

The background is a composite image. On the left, a man with a beard and mustache, wearing a suit and tie, is looking upwards with a thoughtful expression. On the right, there is a close-up of a tray of appetizers, including what looks like a rolled-up meat and cheese dish, garnished with herbs and a small flag. The overall color palette is dark with a strong red/orange tint on the right side.

BUSINESS CONSULTATION OUTCOMES

RENEWAL 2027

HARLEY
STREET

BUSINESS IMPROVEMENT DISTRICT



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OUTLINE

The Harley Street BID Business Consultation was undertaken to assess how businesses perceive the area and the impact of BID activity since 2022.

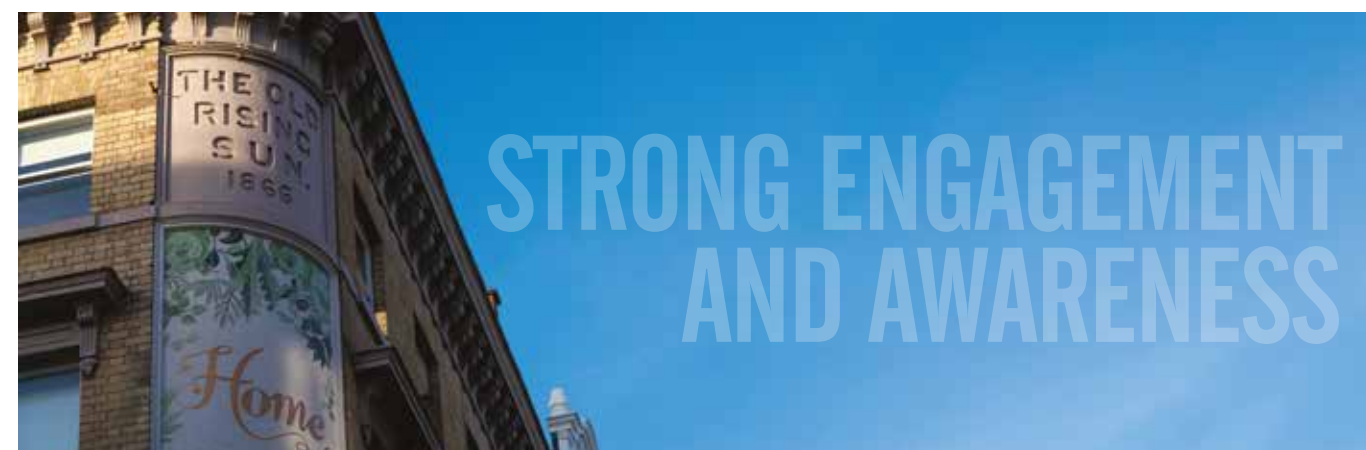
Its main objective is to understand what the BID has delivered since 2022 and what can be achieved in the next BID term, 2027/2032. The consultation focused on current priorities, new ideas, points around steering groups and encouraged input on future expectations for the BID.

The BID received a significant number of responses from businesses across the footprint, demonstrating strong engagement and awareness.

