

M A N I F E S T O

2020 > 2025



BEE MIDTOWN LEADS ECONOMIC DEVELOPMENT AND PROFILE BUILDING IN MIDTOWN FOR BUSINESSES, BY BEING THEIR COLLECTIVE VOICE AND OFFERING A RANGE OF SERVICES AND SOLUTIONS FOR HYPER-LOCAL INNER-CITY ISSUES, BECAUSE LONG TERM SUSTAINABLE, COMMERCIAL AND SOCIAL GROWTH CREATE COMPETITIVE ADVANTAGE FOR ALL.

FROM OUR CHAIR

Midtown is home to global household brands making history in London. These include Grange Hotels, Google, ITV, Le Cordon Bleu, LinkedIn, Mediacom, Mishcon de Reya, Publicis, Sodexo, Unilever, Warner Brothers and Zaha Hadid. BEE Midtown is here to represent their collective interests, alongside the 400 other business members in our district.

 I lead our Board of Directors made up of area-wide businesses.

Our Property Group includes EC1 and WC1 property developers and owners, such as Derwent London, LabTech and Helical Plc, all of which have a significant investment in the area's future. We track the economic marketplace of central London and we strive to deliver interventions to support the advancement of Midtown, as a centre of exceptional commercial and social growth.

The next five years provide an opportunity to build on this success. The opening of Crossrail will bring with it unrivalled connectivity - providing a driver for good growth, rising employment and a thriving commercial property market. 

Alexander Jan
Chair, BEE Midtown
Chief Economist, Arup



FROM OUR CEO

Once a 'gateway' between the West End and the City, Midtown is now the destination of choice for business in London. Here's why...

- Midtown is a high-value employment area and one of London's largest, equal to the West End and second only to the City of London
- Midtown will have unrivalled connectivity once Crossrail opens in 2021, bookended by the two most significant stations on the central transit network: Farringdon and Tottenham Court Road
- London's five airports will all be reachable within 45 minutes of Farringdon Station
- By 2021, 45% of working age Londoners will be able to reach Farringdon within 45 minutes
- Demand for office space in Midtown will increase as connectivity to Greater London and the South East increases
- The pipeline of commercial space reflects the area's continued ability to grow – while Midtown will continue to be home to many of London's most iconic premises
- Midtown has a larger creative sector than both the City of London and Shoreditch, in both absolute numbers and % of total employment
- Our legal services sector is second only to the City of London and our fastest growing industry is ICT
- Midtown is 'the middle of town' and well placed to lead London as the capital's commercial centre

 We work in two ways: by influencing and directly delivering. By representing the collective voice of business, we drive area-wide public realm and infrastructure improvements; and we deliver a changing portfolio of relevant campaigns against big ticket business issues. We take pride in 'first mover' status; from creating a Land Use Study to support TfL's upgrade plans for Holborn station, to establishing an exclusive relationship with the *Evening Standard* to build the profile of the area, and to lead on the reduction of single-use plastic for the Future London campaign. We are also the first business group to create a partnership with the UK Stakeholders for Sustainable Development (UKSSD) to bring the national benefits of membership to our business members at reduced cost.

Over the next 5 years, from 2020 to 2025, we will continue to drive area-wide public realm and transport infrastructure improvements; deliver a changing portfolio of campaigns to support sustainable business development; and, continually raise the profile and reputation of Midtown. 

Tass Mavrogordato
CEO, BEE Midtown



POLLINATING PROSPERITY

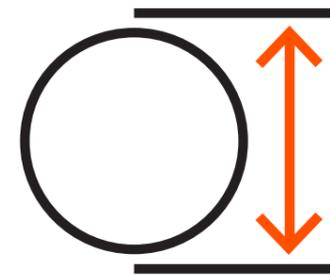
WE ARE ALL DEMANDING CHANGE

Businesses and consumers are at a tipping point when choosing with whom to work or collaborate, and who to buy from, talk about and promote. Organisations that deliver bold solutions for both business and society are pushing ahead. The message is clear. Business development is now inseparable from business purpose. Corporate performance excels when twinned with sustainable business practices.

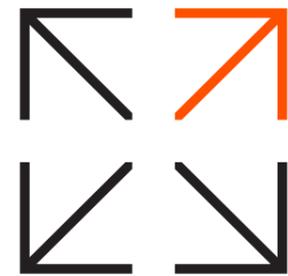
January 2020. We have a decade to meet the 2030 agenda for the UN Sustainable Development Goals (SDGs). This is the time to move into a new era of action. BEE Midtown is here to make it achievable.

With our track record in collaboration, campaigns, waste reduction and championing cultural change, BEE Midtown will be recognised as London's advocate for sustainable development. We will continue to broadcast Midtown's compelling case as the capital's leading commercial centre.

We are stakeholder-led. We represent the interests of over 400 businesses in Midtown: Holborn; Bloomsbury; St Giles; Farringdon; and Clerkenwell. We use information to drive long-term sustainable, commercial and social growth, evidenced across 3 areas:



