



MARBLE ARCH
LONDON

Statement of Income and Expenditure 2025-2026

Report of Activities 2024-2025



Foreword

The last year has seen considerable investment in the BID area realised, with unprecedented letting activity. There have been more than 20 new openings on Edgware Road, in Connaught Village, at Marble Arch and in Seymour Place in the last twelve months with food and beverage, retail, health and beauty businesses joining the district. One Marble Arch became home to MOCO Museum, their first gallery in the UK, creating a flagship attraction.

New businesses at Capital House and One Great Cumberland have taken up occupation and quickly got involved in BID activities, stepping up to volunteer and give back to the local community. Development proposals at Connaught Place could see an increased office population in future years, and a new active frontage on Edgware Road. A transformed Montcalm Hotel will be unveiled in 2025.



MOCO Marble Arch.

Working with local businesses, residents, Westminster Council and Transport for London we published a first ever Placemaking Strategy for Edgware Road, in association with The Church Commissioners and The Portman Estate. The strategy, built on consensus, sets a template for future development and public realm interventions. Initial consultation began on the Neighbourhood Plan vision for Hyde Park Paddington, which will provide the future policy framework for Edgware Road west.

Central London's biggest sustainable urban drainage system (SuDS) was delivered by Transport for London in 2024, creating a network of rain gardens at the former Joe Strummer subway, preventing localised flooding and adding resilience to the district.

Our Street Team remain one of the BID's greatest assets, highly visible and providing that vital touchpoint with virtually every business in the district. Their presence offers a reassurance to members and a valuable resource for partner agencies Westminster City Council, the Metropolitan Police and Transport for London. In the last 12 months the team have responded to 20,595 incidents.

The BID's Community Programme has seen record volunteering, with over 300 volunteers giving more than 1,000 hours of their time and skills to schools and charities in 2024. Donations far exceeded previous years, with members providing food, laptops, furniture and toys worth over £43,000 to our charity partners in 2024-25.

A move towards skilled volunteering is being embraced by our members, and new community partners are joining our programme. A new CSR group of leading businesses marked the start of 2025, and this year will see the BID's first ever Community Awards.

The BID brought padel to Marble Arch for the summer, which saw the fully booked pop-up court in a stunning setting. The court became a magnet for leisure activity and showcased Marble Arch as an exciting competitive socialising destination. In 2024 we also brought the first illuminated Ramadan installation to Edgware Road and were joined by the community in welcoming people throughout the month to enjoy the restaurants on Edgware Road.

Our Marble Arch app grows in popularity, with businesses providing 66 offers from shops, restaurants, galleries and beauty services for people who work and live in the area over the past 12 months.

Our training series continues to be popular with members, enabling businesses to invest in their staff through the BID's growing range of training and briefings. 131 individuals from 36 member companies benefited during 2024-25.

Established in 2016, the BID is now entering the last year of its second term and will next year go through a balloting process to determine whether there is business support to continue for a further five years. As we approach this important milestone, we will be engaging closely with all members to shape the vision for the next phase of the BID.



Planting the Joe Strummer rain gardens.

Through workshops, surveys and one-to-one meetings we will ensure that businesses have the opportunity to share their priorities and help define the future of the BID and the Marble Arch district.

In 2025-26 Marble Arch London BID will raise approximately £770,500 BID levy, plus an additional £130,000 in voluntary contributions from property owners, taking the total income to £900,500. This statement sets out how the BID intends to spend this income, and where we seek to influence other agencies to invest further in the district.

