

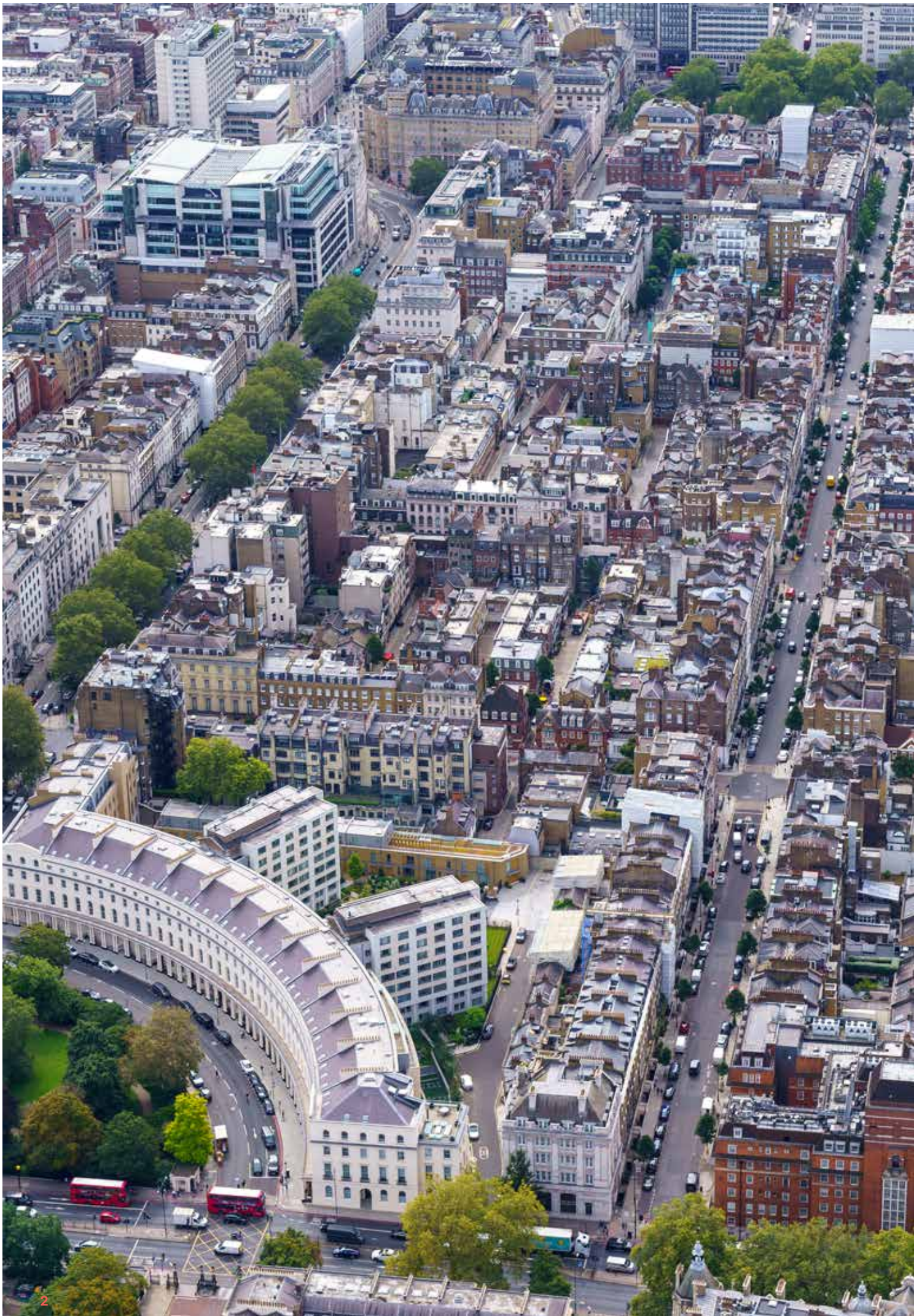


# ANNUAL REPORT

2024 / 25

HARLEY  
STREET

BUSINESS IMPROVEMENT DISTRICT



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# FOREWORD

**We are delighted to present the Harley Street Business Improvement District's (BID) Annual Report for 2024/25.**

This report provides an opportunity not only to reflect on the achievements of the past year but also to celebrate the continued vitality, collaboration, and forward momentum that defines our district. As we mark the fourth year of our current BID term, the collective effort of our levy payers, partners, and stakeholders has created a strong foundation for continued growth and improvement.

Over the past year, the Harley Street BID has remained committed to delivering tangible improvements across the district. From enhancing public spaces to supporting local businesses, our work is shaped by a clear ambition: to create a thriving, welcoming, and resilient environment for everyone who lives, works, or visits here.

Even small interventions can make a big difference. This year, the introduction of the Friendship Bench in Cavendish Square highlighted the power of thoughtful design. Simple yet impactful, it has quickly become a cherished local feature - offering a quiet space for reflection, a pause in a busy day, or a place for conversation. Its distinctive design has also captured the attention of many passers-by, demonstrating how small-scale enhancements can foster a stronger sense of community within an urban setting.

At the core of our success is the strength of our partnerships. Our close collaboration with Westminster City Council and other public agencies ensures our efforts align with borough-wide priorities. Working alongside landowners, institutions, and community groups, we continue to deliver projects that directly address local needs while contributing to a shared long-term vision. These partnerships enable initiatives that might otherwise be beyond the reach of a single organisation, allowing us to achieve broader, more meaningful outcomes.

