






UNDERSTANDING YOUR BID LEVY BILL 2024 LEICESTER SQUARE & 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 (HOLBA) is a 600-strong membership organisation established, led, and financed by businesses in the Heart of London area.

Made up of property owners and occupiers from all sectors, HOLBA is a vehicle for, this unique union of, businesses to agree, address and invest in an improvement plan for their shared trading environment.

WHERE IS THE HEART OF LONDON AREA?

The Heart of London area spans three districts in London's West End, including, Piccadilly and north St James's, Leicester Square and Piccadilly Circus, and St Martin's. Each, although distinctive in character, is close in proximity, complementary and contribute to the wider ecosystem.

WHAT DOES HOLBA DELIVER?

HOLBA's current focus is to regenerate the area and attract investment; to deliver standout cultural experiences; to create a sustainable environment that is clean, safe, and professionally managed; to empower members and protect their interests; and to provide a one stop shop of support and services. Please take time to read the 'Delivery Highlights' section below.

HOW IS HOLBA FINANCED?

HOLBA is a not-for-profit company, limited by guarantee. It is, primarily, financed by its members via an annual fee. The money is ring-fenced to only be spent in the Heart of London area.

HOW DOES HOLBA OPERATE?

HOLBA consists of six BID entities; one occupier BID and one property owner BID in each of the three districts. Each entity has separate budget accountability while contributing to the overall business plan. This allows for economies of scale, joint procurement, greater influence, and better results for all.

WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

HOLBA is a Business Improvement District (BID). BIDs are business-led, locally focused partnerships that are formed to improve a defined commercial area. BIDs are statutorily established once a successful ballot has been secured. They have a maximum term of five years before returning to their electorate for renewal. For more information on BIDs in the UK, visit: www.gov.uk/guidance/business-improvement-districts

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.

HOW IS HOLBA GOVERNED?

HOLBA's Board of Directors are unpaid. The Board steers the strategic direction of the company and comprises BID levy paying representatives from each BID district. HOLBA employs a team of experts to drive and deliver the business plan.

IS HOLBA PART OF WESTMINSTER CITY COUNCIL?

HOLBA and the local authority are separate entities. HOLBA has a business electorate whereas the Council's is residents. 100% of the money received by HOLBA each year is ring-fenced for business priorities in the HOL area. Only 5% of business rates collected by the Local Authority is retained by the borough. For more information on Council business rates in Westminster, visit: www.westminster.gov.uk/contact-business-rates

Here are last year's delivery highlights across our five areas of focus as well as those planned for the coming year. For a more thorough look at HOLBA's delivery please visit: www.holba.london

MANAGE

Our aim is to caretake the streets, keeping them clean, safe, and attractive.

LOOKING BACK FROM 2023 – 2024

Cleaner streets

- 30,000 reported issues addressed via our Street Cleaning and Rapid Janitorial Response service.
- 92% rating awarded by Keep Britain Tidy (4% better than the London average and 7% better than the UK average).
- 500 members signed up to our Waste Matters programme reducing the number of rubbish bags being dumped on the pavements by 38%.
- £95,000 savings made by members via our Preferred Commercial Waste Collection scheme, reducing carbon dioxide emissions by 7,000 tonnes.

Safer streets

- Delivered a dedicated 24/7 front-line street security team to businesses through our My Local Bobby scheme.
- Secured a commitment from the MET Police to install monitored CCTV across hotspot areas.
- 180 members registered to our new business crime intelligence database (ALERT system).

Well-managed streets

- 1,200 issues addressed via our one-stop shop street reporting service; including issues of antisocial behaviour, noise complaints, road, or utility work issues, dumped waste, traffic disruption and aggressive begging.
- 2,000 people received professional support through our Homelessness Outreach programme.

LOOKING FORWARD 2024 – 2025

Cleaner streets

- Improve response time of our Street Cleaning and Rapid Janitorial Response service to under 45 minutes.
- Achieve a Keep Britain Tidy rating of 95%.
- Sign up new members to our Waste Matters programme.
- Sign up 25 new businesses to our Preferred Commercial Waste Collection scheme.