BACKGROUND & RATIONALE

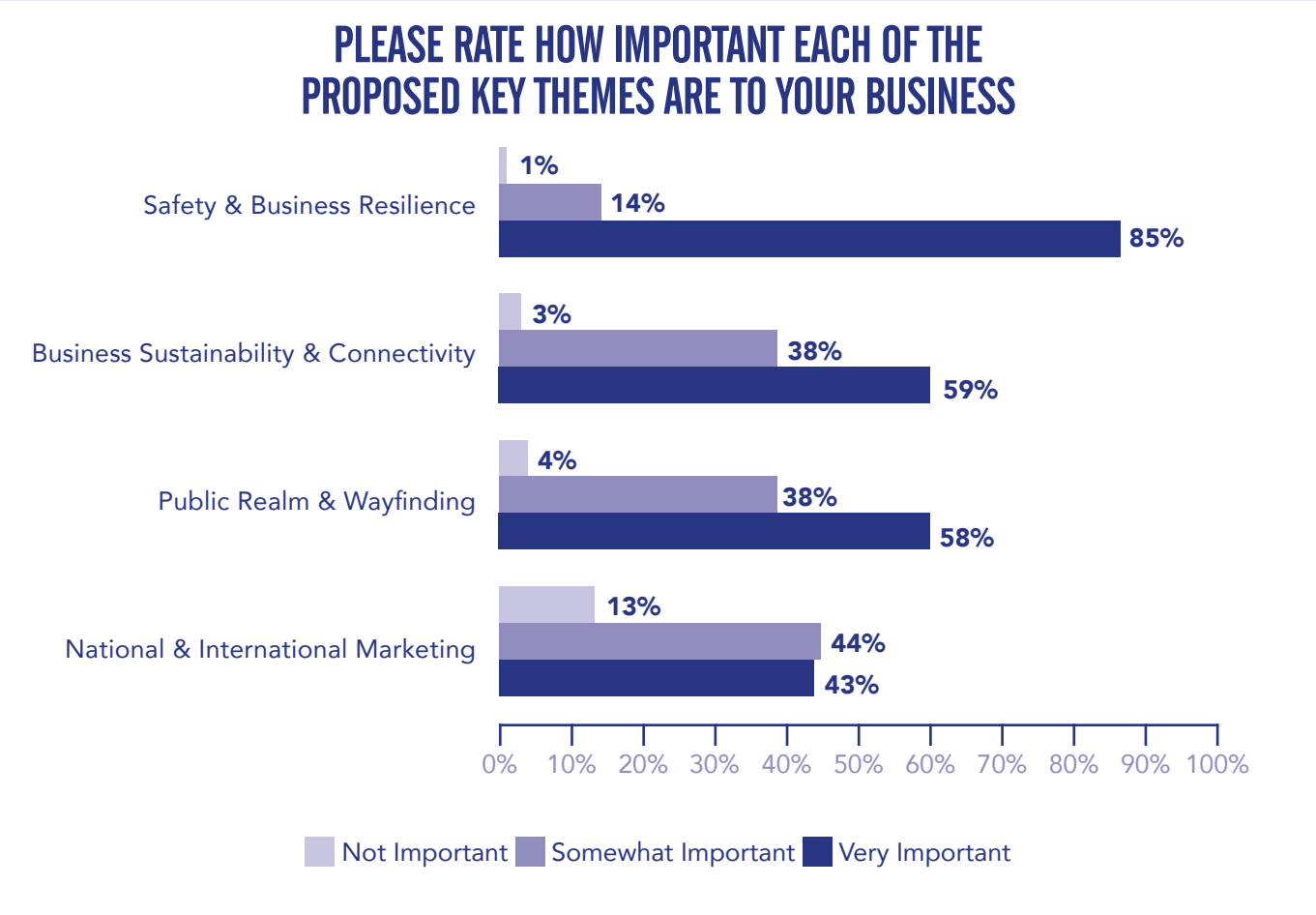
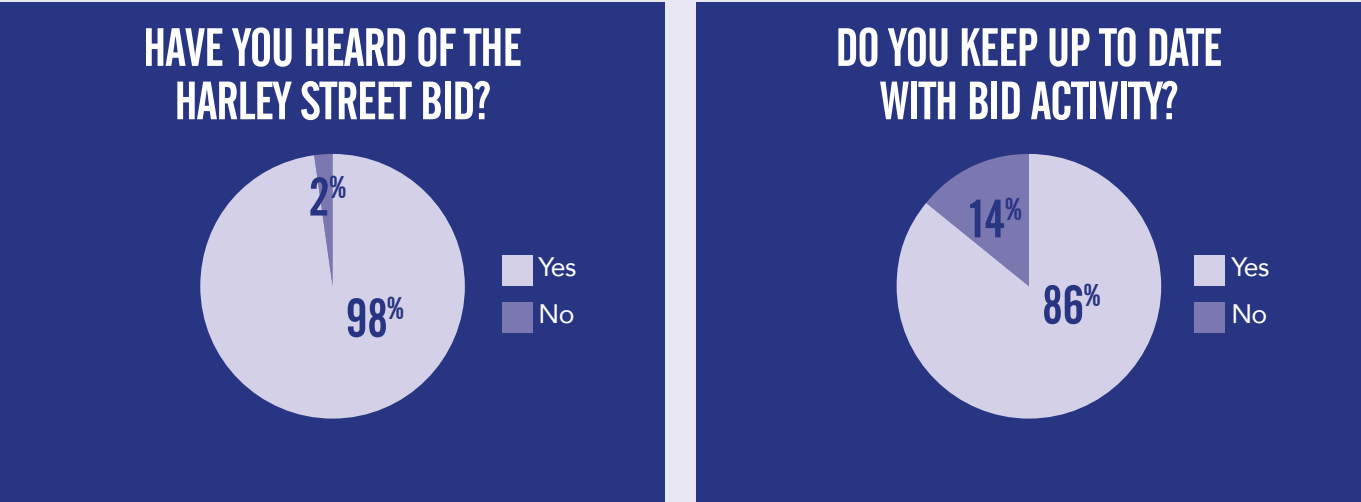
This Business Consultation is part of the legislative process that BIDs must follow to comply in order to create or renew an existing BID. This process was completed from October 2025 to December 2025, an 8-week period, to ensure businesses had an opportunity to “have their say”. This input supports the BID team in creating and shaping the BID proposal, which is the document that businesses will receive to vote formally to establish the BID for a further 5-year term.

