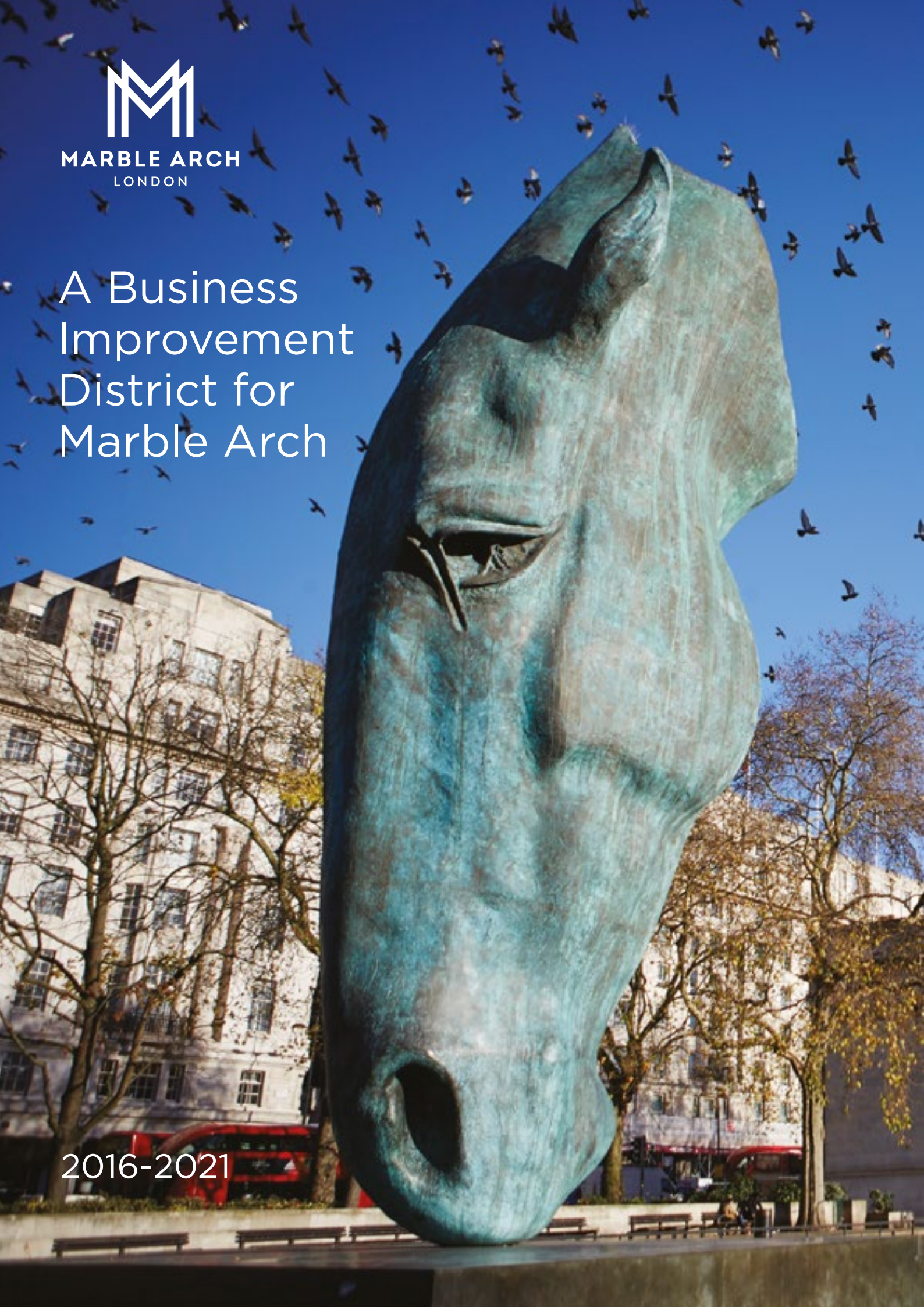




MARBLE ARCH
LONDON

A Business Improvement District for Marble Arch

2016-2021



The Marble Arch area is a key London gateway; at once a global business hub, a local neighbourhood for residents and place where many tourists and visitors base themselves when they come to enjoy the capital.

The personality of the area owes much to its association with visitors from the Middle East and it offers many unique dining and shopping opportunities, for example in Edgware Road.

The whole area is a place to cherish, which also provides a main artery into the heart of the West End, though it has struggled to keep up with the pace of change and quality of improvements seen elsewhere. Our new BID brings businesses together to redress this and meet the challenges that we all face.

Together we will provide a strong, collective voice for local businesses and develop a shared vision for improving the area for people who live, work or visit here.

We want to see more businesses, large and small, join us and we will work with Westminster City Council and Transport for London to enhance the customer experience, to make the area feel safe and welcoming, to improve the visual appearance and soften the impact of the traffic.

Our pride in the Marble Arch area will be enhanced by further working together to improve the character, accessibility and streetscape of the area.

This is just the beginning: join us on our journey.

**Martin Ramskill, Chairman
Marble Arch Partnership**



A Business Improvement District for Marble Arch

Introduction

Marble Arch has been a gateway to London for centuries. The area plays a vital part in London's history. Its catchment area extends across London and the world, attracting customers to its many hotels, shops, restaurants and cafés.

By day Marble Arch is an important tourist destination (with eight hotels providing almost 3,000 guest rooms), employment centre and local shopping district. By night its vibrancy becomes part of London's personality, with bustling restaurants and cafés.

The area contains every sector of business – a significant international hotel presence, several big and long established office-based businesses, well known retail brands, bustling middle-eastern restaurants, schools and a strong independent sector.

Marble Arch's heritage, local and international appeal deserves to be matched by high quality public realm standards, place-making and customer and visitor experiences. We want to make the Marble Arch area more welcoming, reduce anti-social behaviour, promote its assets as an important retail and tourist centre, and improve the living and working environment.

Our BID will only provide services that local businesses want. It will work in partnership with the City of Westminster (WCC) and Transport for London (TfL) to create a strong retail, employment and tourist heart at Marble Arch.

About BIDs

There are currently over 200 BIDs in the UK, including almost 50 in London. To the west of the proposed Marble Arch BID lies PaddingtonNow BID, to the east Baker Street Quarter and to the south east New West End Company.

BIDs are formed following a formal ballot of businesses in a defined area, based upon a detailed proposal of projects and services to be provided. Income is raised through a mandatory BID levy on businesses occupying properties above a particular rateable value. A majority voting in favour by both number and rateable value is necessary for the ballot to be successful and the BID established.



