



Heart of London Business Alliance
The Business Improvement District

INTOUCH Business



Heart of London Business Alliance

Heart of London Business Alliance – Street Operations Update January – March 2010

Current Terrorism Threat Level:

SEVERE – this means that a terrorist attack remains highly likely

Footflow for the period January - March

The average weekly total of visitors to the Heart of London area reached 2.04m compared to previous quarter of 2.25m.

Saturday's average footflow reached 477k compared to previous quarter of 511k.

Sunday's average footflow reached 306k compared to previous quarter of 334k.

Business feedback

The key areas of concern for the businesses are cleansing and crime.

- Cleansing: Urination, vomit and dumped waste
- Crime: Anti-social Behaviour, pick-pocketing, street promoters/flower sellers.

Stakeholder feedback

The four key areas of concern collectively from Civic Watch, Ward Panel, Business Watch, Café Watch, and Pub Watch together with City Guardians Business Audits and Heart Of London audits are:

- Street urination
- Illegal street trading
- Street promoters
- Anti-social Behaviour

The areas that produce the most incident reports with regards to crime, anti-social behaviour and environmental issues are:-

- Leicester Square
- Shaftesbury Avenue
- Coventry Street

Heart of London Business Alliance are involved with a number of multi-agency operations and initiatives to tackle these issues:

- **Street Cleansing**

Within this quarter, three operations of street cleansing, funded by Heart of London, have taken place. Each operation focused on key areas as a result of feedback from Business Audits.

An anti-street urination enforcement operation took place, which turned out to be the capital's biggest ever crackdown on people urinating on the street. The result of this operation saw 24 individuals caught, all of which were found guilty after facing magistrates and fined a total of £5,291 by the court. We will continue to work with licensed venues to establish our promotional campaign to 'Go before you go!'.

- **Illegal Street Trading**

Private Hire enforcement operations took place in January, which were part funded by Heart of London. This resulted in 138 vehicles stopped, 9 mini-cab licenses revoked, £8k of fines recovered, and 5 seizures of vehicles. Intelligence documents have been compiled for all vehicles confirmed.

- **Street Promoters**

Discussions involving Heart of London, Westminster City Council and Metropolitan Police continue to take place to tackle this concern.

- **Anti-Social Behaviour**

Operations took place in February and March, and as a result there has been a 7.3% reduction in most serious violence.

Enforcement to tackle the way that pedicabs operate continues to take place. In March, 50 pedicab cyclists were prosecuted and their cycles removed. A further 107 pedicab cyclists were also warned about their behaviour.

- **Crime Prevention**

Retail crime operations took place during January and February. We received positive feedback from the retail sector which is being collated to show the value of Heart of London funding such initiatives.

Pick-pocketing and bag theft continues to be a concern across the Westminster area. Heart of London funded an operation involving a dedicated team of officers who specialise in catching bag thieves using decoy tactics. As a result of this operation there were 3 arrests and 14 stops of individual suspects. The resulting figures show that compared to the same period in 2008 there was a 15% reduction in pick-pocketing and 17% reduction in related theft-type offences such as bag thefts.

Heart of London have provided Chelsea Clips to businesses to assist in the reduction of bag thefts. These are secure, under-table bag clips. To date, we have distributed over 1700 Chelsea clips to 24 businesses.

We have 47 active members of the CCTV radio link. The next radio audit will take place in September 2010. We have issued branded stickers to all radios to assist in minimising the loss of radios.

- **Recycling Scheme**

Over 50 Heart of London businesses have now signed up to the service, benefitting from collective cost savings.

Contacting the police:

In an EMERGENCY, always dial 999

In cases which there is no urgency, call 0300 123 1212

Anti-Terrorist Hotline - 0800 789 321

Other numbers:

Rough Sleeping Telephone Helpline - 020 7641 3841

Environmental Action Line (Litter, waste, recycling, noise) - 020 7641 2000

Community Intelligence Line - 020 7641 3000

Highways Action Line (blocked drains, faulty street-lighting) - 020 7641 6275

Heart of London City Guardians – 0207 641 1877

Heart of London Street Team – 07917 184 236

West End and Chinatown Safer Neighbour Team on 020 8721 2417 or email westend.chinatown.snt@met.police.uk

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