

A Champion for Business and Community

Renewal and Alteration Proposal 2021-2026





The BID Proposal in Summary

Over the last five years Marble Arch London BID has laid the foundations for the transformation of the Edgware Road district. Since launching in April 2016, the BID has delivered a full range of essential, valued services and schemes, undertaking ambitious public realm enhancements, improving the safety and quality of our streets, creating a vibrant commercial centre alongside a shopping, dining and leisure experience which celebrates all aspects of our cultural heritage.

The BID represents a wide range of member organisations. The office sector comprises around 65 different companies. Global and European head offices in multi-let units sit alongside London and local offices, operating in virtually every industry. As the BID enters its second term a significant tranche of investment bears fruit, with Marble Arch Place and Regent House bringing new office occupiers, restaurants, retail and leisure operators, alongside a new residential community.

“As a champion for business, Marble Arch London BID is a promoter, partner and advocate for the 200 member organisations located in the Marble Arch and Edgware Road district, making it a welcoming and thriving destination to shop, visit and work.”

Nigel Beet CBE, Chairman, Marble Arch London BID





The district's hospitality sector hosts just under 3,000 bedrooms plus over 10,000 square metres of meeting and event space. A further 544 bedrooms are in the development pipeline, with consent for three new hotels in the BID area. The sector brings hundreds of thousands of visitors to the district and is one of the largest employers, complementing our diverse and vibrant food and drink scene.



Staples of the high street thrive the length of Edgware Road, between the boutique offerings of Connaught Village and Seymour Place. A flourishing health and beauty sector can be found across the district, serving people who visit, live and work here.

The next term of the BID, from 2021 to 2026, will see the completion of significant developments across the district, consolidating the area's position as one of London's prime commercial locations. This unparalleled growth continues over the next five to ten years, accompanied by the arrival of the Elizabeth Line, with two stations, Paddington and Bond Street, boosting accessibility and journey times into the district.

The BID's vital work in future-proofing the location remains focused on our four key themes of environment, security, celebrating and community. The BID's vision is to foster a location in which people can be confident to do business, shop, stay, work, eat out, attend school and live. We promote, support and protect our members and their operations, and to provide them with the environment, insights, intelligence and tools to grow and succeed.

A partnership approach on **environment, transport and public realm schemes** lies at the heart of our activities. Marble Arch London BID has the lowest BID levy income of all eight BIDs in Westminster and our role is one of lobbyist, leveraging in external funding to complement BID expenditure. It is estimated that over £6.5 million has already been levered into the BID area and invested in highway infrastructure since the BID commenced operations in April 2016. Throughout the second term the BID will continue to work hand in hand with Westminster City Council, Transport for London and The Royal Parks, progressing gateway schemes, completing junction improvements, bringing forward major public realm schemes, tackling legacy subways and addressing freight, waste and air quality challenges.



Intelligence led responses to **crime and anti-social behaviour** will underpin the next BID term, through our dedicated Street Team and Neighbourhood Co-ordinator. The Street Team, with us from the outset, remain one of the most visible, accessible, and highly regarded services provided by the BID, instilling confidence throughout the community. Their presence has led to significant improvements in the safety of the entire neighbourhood. Our Business Crime Group ensures that all members, from shops to schools, can help shape our security response. Equipping businesses to prepare for, and reduce, interruptions to operations will build a resilient district.

Our **Community Programme** sees BID members supporting over 20 local schools, charities and social enterprises, with more and more companies valuing the impact that volunteering through the programme has on colleagues and the community alike. The programme is the cornerstone of the BID's relationships and bears wonderful fruit all year round. The response of businesses during Covid-19 is testament to the strong community spirit that prevails in Marble Arch. Despite facing sudden closure in response to government announcements and considerable financial uncertainty, we witnessed a surge in members' engagement with our Community Programme, channeling donations of surplus food and equipment to vulnerable residents and key workers.



Supporting the revitalisation of the district's **hospitality sector** following the Covid-19 pandemic will be a top priority in the early years of our second term, by setting a clear path for the revival of the area and being there every step of the way as our members continue their recovery. Through our popular Eating out Guide, and a brand-new Loyalty Scheme, the BID will bang the drum for our unique dining quarter. We will attract events that drive footfall to the district and shine a light on the location to further raise its reputation as a hospitality and leisure destination.



As a champion for business, Marble Arch London BID is a **promoter, partner and advocate** for the 200 member organisations located in the Marble Arch and Edgware Road district – the only body with the single aim of speaking for and on behalf of the district. Our expert and knowledgeable team work in close collaboration with key partners including Westminster City Council, Transport for London, the Metropolitan Police and the Greater London Authority to provide our members with the latest insight, advice and intelligence to help them navigate the complex and ever-changing legislative environment.

The BID enters its second term in the most challenging of conditions for our business members. We are immensely grateful for their ongoing support and it is a privilege to provide the collective voice for the district in continuing to deliver positive change.



“Westminster’s partnerships with its Business Improvement Districts are vital to delivering a growing and inclusive economy that benefits residents and visitors to our city alike. I am delighted to see Marble Arch London BID head into its second term and look forward to seeing its Business Plan being realised over the next five years.”

CLlr Matthew Green, Westminster City Council

The BID Term and Levy

The term of Marble Arch London BID will be five years, from 1 April 2021 to 31 March 2026.

The BID levy will be applied to all hereditaments with a rateable value of £76,001 or more. The BID levy will be a fixed rate of 1.400% of the rateable value in effect at 31 December 2020 at the commencement of the BID Term.

A levy payer will not be charged more than £28,000 per hereditament in year one of the BID Term, plus indexation for future annual chargeable periods under the second BID Term. Where businesses share a common brand or operating name* with other levy payers in the Marble Arch London BID area, together they will not be charged more than £30,000 in year one of the BID Term’s second term, plus indexation in future annual chargeable periods under the second BID Term.

Where a ratepayer receives mandatory charitable relief from business rates, 90% relief from the BID levy will be applied. Where a ratepayer is not in receipt of mandatory charitable relief from business rates, a 90% reduction in BID levy will be applied if they occupy an educational type premises as defined by the Valuation Office Agency (VOA) under codes EP or EL.



*The full BID levy rules can be read in detail on page 51.

The BID will raise just over £700,000 BID Levy in the first year, rising thereafter as new developments are completed and occupied. With voluntary contributions from landlords and estates, over £4 million will be invested in the BID area over the five-year term.



