






HEART OF LONDON MEMBER SERVICES GUIDE

 www.holba.london
 info@holba.london
 020 7734 4507
 @HOLBID
 Heart of London Business Alliance



Heart of London Business Alliance is a Business Improvement District (BID) representing over 500 businesses & 100 property owners across the Piccadilly, St James's, Haymarket, Piccadilly Circus, Leicester Square & St Martin's areas.

Our purpose is to support the commercial & cultural wellbeing of our members, ensuring that our areas remain integral to the reputation of London's West End as a place to visit, live, trade & work.

As a member, your business has access to support across our five areas of focus: MANAGE, PROMOTE, SUPPORT, ADVOCATE & SHAPE.






We invite you to get in touch to find out how you can make the most of your membership.



MANAGE

We create a sustainable, healthy environment that is clean, safe and well-managed, laying the foundations for a world-class destination.



-  www.holba.london
-  info@holba.london
-  020 7734 4507
-  @HOLBID
-  Heart of London Business Alliance



WASTE & RECYCLING

STREET CLEANING

We work hard to ensure the West End is a clean, safe environment for all. Contact our cleaning team if you have any street cleaning or litter issues.

06:00 – 21:00 07920 086 324
operations@holba.london

CONSOLIDATED WASTE SERVICE

Switch to Veolia, our carefully chosen sustainable waste provider, to help us work towards a cleaner West End. Reduce the number of vehicles on the street and receive up to a 30% discount.

To find out more, contact:
operations@holba.london

AREA MANAGEMENT

ROADWORKS

For problems with roads, pavements, utility works or traffic disruptions contact: operations@holba.london

ACCREDITATION SCHEMES

If your business is a pub, bar, nightclub, or entertainment venue, take part in our best practice accreditation schemes:

Best Bar None & Purple Flag.

Contact: robin@holba.london

HOMELESSNESS OUTREACH

8:00am – 6:00pm

If you come across someone that is homeless, you can refer them by emailing SEReferrals@cstm.org.uk.

6:00pm – 08:00am

If you are concerned about someone sleeping rough at night, send an alert to StreetLink: https://www.streetlink.london/Streetlink_London_HomePage

CRIME & SAFETY

ANTI-SOCIAL BEHAVIOUR

To report anti-social behaviour, contact our 24/7 on-street security team on: 07432 273 388 or 07523 901 505.

In an emergency, always call the Police 999.

For non-emergencies, call 101. Alternatively, report the issue online at: www.met.police.uk

NOISE COMPLAINTS

To report a noise issue, call Westminster City Council's 24/7 noise team: 020 7641 2000 or

report it online: www.westminster.gov.uk/report-it

SAFER BUSINESS NETWORK

To join our Safer Business Network, who run regular events & briefings on crime & antisocial behaviour, contact:

bethany.nash@saferbusiness.org.uk or taylor.nash@saferbusiness.org.uk

GENERAL ENQUIRIES

Robin Hibbert

Director of Company Operations M: 07841 456 937
robin@holba.london

Security Team

Ahmet Izzet

Director, My Local Bobby M: 07972 582 406
ahmet@mylocalbobby.co.uk

OUR SERVICE PARTNERS



PROMOTE

We bring major cultural and experiential attractions to the area, encouraging people to stay, spend and return.

DESTINATION MARKETING

We offer multi-channel marketing & media support, including promotion across our destination brand channels:

- Art of London
- Leicester Square
- St James's
- London West End

To provide content for our channels or to find out how we can help to promote your business, contact:

marketing@holba.london

CHAMPIONING ARTS & CULTURE

We represent members on tourism & culture industry boards, including the London Tourism Recovery Board with London & Partners.

