



Renewal and Alteration Proposal 2026-2031

A Champion for Business and Community



The BID Proposal in Summary Foreword

Over the last ten years Marble Arch London BID has delivered valued, essential services and projects, undertaking ambitious public realm enhancements, improving the safety and quality of our streets, creating a vibrant commercial centre alongside a shopping, dining and leisure experience.

During this time there has been significant regeneration, with additional homes, offices and shops bringing new opportunities and members. Our hospitality sector already sees hundreds of thousands visit for business and leisure, and is one of the largest employers, complementing our diverse and vibrant food and drink scene. The pace of change in the last five years has been impressive, with five new galleries and two new hotels. In 2024 alone there were over 20 new restaurant and shop openings in the district.

In creating our future plans, we have listened carefully to the issues that matter most to our members and stakeholders. Businesses, residents and organisations have very clear priorities and have shared their ideas with us for the BID's next five-year term.

- A district which feels safer, with lower levels of crime and anti-social behaviour.
- A clean, well maintained, protected and resilient environment.
- A connected, responsible business community.
- A retail and hospitality offer that serves people who work, live and study in the area, as well as those who visit.



The ambitions for the next term of the BID, from 2026 to 2031, reflect the outcomes of these conversations with our members, communities and stakeholders from all corners of the BID area and across all sectors, from the biggest to the smallest businesses.

The BID's vital work remains focused on our four key themes of environment, security, celebrating and community. The BID's vision is to foster a location in which people do business, shop, stay, relax, work, eat out, socialise, learn and live. We aim to promote, support and protect our members and their operations, and to provide them with the setting, insights, intelligence and tools to flourish.

Key Milestones



The BID commences its first term.



First Eating Out Guide published.

2016



The Marble Arch Street Team, with us from the outset, remain one of the most visible, accessible and highly regarded services provided by the BID. The team instils confidence throughout the community. The BID will continue to invest in the team, ensuring that their activities are intelligence-led, and that businesses receive the right security support from us at the right times.



Our Community Programme sees BID members supporting more than 40 local schools, charities and social enterprises week in week out. More and more companies are valuing the impact that volunteering through the programme has on colleagues and the community alike. The programme is the cornerstone of the BID's relationships and the growth in skill-sharing and supported employment schemes lay the groundwork for the next chapter.



A partnership approach on environment, transport and public realm schemes lies at the heart of our activities. Our role is one of lobbyist, leveraging external funding to complement BID expenditure. Over £11 million has already been contributed to the BID area and invested in highway infrastructure since the BID commenced operations ten years ago. Throughout the third term the BID will continue to work hand in hand with Transport for London (TfL), the Mayor of London and Westminster City Council, completing junction safety improvements, bringing forward small-scale as well as major public realm schemes and putting resilience front and centre.

Our expert and knowledgeable team creates vital partnerships on your behalf, to ensure a safe, clean, high quality and attractive trading environment.

We are immensely grateful for your continuing support, and it is a privilege to provide the collective voice for the district whilst delivering positive change for the future.

Kay Buxton,
Chief Executive

Colin Francis CBE,
Chairman

As a champion for business, Marble Arch London BID is a promoter, partner and advocate for the 200 member organisations located in the Marble Arch and Edgware Road area. The BID is the only body with the single aim of speaking for the district.

2016



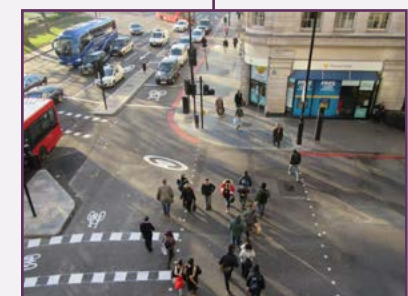
Street Team introduced.



Festival of Cycling takes place at Marble Arch.



Community programme launched.



First pedestrian crossing completed at Great Cumberland Place.

2016

The BID Term and Levy

The next term of the Marble Arch BID will be five years, commencing on 1 April 2026 and ending on 31 March 2031.

The BID levy will be 1.574% of a business's rateable value for all businesses whose rateable value is equal to or exceeds £79,500 in effect on 1 September 2025. There will be a cap on the levy of £31,415, and this same cap will be applied to businesses with multiple hereditaments (premises). 90% charity and education discounts will continue to be applied to our qualifying members.

An annual inflationary increase will be applied to the levy multiplier and cap from Year 2 (2027/28), at no more than 3% each year. The BID Board has the discretion to apply a lower increase.

The BID will raise an estimated £850,000 in the first year through the BID levy, rising thereafter as new developments are completed and occupied. With voluntary contributions from landlords and estates, this figure is boosted by over 15%. Through this shared contribution, £5.7 million will be invested in the BID area over the five-year term.

The full BID levy rules can be found on page 57, where details of reliefs and arrangements can be read.



“It is plain to see that the BID has achieved so much in its first ten years. The Portman Estate is delighted to have helped lay the groundwork with its significant investments along Edgware Road and at Marble Arch. Moving our team into the Marble Arch BID area in 2025 has reinforced this commitment to the area and its strong future.”

Simon Loomes, The Portman Estate,
Great Cumberland Place



Christmas Lights installed on Edgware Road for the first time.



First food tour.

2016

The BID Area

Minor alterations are proposed to the BID area, taking in neighbouring areas, illustrated on the map overleaf, at the northern end of the district. These extensions are in response to specific business and resident requests to tackle particular issues. The extension creates a more sensible interface with our neighbours Baker Street Quarter Partnership to the east, and leaves no gaps between the two BIDs. The proposals have received support from local councillors and residents.

The spine of the BID area is formed by Edgware Road through Marble Arch to Park Lane, stretching from Church Street in the north to Upper Brook Street in the south, and including Connaught Village and the Hyde Park Estate to the west of Edgware Road and Portman Marylebone to the east of Edgware Road.



“As champions for their districts, BIDs are an essential bridge between the Council and local business. With 20 BIDs now active in Westminster, they bring a critical mass that ensures the voice of local business is firmly at the table. BIDs and the Council share common goals on placemaking, sustainability, community safety and the benefits of responsible business ownership, and together we are working to ensure Westminster continues to thrive as the beating heart of London’s visitor and business economy. It is inspiring to see everything Marble Arch BID has achieved over the past ten years, and I look forward to continuing our partnership as they deliver their ambitions for the next five years.”

Councillor Geoff Barraclough,
Cabinet Member for Planning & Economic
Development, City of Westminster



Story of Marble Arch published.



Culture Blog launched.

2016

The following 70 streets (or part of streets) are included in the BID area, although not every street contains businesses liable for the BID levy.

1. Albion Street (part)	25. George Street (part)	49. Princess Louise Close (all)
2. Bell Street (part)	26. Great Cumberland Mews (all)	50. Porchester Place (all)
3. Brendon Street (all)	27. Great Cumberland Place (all)	51. Portsea Mews (all)
4. Brown Street (all)	28. Green Street (part)	52. Portsea Place (all)
5. Bryanston Place (part)	29. Hampden Gurney Street (all)	53. Seymour Place (part)
6. Bryanston Square (part)	30. Harcourt Street (all)	54. Seymour Street (part)
7. Bryanston Street (part)	31. Harrow Road (part)	55. Shillibeer Place (all)
8. Burne Street (all)	32. Harrowby Street (all)	56. Shouldham Street (all)
9. Burwood Place (all)	33. Homer Street (all)	57. Stanhope Place (all)
10. Cabbell Street (all)	34. Homer Row (all)	58. Stourcliffe Close (all)
11. Castlereagh Street (all)	35. Hyde Park (part)	59. Stourcliffe Street (all)
12. Cato Street (all)	36. Kendal Street (all)	60. The Water Gardens (part)
13. Chapel Street (all)	37. Marble Arch (all)	61. Transept Street (all)
14. Church Street (part)	38. Marble Arch Place (all)	62. Tyburn Way (all)
15. Clenston Mews (all)	39. Marylebone Road (part)	63. Upper Berkeley Street (part)
16. Connaught Place (all)	40. Molyneaux Street (all)	64. Upper Brook Street (part)
17. Connaught Square (all)	41. Newcastle Place (all)	65. Wallenberg Place (all)
18. Connaught Street (part)	42. North Row (part)	66. West Garden Place (all)
19. Crawford Place (all)	43. Nutford Place (all)	67. Wood's Mews (part)
20. Crawford Street (part)	44. Old Marylebone Road (all)	68. Wythburn Court (all)
21. Cumberland Gate (all)	45. Old Quebec Street (all)	69. Wythburn Place (all)
22. Dunraven Street (part)	46. Oxford Street (part)	70. York Street (part)
23. Edgware Road (part)	47. Paddington Green (part)	
24. Forset Street (all)	48. Park Lane (part)	