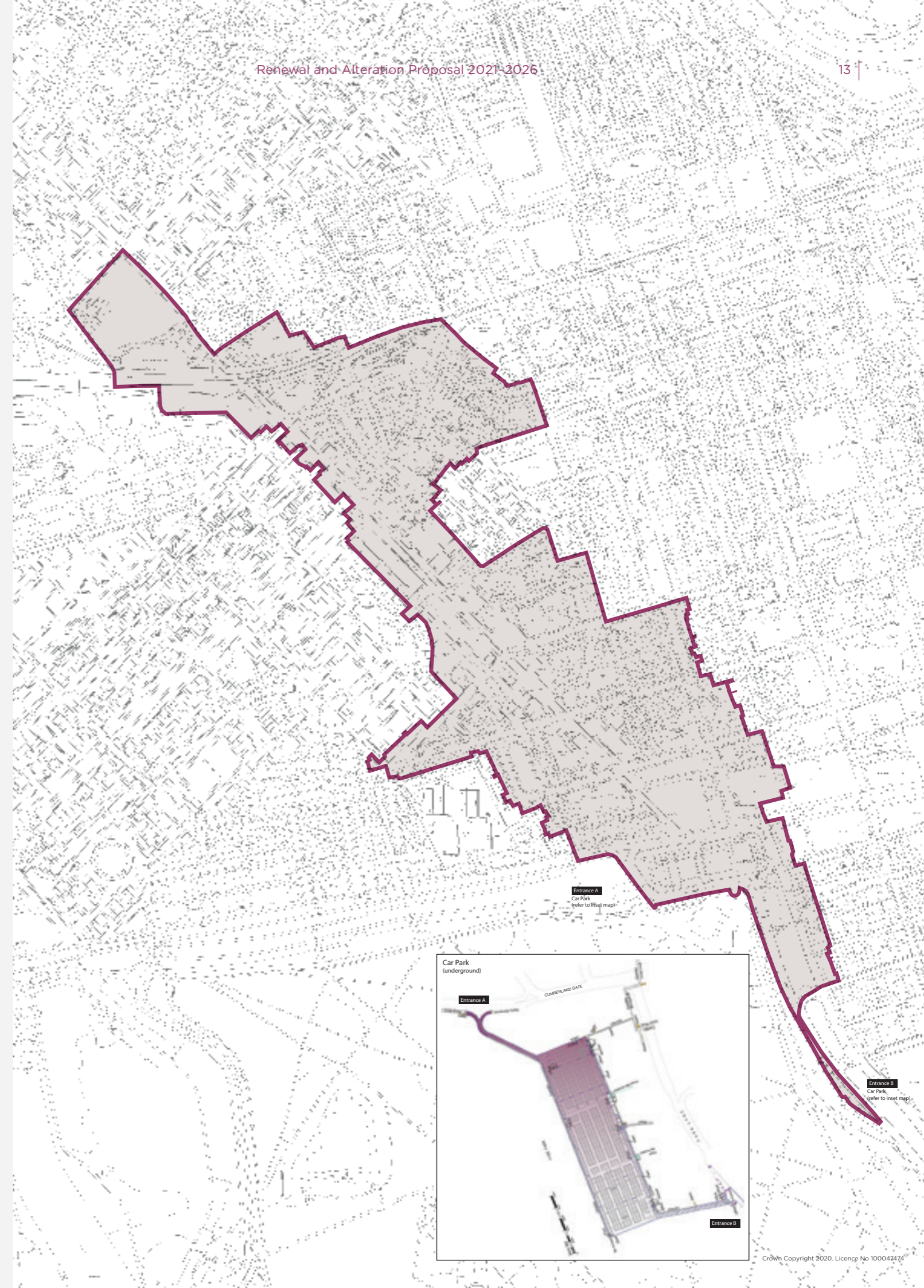
The BID Area

Minor alterations are proposed to the BID area, taking in small areas at each end of the district. These minor extensions are in response to specific business requests to tackle particular issues and bring forward specific public realm projects.

The spine of the BID area is formed by Edgware Road and Park Lane, stretching from Church Street in the north to Upper Brook Street in the south, and including Connaught Village and the Hyde Park Estate to the west of Edgware Road and Portman Marylebone to the east of Edgware Road.

The following 63 streets (or part of streets) are included in the BID area, although not every street contains businesses liable for the BID levy.

Existing BID Area		Extension Area
Albion Street (part)	Kendal Street (all)	Bell Street (part)
Brendon Street (part)	Marble Arch (all)	Burne Street (all)
Brown Street (all)	Nutford Place (all)	Church Street (part)
Bryanston Square (part)	Old Marylebone Road (part)	Crawford Street (part)
Bryanston Street (part)	Old Quebec Street (part)	Green Street (part)
Burwood Place (all)	Oxford Street (part)	Harcourt Street (all)
Cabbell Street (all)	Park Lane (part)	Harrow Road (part)
Castlereagh Street (all)	Park West Place (all)	Homer Street (all)
Chapel Street (all)	Porchester Place (all)	Homer Row (all)
Clenston Mews (all)	Portsea Mews (all)	Hyde Park (part)
Connaught Place (all)	Portsea Place (all)	Marble Arch Place (all)
Connaught Square (all)	Seymour Place (part)	Newcastle Place (all)
Connaught Street (part)	Seymour Street (part)	North Row (part)
Crawford Place (all)	Stanhope Place (all)	Paddington Green (part)
Cumberland Gate (all)	Stourcliffe Close (all)	Princess Louise Close (all)
Edgware Road (part)	Stourcliffe Street (all)	The Water Gardens (all)
Forset Street (all)	Transept Street (all)	West Garden Place (all)
George Street (part)	Tyburn Way (all)	Wood's Mews (part)
Great Cumberland Mews (all)	Upper Berkeley Street (part)	York Street (part)
Great Cumberland Place (all)	Wallenburg Place (all)	
Hampden Gurney Street (all)	Wythburn Court (all)	
Harrowby Street (part)	Wythburn Place (all)	





Business and Stakeholder Consultation

Now in its fifth year Marble Arch London BID enjoys regular dialogue with all BID members. A rolling programme of individual business engagement underpins our activity. These are recorded and actions arising from every meeting logged and acted upon.

During lockdown, when some members worked from home and some remained on site, we continued this engagement programme, through either socially distanced visits to premises or online meetings.

In the run up to the renewal ballot, businesses were asked via a formal survey to prioritise projects under each of our key themes of environment, security, community and celebrating. They were also offered the opportunity to suggest brand new priorities and to suggest the removal of projects and services. This survey was open from 9 September to 9 October and forms the foundations of the renewal proposal.

Sector specific and themed discussions were also held with businesses, focusing on security, anti-social behaviour and hospitality priorities.



Businesses within the proposed extension areas have all been contacted and meetings offered either in person or virtually, to confirm support formally.

Wider Stakeholder Engagement

Ward member consultation was carried out for both Hyde Park Ward and Bryanston and Dorset Square Ward, at a joint event with Amenity Societies (Hyde Park Estate Association and Marylebone Association), on 9 March 2020.

The consultation programme with Councillors for wards into which Marble Arch London BID proposes to extend in its second term (Little Venice, Church Street, West End) resumed following lockdown in October 2020.



Our Plans for 2021-2026

Environment

Over the last five years significant changes to the district's infrastructure have taken place, with transformative developer-led schemes creating new public spaces. The completion of Marble Arch Place and Regent House on Edgware Road provide not only new homes and commercial space but quality retail and public realm. One Marble Arch follows early in the BID's second term, with flagship offices and retail. The BID has made great strides towards improving the setting for business and tourism, ensuring that all sectors can flourish in a welcoming environment.

Junctions and crossings

Pedestrian movement and safety were among the highest priorities when we first asked businesses to vote on proposals to establish the BID in 2015. Since then, through our strategic relationships with TfL and Westminster City Council we have brought about junction and crossing improvements in seven separate locations:

- Marble Arch
- Great Cumberland Place
- Burwood Place/Harrowby Street/Edgware Road
- Harrow Road, below the Marylebone Flyover
- Seymour Street/Edgware Road
- Sussex Gardens/Edgware Road
- George Street/Kendal Street



The Covid-19 pandemic delayed the completion of two more crossing installations, at the junctions of Upper Berkeley Street/Connaught Street and Praed Street/Chapel Street. These two final junctions are set to be completed before the end of the BID's first term.

The BID's role at each of these nine locations has been one of advocate and lobbyist, providing the evidence base for green man crossings through our extensive network of district-wide footfall counters and socialising proposed schemes through exhibitions and consultation events. The goal of maximising buy-in from businesses for these schemes was achieved, with every single crossing and junction project receiving a resounding majority in support.

“The BID's work in bringing forward safer junctions and crossings has been overwhelmingly welcomed by all colleagues at York House and Marble Arch House.”

Hanna Corney, British Land, Seymour Street

Gateway Schemes

In 2019 we successfully bid for £250,000 through the Hyde Park Paddington Neighbourhood Forum for Neighbourhood Community Infrastructure Levy (CIL) to bring forward small scale improvements at two gateway locations – Burwood Place and the corner of Sussex Gardens. Design work was completed in 2020 and we expect both schemes to be completed in 2021.

Improving the environment at transport gateways is vital to ensuring a pleasant and safe welcome for all who arrive in the district. At Edgware Road (Circle, District and Hammersmith & City Line) station the BID worked with London Underground to deliver a facelift for the station which included improved signage between the two stations, a new roundel, painting, re-tiling and replacement entrance signage and frames. The BID's contribution funded a large Legible London map in the ticket hall, the first of its kind and size to be implemented by TfL for its stations.