To find out how to get involved, contact:

mark@holba.london

GENERAL ENQUIRIES

Mark Williams

Director of Destination Marketing

M: 07889 561 675

mark@holba.london

Paula Sheary

Senior Marketing Manager

M: 07912 341 367






paula@holba.london

Emma O'Connor

Digital Marketing Manager

M: 07885 801 653

emma@holba.london

 www.holba.london
 info@holba.london
 020 7734 4507
 @HOLBID
 Heart of London Business Alliance



CAMPAIGNS & EVENTS

We create world-class activations & campaigns which all members can take part in. Our current destination campaigns include:

- Art of London
- Scenes in the Square
- Augmented Reality Gallery
- Discover Leicester Square
- Let's Do London

CULTURAL PARTNERSHIPS

We work with a number of partners on our cultural initiatives including:

- Evening Standard
- Sky Arts
- BFI

To get involved or to find out more, contact:

marketing@holba.london

OUR DESTINATION BRANDS

Our destination brand channels form a powerful network, maximising exposure for our area, reaching local, domestic and international audiences.



artoflondon.co.uk

 @theartofld

 @theartofld

 @theartofld



leicestersquare.london

 @discoverlsq

 @discoverlsq

 @discoverlsq








 @londonwestend

 @londonwestend

 @londonwestend

THE HEART OF
LONDON CLUB
is exclusively
available to employees
working in the area.



 www.holba.london
 info@holba.london
 020 7734 4507
 @HOLBID
 Heart of London Business Alliance

Working with hundreds of businesses, we bring unrivalled access to numerous offers and experiences across hospitality, culture & entertainment, as well as generous discounts.

If you work in the area, search for 'Heart of London Club' in the App Store or Play Store, and download to become a member of the club.

For businesses located in the Heart of London area, the club provides exposure to thousands of West End employees.






Email: holclub@holba.london to provide an offer.



SUPPORT

We provide advice and assistance to our members across their critical activities.



 www.holba.london
 info@holba.london
 020 7734 4507
 @HOLBID
 Heart of London Business Alliance



AMPLIFY

NETWORK

We can facilitate introductions with over 600 businesses. If you would like to connect with any members in our network, contact: info@holba.london

CORPORATE MEDIA OPPORTUNITIES

We amplify our message to local and national press. If you would like to highlight your business or be a spokesperson, email: press@holba.london

SPONSORSHIP

We offer sponsorship opportunities to showcase your brand in one of the world's leading visitor destinations. If you would like to find out more about the opportunities available, contact: info@holba.london

CONNECT

Bob Wolstenholme
Engagement Manager
M: 07715 100 910
bob@holba.london

Emily Ferrary
Director of Company Communications
M: 07545 429 572
emilyf@holba.london

Emily Cramer
Corporate Communications Manager
M: 07704 156 725
emilyc@holba.london

Abigail Davies
Events Manager
M: 07719 977 562
abigail@holba.london

EVENTS

BUSINESS EVENTS & FORUMS

We host regular member & stakeholder meetings, steering groups, a weekly operational call, as well as networking & sector-specific events.

To find out about our events programme or to attend an upcoming event, visit our [Member Events Page](#).

SPEAKER OPPORTUNITIES & EVENT SUGGESTIONS

If you are interested in representing your business at one of our events or would like to suggest any topics for future events, contact: abigail@holba.london

OPERATIONS CALL

Join our weekly operational call at 11am every Wednesday, to share your operational plans & to hear from Heart of London & our partners about how we can support your business.

To join, email: operations@holba.london

NEWSLETTER & UPDATES

For the latest updates:

- Weekly operational updates
- Area performance statistics
- Monthly company updates
- [Government updates & guidance](#)

For the latest updates, sign up to our newsletter [HERE](#) & follow us on social media:



ADVOCATE

We protect, defend and promote our members' interests by campaigning on the issues that matter most to them.



PUBLIC AFFAIRS

STEERING GROUP & LOBBYING

We campaign on behalf of members with government & key decision-making bodies. To find out about our latest advocacy campaigns, visit our [website](#).