This document was created both digitally and in hard copy format to all businesses who will be invited to vote in the ballot in January 2027. It consisted of questions across all four pillars of activity along with generic questions about the BID to date.



KEY FINDINGS

We have provided an overview of the responses to the questions. The chart below provides a visual demonstration of the answers to some of the questions that were asked.



A SIGNIFICANT PROPORTION OF RESPONDENTS CONTINUE TO RATE ALL FOUR STRATEGIC THEMES AS VERY IMPORTANT TO THEIR ORGANISATION

Safety & Business Resilience is the highest priority, with **85%** of respondents identifying it as very important.

Business Sustainability & Connectivity follows closely, with **60%** of respondents rating it as very important.

Public Realm & Wayfinding is considered very important by **59%** of respondents, reflecting continued emphasis on the quality and usability of the area.

National & International Marketing is rated as very important by **43%** of respondents, highlighting ongoing support for promotion and reputation-building activity.

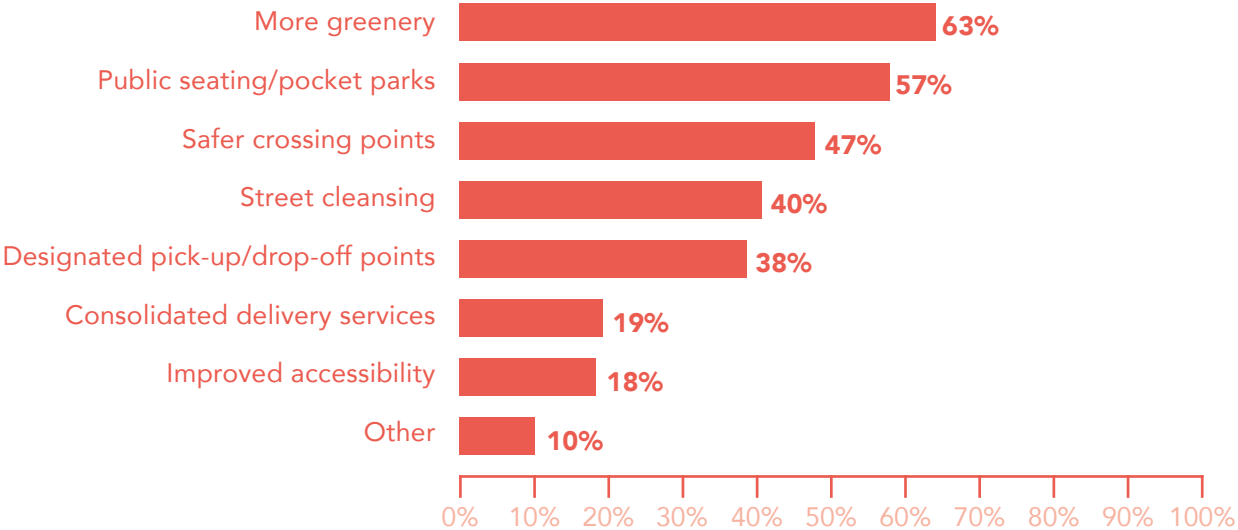


PUBLIC REALM & WAYFINDING

The **Harley Street BID** has undertaken a comprehensive masterplan to look at short, medium and longer term aspirations for the area. Businesses were asked what areas of this theme were important.



IN ORDER TO ACHIEVE A PUBLIC REALM THAT BENEFITS EVERYONE, WE ASKED WHAT SERVICES YOU WOULD LIKE TO SEE IN THE HARLEY STREET AREA?





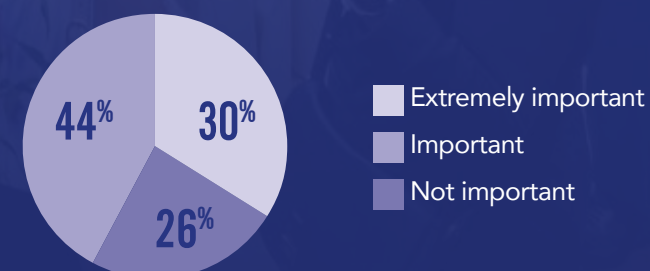
NATIONAL & INTERNATIONAL MARKETING

A Business Improvement District can amplify and create an area as a destination promoting what is available in that area. The BID supports businesses through marketing and continues to provide a collaborative approach under this theme.