A key strength of the BID is our strategic, joined-up approach. We serve not only as a delivery body but also as a catalyst for collaboration bringing together stakeholders, unlocking funding opportunities, and drawing in expertise that amplifies the impact of public investment. Whether it's improving the streetscape, enhancing safety, or celebrating Harley Street's unique character, we are dedicated to seizing every opportunity to improve the area for all.

Equally central to our work is our commitment to stakeholder engagement. The BID thrives on ongoing conversations with our levy payers, businesses, and community partners. By actively listening and responding to feedback, we ensure our initiatives remain relevant, practical, and beneficial. This two-way engagement takes many forms from regular updates and briefings to workshops and events that offer support, insight, and useful information. Through these efforts, we build a sense of shared purpose that strengthens the district as both a business hub and a community.

A great example of this collaborative approach was the BID's first Medical Board Roundtable, held at the Royal Society of Medicine. Featuring keynote speaker David Lawson, Director of Medical Technology at the Department of Health and Social Care, the event brought together leaders from across London's private healthcare sector to explore ways of strengthening the UK's reputation for



world-class medical services. Key discussion points included medical technology, patient experience, visa processes, workforce challenges, and transport – all central to attracting international patients and supporting global healthcare businesses.

None of this would be possible without the continued support of our levy payers. Your investment, involvement, and feedback guide our priorities and help us remain agile in meeting the district's evolving needs. Thanks to your partnership, we're able to deliver long-term, place-based solutions that add value and keep Harley Street at the forefront of excellence, innovation, and wellbeing. We are sincerely grateful for your ongoing support.

As we approach the final year of our current term, we are proud of what we have achieved and remain ambitious for what's ahead. Our aim is to build on the momentum of the past four years - continuing

to enhance the vibrancy, resilience, and appeal of Harley Street. Through continued collaboration, innovation, and a shared vision, we will ensure this area remains a standout destination for business, residents, and visitors alike.

Together, we are shaping a Harley Street that is dynamic, inclusive, and future-ready, a place where people want to be, invest in, and thrive. We look forward to everything we will accomplish together in the years ahead and beyond.



**SIMON BAYNHAM**  
Chairman

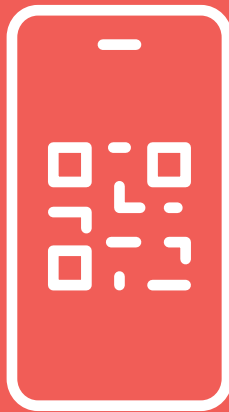


**NICKI PALMER**  
BID Director

# THE YEAR IN NUMBERS

## 1,201

unique users on the Harley Street Rewards App, connecting people to exclusive local offers and encouraging repeat visits.



## 60+

live offers featured on the app from healthcare, retail, and food & drink.

## 2,484

bags of litter collected from across the Harley Street BID area.

## £93K

saved using the BID's smarter recycling service in partnership with First Mile.

## 380+

new LinkedIn followers (now totalling 990), reflecting increased reach across our business audience.

## £5,000

donated into charity projects supporting 4,200 people.



## 190+

Harley Street Businesses promoted on the Harley Street Rewards App.

## 13,636

competition entries for our online Advent Calendar.

## 24

gifts donated for the Advent Calendar



## 67K in

LinkedIn impressions across the year, helping us engage with our growing business community.

## 2,183

webpage views for The Big Egg Hunt, with 1,498 unique users.

## 16,165 SQ M

of pavements washed, helping keep our district clean and welcoming.

## 2,313

total newsletter subscribers



## 1,736

new consumer email subscribers captured during The Big Egg Hunt.







# PUBLIC REALM & WAYFINDING

## The Harley Street BID Public Realm Masterplan

In 2024–2025, the Harley Street BID proudly launched the Public Realm Masterplan, a bold, long-term framework that sets out a vision for a greener, more welcoming, and people-centred urban environment. Developed in close consultation with local stakeholders, the Masterplan identifies a wide range of opportunities to transform the district's streets and spaces into places that support sustainability, wellbeing, and vibrant community life.



Following its launch, the BID team has already begun delivering early-stage interventions aligned with the Masterplan's ambitions. These include the installation of additional public seating at key locations, helping to enhance comfort, accessibility, and the overall pedestrian experience. These small but meaningful improvements demonstrate the principles of the Masterplan in action – creating more sociable, inclusive public spaces across Marylebone.

## Early-Stage Projects and Greening Initiatives

### Proposed new parklet in Marylebone

As part of this early momentum, the BID is actively exploring the introduction of a new parklet in Marylebone. This innovative project will reimagine kerbside space to offer seating, planting, and educational features – providing benefits around biodiversity, community engagement, and urban greening. The parklet will serve as a visible, practical example of how the Masterplan's ambitions can be translated into tangible improvements on the ground.

**“ THE HARLEY STREET BID IS RELATIVELY YOUNG, NEW AND VERY ENTHUSIASTIC. THEY HAVE REALLY STRONG SUPPORT TO PROMOTE HARLEY STREET – TO BOTH SELL AND MARKET HARLEY STREET ACROSS THE UK AND INTERNATIONALLY, AS AN EXCELLENT DESTINATION FOR WORK, BUSINESS, AND HEALTHCARE.”**

**HOWARD DAWBER OBE**

Deputy Mayor of London for Business & Growth





## Creating Greener, Healthier Spaces

To mark London Climate Action Week 2025, we were proud to partner with The Fitzrovia Partnership to plant a new tree on Greenwell Street – an area that sits at the boundary of both districts. This collaborative initiative reflects our shared commitment to enhancing the public realm, increasing canopy cover, and supporting local climate action. As neighbouring BIDs, we continue to work together to deliver long-term improvements that support local climate action and create a more sustainable environment for all.

