HARLEY STREET BUSINESS IMPROVEMENT DISTRICT RENEWAL & ALTERATION PROPOSAL 2027/2032

HARLEY STREET
BUSINESS IMPROVEMENT DISTRICT

MISSION

Our mission is to represent our business community, support their interests, and work in partnership to create a vibrant, prosperous, and sustainable district.

VISION

Our vision is for Harley Street to be a thriving, connected and welcoming place where businesses can succeed. By bringing people together, embracing new ideas, and responding to change, we will help create an accessible and resilient future for the district.

A safe and welcoming district

Strengthening place and legacy

Building connections and collaboration

Supporting business success

CONTENTS

Foreword	04
Advocacy	06
Together We Achieved	08
Safe	10
Place	16
Community	22
Communications	28
The BID Budget	35
Governance	35
Boundary Map	36
What Happens Next	38

FOREWORD

Over the past five years, the Harley Street Business Improvement District has demonstrated the power of collective action. When businesses come together with a shared vision, we can achieve far more than any one organisation could alone. Our first term has been defined by collaboration, resilience, and a genuine commitment to strengthening the environment in which our businesses operate, and I am proud of what we have achieved. Together, we have worked to enhance our streets, support our business community, and champion the area as a vibrant and thriving destination.

It is worth remembering the context in which this BID was born. We launched during the tail end of a global pandemic, into a landscape of disrupted footfall, businesses navigating extraordinary pressures – and the challenges did not stop there. Economic uncertainty, the ongoing cost of living crisis and a wider sense of global instability have continued to affect markets, travel, investment, and confidence. That we have emerged from this period with momentum, a stronger community, and a clear vision for what comes next is a testament to the businesses and partners who have supported this work from the very beginning.

Throughout this time, the BID has worked to ensure businesses have had a strong and unified voice, while representing local priorities and advocating for the improvements that matter most to our members. We have delivered a wide range of initiatives that have made a real difference to the daily experience of our business community, strengthening relationships, creating platforms for collaboration, and focusing on practical actions that add value for those operating within the district. From improvements to the public realm to initiatives that support safety and cleanliness, each has been shaped by listening carefully to what our levy payers need.

We have also worked hard to ensure that the people who work here feel a genuine connection to the area, recognising that a thriving district depends not only on the businesses within it, but on the employees who bring it to life every day. Activities designed for staff, alongside initiatives focused on mental health and wellbeing, have helped provide moments of connection, support and respite during difficult times. By creating opportunities for employees to engage with their local area and with each other, we have helped foster a stronger sense of community, a benefit that is increasingly important in today's working environment.

Our area is proudly home to one of the most remarkable clusters of medical excellence anywhere in the world. For generations, Harley Street has been synonymous with outstanding healthcare. Today, the Harley Street Health District, alongside The Howard de Walden Estate, continues to play a leading role in shaping and supporting this prestigious community, providing world-class healthcare accommodation and promoting the district nationally and internationally. This unique concentration of healthcare providers, specialists and innovators is one of Harley Street's defining strengths and one we are committed to building upon.

As we look ahead to our second term, we do so with ambition, confidence, and a clear sense of purpose. This BID proposal sets out bold plans and clear objectives for the next five years. It reflects the priorities that businesses have shared with us and outlines how we will continue to protect and promote the interests of businesses across the district. Our aim is to work collectively with the whole community to ensure that our plans align with the wider ambitions for the area and create benefits for everyone who is part of this unique part of London.

Security remains a top concern for our businesses, and we are committed to ensuring that our district is safe, welcoming and well-managed. The BID will continue to support businesses and their staff by building partnerships with local security teams, through regular communications, and with initiatives designed to enhance safety across the area. From relevant training programmes to support for lone workers and frontline staff, we will continue to provide visibility, practical tools and guidance that help businesses protect their teams and operate with confidence.

At the same time, businesses have told us they want to see a greener and more attractive environment. Over the next five years, we will expand our greening initiatives, creating more welcoming streets and spaces that benefit employees, visitors and the wider community. Enhancing the environment is not only about aesthetics, but also about creating a place where people want to spend time, work, and invest in – one that truly reflects the ambition that this district deserves.

The coming years will also bring significant change to the wider area, particularly with the evolving plans for both Oxford Street and Regent Street. These developments represent an important moment for the district and for London more broadly. While such changes bring opportunity, they can also create uncertainty. The BID will play an active role in ensuring that our members are informed, represented and supported throughout this process. We will continue to advocate on behalf of businesses, communicate clearly about developments, and work with partners to help minimise disruption while maximising the long-term benefits these plans may bring.

Connection and communication will remain central to everything we do. One of the BID's greatest strengths is its ability to bring people together – we will continue to create those opportunities, ensuring businesses know what is happening in the area, how they can get involved, and how the BID is delivering on their behalf. Alongside that, we will focus on telling the story of this area, ensuring that what makes Harley Street exceptional is understood and celebrated. This special area of London has a rich history which embeds its position to attract visitors, customers and new opportunities.

Over the past five years, we have come a long way together. We have shown what a small but determined BID can achieve when it is genuinely connected to its community. The feedback and insights shared by businesses through our consultations and steering groups have been invaluable in shaping this proposal and that collaborative spirit is what will continue to drive us forward. As we look ahead, we remain committed to working alongside our members to ensure this area continues to thrive, grow and deliver lasting impact for everyone who works in and visits this part of London.

We are grateful for your continued trust and support, and we look forward to delivering the next chapter of the Harley Street BID's vision and impact, together.

NICKI PALMER **BID Director**

It has been a privilege to serve as Chairman of such a dedicated and enthusiastic BID team. Over the last five years, as we have emerged from the Covid crisis, priorities have shifted, and the BID has moved in step with those changes to meet the evolving needs of our business community. I am confident that over the next five years, we can build on our highly appreciated security and cleaning services, and I am particularly excited to see the BID deliver tangible public realm improvements that will make a real difference to the area. With the team we have in place, we are in an excellent position to do just that.