At Marble Arch station a new installation in the subway was completed in November 2019, sharing the little-known history of Marble Arch with the 14 million visitors who pass through the station each year. The pedestrian tunnel that leads from the ticket hall to the monument now showcases the Story of Marble Arch over 43 panels featuring history, photographs, maps and illustrations of the district.

Similar schemes are under development for Nutford Place/Forsset Street, and at Old Quebec Street. A TfL-led scheme at the junction of Edgware Road and Sussex Gardens will see pavement build-out and an enhancement of the BID's own scheme here.



Public Realm Schemes

One of the biggest opportunities in our second term is the delivery of two major public realm schemes; at Oxford Street and Marble Arch. Westminster City Council has ambitious plans for Oxford Street including creating world class gateways and strengthening the status of the entire district. Marble Arch London BID will play a key role in ensuring that pedestrian improvements are prioritised at Oxford Street west.

At Marble Arch a transformative scheme led by The Portman Estate will create a high-quality, safe civic space. The scheme aims to improve road safety, alongside better walking and cycling connections, creating an accessible and healthier environment with improved air quality. The proposals were launched in December 2019 and a funding package is being assembled with both public and private sector contributors.



“At Marble Arch a transformative scheme will create a high-quality, safe civic space, aiming to provide economic uplift for the district.”

Simon Loomes, The Portman Estate, Portman Marylebone

The Joe Strummer subway network below the Marylebone Flyover closed in 2018. Since then a scheme has been in development with TfL, Westminster City Council and Thames Water to create rain gardens and additional public space. We hope to see this scheme completed in the early stages of the BID's second term, in conjunction with Berkeley Homes.

Keeping the Environment Safe and Clean

Westminster City Council, through its recycling and waste partner Veolia, is responsible for district-wide waste collection and cleaning, and this is underpinned by a statutory Baseline Agreement between the City Council and the BID. The role of the BID is to provide services over and above those provided by Westminster City Council and so since 2019 we have carried out a single deep clean of Edgware Road.

During the Covid-19 pandemic the BID led the way improving the external environment, providing queue markers for 70 businesses in over 100 locations, and helped with queue management as businesses and customers got used to the 'new normal'. As part of the BID's post Covid-19 Recovery Plan, we carried out hot washing up and down Edgware Road and side streets, reassuring visitors that the district was a safe location to which they could confidently return.

The BID will continue to provide additional cleansing services, responding to business needs and focusing resources where impact will be highest.



“The BID has proved its worth over the first five years, making a visible difference to the environment.”

Terence R Lewis, Jacques Samuel Pianos Ltd, Edgware Road

Local interventions

The BID has built up a wealth of data over the past five years, through footfall information, street team reporting and inter-agency operations. Our Insights Study, set to be completed in early 2021, has enabled us to define catchment areas and demographics for each of the main sectors and identify zones in which further action is required either in planning policy terms or public realm interventions.

Likewise we know which parts of the district are more susceptible to rough sleeping, organised begging, encampments, fly-tipping and anti-social behaviour and we will tackle these hot spots with businesses and landlords to take concerted action, designing out issues where practical.

“Over the past five years the BID has become our go-to body for all issues in the local area, problem solving for us and businesses across the area.”

Austin Graham, Grosvenor Victoria Casino London, Edgware Road

Freight, Waste, Active Travel and Air Quality

We will match efforts by Westminster City Council to reduce freight on local roads by stepping up support for local businesses seeking to consolidate freight and waste activities. Through its regional and national networks, the BID is well placed to identify funding for pilot projects and best practice.

The movement towards active travel was accelerated following the Covid-19 pandemic as local employees looked to walking and cycling more. The BID supported this by increasing both on-street and secure cycle parking. This momentum will be maintained, and employers supported to offer greater choice to employees to explore active travel in their journeys to and from work in the district.



Security

The safety of our members, their customers, staff and guests has been a priority since the outset of the BID's first term. Levels of crime, fear of crime and anti-social behaviour were all cited as one of the top concerns.

The BID's vision is to foster a location in which people can be confident to do business, shop, stay, work, eat out, attend school and live. We aim to protect our members and their operations, and to provide them with the insights, intelligence and tools to build resilience.

“We've really benefited from the BID's security focus – regular briefings and alerts make sure we stay abreast of local and national conditions.”

Marble Arch Street Team

In establishing the BID in 2016, almost every business told us they were concerned about the high levels of anti-social behaviour in the area. As a result, we introduced our Marble Arch Street Team in August 2016. Responding to demands from businesses and the Police, we have extended their patrolling times twice over the first term, introducing a morning patrol and increasing days from five to six per week.

The Street Team has become the go-to resource for businesses and residents in the area. They have won numerous awards and provide a visible, reassuring presence on the street, offering practical support to shops, restaurants, hotels, banks, schools, offices, cafes, and the emergency services.



Since 2016 the Street Team has:



Tackled **9,611** incidents of **organised begging**



Checked or referred **rough sleepers** on **3,562** occasions



Responded to **business requests** for help **1,972** times



Cleared **telephone boxes** of vice cards **7,066** times



Moved on **719** pedicabs



Dealt with **617** incidents of **aggressive behaviour**



Responded to **131** thefts



Assisted **2,251** visitors



Helped **emergency services** deal with the impact of **372** incidents of fire, personal injury or a road traffic collision

“The Marble Arch Street Team have proved invaluable, supporting our security team in dealing with shoplifters, and ensuring that rough sleepers get the support they need.”

David Fitzgibbon, Marks & Spencer, Edgware Road

The Street Team regularly support the Metropolitan Police in their activities, carrying out joint patrols, Project Servator campaigns, operations such as weapon sweeps, reassurance visits after terror attacks, help with a missing person/murder investigation and carrying out preparations for Eid to ensure restaurants are ready for the celebrations. The team has received specialist training in how to respond to acid attacks and how to interview and refer rough sleepers to the appropriate agencies.

In the BID's second term we will continue to deploy our Street Team six days a week from early morning to late at night throughout the year. We will step up mystery shopping to make sure the team continue to be responsive to, and meet, the needs of all our members.



“We are delighted with the support that has been provided by the BID and the Street Team. Their help to manage our external environment has ensured pupils and parents feel supported and safe.”

Eva Valverde, Hampden Gurney CE Primary School, Nutford Place

An Intelligence-Led Approach

The BID's membership of Safer West End, a local business crime reduction partnership, provides a GDPR compliant online intelligence sharing platform that allows our security team and some member businesses to log information and intelligence about individuals committing regular thefts and anti-social behaviour in our area. This offers a network for information sharing across central London so that individuals committing offences can be more easily identified. The BID is a member of its Steering Group, helping to direct its priorities and create better relationships with the Police. We have rolled out free access to Safer West End's incident database to individual businesses to enable them to report incidents for themselves and view images and intelligence relating to suspects.



We attend monthly neighbourhood problem solving and Ward Panel meetings with Westminster City Council and the local ward Police teams (Hyde Park and Bryanston and Dorset Square). Here we raise business specific issues and provide evidence collected by our Street Team to tackle problems and lever in additional Police and Council enforcement resources, which proved instrumental in the designation of Edgware Road as a Community Protection Zone. This means that warnings can now be issued, and arrests made for begging and anti-social behaviour.

The BID launched its Business Crime Group in 2018, in conjunction with Safer West End, enabling local businesses to meet the local Police Teams and raise local concerns. Businesses have received presentations on topics such as rough sleeping, modern slavery and how to protect premises and customers from theft. These will continue into the BID's second term.

Since January 2020, the BID has funded a dedicated Neighbourhood Co-ordinator post at Westminster City Council, whose role it is to corral Council services, analyse data from problem issues and areas and commission multi-service and multi-agency solutions. The evidence collected from the Street Team feeds into this, with real time data being made accessible, helping Council services to be agile and responsive on a daily basis.

Problem locations are now being 'designed out' through changes to the public realm, removal of street clutter and increased monitoring and surveillance.