## Improving Existing Green Infrastructure

In parallel, the BID team has taken a proactive approach to improving existing green infrastructure. Working closely with Westminster City Council (WCC), new planting has been introduced in rain gardens across the district. Our teams have jointly maintained and enhanced these beds to support pollinators, manage stormwater runoff, and elevate the overall quality of the streetscape. The BID works with the local authority to ensure the gardens are maintained and provides watering and litter picking to ensure they remain in good repair.

## External Funding and Engagement

Crucially, the BID has successfully leveraged external funding to support this key theme, providing us with an opportunity to accelerate the delivery of early projects. These funds have enabled the commissioning of high-quality design and implementation, helping to build momentum behind the Masterplan while ensuring that initial interventions set a strong foundation for what's to come.



## Operational Efficiency and Sustainability

Alongside our commitment to sustainability, operational efficiency has also been reflected in the rollout of the BID's smarter recycling scheme. Designed to streamline waste management and reduce environmental impact, the scheme has delivered significant cost savings for participating businesses, while supporting our shared goal of a cleaner, greener Marylebone. This intervention has provided significant cost savings to our levy paying businesses.



## LOOKING AHEAD

With the Masterplan now in place, the BID remains focused on turning vision into reality – through ongoing partnership, community input, and a shared commitment to improving the everyday experience of Marylebone's public realm.

We are excited to share the success of our NCIL application for the Moxon Street project, delivered in collaboration with local partners. The BID is proud to be part of this transformational public realm initiative, which will bring meaningful benefits to the local community. This project is a strong example of how BIDs can unite businesses and stakeholders to deliver lasting improvements for the wider area.

In addition to the NCIL funding, the BID has successfully accessed funding through Healthy Streets II, part of the Mayor's Air Quality Fund (MAQF). This capital funding is specifically allocated to projects that support improvements in air quality through physical interventions. Moxon Street meets several of the key criteria, and the project will include enhanced pedestrian infrastructure, additional greening to reduce exposure, improved cycling connections, fewer motor vehicles, and the introduction of modal filters – all contributing to a healthier and more sustainable street environment.

Through our partnership with Cross River Partnership, the BID successfully secured funding via the Just Streets – Streets for All initiative, supported by the European Horizon Fund. This funding will enable the delivery of a new local project, focused on creating a more inclusive and welcoming streetscape. As part of this, we are exploring the introduction of a parklet, which will bring additional greenery and seating to the area – supporting sustainability while enhancing the experience for those who live, work, and visit here.

# £93,000

collectively saved by businesses using BID's smarter recycling service in partnership with First Mile



# 87

online responses from the Masterplan and 150 in-person conversations

# 3

external funding streams secured

# 45

guests attended the Summer Drinks and Masterplan Event



# 60

people attended the Masterplan consultation

# 1

new tree planted



# 1

new public seating installation

# 1

new parklet proposed

# 25

people attended clinical waste legislation change lunch and learn

# 500

individuals consulted with for parklet project

# SAFETY AND BUSINESS RESILIENCE

## Driving Positive Change Across the District

The Harley Street BID's Safety and Business Resilience theme continues to deliver meaningful improvements across the district. By fostering partnerships and enhancing collaborative working, we are creating a safer, more connected, and future-focused environment that benefits all businesses, workers, and our wider community.

### Core Safety Initiatives

Our work remains firmly focused on building local resilience and ensuring the district is a safe and welcoming place for all. Key initiatives this year have included:

- + Outreach support for the homeless in partnership with local services
- + Close collaboration with the Metropolitan Police and key stakeholders
- + Delivery of business crime awareness training in partnership with the Met Police
- + Ongoing cycle safety schemes
- + Operation of our highly valued security team

**“THE BBC IS GRATEFUL TO THE HARLEY STREET BID SECURITY TEAM FOR THEIR HARD WORK. THEIR PRESENCE ON OUR PIAZZA AND POSITIVE ENGAGEMENT WITH OUR SECURITY TEAMS TRULY REFLECTS PARTNERSHIP WORKING AT ITS BEST.”**

**MARK FEWSTER, CORPORATE**

**Security & Dedicated Persons  
Security Specialist, BBC**

### Strong Representation in Community Safety

The BID's Head of Operations and Security (HOPs) plays an active role in the Safer Neighbourhood Panel (SNP), helping ensure that local business voices shape community safety priorities set by the Metropolitan Police's Safer Neighbourhood Team (SNT).

#### **Safer Neighbourhood Team Priorities:**

1. Priority 1: Set by the SNT and focused on violence and its drivers (e.g., gangs, drugs, domestic abuse, violence against women and girls, public space safety, alcohol-related violence, and antisocial behaviour).
2. Priorities 2 & 3: Local priority, set by the Ward Panel.

**These priorities are based on crime data and local intelligence and currently focus on:**

- + Illegal bikes and their use in crime
- + Theft from businesses
- + Burglary

## Intelligence Sharing and Partnerships

**We continue to build a strong intelligence-sharing network with:**

- + Safer Business Network
- + British Transport Police
- + Metropolitan Police
- + Neighbouring BIDs
- + West End Security Group
- + Westminster City Council Inspectors

This collaborative approach enables real-time information sharing on prolific offenders and criminal activity across North Westminster. It plays a vital role in creating a safer environment for individuals, businesses, and the wider community, while also providing direct support to the Metropolitan Police.