Public realm and transport infrastructure improvements

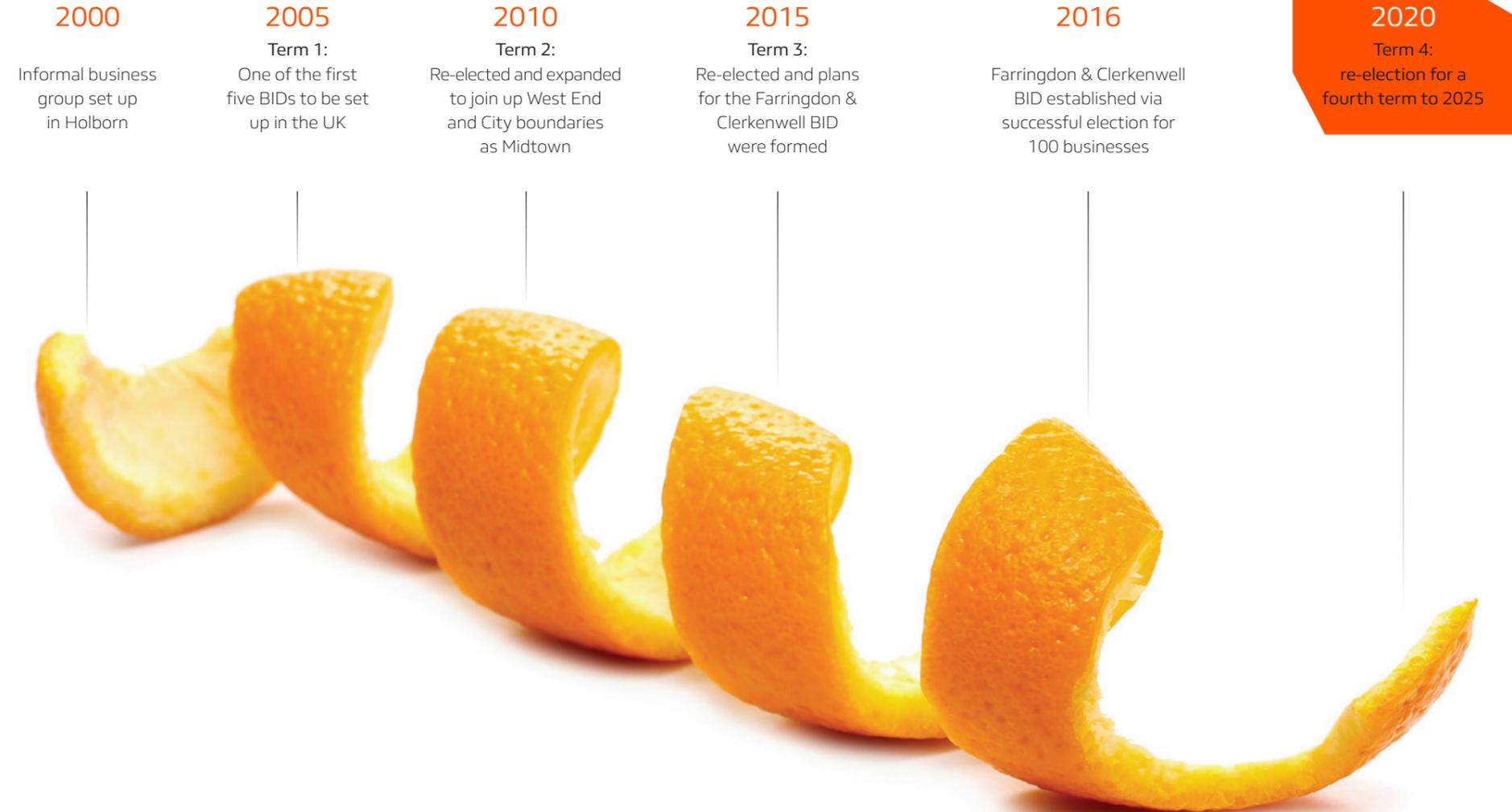


Sustainable business solutions



District profile and reputation building

TIMELINE



N

WC1

midtown

EC1

S

WE ARE MIDTOWN

EC1 AND WC1 – LONDON'S BEST-CONNECTED POSTCODES

MIDTOWN – EC1 AND WC1 – WILL HAVE UNRIVALLED CONNECTIVITY ONCE CROSSRAIL STARTS

BY 2021, **44%** OF WORKING AGE LONDONERS WILL BE ABLE TO **REACH MIDTOWN WITHIN 45 MINUTES**. LONDON'S **FIVE AIRPORTS** WILL ALL BE REACHABLE **WITHIN THE SAME TIME**

CONNECTIVITY TO GREATER LONDON AND THE SOUTH EAST WILL BE **ENHANCED**, AND DEMAND FOR SPACE IN MIDTOWN WILL **INCREASE**

INCORPORATING BLOOMSBURY, HOLBORN, ST GILES, FARRINGDON AND CLERKENWELL, MIDTOWN IS ONE OF **LONDON'S LARGEST EMPLOYMENT AREAS**, EQUAL WITH **THE WEST END** AND SECOND ONLY TO THE **CITY OF LONDON**

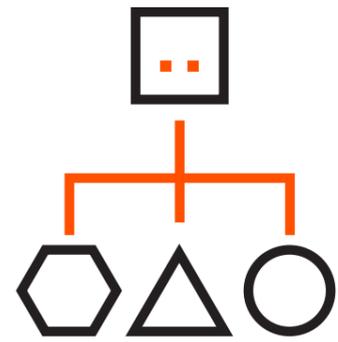
HOME TO KEY SECTORS WITH HIGH PER CAPITA ECONOMIC OUTPUT, MIDTOWN IS A SIGNIFICANT HIGH VALUE EMPLOYMENT AREA

MIDTOWN HAS A LARGER CREATIVE SECTOR THAN BOTH THE CITY OF LONDON AND SHOREDITCH, IN BOTH **ABSOLUTE NUMBERS** AND **% OF EMPLOYMENT**, AND OUR **FASTEST GROWING INDUSTRY** IS **INFORMATION AND COMMUNICATIONS TECHNOLOGY (ICT)**

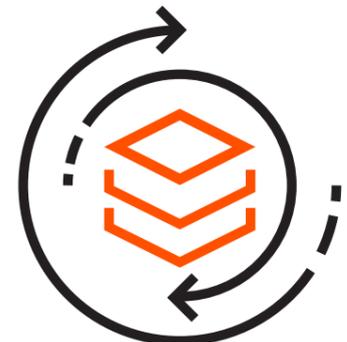
THIS IS US

AGILE WORKING AND INNOVATIVE THINKING

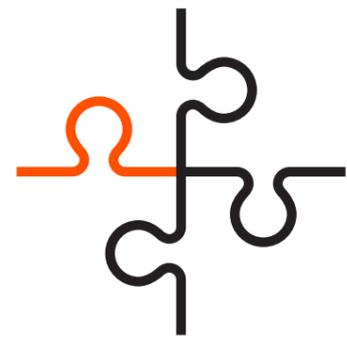
We challenge convention and provoke new thinking.
We excel at what we are best at:



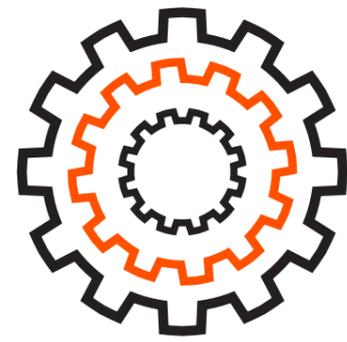
Allocating resource efficiently
– to maintain low core costs and enable agility



Adopting smart methods/technology
– for efficient and effective systems and processes