Kay Buxton

Chief Executive,
Marble Arch London BID

Our year in numbers

Environment

3,400

new shrubs and plants

11

new trees

117

people contributed to our Placemaking Strategy

546

environmental reports completed and submitted to Westminster Council and TfL

39

columns adorned with festive lights up and down Edgware Road

22

new openings in the BID area

4

streets benefited from lighting improvements

10

responses made on behalf of our members to statutory consultations

Security

10,793

hours of Street Team patrolling the BID area

5

new Westminster Council CCTV cameras installed

20,595

incidents have been logged by the Street Team

83

people attended 3 Business Crime Group meetings

377

reports of shoplifting, theft, ASB and criminality attended by Street Team

9,073

courtesy visits to businesses

95

people attended 7 bespoke security events

50

real-time security bulletins sent to 533 security leads

Community

301

volunteers gave more than 1,000 hours to schools and charities

£43,429

worth of food, toys and equipment donated to charity partners

118

school pupils involved in our community projects

133

expert hours given to community causes

206

enrichment hours provided to primary school pupils

131

individuals from 36 member companies attended our training sessions

318

older people were provided with hot meals and opportunities to socialise

285

young people received careers and job search advice from our members

Promoting the district

1,148

users on the Marble Arch app, 66 offers and 523 deal redemptions

1,300

people played padel at Marble Arch over 26.5 days

1,088

newsletter subscribers

340,000

website visits

70

members and stakeholders attended our annual member event

8,479

social media followers (12% increase)

324.03

million total readers reached through press

1

marmalade sandwich

Environment

Report of Activities 2024-25

Making sure the trading environment is welcoming and safe is critical for our members, their customers, guests, staff and the wider community. As a relatively small BID, Marble Arch London BID focuses efforts on leveraging attention and resources from statutory agencies and partners, lobbying and attracting investment into the district.

TfL completed major work at the former subway network beneath the Marylebone Flyover, known locally as the Joe Strummer subway, to create a series of rain gardens using the disused steps and ramps. Construction was completed in August 2024 and planting took place in the autumn, with a formal opening taking place on 16 October, attended by Will Norman, the Mayor of London's Cycling and

Walking Commissioner and Mete Coban, Deputy Mayor for Environment and Energy. The rain gardens are the largest sustainable urban drainage systems (SuDS) in central London, improving surface drainage and making London more resilient to climate change and flooding, with a rainwater run-off catchment area of approximately 3,500m². The gardens host 11 new trees, over 1,100 shrubs and plants, and 2,300 bulbs. The BID is funding the ongoing maintenance of the gardens, which will start to flower and add colour to this key gateway in the spring.



School children planting with Mete Coban at the Joe Strummer Rain Gardens.



Westminster Council launched a shopfront scheme in 2024.

This year saw the culmination of extensive work with local stakeholders to create a Placemaking Strategy for Edgware Road. The strategy was published in November 2024 following engagement with residents, businesses and community, and sets out priorities for public realm investment and interventions, working with Westminster Council and Transport for London (TfL).

TfL announced in May 2024 that the safety scheme to improve the junction of Edgware Road and Sussex Gardens/Old Marylebone Road would proceed following consultation over November and December 2023. The scheme will see the removal of left filter lanes and the creation of safer crossings.



Cycleway 43 route.

Westminster Council published their engagement report following their High Streets work in April 2024, and set our priority workstreams including a shopfront scheme, visual merchandising programme and activation series. The BID assisted by helping to shape the shopfront improvement scheme and identifying qualifying retailers, ready for the launch in August 2024.

An east-west cycle route from Edgware Road to Fitzrovia was consulted on by Westminster Council in August 2024, following their consultation on Cycleway 43 (C43) in May 2023. The Council announced in November 2024 that the scheme will proceed with the original George Street route, with the build expected in 2025/26.



School children welcome Paddington to Connaught Village.

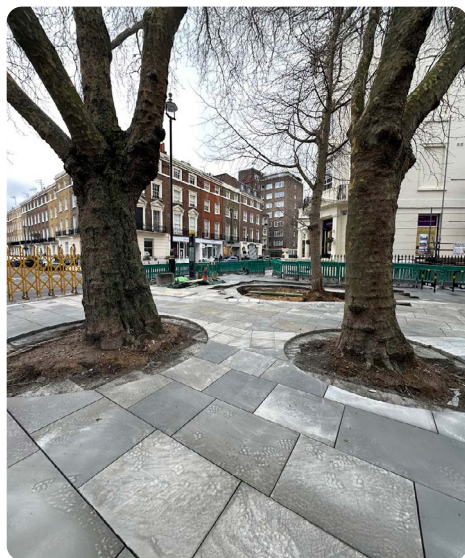
In the autumn, to mark the release of *Paddington in Peru*, the BID teamed up with The Church Commissioners to bring a statue of Paddington Bear to Connaught Village. Pupils from local Connaught House School were invited to unveil the statue, which has attracted regular queues of visitors seeking selfies.