“The comfort and security of our guests is our first priority, and the BID provides excellent support through regular intelligence and their dedicated Street Team.”

Erden Caner, Hilton London Metropole, Edgware Road



Business Resilience

We have provided face to face counter terrorism training by the Metropolitan Police to our businesses, such as Project Griffin and Argus and now signpost businesses to on-line Action Counters Terrorism e-Learning modules. We are part of a wider West End Security Group, working with our neighbours to share information and create support networks.



This proved invaluable during Extinction Rebellion protests and the Covid-19 pandemic, when we benefited from daily conference calls with the Police and City Council, obtaining operational information in advance that enabled us to forewarn our businesses and keep them up to speed with rapidly evolving situations. Our bespoke security bulletin service ensures that security leads across the district receive real time alerts and intelligence.

Building resilience will continue to be a priority in our second term, with the BID taking part in table-top emergency planning exercises across the West End and helping businesses prepare for any interruptions to their operations.



Community

As a champion for business Marble Arch London BID recognises the vital role that sense of community plays in the district. Businesses sit alongside thriving residential communities to the west and east of Edgware Road as well as Edgware Road itself. We work closely with resident groups, Amenity Societies and Neighbourhood Forums in every aspect of our work.

More than 30 charities and social enterprises have their offices and / or deliver their services within the immediate vicinity of the BID. Over 700 children and young people attend school within the Marble Arch London BID area. A further 11,000 children and young people attend school or college within a 15-minute walk of the BID area.

Knitting together community and business fosters consensus, helps us collaborate and ensures that the BID can act as a collective voice when required.



Training and Briefings

The BID brings members together on a regular basis through our free training courses. These have grown in both popularity and range provided over our first term. More than 400 employees across 145 BID members have benefited since 2015, including staff from offices, schools, local retailers, hotels, restaurants and cafes, landlords, charities and banks.

“The BID provides an excellent training series and have bent over backwards to accommodate our colleagues’ training needs.”

Starr Fasaye, William Hill, Edgware Road

Course subject matter has been extensive covering Project Griffin, Project Argus, Fire Marshall, First Aid at Work, GDPR, Managing Conflict and Business Crime, Brexit for SMEs, Business Continuity, Mental Health Awareness, Brexit and EU Employment, HR Management for Beginners and Supporting Customers with a Learning Disability.



During the Covid-19 pandemic we quickly switched gears and provided a continuity of training with a range of targeted webinars covering the Furlough Scheme, Insurance, Cyber Safety and a new online Fire Marshal series. We also held BID-wide discussions on Recovery, Social Distancing and an Ask the BID Q&A session for all members.

We will continue to plan and tailor our future schedule into the BID’s second term, responding to the current climate, including our existing range as well as new topics, through both online and face to face provision. Members now see the BID as the go-to body for their accredited training needs, as the workload that accompanies organising these sessions is taken away from members’ busy schedules and the cost savings are welcomed by all BID members.



Marble Arch Community Programme

Our members are actively engaged in supporting the community through their participation in the Marble Arch Community Programme. Since the launch of the programme in 2016, the BID has supported 34 Marble Arch member companies to build relationships with more than 20 local schools, charities, and social enterprises. To date, Marble Arch businesses have donated over 1,000 hours of volunteering to the local community.



We have achieved this by organising more than 100 one-off team challenges and providing long-term skilled volunteering opportunities for members' employees. We continue to successfully channel donations and have supported 19 companies to donate to good causes. Since 2018 the BID has engaged 50 colleagues and 272 local students through our annual Silver Sunday and Great British Spring Clean events which bring together the Marble Arch community.



Our strong relationships with charities and community groups in Marble Arch enabled us to quickly mobilise during the Covid-19 pandemic and establish a virtual volunteering programme, including quizzes, careers seminars, IT support and weekly telephone discussion groups. These activities provided vital companionship to local residents, whilst offering Marble Arch employees meaningful outlets to channel their energy, time and skills – with associated benefits for mental health and wellbeing. We brought together nine local schools to help create a rainbow themed thank you mural for the 200 key workers staying at the Hilton London Metropole. We also connected charities and schools with hotels, venues and offices, distributing surplus food, clothing and toiletries.

“The Community Programme has enabled us to reach out and make a difference locally – both before, and crucially during, the Covid-19 crisis.”

Sarah Garrigan, Stylus Media, Chapel Street

Ongoing conversations with Marble Arch companies and our community partners demonstrate that there remains an appetite for virtual volunteering beyond lockdown and into our second term. The pandemic has greatly impacted the way our businesses work – with many not returning to 100% office capacity until well into 2021, and a potentially permanent increase in the number of employees working from home. Many of our service users are vulnerable and conversations with them indicate that they may not feel confident to participate in larger events for some time to come. Following this feedback, the Community Programme will move forward with a blended approach of both virtual and in-person volunteering opportunities, ensuring we meet the needs of the community whilst enabling Marble Arch employees to use their skills and donate their time to volunteering activities.

“We’re very grateful to be part of the BID, organising donations to St Mary’s from local businesses and supporting our own staff and visitors by keeping the area safe.”

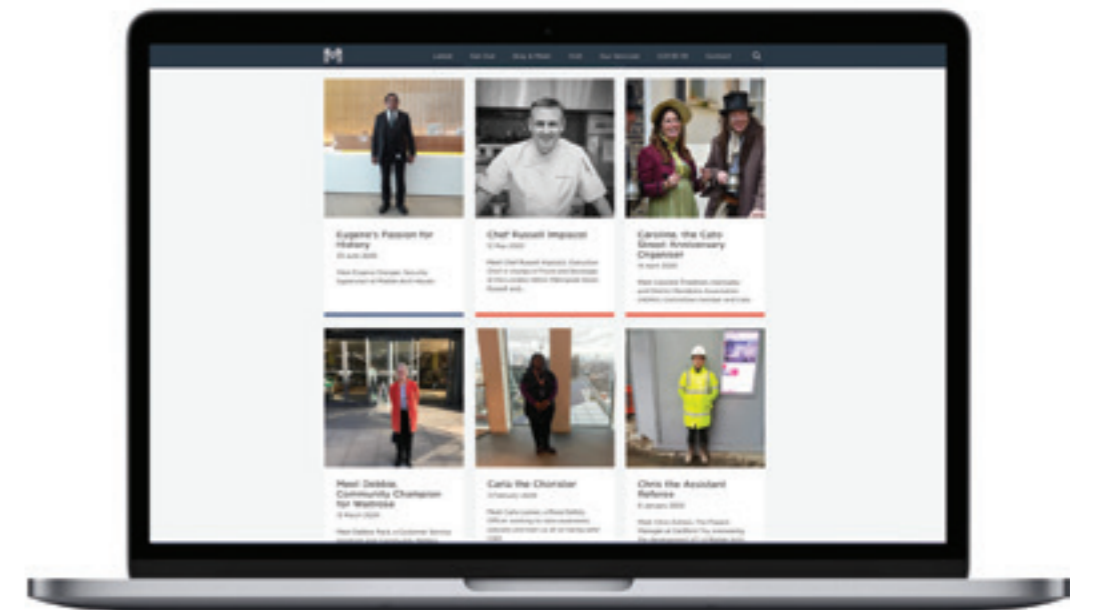
Ian Lush, Imperial Health Charity, Edgware Road

As we move forward, emphasis will be placed on skilled opportunities allowing colleagues to showcase their abilities and maintain their connection to the local area, whether in-person or remotely, supporting schools and colleges, jobseekers and charity partners. Our ever-popular team challenges will play an essential role in rebuilding morale, as teams adjust to working together again.

Hidden Heroes

Since 2018 we have been celebrating the amazing people whose jobs we often take for granted, the people who keep our area moving behind the scenes. Our Hidden Heroes series features over 35 members of the community who have shared their stories. Heroes from schools, hotels, Westminster Council, offices, churches, shops, construction companies, charities, local volunteers and resident associations, British Transport Police and London Underground feature, with even the local vet telling their story.