## Street Security Team: A Valued Local Asset

The BID's Street Security Team continues to be a visible and trusted presence, consistently praised by levy payers and the local community. Their proactive engagement helps maintain a safe and welcoming district.



## Community Feedback Includes:

**“ASHLEY, I MUST THANK YOUR TEAM FOR THEIR CARE AND HELP WHEN I FELL IN CAVENDISH SQUARE. DEAN AND HARRY WERE THERE IMMEDIATELY AND HELPED ME TO THE DOCTORS.”**



**“We’ve already had excellent feedback from businesses after your support at Cavendish Square.”**

**“A big thank you to everyone involved in this morning’s clean-up at Cavendish Square.”**

**“The BID security team are doing a fabulous job on the high street – thank you.”**

**“Two patrol officers came by today, and we really appreciated their visit.”**

## Secure Communications and Emergency Support

- + Our Secure Communications Platform and Shopwatch Channel now supports 98 active members from our retail businesses and has handled 2,615 entries to date, allowing safe, GDPR-compliant image sharing.
- + Through our Emergency Notification Channel, we have delivered 245 broadcasts to 194 business users, covering emergencies, civil incidents, guidance, legislative changes (such as Martyn's Law), and other key updates.

35

antisocial behaviour incidents

292

beggars reported



## Expanding Safety and Resilience Initiatives

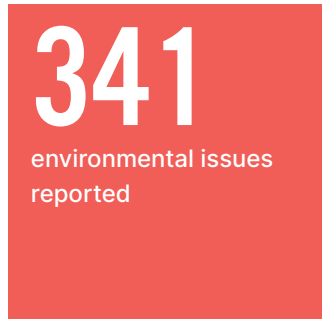
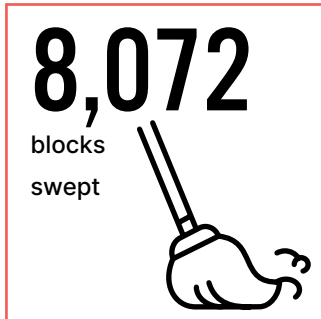
To meet evolving challenges, we continue to introduce and expand our safety programmes:

- + Lone Worker Device Initiative: Providing extra security for staff working alone.
- + Crime Prevention Day with the BBC: Supporting local businesses.
- + Multi-agency Days of Action: Run in partnership with the Metropolitan Police and Westminster City Council.
- + Acid Attack Kits: Enhancing our team's emergency response capabilities.
- + Quarterly Retail Security Forum: Launching by the end of Q2 FY25, this forum will feature key speakers from Westminster City Council, the Metropolitan Police, Safer Business Network, and the West End Security Group. Feedback from the retail sector has been highly positive.
- + Bike Marking and MOT Events: Promoting cycle safety.
- + Level 3 First Aid Training: Supporting continuous professional development for our local businesses.



# Street Cleaning: Supporting a Safe and Welcoming Environment

A safe district is also a clean one. Our dedicated Street Cleaning Team continues to support a well-maintained environment, operating Monday to Friday, 07:00–18:00. Between May 2024 and May 2025, they achieved:



## LOOKING AHEAD

As we look ahead, the Harley Street BID remains committed to strengthening the district's safety, security, and resilience. Building on the progress made, our focus will be on adapting to emerging challenges, deepening strategic partnerships, and expanding the services that support our business and local community.

### Key Areas of Focus for 2025–2026:

- + Enhanced Intelligence Sharing: Continued development of our secure communications platform and Shopwatch Channel, enabling faster, more targeted responses to retail crime and antisocial behaviour.
- + Retail Security Forum Launch: Delivering quarterly sessions to empower businesses with the latest guidance, training, and updates from key city-wide partners.
- + Greater Emergency Preparedness: Ongoing implementation of Martyn's Law guidance, along with advanced emergency notification systems and crisis-readiness support.
- + Support for Vulnerable Individuals: Expanding our work with outreach teams and social services to provide compassionate, effective responses to homelessness and begging.
- + Cycle Safety and Crime Prevention: Increased bike marking, MOT events, and anti-theft initiatives tailored to local trends.
- + Skills and Training Investment: Offering accredited training such as First Aid and Business Crime Awareness to boost confidence and capability across the district.
- + Clean Streets Initiative: Exploring smarter, greener solutions to support a well-maintained public realm that encourages footfall and fosters pride in place.

Through collaboration, innovation, and a shared commitment to security and resilience, we will continue to ensure the Harley Street area remains a secure, thriving, and welcoming destination for all.

# BUSINESS SUSTAINABILITY & CONNECTIVITY

## Strengthening Local Engagement

This year, our Business Sustainability & Connectivity theme continued to focus on strengthening local engagement – supporting business visibility, enhancing community wellbeing, and fostering a more connected and resilient district. Through initiatives like the Harley Street Rewards App, our growing programme of Community and Wellbeing events, and the newly launched Harley Street BID Community Fund, we've delivered meaningful support to both businesses and the wider community.

## Harley Street Rewards App & Engagement Highlights

The Harley Street Rewards App has continued to go from strength to strength, serving as a trusted digital platform to showcase our local businesses, drive footfall, and celebrate the rich history and unique charm of our district. Since our last AGM, we've seen encouraging growth in both user engagement and business participation.



