






UNDERSTANDING YOUR BID LEVY BILL LEICESTER SQUARE AND PICCADILLY CIRCUS OCCUPIER BID



HEART
OF LONDON
BUSINESS
ALLIANCE



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-  Heart of London Business Alliance

WHO IS HEART OF LONDON BUSINESS ALLIANCE?

Heart of London Business Alliance serves as a voice for 600 businesses and property owners in the Piccadilly, St James's, Leicester Square, Piccadilly Circus and St Martin's areas. Our purpose is to support the commercial and cultural wellbeing of the businesses and organisations we represent, and ensure our areas remain integral to London's West End offer as a place for people to visit, live, trade and work.

WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

Heart of London Business Alliance is a Business Improvement District (BID). BIDs are business led, locally focused partnerships that are formed by occupiers and property owners to work with public authorities and wider stakeholders for the benefit of a defined location. BIDs are funded by the business community with the sole purpose of improving a defined commercial area. BIDs are statutorily established once they have been voted for by the majority of businesses in an area. They have a maximum term of five years before having to return to their electorate for renewal. Over 320 BIDs currently operate across the UK.

THE BOARD

The purpose of our Board and Committees is to steer the strategic direction of our Company. Led by our Chair, our Board of Directors comprises representatives from each of the separate BIDs. Members are nominated from a cross-sector of occupiers and property owners to ensure a wide range of skills and experience, as well as a balanced opinion. Our Board is representative of the full geographic area of the Company.

WHAT IS THE DURATION OF THE BID TERM?

The BID term is five years from 1 April 2022 to 31 March 2027. Renewal of a BID requires a formal renewal ballot to be held with all member businesses. For more information on BIDs in the UK, visit: www.gov.uk/guidance/business-improvement-districts

LOOKING BACK FROM 2022 – 2023

SHAPE

- Secured the full £4.7m public and private investment to deliver the transformational St Martin's Lane public realm scheme.
- Secured the full £1.7m funding to deliver the Sackville and Vigo Streets public realm scheme.
- Delivered our vision, concept designs and investment case for a new Arts Quarter as part of our West End 2027 vision.
- Released plans and the business case for Charing Cross Road improvements.
- Developed costed concept public realm proposals for Piccadilly and Green Park Gateway.
- Set out an inward investment strategy to lead the West End's economic recovery.
- Secured 12 unique start-up brands in an evolving pop-up space, driving footfall.

MANAGE

- Secured Mayor of London investment to deliver the Business Climate Challenge carbon reduction programme.
- Reduced carbon dioxide emissions by 5,188 tonnes thanks to our waste supplier scheme.
- Provided 2,000 rough sleepers with professional support.
- Migration of waste and recycling collection to electric vehicles, improving air quality and further reducing emissions.
- Developed and rolled out the cleaner street app to address street cleansing in real-time.

PROMOTE

- Delivered Art of London's Take a Moment 2022 campaign which generated an extensive international PR reach of 398m.
- Delivered the Cultural Heart of London Strategy via our Art of London platform.
- Delivered the Art of London's Brighter Future Season, reaching over 235m in press reach.
- Launched a new partnership strategy delivering activations for Paramount Plus UK & Fuji Film generating £55K in sponsorship which has been reinvested. The West End Paramount activation achieved an additional PR reach of 12bn and social reach of 3m.
- Delivered two West End Gallery Hops in association with Mayfair Art Weekend.
- Delivered, with West End Partners, a US and UK consumer campaign "Only in the West End" focusing on The Queen's Jubilee and Christmas trading period with press reach of over 315m.
- Worked with Greater London Authority, London & Partners and industry partners to deliver an international tourism recovery campaigns for London "Let's Do London" and "Love London" which generated £289m additional visitor spend.

LOOKING FORWARD 2023 – 2024

- Deliver a first-of-its-kind Evening and Night-Time (ENT) Strategy for London's West End to support the ENT economy.
- Deliver an Inward Investment and Curation Strategy with in-depth analysis of the occupier and tenancy mix of the area.
- Publish quarterly monitoring Insight reports on Heart of London's real estate status and performance.
- Commission a Foresights Strategy outlining opportunities and trends in our 'micro-districts' to seek inward investment.
- Develop funding models for the delivery of Green Park and Piccadilly Gateway, the Arts Quarter and Charing Cross Road public realm improvement schemes.
- Deliver a cycling strategy for the heart of London West End area.