The BID Proposal in Summary

The BID Area

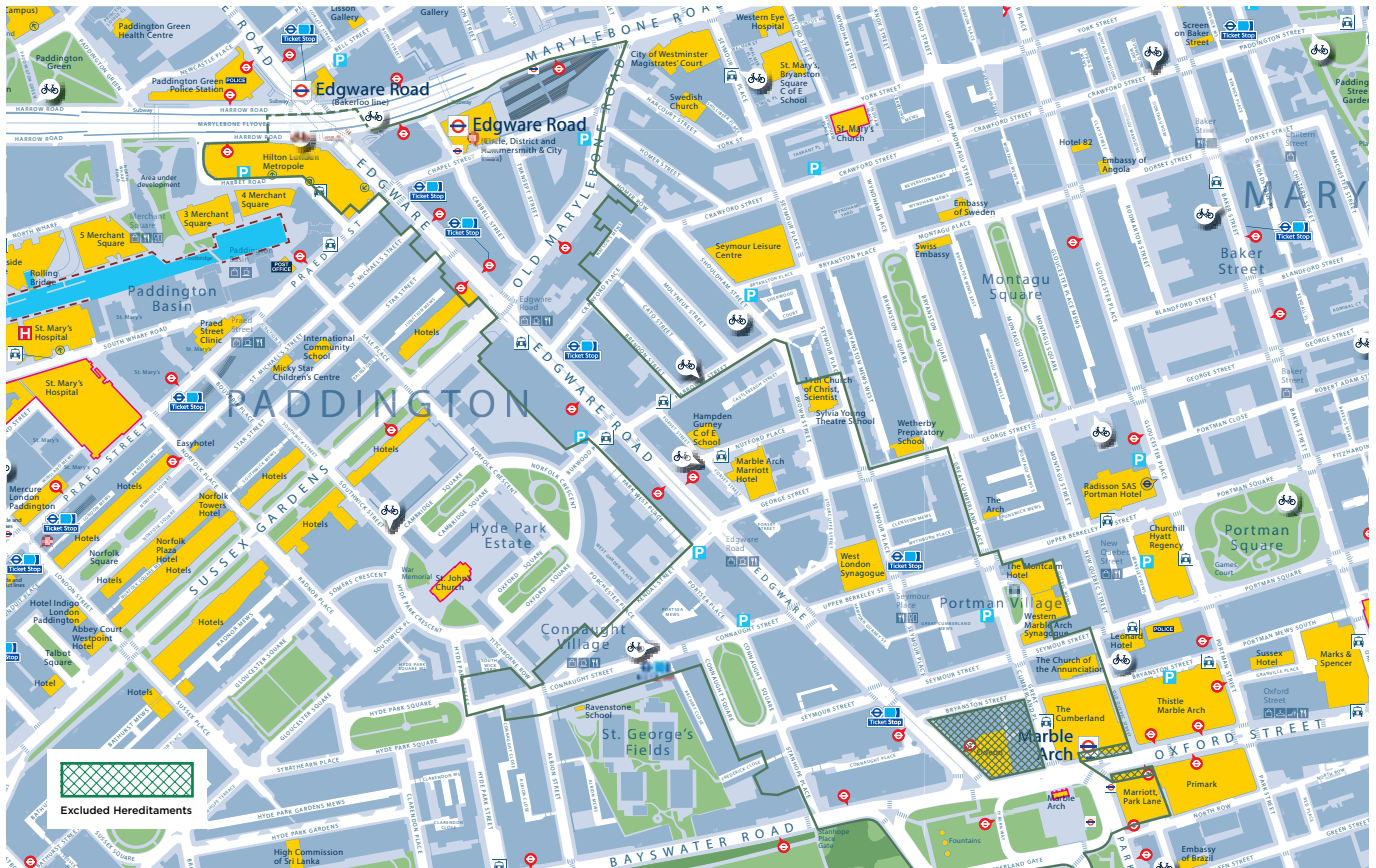
The Marble Arch BID will include the northern stretch of Park Lane, Marble Arch, Connaught Village, Seymour Place, the Marylebone Flyover and Edgware Road. The following 42 streets (or part of streets) are included in the BID area, although not every street contains businesses liable for the BID levy.

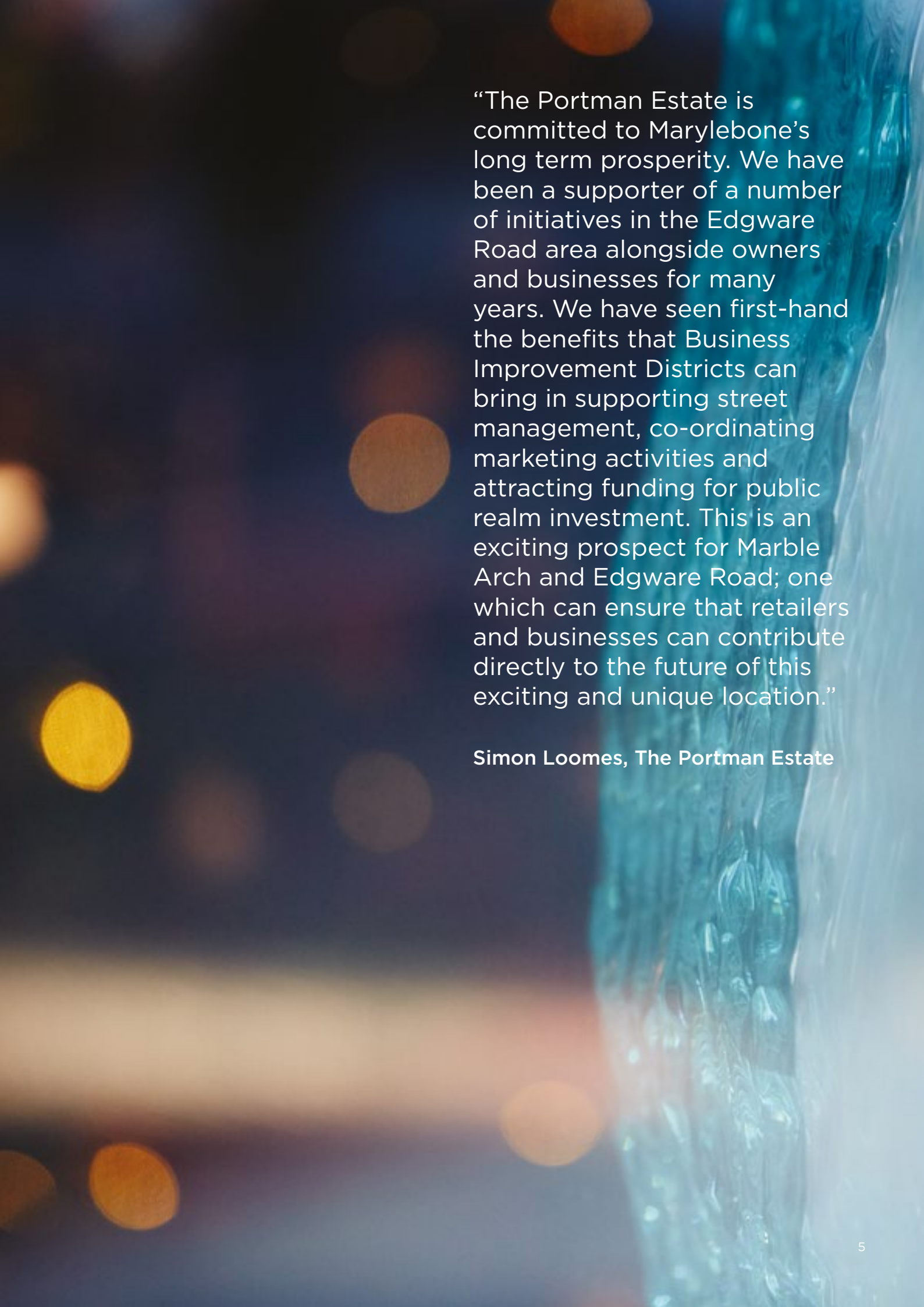
Albion Street	Connaught Square
Brendon Street	Connaught Street
Brown Street	Crawford Place
Bryanston Square	Cumberland Gate
Bryanston Street	Edgware Road
Burwood Place	Forset Street
Cabbell Street	George Street
Castlereagh Street	Great Cumberland Mews
Chapel Street	Great Cumberland Place
Clenston Mews	Hampden Gurney Street
Connaught Place	Harrowby Street

