

NEW
WEST END
COMPANY

BETTER TOGETHER,
FOR GOOD.

2023/24



Foreword



At New West End Company we work on behalf of our 600 members to make the West End the most inspiring, sustainable and authentic place to live, visit and do business.

After a strong year of recovery, we fundamentally believe that 2023 will be a year of growth for our district. With international visitors returning to our streets and a raft of positive changes taking shape in the West End, we are confident that we will return to our annual turnover of £10 billion by 2025.

By working closely with our members, partners and wider stakeholders, we will ensure that the 2023–24 BID year is a successful one, building on our recent achievements to deliver a West End that we can all be proud of.

While we must weather the challenges brought by ongoing economic headwinds, we are seeing continued investment in our district, with a range of

developments continuing to take shape. This investment, alongside the transformation of our public realm and introduction of exciting new occupiers, will help to maintain the West End's status as the world's leading retail and leisure destination.

OUR 2023 PRIORITIES:

1. Attract global and local customers, businesses, and investment: We will continue to design and deliver key campaigns that attract both domestic and international visitors, while promoting the West End globally to new, diverse and impactful businesses.

2. District Development: We will work with our members and partners to realise the £5 billion capital investment that is coming to our district over the next two years, transforming the West End and welcoming in a new era of growth.

3. A sustainable district: We will continue to act with our members, partners and wider stakeholders to deliver on our Road to Zero Sustainability Action Plan, as we aim to achieve our goal of becoming one of the most environmentally sustainable International Centres in the world.

4. Sunday trading and tax-free shopping: We will continue to work with our partners to engage with the Government to

implement policies that will best serve our members and visitors alike. Such policies include extending Sunday trading hours in the West End and considering the reintroduction of tax-free shopping, aiming to bring about significant economic benefits for the district, wider Capital and country.

5. Delivering high quality public realm: The much-anticipated public realm schemes on Hanover Square and Clifford Street will be completed, while also moving ahead with Westminster City Council plans to deliver public realm enhancements on Oxford Street.

In addition to these key priorities, we will continue to deliver our key services – including street cleaning and security, digital and physical destination marketing and insights – to our members.

The New West End Company team and I are very much looking forward to continuing our collaborative work with our valued members and all those across the West End as we continue to grow and prosper.

We are better together, for good.

A handwritten signature in black ink, appearing to read 'Dee Corsi'. The signature is fluid and stylized, with a long horizontal line extending from the end.

DEE CORSI
Chief Executive

STREET MANAGEMENT

OVER **£60,000** WORTH OF MEMBERS GOODS RETURNED WITHIN ONE BUSINESS DAY

72,889 SECURITY TEAM VISITS TO MEMBER BUSINESSES | **13,570** SECURITY INCIDENTS DEALT WITH OVER THE PAST 12 MONTHS

2,786

INDIVIDUAL NIGHT TIME PATROLS COMPLETED BY NIGHT SECURITY TEAM

82 STREETS DEEP CLEANED AND ALL STATION GATEWAYS FLUSHED FOR CHRISTMAS

23,438 MEMBER REQUESTS RESPONDED TO BY THE CLEAN TEAM

ONE CLEANSING APP LAUNCHED FOR MEMBERS TO REPORT ANY ENVIRONMENTAL CONCERNS

PUBLIC REALM & GREEN INFRASTRUCTURE

4,416 DIGITAL DOWNLOADS OF OUR DISTRICT WAYFINDING QR CODE

ONE ROAD TO ZERO SUSTAINABILITY ACTION PLAN LAUNCHED

PUBLIC WIFI
INSTALLED ACROSS OXFORD STREET, REGENT STREET & BOND STREET

PHOTOGRAPHY QUARTER & OLD BURLINGTON STREET COMPLETED

NEW CHRISTMAS LIGHTS

INSTALLED ACROSS BOND STREET AND CONDUIT STREET

ADVOCACY & INFLUENCE

BUSINESS RATES VALUATIONS REDUCED FOLLOWING SUCCESSFUL CAMPAIGNING, WITH RATE REDUCTIONS TO BE IMPLEMENTED FROM 2023

PROMOTED AND HIGHLIGHTED WEST END ISSUES THROUGH GOOD WORKING RELATIONSHIPS WITH **WESTMINSTER CITY COUNCIL, THE MAYOR OF LONDON, CENTRAL GOVERNMENT AND TRADE BODIES**