Work by Westminster Council to create a new heart for Connaught Village also began in October, with wider pavements, safer crossings and a new planted space with seating for local residents and visitors to meet and take some time out in the sunshine. The scheme will be completed in May 2025.

The BID spruced up our small public realm schemes at Burwood Place and on the corner of Sussex Gardens in March 2024, giving the benches a new coat of varnish and re-planting with seasonal flowers.

Marble Arch London BID, in partnership with The Portman Estate, brought a new Ramadan light display to Edgware Road in March/April 2024. Building on the success of London's Ramadan lights in Piccadilly Circus and Oxford Street, the display marked a milestone as the first Ramadan lights on Edgware Road, where so many people flock as they break their fast daily or celebrate Eid al-Fitr at the end of Ramadan. The bespoke 2.9m tall light installation featured a majestic walk-through, adorned with warm white LED lights and elegant gold insets. Emblazoned with the heartfelt message "Ramadan Mubarak," symbolising blessings and goodwill, the display ran throughout Ramadan and was illuminated each day between 6am and 11pm.

In November 2024, the BID installed Christmas lights from Marble Arch to the Marylebone Flyover for a seventh year running, to support our retail and hospitality members.



Connaught Village Green under construction.

Following the Mayor of London's announcement in September 2024 that he plans to pedestrianise Oxford Street by creating a new Mayoral Development Corporation we expect formal consultation to take place in the first half of 2025 on the boundary and powers sought by the Mayor. The inclusion of Marble Arch in the Mayoral Development Area offers an opportunity to see the transformation of this location and create a major new public space for London.

Consultation on the Hyde Park Paddington Neighbourhood Plan vision and objectives commenced in January 2025, covering the western side of Edgware Road and the Hyde Park Estate.

We continued to fund a dedicated Neighbourhood Co-ordinator to help fast track environmental problems on behalf of our members.



Our Ramadan installation at Nutford Place.

This year we have supported businesses on issues including pest control, pavement vaults, A-boards, tables and chairs, parking restrictions, waste collection, fly-tipping, short-term lets, big black bins, private hire vehicles, pedicabs and street lighting. The BID's lobbying and hyper-local approach resulted in street lighting improvements being carried out by the Council in Stourcliffe Street, Harrowby Street, Burwood Place and Forset Street.

The BID made representation on a host of issues in 2024-25, including short term lets regulation, sustainable transport, homelessness and rough sleeping, local enforcement, crime and policing, the Council's Infrastructure Delivery Plan, public realm and the Mayor's Growth Strategy.

Our Plans for 2025-26

- The BID will collaborate with TfL to improve the area around the Bakerloo line station working with BT and local councillors to lift the appearance and design out anti-social behaviour.
- Connaught Village Green will be completed by Westminster Council in May 2025, and the BID, with The Church Commissioners, aim to relocate the Paddington Bear statue brought as part of the Paddington Visits trail into the centre of the scheme.
- We expect TfL's Sussex Gardens safety scheme to be implemented in 2025-26, which will include safer crossings and SuDS. As the planting is now mature at Burwood Place, our planters will be relocated as part of TfL's Sussex Gardens junction project.
- Progress will continue on the development of the Hyde Park Paddington Neighbourhood Plan, with the BID ensuring that business views are represented.
- The BID will continue to fund a Neighbourhood Co-ordinator at Westminster Council in 2025-26 and lobby for lighting improvement schemes in the district including on Cabbell Street and Transept Street, as well as around Connaught Square.
- The BID will ensure that Marble Arch's transformation is reflected and represented at all stages in the Oxford Street pedestrianisation consultation and mobilisation process.
- Small scale public realm and public art projects will be prioritised this year, to add colour and interest in the environment. These could include lighting schemes and installations, as well as telephone box adoptions, subject to planning and advertising consent.



We will work with TfL to enhance the area around the Bakerloo line station.

Security

Report of Activities 2024-25

The Marble Arch Street Team is one of our most valued and in-demand services, consistently praised by our business members for its effectiveness and responsiveness. The team plays a crucial role in reducing crime and anti-social behaviour (ASB), conducting welfare checks, and ensuring a safe and welcoming environment for all. Businesses regularly highlight the team's impact, describing them as an essential presence that enhances security and provides much-needed reassurance to staff, customers and visitors.