# REWARDS APP HIGHLIGHTS

“THE BID HAS PLAYED A CRUCIAL ROLE IN ESTABLISHING THE WELBECK HOTEL IN THE AREA. FROM A BUSINESS STANDPOINT, IT HAS ASSISTED US IN ORGANISING EVENTS WITH NEIGHBORING BUSINESSES AND INTRODUCING THE WELBECK HOTEL. ADDITIONALLY, FROM A MARKETING PERSPECTIVE, THE BID HAS COLLABORATED CLOSELY WITH OUR PR DEPARTMENT ON SEVERAL SUCCESSFUL SOCIAL MEDIA CAMPAIGNS PROMOTING MARYLEBONE AS A WHOLE.”

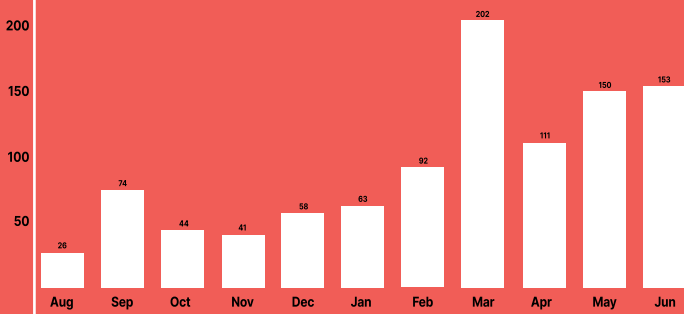
**MORENA MANNINO**

Director of Sales & Marketing, The Welbeck Hotel

Live deals/loyalty scheme offers grew from

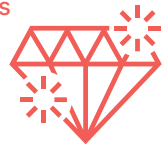
46 TO  
**64**

with participation from 52 businesses



**2,380**

deal views



Harley Street  
businesses promoted  
rose from

173 TO  
**194**

**1,333**

deal redemptions

Registered users increased from

666 TO  
**1,201**



Deal redemptions from:  
August 2024 - June 2025

**1,532**

trail interactions

**1,108**

competition entries





Over the past year, we've delivered a range of successful activities in response to the growing demand for wellbeing-focused engagement. These events attracted strong participation from across the business community, supporting individual wellbeing and a healthier workplace culture.

**These include:**

- + Priory Mental Health Workshop
- + Public Masterplan Presentation & Summer Drinks
- + Pop-up Massage Sessions
- + Chiropractor Discovery Session
- + Online Wellness Webinar
- + Yoga Sessions
- + Christmas Workshops

These sessions have been well-attended and warmly received, reflecting our continued commitment to fostering a healthy, inclusive, and collaborative business environment.

## Community and Wellbeing Events

This year's programme of Community and Wellbeing events has continued to play a valuable role in strengthening the local business community – encouraging connection, promoting self-care, and supporting overall employee wellbeing. Through a diverse programme of wellness and networking activities, these initiatives have helped foster a more connected, inclusive, and collaborative environment.





## Funded Projects

### St Marylebone Church – Free Community Concert Series

Funding was awarded to support a series of five free community concerts, open to all and hosted by St Marylebone Church. These events aim to bring people together through shared cultural experiences, promoting wellbeing, inclusion, and community cohesion. The concerts provide an opportunity for local residents, workers, and visitors to enjoy high-quality musical performances in a welcoming and historic setting.

### St Marylebone CE School – The Great School Library Book Campaign

This project was shortlisted for its commitment to improve access to reading and learning resources for local students. The campaign aims to revitalise the school's library facilities and inspire a lifelong love of reading among young people in the area.

## Harley Street BID Community Fund via ActionFunder

This year saw the launch of the Harley Street BID Community Fund – created to support local initiatives that promote wellbeing, inclusivity, and stronger community ties across the area. Delivered in partnership with ActionFunder, the fund offers financial support to local organisations, charities, social enterprises, and community groups looking to make a positive difference.

In the first round of funding, we allocated £5,000 to support community-led projects.

We received five applications, and following a thorough review and shortlisting process, two projects were selected based on their alignment with our goals and their potential to deliver meaningful benefits for the area.



## LOOKING AHEAD

As we look to the year ahead, our focus is on building stronger connections, supporting local businesses, and improving the overall experience across the BID footprint.

A key part of this will be the upgraded Harley Street Rewards App, launching soon. The new version will offer improved features, easier navigation, and expanded visibility for businesses within the wider area. We'll continue to promote the app across our newsletters and social media, helping users discover deals, events, and loyalty offers.

Our community and wellbeing events will remain a priority. Following the success of yoga sessions, mental health workshops, and seasonal activities, we will continue to deliver inclusive events that support wellbeing and foster a sense of connection across the district.

We are also committed to growing our community outreach. This includes developing partnerships with local charities and exploring opportunities to introduce volunteering initiatives for businesses and employees. These efforts will help strengthen community ties and encourage positive impact in and around the BID footprint.

Collaboration will continue to guide our approach. Through close partnerships with our members, local organisations, and stakeholders, we aim to ensure the footprint remains a leading destination not only for medical excellence, but also for culture, community, and wellbeing.

We look forward to the year ahead with excitement and a strong commitment to delivering meaningful impact for our district.



# NATIONAL & INTERNATIONAL MARKETING

## Strengthening the District's Identity

The Harley Street area continues to flourish as a distinctive destination, globally recognised for its world-leading healthcare, independent retail, and cultural vibrancy. In 2024/25, our national and international marketing efforts focused on amplifying this identity – raising awareness across the UK and globally, while driving meaningful engagement for our local businesses.

## Showcasing the Best of Harley Street

The BID's Marketing Steering Group, made up of representatives from across the Harley Street community, continues to shape strategic priorities and review campaign performance. Through digital promotion, targeted campaigns, and stakeholder partnerships, we aim to highlight the full breadth of what our district offers, from pioneering healthcare to luxury retail and vibrant food culture.

