

OVERVIEW OF PROJECTS, **INCOME** & EXPENDITURE

2026/27

HARLEY
STREET

BUSINESS IMPROVEMENT DISTRICT



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INTRODUCTION

As the Harley Street Business Improvement District (BID) enters the final year of its first five-year term, our focus remains firmly on delivering the commitments set out in our approved BID proposal.

Over the past four years, the BID has grown into a well-established and effective partnership, providing practical support to levy-paying businesses and a clear strategic direction for the district.

Collaboration sits at the heart of everything we do. By working closely with businesses, local stakeholders and delivery partners, we have implemented targeted initiatives across our key themes – from public realm and safety, to marketing, wellbeing and business connectivity. Together, these initiatives have helped strengthen the area's appeal, improve day-to-day operations for businesses and enhance the experience of working in, visiting and investing in the Harley Street area.

This billing leaflet sets out what has been delivered over the past 12 months and outlines our programme of activity and budget allocation for the year ahead. It demonstrates how levy income is invested under each strategic pillar, ensuring transparency, accountability and alignment with business priorities.

As we enter this final year, there is a strong focus on momentum – building on what has been delivered, embedding successful initiatives and continuing to respond to the evolving needs of the business community. Alongside this, we are looking ahead to the next BID term, using insight, feedback and performance from the past five years to help shape priorities for the future.

As we look ahead to our rebalot, we are proud of what has been achieved so far and remain committed to delivering further improvements in our final year. We will continue to respond to the evolving needs of our business community, while laying strong foundations to support the next phase of the BID and the future success of the district.

NICKI PALMER

BID Director





PUBLIC REALM & WAYFINDING

BUDGET £278,170

Our work to improve the public realm continues, building on the publication of the Harley Street Masterplan last summer – a long-term vision for the area’s streets and public spaces.

Promoting and championing the ambition set out in the masterplan remains central to our work, helping to support investment and guide future improvements across the district.

The masterplan provides a clear strategic framework for shaping projects that enhance the quality, accessibility and overall experience of the Harley Street area. It supports a more welcoming, connected environment for everyone who works in, lives in and visits the area, while respecting the character and heritage of Harley Street. Through this approach, we are laying the groundwork for improvements that deliver benefits 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.

The delivery of this work is overseen by the BID’s Public Realm Steering Group, which will continue to guide priorities and support project delivery in the years ahead.

What we achieved in 2025/2026

- + The publication of the Strategic Vision for the Public Realm was the highlight achievement for the year, bringing together a wide range of stakeholders and community partners to shape a collective plan for future delivery. This is the first plan of its kind for the Harley Street area and provides a strong foundation for long-term improvements.
- + We continued to work closely with Westminster City Council and partners to maintain a high-quality street environment through the delivery of on-street services across the district.
- + We installed a new work of public art, The Friendship Bench, which has brought new life to the north-east corner of Cavendish Square.
- + A new tree was planted jointly with the Fitzrovia Partnership, reflecting the ambition for more tree planting across the neighbourhood.
- + We have worked closely with partners, including Concord and Howard de Walden Estate and Westminster City Council to develop concept public realm designs for Moxon Street, recently presented for public consultation.
- + We secured Neighbourhood Community Infrastructure Funding to undertake a series of surveys and investigative work to inform a Feasibility Study for Paddington Street Gardens North and South. A collaborative working group has been formed to progress improvements to this important public space, including a new children's playground funded by Westminster City Council.

LOOKING AHEAD TO 2026/2027

Key areas of focus include Paddington Street Gardens North, Moxon Street, Great Portland Street Station and Regents Park Stations, Cavendish Square and Portland Place and opportunities to strengthen the district's Green Grid will be pursued.

Priorities for 2026/2027 include:

- + As wider traffic management changes around the Harley Street area are considered we will explore how the masterplan recommendations to reduce vehicular traffic and improve the pedestrian experience can be aligned. Work to create safe junctions for pedestrians and cyclists will be progressed.
- + There will also be a strong focus on short-term interventions such as improving seating, greening and wayfinding. These measures will help enhance the look and feel of the neighbourhood and make it easier for people to navigate the area.
- + We will continue to celebrate Harley Street's rich heritage of people and place, actively supporting the conservation and enhancement of this distinctive area.
- + The BID has joined the Sustainable City Charter, a voluntary sustainability pledge supported by the Westminster Property Association and Westminster City Council. Working alongside other Westminster BIDs, we will promote the benefits of the charter to businesses.
- + Alongside this, our Smarter Recycling scheme will continue to expand, helping more businesses reduce waste management costs – with savings of up to £950/month. We aim to help more businesses benefit from this initiative.