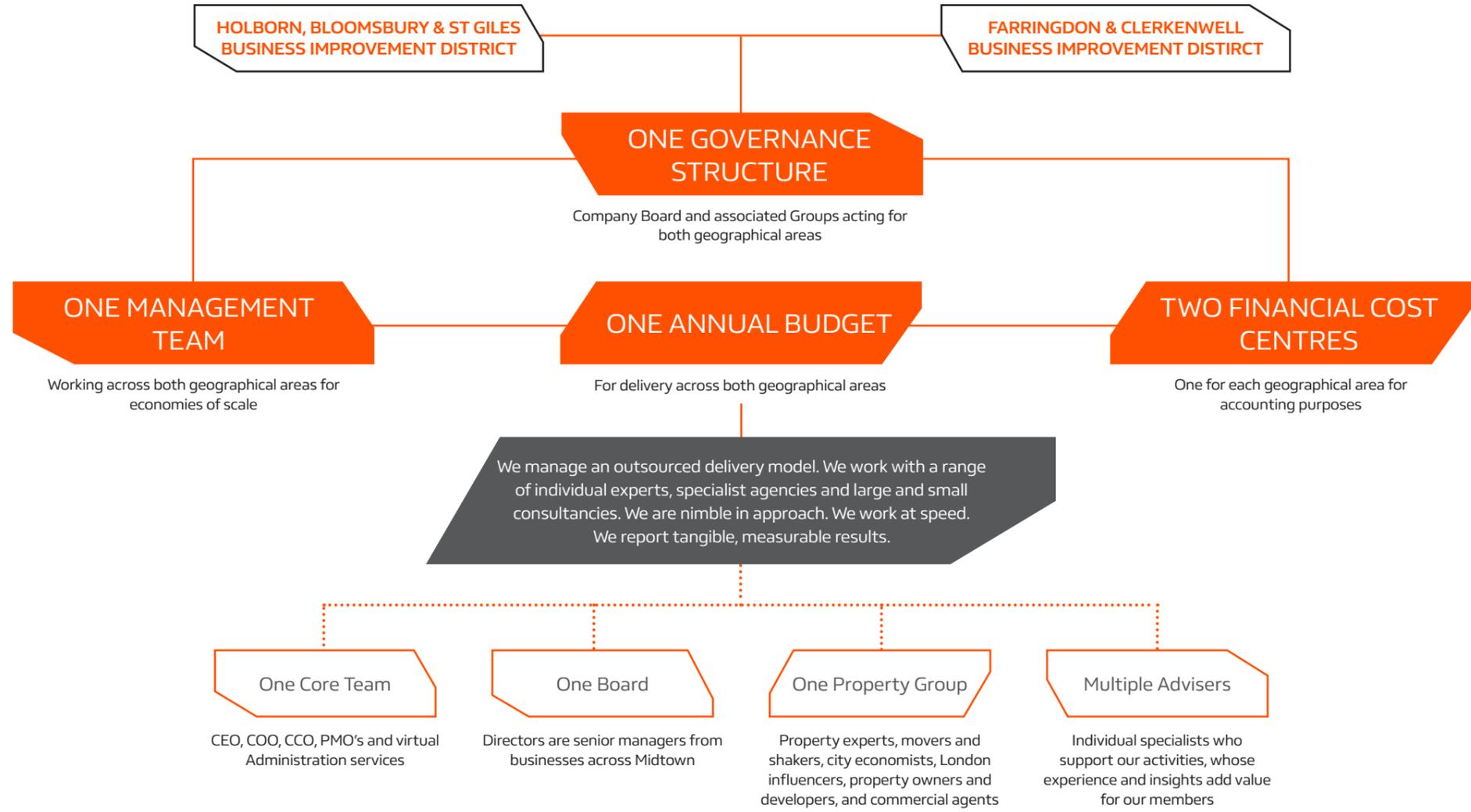


Challenging established assumptions
– to drive competitive advantage



Embracing innovation
– to repeatedly achieve first mover status

GOVERNANCE AND OPERATIONAL STRUCTURE



WHAT WE HAVE DONE

MIDTOWN: WHERE COMPETITIVE ADVANTAGE COMES WITH THE POSTCODE

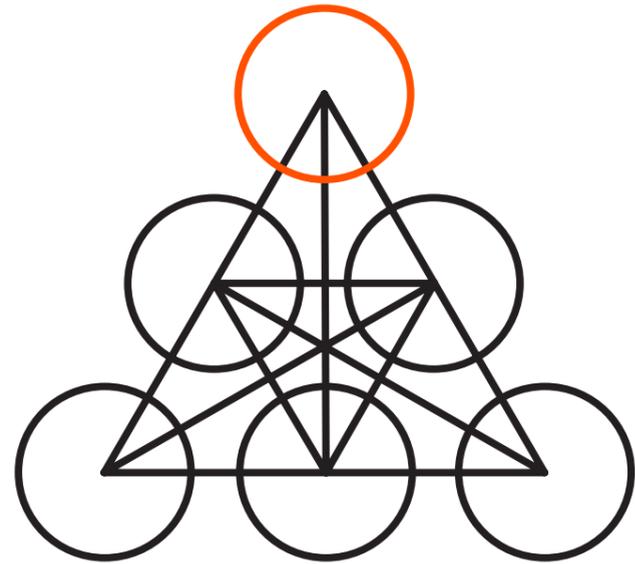


We excel in partnerships and collaboration. By focusing on people, place and business, we create value wherever our members need it. We work by influencing and directly delivering. By representing the collective voice of business, we drive area-wide public realm and infrastructure improvements. And with a portfolio of campaigns we support business development and prosperity.

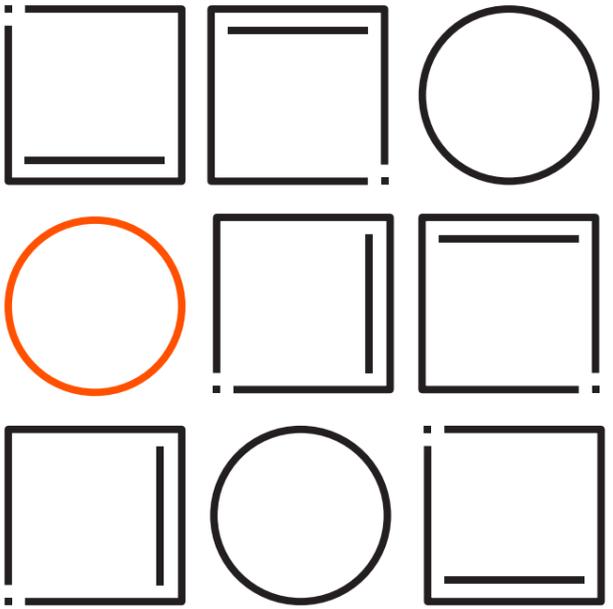
We support and collaborate with the agencies that run London: The Greater London Authority, Transport for London, the Metropolitan Police, Camden Council, Islington Council, associated agencies and community groups.

LEGACY DELIVERY

£9.5M



Our **WC1 MIDTOWN WALK REPORT** and **AREA-WIDE ECONOMIC DATA SETS** supported Camden Council's Liveable Neighbourhoods bid for TfL funds, achieving up to £9.5m. This is now ring-fenced for public realm improvements in the Holborn and Bloomsbury areas.



We have researched, scoped and documented **FARRINGDON AND CLERKENWELL'S** public realm, streets and infrastructure.



WEST END PROJECT

BEE Midtown is an active investor in Camden Council's £35 million West End Project, transforming the Tottenham Court Road area and parts of St Giles. Improvement works to pavements and roads continue at Prince's Circus to create new public space and traffic flow enhancements.

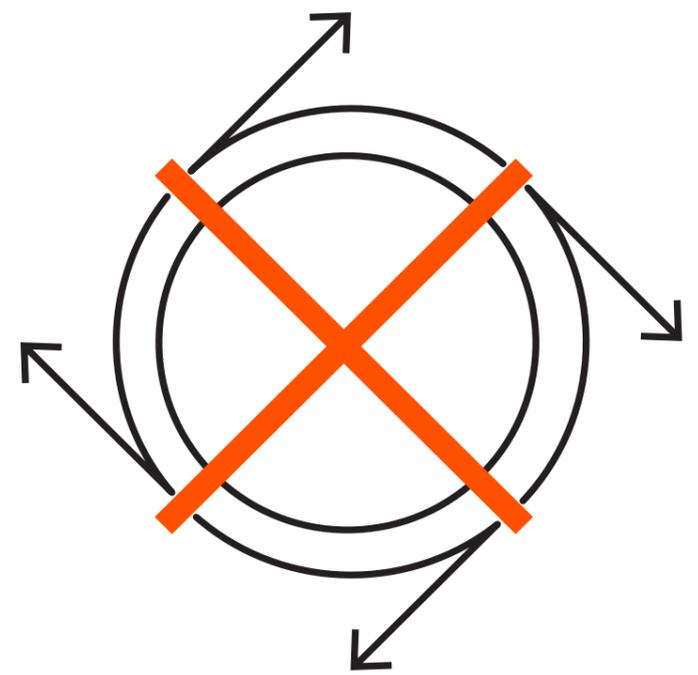
HOLBORN UNDERGROUND STATION

A 2018 report (authored by Arup) predicts a 50% increase in passenger numbers through Holborn Underground Station by 2026. Midtown has supported TfL's £500m scheme for upgrading the station and there is an agreed plan for a second entrance and new ticket hall. To ensure delivery against budget and timeline, we are undertaking a Land Use Study.

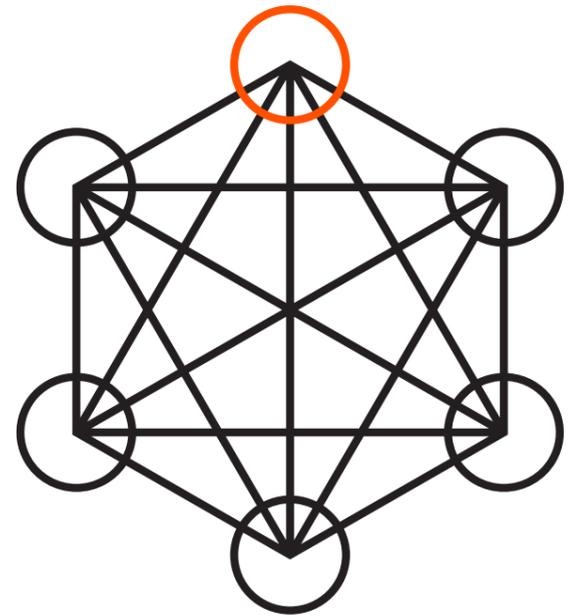


“ We would like to thank BEE Midtown for their continued support. By working closely together with Tass and the team, we benefit from their understanding of Midtown and how their members use and experience the transport network, helping us to make travel in the area and across London safer, more accessible and convenient for everyone. **”**

Mark Evers
Chief Customer Officer, TfL



We support the new diagonal crossing at the Holborn station junction, which is part of the wider TfL **LIVEABLE NEIGHBOURHOODS PROGRAMME**. This includes plans to replace the existing gyratory systems and mitigate congestion.