The BID Term and Levy

The term of the Marble Arch BID will be five years, commencing on 1 April 2016 and ending on 31 March 2021. The BID levy will be 1.25% of a business's rateable value for all businesses whose rateable value is equal to or exceeds £70,000. This represents approximately 2.5% of an average business rates bill.

Kendal Street	Stanhope Place
Marble Arch	Stourcliffe Close
Nutford Place	Stourcliffe Street
Old Marylebone Road	Transept Street
Old Quebec Street	Tyburn Way
Park Lane	Upper Berkeley Street
Porchester Place	Wallenburg Place
Portsea Mews	Wythburn Court
Portsea Place	Wythburn Place
Seymour Place	
Seymour Street	



The background of the page features a composite image. On the left side, there are several out-of-focus, circular light spots in shades of orange and yellow, creating a bokeh effect against a dark blue background. On the right side, there is a vertical, close-up shot of water cascading down, appearing as a bright blue waterfall. The text is positioned in the upper right quadrant, overlaid on the dark blue background.

“The Portman Estate is committed to Marylebone’s long term prosperity. We have been a supporter of a number of initiatives in the Edgware Road area alongside owners and businesses for many years. We have seen first-hand the benefits that Business Improvement Districts can bring in supporting street management, co-ordinating marketing activities and attracting funding for public realm investment. This is an exciting prospect for Marble Arch and Edgware Road; one which can ensure that retailers and businesses can contribute directly to the future of this exciting and unique location.”

Simon Loomes, The Portman Estate

Summary of Consultation to Date

From July 2015 we invited businesses to tell us their priorities for the proposed Marble Arch BID via a questionnaire survey. This remained open at www.marble-arch.london until January 2016 as it continued to stimulate debate and ideas. We have tried to contact every single business liable for the BID levy and provided an information pack. Workshops with office tenants have also been facilitated by landlords, providing an opportunity for businesses to share common ideas.

Through the survey, workshops and meetings businesses have told us that:

- The location and its connections are popular with people who visit, live and work in and around the Marble Arch area. Its cosmopolitan nature is key to its popularity.
- People are proud to be associated with the area, with many businesses choosing to use Marble Arch as their branch/store locator identity.
- The area can be daunting, with some women finding it intimidating, particularly at night.
- The streets are dominated by traffic, with poor air quality. It is difficult for pedestrians and cyclists to cross roads.
- The Edgware Road environment feels untidy, and can be harsh, with little greenery to soften its appearance. Surrounding streets exhibit a much softer character.
- There are limited lunch-time and after work amenities for socialising with work colleagues, and a lack of pubs.
- People do not know what is on offer in the area; there is no collective marketing voice. Some people find it difficult to find their way around and do not know what is in the area, this applies especially to hotel guests.
- There is a lack of cycling facilities.







“Marble Arch plays an important role as the gateway into London’s West End, whilst also being a local neighbourhood for many residents and workers as well as a destination for visitors from all over the world. We recognise that there is work that needs to be achieved to ensure that Marble Arch and all the businesses within the area continue to grow and flourish. We believe that a BID acting as a collaborative initiative for

all local businesses, working together with the Council and TfL through the West End Partnership, will drive increased investment that will allow for improvements to be made to the physical and trading environment benefitting the whole community.”

Councillor Daniel Astaire, Cabinet Member for Housing, Regeneration, Economic Development and Business, Westminster City Council

The main improvements that businesses want to see in the area include:

- Events, e.g. at Marble Arch, especially if they generate extra customers and trade for local restaurants and shops.
- Festive lights or installations (e.g. at Christmas) would dramatically improve the area, especially during the winter. They would make the area feel safer and communicate a shopping and leisure destination rather than a traffic corridor.
- People who work in the area suggest eating out guides, collateral promoting local amenities and facilities.
- Hotels suggest services specifically for their guests, such as accompanied walks/eating out trails to (and offers in) restaurants, and also maps to be able to give their guests to help them find their way around the local area and its attractions. Guests feeling safe in the area immediately surrounding their hotels leads to repeat business for local shops and restaurants and return stays for hotels.
- Some form of uniformed presence regularly patrolling and reporting problems, to make the area feel safer, helping visitors, as well as people who work in the area.
- More trees and greenery to soften the harsh landscape of Edgware Road.



What the BID will do

Our vision is to create and promote a new role and status for the Marble Arch and Edgware Road district, complementary and linked to the adjacent core West End and village-style retailing. The area's identity is part of its international and national attraction. The BID will seek to make the area more welcoming, reduce anti-social behaviour, promote its assets as an important retail centre and unique restaurant and hotel quarter, and enhance the social, working and residential environment; turning the gateway into a place. There is a genuine desire shared by the people who live and work in the area to protect what is unique and popular about the offer, celebrate its diversity and improve its appeal.