NATIONAL & INTERNATIONAL MARKETING

BUDGET £256,227

Over the past year, our National and International Marketing activity has focused on raising the profile of the Harley Street area while supporting the diverse mix of healthcare providers, retailers and hospitality businesses that make the district unique.

From local engagement to international visibility, our work has aimed to showcase Harley Street as both a world-leading health destination and a welcoming place to work, visit and spend time.

Through a mix of events, campaigns, digital channels and strategic partnerships, we've continued to promote levy payers, encourage footfall and strengthen connections across the district. Collaboration has been central to this approach, ensuring our marketing reflects the real experiences, expertise and character of the businesses that call Harley Street home.

What we achieved in 2025/2026

Over the year, we delivered a varied programme of campaigns, events and communications designed to engage local businesses, attract visitors and celebrate the Harley Street community. From seasonal activity and wellbeing events to digital growth and international promotion, our marketing focused on visibility, connection and practical support for levy payers.

- + Delivered a full programme of seasonal and wellbeing events and workshops
- + Ran 8 successful street food markets on the BBC piazza
- + Ran the Harley Street Advent Calendar competition, featuring prizes donated by local businesses and attracting over 16,000 entries
- + Hosted 3 Christmas workshops, networking events and street-based activity, supporting footfall and encouraging businesses to connect

LAUNCHED A HARLEY STREET REWARDS ESHOT TO A CONSUMER AUDIENCE OF

2,448

- + Supported levy payers through regular promotion across social media, the BID website and newsletters
- + Grew our newsletter audience to 2,300, with an average open rate of 12%
- + Launched a Harley Street Rewards eshot to a consumer audience of 2,448
- + Continued to strengthen our digital presence, reaching 83K+ impressions on LinkedIn over the year
- + Shared 417 posts on LinkedIn, achieving a 14.8% engagement rate, 49.5% higher than competitors
- + Expanded our online community to 1,307 followers across LinkedIn and Instagram, including 429 new LinkedIn followers
- + Maintained a Marketing Steering Group of local business representatives to guide priorities and ensure activity delivers real value

EXPANDED OUR ONLINE COMMUNITY TO:

1,307

LOOKING AHEAD TO 2026/2027

In the year ahead, our focus will be on building momentum across digital channels, events and partnerships, while continuing to highlight the breadth of expertise, innovation and experience found across the district. We will strengthen our support for levy payers by promoting their services, sharing their stories and creating more opportunities for connection – locally, nationally and internationally.

Our marketing will continue to reflect Harley Street's role as a leading health destination, while also celebrating the everyday experiences that make it a great place to work and spend time.

Priorities for 2026/2027 include:

- + We will continue to develop targeted campaigns that spotlight healthcare expertise, innovation and patient experience
- + We will aim to increase engagement across our newsletter and social channels, using analytical insights to refine content and timing
- + We will expand promotion of the Harley Street Rewards App to drive local engagement and support participating businesses
- + We will strengthen partnerships with regional, national and international organisations to extend Harley Street's reach
- + We will continue working closely with the Marketing Steering Group to ensure activity remains relevant and business-led



SAFETY AND BUSINESS RESILIENCE

BUDGET £239,668

The Harley Street BID operates a dedicated Street Security Service supporting levy payers across the district, including businesses in the retail, healthcare, leisure, hospitality, and corporate sectors. The service is managed by the BID's Head of Operations under the Safety and Business Resilience theme.

While the BID's primary responsibility is to its levy payers, crime and vulnerability affect all businesses within the footprint. To address this, the BID works closely with non-levy-paying organisations, particularly in the retail sector, to ensure a coordinated and intelligence-led approach to crime. This work is supported by the Metropolitan Police and improves intelligence gathering on individuals whose behaviour negatively impacts the area.

Partnerships and Collaboration

The BID maintains strong partnerships with key agencies and stakeholders, including:

- + Metropolitan Police
- + British Transport Police
- + Westminster City Council
- + Safer Business Network
- + West End Security Group
- + New West End Company
- + Baker Street Quarter Partnership
- + Marble Arch London
- + Fitzrovia Partnership

These partnerships ensure a consistent and effective response to safety and resilience challenges across the footprint.

While activity is maintained across the wider district, enhanced support continues on Marylebone High Street due to higher levels of retail crime and the need to deter theft affecting local businesses.

Figures from the Metropolitan Police Safer Neighbourhood Team show a reduction in shoplifting in November, and maintaining this downward trend remains a priority.

Intelligence-Led Working

The establishment of Intelligence Briefings involving all North Westminster BIDs, the Metropolitan Police, British Transport Police, the Safer Business Network, and Westminster City Council has strengthened intelligence sharing and operational coordination.