Key Milestones

2017



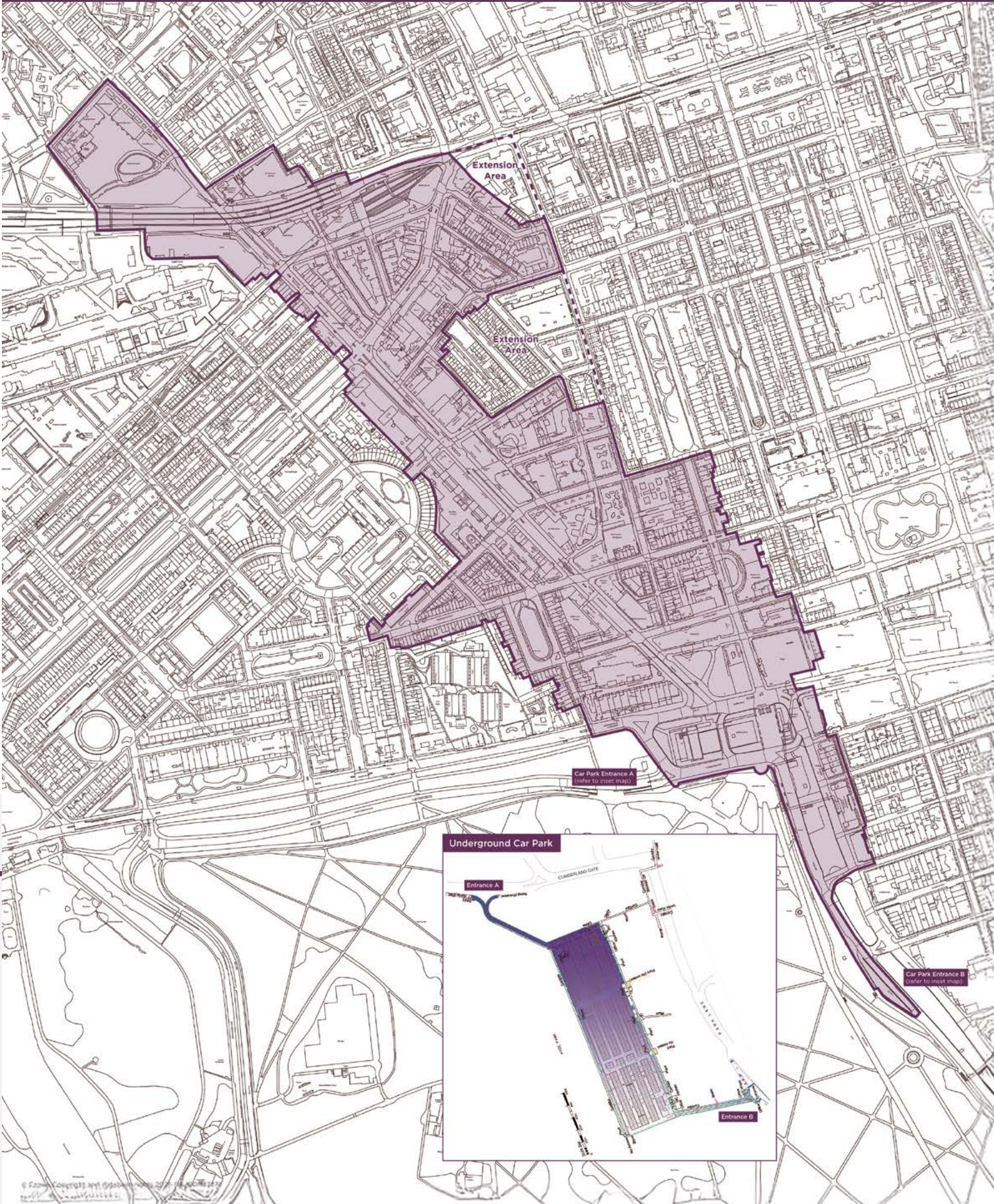
Personal safety courses introduced for members.



Street Team morning shift introduced.



Marble Arch BID Area 2026-2031



Business and Stakeholder Consultation

Marble Arch BID has undertaken an extensive and inclusive consultation process to shape this Renewal Proposal, which will continue up to and including the ballot in 2026. Our approach combines one-to-one meetings, themed workshops and an online survey to ensure that businesses and local stakeholders can reflect on the BID's achievements to date, and help shape future priorities.

“As London’s biggest convention hotel, we occupy a substantial footprint in the BID area and benefit from every aspect of the BID’s work. The team are super responsive on the environment, crime and community, we know we can trust them to get things done.”

William Fisher, Hilton London Metropole, Edgware Road

Online Survey

An online survey was available via the BID website between 29 April and 31 July 2025, attracting a strong response from local businesses, workers and residents. To support awareness and engagement, a flyer was delivered by our Street Team to 77 ground floor premises, reinforcing visual association while promoting the survey. The survey was also sent out in our newsletter, security bulletin and posted on all social media channels.

The online survey respondents rated their familiarity with the BID's work at 8 out of 10 and 95% agreed that the BID makes a positive difference to the local area. The same percentage, 95%, said they felt well informed about what's going on locally thanks to the BID's regular communications.

The services most valued by respondents included the Street Team, business crime group, security training and briefings, weekly security alerts and practical volunteering.

Respondents were also asked what issues the BID should prioritise over the next five years. The most common themes included crime and safety, anti-social behaviour, homelessness and mental health, cultural events, sustainable placemaking and climate resilience.

There was widespread support for expanding the Street Team's hours and reach. Several businesses suggested enhanced marketing and visibility efforts, such as joint campaigns and improved signage. Others called for infrastructure investment and sustainability projects.

Workshop Discussions

Three themed workshops were held in May and June 2025, bringing together people from 23 different businesses from across all sectors.

Key Milestones



Five Guys Named Moe opens in temporary theatre at Marble Arch.



Marble Arch is re-lit.

2017



At the visitor economy workshop, hotels reported high occupancy but lower room rates, with fewer recent pre-paid bookings and reduced spend per guest. Venues mentioned the need to constantly innovate and refresh their offer to remain competitive. Hotels expressed a strong preference for a regular cycle of events that are easy to promote to their guests. A recurring theme across these discussions was the need for high-quality, hyper-local visitor data and insights to support marketing, programming and investment decisions. The guest demographic has shifted since the pandemic, and our hotel and venue members all expressed interest in sharing intelligence on trends in the local visitor economy.

At a dedicated security workshop businesses shared concerns about theft, shoplifting, anti-social behaviour and the perceived lack of enforcement. Participants welcomed and praised the Street Team's visibility but expressed frustration at the limited police visibility and response to shoplifting. Businesses are eager to see expanded coverage and continued collaboration on crime prevention.



Interest was also expressed in specialist training for front-line staff on issues such as mental health, homelessness and organised begging. The idea for a dedicated outreach service was explored at this workshop and strongly supported.

At the Environmental, Social and Governance (ESG) workshop feedback included a desire to broaden volunteering opportunities to incorporate semi-structured, problem-solving activities, to introduce 'Sustainability Exchanges' that support both smaller businesses and community groups, and to develop relationships with a wider and more diverse range of community partners.

One-to-One Meetings

Over 60 in-depth meetings were held with existing BID levy payers, from May 2025 onwards. These took the form of open meetings, in which members were asked questions about their priorities for the next five years, what the BID could do differently, and what new things the BID could do to support them.

Sectors represented in these meetings include offices, hotels, venues and clubs, schools, retailers, F&B operators, pharmacies, car hire, self-storage, casinos, pubs, car parks, banks and galleries. Landlords were also engaged. Some common themes emerged from these meetings, which reinforced the findings from the survey and workshops.

- Strong support and recognition of the Marble Arch Street Team, the role it plays supporting the business and residential community. Members find them highly visible, attentive, engaging and responsive.
- Trending fear of crime, phone snatches and being impacted by anti-social behaviour in the street or in local shops and cafés. A lack of visible policing exacerbates this.
- Developments and regeneration have really lifted the area, with fewer vacancies, a greatly improved food and beverage scene and an enhanced streetscape.
- Rising number of rough sleepers in the BID area, particularly tents and how long these remain in place before action is taken. Encampments at either Park Lane or below the Marylebone Flyover were mentioned by the majority of businesses.
- The Council's street sweepers were praised for doing a good job in a difficult environment. Monday mornings were noted as being a challenge, with clutter, temporary traffic signs, dockless bikes lying on pavements and litter much more noticeable.
- Businesses felt it was more complicated to report problems now, and rely heavily on the BID team and Street Team to assist in this, for example the Council, TfL, the police, numerous dockless bike companies - all with different reporting platforms.

- The area around Marble Arch was cited as not welcoming. It is perceived as scruffy and does not feel like a safe space. Businesses and residents alike did not feel that the space was for them and struggled to understand who is responsible for the space.
- Despite this, everyone felt that the new developments around Marble Arch had changed the area for the better. There was a sense of excitement about the scheme for Marble Arch and lots of questions about how the pedestrianisation of Oxford Street might affect individual businesses, their staff and deliveries.
- The BID's app, offers, eating out guide and newsletters are very well received by all, and our members feel very well informed and know where to come if they need information on Council services or changes happening in the district.
- More events to bring businesses together including wellbeing, cultural, art, sporting or competitive socialising events were mentioned by the majority of businesses.
- The training offer remains popular, with members liking the balance of in-person and online training.
- Businesses felt that there was a wonderful community spirit in the district, with members individually and jointly supporting local schools and the community. Some businesses had not realised how easy it would be to volunteer their time or donate items through the BID's community programme.
- The BID is a much-valued, positive presence. The team is viewed as knowledgeable and accessible and is the go-to body for information, support and connections.

2017



Shisha workshop hosted for members on tobacco advertising.



First member event held.



First community day held at Marble Arch.



Hotels & Venues Group launched.

2018

Extending the BID Area

The BID’s proposed extension area includes just three new hereditaments/members that would be liable for the BID levy, all of whom have been invited to participate in shaping the proposal and giving feedback.

Ward Councillor and Local Resident Engagement

Two sessions were held in April 2025 with ward councillors covering the wards for Hyde Park, Marylebone, West End, Little Venice and Church Street, with 15 councillors receiving formal invitations. Councillors were highly engaged across both sessions, offering constructive feedback and endorsing several aspects of the BID’s work. Community safety was a recurring theme, with strong praise for the Street Team and specific interest in the launch of new Safe Haven locations, the Street Team’s surge service and its flexible response to local crime issues such as theft, shoplifting and phone snatches.

The BID’s public realm work also received positive feedback, particularly around greening and planting initiatives. There was enthusiastic support for projects like Pop-Up Padel at Marble Arch, which had displaced anti-social behaviour and activated underused public space. The future use and long-term management of the Marble Arch space was also discussed.