Safer streets

- Provide a dedicated 24/7 front-line security team through My Local Bobby.
- Partner with the MET Police to install CCTV surveillance in at least 10 crime hotspot areas.
- Double the number of registrations to ALERT.

Well-managed streets

- Increase awareness of our one-stop-shop street reporting scheme.
- Continue to provide our Homelessness Outreach programme to people sleeping rough with the aim of helping them off the streets and into safety.

To find out more about how we manage our area, please visit: www.holba.london/what-we-do/manage-our-streets/

SHAPE

Our aim is to shape a healthy and sustainable area, now and into the future.

LOOKING BACK FROM 2023 – 2024

- Co-created a first-of-its-kind Evening and Night-Time Economy (ENTE) Strategy for London's West End.
- Established a panel of ENTE national experts to drive delivery.
- Published a new Economic Real Estate Report (an analysis of tenancy mixes and real estate performance in our area).
- Secured £7m investment for the delivery of St Martins Lane and Sackville and Vigo Street redevelopment schemes.
- Anchored the Arts Quarter within the Council's Infrastructure Delivery Plan.
- Partnered with the Mayor of London to deliver the Business Climate Challenge Carbon Reduction programme as well as the WCC Sustainable City Charter, encouraging businesses to reduce carbon emissions.

LOOKING FORWARD 2024 – 2025

- Deliver the Evening and Night-Time Economy Strategy, mobilising our membership and coordinating with wider industry leaders and statutory authorities.
- Create an Inward Investment and Curation Programme for the area using insights from our Economic Real Estate Report.
- Deliver the next phase of our priority street improvement projects including St Martins Lane, Sackville and Vigo Streets, Green Park Gateway, and Charing Cross Road.
- Co-develop a vision and investment plan for Piccadilly Circus.
- Launch and deliver our Net Zero Carbon Strategy and Action Plan to address the threat of climate change, improve our members' trading environments and help members achieve Net Zero targets.

To find out more about how we shape our area, please visit:
www.holba.london/what-we-do/shape-our-west-end/

PROMOTE

Our aim is to curate and promote a programme of art, culture, and heritage unique to the area.

LOOKING BACK FROM 2023 – 2024

- 96m press reach generated via Art of London's season of public art in partnership with the National Portrait Gallery and supported by artist Rana Begum.
- 78m press reach generated via our new Art After Dark programme focused on the West End's cultural offering post 6pm.
- 24m in reach and 42 pieces of press coverage secured via our Festive Lights schemes.
- Partnered on a US and UK consumer campaign "Only in the West End," encapsulating The King's Coronation, through to Christmas.
- Delivered the first ever London Ramadan Light installation in partnership with the Aziz Foundation and launched by the Mayor of London.
- 54m press reach secured via our new Indiana Jones statue for Leicester Square's Scenes in the Square statue trail.
- Enhanced the content of Discover LSQ and London West End digital marketing channels to promote our area as a world-class destination for visitors.

LOOKING FORWARD 2024 – 2025

- Host the London Festival of Architecture, to celebrate architecture and city-making and drive footfall to the area.
- Deliver the Art of London cultural events programme.
- Work with the Deputy Mayor for Culture on the "London Creates" campaign to maximise exposure and benefits for our members.
- Deliver the Art After Dark programme supporting at least 10 galleries in the area.
- Expand Leicester Square's Scenes in the Square statue trail, welcoming at least one new statue to celebrate Leicester Square as the UK's home of film.
- Deliver the annual Festive Lights Programme and supporting marketing campaign.
- Deliver the London Ramadan Light installation (featuring 30,000 sustainable lights).

To find out more about how we promote our area, please visit:
www.holba.london/what-we-do/promote-our-west-end/

ADVOCATE

Our aim is to champion member interests and ensure high standards, and good growth for the area.