This approach has been further reinforced through a Data Sharing Agreement between the Metropolitan Police and Westminster City Council, enabling the lawful sharing of key intelligence.

The Intelligence Briefings directly support the Safer Neighbourhood Panel (SNP) meetings. The BID's Head of Operations and Security now attends alongside other North Westminster BIDs, representing levy payer interests and contributing intelligence to inform policing priorities.

Agreed Priorities

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

These priorities are intelligence-led and designed to deliver the greatest impact for local businesses.

Impact and Outcomes

The coordinated efforts between the BID, police partners, Westminster City Council, and the business community are delivering positive and measurable outcomes. Intelligence sharing, joint operations, and structured engagement through the SNP have strengthened collaboration and ensured that intelligence is acted upon effectively.

While retail businesses continue to see clear benefits, the BID remains committed to ensuring that all sectors, including healthcare, hospitality, and corporate occupiers, benefit from safety initiatives.



Key Achievements

- + Signed up to the Mayor of London's Night Safety Charter
- + Delivered Violence Against Women and Girls (VAWG) training
- + Signed Data Sharing Agreement with the Metropolitan Police
- + Signed up to the London Resilience Unit (GLA)
- + Delivered ACT Operational (Counter-Terrorism) Training
- + Delivered First Aid Training
- + Joint Marylebone Clean and Safer Streets Audit with councillors, WCC, and police
- + Targeted operation in Cavendish Square with partners
- + Review of Marylebone High Street CCTV with Westminster City Council
- + Delivered the first Retail Security Forum with key partners

Business Consultation Feedback (Oct-Dec 2026)

Feedback from the business consultation process was overwhelmingly positive, with the Safety and Business Resilience theme rated as Effective or Very Effective overall.

Communications and Alerts

- + Emergency Notification System (ENS):
 - 240 broadcasts issued
- + Shopwatch Secure Communications Platform:
 - 3,276 messages sent

Security in Numbers 2025

- + 612 rough sleepers reported
- + 31 incidents of anti-social behaviour reported
- + 242 beggars reported
- + 47,643 pro-active security checks carried out
- + 15,517 individual business welfare checks carried out

Street Cleansing in Numbers 2025

- + 2,381 public interactions
- + 140 environmental issues reported
- + 5,401 blocks swept
- + 1,828 bags of litter
- + 483 bags of recycling
- + 29,370 Sq metres of pavements washed
- + 1,249 graffiti and signposting removed
- + 674 requests for janitorial support

29,370
SQ M
OF PAVEMENTS WASHED

LOOKING AHEAD TO 2026/2027

Priorities for the coming year include:

- + Expanding intelligence sharing to disrupt repeat and organised offending
- + Enhanced theft prevention on Marylebone High Street and other high-footfall areas
- + Continued delivery of training, including counter-terrorism, first aid, and personal safety
- + Mobile phone marking for levy-paying businesses
- + Fire Marshal training delivery
- + Establishment of Safe Havens aligned with VAWG initiatives
- + Bike marking delivery
- + Further development of Shopwatch and ENS
- + Targeted joint operations addressing illegal bikes, burglary, and environmental crime
- + Review of business consultation feedback to ensure continued relevance
- + Flexible deployment of security teams to meet business needs
- + Inclusive support across retail, healthcare, hospitality, and corporate sectors
- + Delivery of further Security Forums with key partners

483

BAGS OF RECYCLING

1,249

GRAFFITI & SIGNPOSTING REMOVED

612

ROUGH SLEEPERS REPORTED

47,643

PRO-ACTIVE SECURITY CHECKS CARRIED OUT

BUSINESS SUSTAINABILITY & CONNECTIVITY

BUDGET £131,294

The Harley Street BID continues to support collaboration, wellbeing, and business engagement across the district, bringing together levy-paying businesses, local organisations and partners to strengthen connections and support a thriving business community.

Over the year, we delivered a varied programme of networking, wellbeing and social initiatives designed to encourage collaboration, support professional development and enhance the day-to-day experience of working in the Harley Street area. These activities provide valuable opportunities for businesses and individuals to connect, share insight and build lasting relationships.

A key milestone was the delivery of the Community Networking Event and Masterplan Project, which brought businesses and stakeholders together to explore the future vision for the district. The event provided a platform to share insight, encourage collaboration and support long-term planning for the Harley Street area.