Throughout the year, we've consistently used our core communication channels including the website, monthly newsletters, and social media, to share updates from levy payers, highlight new innovations and services, and keep our community informed and engaged.

## 2024/25 Highlights

### Strategic Collaborations:

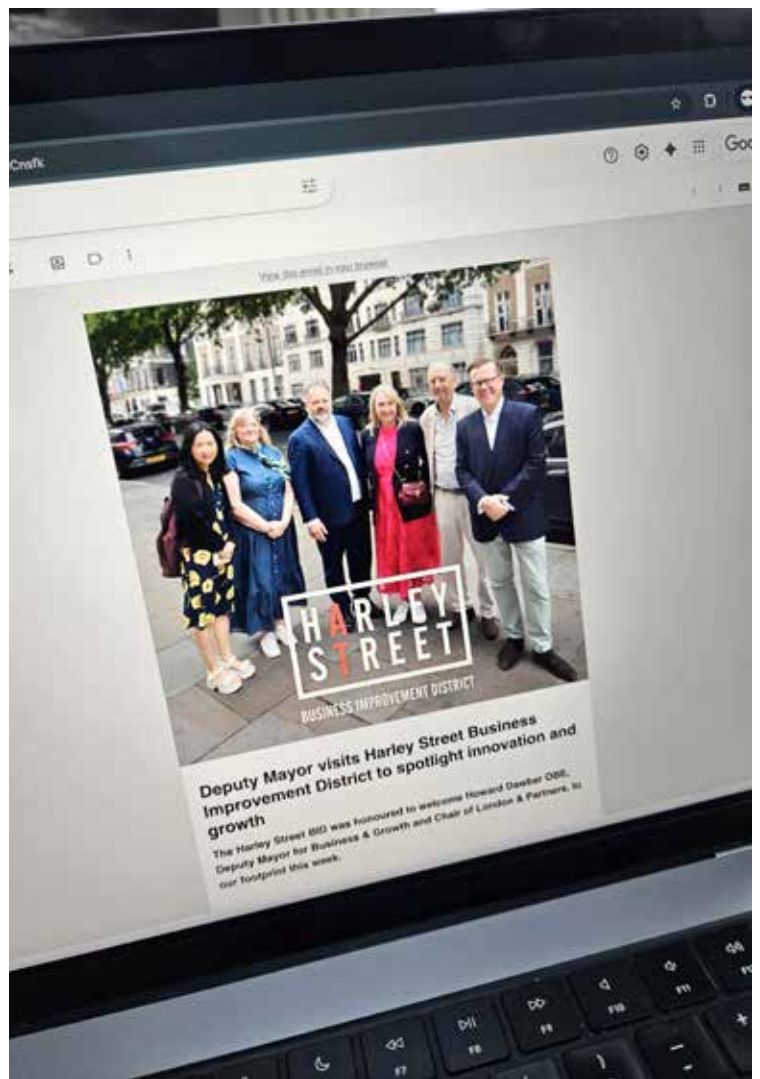
- + Partnered with London & Partners to host an influential delegation, spotlighting Harley Street's medical and lifestyle credentials.
- + Promoted the district at Arab Health 2024, one of the world's largest medical trade exhibitions, reaching a global healthcare audience.



Our digital channels continue to play a vital role in celebrating the Harley Street community, sharing updates from levy payers, and promoting the district as a centre of excellence in healthcare, culture, and wellbeing. This year, we refined our content strategy with a more consistent brand approach, expanded content themes, and tailored messaging across platforms.

In 2025, the BID made the decision to step away from X (formerly Twitter) due to declining engagement on the platform. Instead, we have placed greater focus on LinkedIn – to support our professional and business audience – and Instagram, which provides a strong platform to connect with the wider community through visual storytelling.

A new campaign was launched to support businesses featured on the Harley Street Rewards App, with regular posts on Instagram and LinkedIn showcasing current offers. These posts are designed to encourage redemptions, increase app engagement, and drive footfall for participating businesses.



Each month, our newsletter is distributed to subscribers, providing updates on news and events across the Harley Street area. It serves as a key platform for local businesses to share their latest developments, extend event invitations, and connect with the wider community. The newsletter also shines a spotlight on businesses and individuals working in the area, giving readers a more personal insight into the Harley Street community. In addition, a dedicated 'Dates for the Diary' section highlights upcoming events to ensure subscribers never miss an opportunity to get involved. The newsletter also features BID updates, including online learning opportunities, exclusive app offers, and networking events. Over the past year, we've introduced a refreshed design, making the newsletter more engaging and visually appealing for our readers.

The BID website is a hub of news from across the area, showcasing both local businesses and BID-related updates. Many businesses use the platform as a way to raise their profile, promote their news, and share updates with the community. Fresh stories are published each month, keeping the website an active and engaging space for all.



Our growing presence across these platforms allows us to spotlight levy payer achievements, share key events, and support the BID's wider marketing objectives – ensuring the Harley Street area remains visible, vibrant, and connected.

## Influencer & Media Campaigns

This year, the BID took part in a wider influencer marketing campaign to promote businesses across Marylebone, working with content creators whose audiences ranged from 9.8K to 788K followers, and collaborating with our medical levy payers. The posts focused on health, wellbeing, fitness, and lifestyle, and were designed to introduce new audiences to the Harley Street Rewards App and promote local offers, expanding our reach into new and engaged communities. Ongoing communications support was also provided to raise the profile of our levy payers through news features, event promotion, and digital content development.



