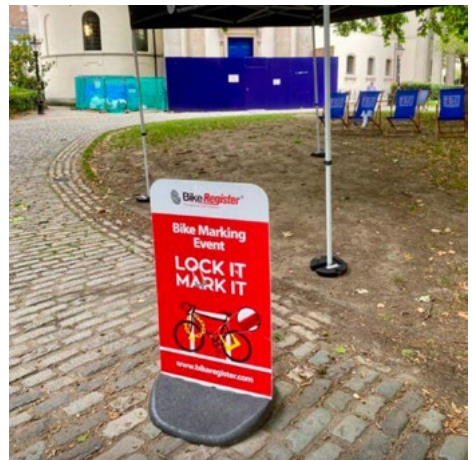
333 Rough sleepers reported
49 Anti-Social Behaviour reported
294 Beggars reported
38,431 Proactive security street checks
11,995 Security Business Welfare visits carried out

LOOKING AHEAD TO 2025/2026

Building on the progress made over the past year, our focus for 2025/2026 is to continue working with key partners to enhance safety and preparedness across the area for businesses and visitors alike.

KEY PRIORITIES FOR THE YEAR AHEAD:

- Quarterly Security Forum with guest speakers from various agencies including Westminster City Inspectors, West End Security Group, Safer Business Network and Metropolitan Police
- Monthly Safety and Security updates via our Newsletter and Social Media
- Planned action days with the Metropolitan Police and Westminster City Council inspectors
- Crisis and Continuity planning for our businesses
- First Aid Training
- Violence against Women and Girls (VAWG) training





LOOKING AHEAD: HARLEY STREET BID 2027-2032

As we approach the renewal of the Harley Street BID for a second term in 2027, we are committed to ensuring our future plans reflect the needs and priorities of our business community.

At the end of 2025, we will launch a business consultation survey to gather feedback on our first five years and explore what you would like to see delivered in the next term. This will be a key step in shaping our BID Proposal for 2027-2032, setting out our vision and initiatives to support the area.

We welcome your input and encourage you to get involved in this process.

If you would like more information or wish to speak to a member of the team, please reach out to: contact@harleystreetbid.com.

INCOME AND EXPENDITURE 2024/2025*

Closing 2023-24 Reserves	98,286
BID Levy Income	950,000
Voluntary Income Grants and Sponsorship	63,850
Total Income	1,112,136
Public Realm and Wayfinding	340,984
National and International Marketing	193,444
Business Sustainability and Connectivity	136,325
Safety and Business Resilience	177,625
Staffing and Overheads	165,141
Contingency	14,934
Total Expenditure	1,028,453
2024-25 Closing Reserves	83,683

PROJECTED INCOME & EXPENDITURE 2025/2026

Closing 2024-25 reserves	83,683
BID Levy Income	950,000
Voluntary Income Grants and Sponsorship	80,800
Total Income	1,114,483
Public Realm and Wayfinding	287,141
National and International Marketing	209,700
Business Sustainability and Connectivity	151,754
Safety and Business Resilience	246,350
Staffing and Overheads**	172,036
Contingency***	47,500
Total Expenditure	1,114,482
2025-26 Closing Reserves	0

Notes:

* Based on full year forecasts made in February 2025

** 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

**MARYLEBONE
ROAD NW1**

CITY OF WESTMINSTER

**PARK CRESCENT
MEWS WEST
W1**
CITY OF WESTMINSTER



BUSINESS IMPROVEMENT DISTRICT

We'd love to hear from you. Whether you have a question, want to get involved, or need more information, please get in touch.

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