

EXECUTIVE SUMMARY HARLEY STREET BUSINESS IMPROVEMENT DISTRICT RENEWAL AND ALTERATION PROPOSAL 2027/2032



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full BID Proposal



**HARLEY
STREET**

BUSINESS IMPROVEMENT DISTRICT

EXECUTIVE SUMMARY

A STRONGER FUTURE FOR OUR BUSINESS COMMUNITY

This Executive Summary gives you the key highlights from the Harley Street BID renewal proposal. Scan the QR code for the full document, including detailed delivery plans, complete finances and full levy rules and governance.

Established towards the end of the pandemic, the BID has spent its first five years supporting local businesses, improving the district and making sure their views are heard. It has given businesses a way to work together on the issues that matter to them.

Our plans for the next five years are shaped by the feedback and ideas shared by our members. With major changes ahead for this part of London, renewing the BID means businesses will continue to have a voice and a practical way to shape the future of the district.

We look forward to building that future together.



A safe and welcoming district



Strengthening place and legacy



Building connections and collaboration



Supporting business success

TOGETHER WE HAVE ACHIEVED

Over the past five years, we have made practical improvements shaped by local businesses, helping to make the district safer, cleaner, greener and better connected. Their priorities continue to shape our plans for the next five years across four themes:



SAFE

A district where people feel safe

Working with businesses and partners to reduce crime and keep our streets welcoming for everyone who works, lives or visits here.

108,098

proactive street security checks completed

3,600

Shopwatch messages sent

216

emergency broadcasts issued

26

safety and resilience training initiatives delivered with WCC and Partners

35,534

business welfare checks conducted

2,601

rough sleepers reported to outreach agencies

162

anti-social behaviour incidents recorded and escalated

2

data sharing initiatives signed



PLACE

Streets and spaces to be proud of

Caring for the district's historic character while making its streets and public spaces cleaner, greener and more enjoyable.

10,000

additional summer seats provided

100+

people engaged in the Masterplan consultation

200+

attendees across two Masterplan information sessions



COMMUNITY

Bringing people together

Creating opportunities for businesses of all sizes to meet, work together and support the wellbeing of their teams.

2,514

deal and loyalty redemptions

1,206+

registered Rewards App users

74

live deals and 8 active loyalty offers

1,532

trail interactions

193+

businesses with repeat and ongoing engagement



COMMUNICATIONS

Keeping businesses informed and visible

Sharing timely, useful information and promoting the district and the businesses that make it distinctive.

2,500

free ice creams gifted to nurses on International Nurses Day

1,052

interactions with levy payers – 780 face to face, 272 planned meetings

195

businesses engaged through events

112

events delivered

1,920

meals served at BBC Street Food markets

300

puppy cuddles on Blue Monday

150

attendees at International Women's Day events

BID LEVY RULES

The Harley Street BID renewal is an alteration ballot due to changes in both RV threshold and the annual increase being applied, subject to Board approval. The levy per business will be capped at £30k per annum. There is no change to the BID boundary.

The Harley Street BID proposes a BID levy of 1% of that hereditament's rated business unit, as per the legislation. It is proposed that this levy is increased annually through a discretionary increase of up to 3% per annum, subject to Board approval. The BID did not impose any increases during the first term due to it being established during the pandemic. This meant that rising costs over the five-year period, such as the London Living Wage increases and increases in National Insurance contributions, were absorbed without any corresponding increase to our levy income.

The Harley Street BID is the BID proposer and the BID will be run and managed by the Executive Team. Westminster City Council are appointed as the ballot holder. The BID ballot and all costs related to the BID process will be met by Westminster City Council, subject to a successful ballot outcome.

The BID levy will be charged to all businesses with a rateable value equal to or greater than £200,000. Income generated through the BID levy is ring-fenced and invested exclusively within the BID area to strengthen the local business environment and support a thriving commercial district. The levy will fund a programme of activities, interventions, projects and services in line with the priorities set out in this BID Proposal. The budget table outlines how funds will be allocated across each of the BID's strategic pillars, ensuring transparency and value for levy-paying businesses.

The rules for the BID levy are as follows:

- ❑ The BID levy will be based upon the rateable value in effect on 1 April 2026.
- ❑ The BID levy multiplier will assume a growth rate for inflation of up to 3% subject to Board approval. This will also be applied to the capped levies. The term of the BID will be for a period of five years from 1 April 2027 to 31 March 2032.
- ❑ The BID levy will be applied to all ratepayers with a rateable value equal to or greater than £200,000.
- ❑ All hereditaments with charitable status and in receipt of mandatory charitable relief from business rates will receive an 80% discount on the BID levy.
- ❑ All schools other than Independent Schools registered as such with the Department for Education will be fully exempt from the BID levy.
- ❑ All NHS facilities will receive an 80% discount on the BID levy. The NHS discount will be applied to any property that is part of an NHS Trust and not a Private Patients Unit.
- ❑ The owners of empty hereditaments will be liable for the BID levy with no void period allowed.
- ❑ There will be no VAT charged on the BID levy.
- ❑ The levy, per legal organisation, will be capped at £30,000 per annum. This figure is liable for the 3% discretionary annual increase. This will ensure that no organisation will pay a disproportionate levy. The increase to the cap will be the same as the increase in the BID levy up to 3% per annum with Board approval.
- ❑ Properties that come on to the rating list during the BID term will be subject to the BID levy from that date.