I am also deeply grateful to the businesses that have gone out of their way to support, encourage and champion the BID. I would also like to thank all those individuals who have given up their time to sit on the Board or on our steering groups – your contributions have been very much valued and appreciated.

SIMON BAYNHAM **Chairman**

Advocacy sits at the heart of the Harley Street BID's role, ensuring that the interests of our diverse business community are clearly represented, actively championed and effectively communicated at every level of decision-making. As we look ahead to a second term, we will continue to strengthen our position as a trusted and influential voice for the district.

OUR ADVOCACY EXTENDS BEYOND THE DISTRICT – STRATEGIC PARTNERSHIPS ARE CENTRAL TO OUR SUCCESS.

ADVOCACY

Roundtable with DHSC

The Harley Street BID represents a unique concentration of world-leading medical, healthcare and professional services businesses. We act as a unifying force, bringing together organisations of all sizes to articulate shared priorities, respond to emerging challenges, and shape opportunities for growth. Through regular engagement, consultation and open dialogue, we ensure that every business, regardless of size or sector, can be heard. Our Medical Board plays a key role in this, providing expert insight into the priorities of the medical community and ensuring their voice is present and influential in the BID's decision-making. This structure enables us to advocate with credibility on issues such as workforce challenges and the international reputation of Harley Street as a centre of medical excellence.

Our advocacy extends beyond the district. We maintain regular engagement with Business Improvement Districts (BIDs) across London, fostering a strong collaborative network that enables effective representation and advocacy with regional and national government. By aligning on key issues such as public realm investment, transport, safety, sustainability, and economic resilience, we amplify our influence and contribute to lobbying efforts that deliver meaningful outcomes for our members.

Strategic partnerships are central to our success. We value the strong partnership we have developed with Westminster City Council. Our shared vision for the area, combined with a collaborative approach, enables us to deliver tangible benefits for businesses while supporting the Council in achieving its strategic priorities for the West End and London. This partnership reinforces the BID's vital role in championing the needs of the business community and contributing to the continued success of the area. We maintain close and proactive relationships with the Metropolitan Police, the local authority, and the Greater London Authority (GLA). These partnerships enable us to address wider issues in a coordinated and responsive way, ensuring that the specific needs of the Harley Street area are understood and reflected in both policy and operational decisions.

Our partnership with the Baker Street Quarter Partnership (BakerStreetQ) has been instrumental in developing and delivering initiatives that achieve greater impact through collaboration. Through our collaboration with BakerStreetQ, our Smarter Recycling programme has generated significant cost savings for participating businesses while improving sustainability outcomes. We are pleased to continue offering this successful service and to build on its positive impact for the business community. There will be continued collaboration to identify and deliver opportunities for growth across events and the public realm.

Wimpole Street

> BUSINESS IMPROVEMENT DISTRICTS ARE VITAL TO HELPING LONDON THRIVE. BY UNITING BUSINESSES AROUND A SHARED VISION, THE HARLEY STREET BID WILL DRIVE INNOVATION AND LONG-TERM GROWTH FOR BUSINESSES, WORKERS, THE LOCAL COMMUNITY AND VISITORS ALIKE.
> THE HARLEY STREET AREA HIGHLIGHTS THE STRENGTH OF COLLABORATION BETWEEN THE INDEPENDENT HEALTHCARE SECTOR AND THE NHS, SUPPORTING INNOVATION AND REINFORCING LONDON'S GLOBAL LEADERSHIP IN HEALTHCARE AND LIFE SCIENCES.
> I LOOK FORWARD TO SEEING HOW THE HARLEY STREET BID CAN BUILD ON THIS MOMENTUM IN THE YEARS AHEAD AND I ENCOURAGE BUSINESSES TO SUPPORT THE UPCOMING BALLOT SO THESE SERVICES AND PARTNERSHIPS CAN CONTINUE TO GROW.
>
> LONDON'S DEPUTY MAYOR FOR BUSINESS AND GROWTH
> HOWARD DAWBER, OBE

Through these combined efforts, the BID not only advocates on behalf of our members but also helps shape a thriving, resilient and internationally recognised district. In our second term, we will build on this foundation, strengthening our partnerships, deepening our engagement, and continuing to be a clear and influential voice for all businesses within the Harley Street community.

TOGETHER WE HAVE ACHIEVED

Over the past five years, we have worked hard to deliver on the priorities set out by our local businesses – from safer streets and cleaner pavements to thriving businesses, growing communities, and a greener, more welcoming public realm. Here is a snapshot of what we have accomplished together.

Keeping the district safe

108,098 proactive street security checks completed

35,534 business welfare checks conducted

3,600 Shopwatch messages sent

2,601 rough sleepers reported to outreach agencies

216 emergency broadcasts issued

162 anti-social behaviour incidents recorded and escalated

26 safety and resilience training initiatives delivered with WCC and Partners

2 data sharing initiatives signed

Keeping our streets clean

51,136 m² of pavements jet-washed

21,197 blocks swept

3,962 instances of graffiti and flyposting removed

2,395 janitorial support requests

2,365 environmental hazards identified and reported to Westminster City Council

Connecting and growing our business community

2,500 free ice creams gifted to nurses on International Nurses Day

1,920 meals served at BBC Street Food markets

1,052 interactions with levy payers – 780 face to face, 272 planned meetings

300 puppy cuddles on Blue Monday

195 businesses engaged through events

150 attendees at International Women's Day events

112 events delivered

Supporting local business and footfall

2,514 deal and loyalty redemptions

1,532 trail interactions

1,206+ registered Rewards App users

193+ businesses with repeat and ongoing engagement

74 live deals and 8 active loyalty offers

Investing in skills and development

1,629 content interactions

591 live bookings

450 total users across 57 businesses

345 active users

Promoting and championing the area

20,996 Advent Calendar entries

8,720 collective newsletter subscribers

2,183 dedicated campaign webpage views

1,700+ social media followers

1,498 visitors to the Easter egg sculpture

50+ newsletters sent

Building a greener, better-connected district

10,000 additional summer seats provided

200+ attendees across two Masterplan information sessions

100+ people engaged in the Masterplan consultation

SAFE

A SAFER, STRONGER, AND MORE CONNECTED HARLEY STREET BID AREA. WORKING TOGETHER TO PROTECT OUR BUSINESSES, REDUCE CRIME, AND KEEP OUR STREETS SAFE, WELCOMING AND RESILIENT.