Hidden Heroes is a way of connecting business and community, recognising the critical role every member in the district plays and building a greater understanding between sectors and communities. We are looking forward to continuing to celebrate our diverse community through Hidden Heroes in the BID’s second term.



Collective Voice

Marble Arch London BID advocates for the entire district, representing our members on key issues affecting the area and their operations. Our knowledgeable team means that we can provide our members with the latest insight and intelligence, through our national and regional networks, helping businesses to navigate the complex and ever-changing legislative environment.

During the Covid-19 pandemic the BID mobilised quickly, creating a Covid Resource Centre with real-time updates, intelligence, government advice and downloads. Updated at least once a day this became the go-to resource for businesses and the community, as everyone tried to keep abreast of rapidly changing lockdown measures, travel advice and sector-by-sector guidelines. To get timely information to businesses we moved to a weekly newsletter, ensuring that all BID members were able to benefit from frequent and accurate information.



We speak up for local businesses to ensure local needs are considered by Westminster City Council, Transport for London, the Metropolitan Police, the Mayor of London, and on occasions national government. We also partner with our neighbouring BIDs to lobby jointly and amplify our impact, through a single Westminster BIDs public affairs contract.

We have written to central government on issues such as pedicab regulation, business rates reform, planning proposals and clean air strategies. We have provided written responses on proposals from the Mayor of London on issues such as priorities for policing and crime, transport, buses, the pedestrianisation of Oxford Street, the Ultra-Low Emission Zone, the congestion charging zone, the environment, culture, night time economy and the London Plan.

At a more local level we are an active member of our two Neighbourhood Forums (Hyde Park Paddington and Marylebone) on either side of Edgware Road and continue to work closely with local resident societies to ensure our business needs are considered equally alongside those of residents. We have provided responses to Westminster City Council on issues such as rough sleeping, shisha, licencing, biodiversity, busking, enforcement, Oxford Street, and the City Plan.

We continue to lobby on behalf of the area to maintain Edgware Road and Marble Arch as a priority with public authorities to ensure it gets the appropriate focus, approach and resources it deserves and to improve the area as a thriving business location.

Celebrating and Promoting

The Marble Arch and Edgware Road area is a vibrant business and cultural hub with a historic significance that makes it one of London's most attractive places to work and visit. Marble Arch London BID gives the district a collective voice, knitting together our diverse local community and businesses.

The BID will build on the successes of the first five years and set a clear path for the revival of the area following the Covid-19 pandemic. We will continue to raise the profile of the district and draw people to Marble Arch through the promotion of events and local marketing, which not only benefit retailers, hotels and restaurants but also helps to improve the working environment for local employees.





Eating Out

Marble Arch London BID helps local employees, residents and visitors discover local restaurants, bars and cafes, promoting the area as a unique dining destination.

Our Eating Out Guide, "Taste of Marble Arch" has proven a popular tool for engaging with businesses and attracting visitors to the area's dining and leisure quarter. We refresh it yearly and since its launch in 2016 we have distributed over 100,000 copies to local hotels and offices. We continually update our digital Eating Out Guide with just under 100 restaurants, cafes, pubs, bars and delis, as well as local offers.

"The BID's food tours have been an excellent way of helping people to discover the area's restaurants and bars, and we look forward to taking part in many more in the future."

Nicole Trytell, Vinoteca, Seymour Place



In the next BID term we will launch a new loyalty scheme to help the growing local workforce and residents access fantastic rewards at local restaurants, pubs, cafes and shops. Our new loyalty programme will build links between businesses and the local community, as well as encourage office workers and residents to eat and shop locally and incentivise repeat business and increased spend.



We have also hosted eight local food tours and participated in the Marylebone Food Festival to showcase restaurants, bars and cafes around Marble Arch to residents, local businesses and influencers.

“We love the BID’s food tours and Eating Out Guide, such fantastic resources for staff and visitors.”

Gary Wright, Hunter Boots,
Connaught Place

Events

The BID has been working with partners and agencies to showcase the area as a location for cultural, dining and outdoor events from the outset. Our events drive footfall to our businesses, raise awareness of the area's cultural significance, generate press coverage for our members and position Marble Arch as an event space.

Through our campaign with Westminster City Council and Underbelly, we successfully brought the award-winning musical 'Five Guys Named Moe' to the bespoke Marble Arch Theatre in August 2017 with a twice-extended run until March 2018.

The illumination of Marble Arch in the individual colours of the LGBTQ+ Pride flag in celebration of Pride in London in 2019, received UK and European coverage with a collective audience of over 11.5 million.



In June 2018, the BID took part in Processions, a mass participation artwork taking place simultaneously in four major locations across the country to celebrate 100 years of votes for women. We collaborated with Westminster City Council to light Marble Arch in the suffragette colours and involved our members by working with them to create 16 local offers for the 29,000 attendees.

The BID will continue to develop and promote high-impact events to drive significant footfall and press coverage for our members. Events at Marble Arch make the landmark a major visitor destination for local, domestic, and international audiences.

Our Members' Events have proven popular and bring together local businesses and organisations to get to know one another, network, and better understand the BID's projects. We will go further in the next five years and introduce social events that connect colleagues from different businesses to help build a sense of community and belonging beyond the office.

We also plan to introduce Community Awards for our members, to recognise and celebrate the commitment of individual volunteering and employer-supported volunteering.

Promoting our Members' Assets

We showcase our members' assets through a wide range of channels and generate press coverage for businesses and the Marble Arch and Edgware Road area.

“The BID has been really helpful from a promotional perspective, helping us spread the word to local visitors, workers and residents.”

Rhuaridh Buchanan, Buchanan's Cheesemonger, Porchester Place

The BID's Hotels and Venues Group brings the operations and marketing managers from our hotels and venues together to share insights on current challenges, recent successes and to raise awareness of events.

We will build on our relationship with neighbouring West End organisations and work in close collaboration with key partners, such as London & Partners, the international trade, investment and promotion agency for London, to showcase the Marble Arch area to domestic audiences and bring UK visitors back to London after the decline we experienced due to the Covid-19 pandemic.





One of our goals for our first term was to strengthen our press and public affairs support. We worked on several campaigns such as the Marble Arch Pride Illumination campaign, which received UK and European coverage with a collective audience of over 11.5 million. Press coverage featured the Hard Rock Hotel, Marriott Park Lane, The Gate Restaurant, Hankies and Connaught Village.

Building on the success of the last five years we will seek wider coverage in the London press and continue to provide PR opportunities for local businesses and for the Marble Arch and Edgware Road area. Our PR strategy will aim to enhance the reputation of the district as a welcoming and thriving destination to shop, visit and work.

Our social media following collectively boasts over 5,300 followers and our website attracts over 4,000 visitors a month. In the next five years, we will continue to uncover the local heritage and build the area's profile by consolidating our digital presence via our website, culture blog, e-newsletters, and social media channels.

We installed 46 Christmas lights the length of Edgware Road, from the Marylebone Flyover to Marble Arch for the first time in 2016 and every year since then. With a renewed five-year term, the BID will be able to deliver new Christmas lights, to improve the area at one of the most important times of the year for our members.

“Pupils have really enjoyed playing their part in the BID’s activities, from switching on Edgware Road’s Christmas Lights to entertaining elderly residents as part of Silver Sunday.”

Victoria Hampton, Connaught House School, Seymour Street



Celebrating our Heritage

Marble Arch London BID has been protecting and promoting the area's rich heritage to transform it into a great place to do business, work, shop, visit and live.

“The district’s heritage is one of our biggest assets and the BID’s activities promoting the local cultural offer are widely appreciated by our colleagues, who communicate the exciting initiatives to our guests.”

Alison Morton, Marriott Hotel, Park Lane

Our heritage booklet, The Story of Marble Arch, was launched in 2016 and refreshed and reprinted in 2019. This tells the little-known history of how the triumphal arch came to be, its journey through London and its symbolism. Over 20,000 copies have been distributed free to hotels and local businesses to date.