BID Levy Rules for hereditaments within the Harley Street and New West End Company (NVEC) area only

The BID boundary overlaps with the New West End Company (NVEC) area in its southern section. This facilitates a fantastic opportunity to collaborate with our neighbouring BID. Within this overlap area:

- ❑ Retail, leisure and hospitality (RLH) hereditaments with a rateable value (RV) between £200,000 and £399,999.99 will be liable for the Harley Street BID levy.
- ❑ Retail, leisure and hospitality (RLH) hereditaments with a rateable value of £400,000 or more will be liable for the NVEC levy.
- ❑ Businesses in all other sectors, including office occupiers, with a rateable value of £200,000 or more will be liable for the Harley Street BID levy.

Investment created by the BID to 2032

As outlined, the BID will generate approximately £6.5m over the next five years. Additionally, the Executive Team will explore additional income through grants, voluntary contributions and other sources of income.

The "Closed Year Rule"

Where a rateable value for a hereditament changes and results in a lower BID levy, this comes into effect only from the start of the financial year in which the change is made and no refunds of the BID levy will be made for previous years. Generally, the management and overhead costs of the BID are met firstly through the voluntary contributions generated by the BID, minimising as much as possible a commitment from the BID levy funds.

BUDGET

DETAILS	Ref	2027-28	2028-29	2029-30	2030-31	2031-32	Total
BID LEVY INCOME	1	1,240,929	1,271,078	1,301,516	1,332,866	1,365,157	6,511,546
VOLUNTARY INCOME AND SPONSORSHIP		80,000	80,000	80,000	80,000	80,000	400,000
TOTAL INCOME		1,320,929	1,351,078	1,381,516	1,412,866	1,445,157	6,911,546
PLACE		268,221	274,016	279,839	285,837	292,014	1,399,926
COMMUNICATIONS		171,661	175,370	179,097	182,935	186,889	895,953
COMMUNITY		182,390	186,331	190,291	194,369	198,570	951,950
SAFE		450,611	460,347	470,130	480,206	490,584	2,351,877
STAFFING AND OVERHEADS	2	182,000	187,460	193,084	198,876	204,843	966,263
CONTINGENCY	3	66,046	67,554	69,076	70,643	72,258	345,577
TOTAL EXPENDITURE		1,320,929	1,351,078	1,381,516	1,412,866	1,445,157	6,911,546

1 - Levy assumes 95% Collection 2 - Firstly met by Voluntary Contributions
3 - 5% Statutory contingency set aside to cover BID levy fluctuations, ratings changing and bad debts

GOVERNANCE

BID Governance

Business Improvement Districts (BIDs) are business-led collectives which are developed in order to improve a geographically identified area. They become a mandatory body once a majority "yes" vote both on turnout and aggregate rateable value is achieved from the business community. The BID process is governed by Government legislation and regulations. Once the majority vote has been achieved, the BID levy becomes mandatory for all eligible ratepayers. The term will be for a 5-year period and this BID will "go live" on 1 April 2027 and run until 31 March 2032.

The Harley Street Business Improvement District (BID) is a not-for-profit company limited by Guarantee. The BID was brought together in 2019 as a partnership and undertook the first ballot to become a formalised BID in December 2021. With an overwhelming "yes" vote outcome, the BID went live in April 2022 for the first 5-year term. Over the last five years, the BID has delivered on the priorities set out in its proposal and worked closely with the business community to ensure they are engaged with, and benefiting from, that delivery.

Following the successful ballot in 2021, a Board of Directors was appointed with robust Terms of Reference, to ensure an appropriate sector mix. These positions are voluntary and those involved give their time and expertise to the BID. The Board oversees the strategic delivery plans, operational activity and the financial management of the BID. This is reported back quarterly at each Board meeting. There are also observers from Westminster City Council and other organisations who sit on the Board.

The BID has an AGM where the Executive Team reports back on delivery during the previous year and shares future plans. From the four key strategic

themes, the Public Realm and Marketing steering groups were established before the first ballot. After the successful ballot, the two further key themes, Business Sustainability & Connectivity and Safety & Business Resilience steering groups, were added.

These have all grown in attendance and delivery over the first term. These groups support the team by helping shape and influence the day-to-day delivery of the BID's activities. For the next BID term we have simplified these key themes into Safe, Place, Community and Communications, setting out delivery under each pillar of activity.

