

The background is a collage of various images: a large bronze statue of a man's head on the right, a brick wall on the bottom left, a colorful pixelated graphic on the bottom left, and a grid of vertical and horizontal lines in the center. The entire design is overlaid with large, semi-transparent orange and red geometric shapes.

POLLINATING PROSPERITY

ANNUAL SUMMARY
2018 / 2019

BEE Midtown is your local Business Improvement District for the area **covering two of London's most successful and historic postcodes – WC1 and EC1** – which collectively are **'Midtown'**.

We currently represent over **400 businesses** with the aim of **making Midtown the best place to do business in London.**



We are delighted to have appointed our **new non-executive Chair, Alexander Jan, Chief Economist at Arup**. Jan was a member of the Mayor of London's infrastructure delivery board, led work on the **2050 London Infrastructure Plan** and more recently spearheaded a report into **Good Growth across the West End**. He has **extensive knowledge** of inner London city issues, which will be **invaluable** to us achieving our goals for the area and **everyone who does business in Midtown.**

Midtown is a vibrant commercial hub that is a vital contributor to London's social, cultural and economic development, as our data analysis shows:

14,000 BUSINESSES -
35% BUSINESS GROWTH
IN THE LAST **5 YEARS**

157,000
EMPLOYEES

£16BN
GVA CONTRIBUTION
ANNUALLY

ONE OF LONDON'S
LARGEST
EMPLOYMENT AREAS,
EQUAL WITH THE **WEST END**
AND **SECOND** ONLY TO
THE CITY

c.25%
OF THE CAPITAL'S JOBS IN FILM,
TELEVISION AND
MUSIC PRODUCTION
ARE IN MIDTOWN

MIDTOWN'S
FASTEST GROWING
INDUSTRY IS
ICT

UNRIVALLED
CONNECTIVITY FROM 2021 -
ALL THE SOUTH'S
AIRPORTS
REACHABLE WITHIN
40 MINUTES
OF FARRINGDON;
44% OF WORKING AGE
LONDONERS WILL BE ABLE TO
REACH FARRINGDON WITHIN
45 MINUTES

AREA-WIDE PUBLIC REALM AND TRANSPORT INFRASTRUCTURE

- Ground Floor Uses Report: a look at models to support businesses perform at their best with an emphasis on F&B and the creative industries.
- We have created Development Trackers – mapping the expected growth of EC1 and WC1 over time.
- The Case Studies Report – showcases newly built/refurbished buildings across EC1 and WC1 to map the growth of the area through innovative (re)use of space.
- EC1 Public Realm Strategy: a holistic vision for the area identifying improvements needed to support economic development and a vibrant community across Farringdon & Clerkenwell.
- WC1 Midtown Walk Report: a holistic vision for the area which supported Camden Council's Liveable Neighbourhoods Bid which achieved £9.5m of investment for public realm improvements across WC1.
- We support the West End Project – upgraded pavements on New Oxford Street are credited to BEE Midtown, for more information on this project, visit <https://bit.ly/2Q8O3YI>



- We support and campaign for the Holborn Station Upgrade – travel demand management options and land use values/ options to support the upgrade are being explored, for more information on this project visit <https://bit.ly/2EdwEcr>

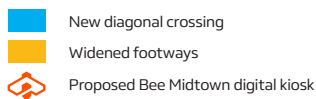


Holborn safety scheme



Proctor Street

- We support the Holborn Safety Scheme – a diagonal Crossing is going in at the junction of High Holborn and Kingsway/ Southampton Row – it's an opportunity to upgrade the Midtown information kiosk which answers around 100,000 way-finding enquiries each year.



- We supported Clerkenwell Design Week – commissioning the Midtown mural to celebrate the area as London's Design District .



- In June 2019 we have the first Midtown stand at the London Real Estate Forum, showcasing the area and everyone who has invested in it and does business here.



MY MIDTOWN

We ran a competition for Midtown creative companies for the redesign of the BEE Midtown Information Kiosk – as well as housing one of Kings College's Air Quality Monitoring Stations it's going digital. We will have an exhibition at New London Architecture of short-listed entrants later in the year. We are working with software developers to create an area guide for tourists, visitors, and all of us who are here every day for work and leisure.

Our annual programme of Guided Walks is another way to discover Midtown. Farringdon Walks have been increased to meet demand and we estimate that 40,000 people will have been walking in Midtown by end of 2019/20. Visit www.bee-midtown.com/walks to view our current walks programme.