- Provide a dedicated front-line street team 7-days a week.
- Provide 365 days a year public-realm security team and rapid response to businesses.
- Deliver a Net Zero Carbon Strategy and Action Plan for the West End.
- The development of shared intelligence, advocating for the use of public realm CCTV, and supporting targeted security operations.

- Continue digital destination marketing campaigns for Discover LSQ and Art of London.
- Launch a new Art After Dark programme and marketing campaign that promotes the West End cultural offering within the evening and night-time economy.
- Deliver Art of London's third annual season of public art with the theme of "Art of Entertainment" and headline partner National Portrait Gallery.
- Secure consents for a further five years of Scenes in The Square in Leicester Square and the delivery of a new sculpture.
- Deliver, with West End Partners, a US and UK consumer campaign "Only in the West End", encapsulating The King's Coronation, through to Christmas.

LOOKING BACK FROM 2022 – 2023

LOOKING FORWARD 2023 – 2024

ADVOCATE

- Achieved the inclusion of the Pedicabs licensing scheme in a forthcoming Transport Bill, to deliver long-awaited regulation.
- Launched a campaign highlighting the issues the hospitality and retail sectors are facing, featured in the Evening Standard and ITV London.
- Welcomed the introduction of the Elizabeth Line and advocated for a multi-year funding deal for Transport for London to keep central London moving.
- Secured additional temporary funding from Arts Council England for the English National Opera

- To campaign for the introduction of tax-free shopping for international visitors and extended Sunday trading hours.
- Reduce rough sleeping in the West End by engaging with stakeholders across London.
- Launch research project into various data sets of the West End to support the reform of businesses rates, demonstrating London's importance to the levelling up agenda, and providing guidance to businesses on the need for a sustainable area.
- Represent and promote the needs of our members on boards including TfL's Business Advisory Group, the Mayor of London's Business Panel, the Central Activity Zone Advisory Group, the Westminster MP's Business Advisory Group, and Westminster City Council's BID Group.

SUPPORT

- Engaged 4,000+ people via our employee benefits scheme.
- Raised the profile of Heart of London and the West End with 100 pieces of corporate media.
- Delivery of a new brand, representative of our vibrant area.
- Engaged with over 20 international mayoral and city leaders on the issues of city recovery.
- Launched a new data and insights programme offering new domestic and international audience demographics.
- Held business partner events for over 600 businesses.

- Expand the Heart of London Club scheme to more employees and increase offers.
- Facilitate knowledge-sharing networking events, receptions, and steering groups for members.
- Continue to develop Heart of London's data and insights programme to encompass more in-depth area performance analysis.
- Grow the corporate digital communications channels to continue to raise the profile of key issues.
- To amplify and raise profile of our members through a programme of well-timed media activity.

INDICATIVE BID BUDGET – 5 YEAR CASH PROJECTION

	2022 – 2023	2023 –2024	2024 –2025	2025 –2026	2026 –2027	2027 –2028	TOTALS
INCOME							
BID LEVY	1,097,645	1,197,069	1,232,981	1,269,971	1,308,070	1,347,312	7,453,047
OTHER	82,697	21,653	2,000	2,000	2,000	2,000	112,350
TOTAL	1,180,342	1,218,722	1,234,981	1,271,971	1,310,070	1,349,312	7,565,397
EXPENDITURE							
SUPPORT	68,385	63,436	55,978	57,657	59,387	61,169	366,011
ADVOCATE	73,190	38,731	34,192	35,218	36,275	37,363	254,968
SHAPE	130,310	138,559	122,215	125,882	129,658	133,548	780,171
PROMOTE	313,964	319,259	281,529	289,975	298,674	307,634	1,811,035
MANAGE	425,426	449,086	396,132	408,016	420,257	432,864	2,531,781
CORE COSTS	246,405	226,052	248,347	255,798	263,472	271,376	1,511,450
CONTINGENCY	54,882	59,853	61,649	63,499	65,403	67,366	372,652
TOTAL	1,312,560	1,294,976	1,200,043	1,236,044	1,273,126	1,311,319	7,628,069

Budget figures are indicative, based on the anticipated levy income using 2017 Rateable Values. Core Costs will cover all costs associated with the core staffing, legal, accountancy and accommodation for the BID. Assumed 3% annual inflationary increase and 95% levy collection rate. Contingency based upon 5% of BID levy income. Levy income may fluctuate and is subject to the market at the time of the ratings assessment. Projects and services expenditure reflects current priorities; these may change causing variances across the BID term. Any material variations will be approved by the Board.