A safe and welcoming district is the foundation of a thriving place. It is where businesses can focus on delivering excellence, where employees feel protected and valued, and where visitors and patients feel reassured from the moment they arrive.

In the Harley Street BID area – a world-renowned destination for healthcare, wellbeing, and professional services – safety is fundamental to our reputation, our relationships, and our long-term success. The BID plays a leading, active role in delivering that environment every day, through visible action, strong partnerships, and a business community that is informed, engaged and supported.

Creating a safer Harley Street BID area has been a clear priority for our business community, and we have responded with action that is visible, practical and effective. Businesses told us they wanted a stronger security presence, better communication and hands-on support to manage security and safety concerns. We have worked closely with our partners and businesses to deliver real, visible improvements across the district.

Specifically, we have:

- **Established daily on-street patrols providing visible deterrent, reassurance, and rapid response when needed**
- **Built strong and trusted partnerships with the Metropolitan Police, Westminster City Council, and other key agencies, enabling fast, coordinated action**

WE HAVE WORKED CLOSELY WITH OUR PARTNERS AND BUSINESSES TO DELIVER REAL, VISIBLE IMPROVEMENTS ACROSS THE DISTRICT.

YOU ASKED FOR

Anti-social Behaviour Initiative

- **Provided expert guidance and hands-on support to help businesses prevent and manage security risks effectively**
- **Delivered real-time updates, clear reporting routes, and emergency alerts, keeping businesses informed and connected**
- **Supported a more unified business community, sharing intelligence and working together to strengthen resilience**
- **Introduced practical safety infrastructure across the district including CCTV coverage, defibrillators and bleed kits**

WE HAVE DELIVERED

Street Cleaning

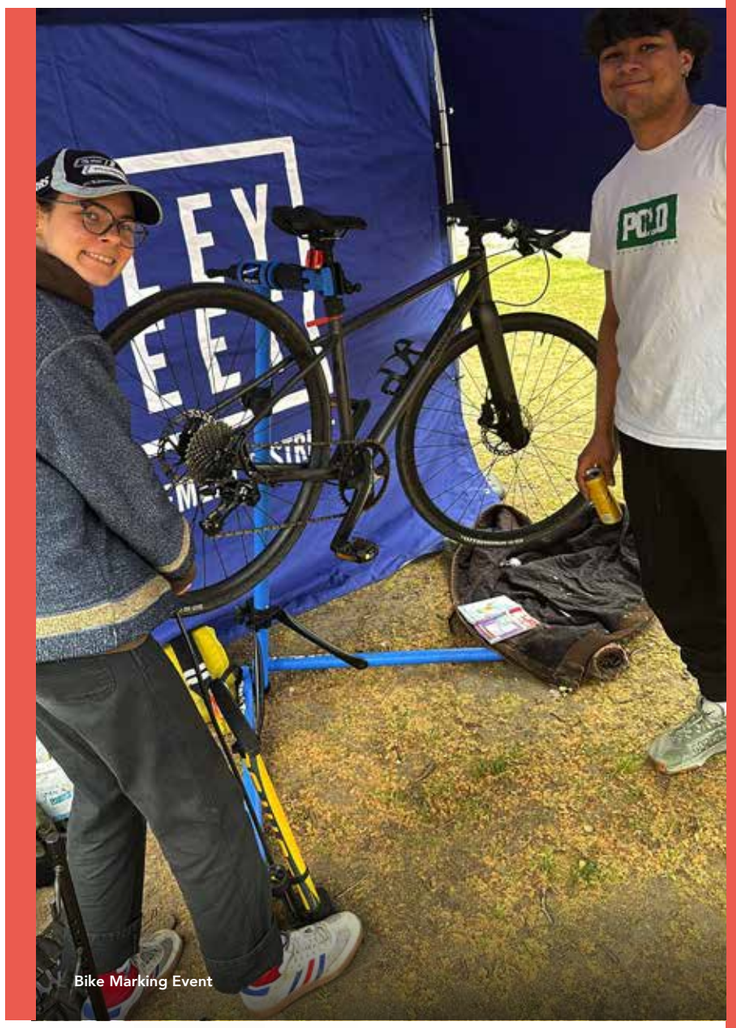
> THE TEAM DEMONSTRATES EXCELLENT COMMUNICATION AND A CLEAR COMMITMENT TO MAINTAINING A SAFE AND WELL-MANAGED ENVIRONMENT, WHICH IS GREATLY VALUED AND CONTRIBUTES SIGNIFICANTLY TO THE SMOOTH RUNNING OF THE BBC OPERATIONS.
>
> MARK FEWSTER. CORPORATE SECURITY & DEDICATED PERSONS SECURITY SPECIALIST (SSR / QRA / BBC)

Over the next five years, we will build on this strong foundation, continuously improving, raising expectations and ensuring Harley Street BID continues to set the benchmark for a modern, world-class business district.