Operating Monday to Thursday from 8 am to 10 pm, and Friday and Saturday from 8 am to midnight, the team is a trusted and familiar point of contact. To further support our members, we have introduced an out-of-hours Street Team incident reporting line, ensuring incidents can be logged outside these hours.



The Street Team supports visitors in the Marble Arch BID area

A 24-hour Control Centre, accessible via the existing Street Team telephone numbers, guarantees that all reports are recorded and followed up by the team when they return to duty.

Their patrols are intelligence-led, concentrating on priority issues like phone thefts, where at peak times their patrols are centred around hotspot locations. Tasking is informed by insights from businesses, the Metropolitan Police, Westminster City Council and the Safer Business Network. We monitor and manage the Street Team's activities daily and performance is reviewed regularly with our security provider and partners.

All Street Team members undergo intensive, Highfield-accredited training and use the Alert incident platform to securely report incidents.



The Street Team focuses on priority issues such as phone thefts.

All crime data is shared in a GDPR compliant manner with the police and at in-person intelligence sharing meetings with other local BID street teams, plus Safer Business Network who manage our Business Crime Reduction Partnership. This crime data is used to identify and track prolific offenders and crime patterns and helps not only BID teams but also the police in targeting local offenders.

In the last 12 months the Marble Arch Street Team logged a total of 20,595 reports, and responded to incidents which included:

- Identifying and reporting 1,846 incidents of begging
- Conducting welfare checks and referring rough sleepers 2,157 times
- Responding to 377 reports of shoplifting, theft, ASB and criminality
- Reporting 546 environmental incidents such as graffiti, fly-tipping, waste, dockless bike obstructions and highway defects
- Visiting and assisting businesses 9,073 times.

Our dedicated Neighbourhood Co-ordinator works closely with our Street Team to problem solve environmental issues on behalf of our members. This role has also enabled the placement of new Westminster City Council CCTV cameras, five of which have been installed across the BID area.

Our membership of the Safer Business Network and West End Security Group gives us access to a wealth of crime intelligence, counter-terrorism support, protest updates and police communication. We maintain direct contact with the Metropolitan Police, giving us access to the latest intelligence and events. These relationships proved invaluable during the rise in central London protests in 2024, allowing real-time updates on potential disruptions, road closures, and their impacts, which were shared directly with our members.

Throughout 2024, we issued over 50 real-time security bulletins to 520 security leads across the district, providing advance notice of protests, marches, and high-profile events.



The Street Team visit and assist local businesses daily.



Our Street Team conducting joint patrols with the Metropolitan Police.

This vital service has seen a significant rise in subscribers, with weekly security alerts consistently achieving an open rate of over 50%. In addition to direct email updates, our security alerts are also published on our website, where they have become an essential resource for businesses. In 2024, the security alerts page was the most visited page on our website, attracting nearly 20,000 visits each month.

As part of a broader initiative to enhance the safety of women, girls, and vulnerable individuals at night, whether they are working, visiting, or living in Westminster, Marble Arch BID is actively supporting the promotion and establishment of a network of Safe Havens across the BID area. These designated spaces provide a secure environment where individuals in need can seek assistance, take a break, and ensure they feel safe before continuing their journey home.



Business Crime Group in February 2025.

Throughout 2024, the BID has been working closely with local businesses to raise awareness of the scheme, offering free training and accreditation in partnership with the Safer Business Network (SBN) as part of their pan London Safe Haven initiative. This training equips participating venues with the knowledge and resources to support vulnerable individuals.

Looking ahead, the BID aims to launch at least three officially accredited Safe Havens within the district in 2025, further strengthening the area's safety network and providing reassurance to all who live, work and visit the district.

