

Seven years
of delivery

LAND

MARK

Achievements

Back in 2005 when Business Improvement Districts were a bright new business concept, we set out our ambitions to become business champions, catalysts for positive change, operators of vital services, promoters and leaders. Over the seven years, with two terms under our belt, we have taken great strides on our journey attracting multi million £ investment in our public space and world class brands to thrill and excite. New goals and aspirations now lie ahead and now more than ever we need to work together to realise our collective goals.

2005/6



INSPIRING



VISIONARY

In 2005/6 crime reduction was high on the agenda and our City Guardians played a vital role in helping the Police tackle issues on the streets. The new Police Pavilion in Piccadilly was opened and numerous security initiatives championed. Early plans for the Leicester Square Improvement scheme took shape and we were instrumental in the

formation of a strategic marketing group, the West End Marketing Alliance. We supported the Capital's first West End Live event, created innovative marketing campaigns and a brand new website. We attracted voluntary investments from property owners in the area amounting to 45% of our total budget allowing us to deliver real and tangible benefits for our businesses.

2006/7 was a year of consolidation, strengthening partnerships to deliver change and refining services to meet new demands. A focus on street delivery saw our dedicated Clean Team implementing intensive cleansing regimes and our team of 10 Heart of London City Guardians working

with the Police and Westminster City Council, providing vital on street presence; helping prevent crime and acting as ambassadors for the area. In February 2007 we became the first BID to secure a mandate for a second term with 86% of businesses voting in favour.

MANAGED



2

2006/7

2007/8

3

CONNECTED



Against a backdrop of economic downturn, visionary projects took centre stage in 2007/8. We launched the concept designs for consultation for Leicester Square; over a million people flocked to the lauded West End Live weekend and an exclusive privilege scheme was born –

the WOW Card – offering exciting promotions for those working in our area. We listened to businesses and consumers to find out their priorities and continued to work with partners to help reduce anti-social behaviour resulting in a 16% decrease in incidents.

Despite full blown recession in 2008/9, tourism remained a vital contributor to our economy and our programme of high profile events and campaigns helped attract a robust share of the 26 million who flocked to the Capital spending £10.5 billion in the year. The continued crackdown on crime saw our Guardians focusing on illegal street trading,

drugs and alcohol related issues and us attracting match funding for two additional City Inspectors. Our communications strategy gathered pace delivering business constant intel through news e-cards, community alerts, footflow bulletins, launches and promotions whilst our eye catching new consumer website attracted record hits.



COLLECTIVE

4

2008/9

2009/10

5



Highlights of 2009/10 included achieving Purple Flag accreditation for Leicester Square, attracting £40 million investment for public realm improvements, establishing the 2012 West End Task Group planning for the Olympic opportunity and securing £250,000 funding for 'green' business initiatives.

Delivering a free recycling scheme, helping secure £30,000 new funding for multi agency crime operations seeing a 7.3% drop in most serious violence and increasing monthly footfall by 8% through innovative marketing.

The year 2010 to 2011 was billed as the Year of Delivery with the commencement of the £18 million scheme to improve Leicester Square, the £14 million Piccadilly Two Way Scheme and Legible London scheme. The 'Amazing Maze' attraction was created in Trafalgar Square to showcase the hidden gems

to be found in the West End drawing in 30,000 visitors in its first 5 days with over 200 broadcast and print features worth £4 million in PR value. We commissioned new festive lighting for Coventry Street and refined our street team with the appointment of a dedicated Street Manager and three West End Ambassadors.

7



REWARDING

6

2010/11

This year our pledge is to continue to be the voice for business ensuring our territory is well heard, well managed and well promoted. We will continue to inspire consumers to visit, stay and spend here, recognising the vital importance and opportunity the Olympic Games brings. We look forward to working together with you over the coming months, delivering a Business Proposal which will meet your priorities for the Heart of London Area over the next five years.



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