Specifically, we will:

- **Expand and enhance patrol coverage to maintain a constant, visible presence across the area, improving response times and strengthening reassurance where it is needed most**
- **Sharpen our use of data, intelligence, and local insight to identify patterns early and respond proactively to issues such as theft, anti-social behaviour, and emerging risks**
- **Deepen collaboration with the Metropolitan Police, Westminster City Council, transport providers, and enforcement agencies to ensure an even more joined-up approach to protecting the district and supporting the wider public realm**
- **Invest further in practical training and support for businesses, including first aid, fire safety, counter-terrorism awareness, and conflict management, ensuring teams are confident, prepared and supported in real-world situations**
- **Simplify how businesses report incidents, access updates and reach support – making it easier to stay informed and connected**
- **Strengthen district-wide coordination through improved alert systems, regular emergency exercises, and structured response planning**

LOOKING AHEAD



Bike Marking Event

Street Teams

WHY IT MATTERS

When a place feels safe, everything else works better. Businesses thrive, visitors return, and a district builds a lasting reputation. That is exactly what Harley Street BID delivers not in principle, but in practice, every single day.

Our team is present on the ground, actively engaged, and working in real time to keep the area safe. Through daily patrols, strong partnerships and intelligence-led action, we address issues as they arise and work to prevent problems before they develop.

BBC Piazza

We also make sure businesses have what they need – clear communication, rapid updates, hands-on guidance, and training that makes a genuine difference to the day-to-day experience of running a business here.

But perhaps most importantly, the Harley Street BID area has something that cannot be manufactured – a genuine sense of community. Businesses that stay connected, share information, and look out for one another make the whole district stronger. That collective spirit is what makes our area safer, more resilient, more welcoming, and better prepared for the future.

PLACE

ENHANCING THE HISTORIC CHARACTER AND EVERYDAY EXPERIENCE OF THE DISTRICT THROUGH THOUGHTFUL IMPROVEMENTS TO OUR STREETS, SPACES, AND PUBLIC REALM.

Since the BID was established, it has worked proactively to ensure that the neighbourly qualities and character of Harley Street and the wider District are thoughtfully enhanced.

The places we inhabit shape how we feel, how we work, and how we connect with one another. For Harley Street, a district steeped in history and globally recognised for its excellence, the quality of our public realm matters deeply – to the businesses operating here, to the people who work and visit, and to the long-term reputation of the area. Over the past five years, the BID has worked to enhance the streets and spaces of the district, creating an environment that is greener, more welcoming, and more enjoyable for everyone who works, lives, and visits the area.

Through our business engagement and annual perception surveys, businesses told us they wanted to see a cleaner, greener, and more attractive district – one that reflects the quality and reputation of Harley Street, supports the wellbeing of employees and visitors, and preserves the historic character that makes this area unique. In response, we have:

OVER THE PAST FIVE YEARS, THE BID HAS WORKED TO ENHANCE THE STREETS AND SPACES OF THE DISTRICT, CREATING AN ENVIRONMENT THAT IS GREENER, AND MORE ENJOYABLE FOR EVERYONE.

- **Developed a long-term Public Realm Masterplan to guide continued improvements across the district, responsive to climate change and balancing the complex pressures of a busy urban environment**
- **Established a Public Realm steering group to oversee delivery of the Masterplan's ambitions, and secured external funding streams to support the delivery of these projects**
- **Installed The Friendship Bench – a new piece of public art on the north-east corner of Cavendish Square, offering a welcoming space for reflection and community**
- **Provided free seasonal deckchairs in the public gardens at Cavendish Square and St Marylebone Parish Gardens and BBC Piazza, encouraging people to enjoy the spaces around them**
- **Installed new hanging flower baskets, adding colour and an elevated layer of greening to the streets**
- **Supported the maintenance of the Marylebone Rain Gardens, proposed the creation of a new parklet, and planted a new tree as part of a holistic greening plan for the district**

Paddington Street Gardens

- **Worked with Westminster City Council and local stakeholders to develop a partnership model for improvements to Paddington Street Gardens North and South, supporting local consultation as plans take shape**
- **Continued to work closely with Westminster City Council and other BIDs through the strategic WCC/BIDs partnership and framework, supporting shared priorities around sustainable economic growth, investment and business support**
- **The BID will contribute local business insight and intelligence to the development of the Economic Growth Strategy, help identify opportunities for investment and growth within the Harley Street area, and promote relevant Council-led business support programmes and opportunities to businesses across the district**
- **We will continue working with the City Council on the development of the new City Plan focusing on growth and investment in the central activities zone**

Wimpole Street

YOU ASKED FOR WE HAVE DELIVERED

"THE HARLEY STREET BID HAS MADE A REAL DIFFERENCE TO THE AREA OVER THE LAST FIVE YEARS. THROUGH ITS WORK TO IMPROVE THE LOCAL ENVIRONMENT, REPRESENT THE INTERESTS OF BUSINESSES AND PROMOTE HARLEY STREET AS A LEADING HEALTHCARE DESTINATION."

MARTYN JAGGER, VICE PRESIDENT, CAPITAL & FACILITIES, HCA HEALTHCARE UK CORPORATE

- **Supported the vision for improvements to Moxon Street public realm and engaged with the local community consultation**
- **Collaborated with Transport for London on Legible London signage improvements, and supported their work to improve customer experience at Regent's Park and Great Portland Street stations**
- **Created a District Active Travel map highlighting cycling, walking, and EV charging points across the area**
- **Joined the Westminster Sustainable City Charter, reaffirming our commitment to a more sustainable district supporting Westminster in achieving Net Zero by 2040**

Over the next five years, we will continue to deliver projects aligned with the five strategic themes of the Public Realm Masterplan, pursuing a long-term vision for a greener, more accessible, and more vibrant district. In collaboration with Westminster City Council and The Howard de Walden Estate, this will include both small-scale and strategic projects across the district, including Great Portland Street Station, Moxon Street and Paddington Street Gardens. The Harley Street BID and The Howard de Walden Estate work in close, seamless partnership to ensure their long-term visions for the public realm are perfectly aligned. By collaborating on all future area developments, both parties guarantee a unified approach to local improvements that directly benefits businesses, residents, and visitors alike.