KEY PRIORITIES

As we transition away from the pandemic, our focus has been on key long-term priorities raised by members, including skills shortages, the cost-of-living crisis and sustainability, as well as reacting to events, such as train strikes and cultural funding cuts.

To find out more, contact:

Matt Panteli
Head of Public Affairs
mattp@holba.london



 www.holba.london
 info@holba.london
 020 7734 4507
 @HOLBID
 Heart of London Business Alliance



STRATEGIC PARTNERSHIPS

PARTNERSHIPS

We represent members on strategic recovery boards, including:

- London Workplace Recovery Board
- TfL Business Advisory Group
- Westminster MPs Business Advisory Group
- Westminster City Council BIDs Group
- London Tourism Recovery Board
- Night-Time Policy Forum

COMPANY BOARD

Our Company Board is made up of representatives from our area.

If you are interested in joining our Board, contact:

Rico Pieri
Head of Company Management
M: 07540 686 962
rico@holba.london






GENERAL ENQUIRIES

Emily Ferrary
Director of Company Communications
M: 07545 429 572
emilyf@holba.london

SHAPE

We secure investment now and into the future, to retain the area's world-class commercial status.



 www.holba.london
 info@holba.london
 020 7734 4507
 @HOLBID
 Heart of London Business Alliance



HEART
OF LONDON
BUSINESS
ALLIANCE

PLACESHAPING

PLACESHAPING SCHEMES

We are driving a programme of over 40 placeshaping projects to transform the West End experience for workers, visitors & residents. These include:

- Improving priority for pedestrians in St Martin's Lane
- Transforming Charing Cross Road into a sustainable corridor
- Creating a new 'Arts Quarter' on Panton, Orange, Whitcomb & Oxendon Streets
- Widening footways in Sackville & Vigo Streets
- Enhancing the Green Park & Piccadilly gateway

To read our Placeshaping Strategy, [click here](#).

WEST END INWARD INVESTMENT STRATEGY

We are working with our partners in the West End, including Westminster City Council & London & Partners, to maintain the area's world-class status.

Building a dynamic post-pandemic recovery that can respond flexibly to change, we are:

- Securing international investment for the area
- Delivering Trade Missions and attracting future tenants in the West End
- Working with the best emerging talent to create pop-up exhibitions & concept shops

To get involved in the West End Inward Investment initiatives, contact: angela@holba.london

SUSTAINABILITY

GREEN LEASES

We promote the use of green leases to our property owner members. Advice on green leases can be found [here](#).

ZERO-CARBON TARGETS

We support the transition to a zero-carbon West End. To help businesses improve their sustainability practices, we can provide resources about cycling & walking in the area, zero-emission vehicles & delivery services. For more information, [visit our website](#).

CLEAN AIR

We are committed to reducing commercial vehicles, to minimise congestion & improve air quality.

WASTE COMPACTORS

We secured Community Infrastructure Levy CIL funding from Westminster City Council for members to install waste compactors, which contribute to the reduction of commercial waste collections. [Read the case study here](#).

If you are interested in installing a free waste compactor in your premises, contact operations@holba.london

GENERAL ENQUIRIES

info@holba.london

Dan Johnson

Strategic Projects Advisor

M: 07513 117 779

dan@holba.london

OUR AREA

The Heart of London is one of the most culturally rich areas in the world, sitting at the centre of London's West End & critical to the UK's unique global position.

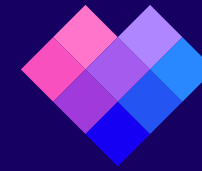
Our area spans across Piccadilly, St James's, Haymarket, Piccadilly Circus, Leicester Square & St Martin's.