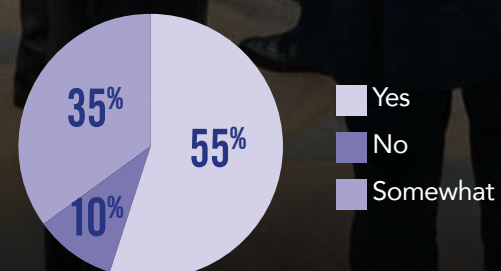
National & International Marketing plays a key role in positioning Harley Street both for a visitor destination and to promote the area as a medical area of excellence across the UK and globally. The BID is committed to promoting the area effectively, ensuring that both its clinical reputation and wider offer are clearly communicated to national and international audiences.

WE ASKED BUSINESSES TO ASSESS THE IMPORTANCE OF INTERNATIONAL MARKETING

Responses show that the majority consider it important or extremely important, reinforcing the role of global promotion and focusing on medical excellence in supporting the visibility, reputation, and competitiveness of Harley Street.

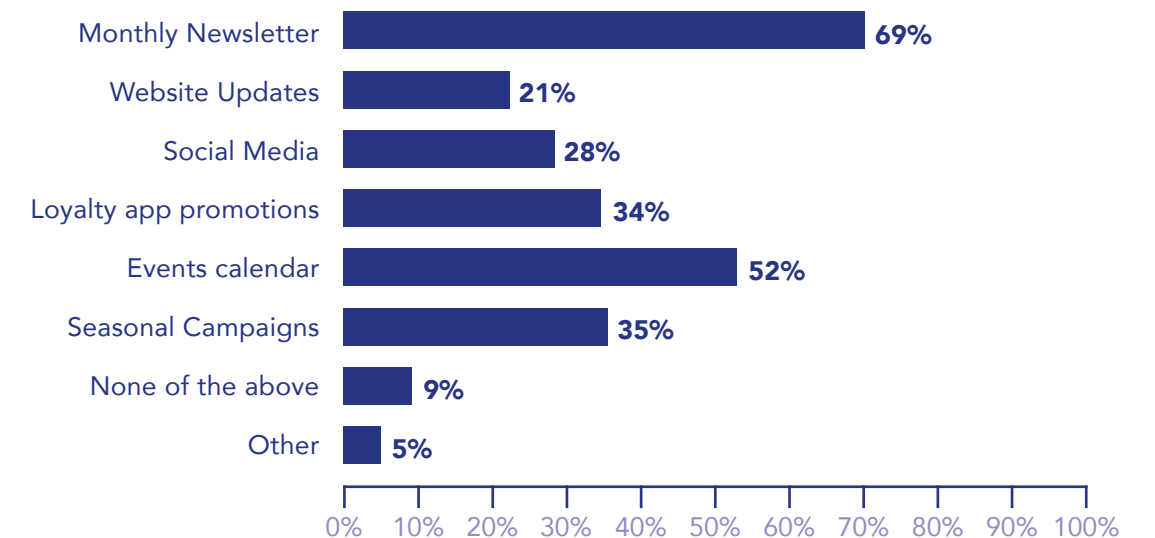


WE ASKED BUSINESSES, DO YOU FEEL WELL INFORMED BY THE BID'S MARKETING AND PROMOTION?



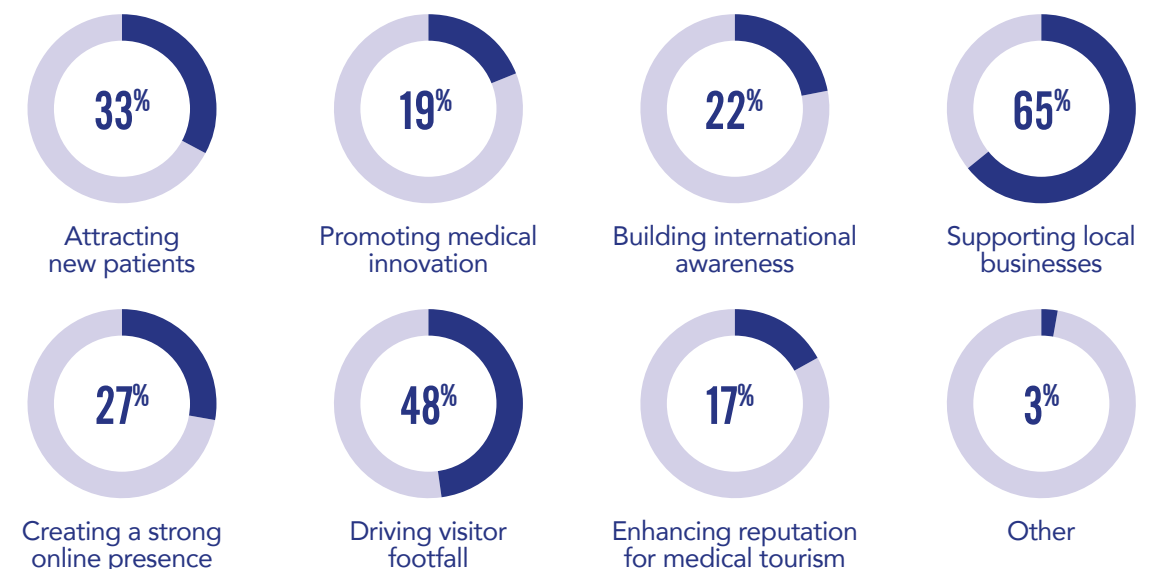
WE ASKED BUSINESSES WHAT MARKETING OUTCOMES ARE MOST IMPORTANT TO THEM CURRENTLY?