Other key topics included licensing, short-term lets, under-reporting of crime and corporate volunteering in schools. Councillors from Marylebone were particularly supportive of expanding the BID boundary to include the Seymour Leisure Centre.

Engagement with residents and amenity societies was an integral part of the consultation process. Two meetings were held with established resident associations within and bordering the BID area: the Hyde Park Estate Residents (HyPER), Hyde Park Estate Association (HPEA) covering the west side, and the Harrowby and District Residents’ Association (HDRA) covering the area to the east of Edgware Road.

At the HDRA meeting, representatives welcomed the BID’s renewal plans and expressed strong support for the proposed eastern boundary extension which would cover additional residential streets. The work of the Street Team was described as the most visible and beneficial part of the BID’s offer, and the recent funding of a Short-Lets Officer was very well received. Residents also praised improvements to Edgware Road over the past decade. Concerns were raised about persistent delivery bike issues and the need for better collaboration with the council on this subject.

“My neighbours and I are grateful for the work that the Marble Arch BID undertakes. We are especially appreciative of the Street Team, whose visible presence makes such a difference in helping residents feel safer. The Edgware Road has changed for the better, notably at the south end, where you can see the level of investment, and we look forward to further progress in the future.”

Steven Thomas, Chairman, Harrowby and District Residents’ Association



At the meeting with HyPER and HPEA, residents again offered robust support for the BID’s renewal, citing visible improvements and ongoing challenges such as begging, littering and cycling on pavements. The temporary al fresco dining schemes introduced in Connaught Village were fondly remembered and residents expressed a strong interest in their return. Pop-Up Padel at Marble Arch was noted as a particular success, praised for both its popularity and role in reducing anti-social behaviour in the area.

In both meetings, residents acknowledged the BID’s role in creating a safer, cleaner and more connected district. Attendees offered to support the renewal process and praised the BID’s accessibility, responsiveness and partnership approach.



2018



Great British Spring Clean event held with BID members in Hyde Park.



Mondays added to Street Team patrolling.



The BID brings Processions to Marble Arch, part of 14-18NOW.



Community Panel launched.

2018

A Safe and Resilient Environment

The first ten years: 2016-2026

Making sure the trading environment is welcoming and safe is critical for our members, their customers, guests, staff and the wider community. Marble Arch London BID has a modest levy income compared to other BIDs in Westminster, but strong compared to the national high street average. Our role on transformative schemes is therefore not one of funder, but one of lobbyist and promoter. Working with Transport for London, Westminster Council, The Portman Estate and The Church Commissioners, the BID provides a critical mechanism for leveraging investment, generating support and building consensus.

Businesses and residents alike told us during consultation that the district has changed markedly for the better over the past ten years. Safer junctions and lighter streets, added greening and softer spaces – as well as new buildings and an increased quality in the built environment, the public realm and retailing on Edgware Road.

Junctions and Safety Schemes

Through a strategic partnership with TfL the district has seen a significant investment in junction safety along the length of the BID area. This was a key piece of feedback from consultation with people who work, live and study in the area 10 years ago – that Edgware Road felt hostile and unsafe for pedestrians. Safety schemes with new signalised pedestrian crossing points have been delivered at the following junctions:

- Harrow Road and Edgware Road
- Praed Street and Chapel Street with Edgware Road
- Sussex Gardens and Old Marylebone Road with Edgware Road
- Burwood Place and Harrowby Street with Edgware Road
- Kendal Street and George Street with Edgware Road
- Connaught Street and Upper Berkeley Street with Edgware Road
- Seymour Street with Edgware Road
- Marble Arch and Great Cumberland Place



Hidden Heroes series launched.



First participation in Silver Sunday campaign.

2018



With Westminster City Council the BID has supported the introduction of a side road crossings trial on Chapel Street, with Cabbell Street and Transept Street. Active travel schemes have also been delivered, with the BID supporting cycleways 27 and 43, enabling people who live, work and go to school in the area to cycle more safely within the district.

The BID has been a big advocate for improving safety in streets through increased lighting and our interventions have seen re-lighting projects by both the Council and TfL across the BID area, including on:

- Burwood Place
- Cabbell Street
- Chapel Street
- Connaught Place
- Connaught Square
- Crawford Place
- Edgware Road
- Marble Arch
- Norfolk Crescent
- Transept Street
- Stourcliffe Street

Gateway Projects and Small-Scale Public Realm Interventions

In the BID's first term we invested heavily in uplifting some of the gateways to the BID area, by introducing improved arrival points for people using both Edgware Road (district line) and Marble Arch stations. At Edgware Road station we teamed up with TfL to improve external signage, internal tiling and directly funded London's biggest Legible London map in the ticket hall. At Marble Arch we brightened up the subway between the ticket hall and the island with a 43-panel display celebrating the heritage of the district.

In the BID's second term we introduced small planter schemes at Burwood Place and Sussex Gardens and provided vital seating for people to take a rest, meet up with neighbours, gather their breath and sit out in the fresh air. These light touch schemes have led to additional benches being installed in the BID area by TfL, with a total of 11 new spots to sit on, or adjacent to, Edgware Road.



Sustainability and Resilience

TfL's biggest sustainable urban drainage system (SuDS) was completed around the Marylebone Flyover in 2024. The gardens have a rainfall catchment area of 3,500m² and can deal with a flood ranging from one in 5 years to one in 20 years. The gardens host 11 new trees, 1,100 plants and shrubs and 2,300 bulbs.

The BID has directly funded the information boards explaining how the gardens and their drainage systems work, biodiversity assets like bee posts and is responsible for the vital maintenance of the gardens, including weeding and re-planting. This ground-breaking arrangement serves as a flagship template for future TfL SuDS.

Local businesses and schools have stepped up to take part in regular litter picks and planting activities, taking joy in seeing the gardens flourish.



The BID has taken responsibility for the next set of TfL SuDS on Edgware Road, between Sussex Gardens and Burwood Place. This work complements the new Sustainability Exchange proposed in the third term, with businesses growing their knowledge and appreciation of sustainability and resilience.

“TfL and the Mayor have invested heavily in walking and cycling across London, including in the Marble Arch BID area, with safer junction schemes and new signalised crossings the length of Edgware Road, from the Marylebone Flyover to Marble Arch. The latest scheme, at Sussex Gardens and Old Marylebone Road, will include even more SuDS following the completion of the Joe Strummer rain gardens in 2024.

Greening the capital's spaces is so important, both to improve London's resilience as well as to promote biodiversity and wellbeing. We are grateful to Marble Arch BID for taking on the maintenance of the SuDS around the Marylebone Flyover and at Sussex Gardens and bringing the community together to tend to the rain gardens as they come to life.”

Will Norman, Walking and Cycling Commissioner

Key Milestones

2018



Side road crossings consultation.



First Business Crime Group meeting.



Joe Strummer subway closed.



C27 Burwood/Harrowby junction improvements completed.

2019

Problem-Solving

The BID is seen as a vital resource for local problem-solving and acts as the go-to for businesses and residents alike. Over ten years 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, rough sleeping, smoking regulations, air quality, crime and anti-social behaviour, cycle parking, private hire vehicles, Oxford Street proposals, planning enforcement, pedicabs and street lighting.

Since 2020 the BID has funded a Neighbourhood Co-ordinator covering the BID area, to help fast-track problems on behalf of our members. This gives dedicated support on a wide range of Council issues. Through the Edgware Road Strategy Group regular co-ordination takes place between statutory agencies, the BID and major landlords.

“We are so grateful for the BID’s support, keeping us safe and keeping us informed. The team have built a real sense of community in this area, and we feel very much part of something wonderful. It is so helpful to know that there is advice available about how students can stay safe and that we can make contact any time to ask for help. The team are a reassuring local presence. Thank you.”

Maggie Melville, Sylvia Young Theatre School, Nutford Place

Festive Displays, Public Art and Pop-Ups

The BID first brought Christmas lights to Edgware Road in 2016, from Marylebone Flyover to Marble Arch, to support out retail members at one of their busiest times of the year. In 2024 the BID introduced a Ramadan light display, recognising businesses and BID members observing Ramadan and providing a welcoming focal point for those visiting Edgware Road for Iftar.

Public art, projections and installations have enabled the BID to work in partnership with a range of agencies and stakeholders to bring colour, art, light, fun and interest to the district, including Westminster Council’s City of Sculpture, Studio Canal, the National Portrait Gallery and various charities promoting free art trails.



New for 2026-2031

The northern quarter of the BID area will see significant change in the next term, with Berkeley’s Trillium scheme completing and bringing new homes, offices, local amenities and public realm opportunities. On the Hyde Park Estate Portsea Mews will be brought back to life through a sensitive office scheme, bringing additional footfall to Connaught Village and Edgware Road.

We listened carefully to what the priorities were from our members for our next term and will focus our efforts on a well-maintained district, that is clutter free, sustainable and resilient.

Public Realm: Building on the Placemaking Strategy for Edgware Road launched in 2024 the BID will bring forward public realm interventions with the Council, TfL, The Church Commissioners and The Portman Estate. These will include improvements at Nutford Place, Sussex Gardens to Burwood Place, Seymour Street and Wallenberg Place. These will be complemented by small scale public art, lighting, planting, SuDS and greening schemes. The BID will invest heavily in ensuring that these schemes are well maintained and assets of which the community can be proud.



Sustainability: The BID will support members to contribute to wider sustainability and net-zero goals, sign-posting and championing initiatives around food waste, clean air and energy. We will facilitate and promote the growth and use of last-mile delivery hubs across the district to enable our businesses to make sustainable choices, linking this to our proposed Sustainability Exchange.

2019



Street Team patrols extended to midnight.