Our **INFORMATION SERVICE** outside Holborn station also assists to mitigate congestion by helping people get safely from A to B. Our Street Ambassadors work closely with the Met Police and local agencies, reporting street-based issues as they arise.

EASING CONGESTION FOR COMMUTERS

To assist travel experience at peak hours we are creating a Travel Demand Management Tool to be trialled at Holborn. Regular users of the station will be able to plan their travel time according to real-time congestion levels.



MIDTOWN CYCLE VAULT

Improving connectivity isn't just about train travel. We focus on reducing pollution, optimising space and streamlining travel options to save time and money. We have improved facilities for our cycling community with the Midtown Cycle Vault under Bloomsbury Square. Here, we offer secure parking for up to 100 bicycles, with showers and lockers – a new tool for sustainable commuting.



GROUND FLOOR USE STUDY

The street level, or ground floor, is how most people first experience Midtown. We have completed a Ground Floor Use Study – supporting the area's growth through identifying alternative models for viable ground floor venues. The study looked at a more holistic economic model for investment, which included curated streets, more engaging facades, temporary activities in underused spaces, outdoor sitting areas and temporary event spaces.

»» The Midtown area has clearly become a better place to work and live in recent years. Many office buildings have been redeveloped, new hotels opened and there are ever-better restaurants. It's a great place to locate because it sits neatly between the City and the West End. The BEE Midtown BID has a major role in encouraging new thinking about this remarkable central neighbourhood.

»»
 Tony Travers
 Professor in Practice,
 Department of Government,
 London School of Economics

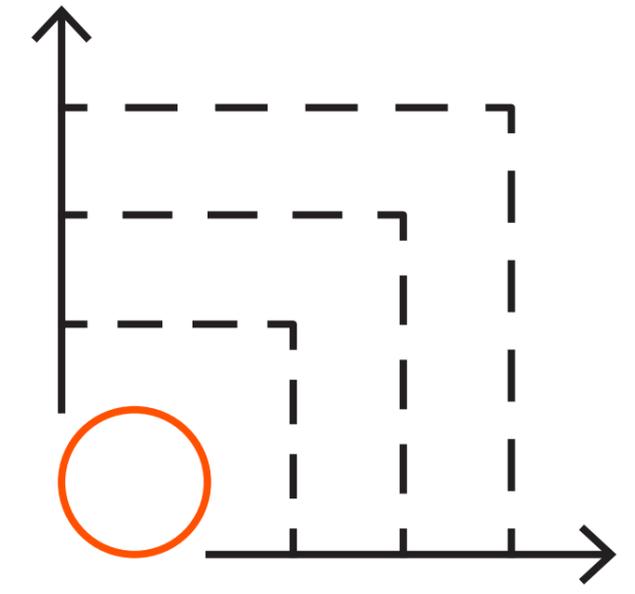


LONDON REAL ESTATE FORUM

At the largest gathering of key decision-makers in the London property world, LREF 2019, we showcased Midtown as London's destination of choice for business.

At the event, we launched a video illustrating Midtown's growth and economic performance, and showcasing the area's success. We will continue to ensure that Midtown is represented at this forum, and that our businesses have a voice as the future of London's development, and that smart approaches to property are debated.

QUINTAIN



We track the **DEVELOPMENT AND GROWTH** pipeline across EC1 and WC1 measuring the supply and demand of commercial space.



Our **CASE STUDIES** for refurbishments and developments across EC1 and WC1 evidence intensification and sustainable specifications for office space.

CLERKENWELL DESIGN WEEK

EC1 is London's Design District, and as part of our mission to put it on the map we are proud to support Clerkenwell Design Week. We reflected our association with London's most creative industries with the commissioning of a multi-artist installation, unveiled and displayed at the festival.

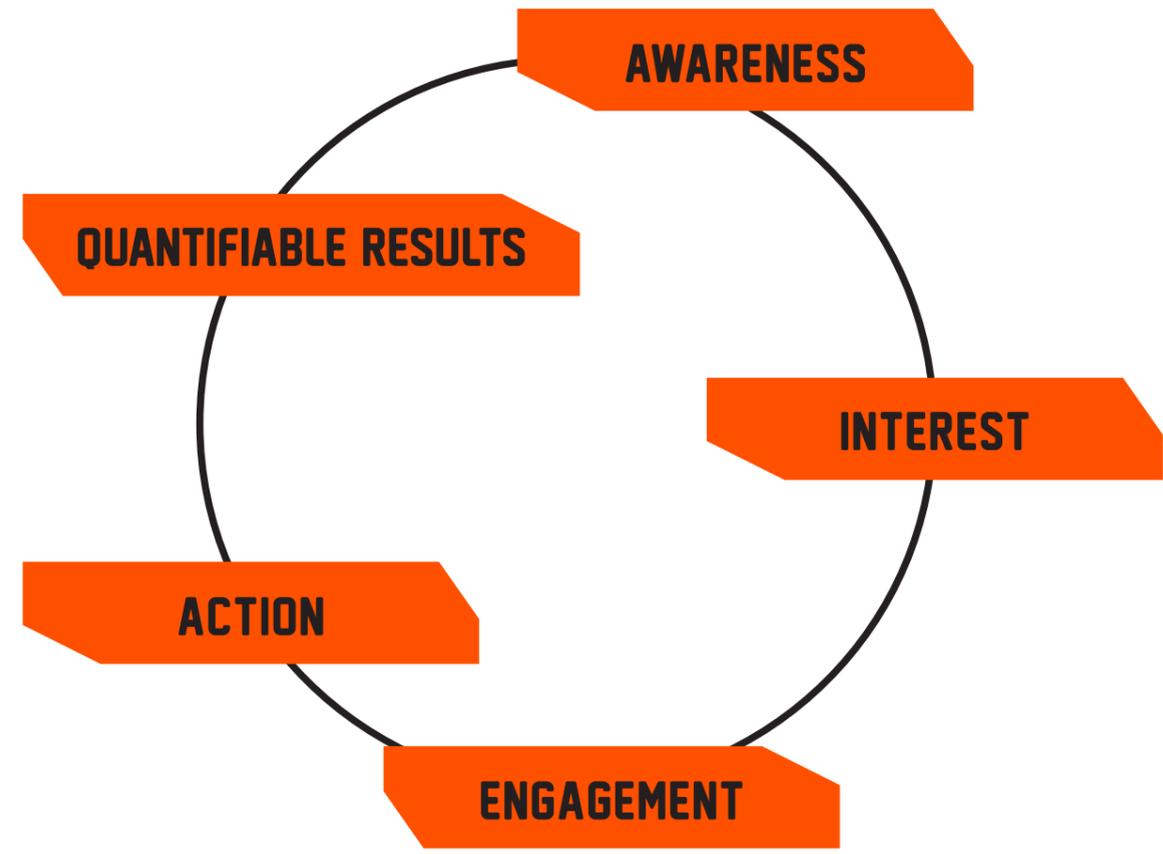
For Sätla Studios, being nestled in the middle of Clerkenwell, a vibrant and inspiring part of London, is something we value greatly. Here we are surrounded by a variety of creative, design and architectural companies, both of corporate and independent scale, with whom we can connect and collaborate.

BEE Midtown applies a holistic approach to preserving and expanding Clerkenwell while remaining true to its heritage. This is a core value for us which we are passionate about and have applied to The Old Sessions House and other properties. Their unique role provides a valuable connection between landlords, businesses and local authorities which creates a united force on retaining Clerkenwell's character but also promoting development.