Responses show a strong preference for clear, regular communication and visibility, with priority placed on monthly newsletters, event promotion, seasonal campaigns, and initiatives that support local businesses and drive footfall across the area.



WHAT IS MOST IMPORTANT TO YOU CURRENTLY?

Responses highlight a strong focus on supporting local businesses and driving visitor footfall, alongside the importance of attracting new patients and strengthening online presence. This reflects a clear preference for marketing activity that delivers practical visibility, engagement, and economic benefit across the Harley Street area.



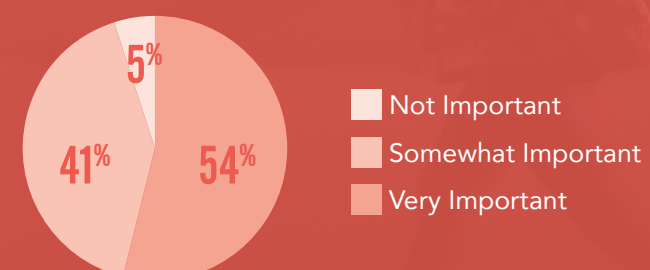


BUSINESS SUSTAINABILITY & CONNECTIVITY

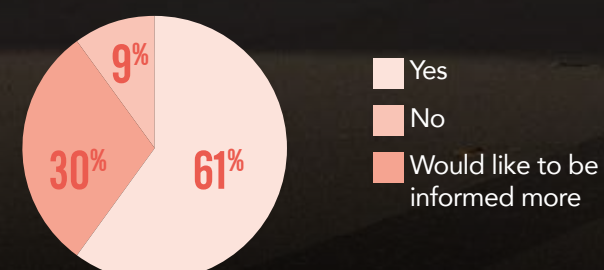
The Harley Street BID is committed to working collectively with businesses across the area to deliver a variety of projects. This theme focusses on connecting neighbours, upskilling the workforce through training, providing wellbeing opportunities for staff, business networking events both sector specific and mixed sector and exploring social impact projects to support the area.

WE ASKED, HOW IMPORTANT IS CONNECTING WITH OTHER BUSINESSES IN THE AREA?

We asked businesses how important it is to connect with others in the Harley Street area. Responses show overwhelming support for collaboration, with **95%** of respondents rating business connectivity as important or very important. This highlights the strong value placed on networking, partnership working, and a connected business community across the district.

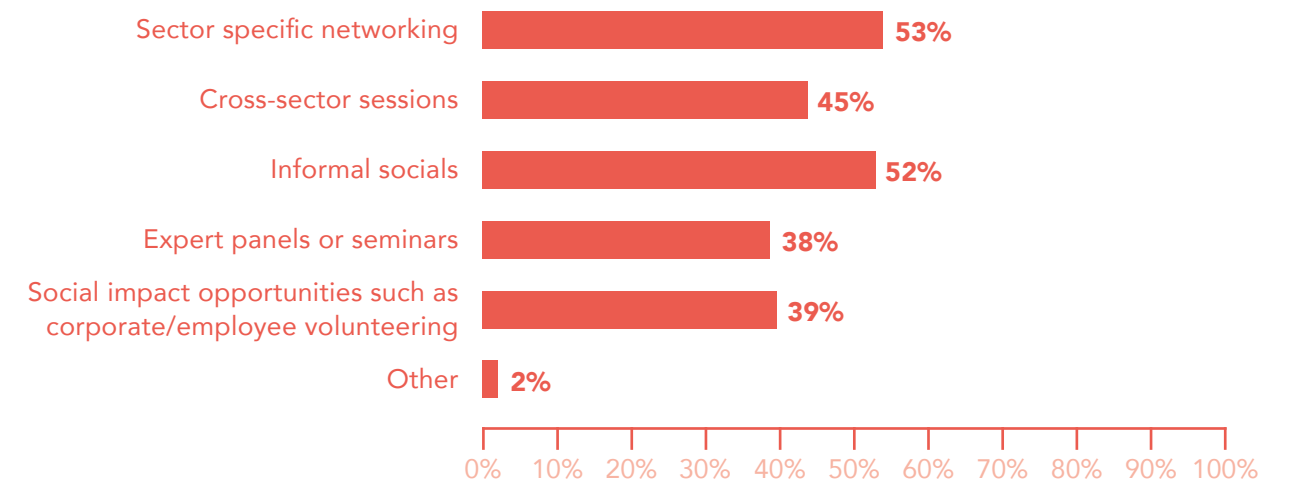


DO YOU FEEL WELL-INFORMED ABOUT DEVELOPMENTS IN THE AREA?