BID Management

The Executive Team has undertaken full delivery of BID activities since its inception. Through regular and meaningful engagement with the business community, the team ensures they deliver the BID's proposed activities as set out in the BID proposal. The strategic leadership is provided by the BID Director. This brings a level of expertise and experience that will ensure the BID works towards the success and outcomes set out within this proposal.

Legal Agreements

It is important that the activities of the BID represent added value over and above the public services already provided in the area. For this reason, a baseline agreement is entered into with Westminster City Council to clearly define the levels of service that can be expected from the Council and the BID. There is also a formal operating agreement between the BID and the Council that defines all the contractual arrangements for collection and enforcement of the BID levy. The BID works closely with neighbouring BIDs where collaborative working has led to business efficiencies, cost savings and enhanced shared services.

BOUNDARY MAP

The BID boundary covers the business district from Marylebone Road in the north to Bolsover Street in the east, as far south as Henrietta Place in the south and meets the boundary of the Baker Street Quarter Partnership BID in

the west. The BID boundary overlaps with the New West End Company in the southern section. The streets included within the footprint are listed here:

ALL SOUL'S PLACE	DEVONSHIRE ROW MEWS	MOXON STREET
ASHLAND PLACE	DEVONSHIRE STREET	NEW CAVENDISH STREET
AYBROOK STREET	DUCHESS MEWS	NOTTINGHAM PLACE
BEAUMONT MEWS	DUCHESS STREET	NOTTINGHAM STREET
BEAUMONT STREET	DUNSTABLE MEWS	OLDBURY PLACE
BENTINCK MEWS	EASLEYS MEWS	OSSINGTON BUILDINGS
BENTINCK STREET	GARBUTT PLACE	PADDINGTON STREET
BINGHAM PLACE	GEORGE STREET	PARK CRESCENT
BLANDFORD STREET	GREAT PORTLAND STREET	PARK CRESCENT MEWS EAST
BOLSOVER STREET	GREAT TITCHFIELD STREET	PARK CRESCENT MEWS WEST
BRIDFORD MEWS	GREENWELL STREET	PORTLAND PLACE
BROWNING MEWS	GROTTO PASSAGE	QUEEN ANNE MEWS
BULSTRODE PLACE	HALLAM MEWS	QUEEN ANNE STREET
BULSTRODE STREET	HALLAM STREET	ST VINCENT STREET
CARBURTON STREET	HARLEY PLACE	THAYER STREET
CAVENDISH MEWS NORTH	HARLEY STREET	UPPER WIMPOLE STREET
CAVENDISH MEWS SOUTH	HENRIETTA PLACE	WELBECK STREET
CAVENDISH SQUARE	HINDE MEWS	WELBECK WAY
CHANDOS STREET	HINDE STREET	WESLEY STREET
CLARKES MEWS	JACOB'S WELL MEWS	WESTMORELAND STREET
CRAMER STREET	JASON COURT	WEYMOUTH MEWS
CROSS KEYS CLOSE	LUXBOROUGH STREET	WEYMOUTH STREET
DE WALDEN STREET	MANDEVILLE PLACE	WHEATLEY STREET
DEAN'S MEWS	MANSFIELD MEWS	WIGMORE PLACE
DEVONSHIRE CLOSE	MANSFIELD STREET	WIGMORE STREET
DEVONSHIRE MEWS NORTH	MARYLEBONE HIGH STREET	WIMPOLE MEWS
DEVONSHIRE MEWS SOUTH	MARYLEBONE LANE	WIMPOLE STREET
DEVONSHIRE MEWS WEST	MARYLEBONE MEWS	WOODSTOCK MEWS
DEVONSHIRE PLACE	MARYLEBONE ROAD	
DEVONSHIRE PLACE MEWS	MARYLEBONE STREET	

The streets shown in red indicate areas where only part of the street is included within the BID footprint.

BOUNDARY MAP



— Harley Street BID Boundary
 Overlap with New West End Company
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HOW TO VOTE

BALLOT TIMETABLE				
BY 8 JANUARY 2027	26 JANUARY 2027	23 FEBRUARY 2027, 5PM	24 FEBRUARY 2027, 3PM	1 APRIL 2027
Notice of ballot issued	Ballot papers sent by Civica	Completed ballots must reach Civica	Result announced	New five-year term begins following a successful ballot

How to vote Nominate someone authorised to vote on behalf of your organisation.

1. Look out for the ballot paper sent by Civica.
2. Mark and complete the paper as instructed.
3. Return it in good time to arrive by 5pm on 23 February 2027.



Scan here for the
full BID Proposal

Information about proxy voting and replacement papers will be included with the ballot information.

For the BID to continue, a majority is required both by number of votes and by aggregate rateable value.

Find out more

Read the full BID Proposal at www.harleystreetbid.com



BUSINESS IMPROVEMENT DISTRICT

harleystreetbid.com

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