Extinction Rebellion occupy Marble Arch and emergency bulletins launched.



Marble Arch illuminated for Pride.



Street Team win ATCM award for best warden scheme.

2019



Marble Arch and Oxford Street: The Mayor of London announced in 2024 that he plans to pedestrianise Oxford Street by creating a new Mayoral Development Corporation. 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. The BID will continue to work closely with The Portman Estate, surrounding businesses and landlords on this game-changing scheme.

Neighbourhood Plan: Following consultation on the Hyde Park Paddington Neighbourhood Plan vision and objectives in 2025, covering the western side of Edgware Road and the Hyde Park Estate, the BID will continue to support the development of a Neighbourhood Plan. We are represented on both the Hyde Park Paddington and Marylebone Neighbourhood Forums, which lay the groundwork for building consensus between business and residents on future planning policy.



“Since moving to Edgware Road in 2024, the BID has been incredibly supportive in helping us settle in and improve the environment around our café.”

Rashmik Patel, Black Sheep Coffee, Edgware Road



2019



First skilled volunteer activity.



Neighbourhood CIL secured for two public realm schemes.



Edgware Road underground station wayfinding project completed.



First careers insight day.



Heritage panel display launched at Marble Arch station.

2019

Community Safety and Business Resilience

The first ten years: 2016-2026

The safety of our BID members, their customers, staff and guests has been a priority since the BID's first term. Levels of crime, fear of crime and anti-social behaviour were all cited as some of the top concerns when the BID was established in 2016.

Our vision is to foster a BID area in which people can be confident to do business, shop, stay, work, eat out, attend school and live. We aim to protect our members and their operations and to provide them with the insights, intelligence and tools to build resilience.

We cannot be effective in isolation and work closely with all relevant authorities and agencies including, but not limited to, Westminster City Council, the Metropolitan Police, British Transport Police, TfL and outreach services.

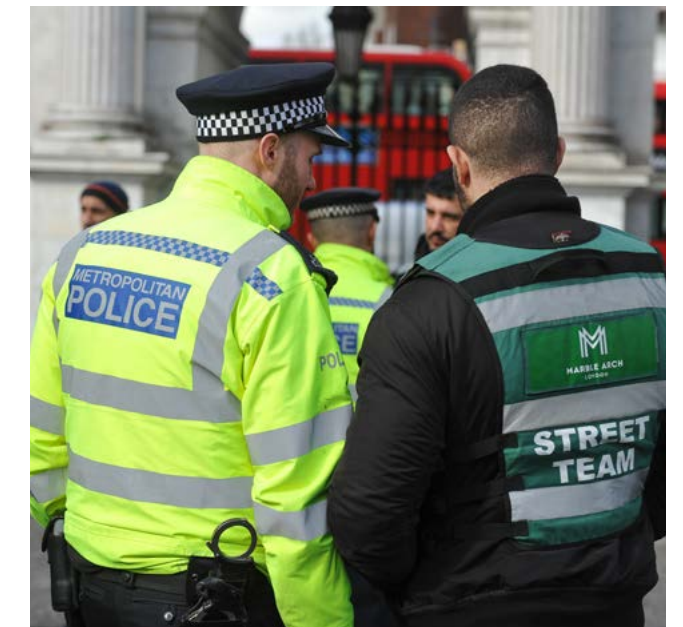
Our operation is over and above services provided by these agencies, with our services consistently providing a reassuring, effective, easily contactable and responsive presence around the BID area.

Throughout the first 10 years there has been a continuous review of the services we offer, with patrols and presence frequently adapted to respond to emerging issues and member concerns. The opinions and requests of our BID members play an integral part in the continual evolution of, and addition to, our current services.

Marble Arch Street Team

In establishing the BID in 2016, almost every business told us they were concerned about the high levels of crime and anti-social behaviour in the area. As a result, we introduced our Marble Arch Street Team in August 2016.

Our Street Team have remained one of the BID's greatest, in demand, and most prized assets for members, being highly visible and approachable. Our members frequently describe them as an essential service, extremely effective and providing much-needed reassurance to staff, customers and visitors.



Key Milestones



Work starts on site to create side road crossings.



Dedicated Neighbourhood Co-ordinator for the BID area takes up post.

2020

“The BID’s Street Team has been a great asset to our business, always responding quickly whenever we need support. As regular attendees of the Business Crime Group, we’ve seen first-hand how committed the BID is to keeping Edgware Road a safe and welcoming place for our customers and staff.”

Tim Molden, McDonald’s, Edgware Road

The Street Team originally operated Tuesday to Saturday from midday, but over time their service adapted in direct response to member feedback. In 2017 a morning shift was added, followed a year later by the introduction of Monday patrols. Their duty hours were first extended to midnight in 2019, but in response to the pandemic and in order to reduce costs, these were scaled back to 10pm. In 2023, late night coverage was reinstated, with Friday and Saturday patrols operating until midnight. The most recent development, introduced in 2024, was the launch of a 24-hour Control Centre to handle out-of-hours calls.

The team has become the go-to resource not only for BID members but also for the wider community, with our officers undergoing regular training across a wide range of specialist topics. We recognise that their continuous development and focus is paramount to their performance and the service they provide. They make an average of 400 reports and referrals every week.

The Street Team have also been recognised by the wider UK industry for their work. In 2019 they won the ‘Best Wardens of the Year in a Safety Security and Resilience Team’ award run by Association of City and Town Management. In 2025 they were winners of the ‘Emergency Response Award’ at the Pride of Retail Risk Awards.



Building Resilience

Our Business Crime Group was launched in November 2018, enabling businesses to meet their local policing teams, hear about the latest operations and actions, and also raise their concerns and questions in person. These have continued to develop and now include the addition of Westminster City Council attending to deliver similar updates and listen to our members, plus occasional guest speakers on topics our members want to hear about. With their success, attendance has increased and now numbers over 25 businesses at each meeting.

We first launched our Security Alerts in 2019 and subscribers have tripled since then. We now send 50 bulletins a year to 600 members and stakeholders across the capital.

Our bespoke security training offer for BID members commenced in July 2016, which to date has included sector specific and themed workshops including Personal Safety, Conflict Management, Welfare and Vulnerability (WAVE), Challenge 25, Martyn’s Law, ACT (Counter Terrorism) courses including Project Argus, Project Griffin and Document Awareness.

“The BID really looks out for us, they’ve always got our back. It’s fantastic to have such strong support here on Edgware Road.”

Peter Turpin, Grosvenor Victoria Casino, Edgware Road



Our training offer has always reflected requests from our members about what is important to them and what key learnings they would like.

When particular crimes or trends emerge, we arrange training and adjust Street Team patrols in response. The appearance of phone snatching in 2022 and rise in shoplifting in 2024 saw us not only devise specific training and briefing sessions for our members on these issues, but also task our Street Team to particular locations, sectors and premises.

2020



The BID marks 200 years of Cato Street conspiracy with local residents.



UK enters a national lockdown.



Street Team hours adjusted to reduce costs while still supporting businesses permitted to trade.



The BID launches virtual volunteering programme to support schools, food banks and isolated residents.

2020

Partnership Working

Our BID is an active member of Safer Business Network and the West End Security Group which gives us access to a wealth of crime intelligence, counter terrorism support and planned police protests. We also maintain direct contact with the Metropolitan Police which gives us access to the latest intelligence and events.

Since 2022 we have led and run the Edgware Road Operations and Enforcement Group which includes Westminster City Council, the Metropolitan Police and TfL. This group focuses on the work and aims of the Edgware Road Strategy Group, and leads on all operational activities and issues.

In 2025 we initiated and worked in partnership with Safer Business Network to deliver the first four Safe Havens in the BID area.

The Safe Havens initiative forms part of the BID’s broader strategy to improve safety for women and girls at night and offer reassurance to anyone who may feel vulnerable, whether living, working, or visiting the Marble Arch and Edgware Road area.

“Being part of the Marble Arch BID has been a real benefit for our team. We’re proud to be one of the first Safe Havens in the area, it’s wonderful to be part of an initiative that helps us support the local community in a meaningful way.”

Adam Barker, Waitrose, Edgware Road



New for 2026-2031

As we look ahead to our third term, our plans are focused on what our members have told us. This has been through feedback, surveys, one-to-one meetings and a dedicated in-person Crime, Safety and Security workshop held with businesses from all sectors.

This feedback has helped direct our forward strategy, ensuring that our focus remains on what our members want and continuing to deliver an effective service.

Street Team Agility: Members were consistently positive about the existing Street Team service and how it flexes and responds around changing local issues. The shape of the BID area can sometimes make it difficult for them to reach incidents and calls from members quickly. We will therefore explore methods to increase their mobility and constantly review patrol patterns and hours to ensure that their responsiveness meets the needs of members. The new Street Team surge funding introduced in 2025 already enables us to scale up patrols and resources in response to particular trends, without needing to vary significant contracts, and we will make greater use of this in our third term.

“The Marble Arch BID team has been incredibly supportive and responsive, always ready to help our managers with any local issues that arise. Their proactive approach and quick communication make a real difference to our day-to-day operations.”

Sarah Beisly, Sainsbury’s, Marble Arch

Dedicated Retail Crime Action Team: We will bring together multiple agencies in a focused approach to support retailers and food and beverage operators as they attempt to manage back shoplifting, violence against frontline staff and anti-social behaviour in business premises. The team will provide a coordinated response, offering practical guidance to help businesses prevent repeat offences. By working in partnership, we aim to create a safer trading environment and build confidence among staff and customers alike.

2020



Covid Resource Centre launched by the BID.



Webinar series launched for businesses on Furlough, Cyber Safety, Insurance, Mental Health & Wellbeing.



Newsletters shift to weekly from monthly to keep members up to date with all pandemic-related issues.