LED THE ONGOING CAMPAIGNS TO **RESTORE TAX-FREE SHOPPING AND REMOVING SUNDAY TRADING RESTRICTIONS** FROM THE WEST END

LAUNCHED **WESTMINSTER WORKS RECRUITMENT PROGRAMME** FOR HOSPITALITY AND LEISURE BUSINESSES

BUSINESS VOICE & GLOBAL PROFILE

1,000 MEMBERS ATTENDED **46** IN-PERSON EVENTS, VIRTUAL SEMINARS AND MANAGEMENT GROUPS

2,496 PIECES OF TRADE MEDIA COVERAGE WORTH **£12.6M**

MARKETING & EXTERNAL AFFAIRS

£1M DELIVERED IN BUDGET RELIEF THROUGH PARTNERSHIPS

TOTAL PR VALUE OF **£4.4M**

OXFORD STREET SOCIAL MEDIA HAS GAINED

4,600 ADDITIONAL LOCAL WORKERS SIGNED UP TO THE WEST END CLUB

FOR CONSUMER CAMPAIGNS

24.4K NEW FOLLOWERS

Campaigning and Advocacy

We have continued our high levels of political representation over the last year at a national, regional and local level, ensuring that the positions of our members have been clearly communicated and understood by policy makers, while providing a consistent flow of information.



Over the past 12 months, we have:

- Promoted West End issues by working closely and consistently with central government, Westminster City Council, the Mayor's office and trade bodies, while playing our part to form national campaigning groups.
- Achieved our two goals of maximising the reduction in rateable values across the district and securing a transitional relief scheme in which the full rate reduction is implemented in 2023.
- Alongside the Association of International Retail, led the ongoing campaigns to restore tax-free shopping to benefit our retail, leisure and hospitality members, and remove Sunday trading restrictions in the West End to generate an additional £250 million in sales.
- Launched the successful £1 million Westminster Work recruitment programme, driving vital recruitment for hospitality and leisure businesses in Westminster.

2023-24: a period of growth

In the next year, we will focus our efforts on helping West End businesses grow following their recovery from the pandemic, by exerting our influence over public policies to create the most positive commercial environment for our members.

Our areas of focus for 2023-24 are:

- Increasing the attractiveness of the West End to international visitors through our work to influence policy changes on tax-free shopping, Sunday trading and visas.
- Lowering costs for West End businesses through work such as our support of partners' campaigns regarding the ongoing fundamental reform of the business rates system.
- Easing recruitment for our members by building on the successes of the Westminster Works recruitment programme, driving the quantity and quality of candidates across the West End.

Top: Dee Corsi, Chief Executive, NWEAC, Sadiq Khan, Mayor of London, Sir Peter Rogers, Chairman, NWEAC; Middle: Dee Corsi, Andy Lord, Transport Commissioner, TfL, Mark Harper MP, Secretary of State for Transport, Ros Morgan, CEO, Heart of London Business Alliance, Axel R uger, CEO, Royal Academy of Arts; Bottom: Dee Corsi, Councillor Hamza Taouzzale, Lord Mayor of Westminster

Placemaking and Delivering a Sustainable District



New Christmas lights designed and installed on Bond Street



The public realm scheme on Old Burlington Street was completed

New West End Company works in collaboration with public and private sector partners to sustainably enhance and transform public spaces across the district.

Over the past 12 months, we have achieved the following with our members and partners:

- Design and installation of a new Christmas lights scheme on Bond Street and Conduit Street.
- Installation of public wifi across Oxford Street, Regent Street and Bond Street.
- Launched our cleansing app, enabling members to report any environmental concerns to be addressed efficiently by our cleaning team.
- Launched our Road to Zero Sustainability Action Plan, with our overall goal of becoming one of the world's most environmentally sustainable International Centres.