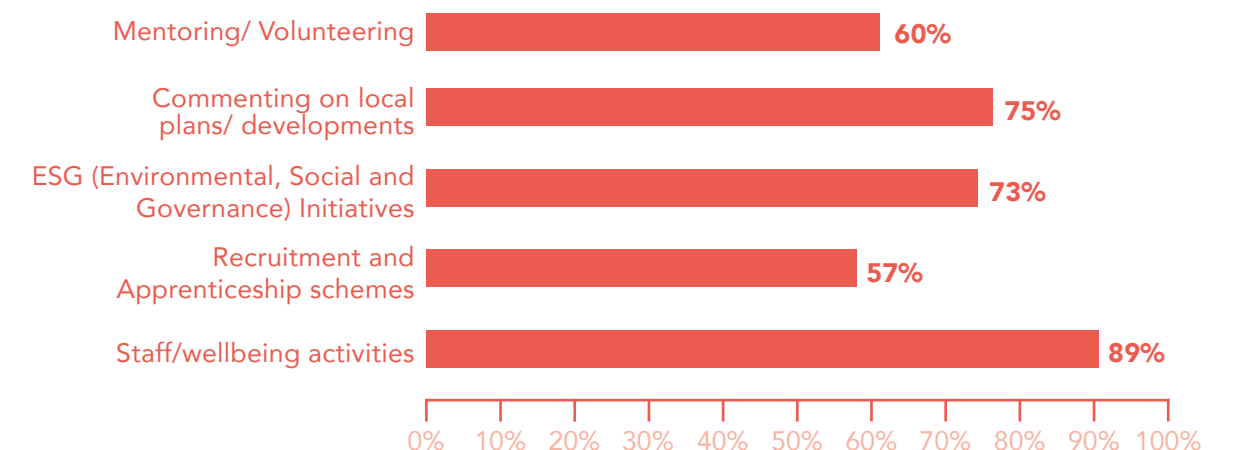
WHAT TYPES OF NETWORKING OR COMMUNITY ACTIVITIES WOULD YOU VALUE MOST?

Businesses expressed a strong desire to work collectively with others in the area through a range of networking and community activities. There is a clear interest in **sector-specific networking, informal social events, and cross-sector sessions**, demonstrating an appetite for collaboration. Respondents also highlighted the value of **expert panels, seminars, and knowledge-sharing events**, alongside **social impact and volunteering opportunities**, reflecting a commitment to both professional development and community engagement.



WE ASKED WHETHER YOU WOULD LIKE THE BID TO PROVIDE ANY OF THE FOLLOWING?

Businesses showed strong interest in a range of initiatives that support people, skills, and collaboration across the area. Staff wellbeing activities emerged as the most popular area of interest, highlighting the importance placed on workforce health and resilience. There is also notable support for mentoring and volunteering, engagement with local plans and developments, and ESG-focused initiatives, reflecting a desire to contribute to the wider community and shape the future of the area. Interest in recruitment and apprenticeship schemes further reinforces the value businesses place on talent development and long-term sustainability within the Harley Street BID area.



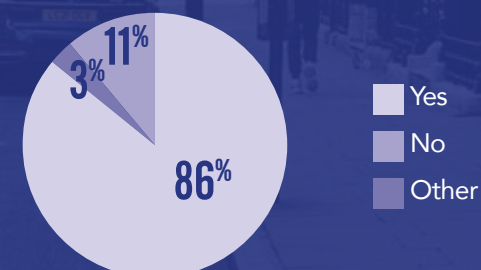
SAFETY & BUSINESS RESILIENCE

The BID has been instrumental in keeping the area safe over the last BID term. We are committed to ensuring that everyone who uses the area feels safe and the BID has provided significant interventions and support to businesses under this theme.

We will continue to ensure that businesses are provided with the right tools and information to meet their needs.