The BID funds and installs queue markers for businesses.



The BID funds hot washing of streets to encourage customers back to businesses after lockdown.

2020

Route Reviews: During consultation our members described similar experiences on routes to their places of work on a Monday morning, one characterised by chaos, clutter and ‘morning after’ detritus. Working with Westminster Council and TfL we will undertake regular early hours audits with Inspectors and seek to put in place revised waste arrangements and inspection regimes, focusing initially around routes from transport hubs.

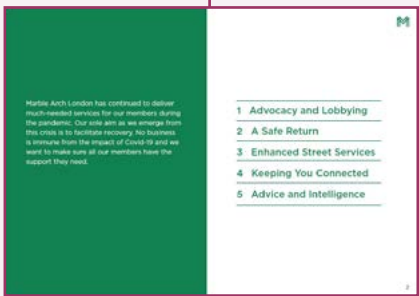


Resilience and Capacity Building: Our members have specifically requested support relating to Martyn's Law. As guidance builds around this legislation the BID will devise and roll-out specialist resources and training to assist with issues including reconnaissance, hostile vehicle mitigation, situational awareness and overall compliance. In addition to this, members have requested support and upskilling for frontline staff in shops, cafés and restaurants on dealing with customers and guests presenting with mental health challenges and complex problems.



Key Milestones

2020



The BID publishes Covid Recovery Plan with information and assets for members.



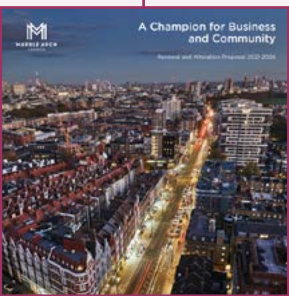
New certified online training series launched.



Edgware Road Insights Study commissioned.



Side road crossings completed.



Second term commences.

2021

Fostering Connections and Community

The first ten years: 2016-2026

Employee Volunteering

Our Community Programme harnesses the goodwill, energy, skills and resources of local businesses wanting to extend their positive impact across the local community. The BID enables our members to do this in a time-effective way, aligned to their community engagement priorities and ensuring maximum impact.

In 10 years, Marble Arch businesses have donated almost 5,000 hours of volunteering to local projects. We have achieved this by organising and facilitating practical team challenges and skilled volunteering opportunities for over 1,500 employees across our membership.

Since the launch of the programme in 2016, the BID has supported one in four of our members to regularly volunteer in more than 40 local schools, charities, and social enterprises. Volunteers have supported a wide range of initiatives such as improving the local environment and outdoor spaces, reducing isolation among older people by running coffee mornings, addressing the cost-of-living through food banks, providing careers guidance to students, and upskilling local charities to become more robust.



“During a staff survey our employees expressed a strong desire for more volunteering opportunities. With the support of the BID, we were quickly and effectively connected to local community causes. We’re excited to continue working closely with the BID to expand our volunteering programme and engage even more of our team.”

Emmie Hilliard, Healthcare Central London, Chapel Street



The BID assists with distribution of Additional Restrictions Grants to affected businesses.



Martyn's Law webinar provided by the BID for businesses.

2021

“We have taken part in two volunteering days arranged by the BID, and both have been extremely well organised and thoroughly enjoyable. We always receive fantastic feedback from our team. The variation of volunteering activities on offer is great, and its reassuring to know that you’re in good hands at all times. The BID team is approachable, reliable and extremely lovely, I’m really excited to continue working with them on further volunteer days and projects.”

Emily Sherley-Dale, Berkeley, Edgware Road

From its inception, the Community Programme has played a key role in mobilising multiple companies to support national campaigns on larger scale projects. This included facilitating volunteers during The Great British Spring Clean, the nation’s biggest mass-action environmental campaign, and Silver Sunday, the national day for older people which has its origins in Westminster.

Skilled volunteering became a feature of our Community Programme from 2019. Starting in schools, this has now expanded to a range of settings including charity offices, care homes, community hubs and youth centres, and is the fastest growing area of our programme. This has enabled the vast and diverse skillsets and expertise that exist across our BID area to extend to the community. This includes IT specialists delivering digital drop-ins for older people and, more recently, bank employees providing financial literacy workshops for young people.

In 2020, in response to the COVID-19 pandemic, we created a suite of virtual volunteering opportunities to enable community engagement to continue during lockdown. This included organising companionship calls to isolated elderly residents and online careers workshops for school pupils.

More recently we have introduced regular intergenerational and pupil enrichment activities for our school members, as well as establishing a Community Working Group for ESG leads and like-minded employees to come together to discuss shared volunteering challenges. We have also improved our evaluation processes to better understand the benefits of volunteering on employees. Survey data consistently indicates our Community Programme improves wellbeing, strengthens relationships with colleagues, and helps provide a deeper understanding of the realities facing community partners.



2021



Canal clean-up programme as part of Great British spring Clean.



The BID publishes Edgware Road Insights Study.



Lightfield exhibition launched at Marble Arch.



Inside Out festival finale projections onto Marble Arch.

2021



Donations

In addition to offering their time and skills, Marble Arch businesses donate and fundraise for local good causes. Our business members have given generously across the first 10 years of the BID, and last year the annual value of donated items exceeded £40,000.

A key feature of the way we support donations is through our annual Festive Donation Drive. At this time of year, we receive multiple requests from our membership wanting to make donations. Each year we compile and distribute a Wish List to our business members of items local charities request. This has included winter clothing and toiletries for a women’s refuge, as well as gift-wrapped Christmas presents for disabled children and those with life-limiting conditions.

“The BID’s Christmas Wish List of priority donations needed by local charities makes festive giving easy and we know it will make a big difference.”

Aklima Begum, Tate & Lyle, Marble Arch

We also encourage BID members to donate their surplus stock year-round. During office moves or renovations, items such as unwanted tables, chairs and laptops have helped kit out school classrooms and charity offices. This has resulted in cost savings for community partners, while businesses avoid disposal fees and reduce the amount of waste going to landfill.

This even extends to donating pumpkins used for a hotel Halloween display to a local church to be turned into a hearty soup for those experiencing homelessness.

Utilising our network of local community partners, we have helped channel a wide range of offers from our business members to deserving community causes, including client experiences such as a spa retreat for staff and residents of an older people’s care home.

In 2023, we began coordinating donations and collections alongside longer-term volunteering projects. With the growth in community members using food banks due to the increased cost of living, we helped mobilise food donations from multiple businesses alongside regular weekly volunteer support for a local social supermarket. This provided an opportunity for volunteers to interact with service users and see first-hand the impact of their donations.



Hidden Heroes

Since 2018 we have been celebrating the amazing people whose jobs we often take for granted and those who keep our area moving behind the scenes. Our Hidden Heroes online series features 54 unsung members of the community who have shared their stories. Heroes from schools, hotels, offices, churches, shops, construction companies, charities, resident associations, British Transport Police and London Underground all feature. Hidden Heroes is a way of breaking down barriers and forging new connections, recognising the critical role everyone in the district plays.

At Connaught House School, we are incredibly grateful for the opportunities the BID provides for our pupils beyond the classroom. From memorable experiences such as unveiling a new Paddington Bear bench or exploring the local wildlife from electric boats along the canal, to meaningful moments like singing carols for members of the community hub, each activity enriches our children’s learning in a special way. These opportunities not only spark curiosity and wonder, but also help us to connect with local businesses, residents, and community groups. Together, they strengthen our pupils’ sense of pride, belonging and joy in being part of such a vibrant local area.”

Emma Wells, Connaught House School, Connaught Square

Key Milestones

2022



Public realm schemes completed at Burwood Place and Sussex Gardens.



The BID organises multi-agency Great British Spring Clean the length of Edgware Road.



Night audit of the BID area conducted with stakeholders.



Business crime engagement day to support retailers.

2022



Collective Voice

Marble Arch London BID advocates for the entire district, representing our members on key issues affecting the area and their operations. We speak up for local businesses to ensure local needs are considered by Westminster City Council, TfL, the Metropolitan Police, the Mayor of London, and national government. We also partner with our neighbouring BIDs to lobby jointly and amplify our impact, through a single Westminster BIDs public affairs contract. At a more local level we are an active member of our two Neighbourhood Forums (Hyde Park Paddington and Marylebone) on either side of Edgware Road and continue to work closely with local resident societies.

Training

Our training programme has grown to be a valuable service for our members for all their accredited training needs. We now successfully run a combination of in-person and online training providing a broad selection of courses. We continue to partner with the Red Cross for our dedicated First Aid Courses which we run bi-annually as well as on demand for businesses who need staff trained quickly in this vital skill. Mental Health First Aid is now held in January with places quickly filling up to capacity. Other sessions we have offered include a 'Stress to Strength' workshop, a Menopause Awareness seminar, plus a wide range of security and resilience briefings under our crime and security portfolio.

Our online training provides members with user-friendly logins on request and offers many options including Fire Marshal and DSE (Display Screen Equipment), Food & Hygiene, Health, Safety & Welfare, Diversity and Inclusion Awareness, Deaf Awareness and Project Kestrel Fire Awareness. Our newly expanded online range also includes Mental Health Awareness, Cyber security Awareness, Stress Awareness, Data Protection and GDPR Awareness and Environmental Awareness at Home and at Work. Each year on average between 40 and 50 BID companies including hotels, offices, retailers, schools, bars and restaurants sign up over 100 colleagues to our training courses.

“We really value the free courses the BID provides, such as First Aid, which are so useful for our business. I attended the mental health course last year and found it incredibly insightful. The website and newsletter are always packed with helpful information, from the best local restaurants, bars, and galleries to details on neighbourhood discounts. It’s great to read about what’s happening in the community and see the positive changes the BID contributes to. I find all the projects and the strong community spirit truly uplifting.”