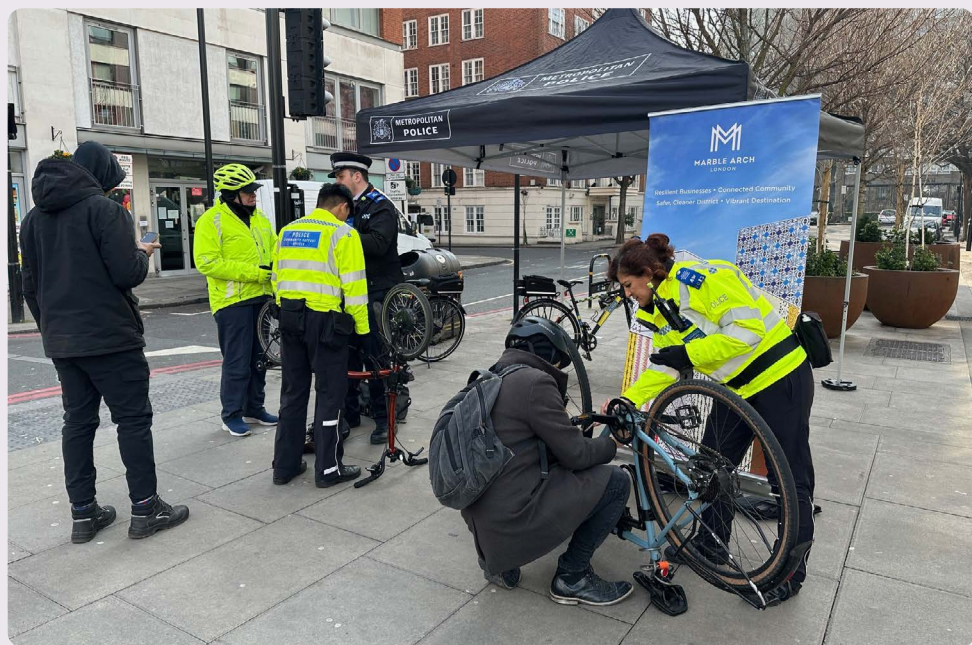
Joint patrols with the Metropolitan Police were conducted to address anti-social behaviour and combat knife crime as part of Operation Sceptre, a national initiative aimed at reducing knife-related offences through increased enforcement and community engagement. Officers patrolled key areas, engaging with businesses and visitors to provide reassurance and ensure public safety.

Additionally, three cycle marking events were organised in partnership with the Metropolitan Police to help cyclists protect their bikes against theft.

At these events, participants had their bicycles security-marked and registered on Bike Register, the UK's national, Police preferred, bicycle marking and registration scheme, making it easier for police to return stolen bikes.

Security remained a key focus throughout the year, with a series of dedicated events enhancing awareness and preparedness. In March 2024, businesses took part in ACT Document Awareness training, followed by a self-defence class and a Personal Safety Briefing in the summer.

The BID also hosted three Business Crime Group meetings in June and October 2024 and February 2025, providing members with updates from the police and Westminster City Council.



The BID organised three bike marking events in the last 12 months.

Our Plans for 2025-26

- The Marble Arch Street Team will continue to patrol Monday to Saturday, with a new surge service introduced in 2025-26 to enable us to scale up support in response to short-term local crime issues.
- The BID will continue its collaboration with the Metropolitan Police and Westminster City Council to ensure high-visibility operations, overseen by our Business Crime Group.
- We will deliver our first Safe Havens in the BID area in 2025 and encourage additional venues to become Safe Havens.
- In response to rising shoplifting incidents, we will host a Conflict Management course supporting retail and hospitality members.
- Our bespoke security bulletin service will continue to provide timely alerts and intelligence.
- Counter-terrorism training and resources will remain a priority, with in-person sessions offered in partnership with the Metropolitan Police Protective Security Operations unit.
- Once Martyn's Law (Duty to Protect) legislation is enacted, we will support affected members with toolkits and workshops to ensure compliance with the new regulations.
- Our partnership with Safer Business Network is ongoing. They provide and manage our crime and intelligence platform and work with us and the Metropolitan Police to co-ordinate the mapping and identification of key offenders.
- We will continue to maximise our involvement in the West End Security Group (WESG) who provide pan-central London general resilience advice.



The Street Team will continue to patrol Monday to Saturday.

Community

Report of Activities 2024-25

Over the past year, we have supported our members to contribute to meaningful community causes, reflecting a growing demand for opportunities to give back. As part of our Community Programme, we delivered 301 employee volunteering sessions from 17 companies across 13 community partners, directly benefiting 2,504 local beneficiaries.

Nearly half of our volunteers participated in environmental projects, including litter removal, creating sustainable gardens and enhancing community spaces. These activities not only improve the local environment but also serve as valuable team-building experiences, often involving collaboration with residents to foster a deeper connection between businesses and the community.

