



MARBLE ARCH
LONDON

Statement of Income and Expenditure 2016/2017



Introduction

In February 2016 local businesses voted in favour of establishing a Business Improvement District covering the northern stretch of Park Lane, Marble Arch, Connaught Village, Seymour Place, and Edgware Road up as far as the Marylebone Flyover. The BID's start date is 1 April 2016 and will last for five years until 31 March 2021.



A BID is funded through a business levy, which is a small percentage of a business's rateable value, based on the property they occupy, and covers a legally defined commercial area



Local businesses
will run the BID



Marble Arch BID will raise approximately £420,000 in 2016/17 through a mandatory levy on businesses, based on a BID multiplier of 1.25% of business' rateable values. This will be supplemented by voluntary contributions from local property owners, taking the income to about £480,000. This statement sets out how we intend to spend this income.

In the first year of our term we will concentrate on developing the key improvements that businesses told us they wanted to see. We set out our proposed budget for our activities for 2016/17 under the BID's main priorities.

Public Realm and Growth

We want to improve the trading environment and people's experience of our area. In our first year we will:

- Improve the public realm through the introduction of a new daytime ambassador scheme.
- Install festive lights along Edgware Road for Christmas 2016 and for use for other important cultural events the following year.
- Develop a management plan for the space around Marble Arch, in collaboration with Westminster City Council and English Heritage.



BID Levy money is ring fenced for use only in the BID area



Reduced congestion and improved air quality



Improving pedestrian safety at junctions



Greener environment and infrastructure



- Continue to work with TfL to improve pedestrian safety at crossings on and around Edgware Road, with a view to securing additional pedestrian phases and countdown signals.
- Explore ways of improving pedestrian enjoyment of the routes to and from Marble Arch.
- Work with TfL to deliver a lighting and public art scheme below the Marylebone Flyover.
- Identify locations and funding sources to provide additional cycle parking in the area and assist the development and implementation of WCC and TfL promoted cycle routes.
- Join forces with New West End Company and Baker Street Quarter Partnership to tackle air quality, through innovative pilot schemes.

Enhanced Stewardship

We want to reduce anti-social behaviour in the area, responding to a key concern shared during the BID development and consultation phase. In our first year we will:

- Introduce a night-time uniformed presence to regularly patrol the area, reassuring visitors and assisting local shops, hotels, cafes and restaurants in dealing with incidents.



- Target aggressive begging and reduce its impact on local businesses, clients and customers.
- Work with business security teams and statutory agencies to gather and share intelligence in support of co-ordinated action on anti-social behaviour.
- Crack down on environmental problems, reporting and tracking incidents of fly-tipping and waste that impact on business operations.
- Collaborate with neighbouring Business Improvement Districts to prevent displacement of anti-social activities such as organised begging.
- Report issues to the public authorities and work with Westminster City Council and the Police to deter criminal activities. This will be a day and evening/night time service.

Business, Staff and Guest Services

We will provide direct support to businesses, with a tailored sector approach. In our first year we will:

- Work with concierge teams to develop a guest services programme.
- Explore options to provide more staff cycle parking and training.
- Seek statutory funding to trial delivery service plans in an effort to reduce congestion and emissions on local roads.



Volunteering
opportunities, work
with the community



Access and network
with new clients and
businesses



Tackling anti-social
behaviour



More facilities
for cycling



- Assist businesses with the development of contingency and resilience plans.
- Baseline footfall and pedestrian movement, with day and night time research undertaken to set the benchmark for the BID's performance for the retail and restaurant sectors.
- Establish a joint training and networking programme for businesses.
- Represent the area and lobby TfL, the Police and Westminster City Council to give greater priority to issues faced in the BID area.

Celebrating and Promoting Marble Arch

We will promote the area, its assets and attractions, to ensure people working, visiting or living here can enjoy everything Marble Arch has to offer. In our first year we will:

- Produce an eating out guide to showcase the food quarter within the BID area, making available in printed and digital form to visitors and locals.
- Create and launch a guided and self-guided local heritage trail.
- Introduce a local loyalty scheme covering restaurants, shops, health and beauty.
- Develop a programme of events to animate public spaces.
- Explore options to enhance the visitor experience at Marble Arch itself, working with English Heritage, Transport for London and Westminster City Council.



Events, public spaces,
festivals and outdoor
markets



More customers
from hotels eating
out locally

BID Running and Statutory Costs

This expenditure covers the costs of running the BID, including statutory costs, the collection cost for the BID levy, premises, financial management and audit costs.