Louise Carruthers, Bunzl Plc, Seymour Street

2022



The BID lights up Marble Arch in purple to celebrate the opening of the Elizabeth line.



The BID runs a pudding competition with primary school pupils to mark the Platinum Jubilee.



Portraits of HM Queen Elizabeth II are projected onto Marble Arch to mark the Platinum Jubilee.



Cycle marking launched at Burwood Place.

2022

New for 2026-2031

This next phase in the BID's commitment to its Community Programme will see the breadth and depth of engagement activity continue to grow; offering a wider range of ways to give time and make stronger community connections.

Addressing complex social issues requires new ideas and approaches. Following consultation with our members and community partners we are proposing a focus on the following exciting new projects, that will operate alongside our core activities.

“Marble Arch BID's Community Programme provides our staff with meaningful opportunities to give back to the local community, ranging from environmental initiatives to career support in schools. By partnering with Marble Arch BID to organise our volunteering, we can be confident that every project is thoughtfully planned, tailored to our needs, and delivers a genuine, positive impact.”

Adams Street Partners, Great Cumberland Place

Problem-solving Volunteering: Our members have requested more opportunities to input directly into issues affecting the voluntary and community sector. This approach would allow corporate volunteers to utilise their problem-solving skills and help co-create long-term, strategic solutions with community partners. The BID would support companies and community partners to take a step back and analyse the root causes of key social issues to achieve bigger impact. Together, they would jointly determine the methodologies and actions required to tackle issues in new and creative ways.



Sustainability Exchanges: Responding directly to member feedback, this activity would promote mutual knowledge sharing between our business membership and community partners aimed at reducing their environmental footprint, promoting social equity and the long-term resilience of the district. From established companies and estates to SMEs to charities to schools, this approach would help create a thriving, more sustainable community by placing a premium on the sharing of knowledge, insights and skills through BID-facilitated reciprocal learning activities.

Supported Employment: While being raised particularly by our hotel members, although not exclusively for this cohort, these schemes would help bridge the gap between untapped local talent from marginalised communities and unfilled local job opportunities. The BID is well-placed to connect charities running employment pathway programmes with local businesses that can offer a practical insight to working in their industry as well as a pipeline of vacancies. The BID will maximise existing Supported Employment schemes through increased networking and collaboration opportunities to overcome barriers to participation and help make employers even more inclusive and accessible to local talent.

Leadership Pilot: This project would enhance the professional development of our business members and charity partner staff wanting to gain more leadership skills and experience. Seen hand-in-hand with Problem-Solving Volunteering, the Leadership Pilot would be a natural next stage to continue developing the ideas at an organisational level. The BID would help match employee volunteers and charity staff with similar interests and complementary skill sets to lead on tangible projects that help address bigger issues.



Outreach Service: BID members told us during consultation that they shared increasing concerns about the number of rough sleepers in the BID area, and people presenting with mental health challenges day to day. In response to this the BID will partner with a specialist agency to introduce a dedicated outreach service, in order to support individuals who are sleeping rough or have complex problems. This new outreach service will commence in the first year of the BID's third term and we will work hand-in-hand with the Council's outreach services as well as other agencies to problem-solve and assist individuals with pathways out of homelessness.

2022



The BID hosts World Day Against trafficking and Exploitation for hotel members.



Welfare and Vulnerability Training (WAVE) provided for members.



Chapel Street lighting and safety improvements completed.



Culture Trail and Map published.

2022

Celebrating and Promoting the District

The first ten years: 2016-2026

The Marble Arch district is a dynamic and diverse quarter, rich in culture and history and home to a thriving business community. Over the last decade, we have promoted our members' achievements, supported hospitality and leisure through unprecedented challenges, celebrated our area, and positioned Marble Arch as a bold, outward-looking destination. We have done this by driving strategic partnerships and responding with agility to change.

Events

Since our formation in 2016, events and installations have been central to our strategy, driving footfall, generating media coverage, and offering our members creative, engaging ways to connect.

From local food tours and our involvement in the Marylebone Food Festival to bold public activations like Metamorphosis and the Marble Arch Crown for the King's Coronation, we have continually raised the district's profile through imaginative and impactful programming. The installation of a bespoke theatre for Five Guys Named Moe in 2017-2018 marked a turning point, setting a new standard for what was possible at Marble Arch. That ambition has remained a constant, evident in dynamic and trend-led experiences like Breaking Marble Arch and Pop-up Padel at Marble Arch in 2024.



“The BID has been a fantastic partner, working closely with both our operational and marketing teams to support FRAMELESS and the wider visitor economy. We’ve found it invaluable to be part of a network that champions local attractions and helps draw more visitors to the area.”

Janie Dawson, FRAMELESS, Marble Arch



The BID organises phone snatch briefing for members with Metropolitan Police



Member and stakeholder event at FRAMELESS.

2022

In recent years, we have expanded our cultural offer with new formats and storytelling approaches. In 2023, Discover Marble Arch invited history enthusiasts on a series of character-led walks exploring the area's rich past. In 2024, Marble Arch became a canvas, illuminated with a striking gallery of iconic portraits of Her Majesty Queen Elizabeth II to mark the Platinum Jubilee. And in 2025, we launched Marble Arts Week, a vibrant series of creative workshops.



“Taking part in all four days of Marble Arts Week was a truly enriching experience - each session offered something unique, creative, and welcoming. A big thank you to Marble Arch BID for bringing art and joy to the heart of the neighbourhood. I really appreciated the opportunity to relax, meet new people, and explore different forms of art after work!”

Liz Ho, Maxx Marketing, Chapel Street

Community celebrations have always been at the heart of our approach. From our early sponsorship of Processions, commemorating 100 years of women's suffrage, to Jubilee and Coronation street parties and bandstand concerts in Hyde Park, we have created opportunities for the neighbourhood to come together and celebrate.

Our annual member events, hosted at standout local venues such as FRAMELESS and Moco Museum, continue to deepen networks, showcase member spaces and strengthen relationships.



Eating Out

Launched in our first year, our Taste of Marble Arch eating out guide has grown into a key initiative, profiling over 100 restaurants, cafés, pubs and bars. Regularly updated in both print and digital formats, over 100,000 copies of our guide have been distributed and our Marble Arch app continues this mission, helping users discover and access offers in local venues in just a few clicks.

Food-focused experiences have consistently driven engagement. From mixology masterclasses and chocolate tastings to food tours, our events have connected people to the rich culinary landscape of Edgware Road and Marble Arch. In recent years, we have showcased dozens of new openings, from boutique bakeries to global cuisines, helping members reach new customers and encouraging repeat visits.

Culture and Heritage

We have taken every opportunity to elevate the area's cultural significance, honour its heritage, share its stories and put culture at the forefront.

Our Culture Blog, now featuring over 100 stories, is one of the most visited sections of our website. It celebrates the people, businesses, events and public artworks that have shaped the area and remains a trusted resource for residents and visitors alike.

We launched permanent installations, like the heritage subway tunnel at Marble Arch Station in partnership with TfL and initiated cultural events such as character-led walking tours.

We published The Story of Marble Arch, a beautifully designed heritage booklet telling the little-known tale of how this triumphal arch came to be. With 20,000 copies distributed, the booklet is one of our most requested print assets.

Key Milestones

2023



Dedicated Marble Arch app for offers, discounts and events launched.



Conflict management and de-escalation training launched for members.



The BID runs Challenge 25 workshop for members.



Work commences on Edgware Road place-making strategy.



Crown installed at Marble Arch to mark HM The King's Coronation.

2023

To further share the district's rich history, projects like the Marble Arch Culture Trail, launched in 2022, showcase over 60 cultural assets on a dedicated map, blending education with exploration.

“The BID’s support has helped us welcome even more visitors to discover Moco Museum. Their marketing activity shines a spotlight on Marble Arch as a cultural destination, inspiring people to explore our exhibitions and the area’s vibrant arts scene. It’s been wonderful to be part of a community that celebrates creativity and attracts visitors from near and far.”

Alex Piccone, Moco Museum, Marble Arch



Even before the BID’s first term, as an informal partnership, we came together with the local community in 2014 to repair the Tyburn Plaque at the junction of Edgware Road and Bayswater Road, roughly marking the site of the Tyburn Gallows. With the Tyburn Convent and local community leaders the stone plaque was surrounded by three new oak saplings planted by TfL. In 2025 seating was installed by TfL, for people wanting to pause in contemplation.

The BID’s namesake, the Marble Arch monument itself, was re-lit in 2017 by Westminster Council, to create a striking gateway to the west end. A formal management plan was jointly drawn up for the space surrounding the arch. English Heritage began a painstaking restoration of the monument in 2023 which was completed in 2025. The BID supported English Heritage with its proposals to fund the restoration via a scaffolding wrap.

Supporting the Hospitality and Leisure Sectors

The BID has been a steadfast supporter of the hospitality, retail and leisure sector, championing their needs, unlocking opportunities and standing alongside them through times of change.

During the COVID-19 pandemic, our rapid communications, dedicated resource centre and sector-specific reopening toolkits helped hundreds of businesses navigate uncertainty. We advocated for outdoor seating, supported safe reopening and joined national lobbying efforts for wider government support.

More recently, we have amplified our members’ voices through campaigns for tax-free shopping and support for Westminster Works, the council-led hospitality recruitment programme.

Promoting Our Members’ Assets

We have consistently championed our members, amplifying their stories, celebrating their successes, and bringing greater visibility to their businesses. We have worked to keep Marble Arch in the spotlight and delivered high-impact PR campaigns that elevate the profile of the area and spotlight our members on the local, national, and international stage.

Earlier campaigns such as the Pride illumination of Marble Arch in 2019 achieved a combined reach of 11.5 million, demonstrating our ability to create visually impactful, widely covered moments that celebrate the character of the district.