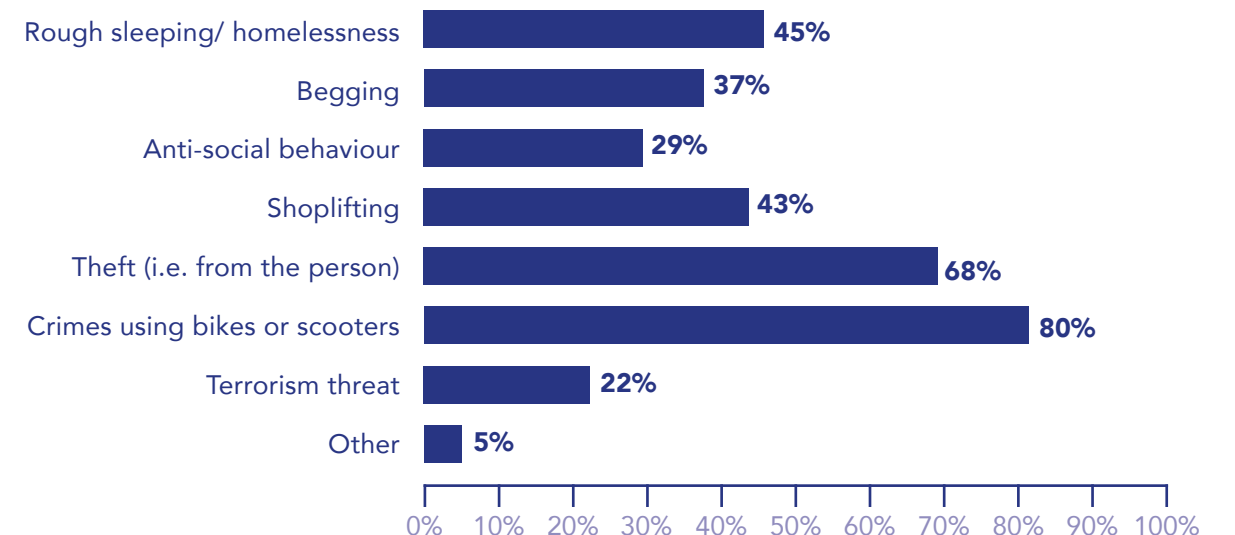
DO YOU FEEL SAFE IN THE HARLEY STREET AREA?

We asked businesses whether they feel safe in the Harley Street area. An overwhelming 86% of respondents confirmed that they feel safe, demonstrating strong confidence in the area and the effectiveness of existing safety and security measures. This positive feedback provides a strong foundation for the BID to continue enhancing safety, visibility, and reassurance initiatives across the district.



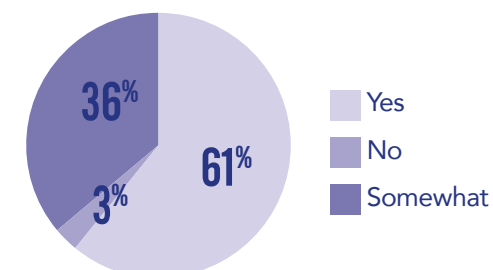
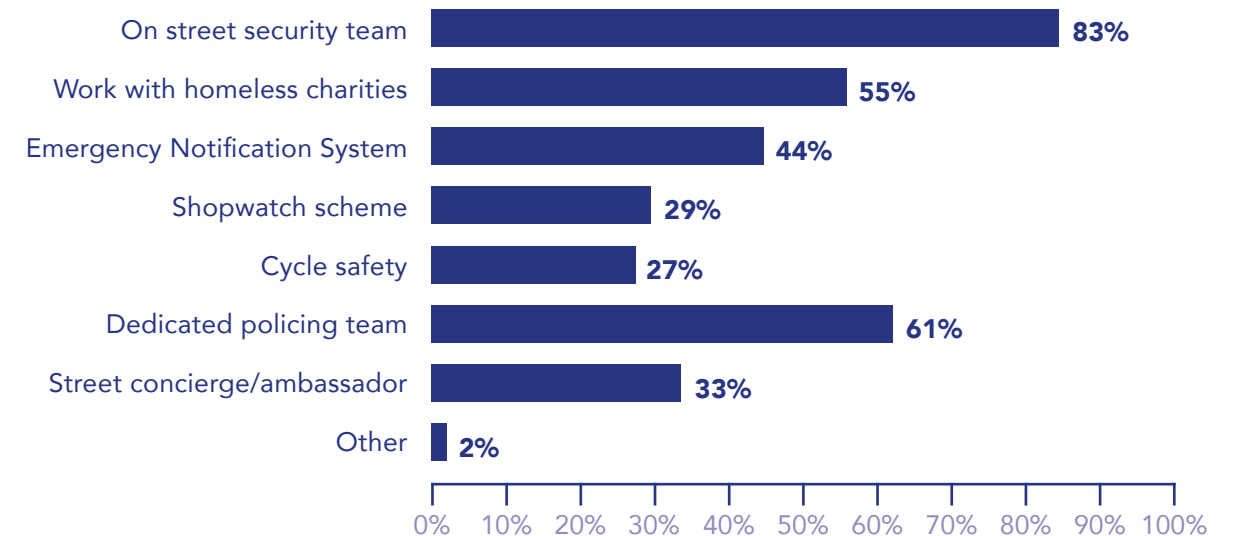
WHAT ISSUES DO YOU FEEL THE HARLEY STREET AREA FACES FROM A SAFETY PERSPECTIVE?