One notable project saw The Right Worshipful the Lord Mayor of Westminster, Cllr Robert Rigby, join Bridgepoint volunteers in September 2024 for an outdoor painting task at Leonora House, a community partner supporting older people. Other activities in 2024 included litter removal on the Grand Union Canal by teams from Adams Street Partners, The Church Commissioners, London Marriott Hotel Park Lane and Victory Services Club, gardening tasks by GIC, Hammerson and The Church Commissioners, and DIY projects to rejuvenate schools and community gardens by volunteers from Bridgepoint, Cirrus Logic, Hammerson and Hilton London Metropole.



Volunteers from The Church Commissioners at Penfold Community Hub.



Bridgepoint volunteers at Leonora House.



Marriott Marble Arch staff cooked Christmas Lunch for 40 older people.

A quarter of our volunteers dedicated their time to reducing isolation and enhancing the wellbeing of vulnerable residents. Their efforts had a meaningful impact, including supporting a recent widower who had been reluctant to leave his home after his wife's passing and providing companionship to a 90-year-old who would have otherwise spent the day alone.

As part of our community programme in 2024, volunteers took part in a range of activities to foster social connections. Teams from The Prince Akatoki and Healthcare Central London hosted afternoon teas for older residents, creating a warm and welcoming space for conversation. Volunteers from Hammerson, Berkeley and Marriott Marble Arch prepared meals for 130 local people across three initiatives, while Hilton London Metropole organised games afternoons for over 90 older residents. Employees from Bridgepoint and British Land also participated in Silver Sunday, an annual national day celebrating older people. Bridgepoint staff hosted a coffee morning for individuals with life-limiting illnesses and their families, while British Land volunteers brought energy and joy to a Get Up and Dance event.



British Land regularly support the Social Supermarket food bank.

16% of volunteers supported low-income families at a local social supermarket. Demand has increased exponentially in recent times and volunteers not only offer practical assistance to help guests stock-up with household essentials but also provide friendly conversation and refreshments. This activity saw the most repeat visits across our Community Programme, with British Land, Berkeley and Hilton London Metropole each sending regular teams of volunteers.

In response to growing demand, 12% of our volunteers participated in skill-sharing activities, particularly through career-focused events in schools. By partnering with a secondary school to run a careers fair and a local sixth form to run CV writing and mock interview workshops, our members had the opportunity to inspire career choices among local students.



Victory Services Club spoke at a Careers Fair at Marylebone Boys School.

Hammerson colleagues contributed by delivering IT sessions to help bridge the digital divide among older people and conducting a CV review for pupils at a local secondary school. Adams Street Partners supported 65 sixth form students in preparing for the world of work by sharing expertise on interview techniques and CV writing. Meanwhile, volunteers from Marriott Park Lane and Victory Services Club engaged with over 150 students at a careers fair, offering insights into employment opportunities within the hospitality sector.

In November 2024, 45 children from Hampden Gurney C of E Primary School launched the festive season by switching on the Edgware Road Christmas Lights, followed by sweet treats at Marriott Marble Arch, where local Cllr Barbara Arzymanow presented each child with a personalised certificate as a thank you.

In January 2025, we hosted the inaugural meeting of our CSR Group, bringing together members to share knowledge in community engagement.



Hammerson donated laptops and delivered IT sessions to older people.

This platform will provide the group with an opportunity to discuss challenges, share good practice, and influence the role of the BID in delivering on their community engagement priorities.

Our generous members donated over £43,000 towards our charity partners in 2024-25. This includes:

- £8,414 in volunteer project materials, including paint and gardening equipment for volunteering projects, as well as food bank donations and refreshments for social events.
- £30,680 worth of equipment and laptops to schools and community groups.
- £4,335 through our festive donation drive, which included gifts to those with life-limiting conditions, disabled children, older people and new parents.

Thank you to all our members who donated including Adams Street Partners, Berkeley, Bridgepoint, British Land, The Church Commissioners, Cirrus Logic, Frameless, GIC, Hammerson, Healthcare Central London, Hilton London Metropole, Marriott Marble Arch, Marriott Park Lane, The Portman Estate, The Prince Akatoki, Tate and Lyle, Tesco Edgware Road and The Victory Services Club.

We continued to spotlight local unsung heroes through our Hidden Heroes online series, celebrating individuals such as the founder of a sports club for disabled youth and a coffee shop owner training refugees and asylum seekers.