In 2023, our Marble Arch crown installation to mark the Coronation featured in local, national and international outlets including BBC, The Guardian, Evening Standard and NBC News in the US.



In 2024, the BID partnered with The Church Commissioners to bring a Paddington bear statue to Connaught Village as part of Paddington Visits, a national campaign celebrating the release of Paddington in Peru. The campaign reached over 30 million people, drawing a fresh wave of visitors to the area.

Pop-Up Padel at Marble Arch, also in 2024, attracted strong media interest, generating 14 pieces of coverage with an estimated reach of 6 million.

Our website provides a dynamic platform to communicate our projects, as well as member campaigns, supporting local promotion and discovery. This focus is reflected in our growing digital presence: our social media channels collectively boast over 8,000 followers, while our website averages over 20,000 monthly website users, engaging a broad and diverse audience across channels.

To further connect members with local workers, residents and visitors, we launched the Marble Arch London app in 2023. Featuring more than 60 exclusive local deals, the app is rapidly becoming a go-to guide to the area, supporting footfall, encouraging exploration and driving custom directly to our members’ doors.

2023



Discover Marble Arch character-led history walks launched.



Work starts to restore Marble Arch.



Royal Parks Police deliver safety talks for local secondary school pupils.



The BID sponsors bandstand concert in Hyde Park.



Old Marylebone Road repaved and resurfaced by TfL following lobbying by the BID.

2023

Joint Campaigns

Working in partnership has been key to our success. We have worked closely with The Portman Estate, The Church Commissioners, Westminster City Council, The Royal Parks, and cultural partners including English Heritage, the National Portrait Gallery and the Mayor of London’s office to deliver high-impact joint campaigns.

We have supported marketing campaigns like *Let’s Do London*, *Summer Village Vibes* and the *London Restaurant Festival*, and co-hosted community-led initiatives.

These collaborations have cemented Marble Arch’s place as a district that is connected, creative and ready to lead.

We also work in close partnership with major annual events in Hyde Park, including Winter Wonderland and BST Hyde Park, which provide a significant boost for local hotels by driving visitor demand and encouraging extended stays. Our role includes supporting local businesses to maximise the benefits of these events, helping them connect with new audiences and ensuring that guests are encouraged to explore the wider district, from dining and shopping to cultural attractions.



New for 2026-2031

As we look ahead to our second term, our plans are grounded in the voices of our members. Through surveys, one-to-one meetings, and a dedicated Visitor Economy workshop with our hotels and venues, we have listened carefully to what matters most. This feedback has shaped our forward strategy, ensuring that every new project reflects real needs, enhances everyday experiences, and delivers long-term value.

Connecting Businesses: Members told us they want more opportunities to come together, so we will launch a new series of networking events designed to make connections easier, alongside competitive socialising and wellness experiences.

Cultural Programme: Respondents also called for a richer, more inclusive cultural offer that reflects the area’s unique history and diverse communities. In response, we will expand our programme of walks and talks, building on the popularity of our existing series and incorporating requests for heritage-focused themes, such as the history of Tyburn. Our cultural programming will also reflect the demographic richness of the district, ensuring it resonates with the people who visit, live and work here.

“The BID’s promotion of Marble Arch has helped provide strong visibility for the hospitality sector with the area. By highlighting hotels, restaurants, and attractions with the locale, they encourage visitors to consider Marble Arch as a base for exploring the neighbourhood. Their support contributes to guest footfall across both business and leisure segments, helping maintain the district’s appeal as a central London destination.”

Tom Legg, Marriott Marble Arch, George Street

Key Milestones

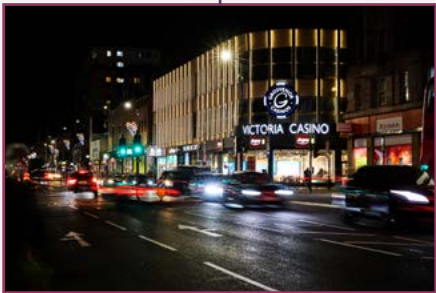
2023



Consultation commences on a junction safety scheme at Edgware Road and Sussex Gardens



Cost-of-living volunteering reaches its peak, with additional food bank added to community partners.



The BID hosts Westminster After Dark workshop for night-time economy members.



The BID publishes its rough sleeper protocols.

2024



Visitor Insights: Our hotels and venues asked for better tools and insights to help them promote the area more effectively. To meet this need, we will introduce detailed visitor economy insights, establishing a new baseline around visitor behaviour, spending patterns and trends to help members adapt and grow. This intelligence will provide a clearer picture of how the district is experienced, pointing to opportunities to target new audiences and strengthen existing markets. By sharing these insights regularly, we will support members in making informed decisions that enhance their marketing and customer experience strategies.

Guest Experience: We will offer concierge tours for hotel and venue staff, ensuring they have up-to-date knowledge of local highlights to share with guests. We will also produce new collateral for hotel guests such as easy-to-use, high-quality digital materials. These resources will be designed to highlight the very best of the area, from cultural attractions to restaurants and pubs. By equipping both staff and visitors with accessible, engaging information, we will help create a more welcoming and memorable experience for everyone staying in the district.



2024



Marble Arch podcast published.



Our Community Programme reaches 1,000 volunteers engaged.



The BID brings the first ever Ramadan light installation to Edgware Road.



Skilled volunteering expands to include digital skills sessions delivered by IT professionals for older people.

2024

The BID Levy and Budget

The term of the BID will be for a period of five years, commencing 1 April 2026, subject to a successful ballot over February and March 2026.

Marble Arch London BID will raise approximately £850,000 in the first year of its third term, through a mandatory levy on hereditaments with a rateable value equal to or exceeding £79,500. The BID multiplier will be held from 2025/26 to 2026/27, at 1.574%, based on the rating list fixed at 1 September 2025.

BID levy income will be supplemented by voluntary property owner and project contributions, taking the annual budget to approximately £990,000 in the first year of the third term and forecast to boost income by 15% over the BID term.

The table overleaf shows the anticipated budget for the whole of the BID term, with a total income and expenditure in the area of more than £5.7 million, which will be invested to achieve the BID's ambitions set out above.

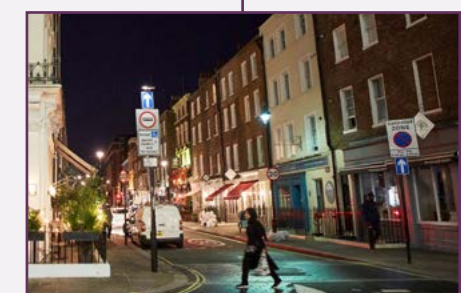
The BID built up significant reserves in its second term, allowing for the loss of two commercial buildings. As these have not come forward for redevelopment, the Board has resolved to return the BID's reserves to a more appropriate level, retaining an amount no higher than 20% of annual income by the end of the third term.

“The BID is great at bringing businesses in the area together, whether it is to talk about crime or community. It is incredibly useful to hear what issues are affecting others and to appreciate the broad spectrum of businesses that make up our community. I find it particularly helpful to signpost me to other functions in the area, such as the community officers and homeless team.”

Sarah Bennett, Bluewater Energy, Connaught Place



Break-dancing demonstrations at Marble Arch.



Out-of-hours reporting system launched for Street Team calls.

2024

Forecast Income and Expenditure, 2026 to 2031

	2026/27 £	2027/28 £	2028/29 £	2029/30 £	2030/31 £	Totals £
Income						
BID Levy*	850,000	875,500	900,000	928,000	960,000	4,513,500
Voluntary Contributions	140,000	140,000	140,000	140,000	140,000	700,000
Total Income	990,000	1,015,500	1,040,000	1,068,000	1,100,000	5,213,500
Expenditure						
Environment	228,500	345,000	227,000	230,000	235,000	1,265,500
Security	345,000	354,000	365,000	375,000	386,000	1,825,000
Community	120,000	125,000	125,000	130,000	135,000	635,000
Promoting	255,000	188,000	205,000	195,000	210,000	1,053,000
BID Running Costs	160,000	165,500	170,000	175,000	180,000	850,500
Contingency/Renewal	25,000	25,000	25,000	25,000	45,000	145,000
Total Expenditure	1,133,500	1,202,500	1,117,000	1,130,000	1,191,000	5,774,000
Surplus/Deficit	-143,500	-187,000	-77,000	-62,000	-91,000	
Brought Forward	670,000	526,500	339,500	262,500	200,500	
Closing Reserves	526,500	339,500	262,500	200,500	109,500	

*A collection rate of 95% is assumed.

The BID Levy Rules in Detail

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

1.

The term of the BID will be for a period of five years from 1 Apil 2026 to 31 March 2031.
2.

The BID levy will be applied to all hereditaments with a rateable value of £79,500 or more.
3.

The BID levy will be a fixed rate of 1.574%, of the rateable value for all liable properties in effect at 1 September 2025 at the commencement of the BID term.
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.
5.

Properties that come into the rating list during the BID term will be subject to the BID levy from the earliest effective date that the property is brought into the rating list and be charged based on their variable rateable value rather than a fixed rate.
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, a 90% reduction in BID levy will be allowed if they occupy an educational type premises (as defined by VOA codes EP or EL).
7.

Where the rateable value for a hereditament (rateable business unit) changes, the BID levy due will be recalculated on the amended RV from the effective date of the RV change, or 1 April, whichever is the later. 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 levy payer will not be charged more than £31,415 per hereditament in year one of the BID's term, plus indexation for future years.
9.

Where businesses share a common brand or belong to the same commercial group* as other levy payers in the Marble Arch BID area, and occupy multiple hereditaments, together they will not be charged more than £31,415 in year one of the BID's term, plus indexation in future years.
10.