40+ GLOBAL CULTURAL INSTITUTIONS & ATTRACTIONS

40 HECTARES

200 MILLION VISITORS A YEAR

45,000+ EMPLOYEES

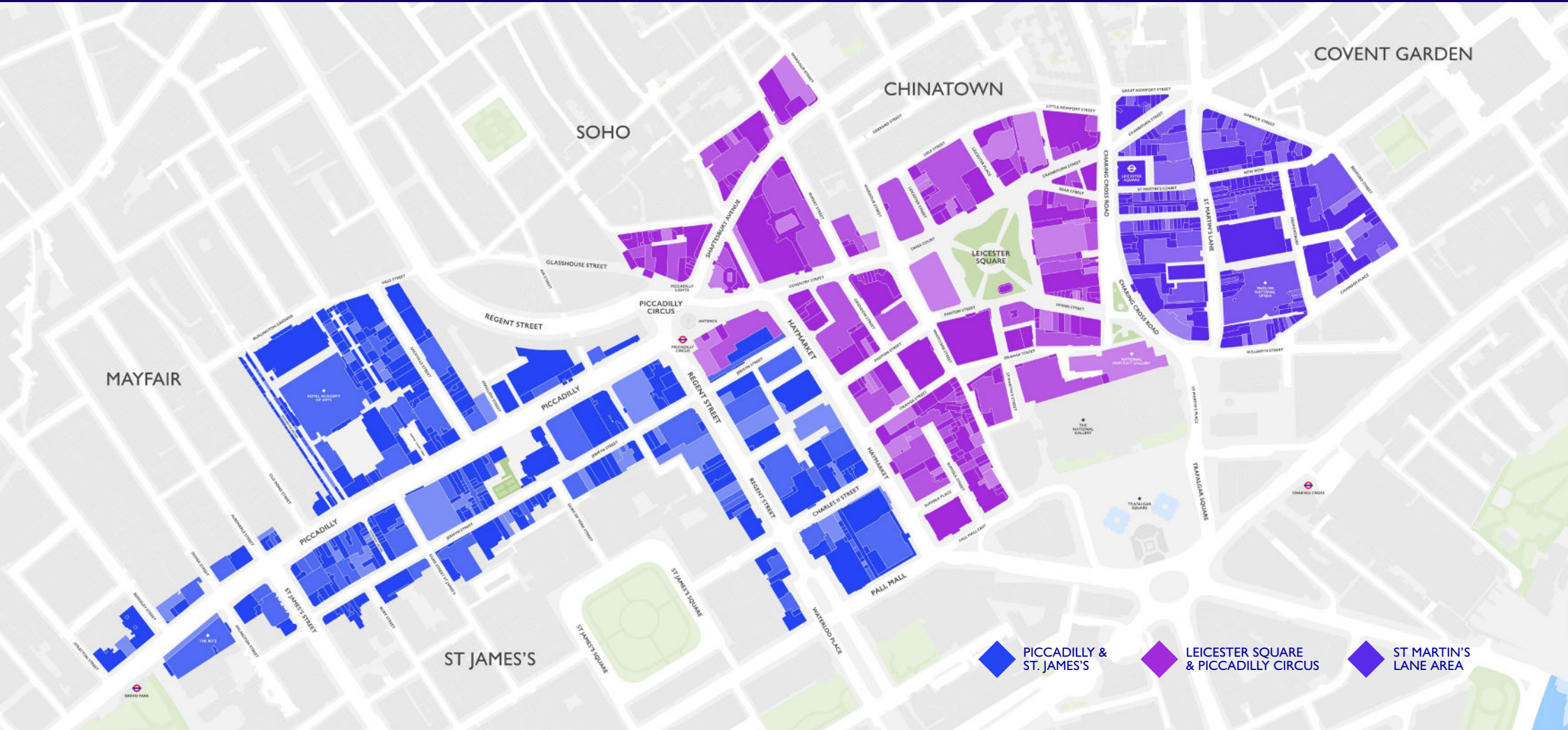


**HEART
OF LONDON
BUSINESS
ALLIANCE**



www.holba.london

info@holba.london



PICCADILLY &
ST JAMES'S



LEICESTER SQUARE
& PICCADILLY CIRCUS



ST MARTIN'S
LANE AREA