The BID will bring more customers to the area; encourage residents, workers and visitors to stay longer in the area and promote Marble Arch both as a destination and a key employment centre through the following means.

Public Realm and Growth

Enhanced Stewardship

Business, Staff and Guest Services

Celebrating and Promoting Marble Arch

The Benefits of the Proposed BID

The aim of the BID is to improve the trading conditions for businesses and to make the area more successful for all businesses, whether your business is in an office employing staff, or as a retailer fronting onto the street reliant on passing customers or as a hotel, hosting guests from around the world. Local schools, communities and charities will also benefit from the improvements that we want to make.





MARKS & SPENCER

100% OF MAGIC!
What is that?
CHRISTMAS

BID Benefits



Public Realm and Growth

Enhanced environment for a better customer experience, rubbish off the streets	✓	✓	✓	✓	✓	✓	✓	✓	✓
Better pedestrian access and movement	✓	✓	✓	✓	✓	✓	✓	✓	✓
Festive lights and seasonal promotions	✓	✓	✓	✓	✓	✓	✓	✓	✓
Reduced congestion through freight consolidation and individual delivery service plans	✓	✓	✓	✓	✓	✓	✓	✓	✓
Improved cycling facilities	✓	✓	✓		✓				✓
Improved air quality	✓	✓	✓	✓	✓	✓	✓	✓	✓

Enhanced Stewardship

Dedicated ambassador and guest services team to provide a friendly welcome and reassuring presence	✓	✓	✓	✓	✓	✓	✓	✓	✓
Reduced anti-social behaviour making the area safer and more pleasant	✓	✓	✓	✓	✓	✓	✓	✓	✓
Increased security and safety through introduction of night team	✓	✓	✓	✓	✓	✓	✓	✓	✓
Regular information on road works and transport to minimise travel disruption and business impact	✓	✓	✓	✓	✓	✓	✓	✓	✓

Business, Staff and Guest Services

Local discounts, offers and promotions	✓	✓	✓	✓	✓	✓	✓	✓	✓
More local customers from surrounding businesses and hotels				✓	✓	✓	✓		
Reduced business costs through joint procurement	✓			✓		✓	✓		
Discounted electric vehicle taxi service for local companies	✓	✓	✓				✓	✓	
Recruitment service to help find local, reliable staff	✓			✓		✓	✓		✓
Volunteering opportunities and other corporate community involvement activities	✓	✓		✓		✓	✓		✓
Network and build relationships with other businesses	✓			✓		✓	✓		

Offices	Staff	Clients	Shops	Customers	Restaurants	Diners	Hotels	Guests	Community

Celebrating and Promoting Marble Arch

Creation of destination brand 'Marble Arch' with campaign activation and roll-out	✓		✓		✓		✓		
Local area maps, local eating out guide, themed trails	✓	✓	✓	✓	✓	✓	✓	✓	✓
Escorted trips, helping people to find their way around and enjoy the area		✓	✓				✓	✓	
Increased customer dwell time and expenditure			✓	✓	✓	✓			
Greater promotion of local shops and restaurants		✓	✓	✓	✓	✓	✓	✓	✓
Longer visitor stays and repeat visits			✓	✓	✓	✓	✓	✓	
Events leading to increased footfall			✓		✓		✓		✓
A business voice to represent your interests	✓		✓		✓		✓		





Public Realm and Growth

The Edgware Road corridor forms an administrative boundary splitting the area into two, and it forms the boundary of the western edge of the Congestion Charging Zone. As a key traffic corridor, part of London's Inner Ring Road (the TLRN), during peak hours more than 3,400 vehicles (including 78 buses) use Edgware Road per hour.

As a result of its arterial status Edgware Road and the Marble Arch area have struggled to keep up with the pace of change and quality of public realm improvements seen elsewhere in the West End, lagging behind its neighbours in investment terms. Businesses perceive the location as lacking green space, being 'harsh' and not an enjoyable place to spend time.

The connection between each of the two sides of Edgware Road is hindered by a low number of crossings with pedestrian phases. Despite the removal of over 1km of guard railing by TfL, the low number of safe pedestrian crossing points does act as a physical and mental barrier for pedestrians, not least because pedestrians often have to wait in the central reservation to cross the second carriageway. Excluding the Marylebone Flyover and Marble Arch/ Great Cumberland Place interchanges, there are six major junctions with cross streets, 24 separate pedestrian crossing points at junctions. Of these 24 junction crossings, just eight have a pedestrian (green man) phase. Latest TfL collision figures record 130 collisions in the 36 months to June 2014, of which 39 involved a pedestrian, and of which 37 occurred at a traffic signal junction.

To improve everyone's experience of the area the BID will:

- Work with Transport for London to make the location safer for pedestrians, around Edgware Road and Marble Arch, including the introduction of pedestrian count-down (PCAT) at appropriate crossings.
- Support City of Westminster's cycling strategy, assisting with the introduction of quiet ways and additional cycle parking.

- Support businesses to install green walls and green roofs where appropriate and continue to explore locations for additional tree planting.
- Employ a specialist, uniformed team to act as the eyes and ears of the Marble Arch area, mapping and reporting street conditions and problems to City of Westminster and Transport for London.
- Explore options to improve air quality in the area, including reducing congestion through freight consolidation schemes, delivery service plans and promoting cycling and walking.
- Create capacity for leisure and cultural opportunities for visitors and people who work in the area.
- Improve the Marylebone Flyover location through lighting and public art to allow safe pedestrian enjoyment and movement along Edgware Road and to encourage more visitors to use Edgware Road Underground stations.
- Provide opportunities to connect growth either side of the Marylebone Flyover and to help create quality public spaces between them.
- Install festive lights to the Edgware Road corridor, one of the highest priorities shared by businesses in the area.
- Work with City of Westminster and delivery partners to add value to the City's enterprise proposals for the Marylebone Flyover and subway beneath Edgware Road.
- Explore options for reducing the number of telephone boxes on Edgware Road.
- Support City of Westminster, Transport for London and New West End Company through the West End Partnership in the development of proposals for Oxford Street West and Marble Arch, ensuring that the Marble Arch area remains a prestigious gateway to the West End.

Enhanced Stewardship

Business views on security in the Marble Arch area are not dissimilar to consumer views, with 70% of businesses saying that safety and security is good in the daytime, but only 40% believing this in the evening and into the night.