Despite Clerkenwell's recent growth, we have a vision for creating even more facets to this established area which will be achieved partly by working together with BEE Midtown and their collective.

Oliver Grebelius
Co-Owner, Sätla Studios

CAMPAIGNS THAT MAKE A DIFFERENCE



We deliver campaigns against big ticket business issues. We believe in the compound effect: that small incremental changes lead to big change. Therefore, our portfolio is wide ranging and nimble in approach. Sweating the small stuff makes the big stuff happen over time. It collectively gains momentum to create competitive advantage for all.

“ We welcome Midtown’s commitment to improving the environment through the Future London campaign. We are delighted that they are working to install water fountains across EC1 and WC1, helping to cut single-use plastics and enabling thousands of people to refill on the go. ”

Shirley Rodrigues
Deputy Mayor of London for Environment and Energy,
Greater London Authority

BEE THE CHANGE

TRANSFORMING HOMELESSNESS IN MIDTOWN

CHANGE NOT COINS

BEE The Change is an inner-city pilot supporting the genuinely homeless and reducing organised crime on our streets – individual or corporate donations of money and/or time can be securely given to identified charities and agencies that are working directly on these issues in Midtown.

The Evening Standard invited us to partner on their Future London campaign and lead on the reduction of single-use plastic in Midtown. We have told our businesses' stories through dedicated supplements showing how Midtown is powering ahead on the sustainability agenda. We have been progressing a range of interventions, including area-wide water stations, lunchtime take-away packaging solutions, informative waste guides for individuals and office environments, local deliveries using sustainable transport and re-usable solutions, and more. These small initiatives collectively impact on responsible supply chain management and demonstrate quantifiable value.



INTRODUCTION TO THE 'WASTE HIERARCHY'

The so-called 'waste hierarchy' is a tool that supports waste reduction guidance in terms of what is best for the environment.

The hierarchy works in order of least to most preferred, encouraging users to prioritise the most preferred options (such as re-use plastic cups) and avoid the least preferred (such as landfill). Therefore, it is best practice to improve your waste management by following the hierarchy.

Businesses can be revised.

MOST FAVOURED OPTION

1. REDUCE
Preventing the use of the material in the first place or reducing the amount of material used.

2. REUSE
Repairing and/or refurbishing so items can be re-used or re-purposed.

3. RECYCLE
Turning waste into a new substance or product.

4. RECOVERY
Recover waste to generate energy.

5. DISPOSAL
Landfill if no alternative is available.

LEAST FAVOURED OPTION

“ The Evening Standard is proud of its partnership with Bee Midtown, which we consider one of London's most vibrant, diverse and socially conscious districts.

The content we have generated together clearly resonates with our readers – for example, articles related to the campaigning project we have undertaken with Bee Midtown to promote a plastic-free London have been viewed online more than 300,000 times. The Midtown 'Big Ideas Exchange' programme of events, articles and podcasts – focusing on issues relating to responsible business and sustainable development for the capital – has been hugely helpful in translating some of these big, existential challenges into projects that individual businesses and consumers can get behind.

We look forward to continuing our partnership for years to come as we collectively strive to deliver a future for London that is sustainable, responsible and purpose-driven.

Charlotte Ross
Deputy Editor, The Evening Standard

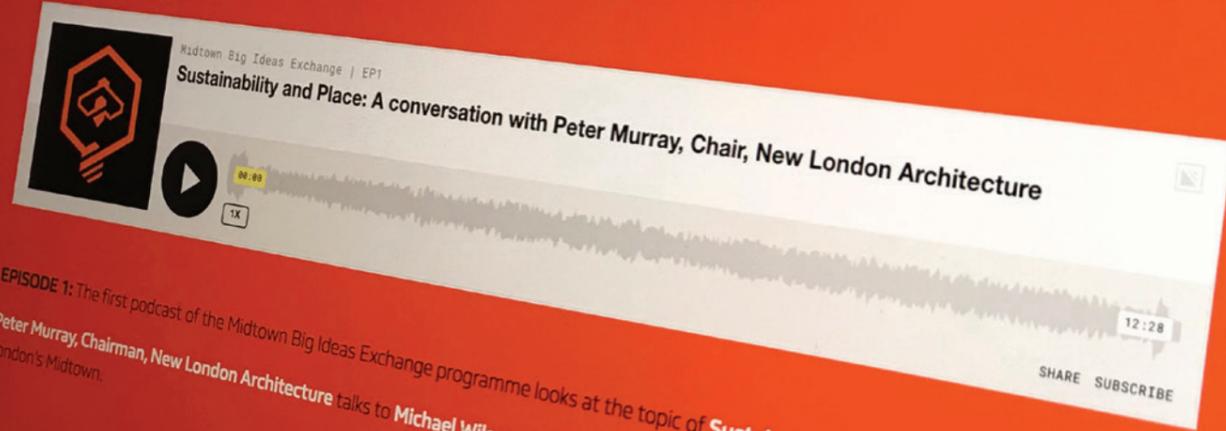


The Midtown Big Ideas Exchange showcases B2B knowledge-sharing about the future of work – an annual series of events, interviews, podcasts, and thought leadership. Local business leaders share experience and information with other leaders in their fields across all industries, sectors and scales of operation. Pertinent topics are examined around talent management, workplace accommodation, supply chain management, and, smart cities and infrastructure. Midtown is home to global and domestic leading brands – when brought together the power of many is formidable.



MIDTOWN BIG IDEAS EXCHANGE PODCASTS

The **Midtown Big Ideas Exchange** podcasts, alongside our series of events and debates, will focus on the growing shift in sustainable business practices and how these are driving business growth.



EPISODE 1: The first podcast of the Midtown Big Ideas Exchange programme looks at the topic of **Sustainable Cities and Communities**. Peter Murray, Chairman, New London Architecture talks to Michael Wilson about the long term health of cities, with particular reference to London's Midtown.



The contribution BEE Midtown is making to the promotion of a socially and environmentally responsible approach to business is to be admired. By working together, BEE Midtown's diverse and vibrant business community has the potential to create a really positive impact on the wider London community, and beyond.

As one of the first business groups to commit to the Sustainable Development Goals in this way, we're really optimistic about our relationship with BEE Midtown in the future and what we can achieve together.



Emily Auckland
Network Director, UKSSD



BEE WILD

POLLINATING BIODIVERSITY
IN MIDTOWN

BEE Wild supports biodiversity in Midtown, with managed rooftop gardens, urban bee-keeping and innovative solutions for rainwater recycling, composting and insect habitats. BEE Wild is part of the B-Line for London, which maps the green infrastructure of London and supports the flight path of pollinators through the city. Host buildings and businesses support well-being at work by promoting volunteering, leading to increased employee retention. And we illustrate sustainability by producing a range of products that can be used by our businesses and visitors: including honey, wax wrap, fruit and salad leaves, and herbs.



“ Collaboration is key in the pursuit of sustainable development, as cities around the world face critical challenges on the journey to 2030 in meeting the ambitious but necessary Sustainable Development Goals.

BEE Midtown is working hard to support and drive meaningful collective change for our members, backed by the strong belief that sustainable business drives success and benefits for all. Goals 8, 11, 12 and 17 have been identified as ones most critical for the BID area and we look forward to building on the momentum we have started with all of our stakeholders.

Julie Rogers
Director and General Manager of Corporate Communications & Sustainability, Mitsubishi Corporation



My Midtown – personalised digital local information that enables the best area-wide experience for all. We invited local creative companies to submit proposals for the re-design of our information kiosk outside Holborn station. Shortlisted submissions were exhibited at New London Architecture. The new structure, designed by Grimshaw, will continue to support King’s College Air Quality Monitoring for London and display local air quality information in real-time.



As architects and urban designers, we are constantly seeking opportunities to contribute positively to our built environment. BEE Midtown’s commitment and enthusiasm for the Holborn Kiosk transformation project has offered a great opportunity to engage with London’s public realm, and allowed us the freedom to innovate, arriving at the best possible design solutions to meet their ambitious brief.