In 2023, we will continue to work with our members and partners to:

- Take forward plans with Westminster City Council and our members to deliver a high-quality public realm scheme for Oxford Street.
- Complete public realm schemes on Hanover Square and Clifford Street.
- Support the delivery of a Zero Emission Transport Zone in the West End by 2026.



Clean Power Campaign launched with #TogetherBand

Clean, Safe and Healthy Streets

Working in partnership with a range of local authorities, New West End Company provides additional street management, security and support across our district.



We provide customers and colleagues in the West End with enhanced management and targeted services during both core and peak trading periods, to ensure that all those that visit and work in the West End feel safe and secure.

Over the past 12 months, we have:

- Kept high levels of security throughout the district, through both daytime patrolling and overnight dog patrols.
- Maintained stringent cleansing regimes and ran our annual Great West End Clean to ensure that the West End was ready for the Christmas period.
- Delivered 16 operational and strategic meetings with local partners and our members, alongside a counter-terrorism training day for members.
- Ran a month-long operation with the Metropolitan Police over the Christmas period to enhance safety and visibility across our district.

In 2023, we will continue to provide our core services:

- 24/7 security personnel with overnight dog patrol presence to ensure the security of all those in the West End.
- Frequent deep cleaning of the district to support the safety of our members and visitors, with 16 operatives working seven days a week to deliver regular cleaning, while also responding to ad hoc requests from our members.

Top, middle and bottom left: Metropolitan Police Officers join members of the NWEC security team; Right: the NWEC cleansing team

Communicating Data Driven Performance on the Global Stage

As representatives and ambassadors of London's West End, we continue to encourage investment into the district by delivering a positive and accurate narrative that is underpinned by insights for our members.

As the West End continued its recovery from the pandemic, over the last year we continued to promote a positive narrative with the return of both domestic and international visitors. We have engaged proactively with the national and international media to highlight issues that need addressing to best aid our members and the wider public, while promoting a pipeline of major investment. This busy programme of media activity has showcased the resilience and globally competitive status of the West End to wider audiences.

Our insights team has continued to provide our members, partners and both local and national Government with key information around trading conditions across the West End, alongside valuable consumer insights. This has continued to be supplemented by our PwC Insights Programme, which provides our members with a regular understanding of customer spend and visitation patterns when visiting the West End.

We have continued to represent our district at several strategic industry events, including MAPIC and LREF (London Real Estate Forum). Our own events programme also continues to generate huge interest, with over 1,000 members attending New West End Company in-person events, virtual seminars and management groups.



We hosted and attended numerous events over the last 12 months, engaging with our members, partners and key stakeholders

We've secured over 2,400 pieces of coverage worth over £12.6m, promoting the value of the West End

Physical and Digital Marketing

In the last year, marketing campaigns helped to bring increased numbers of domestic and international visitors back to the West End as we continued our recovery from the pandemic.

In 2022, footfall steadily rose, with a range of campaigns delivered to enhance the experience of all those that visited the district:

- Jubilee celebrations: transformed the West End into a red, white and blue spectacle, while launching our international tourism and customer 'Only In The West End' campaign with The Crown Estate, Grosvenor Property UK, Capco, Shaftesbury and Heart of London Business Alliance.
- Art installations: welcomed Art in Mayfair back to our streets, celebrating art, fashion and culture across Bond Street in partnership with the Royal Academy of Arts, including the Mayfair Sculpture Trail.
- West End Club: Signed up a further 4,600 local workers on the platform to access our exclusive offers and experiences.
- West End Guide: Wayfinding across our district through QR codes generated over 2,600 scans.
- Destination promotion: effectively communicated our campaigns to customers during key periods and maintained 'always on' messaging throughout the year through our digital channels, garnering over 24k new social followers.
- Christmas in the West End: led the Christmas lights switch on and campaigns across Oxford Street and Bond Street, generating over 300 pieces of editorial media coverage.
- Using our Consumer Pulse surveys, our promotions and activations programme is developed collaboratively with our members and partners, to ensure that it remains relevant and enticing.