Daytime visitors report hardly ever visiting the Edgware Road area during the evenings and describe it as a hotspot for aggressive begging, anti-social behaviour and vice-related activity. It is classified by City of Westminster as a 'cumulative impact area'. Whilst individual enforcement operations and campaigns are well orchestrated and highly successful, more permanent and visible methods are required to reduce levels of anti-social behaviour which currently deters customers. By day aggressive begging intimidates some consumers; by night these levels increase and deter visitors from enjoying the area's impressive restaurant offering and damage its reputation and appeal.



Businesses have identified stewardship and reducing anti-social behaviour as the single biggest priority for the Marble Arch BID and therefore we will:

- Provide an evening and late night uniformed presence, working closely with neighbouring BIDs, the Metropolitan Police and City of Westminster services.
- Seasonally adjust the service to deliver a responsive patrol pattern, allowing appropriate scaling in high footfall and tourist periods.
- Directly task the team to provide a reassuring welcoming presence for customers that will also reduce anti-social behaviour and help businesses that suffer from persistent problems to make a step change in everyone's experience of the area and improve the reputation of the district.
- Use this team to gather evidence in support of legislative changes, to enable businesses operating in the evening to continue offering an appealing and attractive service to guests, customers and local residents.
- Work closely with the Metropolitan Police service, Neighbouring BIDs and City of Westminster, attend their meetings, represent the area, and loop in security personnel from large premises to ensure that information and intelligence can be shared quickly via networks.



The image shows the Waitrose logo in large, metallic, three-dimensional letters mounted on a glass window. The letters are highly reflective, showing highlights and shadows. The background is a blurred view of the store's interior, which appears to be a grocery store with various products on shelves.

Waitrose

The image shows the text 'Edgware Road' in large, metallic, three-dimensional letters mounted on a glass window. The letters are highly reflective, showing highlights and shadows. The background is a blurred view of the store's interior, which appears to be a grocery store with various products on shelves.

Edgware Road

“Everyone who works for Waitrose owns Waitrose and because of this we really care about the service we give customers, from the food we produce to the experience in and around our store. Our Edgware Road branch caters to a diverse spectrum of clientele in terms of both culture and consumer need

and this is something that we embrace. We enjoy trading in this unique area of London and support fully any investment or improvement to make it an even more appealing shopping area.”

Mark Wiley, Waitrose

“British Land is one of Europe’s largest Real Estate Investment Trusts, creating properties and environments which are home to over 1,000 different organisations. Our office portfolio is focused on prime London locations. We have our own headquarter offices at York House on Edgware Road and, with our joint investments with The Portman Estate at Marble Arch House, and our desire to create great places, we are excited about working to enhance this gateway to the West End. We recognise the potential of the area, and with the introduction of Marble Arch BID, we are confident in its future as a top destination for business.”

Georgia Hogg, British Land

Marriott
LONDON PARK L

Business, Staff and Guest Services

Businesses tell us that their staff and guests are not fully aware of what the Marble Arch area has to offer. Hotel guests often leave the West End to shop and dine outside Westminster. Local employees do not take advantage of the area's restaurants and pubs, rarely crossing Edgware Road east/west.

There are no existing business networks or associations spanning the BID area, little or no business/community engagement and there is no co-ordinated voice to represent businesses. The BID will:

- Offer a guest services team to support visitors with local wayfinding to assets and attractions, working with concierge teams to maximise enjoyment of the area.
- Use the BID's eating out guides and area maps to encourage visitors to increase their dwell time in the BID area, and to take up local dining and shopping offers, increasing custom for local businesses and encouraging growth.
- Set up a local loyalty scheme for businesses and their staff, again encouraging people to spend longer in our area and to dine, socialise and shop locally.
- Connect businesses and their employees with surrounding communities to foster prosperity, through Volunteer West End, offering CSR services, employability schemes and corporate community involvement projects, working with Recruit London to ensure Westminster residents can access employment growth and work experience opportunities in the BID area.
- Reduce business costs through training and security networks, a discounted electric vehicle scheme, and explore procurement of subsidised services.
- Build a strong and resilient business community in the area, creating networks across the BID area, representing business interests in discussions with the City of Westminster, the West End Partnership and the Mayor of London.



Celebrating and Promoting Marble Arch

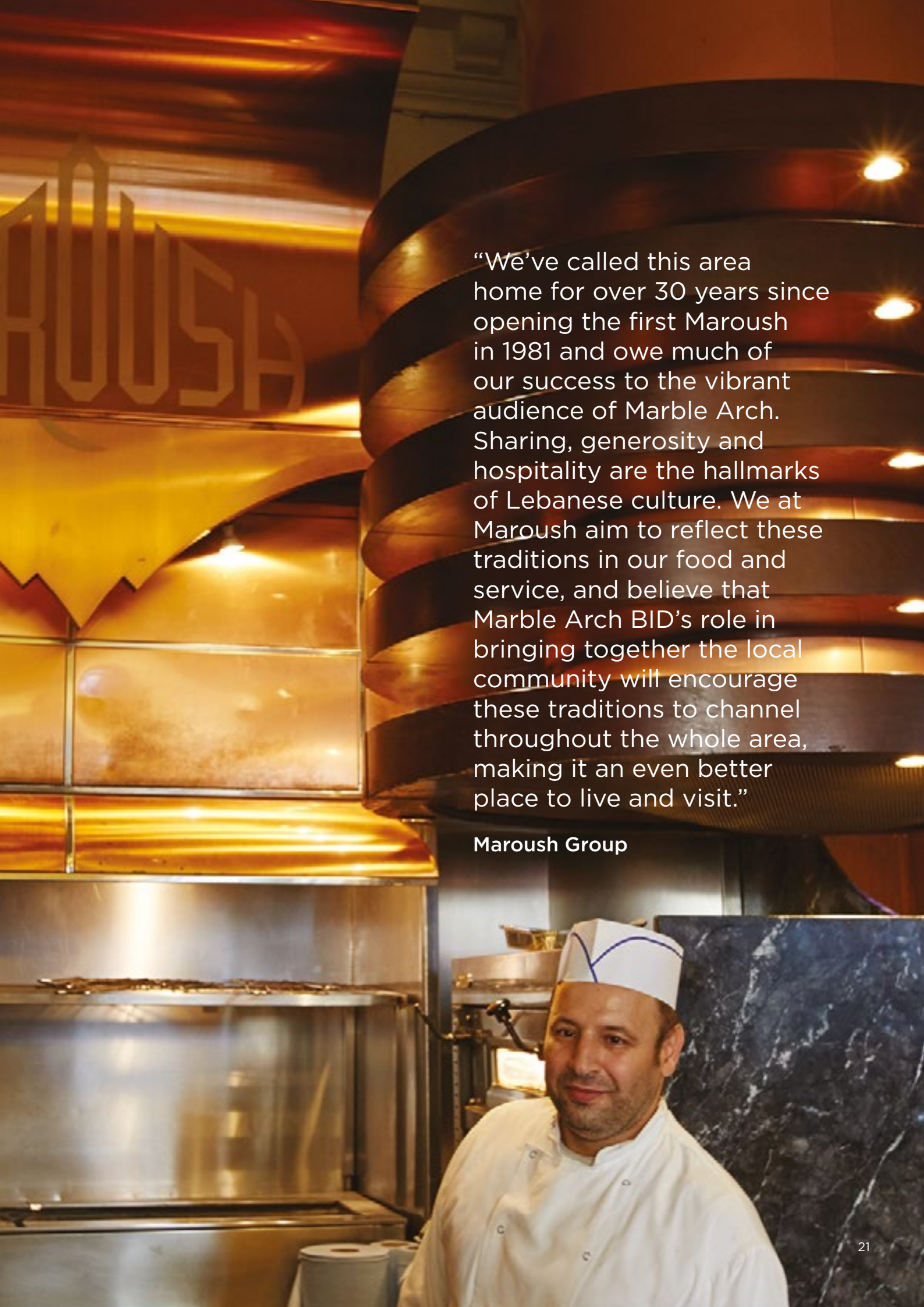
As a retail centre the Marble Arch and Edgware Road area exhibits low vacancy rates. More than half of visitors to Edgware Road itself are here to shop, with peak footfall times at 4-7pm. Lunchtime footfall is unusually not a peak time, which given the number of restaurants and food outlets, indicates that staff from nearby offices are not using Edgware Road during their lunch hour. This is borne out by on street surveys, which indicate that only 27% of people out and about on Edgware Road itself work here or nearby. More than half of Edgware Road's visitors complete their visit within an hour and only half of the people who shop on Edgware Road itself would consider socialising or eating out here.