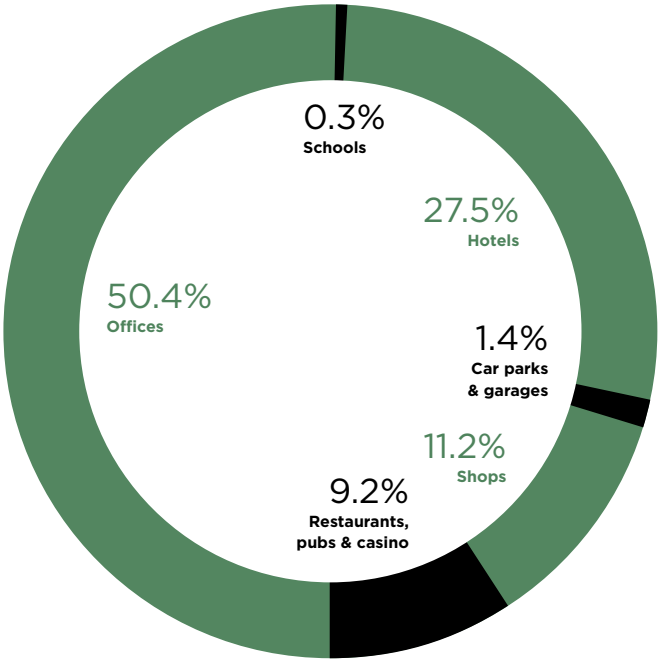


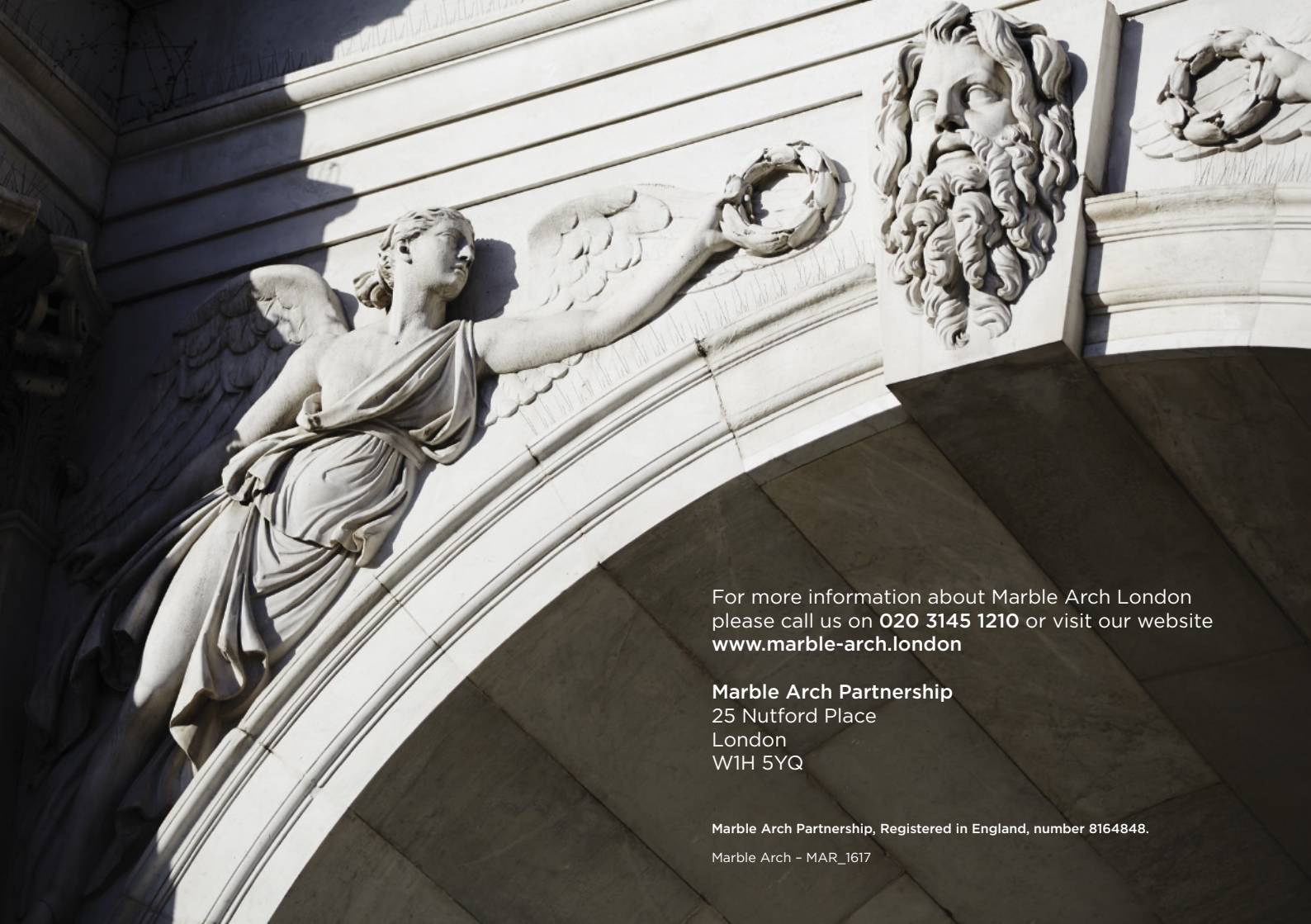
Anticipated Income and Proposed Expenditure 2016/17

Income	£
BID Levy Income	418,000
Voluntary Contributions	60,000
Total	478,000

Expenditure	
Public Realm and Growth	78,697
Enhanced Stewardship	86,697
Business, Staff and Guest Services	126,160
Celebrating and Promoting Marble Arch	80,644
BID Running and Statutory Costs	87,634
Contingency	12,000
Total	471,832
Surplus/Deficit	6,168
Carry Forward to 2017/18	6,168

BID Levy Income By Sector





For more information about Marble Arch London
please call us on **020 3145 1210** or visit our website
www.marble-arch.london

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Marble Arch Partnership, Registered in England, number 8164848.

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