LOOKING BACK FROM 2023 – 2024

- Advocated for tax-free shopping to boost UK GDP by £11 billion, via the tax-free shopping steering group.
- Secured the regulation of pedicabs in the King's Speech 2023.
- Successfully campaigned to keep the one-day travel card, freeze tube fares, and lower the cost of travel on Fridays to encourage people back to the office.
- Secured business rates relief, including extending 75% relief for eligible retail, hospitality, and leisure properties, as per the Autumn Statement 2023.
- Chaired roundtables on the importance of culture to the UK economy at Conservative and Labour party conferences.
- Hosted quarterly public affairs steering groups, providing topical updates on issues affecting our members, with eight guest speakers across the year.

LOOKING FORWARD 2024 – 2025

- Promote the need for enhanced security to tackle a three year high of almost 13,000 crimes in 2023.
- Brief parliamentarians as the Bill to regulate pedicabs goes through the House of Lords and House of Commons.
- Brief politicians, in the run-up to local, mayoral, and general elections, on the issues that matter most to our members, including pedicab regulation, crime and safety, reinstating tax free shopping, levelling the playing field for business in London, and protecting funding for London's cultural institutions.
- Promote member priorities at critical meetings including West Ends Security Network, London's Tourism Advisory Group, TfL's Business Advisory Group, MP's Business Advisory Group, and Westminster City Council's BID Group.
- Host quarterly Public Affairs Steering Group to push business agenda.

To find out more about how we champion member interests, please visit: www.holba.london/what-we-do/advocate-and-lobby/

SUPPORT

Our aim is to empower the community to build a place of pride.

LOOKING BACK FROM 2023 – 2024

- Upgraded the monthly Area Performance Report to include consumer spend, dwell time and demographics.
- 44% growth in Heart of London Club membership providing over 60 new offers and giveaways.
- 80-member events delivered including a series of networking events, launches, steering groups, trainings, briefings, and webinars.
- 60% increase in member engagement.
- 35% growth in our corporate digital channels.
- 75 dedicated pieces of press coverage amplifying the profile of the area and our members.
- Launched a venue directory showcasing over 30 of our members' meeting and events spaces.

LOOKING FORWARD 2024 – 2025

- Increase registrations for our Area Performance Reports by 30%.
- Increase Heart of London Club redemptions by 30%.
- Increase member engagement by 25%.
- Deliver a programme of member events that enhance relationships and connect businesses in the area.
- Facilitate knowledge-sharing opportunities for members.
- Partner key industry events including West End Live, the London Real Estate Forum, and Mayfair Times Awards.
- Increase the number of venues to showcase in our members' venue directory by at least 20.

To find out more about how we support our members, please visit: www.holba.london/what-we-do/support-your-business/



INDICATIVE BID BUDGET 5 YEAR CASH PROJECTION

	2023 –2024	2024 –2025	2025 –2026	2026 –2027	2027 –2028	2028 –2029	TOTALS
INCOME							
BID LEVY	1,207,069	1,195,357	1,231,218	1,268,154	1,451,652	1,495,201	7,848,651
OTHER	19,254	11,327	11,327	11,327	11,327	11,327	75,889
TOTAL	1,226,323	1,206,684	1,242,545	1,279,481	1,462,979	1,506,528	7,924,540
EXPENDITURE							
MANAGE	434,674	405,989	418,168	430,714	443,635	456,944	2,590,124
SHAPE	179,639	161,008	165,838	170,813	175,937	181,215	1,034,450
PROMOTE	342,244	305,260	314,418	323,850	333,566	343,573	1,962,910
ADVOCATE	48,341	45,506	46,872	48,278	49,726	51,218	289,941
SUPPORT	63,277	73,663	75,873	78,149	80,493	82,908	454,364
CORE COSTS	214,276	220,705	227,326	234,146	241,170	248,405	1,386,028
CONTINGENCY	60,353	59,768	61,561	63,408	65,310	67,269	377,669
TOTAL	1,342,805	1,271,898	1,310,055	1,349,357	1,389,838	1,431,533	8,095,485

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.