Businesses feel that the area is under-performing, despite its prestige and reputation. A lack of local marketing and promotion are cited as being factors under-pinning the low dwell times, and staff and guests not knowing what is on offer in the area in terms of village-style retailing and dining opportunities.

To address this the BID will:

- Protect and promote the area's heritage so that the area becomes a great place to do business, work, shop, visit and live.
- Produce an eating out guide to the area, both in print and online, complemented by a local loyalty scheme and local maps.
- Create and promote themed restaurant trails.
- Work with City of Westminster to add value and resources to their Christmas and summer installations and events at Marble Arch.
- Generate events and activities at Marble Arch itself during the summer and Christmas period.
- Work with community partners and schools in the BID area to ensure they play a part in events and cultural activities.
- Encourage seasonal pop-up events and use spaces such as Nutford Place to bring variety to ground floor activity.
- Bring the neighbourhood together across Edgware Road, creating associations between east and west, north and south through events, promotions and offers in line with City of Westminster's City for All vision to create connections between residents, community, businesses and visitors to ensure the City's continued success.





“We’ve called this area home for over 30 years since opening the first Maroush in 1981 and owe much of our success to the vibrant audience of Marble Arch. Sharing, generosity and hospitality are the hallmarks of Lebanese culture. We at Maroush aim to reflect these traditions in our food and service, and believe that Marble Arch BID’s role in bringing together the local community will encourage these traditions to channel throughout the whole area, making it an even better place to live and visit.”

Maroush Group

The BID Levy and Budget

The Marble Arch BID will raise approximately £440,000 each year through a mandatory levy on businesses, based on a BID multiplier of 1.25% of rateable values (based on current rateable values). This will be supplemented by voluntary property owner contributions, taking the budget to an average of £500,000 each year.

Total income and expenditure in the area of £2.5 million is predicted over the proposed five year BID lifespan which will be spent to achieve the BID's ambitions. The table below shows the anticipated budget for the whole of the BID term. Every effort will be made to share costs and services with neighbouring BIDs to achieve economies of scale.



	Budget 2016/17	Budget 2017/18	Budget 2018/19	Budget 2019/20	Budget 2020/21	Total 5 Years
BID Levy (95% collection)	418,000	430,540	443,456	456,760	470,463	2,219,219
Voluntary Contributions	60,000	60,000	60,000	60,000	60,000	300,000
Total Income Expenditure	478,000	490,540	503,456	516,760	530,463	2,519,219
Enhanced Stewardship	89,095	121,540	125,186	128,942	132,810	597,573
Business and Guest Services	110,315	117,685	120,076	122,538	125,074	595,687
Celebrating and Promoting	92,095	78,260	114,558	105,895	117,271	508,079
Public Realm and Growth	81,095	59,720	60,462	66,225	62,591	330,093
BID Running & Statutory Costs	82,246	78,137	79,339	80,580	81,861	402,162
Contingency	12,000	12,000	12,000	12,000	32,000	80,000
Total	466,846	467,342	511,620	516,179	551,607	2,513,594
Surplus/Deficit	11,154	23,198	-8,164	581	-21,144	
Carry Forward	11,154	34,352	26,188	26,769	5,625	

The table below shows how much businesses will pay across a variety of rateable values:

Current Rateable Value	Annual BID Charge
Below £70,000	Voluntary £500
£70,000	£875
£100,000	£1,250
£500,000	£6,250
£1,000,000	£12,500
£2,000,000	£25,000
Above £2,000,000	£25,000 (capped)

The following arrangements for the BID levy are proposed for Marble Arch:

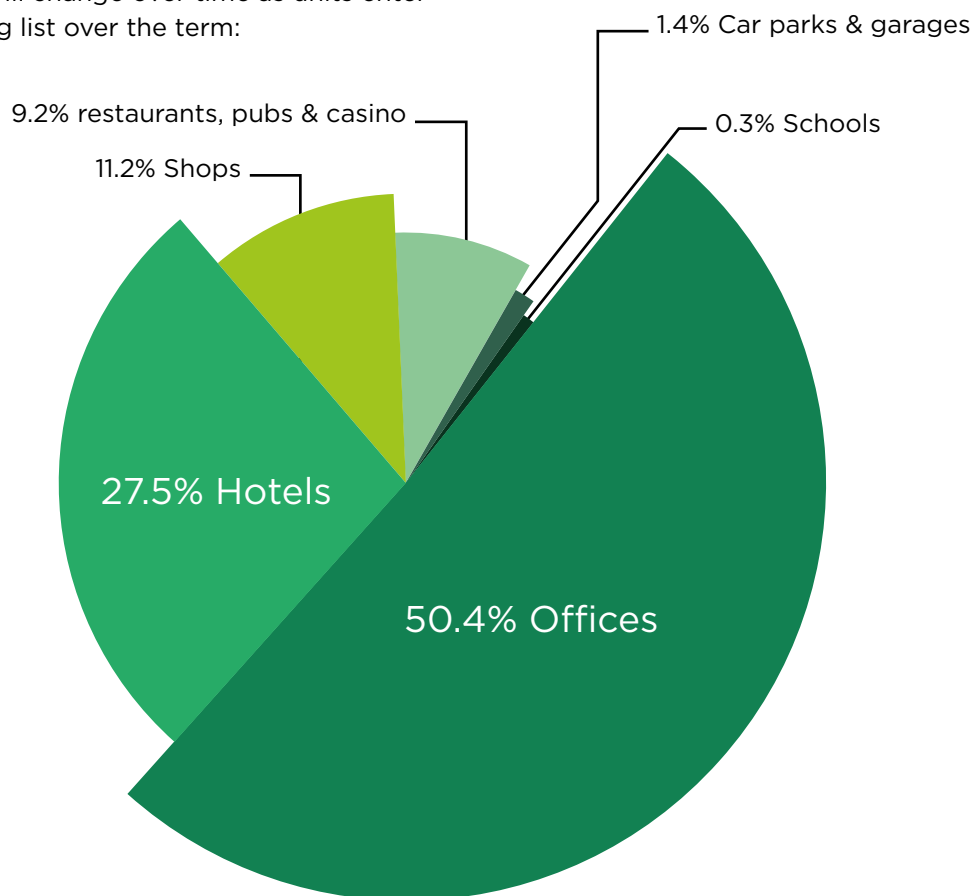
1. The term of the BID will be for a period of five years from 1 April 2016 to 31 March 2021.
2. The BID levy will be applied to all hereditaments with a rateable value of £70,000 or more.
3. The BID levy will be a fixed rate of 1.25% of the rateable value for all businesses using the current rating list.
4. The BID levy will assume a growth rate for inflation of 3% applied on 1 April each year, with the BID Board being able to set a lower level if inflation remains low.
5. Properties that come into the rating list during the BID term will be subject to the BID levy from the effective date that the property is brought into the rating list and the rateable value effective at that time.
6. Where a ratepayer receives mandatory charitable relief from business rates, 90% relief from the BID levy will be allowed. Where a ratepayer is not in receipt of mandatory charitable relief from business rates, 90% reduction in BID levy will be allowed if they occupy educational type premises (as defined by VOA codes EP or EL).
7. Where the rateable value for individual

hereditaments (rateable business units) changes and results in a lower BID levy, then this comes into effect only from the start of the financial year in which the change is made and no refunds of the BID levy will be made for previous years. This will be known as the closed year rule.

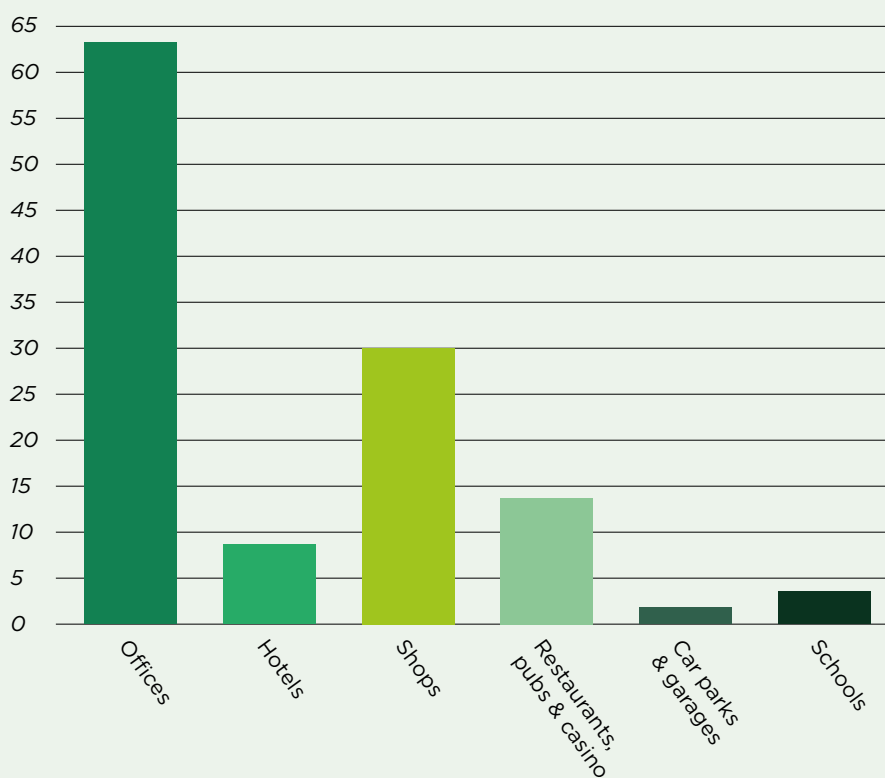
8. A small number of businesses within the BID area have exceptionally high rateable values far in excess of the majority of businesses in the BID area. To ensure they receive a proportionate benefit from the BID, a ceiling of £25,000 per hereditament in year one has been applied, plus indexation in future years. The same ceiling also applies in instances where the same ratepayer has multiple hereditaments and where the cumulative BID levy from these hereditaments reaches the ceiling.
9. The BID levy rules cannot be altered during the lifetime of the BID without a full Alteration Ballot.
10. Empty properties, excluding listed buildings, will be liable for the BID levy via the property owner, with no void period or any empty allowance.
11. There will be no VAT charged on the BID levy.



Business contributions by sector will be approximately as follows. These will change over time as units enter and leave the rating list over the term:



Hereditaments liable for the BID levy by sector



BID Governance and Transparency

The BID will be business-led, providing the opportunity for local businesses to invest, and have a direct say, in the management of the area. This investment is therefore controlled by those businesses through a BID Company, formed for this purpose, run by and for local businesses, representing all sectors. The BID Company will be not for profit and limited by guarantee.

The BID Company's members will include:

- All those businesses paying the BID levy;
- Voluntary contributors to the BID, including property owners.

We will also embrace key local stakeholders and partners in our operations, including:

- Residential interests through the adjacent Neighbourhood Forum bodies (as observers);
- Public sector agencies involved in delivering services within the BID area, such as Transport for London, City of Westminster and the Metropolitan Police (as observers).