The majority of respondents confirmed they feel safe. This demonstrates effectiveness of existing safety and security measures. This positive feedback provides a strong foundation for the BID to continue enhancing safety, visibility, and reassurance initiatives across the district.



WHICH BID INITIATIVES WOULD YOU LIKE TO SEE CONTINUE OR EXPAND?

We asked businesses which safety and resilience initiatives they would like the BID to continue or expand. Strong support was shown for the on-street security team, **highlighting the value placed on visible reassurance and rapid response**. There is a clear demonstration that theft of personal property and theft using e-bikes is significant and provides the BID with opportunities to lobby statutory partners on these issues.



DO YOU FEEL THIS THEME HAS BEEN EFFECTIVE TO DATE?



BUILDING ON SUCCESS, A NEW TERM FOR THE HARLEY STREET BID

Over the past five years, the Harley Street Business Improvement District has delivered on its commitments by listening to our community and adapting our approach to meet its needs. We have worked closely with our business partners to collaborate effectively, deliver clear and practical benefits, and build a strong understanding of the area.

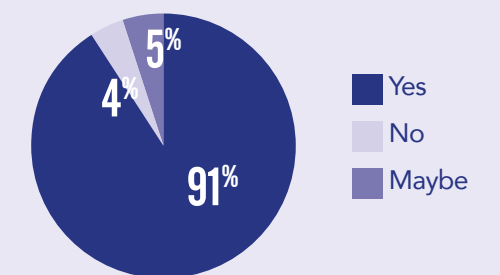
As we look ahead, we are exploring new ideas and ways the BID can continue to support businesses. Ongoing engagement is central to this, as understanding what you want will help us shape an exciting next five years and beyond.

We remain committed to consulting, connecting, listening, and responding to the needs of our community. We will continue to be resilient and proactive, strengthening the relationships we have built.

The BID shows how working together creates opportunity, and how shared challenges can be addressed positively through collective action. Through the democratic process and BID legislation, we look forward to being part of the future of the area and to continuing to deliver positive change through the investment of our levy payers.

Consultation feedback shows support for the BID to continue into its next term. A renewed BID term will enable sustained, strategic investment and ensure that Harley Street remains a well-managed, and resilient business improvement district, committed to its members

WOULD YOU, IN PRINCIPLE, SUPPORT HARLEY STREET BID CONTINUING FOR A SECOND TERM?





NEXT STEPS

Consultation - After the completion of this business consultation, the outcomes show significant support for the BID to continue for the next 5-year term. All comments and feedback from this document will be addressed in the BID proposal as part of our commitment to businesses for us to deliver what you want. This document helps us shape the BID proposal to create a meaningful document with achievable projects and ideas.

BID Proposal - The BID proposal will be drafted considering the questions and responses from this document. This will be submitted to Westminster City Council for endorsement and shared with the business community for their comments. The BID proposal will be published in the Autumn 2026 in readiness for the ballot in January 2027.

**BALLOT: TUESDAY 26 JANUARY —
TUESDAY 23 FEBRUARY 2027.**

HOW THE BALLOT WORKS

The business community will be invited to vote at a ballot, on the BID proposal, which sets out the projects, aims and objectives of the BID over the next 5-year term.

The ballot will be a renewal ballot, and it must receive a YES vote both by turnout and aggregate rateable value to continue for a further term.

If these terms are met, and the BID is successful at the ballot, it will be financed by an annual levy, which will be reinvested within the area where the projects are delivered, as set out in the BID proposal.

Civica will conduct the ballot for those eligible rated hereditaments on the Westminster City Council ratings list at the time of the Notice of Ballot.

CONCLUSION

1. We will continue our robust stakeholder engagement with all levy-paying businesses. Nearly all businesses have heard of the BID.

2. The consultation demonstrates a strong level of support for the BID to continue into the next term.

3. We will continue to support our business community through the key themes set out in the document.

4. The security and cleaning services that the BID has provided have been well-received and we will explore the potential to provide additional services under these themes.

5. We will ensure that the public realm is enhanced so the area is accessible, inclusive and includes enhanced signage to provide a seamless journey for those coming to the area.

6. We will continue to create the area as a “destination” through our marketing and social media channels.

7. We will provide a sense of community through our networking, learning and wellbeing activities.



BID FOOTPRINT



HARLEY STREET AREA BOUNDARY

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BUSINESS IMPROVEMENT DISTRICT