Further bolstering the area's historical significance, we launched our project with London Underground to erect a permanent Heritage Installation of over 40 panels in the subway from Marble Arch underground station to the Hyde Park exit. The press campaign for the heritage tunnel reached a collective audience of 100,000.

Our Culture Blog features nearly 80 stories about the businesses and historical figures that have made this area their home, and tales of the inspiration behind public art and memorials.

In the next five years we will continue to raise awareness of the area's cultural significance through cultural projects and events, as well as our popular Culture Blog.





The BID Levy and Budget

The term of the BID will be for a period of five years from 1 April 2021.

In its second term Marble Arch London BID will raise approximately £700,000 in the first year, through a mandatory levy on businesses with a rateable value of £76,001 and above, based on a BID multiplier of 1.400% of rateable values in effect on 31 December 2020.

Properties that come on to the rating list during the BID term will be subject to the BID levy from the effective date that the property is brought into the rating list.

BID levy income will be supplemented by voluntary property owner contributions, taking the annual budget to over £750,000 in the first year of the second term.

With developments nearing completion and new commercial occupiers taking up space, we expect to see BID levy income increase over the course of the term, with a total income and expenditure in the area of more than £4 million over the proposed five year BID lifespan, which will be invested to achieve the BID's ambitions set out above.

“The BID has connected us with the community and kept us firmly at the table with our business neighbours.”

Amrit Hira, Barclays, Edgware Road



The table below shows the anticipated budget for the whole of the BID term.

	2021/22 £	2022/23 £	2023/24 £	2024/25 £	2025/26 £	Totals £
Income						
BID Levy*	725,000	801,750	810,353	776,983	800,239	3,914,378
Voluntary Contributions	60,000	60,000	60,000	60,000	60,000	300,000
Total	785,000	861,750	870,353	836,983	860,293	4,214,378
Expenditure						
Environment and Public Realm	62,237	88,994	74,774	74,577	90,405	396,988
Security and Resilience	247,237	254,654	262,294	270,163	278,268	1,312,616
Community and Member Services	175,772	181,045	186,477	192,071	197,833	933,199
Celebrating and Promoting	154,854	184,499	189,284	194,213	199,289	922,139
BID Running and Statutory Costs	87,939	90,577	93,295	96,094	98,976	466,881
Contingency	30,000	30,000	30,000	30,000	50,000	170,000
Total	764,039	829,771	836,124	857,117	914,771	4,201,822
Annual Surplus/(Deficit)	20,961	31,979	34,229	(20,134)	(54,478)	
Carried Forward from 2020/21**	60,000					
Reserves	80,961	112,940	147,169	127,035	72,556	

* A collection rate in excess of 90% is assumed.

** Estimate based on BID levy income at 30 November 2020.

The BID Levy Rules in Detail

The following arrangements for the BID levy are proposed for Marble Arch London BID:

- 1 The term of the BID will be for a period of five years from 1 April 2021 to 31 March 2026.
- 2 The BID levy will be applied to all hereditaments with a rateable value of £76,001 or more.
- 3 The BID levy will be a fixed rate of 1.400% of the rateable value in effect at 31 December 2020 at the commencement of the BID Term.
- 4 The BID levy will assume a growth rate for inflation of 3% applied on 1 April each year, with the BID Board being able to exercise discretion to set a lower inflation growth rate.
- 5 Properties that come into the rating list during the BID term will be subject to the BID levy from the date the property is listed on the rating list and the relevant rateable value for the property effective from the date listed on the rating list.
- 6 Where a ratepayer receives mandatory charitable relief from business rates, 90% relief from the BID levy will be allowed. Where a ratepayer is not in receipt of mandatory charitable relief from business rates, a 90% reduction in BID levy will be allowed if they occupy an educational type premises as defined by the Valuation Office Agency (VOA) under codes EP or EL.
- 7 Where the rateable value ("the RV") for a hereditament in respect of a rateable business unit changes, the BID levy due for the hereditament will be recalculated on the amended RV from 1st April of that year or the effective date of the RV change if a later date. This will be known as the closed year rule. The change usually comes into effect from the start of the financial year in which the change is made.
- 8 A small number of businesses within the BID area have exceptionally high rateable values, far in excess of the majority of businesses in the BID area. To ensure they receive a proportionate benefit from the BID, a levy payer will not be charged more than £28,000 per hereditament in year one of the second BID Term, plus indexation for future annual chargeable periods under the second BID Term.
- 9 Where businesses share a common brand or operating name (whether branding is common or shared will be determined by the BID Board) with other levy payers in the Marble Arch BID area, together they will not be charged more than £30,000 in year one of the second BID Term, plus indexation in future annual chargeable periods under the second BID Term. This shared cap amount will be apportioned to reflect the levy which would have been due prior to the cap granted on each of their hereditaments.
- 10 The BID arrangements in respect of these BID levy rules cannot be altered during the BID Term without a full Alteration Ballot
- 11 BID levy is payable on empty properties but excluding listed buildings, from the property owner and there is no void period or any empty allowance.
- 12 There will be no VAT charged on the BID levy.

BID Governance and Transparency

The BID will be business-led, providing the opportunity for local businesses to invest, and have a direct say, in the management of the area. This investment is therefore controlled by those businesses through a BID Company, formed for this purpose, run by and for local businesses, representing all sectors. The BID Company is not for profit and limited by guarantee. The BID Company's members will include:

- All those businesses paying the BID levy;
- Voluntary contributors to the BID, including property owners.

A BID Board will meet at least four times a year and members, drawn from each sector, are shown on the BID's website.



To increase local business involvement, there will be committees or sub-groups with representation drawn from members of the BID area to drive forward key aspects of the BID proposal.

- In the first term we established a Hotels and Venues Group, which meets quarterly to set the strategic plan for destination marketing and campaigns. The group also receives presentations and previews of campaigns from external bodies.
- Similarly, our Business Crime Group supports retailers and food and beverage operators to tackle local crime problems, equipping them to protect staff and customers. Regular presentations and toolkits are offered to all BID members with front-facing operations.



Financial and Procurement Procedures

The BID's financial protocols are grounded in good governance and probity. The BID retains a Chief Financial Officer and book-keeper, whose services we share with PaddingtonNow BID and The Paddington Partnership, with whom we also share offices.

Payment systems require two levels of authorisation, both online and by cheque, to prevent fraud. The book-keeper reconciles the BID's bank account with online banking and cheque payments.

When appointing suppliers and entering contracts a minimum of two prices are obtained. Contracts are competitively tendered against a detailed specification, and suppliers only appointed if they meet contractual standards, particularly in respect of employment protocols such as the payment of London Living Wage to staff.

The staff team have received money laundering training and the BID has anti-bribery and whistleblowing policies in its Employee Handbook. A Hospitality Register ensures that staff record all invitations and gifts from suppliers and Board members. No gifts or invitations from suppliers or potential suppliers are accepted during a competitive tender process.

Audited accounts are produced each year and added to the BID's website after approval by the BID Board. Our auditors produce a management letter each year with the audited accounts.



Involving Smaller Businesses

The rateable value threshold for the liability for the BID levy will be £76,001. Small businesses in the BID area not liable for the levy but wishing to participate and benefit from the BID's services will be welcomed and can do so for a flat rate of £500 per year per hereditament.



Compliance with Industry Standards

Marble Arch London BID strives to not simply meet but exceed the minimum industry standards laid down by British BIDs and The BID Foundation. Here we set out how we operate the BID in line with the National Guiding Principles of a well-managed BID (British BIDs), Industry Minimum Standards (The BID Foundation) and Business Plan Criteria for Business Improvement Districts (British BIDs).