In 2023:

- There are a number of major events this year – including the Coronation of His Majesty King Charles III in May – that we will be capitalising on, alongside a range of new activations and initiatives in the district that will be designed specifically to enhance the overall shopping experience.
- As we look to welcome back more international visitors to the West End, we will continue to work closely with all partners, including London & Partners and VisitBritain, to promote a vibrant and exciting West End.



Left: Jubilee celebrations took place across the West End; Right: flags flew above Bond Street to mark Art in Mayfair.

Occupier and Property BID



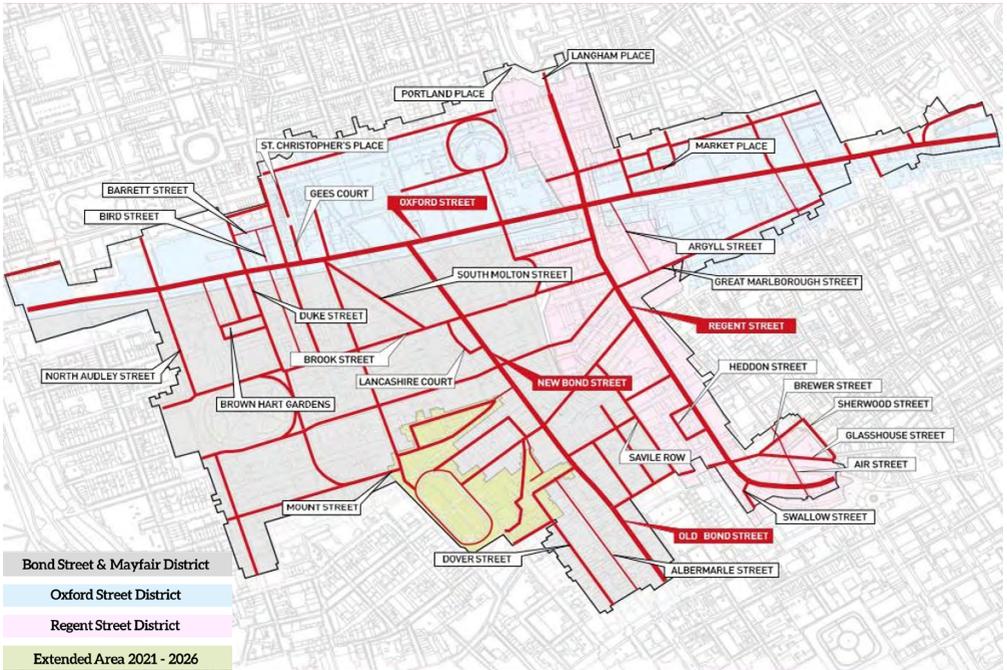
An aerial view of the West End

We are proud to represent both property owners and occupier businesses in one of the world's leading shopping and leisure destinations.

Our key priority is to build on the more than 20 years' experience that we have working with businesses and stakeholders across the Capital, to continue protecting the integrity and boosting the economic prosperity of the West End, and the businesses within it.

As we hit the halfway stage of our 2021-2026 Business Plan, we remain committed to returning the district to its historic £10 billion annual turnover by 2025.

The community of West End businesses are the heart of this journey, with over 600 members organisations coming together to achieve our shared goal of making the West End's International Centre the leading destination for businesses, residents and visitors.