We also launched the Harley Street PA Network, a new initiative created to support professionals working in key administrative and operational roles across the district. The network launched with 40 members and is open to:

- + Personal Assistants (PAs)
- + Executive Assistants (EAs)
- + Admin and Medical PA teams
- + HR Managers
- + Business Development professionals
- + Facilities Managers

The network is designed to foster a supportive and collaborative community. Members can connect with peers across the district, access shared resources and best practice, take part in training sessions and workshops, explore the local area through exclusive events, and share feedback to ensure BID activity continues to reflect the needs of those working in the area.

Wellbeing and Social Initiatives

The BID remains committed to supporting wellbeing in the workplace and creating opportunities for people to connect across the district. Throughout the year, we delivered a programme of wellbeing and social events, all of which were fully booked – reflecting strong demand from local businesses.

These activities included a Practical Wellbeing Session on supporting mental health in the workplace, Restart a Heart Day, Christmas wreath-making and bath bomb workshops, and a festive networking event. Alongside supporting mental and physical wellbeing, these sessions provided relaxed opportunities for informal networking and helped strengthen relationships across the Harley Street business community.

Harley Street Rewards App

The Harley Street Rewards App continues to play an important role in supporting local businesses and driving engagement across the district. During the year, the app underwent a significant migration to a new platform, improving functionality and creating a more user-friendly experience.

The updated system went live on 20 October 2025 and now features:

- + 45+ Active Deals
- + 8 Loyalty Schemes

The platform supports offers from our local businesses, competitions, trails, and promotions, providing added value for professionals and visitors, while encouraging spend within the area.

What we achieved in 2025/2026

- + Community Networking & Masterplan Project: 1 major district-wide event delivered
- + Harley Street PA Network: 40 members at launch
- + Wellbeing & Social Events: Multiple events delivered – 100% fully booked
- + Harley Street Rewards App: 59 Active Deals, 8 Loyalty Schemes
- + New Rewards App platform live: 20 October 2025

LOOKING AHEAD TO 2026/2027

Looking ahead, the BID will continue to build on strong engagement and positive feedback from businesses across the district. Our focus for the year ahead is on strengthening connections, responding to business needs and creating opportunities for collaboration, wellbeing and professional development.

Priorities for 2026/2027 include:

- + Growing the Harley Street PA Network through additional networking, training, and professional development opportunities
- + Delivering further wellbeing and social initiatives in response to business feedback
- + Expanding participation and offers within the Harley Street Rewards App to support local businesses
- + Continuing to support collaboration and engagement across the district
- + Showcasing volunteering opportunities with local charities to encourage community engagement and social impact

By continuing to work closely with businesses and partners, the BID will build on this momentum, strengthening connections and supporting a vibrant, collaborative business community across the Harley Street area.

45+

**ACTIVE DEALS
& 8 LOYALTY SCHEMES
ON THE REWARDS APP.**





LOOKING AHEAD: HARLEY STREET BID

2027-2032

As we enter the final year of the Harley Street BID's first five-year term, we are focused on building on what has been achieved and shaping a strong, relevant future for the district. With the renewal ballot scheduled for early 2027, it is vital that our plans for a second term continue to reflect the needs and priorities of our business community.

We recently launched a Business Consultation to review our first five years and to understand what businesses would like to see delivered in the next term. The consultation showed a strong mandate from the business community for a second term of the Harley Street BID, providing a clear direction for the development of our BID Proposal for 2027–2032.

Your continued involvement will be central as we refine our plans and move towards the renewal ballot. If you would like more information or wish to discuss the proposals further, please contact the BID team.



INCOME & EXPENDITURE 2025/2026*

£

Closing 2024-25 Reserves	105,243
BID Levy Income	970,483
Voluntary Income Grants and Sponsorship	31,983
Other Income - HdW Contri towards Addti Security	52,159
Total Income	1,159,8698
Public Realm and Wayfinding	213,077
National and International Marketing	211,489
Business Sustainability and Connectivity	142,991
Safety and Business Resilience	227,493
Staffing and Overheads	169,014
Contingency	25,000
Total Expenditure	989,064
2025-26 CLOSING RESERVES	170,804

PROJECTED INCOME & EXPENDITURE 2026/2027

£

Closing 2025-26 reserves	170,804
BID Levy Income	950,00
Voluntary Income Grants and Sponsorship	31,000
Other Income - HdW Contri towards Addti Security	52,000
Total Income	1,204,304
Public Realm and Wayfinding	278,170
National and International Marketing	256,227
Business Sustainability and Connectivity	131,294
Safety and Business Resilience	239,668
Staffing and Overheads**	171, 445
Contingency***	47,500
Total Expenditure	1,124,304
2026-27 CLOSING RESERVES	80,000

Notes:

* Based on full year forecasts made in November 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





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