Representative and Responsive

- The BID renewal and alteration proposal has been developed in collaboration with businesses and is firmly grounded in the business community. The proposals benefit all businesses, while bringing advantages for the wider community.
- The BID invests the BID levy in the local area by delivering projects and services against its agreed business plan.
- Consultation with businesses and local stakeholders have ensured that the BID's operations will continue to be locally-focused and intelligence-led, based on ongoing research and data collection.
- Feedback from businesses shaped projects and services throughout the BID's first term and has likewise shaped this renewal and alteration proposal.
- Monitoring of targets, projects and services has been undertaken throughout the BID's first term, with regular reporting of outcomes and achievements to BID levy payers and stakeholders through newsletters, infographics, the BID's website and the annual report and billing accompaniment.
- The BID has been able to broaden its services, respond to requests from businesses and adapt to local conditions throughout its first term, remaining agile and flexible to changing priorities among levy payers, with Covid-19 being the biggest test for the BID and the district. During the pandemic the BID swiftly adapted services and projects to meet business needs.
- New businesses entering the BID and becoming liable for the BID levy are welcomed as soon as notification is received from the local authority.

“The BID team were incredibly responsive during the Covid-19 pandemic and lockdown, helping us and other businesses access vital government support.”

Tim Seyner Harness, Artisan People, Upper Berkeley Street



Delivering Good Governance

- The BID is a separate legal entity, Marble Arch Partnership Limited, and is not for profit.
- An Operating Agreement is in place between the BID and Westminster City Council detailing the contractual relationship in respect of levy collection and BID management. Regular meetings are held between the BID and the City Council to review the fulfilment of the Operating Agreement.
- Similarly, a Baseline Agreement is in place for each term that sets out the services to be delivered by Westminster City Council over the course of that term.



- The BID's operations are overseen by a BID Board drawn from the various business sectors across the district. There is a clear distinction between the role of the Board and staff in relation to overseeing vision and delivery, with systems for handling and recording conflicts of interest.
- Sector specific and themed groups help guide BID services, working alongside the Board.

“As active members of the BID's Hotels and Venues Group we enjoy being part of the hospitality collective, benefiting from insights and campaigns.”

Stephanie Segoura, Marriott Marble Arch, George Street

- The BID is managed professionally by a staff team, with defined roles and job descriptions. Staff have professional qualifications, with contracts of employment in place and training needs regularly reviewed.
- A Staff Handbook underpins the values and framework under which staff operate, which is refreshed regularly to remain in line with employment law.
- New staff are recruited using best practice, with roles externally advertised. All new staff are fully inducted and subject to a probationary period.

Exhibiting Probity

- The BID fulfils its responsibility to manage finances effectively and prudently.
- An annual budget setting process takes place for each year of the BID's five-year term, which has its basis as the agreed business plan on which businesses voted. Changes to expenditure plans, following changes in local conditions, are approved by the Board.
- Additional income and voluntary contributions over and above BID levy income are clearly identified in the BID's budget.
- Robust day to day financial procedures and accounting practices are in place, with all expenditure assigned to projects and tracked regularly.
- Full externally audited accounts are produced each year and placed on the BID's website for businesses to view and download. The BID is VAT registered and exempt from Corporation Tax, ensuring that BID levy income can be carried forward from year to year to build up project funds for local investment.
- Thorough procurement processes are in place for the appointment of suppliers, proportionate to the value, underpinned by contracts. This ensures best value for BID levy payers.
- Cover is in place for employer, directors and public liability insurance, professional indemnity, cyber and contents insurance.
- The BID is registered with the Information Commissioner as a data processor and our privacy policy is kept up to date on our website.



Transparency and Accountability

- There is a continual two-way exchange with BID levy payers, our stakeholders and the wider community.
- The BID communicates with levy payers through monthly newsletters, regular one to one contact, on individual projects and issues via casework, through sector specific groups or themed sub groups.
- BID levy payers can request copies of Board minutes.
- An annually agreed business plan identifying spend and income is sent to all BID levy payers and is loaded onto the BID’s website to view and download.
- Alongside this, other strategic policy documents available to view and download from the BID’s website include a map of the BID area, most recent ballot result, current training programme, project review infographics, and the BID’s charity policy.
- Board members’ names and the companies they represent are shown on the BID’s website, alongside the names of BID team members.





Measuring the BID's Performance

Services provided by the City of Westminster are 'benchmarked' and form part of a baseline agreement with Marble Arch London BID at the commencement of each term. This is to ensure that the BID only provides services that are additional to those provided by the City Council.

Over and above this the BID measures its performance and the impact of its projects and services in a number of ways. The bulk of our data comes from external agencies, such as Transport for London, Westminster City Council, the GLA Datastore and the Metropolitan Police. This is then used alongside our own data to build up a picture of the BID's performance, and to inform where efforts should be focused, and priorities targeted.

In autumn 2020 we commissioned an Insights Study to create a robust baseline for the BID's second term. This provides us with a wide range of commercial data and economic indicators, a vital resource as the BID matures over time.



Commercial Performance

- Footfall – the BID deploys 12 footfall counters across the BID area, hosted by our members. Data is collected 24/7, 365 days a year and enables us to measure the impact of events and campaigns, detect seasonal variations and provide intelligence to landlords and occupiers to determine trading hours. Total footfall across the area as a whole is over 11 million during the course of a year. We also use footfall data in support of funding applications and to make the case for improved highway and junction schemes. Through this platform we also receive regular vacancy rate data as well as ‘opening and closure’ intelligence, benchmarked against other locations.



“In hosting one of the BID’s footfall counters, we get access to invaluable real-time data, helping us to track commercial performance and target campaigns.”

Mattia Ciaruffoli, Holland and Barrett, Edgware Road

- Retail centre health checks – every five years Westminster City Council surveys all its town centre high streets, collecting data on ground floor uses, mix of uses, vacancy rates and environmental quality. This is then compared with other town centres in the borough and tracked over time. Whilst these are a snapshot in time, they prove invaluable in tracking changes in use over a long period of time and help us to pinpoint which zones are susceptible to higher vacancy rates, thus enabling us to direct project resources.

- Night-time economy – our footfall data tells us much about the role of the night-time economy on Edgware Road and side streets, with much later peaks than other retail high streets, due to the extensive food and beverage offering and flourishing hotel district. The BID uses this information to identify the contribution the night-time economy makes to the district and to ensure we can protect uses that are central to the draw of the BID area.

“As one of the district’s most prominent bars, we benefit from a dedicated business voice speaking up in support of the night-time economy.”

Nagesh Balusu, Salt Bar, Edgware Road

- Employment data and workforce characteristics – we know from Census Data and the Annual Business Survey how many people are employed locally, but the Insights Study will give us a much more granular account of businesses and employee numbers, and the GDP contribution of the district. This data is not just important for lobbying purposes, we can also chart changes to capture the value of investment.
- Rental values – whilst these are available on a regional or postcode basis, the Insights Study will provide these in raw disaggregated form and enable us to determine where additional investment is needed. They can also be tracked over time to measure market confidence in the district.
- Catchment area – the City Council’s Health Check provides some information on catchment areas, particularly through on-street visitor surveys. The Insights Study will enhance this information, enabling us to distinguish between for example our residential catchment area and office employee catchment area. Again, this assists us not only in promoting the district and devising future campaigns but provides landlords with the intelligence to make investment decisions.



Environment

- Travel and transport – the BID benefits from a range of data provided on an open source basis by Transport for London, including passenger numbers on buses and the Underground on relevant lines and through our three Underground Stations. This is helpful in guiding us in respect of highway and infrastructure schemes around the main arrival points in the BID area. It not only helps make the case, but it also assists in determining priorities where, for example, pavement widening is proposed.



- Collision data – we have access to road traffic collision data from Transport for London, which has proved invaluable in promoting safer junctions and green man crossings the length of Edgware Road. This data will be used to compare conditions after the junction improvement schemes are completed. Likewise, at Marble Arch collision data has helped inform the transformative proposals for the public realm scheme, which aims to reduce the number of serious collisions at the gyratory.
- Air quality – the BID benefits from a Breathe London air quality monitoring device on Edgware Road, which collects real time data on fine particulate matter PM2.5 and nitrogen dioxide. Located kerbside it allows us to track air quality daily and over time, providing the ability to see current and average scores across a year by pollutant and source. Straddling the Inner Ring Road and ULEZ boundary the BID obviously faces challenges in any attempts to improve air quality locally, but has continued to promote active travel, click and collect and freight consolidation wherever possible. The air quality trends provide a vital resource in bidding for funding, piloting projects or trialling new initiatives.
- Environmental problems – the Marble Arch Street Team record environmental data six days per week all year round. These are reported to either Westminster City Council or Transport for London and logged with the BID to create a more strategic picture. We use this information to influence Street Team patrol routes, commission 'design out crime' studies and lobby for additional public sector resources.