Our training programme remains a valuable resource, saving members time and money. In 2024-25, 131 people from 36 member businesses attended our free sessions. New topics included a “Stress to Strength” workshop, while popular courses such as Mental Health First Aid continued to draw strong participation. Our online offering continues to expand with the addition of Project Kestrel Fire Awareness Course. We will keep expanding both in-person and online training and continuously seek feedback from our members regarding future courses.



School pupils counting down to the Edgware Road Christmas Lights Switch-On.

Our Plans for 2025-26

- Offering a holistic Community Programme will remain an essential part of our work.
- We will diversify volunteering engagement opportunities, to include taster sessions and more skilled volunteering.
- The BID will create a promotional film showcasing the Community Programme's impact.
- Increasing community partnerships will remain a priority, focusing on underserved areas such as homelessness and refugee support.
- We will develop our CSR group to provide knowledge-sharing opportunities for our members on matters related to CSR/ESG and social value reporting.
- The BID will host a celebratory awards event marking five years of community contributions.
- We will continue to improve our monitoring and evaluation processes to better articulate impact by introducing new evaluation systems.



Our first CSR group met in January 2025.

Promoting the District

Report of Activities 2024-25

Over the past year, the BID has played a central role in bringing together the district, working in partnership to enhance the shopping, dining and leisure experiences while celebrating the area's rich cultural heritage

As part of our ongoing commitment to celebrating the area's cultural diversity and providing unique experiences, we were excited to host a series of events that brought global attention to Marble Arch in 2024.

To mark the inclusion of breaking at the 2024 Paris Olympic Games, we hosted Breaking Marble Arch, a weeklong celebration of the sport from 15 to 19 July 2024. Daily lunchtime demonstrations showcased the talent of three skilled breakers, bringing Olympic level moves to Marble Arch. The event garnered significant media attention, with nine pieces of coverage reaching 68 million people. This included broadcast, consumer and local press, as well as an international outlet and interviews aired on London Live and BBC London Evening News.

In partnership with sponsors Portman Marylebone and Central London Alliance, we brought padel to the West End for the first time. Pop-up Padel at Marble Arch was open daily from 31 July to 26 August 2024 from 7am-8pm, providing a new and engaging activity for our members as well as new visitors.

Responding to member feedback about the demand for participative events, this initiative capitalised on the growing trend of competitive socialising. With an impressive 98% occupancy rate, nearly 1,300 players took to the court over 26.5 days. Half-price sessions were offered to Westminster residents via the CitySave scheme, alongside community sessions for their summer youth programme. This initiative attracted 14 pieces of media coverage with an estimated reach of 6 million people. Publications included City A.M., Londonist and Secret London.



Breakdancing at Marble Arch.



Sponsors and stakeholders at the launch of Pop-up Padel at Marble Arch.

Our biggest and most successful event to date, Pop-up Padel at Marble Arch drew remarkable crowds and generated an exceptional amount of interest, further establishing Marble Arch as a dynamic destination for both locals and visitors.

Marble Arch BID's annual member event took place in August 2024 at the newly opened Moco Museum, offering members and stakeholders an exclusive first look at the venue. With 70 attendees, the event provided a unique opportunity to explore the museum's three floors while enjoying drinks and canapés. Beyond discovering the contemporary art collections, the evening served as a valuable networking opportunity, allowing local businesses and stakeholders to connect, exchange ideas, and strengthen relationships within the Marble Arch community.



The BID's annual member event at Moco Museum.

Community engagement was further strengthened through our sponsorship of the South London Orchestra's free concert at the Hyde Park Bandstand in September 2024. This event not only showcased the talent of the South London Orchestra but also reinforced our commitment to enhancing cultural and social engagement in the Marble Arch area.

In October 2024, the BID, in collaboration with The Church Commissioners, brought a statue of Paddington bear to Connaught Village as part of Paddington Visits, a national marketing campaign to celebrate the release of Paddington in Peru. The campaign generated over 30 million in total audience reach. Publications included the Evening Standard, Time Out and the BBC. The campaign was a tremendous success, bringing a new wave of tourists and visitors to the area.