The kiosk has been designed to give space back to pedestrians at the entrance to Holborn station, while delivering information to support local businesses in the Midtown area. With a sustainable agenda at its core, the kiosk’s air quality monitor will provide valuable information. Planting within the canopy adds to BEE Midtown’s green roof initiative which aims to grow on the network of green corridors within London.

The project fosters a collaborative approach to design and aims to align with Camden’s strong vision for Kingsway Gateway. By enriching our surroundings with stimulating and engaging street furniture such as this kiosk, we can begin to re-imagine our streetscape to speak of a more human scale.

Donnchadha Gallager
Associate, Grimshaw

HOW ARE WE DOING?

£16BN GVA CONTRIBUTION ANNUALLY

Development and growth generate vibrancy. Midtown is evolving into a leading destination. Reputation builds profile and this creates value for everyone that connects here: employers, employees, residents, visitors, and tourists.

Our achievements:

- Advocate value on behalf of our members
- Demonstrate that Midtown is the destination of choice for business
- Build the area's profile and reputation
- Create tangible value and ROI
- Build brand reputation and leadership credentials
- Position us as a leader for London on key city issues
- Associate us with other brand leaders

Midtown is home to key sectors with high per capita economic output. Midtown is a significant high-value employment area. Areas in London with single industry activity, such as the West End and the City, will struggle to adapt fast enough to changes in their markets. Once a 'gateway' between the West End and the City, Midtown is now Boom Town:

- Midtown is one of London's largest employment areas, comparable with the West End and second only to the City
- Midtown has a larger creative sector than both the City of London and Shoreditch, in both absolute numbers and % of total employment
- Midtown's legal services sector is second only to the City of London
- Midtown's fastest growing industry is ICT
- Growing hospitality sector from budget to super-brand with sixteen 4 and 5-star venue
- Home to the British Museum and to the new £70m Museum of London, which starts construction in 2021



WHERE ARE WE NOW?

A COMMUNITY OF VILLAGES CREATING A LEGACY OF SOCIAL GOOD

The external environment for business is currently challenging, but change creates opportunity. Midtown is leading London, and BEE Midtown has an established value proposition. We will seek to mitigate negative impacts and continue to drive growth for 2020–2025.



STRENGTHS

- Home to mixed industry occupiers – area performance second only to the City and growing
- Unrivalled connectivity – Crossrail, Thameslink, 6 tube lines
- Central location – high demand and valuable
- Our proven track record – formally established in 2005
- First mover status – competitive advantage for tangible ROI

WEAKNESSES

- Political uncertainty – UK
- Economic instability – UK and global
- Socio-economic shifts – workforce pressures

OPPORTUNITIES

- Area growth and development – pipeline evident to 2025 and beyond
- Transport infrastructure completion – for lasting competitive advantage
- Profile and reputation building – future-proofed area and secured value
- Leadership for London – recognition via awards and media
- The power of the collective – pioneering partnerships and collaborations

THREATS

- Local government policy changes – adverse effect on growth
- Reduction of public services – greater pressure on private sector
- Cost/benefit ratio (of doing business in Midtown) – negatively impacted by external environment
- Supply and demand – negative imbalance



BEE MIDTOWN

Holborn, Bloomsbury, St Giles BID Area

- Andrew Borde Street
- Bainbridge Street
- Barter Street
- Bedford Place
- Bedford Row
- Bloomsbury Courtyard
- Bloomsbury Place
- Bloomsbury Way
- Brownlow Street
- Bucknall Street
- Bury Place
- Catton Street
- Central Saint Giles
- Central Saint Giles Piazza
- Coptic Street
- Dane Street
- Denmark Place
- Denmark Street
- Dunn's Passage
- Dyott Street
- Eagle Street
- Earnshaw Street
- Fisher Street
- Flitcroft Street
- Fulwood Place
- Galen Place
- Gate Street

- Gilbert Place
- Grape Street
- Great Russell Street
- Great Turnstile
- Hand Court
- High Holborn
- Holborn
- Holborn Bars
- Holborn Place
- Kingsway
- Lamb's Conduit Passage
- Lincoln's Inn Fields
Part #66-71
- Little Russell Street
- Little Turnstile
- Montague Street
- Museum Street
- New Oxford Street
- New Turnstile
- Old North Street
- Pied Bull Yard
- Princeton Street
- Procter Street
- Red Lion Square
- Red Lion Street
- Remnant Street
- Russell Square
Part #1-8 & #23-70

- Sandland Street
- Shaftesbury Avenue
Part #125 and over on North side and #25 and over on South Side
- Sicilian Avenue
- Southampton Place
- Southampton Row
- St. Giles High Street
- Stedham Place
- Streatham Street
- Theobald's Road
Part #70 and over on North Side and #25 and over on South Side
- Three Cups Yard
- Tin Pan Alley
- Twyford Place
- Vernon Place
- Warwick Place
- Waterhouse Square
- West Central Street
- Whetstone Place
- Willoughby Street
- Yorkshire Grey Yard

Farringdon & Clerkenwell BID Area

- Agdon Street
- Albemarle Way
- Albion Place
- Aylesbury Street
- Baker's Row
Part #1-3
- Benjamin Street
- Berry Street
- Bowling Green Lane
- Brewery Square
- Brewhouse Yard
- Brisset Street
- Britton Street
- Broad Yard
- Carthusian Street
Part #1-10
- Charterhouse Buildings
- Charterhouse Mews
- Charterhouse Square
Part #1-#25
- Charterhouse Street
Part #47-#42 & #99-121
- Clerkenwell Close
- Clerkenwell Green
- Clerkenwell Road
Part street (#1-#116)
- Compton Passage
- Compton Street
- Corporation Row

- Cowcross Street
- Crawford Passage
- Cyrus Street
- Dallington Street
- Dicken's Mews
- Eagle Court
- Farringdon Lane
- Farringdon Road
Part #95-#157 & #20-#95
- Faulkners Alley
- Fox and Knot Street
- Glasshouse Yard
- Goswell Road
Part #1-#194
- Great Sutton Street
- Greenhill Rents
- Hayward's Place
- Herbal Hill
Part #1-#9
- Jerusalem Passage
- Leo Yard
- Malta Street
- Newcastle Row
- Northburgh Street
- Pardon Street
- Passing Alley
- Pear Tree Court
- Percival Street

- Peter's Lane
- Ray Bridge Street
- Ray Street
- Robert's Place
- Rutland Place
- Sans Walk
- Scotswood Street
- Sekforde Street
- Skinner Street
- Smoke House Yard
- St James's Walk
- St John Street
Part #1-#240
- St John's Lane
- St John's Path
- St John's Place
- St John's Square
- Sutton Lane
- Turk's Head Yard
- Turnmill Street
- Vine Street Bridge
- White Horse Alley
- Woodbridge Street

2020 - 2025 PRIORITIES

THE PLACE WHERE THE FUTURE IS EVEN MORE EXCITING THAN THE PAST

BEE Midtown's mission is to drive long-term sustainable commercial and social growth. By aligning corporate strategy with responsible and sustainable business practices, we can deliver more for businesses in Midtown, demonstrating leadership in our capital city.

Inclusive and sustainable economic growth drives progress. BEE Midtown will drive the balance of economic development with social and environmental progress at a hyper-local level. Doing well and doing good creates advantage for all. We recognise the shift from philanthropy to Corporate Social Responsibility (CSR) and from Environmental, Social, and Governance policies (ESG) to the United Nations Sustainable Development Goals (SDGs). Enabling business development within the context of the SDGs is no longer a choice – it is a business imperative.

The SDGs are broad-based and interdependent providing a shared blueprint for prosperity. We will use 4 of the SDGs as the context for our work to 2025. At a granular and hyper-local level these Goals address the fundamentals of business: people, place, and competitive advantage.