## London & Partners (L&P) Tourism Visit

The BID also welcomed the London & Partners (L&P) Tourism team to the Harley Street and Marylebone area to showcase the unique qualities and offerings of this part of London.

The visit gave L&P's teams - including social media, press/PR, web content/editorial, major events, insights, and e-commerce - the chance to experience the area first-hand. The aim was to highlight the district's attractions so L&P can better promote and support it as a destination.

The visit was a great success, with the team stopping at a host of local retailers to sample the area's culinary delights and see the range of products and experiences on offer. This hands-on approach allowed the L&P team to fully appreciate what makes Harley Street and Marylebone a distinctive and vibrant part of London.



**2,183**

dedicated web-page views for the Big Egg Hunt

**1,736**

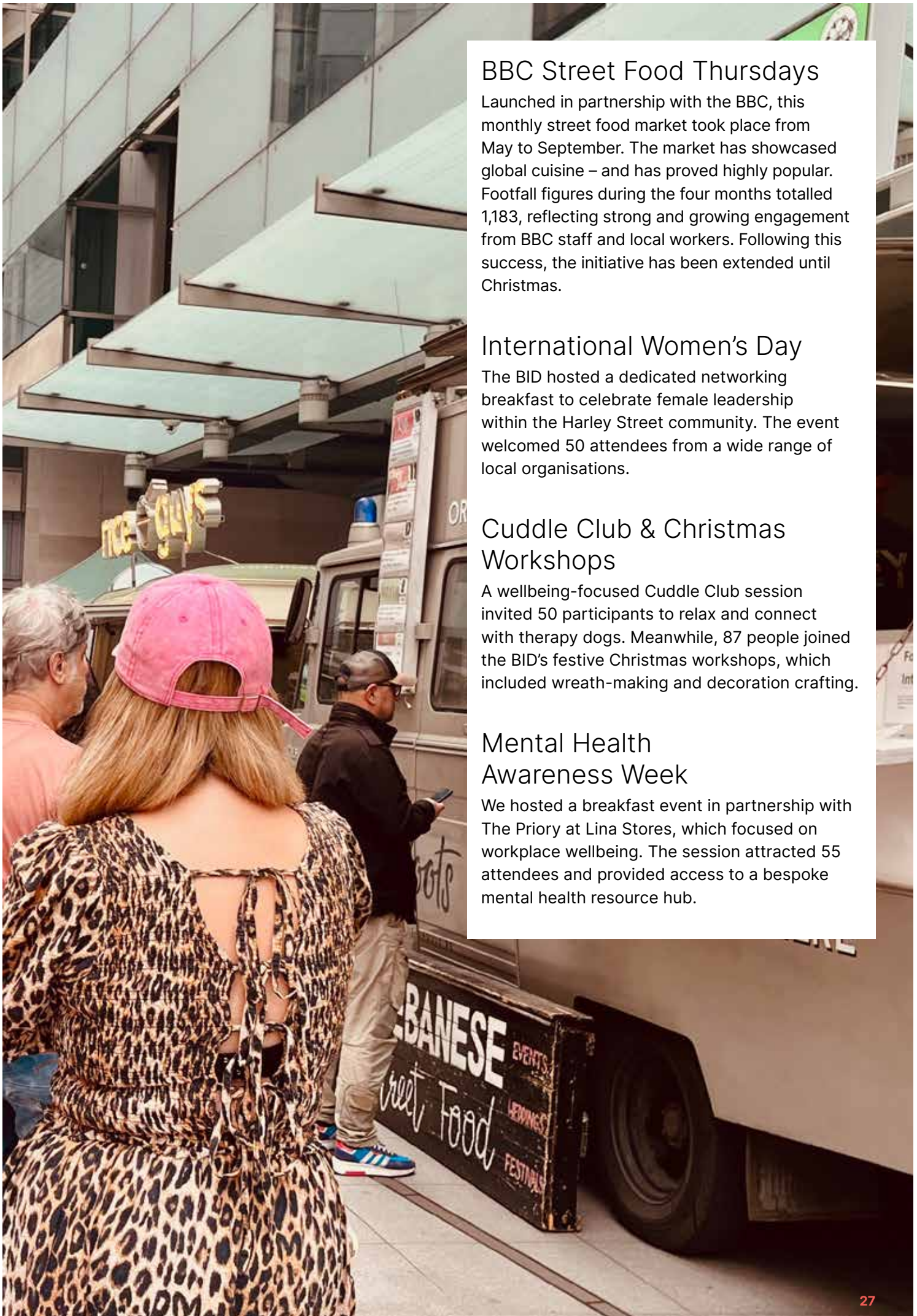
sign-ups to a consumer newsletter.

## Flagship Events

### The Big Egg Hunt

In partnership with The Howard de Walden Estate, the BID participated in The Big Egg Hunt campaign, which featured eight vibrant egg sculptures installed across Marylebone. The BID's own egg was located in St Marylebone Parish Church Gardens and became a key attraction throughout the campaign.

A dedicated campaign webpage supported the initiative, achieving 2,183 page views and 1,498 active users. Visitors were invited to take part in a competition, resulting in 1,736 new consumer subscribers – a significant boost to the BID's consumer database and a valuable asset for future engagement.



## BBC Street Food Thursdays

Launched in partnership with the BBC, this monthly street food market took place from May to September. The market has showcased global cuisine – and has proved highly popular. Footfall figures during the four months totalled 1,183, reflecting strong and growing engagement from BBC staff and local workers. Following this success, the initiative has been extended until Christmas.