Launched in 2023, the Marble Arch London app offers 66 exclusive deals, as well as events, fostering community-business connections and encouraging repeat patronage at Green Valley, Townhouse, Marriott Marble Arch, Wagamama, Frameless, The Italian Greyhound, La Maritxu, Moco, The Portman pub and many more. The number of users on the app has more than doubled in the last 12 months, and now boasts 1,148 registered users, 523 deal redemptions, 66 offers, 200 event clicks and 195 businesses. Top redemptions on the app include 10% off bakery, fresh food, and sweets at Green Valley, free side with any main at Wagamama, and 20% off at The Italian Greyhound.



Watch House opened on Seymour Street in August 2024.

Over 20 new restaurants and shops opened in the district in the last 12 months, further enriching the local offering and attracting new visitors. New openings include itsu, Anglo Thai, WatchHouse, Mehmet Efendi, Black Sheep Coffee and Boxcar Bread & Wine. These openings were promoted across the Marble Arch London app, social media channels, newsletters and our website, highlighting the area's evolving culinary scene.

We work closely with our members and estate teams to promote boutique retailing locations, pop-up shops and offers on our digital channels and newsletters. Our website visitors averaged just under 30,000 a month in 2024, nearly tripling our users in 12 months.



Boxcar Bread & Wine opened in Connaught Village in October 2024.

Our social media following increased by 12% and now collectively boasts 8,479 followers. Our LinkedIn following has increased by just under 30% with 1,900 members now following our regular updates. Our Instagram account now has 2,071 followers, an increase of 14% from the previous year, and we also engaged 2,300 followers on X. Our newsletters, sent to 1,100 subscribers, averaged an email open rate of 45% in 2024.

Joint campaigns, including Connaught Village Art Month in October 2024 and the London Restaurant Festival in June 2024 in Connaught Village and Portman Marylebone in October 2024 showcased our commitment to collaboration. The BID also worked closely with the Royal Parks, BST Hyde Park and Hyde Park Winter Wonderland to promote the music festival and Christmas event.

Our Culture Blog remains a cornerstone of our storytelling, with four new stories added this year, exploring local history and the inspiration behind public art. As some of the most visited pages on our website, the blog reinforces our commitment to celebrating the district's heritage.



Human Rights Greenhouse is now featured on our Culture Blog.

Our Plans for 2025-26

- We will continue to spotlight the area's dining and retail experiences through our monthly newsletter, social media channels and the Marble Arch London app, integrating new offers and events to engage users.
- Partnering with estate teams, we will highlight boutique retail locations and promote seasonal campaigns to drive footfall.
- Marble Arch will continue to serve as a premier event location, with a focus on collaborations with brands, stakeholders and cultural institutions.
- Upon the completion of Marble Arch's restoration, we will join English Heritage in celebrating this milestone with tours and talks.
- Strengthening our presence in local and national media will remain a priority, showcasing Marble Arch as a dynamic destination.
- A refreshed edition of A Taste of Marble Arch will reflect the district's evolving dining scene, incorporating new businesses and updates.
- We will keep celebrating the area's unique character by supporting local community events and adding new stories to our Culture Blog.



A new edition of Taste of Marble Arch will be published in 2025.

Anticipated Income and Proposed Expenditure 2025-2026

Forecast Income and Expenditure 2024-2025

The proposed BID Levy Multiplier for 2025-2026 is 1.574% of rateable value.
The BID Levy cap is £31,415. The shared BID levy cap is £33,763.

	Income and Expenditure 2024-2025 (Projected at 31 January 2025) £	Anticipated Income and Expenditure 2025-2026 £
Income		
BID Levy Income*	**767,000	***770,500
Voluntary Contributions	128,000	130,000
Total	895,000	900,500
Expenditure		
Environment	173,500	185,000
Security	310,500	332,000
Community and Engagement	85,000	102,000
Promoting the District	192,500	181,000
Premises and Statutory Costs	145,100	161,700
Contingency and BID Renewal	20,000	50,000
Total	926,600	1,011,700
Surplus/(Deficit)	-31,600	-111,200
Brought Forward from 2023-24	647,882	616,282
Carry Forward	616,282	†505,082

* Total billable for 2024-2025 at 31 January 2025 was £819,000.

** Collected for 2024-25 up to 31 January 2025.

*** Assumes a 95% collection rate in year.

† Balances are held to offset the predicted loss of commercial buildings in the BID's third term.





For more information about
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