Security

- Crime statistics – the BID receives a wealth of crime statistics from the Metropolitan Police, from daily overnight crime data, through to whole ward monthly and quarterly data by type of crime, compared with other wards in Westminster. We use this data to devise multi-agency operations with the police and City Council, to undertake joint patrols, adjust patrol routes and to ensure the BID's Business Crime Group focuses on the most relevant issues locally.
- Calls to the Marble Arch Street Team – we receive calls on every Street Team shift, from businesses and residents alike. The location of each issue is logged alongside the nature of the problem and our response. This information is mapped regularly to ensure businesses are benefiting from the team, to engage businesses affected who are not using the team fully and to adjust patrol routes and shift patterns.
- Compliments and complaints about the Marble Arch Street Team – any public-facing team will receive complaints and compliments and we record all instances of both made in respect of the Street Team. The BID thoroughly investigates all complaints. A new mystery shopping contract was introduced in 2020 to provide reassurance to the team and the BID Board that the service remains agile and fit for purpose.

“The BID’s Street Team work tirelessly to support us and to reduce crime and anti-social behaviour.”

Stephen Dauncey, Pret a Manger, Oxford Street

- Rough sleeper numbers - the Street Team record rough sleepers and refer them and any other vulnerable people on the street to either Street Link or Westminster City Council. They also assist with welfare checks during periods of extreme temperatures. On top of this there is a monthly count led by Westminster City Council supported by outreach agencies, and a national annual count. Whilst the BID does not provide any direct services to deal with homelessness, it is vital that the street team are aware of numbers and locations to offer support and provide intelligence to outreach services.
- Organised begging volumes - Edgware Road continues to suffer from begging organised by groups of foreign nationals, and the related encampments that spring up from time to time. Every begging incident is recorded by location and individual and provided in daily intelligence reports to Westminster City Council and the Metropolitan Police. This information forms a vital tool for devising and executing multi-agency operations to clear begging sites and building the case for Community Protection Notices.

“The BID’s Business Crime Group brings together police, intelligence agencies and our neighbours to combine efforts and share information, vital to protect our operations, staff and customers.”

Tim Molden, Capital Arches Group (McDonalds), Edgware Road



Community

- Training participation - we record all participation in training and briefings, whether in person or online, and ask attendees to provide feedback. This ensures we retain good training providers and offer a programme that remains relevant to our BID members’ interests. We also record numbers participating in our training programme from each BID member, as we seek to ensure that as many members as possible have access to our training series.
- Volunteering - we measure a number of elements of our Community Programme to ensure that our activities are both fulfilling for Marble Arch volunteers and beneficial to the community groups, charities and schools on their doorstep. We record the number of volunteers and service users taking part in the activity, the hours of activity Marble Arch volunteers have donated and the nature of the volunteering - both the format of the event and whether it allows the volunteer to utilise a particular skill. We also record the number of sessions which take place and whether the activity is subsequently repeated. We seek feedback from both volunteers and community partners on all events in order to inform future planning. The BID uses a number of methods to gather feedback, including paper forms, online surveys and email requests. We use this feedback to inform our future activities, enabling the Community Programme to consistently evolve and improve, and allowing the BID to best serve its community.

“The BID’s training courses provide excellent value, with an admin-free rolling programme making it easy for us to participate.”

Linda Cole, Adjaye Associates, Old Marylebone Road





- Donations – in addition to donating their time and skills to the local community, Marble Arch businesses also fundraise for, and donate equipment to, charities, community groups and schools in the area. We record the value and date of each donation, and whether funds are unrestricted or restricted to a particular project.
- Collective voice – we track our responses to policy matters through a public affairs grid, and record feedback and outcome in respect of each piece of lobbying activity. Through our Westminster BIDs public affairs contract we are able to see the outcome and reach of each representation made.

“The BID has made a huge difference to the school and our team, involving us in events, community activities and keeping us informed throughout the pandemic.”

Sylvia Young OBE, Sylvia Young Theatre School, Nutford Place



Celebrating

- Bed spaces – accommodation in the BID area ranges from luxury 5 star and busy 4-star hotels from global brands to boutique townhouses, private members' clubs, homely bed and breakfast properties and budget hostels. We receive data directly from local hotels and monitor the development pipeline. This information enables us to track investment and growth in the hospitality sector locally, helping us to continue shaping services for our members.



- Hotel occupancy levels – our hotels bring hundreds of thousands of visitors to the area each year, so it is essential we track occupancy levels. This data is vital to detect seasonal variations and helps us compare year-on-year trends. The BID gathers this data from hotel trade publications.
- Contribution made by international visitors – London-wide data is available from external tourism agencies but the Insights Study will enhance this information and provide more local data, enabling us to understand the local area and the contribution made by international tourism.
- Website analytics – our website features regular updates on our services and projects, information on the local area, local businesses, and the BID. We use website analytics to identify what content and services visitors engage with the most, which helps us determine our priorities and content.
- Newsletter Engagement and subscribers – the BID's monthly newsletter keeps members and almost 1,000 subscribers updated on BID services. Our email marketing platform generates a report for every newsletter and tracks useful data such as open rates, click rates, top links clicked, and subscribers with the most opens. The data we receive every month gives us valuable insight into what services our members find useful and which members are most engaged. This also helps us to devise our future campaigns.



“The BID’s regular newsletters are a great help, from news of highway works to local offers and events.”

Amanda Feeney, Harrowby and District Residents’ Association

- Social media reach – our four social media channels (LinkedIn, Instagram, Facebook and Twitter) feature our latest news and projects, as well as up-to-date information about the area. Each channel provides analytics on reach and engagement, which allows us to monitor impact and tailor our services accordingly.





Press and public affairs – our campaigns provide PR opportunities for our members and for the area. Our PR strategy aims to enhance the reputation of the district as a welcoming and thriving multi-cultural destination to shop, visit and work. Each campaign is monitored by our PR agency to track success, reach and determine where our efforts should be focused.



The BID Ballot

The ballot to renew Marble Arch London BID will be held in line with The Business Improvement Districts (England) Regulations 2004 by Civica, on behalf of Westminster City Council – the ballot holder.

As we plan to slightly change the BID area footprint, this is therefore a Renewal and Alteration Ballot, rather than a simple Renewal Ballot.

Civica will carry out a pre-ballot canvass of all properties eligible to vote in the ballot between Tuesday 8 December 2020 and Thursday 7 January 2021. This exercise is to determine as many named voters as possible, so that ballot papers can reach the right person at every BID member organisation and reduces the risk of ballot papers becoming lost and having to be replaced.

The formal Notice of Ballot to BID voters, and the Secretary of State for Housing, Communities and Local Government, will be issued by post on Thursday 21 January 2021. This will be issued to the named voter nominated in the above exercise. Where no named voter was identified, the Notice of Ballot will be addressed to The Business Ratepayer.

Ballot papers will be issued by post to the named voter at the nominated address on Thursday 4 February 2021. Businesses will have until 5 pm on Thursday 4 March to return completed ballot papers.

The result of the ballot will be declared by City of Westminster's Returning Officer on Friday 5 March.

If a majority of businesses (by both number and rateable value) vote in the ballot to support the BID's renewal and alteration, then the BID's second term will formally start on 1 April 2021.









Get in Touch

For more information, please email getinvolved@marble-arch.london or call us on 020 3145 1210.

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Registered in England, number 8164848.

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-  [marble-arch-london-bid](https://linkedin.com/company/marble-arch-london-bid)
-  [Marble Arch London](https://youtube.com/Marble Arch London)

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