Improving pedestrian safety at junctions across the area and adding more seating and greening will be a key focus for the next five years. The BID area has a significant number of medical and healthcare providers across the footprint. The BID is committed to ensuring our priorities include health and well-being. We are exploring the delivery of community seating which will provide greenery and a place to pause. We have an opportunity to support the delivery of a wellness garden which will be a dedicated outside space designed to heal and calm the mind and body. This will support all visitors to the area and create a space for local employers and employees to enjoy.

Specifically, we will:

- **Advocate strongly on behalf of the area with key partners including Westminster City Council, the GLA, the Oxford Street Development Corporation, Transport for London, The Royal Parks, and the Crown Estate Paving Commission, and work collaboratively with local amenity societies and community associations**
- **Ensure the district builds towards sustainable climate resilience through succession tree planting, maintaining a green urban canopy, and continuing to add pollinator-friendly flowers and plants to our streets and spaces. The BID will work collaboratively with Westminster Council on sustainable actions, advocacy and initiatives, including business support schemes, to help deliver the City's ambitions**
- **Champion accessibility across the district, including step-free access to underground stations, safer road crossings, and stronger connections to the Royal Regent's Park**
- **Promote the preservation of heritage architecture, public art, and place details that give this area its distinctive character and sense of identity. The BID will support businesses in retrofitting historic buildings to improve energy efficiency and reduce carbon and water demand**
- **Seek opportunities to introduce new public art and creative interpretation into the public realm, celebrating the history and culture of the district**
- **Work closely with destination partners to promote the district's unique qualities through marketing and events**

LOOKING AHEAD

- **The BID will actively promote the benefits of its preferred supplier scheme and explore initiatives to support businesses in reducing roadside usage and vehicle movements**
- **As major regeneration projects unfold at Oxford Street and Regent Street, the BID will work with key stakeholders to ensure we are fully informed as the projects progress. This will enable us to share relevant information across our business community providing as much information to minimise the impact on their business operation. We will be sharing details across our communications network through our newsletters and social media platforms where appropriate. The BID will also collaborate with providers to install clear wayfinding, providing visitors, residents, and workers with a seamless journey through the area**
- **Work with the Marylebone Neighbourhood Forum and the Fitz West Neighbourhood Forum as they deliver local based projects aligned with Westminster City Council policies**
- **The BID will actively explore ways to support businesses in implementing sustainability measures, including surveys and audits through funded programmes such as the Sustainable City Charter**
- **Creating a greener, more resilient and welcoming area through community planting, volunteering, local clean-up activities, environmental projects and other opportunities for businesses and employees to improve the local area**

WHY IT MATTERS

The quality of the neighbourhood's public realm is fundamental to the success of every business in the district and maintaining a pleasant place to live, visit and enjoy. A well-maintained, green and welcoming environment attracts visitors, supports employee wellbeing, and reinforces the reputation of Harley Street as a world-class destination.

In our experience, a high standard of place-keeping – with effective and responsive on-street services – works to reduce anti-social behaviour, graffiti, fly-tipping, and other issues that can cause harm to the local environment and community. Equally, a safe and welcoming evening and night-time experience matters. The BID will continue to advocate for good lighting and safe streets, building on Westminster City Council's adoption of its After Dark Strategy.

Great Portland Street Station

Over the coming years, significant transformation will take place at the edges of our district. It is essential that Harley Street is not only protected from disruption as far as possible but actively positioned to benefit from the investment and opportunity these changes will bring. Developments of this scale can help to realise the public realm vision, unlocking existing spaces for high-quality landscaping and artistic interventions.

Through our Masterplan and continued advocacy, we will ensure the district honours its historic legacy. Ensuring the area's resilience and the longevity of the green urban canopy in response to climate change is one of the key challenges facing this historic district in the years to come. By working closely with partners to implement climate-responsive design, mitigate vehicle movements, and improve local air quality, we will help the district continue to adapt and meet the evolving requirements and ESG obligations of our business community.

COMMUNITY

BRINGING BUSINESSES AND PEOPLE TOGETHER THROUGH WELLBEING INITIATIVES, NETWORKING OPPORTUNITIES, AND COMMUNITY PROGRAMMES THAT CREATE A CONNECTED AND SUPPORTIVE BUSINESS ENVIRONMENT.

A strong sense of community does not happen by accident – it is built through consistent investment in the relationships, platforms and opportunities that bring people together.

For Harley Street, where businesses range from world-leading medical institutions to independent retailers and professional services firms, community is what connects them. The BID plays a vital role in nurturing that connection, ensuring that every business feels part of a wider network and that the people who work here feel genuinely valued.