Our current BID area for 2021-2026

Financial Management 2022/23 Forecast

OCCUPIER FINANCIALS

Clean, Safe & Healthy	50.7%
Physical & Digital	21.4%
Management & Overheads	9.8%
Insights & Innovation	8.7%
Bad Debts	5.8%
Campaigning	3.0%
Levy Collection	0.6%

INCOME	2022/23
	£K
BID Levy	3,660
Non BID Levy Income	94
Total Income	3,754

EXPENDITURE	2022/23
	£K
Customer Experience	
Clean, Safe & Healthy	2,427
Physical & Digital	1,023
Total Spend	3,450
Insights & Innovation	
Data Driven Performance	418
Total Spend	418
Campaigning	
Advocacy	141
Total Spend	141
Company Management	
Management & Overheads	467
BID Levy Collection	28
Bad Debts	278
Total Spend	773
Total Expenditure	4,782
Net Profit/(Loss for the year)	(1,028)
Surplus Brought Forward	2,062
Closing Surplus Position	1,034

Financial Management 2023/24 Budget

OCCUPIER FINANCIALS

Clean, Safe & Healthy	54.2%
Physical & Digital	16.9%
Management & Overheads	12.2%
Insights & Innovation	9.0%
Bad Debts	5.0%
Campaigning	2.1%
Levy Collection	0.6%

INCOME	2023/24
	£K
BID Levy	3,822
Non BID Levy Income	96
Total Income	3,918

EXPENDITURE	2023/24
	£K
Customer Experience	
Clean, Safe & Healthy	2,529
Physical & Digital	785
Total Spend	3,314
Insights & Innovation	
Data Driven Performance	419
Total Spend	419
Campaigning	
Advocacy	99
Total Spend	99
Company Management	
Management & Overheads	570
BID Levy Collection	29
Bad Debts	233
Total Spend	832
Total Expenditure	4,664
Net Profit/(Loss for the year)	(746)
Surplus Brought Forward	1,034
Closing Surplus Position	288

Financial Management 2022/23 Forecast

PROPERTY FINANCIALS

Physical & Digital	32.3%
Campaigning	23.6%
Insights & Innovation	17.0%
Clean, Safe & Healthy	15.3%
Management & Overheads	8.2%
Bad Debts	3.3%
Levy Collection	0.3%

INCOME	2022/23
	£K
BID Levy	3,797
Non BID Levy Income	92
Total Income	3,889

EXPENDITURE	2022/23
	£K
Customer Experience	
Clean, Safe & Healthy	868
Physical & Digital	1,834
Total Spend	2,702
Insights & Innovation	
Data Driven Performance	962
Total Spend	962
Campaigning	
Advocacy	1,340
Total Spend	1,340
Company Management	
Management & Overheads	467
BID Levy Collection	15
Bad Debts	186
Total Spend	668
Total Expenditure	5,672
Net Profit/(Loss for the year)	(1,783)
Surplus Brought Forward	3,443
Closing Surplus Position	1,660

Financial Management 2023/24 Budget

PROPERTY FINANCIALS

Physical & Digital	34.2%
Campaigning	17.4%
Insights & Innovation	16.9%
Clean, Safe & Healthy	15.4%
Management & Overheads	12.4%
Bad Debts	3.4%
Levy Collection	0.3%

INCOME	2023/24
	£K
BID Levy	3,937
Non BID Levy Income	94
Total Income	4,031

EXPENDITURE	2023/24
	£K
Customer Experience	
Clean, Safe & Healthy	710
Physical & Digital	1,578
Total Spend	2,288
Insights & Innovation	
Data Driven Performance	779
Total Spend	779
Campaigning	
Advocacy	800
Total Spend	800
Company Management	
Management & Overheads	570
BID Levy Collection	16
Bad Debts	155
Total Spend	741
Total Expenditure	4,608
Net Profit/(Loss for the year)	(577)
Surplus Brought Forward	1,660
Net Position	1,083

BETTER TOGETHER, FOR GOOD.



City of Westminster

MAYOR OF LONDON



HM Government



BAKER STREET
QUARTER
PARTNERSHIP

VisitBritain®

LONDON™
& PARTNERS



The
Fitzrovia
Partnership
Business Improvement District



BOND &
LONDON | Est. 1686



Heddon House
149-151 Regent Street
London W1B 4JD

T +44 (0)20 7462 0680
E info@newwestend.com

 [@newwestend](https://twitter.com/newwestend)
 [New West End Company](https://www.linkedin.com/company/newwestend/)
[newwestend.com](https://www.newwestend.com)