## International Women's Day

The BID hosted a dedicated networking breakfast to celebrate female leadership within the Harley Street community. The event welcomed 50 attendees from a wide range of local organisations.

## Cuddle Club & Christmas Workshops

A wellbeing-focused Cuddle Club session invited 50 participants to relax and connect with therapy dogs. Meanwhile, 87 people joined the BID's festive Christmas workshops, which included wreath-making and decoration crafting.

## Mental Health Awareness Week

We hosted a breakfast event in partnership with The Priory at Lina Stores, which focused on workplace wellbeing. The session attracted 55 attendees and provided access to a bespoke mental health resource hub.



## International Nurses Day

To mark International Nurse's Day, the BID hosted an ice cream van tour that visited 11 hospitals across the district, including The London Clinic, UCLH, Mayo Clinic, and Cleveland Clinic. The tour celebrated the contributions of healthcare professionals and was supported by exclusive local retailer offers and social media highlights.

## Christmas Campaign & Advent Calendar

For the 2024 Christmas campaign, we received 24 generous gift donations for our Online Advent Calendar. The campaign generated exceptional engagement, with a total of 13,636 competition entries throughout December, reflecting strong community participation and enthusiasm.

## LOOKING AHEAD

As we move forward, our marketing strategy will continue to focus on elevating Harley Street's profile both nationally and internationally. Through collaborative partnerships, innovative campaigns, and a strong digital presence, we aim to further establish the district as a centre of excellence in healthcare, retail, and community experience.

In 2025/26, we will strengthen our strategic focus on content that showcases the people, places, and pioneering work that define the Harley Street area. We will build on the success of influencer collaborations and campaigns to reach new audiences, while developing richer, more targeted storytelling across our digital channels. As part of this, we will continue to expand the reach of the Harley Street Rewards App – supporting footfall for local businesses and encouraging ongoing community engagement.

Alongside our digital activity, we will continue to deliver high-quality in-person events that celebrate the distinctiveness of the district – from seasonal campaigns and networking events to collaborations with London-wide partners. By working closely with our Marketing Steering Group and levy payers, we will ensure our campaigns remain relevant, responsive, and representative of the community we serve.



# HIGHLIGHTS TO SHARE

**1,183**

meals served at the  
BBC Street Food  
Markets

**50**

attendees –  
International Women's  
Day breakfast

## CHRISTMAS ADVENT CALENDAR

**24** gifts donated by  
local businesses.

**13,636**

competition entries.



**87**

participants –  
Christmas workshops

**55**

attendees – Mental Health  
Awareness breakfast

**11**

hospitals visited during  
Nurses Day ice cream  
tour – thousands of ice  
creams gifted

## SOCIAL MEDIA STATISTICS

### LINKEDIN

**67K** 

total Impressions

**980** total followers  
(up 380 followers in the last 12 months)

### INSTAGRAM

**12,093** 

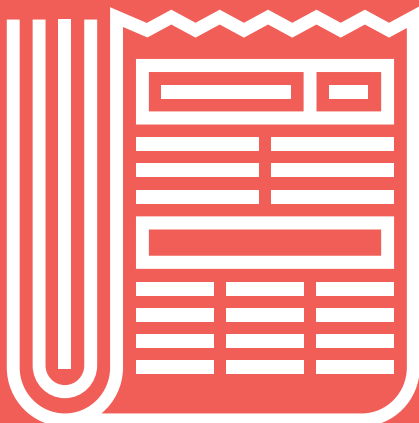
total views

**179** total followers (up from 66)

## NEWSLETTER

**2,313**

subscribers  
21-24% open rate  
5% click-throughs  
99% delivery  
success rate



# BOARD MEMBERS

## **Michele Acton**

Royal Society of Medicine

## **Simon Baynham**

Harley Street BID - Chairman

## **Jonathan Coad**

The London Clinic - Vice Chairman

## **Neil Davis**

BBC

## **Nicholas Davies**

The Doyle Collection

## **Ruth Casey OBE OC**

Harley Street BID Executive Director

## **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

“

ON BEHALF OF THE MARYLEBONE COUNCILLORS, BUSINESSES AND RESIDENTS WE ARE IMMENSELY GRATEFUL TO THE WORK OF THE BID, PARTICULARLY IN RELATION TO THEIR HELP AND PRESENCE OF THE BID SECURITY TEAM WHO PROVIDE AN EXCELLENT ADDED RESOURCE FOR PUBLIC PROTECTION AND PREVENTION OF CRIME AND ANTI SOCIAL BEHAVIOUR.”

**CLLR. KAREN SCARBOROUGH**

Marylebone Ward

# INCOME & EXPENDITURE

TO 31 MARCH 2025

## INCOME

£

Levy Income	960,663
Other Income	63,881
<b>Total Income</b>	<b>1,024,544</b>

## EXPENDITURE

Public Realm and Wayfinding	332,873
National and International Marketing	197,964
Business Sustainability and Connectivity	139,202
Safety and Business Resilience	180,368
Management and Overheads	167,179
<b>Total Expenditure</b>	<b>1,017,586</b>

Surplus after Tax	6,958
Closing 23/24 Reserves	98,285

**SURPLUS TO BE CARRIED FORWARD TO FY 2025/26**      **105,243**

The BID received in-kind contributions to the value of £7,850 during this period.



**BUSINESS IMPROVEMENT DISTRICT**

Harley Street Business Improvement District  
37 Harley Street, London W1G 8QG  
T. 07939 946 989  
[contact@harleystreetbid.com](mailto:contact@harleystreetbid.com)  
[harleystreetbid.com](http://harleystreetbid.com)