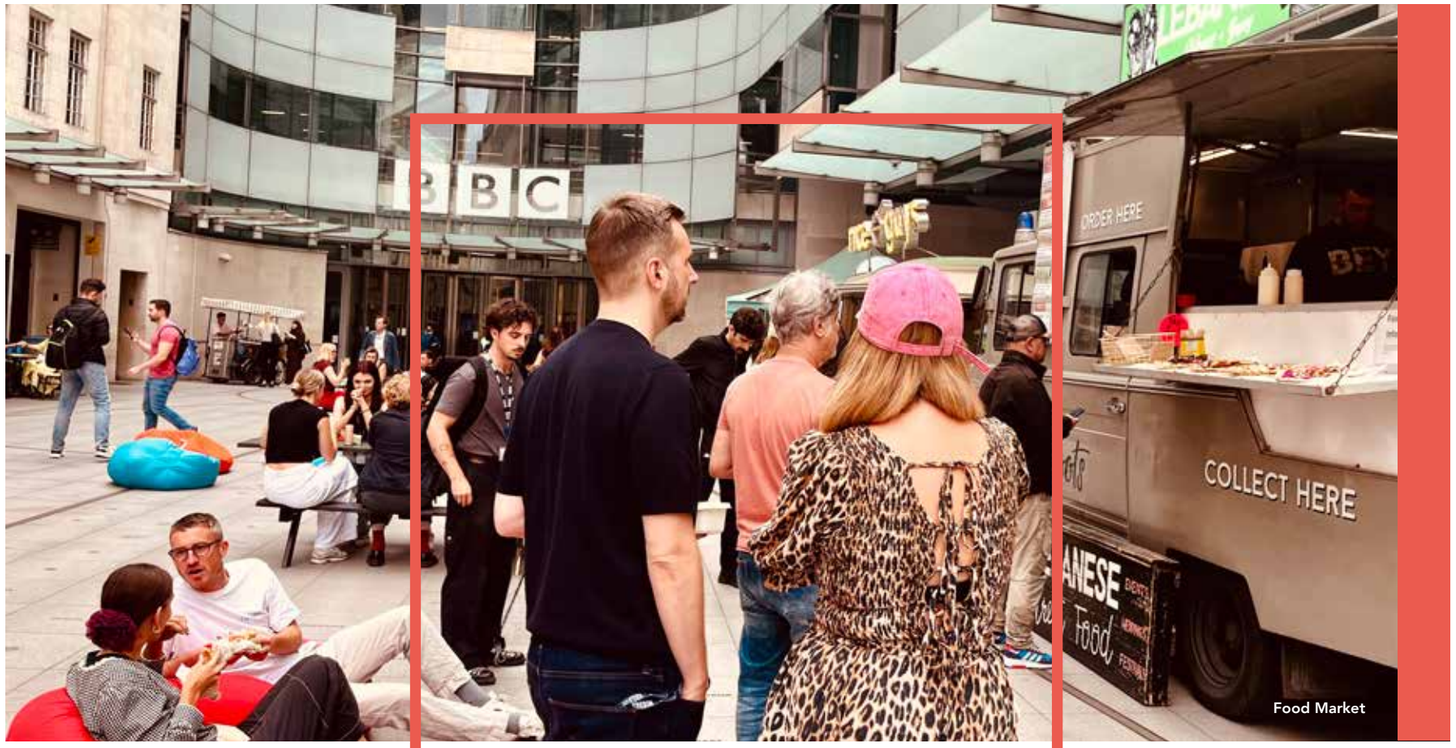
Over the past five years, we have strengthened the sense of community across the district by responding directly to the needs and priorities of local businesses. In response, we have:

- **Created more opportunities for connection through networking events, activities and community-led initiatives that bring businesses together**
- **Introduced wellbeing-focused activity, including mindfulness sessions and informal community events to support positive workplace culture**
- **Supported businesses and employees to engage with local charities and community organisations, providing opportunities for volunteering, fundraising, charity events and skills-based support, while building stronger connections between the business community and local organisations**

YOU ASKED FOR

Marylebone Festival

- **Supported professional development through access to the Seedl learning platform, giving employees opportunities to build skills and progress**
- **Provided opportunities for our business community to learn, connect and grow through events focused on topics such as AI, apprenticeships and emerging workplace trends**
- **Promoted local venues through our venue guide, helping to increase visibility and showcase spaces available across the district**
- **Launched a job board to help businesses share vacancies and support local employment opportunities across the area**
- **Developed a PA Network to encourage information sharing, exchange local knowledge, build stronger working relationships, and foster a better understanding of colleagues and neighbours**



Food Market

WE HAVE DELIVERED

"THANK YOU TO THE HARLEY STREET BID FOR THE WONDERFUL ICE CREAM GIVEAWAY ON INTERNATIONAL NURSES DAY; OUR NURSING STAFF GREATLY APPRECIATED THE THOUGHTFUL TREAT."

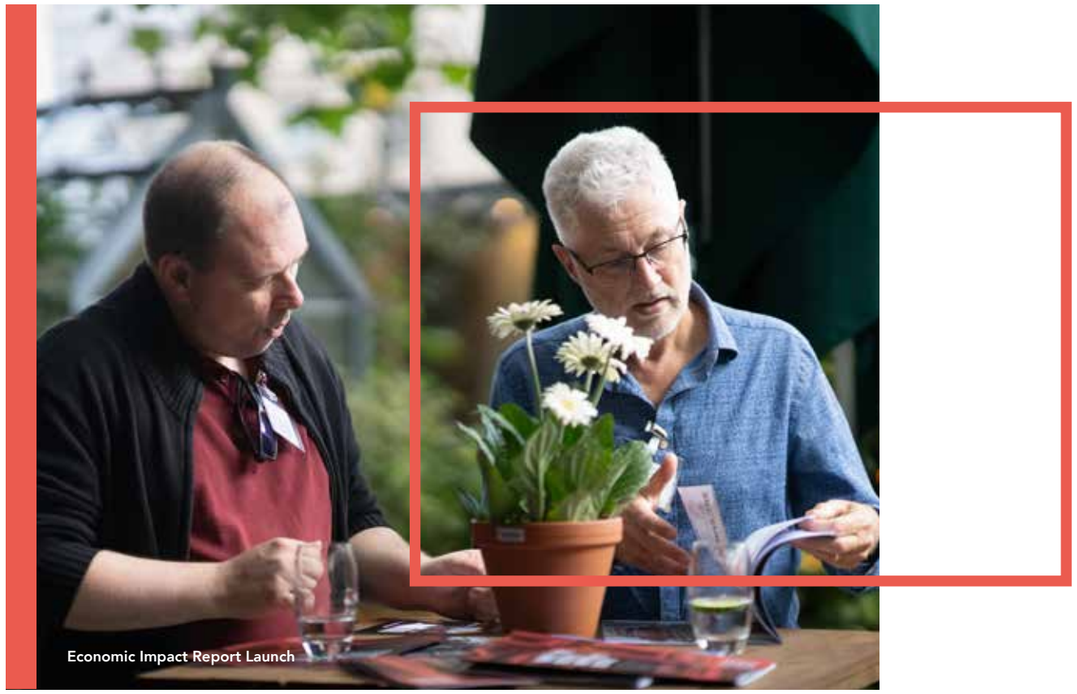
TEDDI JACKSON, PATIENT EXPERIENCE & NAVIGATION MANAGER, KING EDWARD VII'S HOSPITAL