8 DECENT WORK AND ECONOMIC GROWTH



Goal 8
= PEOPLE

11 SUSTAINABLE CITIES AND COMMUNITIES



Goal 11
= PLACE

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Goal 12
= COMPETITIVE ADVANTAGE

17 PARTNERSHIPS FOR THE GOALS



Goal 17
= BEE MIDTOWN'S ROLE

WE WILL CONTINUALLY RAISE THE REPUTATION AND PROFILE OF MIDTOWN

WE WILL CONTINUE TO DRIVE AREA-WIDE PUBLIC REALM AND INFRASTRUCTURE IMPROVEMENTS

WE WILL DELIVER A CHANGING PORTFOLIO OF CAMPAIGNS TO SUPPORT BUSINESS DEVELOPMENT AND PROSPERITY

“ BEE Midtown's support for key transport and public realm projects, such as the Holborn Safety Scheme, is ensuring that WC1 excels as a leading central London district for all those who work and live here. We are planning further investment in the area and collaboration with BEE Midtown is critical to supporting further growth, creating new jobs, and securing a vibrant high-performing area for the long-term. **”**

Cllr Adam Harrison
Cabinet Member for a Sustainable Camden,
Camden Council

OUTCOMES

TO DRIVE LONG-TERM, SUSTAINABLE, COMMERCIAL AND SOCIAL GROWTH

2020 – 2025 will see Midtown excel for London in terms of economic and social capital creation. BEE Midtown will lead through action that delivers tangible outcomes.



By representing the collective voice of business, we will secure further legacy projects:

- Supporting completion of improvements to New Oxford Street and Shaftesbury Avenue pavements, crossings and traffic flow movements by mid-2020
- Supporting completion of new public space at Princes Circus with seating, pollinator friendly planting and safe cycle routes by 2021
- Progressing proposals for changing the WC1 area's gyratory systems to make the streets calmer and safer by 2025
- Supporting and progressing the investment of up to £9.5m, ring-fenced for public realm improvements in the Holborn and Bloomsbury areas, to ensure a holistic quality and experience across the whole of the district by 2025
- Supporting and enabling public realm enhancements across EC1 to complement the investment and growth in commercial space by 2025
- Progressing alternative models for viable ground floor use solutions across EC1 and WC1 – curating the offer and supporting local character from 2020 onwards
- Embedding EC1 as London's Design District – quantifying and celebrating the B2B value of incumbent industries from 2020 onwards

- Year on year active participation in Clerkenwell Design Week to acknowledge the area's contribution to EC1 design brand leaders
- Year on year showcasing of Midtown at the London Real Estate Forum to acknowledge the area's economic contribution and community value
- Progressing the Land Use Study and ensuring TfL's upgrade plans for Holborn Station remain secure, fully funded and to timeline from 2020 onwards
- Deliver a Travel Demand Management Tool to support regular users of Holborn station to plan their journey times from 2020
- Deliver the same station user support for Farringdon and Farringdon East stations to mitigate any overcrowding both before and after the start of Crossrail from 2020 onwards
- We will continue to monitor street environment issues and area-wide security needs, supporting the Met Police and the work of local Council departments

We will always be a first mover and continue to win awards:

- We will progress partnerships and collaborations, building incremental value and continually raise the profile and reputation of Midtown, with, for example – The *Evening Standard*, UK Stakeholders for Sustainable Development (UKSSD), Sustainable Restaurant Association, Refill, University of the Arts London, The London Real Estate Forum and New London Architecture, Clerkenwell Design Week, The Ring Consortium, Museum Mile, and many more
- We will seek to monetise innovative delivery for commercial gain in order to reduce the cost of membership for our businesses and capitalise on creating leading Intellectual Property



Delivery that makes a difference to the fundamentals of work – people, place, and business practices, within the broader context of the SDGs:

- We will progress the Midtown insider guide – hyper-local granular information to enable the best area-wide experience. Available to connect with internal intranet communications systems at a corporate level and with individual phones and desktops, all the information can be personalised so it is relevant and adds value
- We will continue to bring the business community of Midtown together to share knowledge and information, showcasing the future of work through events, roundtables, podcasts, publications, video interviews, and more, with our media partner and voice of London, the *Evening Standard*
- We will deliver multiple solutions to support responsible consumption and supply chain management, from initial procurement to re-use and waste management

- Biodiversity has a positive impact on air quality, which we will continue to monitor and publish up to the minute data in real time. The greening of Midtown will be continually mapped as we expand the number of rooftop gardens, individual planters, green walls and pollinator habitats. We will analyse the impact so the value can be measured and quantified
- We will lead on hyper-local solutions for the social issues that matter – from supporting the homeless, to collection services for re-distributing food and other goods, to composting specific waste streams for local benefit. We will develop opportunities for businesses to engage in area-wide volunteering and local initiatives

HOW IT WORKS

A Business Improvement District (BID) is an organisation that represents individual businesses within a defined geographical area and their collective views. BIDs are funded by an additional levy on business rates payable by all eligible organisations. BIDs are elected by their constituent businesses, and undergo a re-election process every five years.

In 2019 we have undertaken extensive consultation:

- To get feedback on current and future activities
- To measure our current brand proposition and clarify our future brand and value proposition
- To evaluate/evolve the 'operating model' – including geographical boundaries, financials and BID Rules
- To legitimise the business planning process beyond March 2020 to 2025
- To enable a mandate for re-election