FREE GUIDED WALKS

HOLBORN
BLOOMSBURY
ST GILES
FARRINGDON
CLERKENWELL



ON TUESDAY 30 OCTOBER 2018

Future London

The Plastic-Free Project

IN ASSOCIATION WITH
BEE | midtown

How London can become a city that breaks free of plastic

We use 3.4 million plastic bottles every day in the capital, and then throw them away. Today the Evening Standard launches a project to stem this cycle of waste and pollution – starting with Midtown

...of tonnes of plastic flow through our economy line in Midtown...
...the side is beginning to work with the Evening Standard...
...are exploring how...
...are planning to...
...are turning on the supply chain and...
...recycling and recycling the materials they use...
...in a variety of ways. Midtown is aiming to be...
...free of single-use plastics. While plastic is highly...
...convenient, it is not good for the environment...
...growing risk to our environment...
...discussions are working on...
...discussing solutions to the plastic pollution...
...including recycling...
...But we can do more. Industry is still...
...pumping out vast amounts of plastic with...
...of plastic and...
...Closer to home 35,000 plastic bottles were...
...removed in the last year from the Thames...
...gateway to our ocean. And Londoners use nearly...
...A million plastic bottles a day...
...We believe this is also an opportunity to create...
...a circular economy, in which waste and pollution...
...can be eliminated while materials are conserved...
...It can be done. And we're starting it...
...Midtown. Our ambition is to make Midtown...
...the first with...
...to have a positive effect on jobs and...
...Midtown is just the beginning. We can all...
...one part. Why not start today by...
...reusable water bottle. The choice is clear.

TO SUPPORT THE EVENING STANDARD'S
PLASTIC-FREE PROJECT

BEE | midtown

Evening Standard

**FUTURE
LONDON**
SUSTAINABILITY

IN ASSOCIATION WITH

BEE
midtown

FUTURE LONDON

The Evening Standard approached BEE Midtown to partner on their Future London campaign. We front up the 'Plastic Free' strand aiming to reduce single use plastic in Midtown. We have identified sites to install water fountains across the area and continue to work with local businesses to assist with supply chain management, best practice support and innovative interventions to make Midtown plastic free, for more information on this initiative visit <https://bit.ly/2JqQEaT>

MIDTOWN BIG IDEAS EXCHANGE

This year's programme will be omnichannel to run to March 2020, including events, podcasts, video and editorial. Our official Media Partner is the Evening Standard. We are the first business group to create and agree an official Partnership with the UKSSD (the organisation that facilitates the delivery of the SDGs in the UK). The bespoke Midtown membership offer will launch at the first MBIE event, for more information on our 2019/20 events visit www.bee-midtown.com/bie



**midtown
BIG IDEAS
EXCHANGE**

**BEE THE
CHANGE**

**TRANSFORMING
HOMELESSNESS IN MIDTOWN**



BEE THE CHANGE

Is an innovative inner-city pilot campaign with a difference. Street giving might seem like a quick fix, but it does not solve the underlying problems of street begging and homelessness. We established BEE The Change in 2018 working with local charities, including C4WS and Safer Streets, the Met Police, and Council Officers. To get involved, visit www.bee-midtown.com/btc

BEE WILD

Our long running-rooftop garden project combining pollinator friendly planting with urban bee keeping goes from strength to strength. With on-street Plant Locks though WC1 and business volunteering in the re-planting of Red Lion Square, Midtown is getting greener. BEE Wild is part of The B-Line project, supporting pollinators and bio-diversity in London. We have new sites identified across the area – get in touch if your business can host a bee hive or to find out more.



We have consolidated our working arrangements, taking into consideration industry maturity, wider external factors, and the Mayor's London Plan. We recognised the benefit of 'integrating' the previously separate WC1 and EC1 areas and bringing them together for greater competitive advantage.

For the financial year 2018/19 **BEE Midtown** operated:

- One **Management** Team for both the EC1 and WC1 areas
- Two **Financial** cost centre's for accounting purposes and one annual budget for delivery across both areas
- One **Governance** structure comprising of a Company Board and associated groups, including representatives of, and acting for, both areas

BEE Midtown has been representing the collective interests of business in the area since 2005. We work in five-year cycles and this is the final year of our current term (2015 – 2020). We will be starting a consultation process soon to hear your views, so you can influence and shape the strategy and delivery of our work for the next 5 years to 2025. We will be in contact to arrange a meeting – you can contact us on info@bee-midtown.com or 020 7078 7077.

INCOME AND EXPENDITURE

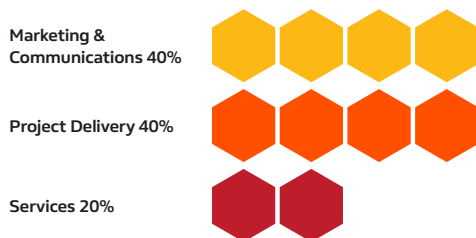
Holborn, Bloomsbury, St Giles

2018/19	£1.7m
Anticipated 2019/20	£1.8m

Farringdon & Clerkenwell

2018/19	£280,000
Anticipated 2019/20	£300,000

Breakdown of Spend 2018/19



Breakdown of Spend 2019/20