Masterplan Launch Event

Over the next five years, we will build on these foundations, deepening the connections across our business community and ensuring that every business has access to the tools, opportunities, and support it needs to thrive. Specifically, we will:

- ☐ **Continue to grow engagement with the Seedl learning platform, helping employees access training and development opportunities that support skills, progression, and retention across the district**
- ☐ **Develop the job board, making it easier for businesses to share vacancies and connect with local talent**
- ☐ **Build on the venue guide to further promote spaces across the district, increasing visibility for local venues and encouraging greater use from within the business community**
- ☐ **Develop a programme of volunteering, fundraising, charity events and skills-based opportunities for businesses and employees, working closely with Westminster City Council's CSR team and local community organisations to ensure activity responds to local needs and delivers meaningful impact**
- ☐ **Create more opportunities for wellbeing-focused initiatives, including mindfulness and community events**
- ☐ **Continue to engage with local businesses to secure new offers for the Harley Street Rewards App, building on existing business relationships and identifying opportunities to add relevant offers and discounts that provide value to app users**
- ☐ **Strengthen collaboration across the business community by providing mixed-sector and sector-specific networking forums as requested in the business consultation**

LOOKING AHEAD


Economic Impact Report Launch

Cuddle Club

WHY IT MATTERS

A connected business community is a stronger, more resilient one. When businesses feel part of something bigger – when they share knowledge, support one another, and invest in the wellbeing of their people – the whole district benefits. By bringing people together, enabling professional growth, and fostering a genuine sense of belonging, we help businesses thrive and ensure the district remains an attractive, inclusive, and dynamic place to live and work.

Community is also about people. The employees who work here, the organisations that serve the local area, and the partners who share our ambition for Harley Street all contribute to what makes this district exceptional. By continuing to invest in the connections and programmes that bring them together, we will help build a business community that is not only successful, but one that businesses and employees are genuinely proud to be part of.

London & Partners Visit

Gardening Club Volunteering

COMMUNICATIONS

KEEPING BUSINESSES INFORMED, CONNECTED, AND CHAMPIONED THROUGH CLEAR COMMUNICATIONS, TARGETED PROMOTION, AND MEANINGFUL OPPORTUNITIES TO ENGAGE.

We know that great communication is at the heart of a strong and connected business community. By bringing people together through events and initiatives, we help businesses build relationships and feel part of something bigger.

But communication is about more than information sharing – it is about building a shared sense of identity, ensuring that every business, regardless of size or sector, feels informed, visible, and genuinely connected – to each other, to the wider district, and to the work the BID is doing on their behalf.

Over the past five years, we have enhanced how we connect with our business community. Through our ongoing consultation, businesses told us they wanted the BID to play a more active role in championing the Harley Street area, keeping them informed about what is happening, and creating more opportunities to connect and collaborate. In response, we have:

- **Promoted networking events, coffee mornings and informal meet-ups through our communications channels, helping to raise awareness and encourage participation across the district**
- **Delivered two targeted monthly newsletters, sharing relevant news, events and activities with our community, alongside exclusive offers from businesses featured on the Harley Street Rewards App**
- **Increased promotion of both new and established businesses to strengthen the local ecosystem and raise the profile of the district**
- **Brought businesses, neighbours, and partners together to support collaboration across the community**
- **Kept businesses informed across all key BID themes, sharing relevant updates, opportunities, initiatives and support through regular and accessible communications**
- **Built a visible and approachable BID team, recognised by our members as supportive and genuinely committed to the district**

YOU ASKED FOR

PA Network

"WE'VE APPRECIATED THE BID'S COMMITMENT TO IMPROVING THE AREA AND KEEPING LANDOWNERS UPDATED THROUGH REGULAR, OPEN COMMUNICATION. THE INVESTMENT IN THE LOCAL ENVIRONMENT AND THE COLLABORATIVE APPROACH HAVE MADE A NOTICEABLE DIFFERENCE, BENEFITING BUSINESSES, VISITORS AND PROPERTY OWNERS ALIKE."