The BID levy rules cannot be altered during the lifetime of the BID without a full Alteration Ballot.
11.

BID levy is payable on empty properties, excluding listed buildings, via the property owner, with no void period or any empty allowance.
12.

There will be no VAT charged on the BID levy.

*The BID's Board will determine whether ratepayers are deemed part of the same commercial group and will notify the Council in writing.

2024



Construction of the Marylebone Flyover SuDS completed, with the formal launch in October.



The BID hosts a member and stakeholder event at Moco Museum.



The BID brings Pop-Up Padel to Marble Ach.



Paddington Bear finds a new home in Connaught Village.

2024

Governance

Marble Arch London BID is business-led, providing the opportunity for local businesses to invest, and have a direct say, in the BID's objectives and activities. The BID Company is not for profit and limited by guarantee. Marble Arch Partnership Ltd is the legal entity for the BID. The BID Company's members will include:

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

The BID framework is democratic and transparent, allowing businesses to contribute to and benefit from its initiatives. BID member businesses continuously shape the work of the BID, its priorities and services.

The Board will meet at least three times a year and Board members are shown on the BID's website.

Financial and Procurement Procedures

The BID's existing financial protocols are grounded in good governance and probity. We retain a Chief Financial Officer and accountant, whose services we share with Grand Union BID, with whom we also share offices.

Payment systems require two levels of authorisation, both online and by cheque, to prevent fraud. The accountant reconciles the BID's bank account with online banking and cheque payments.

When appointing suppliers and entering contracts a minimum of two prices are obtained. Contracts are competitively tendered against a detailed specification, and suppliers only appointed if they meet contractual standards, particularly in respect of employment protocols such as the payment of London Living Wage to staff.

The staff team have received money laundering training and anti-bribery and whistleblowing policies are included in our Employee Handbook. A Hospitality Register ensures that staff record all invitations and gifts from suppliers and Board members. No gifts or invitations from suppliers or potential suppliers are accepted during a competitive tender process.

Staff members involved in community activity have all undertaken safeguarding training.

Externally audited accounts are produced each year and approved by the Board of Directors. Our auditors produce a management letter each year with the audited accounts.

“As part of our Wellbeing Week for our employees we reached out to the BID who helped us to extend our impact into the community by organising a Summer Wellbeing Morning for older people at a local residential home. We had a fantastic morning meeting and spending time with the residents.”

Meleesha Perera, Bridgepoint, Marble Arch



Placemaking strategy for Edgware Road published.



Over £40k of equipment and donations channelled to local schools and charities.

2024

Representative and Responsive

Marble Arch London BID will continue to work closely with neighbouring BIDs; Grand Union BID, PaddingtonNow BID, Baker Street Quarter Partnership and the New West End Company.

- The BID proposal has been developed in collaboration with businesses and is firmly grounded in the business community. The proposals benefit all businesses, while bringing advantages for the wider community.
- The BID will invest the BID levy in the local area by delivering projects and services against an agreed business plan, the BID proposal.
- Consultation with businesses and local stakeholders has ensured that the BID's operations will continue to be locally focused.
- Feedback from businesses shaped projects and services in the BID proposal. The BID alteration and renewal proposal has evolved over time following detailed conversations and meetings with businesses and their staff.
- Monitoring of targets, projects and services will be undertaken throughout the BID's term, with regular reporting of outcomes and achievements to BID levy payers and stakeholders through newsletters, the BID's website and the annual report and billing accompaniment.
- New businesses entering the BID and becoming liable for the BID levy will be welcomed and onboarded as soon as notification is received from Westminster Council.

Delivering Good Governance

- The legal entity is The Marble Arch Partnership Limited and is not for profit.
- An Operating Agreement between the BID and Westminster City Council will detail the contractual relationship in respect of levy collection and BID management. Regular meetings are held between the BID and the City Council to review the fulfilment of the Operating Agreement.
- Similarly, a Baseline Agreement will set out the related services to be delivered by Westminster Council over the course of the BID's third term.
- The BID's operations will be overseen by a Board drawn from the various businesses across the BID area. There is a clear distinction between the role of the Board and staff in relation to overseeing vision and delivery, with systems for handling and recording conflicts of interest.
- Time-limited themed sub groups will help guide BID services, working to the Board.
- The BID is managed professionally by a staff team, with defined roles and job descriptions. Staff have professional qualifications, with contracts of employment in place, regular appraisal and training needs reviewed.
- A Staff Handbook underpins the values and framework under which staff operate, which is refreshed regularly to remain in line with employment law.
- New staff are recruited using best practice, with roles externally advertised. All new staff are fully inducted and subject to a probationary period.



“The free courses provided by the BID have been a great benefit to our team’s development. We also enjoy the local events they highlight, which our team regularly gets involved with. It’s reassuring to know the street team is always on hand should we ever need them.”

Linda Cole, Adjaye Associates, Old Marylebone Road



Key Milestones

2025



Consultation takes place on the Hyde Park Paddington Neighbourhood Plan vision and objectives.



Community Working Group launched.



The BID runs week-long community engagement activities for National Careers Week.



A funding package is assembled with the BID and estates to fund a dedicated short-term lets officer.

2025



Exhibiting Probity

- The BID will fulfil its responsibility to manage finances effectively and prudently.
- An annual budget setting process will take place for each year of the BID's term, which has its basis as the agreed business plan/BID proposal on which businesses voted. Changes to expenditure plans, following changes in local conditions, will be approved by the Board.
- Additional income and voluntary contributions over and above BID levy income will be clearly identified in the BID's budget.
- Robust day-to-day financial procedures and accounting practices are already in place, with all expenditure assigned to projects and tracked regularly at Board meetings.
- Full externally audited accounts are produced each year and placed on the BID's website for businesses to view and download. The BID is already VAT registered.
- Thorough procurement processes are already in place for the appointment of suppliers, proportionate to the value of the contract, underpinned by contracts. This will ensure best value for BID levy payers.
- Cover is already in place for employer, Directors and public liability insurance, professional indemnity, cyber and contents insurance. Staff who deliver volunteering programmes and have contact with schools and charities are all subject to DBS (Disclosure and Barring Service) clearance and complete Adult and Child Safeguarding courses.
- The BID is already registered with the Information Commissioner as a data processor and our privacy policy is kept up to date and displayed on our website.

Transparency and Accountability

- There will be a continual two-way exchange with BID levy payers, our stakeholders and the wider community.
- The BID will communicate with levy payers through monthly newsletters, regular one-to-one contact, on individual projects and through themed sub groups.
- BID levy payers will be able to request copies of Board minutes.
- An annually agreed business plan identifying spend and income will be available to all BID levy payers and will be loaded onto the BID's website to view and download.
- Alongside this, other strategic policy documents available to view and download from the BID's website will include a map of the BID area, ballot result and full alteration and renewal proposal.
- Board members' names and the companies they represent will be shown on the BID's website, alongside the names of BID team members.



2025



Street Team win Emergency Response Award.



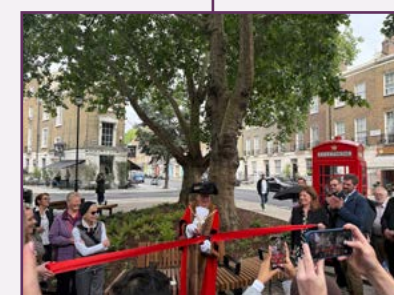
Surge funding introduced for Street Team patrol variations.



First Safe Havens are launched across the BID area.



Side road crossing trial commences on Chapel Street.



Connaught Village Green is completed.



Marble Arch restoration is completed.

2025

The BID Ballot

The ballot to alter and renew Marble Arch London BID will be held in line with The Business Improvement Districts (England) Regulations 2004 by Civica, on behalf of Westminster City Council – the ballot holder.

Civica will carry out a pre-ballot canvass of all properties eligible to vote in the ballot between 1 December and 22 December 2025. This exercise is to determine as many named voters as possible, so that ballot papers can reach the right person at every BID member organisation and reduces the risk of ballot papers becoming lost and having to be replaced.

The formal Notice of Ballot to BID voters, and the Secretary of State for Communities and Local Government, will be issued by post on 20 January 2026. This will be sent to the named voter nominated in the above exercise. Where no named voter was identified, the Notice of Ballot will be addressed to The Business Ratepayer. This also provides one last opportunity to designate a named voter if this has not already been done.

After the Notice of Ballot, on 20 January, no new voters will be included in the BID ballot.

Ballot papers will be issued by post to the named voter at the nominated address on 4 February 2026. Businesses will have until 5 pm on Thursday 5 March 2026 to return completed ballot papers.

The result of the ballot will be declared by City of Westminster's Returning Officer on Friday 6 March.

If a majority of businesses (by both number and rateable value) vote in the ballot to support the BID's renewal, then the BID's third term will formally commence on 1 April 2026.



IMPORTANT NOTICE
TO AVOID DELAYS
PLEASE POST
IN THE
PROPER BOX

Last Collection Time
Monday to Friday
6.30am
7.30pm
Saturday
12 noon



Marble Arts Week takes place.



Sussex Gardens safety and SuDS scheme starts on site.

2025

Get in Touch

For more information, please email
getinvolved@marble-arch.london
or call us on **020 3145 1210**.

Marble Arch Partnership
7 Praed Street
London
W2 1NJ

Registered in England, number 8164848.

 marble-arch.london

 [marblearch.london](https://www.instagram.com/marblearch.london)

 [marble-arch-london-bid](https://www.linkedin.com/company/marble-arch-london-bid)

 [marblearchldn](https://twitter.com/marblearchldn)

Modern &
Contemporary A



Consultation commences on Wallenberg Place public realm scheme.



Skilled volunteering expanded to include financial literacy workshops.

2025