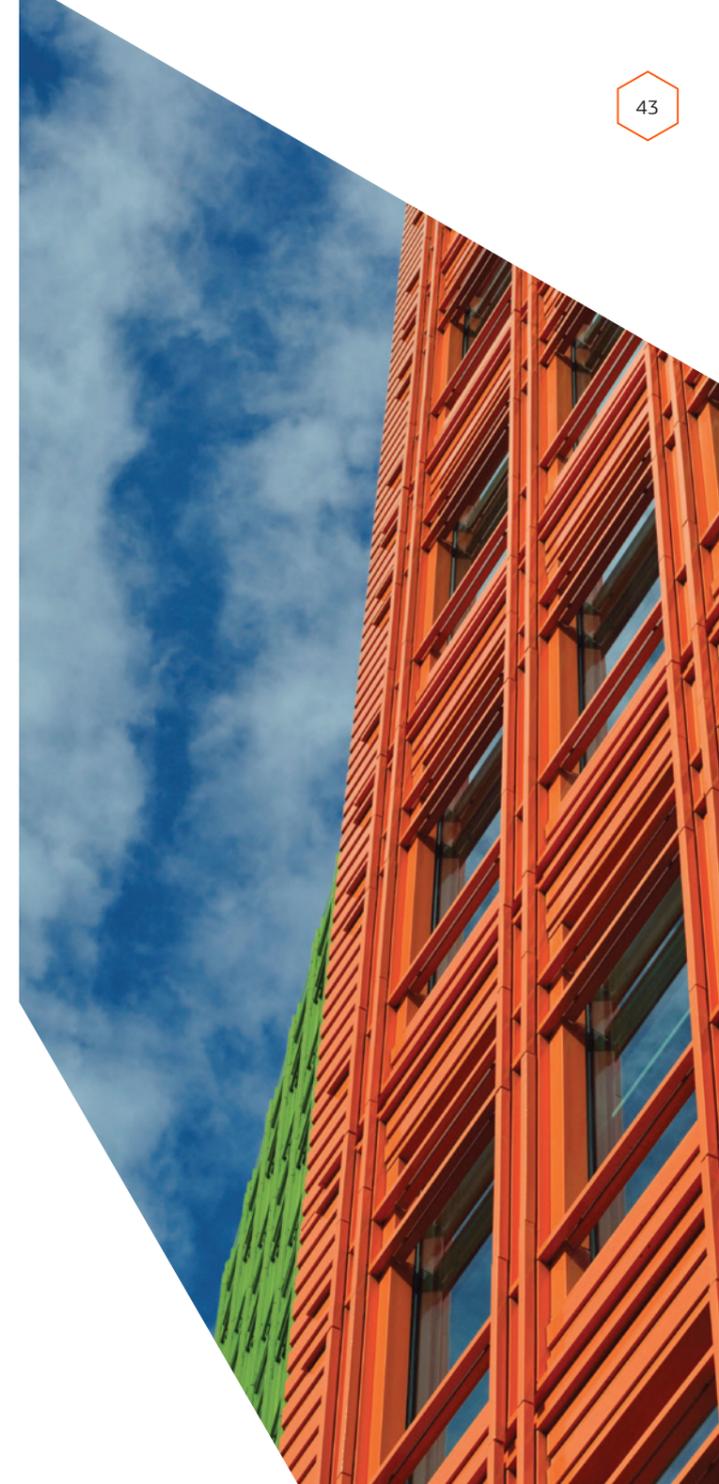
BID LEVY RULES

1. The levy rate will be fixed at 0.8% of rateable value as at 31st January 2020 based on the 2017 Rating List.
2. All new hereditaments entering the Rating List after 31st January 2020 will be levied at 0.8% of the prevailing list at the start of each chargeable year.
3. The levy will be charged annually in advance for each chargeable period from April to March, starting on 1st April 2020 with a fixed valuation date for inclusion of 31st January annually. Charging will be based on an annual register of liable parties that will be derived from the Valuation Office Agency data as at the fixed valuation date annually.
4. Any adjustments to the rateable values will only be applied to the BID levy at the start of the subsequent chargeable year.
5. The levy is an annual charge payable in advance and no refunds will be made on the BID levy.
6. A threshold¹ of rateable value will be applied, exempting any business hereditament within the defined BID area falling below this rateable value. The thresholds for each BID area are as follows:

Bloomsbury, Holborn and St Giles BID:	£180,000
Farringdon & Clerkenwell BID:	£150,000
7. The BID levy may increase by an annual inflationary factor of up to 2% (ie. up from 0.8% multiplier to 0.82% in year 2 and so on). The board will be required to decide on whether to apply the inflation factor each year.
8. In the case of empty or untenanted premises, the property owner (the subsequent eligible ratepayer) will be liable for the BID levy with no void period, and will be entitled to vote in the BID ballot if relevant.
9. Charities receiving mandatory charitable relief will receive 80% relief on their BID levy.
10. The term of the BID will be five years from 1st April 2020 to 31st March 2025.

Notes

1. *The threshold difference reflects the current and projected rate of commercial growth in each BID area.*
2. *Co-working and new ways of working are redefining the landscape of commercial space. We recognise the need to include all of these businesses in our customer mix, however, current BID legislation does not account for this variable to membership. We are therefore exploring ways of developing BID Rules to enable formal membership and are committed to finding a solution. We will be consulting those concerned about a variety of options and once agreed, the new solution will be shared with all stakeholders.*



BUDGET FORECAST 2020 > 2025

	Year 1	Year 2	Year 3	Year 4	Year 5	%
HOLBORN, BLOOMSBURY, ST GILES						
Income						
Levy @ 0.8%	1,944,886	1,999,086	2,017,694	2,036,489	2,055,471	
less Charities @ 80% relief	138,214	138,214	138,214	138,214	138,214	
Total Income	1,806,672	1,860,872	1,879,480	1,898,275	1,917,257	
Expenditure						
Campaigns and Services	542,000	558,000	564,000	570,000	576,000	30
Public Realm and Transport Infrastructure	452,000	466,000	469,000	473,000	480,000	25
Marketing and Communications	542,000	558,000	564,000	570,000	576,000	30
Management & Overheads	180,000	186,000	188,000	190,000	190,000	10
Total Expenditure	1,716,000	1,768,000	1,785,000	1,803,000	1,822,000	
Contingency (5%)	90,000	93,000	94,000	95,000	95,000	5
FARRINGDON & CLERKENWELL						
Income						
Levy @ 0.8%	510,976	536,525	552,621	563,673	574,947	
less Charities @ 80% relief	37,494	37,494	37,494	37,494	37,494	
Total Income	473,482	499,031	515,127	526,179	537,453	
Expenditure						
Campaigns and Services	141,000	150,000	155,000	159,000	162,000	30
Public Realm and Transport Infrastructure	120,000	125,000	128,000	132,000	137,000	25
Marketing and Communications	141,000	150,000	155,000	159,000	162,000	30
Management & Overheads	47,000	49,000	50,000	50,000	50,000	10
Total Expenditure	449,000	474,000	488,000	500,000	511,000	
Contingency (5%)	24,000	25,000	25,000	26,000	26,000	5

To reflect the 2017 cost increases to Business Rates, we have reduced the BID Levy calculator percentage to 0.8%.

The year on year rise in income reflects the estimated growth pipeline of refurbished/new commercial space in each BID area. It is less likely there will be an increase in charities so this figure remains static.

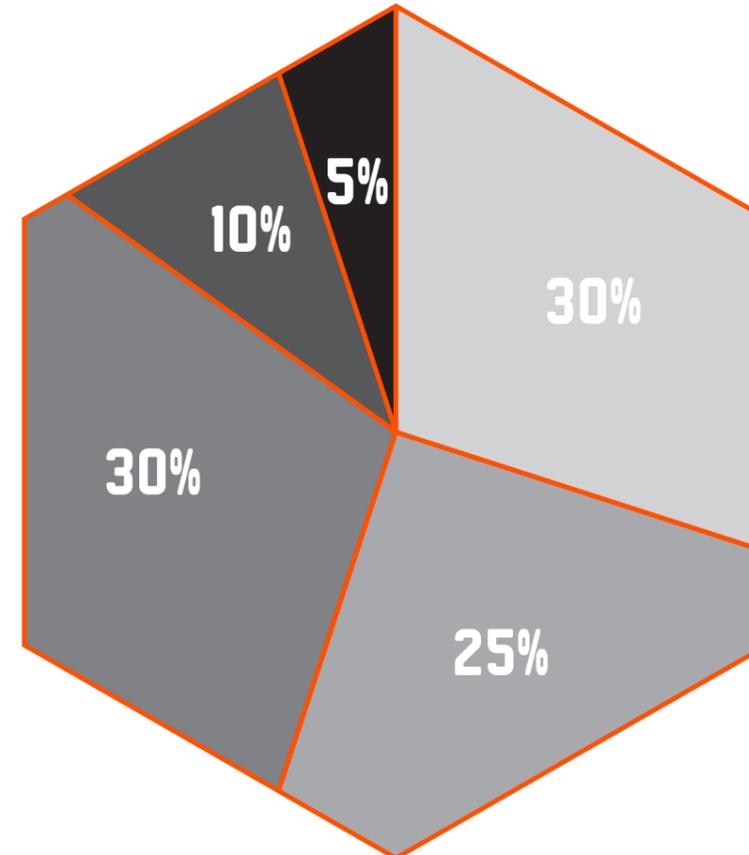
An annual inflation rate of 2% may be applied, at the discretion of the Board of Directors.

Indicative Levy Collection Charges are forecast at current industry levels, equivalent to £35/unit (hereditament).

Management and Overheads are budgeted at c.10% of total annual expenditure.

The company holds c.£500,000 of ring-fenced funds to enable closure and support annual cash flow.

All additional income is either 'in kind', for example £9.5m Liveable Neighbourhoods funding for Holborn public realm and transport improvements, or through monetising our product IP such as My Midtown. All 'additional income' will be accounted for on an annual basis.



- Campaigns and Services
- Public Realm and Transport Infrastructure
- Marketing and Communications
- Management & Overheads
- Contingency (5%)



2020 > 2025 BALLOT