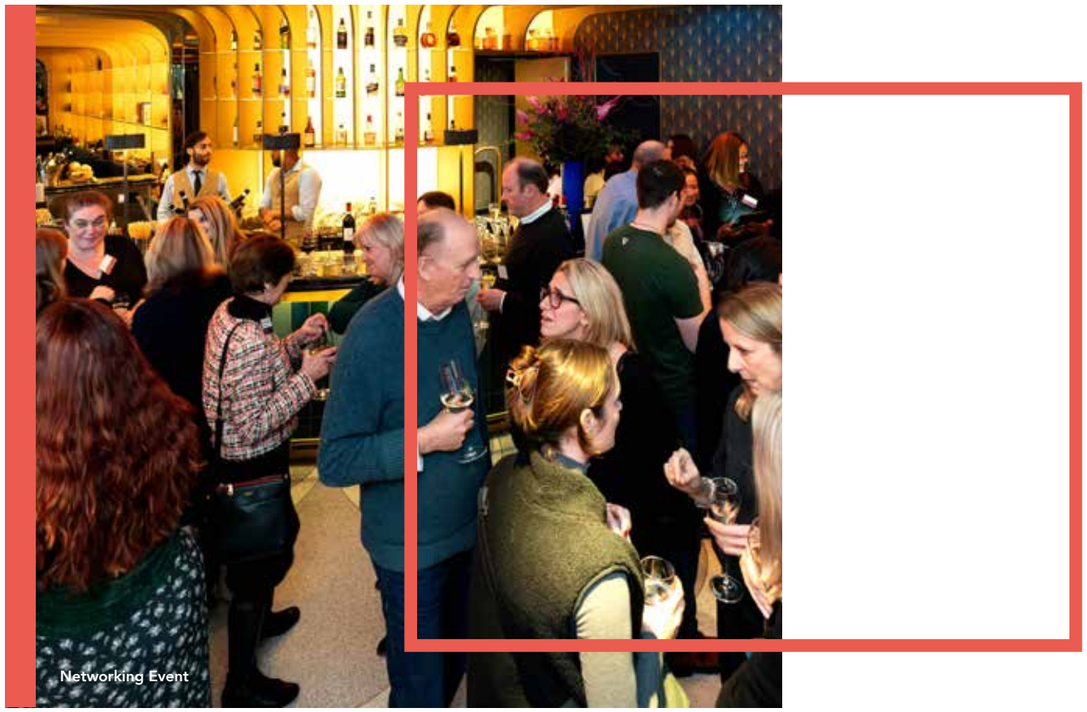
DAVID SMITH
SENIOR ASSET MANAGER
LAZARI INVESTMENTS LTD

Festive Activities

Over the next five years, we will build on this foundation, strengthening how we communicate and ensuring every business feels well-informed, well-supported, and proud to be part of the Harley Street community. Specifically, we will:

- **Strengthen our communication channels to keep businesses informed, engaged, and connected – including through our newsletters**
- **Deliver a clear and varied programme of events, including both sector-specific and wider networking opportunities, ensuring businesses can connect, collaborate, and share ideas**
- **Promote businesses and commercial opportunities more effectively, supporting a thriving local economy and raising the profile of the district nationally and internationally**
- **Support businesses with marketing, training, and engagement initiatives tailored to the needs of the community**
- **Foster closer collaboration between business owners, managers, and the BID team, ensuring our work remains responsive to what members need**
- **Communicate clearly and consistently about BID services and support, ensuring every business knows what is available to them, how to access it, and how the BID is delivering on their behalf**

LOOKING AHEAD


Networking Event

Masterplan Consultation

WHY IT MATTERS

Effective communication is the foundation of a strong and connected business community. When businesses feel informed and supported, they are better placed to grow, collaborate and contribute to the vitality of the district. When the district speaks with a clear and consistent voice, it attracts visitors, customers, and investment.

For Harley Street – an area with a globally recognised name and a unique concentration of excellence – communication is also about reputation. It is about ensuring that what makes this district exceptional is understood, celebrated, and promoted to the widest possible audience. By continuing to invest in how we communicate and connect, we will help build a more cohesive, visible, and resilient Harley Street for everyone who is part of it.

Wellbeing Initiative

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 (NWEC) area only

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

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

BOUNDARY MAP

Businesses in the Harley Street BID area will be asked to vote to endorse this business plan. Taking all this information, and the full business consultation into account, it is your opportunity to put your vote forward.

The City of Westminster is responsible for managing the process and sends out a ballot paper to each eligible hereditament. The executive team will make contact and liaise with businesses within the BID boundary to discuss the BID proposal.
Each business must nominate a named contact who will receive the ballot paper and is authorised to vote on behalf of that organisation.

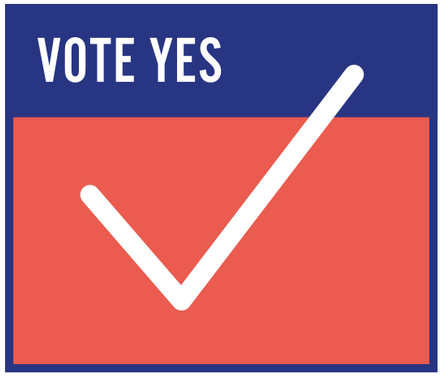
WHAT HAPPENS NEXT?

For any BID to proceed, two independent outcomes must be satisfied:

- ☐ **Those voting in favour must exceed those voting against, in essence 51% yes votes at turnout**
- ☐ **The total rateable value of those properties/hereditaments voting in favour must exceed the total rateable value of those voting against, i.e. the aggregate rateable value must also be 51% or above**

For action:

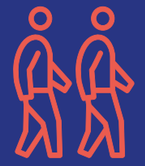
- ☐ **Take time to read, understand and consider what the BID proposal means to you and your business and the wider Harley Street area**
- ☐ **Prepare for your notice of ballot which will be sent to you no later than 8 January 2027**
- ☐ **Your ballot papers will be sent to you by Civica, who run the ballot on behalf of Westminster City Council, on Tuesday 26 January 2027 and will contain all voting procedure information and proxy or replacement paper information**
- ☐ **All voting papers must be returned to Civica by 5pm on Tuesday 23 February 2027. Remember voting YES will retain the many additional services that the BID delivers for your business and the area**
- ☐ **The result will be announced on Wednesday 24 February 2027 at 3 pm**



- ☐ **A resulting vote in favour will allow the pledges in this plan to be set in motion with a 5-year term commencing on 1 April 2027. You will also see the continuation of the work of the BID so far and the ability to continue with these projects and interventions to support our business community**
- ☐ **If you have any queries or questions about the BID renewal process or how that impacts your business, please reach out directly to the BID contact@harleystreetbid.com**

SAFE

PLACE



COMMUNITY

COMMUNICATIONS

HARLEY STREET

BUSINESS IMPROVEMENT DISTRICT

harleystreetbid.com

Design by tothepoint.co.uk