To increase local business involvement, there will be committees or sub-groups with representation drawn from members of the BID Company to drive forward key aspects of the BID proposal. Each will review progress and expenditure and have delegated authority to allocate expenditure. Each group will feed into meetings of the BID Company's Board.

BID Company accounts will be prepared on an annual basis and presented at the BID Company AGM, to which all BID members will be invited. The BID accounts will be published on the BID's website to ensure openness and transparency.

Marble Arch BID will also collaborate with neighbouring BIDs – New West End Company, Baker Street Quarter and Paddington Now, to achieve economies of scale on services and projects wherever possible.

Involving Smaller Businesses

The rateable value threshold for the BID levy is proposed at £70,000. Businesses in the BID area not liable for the levy but wishing to participate and benefit from the BID's services will be welcomed, and can do so for a flat rate of £500 per year per hereditament.



Measuring the BID's performance

Services provided by City of Westminster and Transport for London will be 'benchmarked' before the BID starts, and will form part of a baseline agreement/statement.

In order to measure the success of the Marble Arch BID a suite of performance indicators will be drawn up, to help define and measure progress towards our ambitions.



The BID Proposer

The BID proposer is Marble Arch Partnership, formerly Edgware Road Partnership.

Over the past two years a series of demonstration projects have been undertaken through Edgware Road Partnership, which was launched in 2013. This work was funded through voluntary contributions from businesses and landowners, as well as investment by Transport for London and City of Westminster, and overseen by a Business Stakeholder Group and a Strategic Group with Transport for London and the City of Westminster.

The Partnership's priorities were identified from successive consultation rounds and in collaboration with TfL and WCC as promoting pedestrian accessibility and safety, delivering a better streetscape, softening the corridor and making the area more welcoming.

To tackle some of the 'big ticket' items of concern as raised by businesses, residents and consumers, TfL embarked upon an extensive programme of highway improvement in 2013/14 with involvement throughout from the City of Westminster and Edgware Road Partnership, including:

- Complete resurfacing of the road from Marble Arch to Maida Vale
- New cycle parking
- Realigning junctions to remove 'dog leg' crossing points and removal of guard rails
- Traffic signal modernisation
- Renewed street lighting and pavements
- Re-painting of post boxes
- De-cluttering and removal of redundant street furniture and signage, and re-painting of street furniture
- Pavement height alterations
- New resin bound tree pits
- Enlarged and relocated pedestrian refuges where junctions could not be signalised
- Relocation of bus stops to rationalise distribution and prevent blocking of junctions

To mark the completion of TfL's extensive repairs to the Edgware Road corridor, where over £1m was spent, the Partnership organised a multi-agency clean-up day in September 2013, with every shop, café, hotel and restaurant in the street invited to participate.

A close-up photograph of a crystal wine glass, partially filled with a light-colored liquid. The glass is positioned on the left side of the frame. The background is softly blurred, showing warm, out-of-focus lights that create a bokeh effect, suggesting an indoor setting like a restaurant or bar.

“Marble Arch welcomes millions of visitors each year, whether they are international travellers looking to stay in the centre between London’s key tourism destinations or business leaders gathering for meetings and conferences. While the business mix in the area offers a high level of service to accommodate all visitors’ needs, there is significant room for improvement in the accessibility and environment around them. No one business can resolve this alone, so the need for the BID to drive these improvements is clear.”

Avner On, Hilton London Metropole

While TfL cleared gulleys, removed graffiti, washed pavements, bus shelters and street furniture, the Metropolitan Police removed vice-related cards from telephone boxes and the City of Westminster's waste contractors collected waste and provided cleaning equipment for more than 50 volunteers who contributed their time.

In December 2013 the Partnership commissioned a Green Infrastructure Audit (assisted with a grant from the Greater London Authority), to identify opportunities for increasing green cover in the Edgware Road area to reduce air pollution and urban flooding. This has already led to additional trees being planted by TfL, and greening undertaken by the Church Commissioners at the Water Gardens.

The Partnership has teamed up with Central Saint Martins (University of the Arts London) for two years running, working with MA students (Narrative Environments), to develop and activate projects tackling the issue of 'contested space'. In April 2014 a week long exhibition at the Subway Gallery below the Marylebone Flyover 'Midnight Samra' marked the culmination of a Partnership sponsored piece on Edgware Road at night. In autumn 2014 a further group of students explored and curated the individual stories of businesses on Edgware Road (31% of businesses have traded on Edgware Road for over 25 years), charting their personal journeys and the connection with the spaces and personalities in and around Edgware Road.

In the summer of 2014 Edgware Road Partnership commissioned specialists to restore the important Tyburn Stone to mark the 50th anniversary of its original installation at the historic intersection of Marble Arch and Edgware Road, to commemorate the spot where priests, traitors and criminals were executed for almost 600 years. Working with the Tyburn Convent the stone was painstakingly restored, and dedicated in a service in October 2014.

October to December 2014 saw the Partnership host one of the Year of the Bus sculptures, placing the bus at Nutford Place, as a pilot project to gauge how public art would fare and be received in this location. Nutford Place has been identified as a location appropriate for public art, so this trial laid important groundwork.

The Partnership has built upon previous studies and consultation exercises, creating an impetus through the delivery of demonstration projects and sustained engagement. To take this activity to the next step, boost resources and deliver services to improve the trading environment and create a stronger sense of place, the Partnership believes that a BID for Marble Arch is an effective mechanism to fulfil widespread and lasting change in the performance of the area.





The BID Ballot

A formal Notice of Ballot will be issued by ERS on behalf of the City of Westminster on 11 January 2016 to each business/named voter and to the Secretary of State for Communities and Local Government. This provides one last opportunity to designate a named voter if this has not already been done.

Ballot papers will be issued by post to the named voter at the nominated address on Monday 25 January. Businesses will have until 5 pm on Thursday 25 February to return completed ballot papers.

The result of the ballot will be declared by City of Westminster's Returning Officer on Friday 26 February. If a majority of businesses vote in the ballot to support the BID Proposal, then the BID will formally start on 1 April 2016.



Get In Touch

For any information about the proposed BID or the ballot, please contact us by email or call the team on 020 3145 1210.

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"Marble Arch is ideally positioned on the crossroads of the West London economy, benefiting from the entertainment hub of the West End, the shopping and dining of Marylebone and Mayfair, and the tourism zone of Bayswater and Hyde Park. There is no doubt that a Business Improvement District will further improve the area for residents, workers and visitors. It will cement its reputation as a key driver of the capital's economy."

Sir Edward Lister, Chief of Staff and Deputy Mayor for Planning

MAYOR OF LONDON

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