



# ANNUAL SUMMARY

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## SUPPORTING GROWTH AND PROSPERITY

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

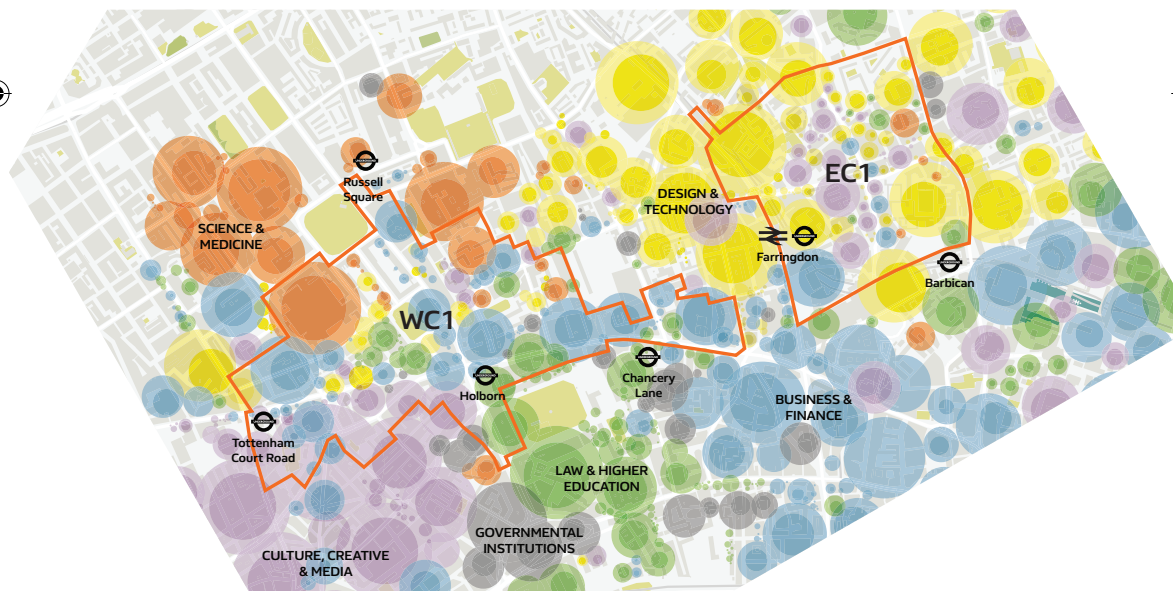
We represent **c400 businesses** with the aim of making **Midtown** the **Destination of Choice for Business**, and the positioning of **EC1** as **London's Design District**.

Following our re-election Consultation, and subsequent Ballot which concluded at the end of February 2020, Midtown BID were delighted to have received a strong **YES** from its district businesses to continue to a fourth term for **Holborn, Bloomsbury and St Giles**; and a second term for **Farringdon and Clerkenwell**.

The vote gives us a **mandate to continue to drive the development and regeneration of Midtown**, which has overtaken the West End in a ranking of London's most important economic hubs with a **GVA of £20.5bn**. In terms of economic output, Midtown is now second only to the City of London in the capital.

In light of the **COVID-19** pandemic which has had an unprecedented effect on all aspects of life and business, **our plans are being comprehensively evolved to fully focus on supporting our Members**, through the transition from total lockdown into the recovery period.

Source: Hatch Regeneris, based on ONS 2019 data



## DISTRICT AND MEMBER EMPLOYMENT AND INDUSTRY TYPE DATA

We have conducted extensive and detailed research into employment and business activities across the district; this data has allowed us to prioritise and weight our

activities, campaigns, initiatives and projects accordingly. This intelligence is forming the foundations in our support and recovery work as a consequence of the COVID-19 pandemic.







## AREA-WIDE PUBLIC REALM AND TRANSPORT INFRASTRUCTURE

◆ **Land Use Study** – as part of our work supporting the upgrade of Holborn underground station, **Midtown BID**, in consultation with **Camden Council** and **TfL**, commissioned **Arup** to work with us in developing and delivering a land use study identifying variant development schemes, offering additional and alternative funding options to **TfL** and **Central Government**.

◆ **Ground Floor Use Study** – 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.

◆ **Holborn Kiosk** – in 2019, Midtown BID called for submissions for the design of a new 'focal and inventive' information kiosk to replace the existing fixed structure outside Holborn underground station.

Our brief to designers included requirements to reduce pedestrian congestion and provide transparency from different viewpoints. **The new structure should include sustainable elements, be fully accessible, provide a water refill station and air quality monitoring unit.** We also required the design to reflect the creativity that is core to the success and growth of Midtown.

The winning design by district architects **Grimshaw**, is now at planning and fabrication stage and is provisionally scheduled to be installed by the end of 2020.





- ◆ **Midtown Vision Project** – at the **Institute for Economic Development (IED)** conference in December, **Arup** and Midtown BID beat 14 other submissions in the **Most Innovative Strategy** category, which “celebrates those strategies which brought something considered to be new or innovative to the economic development sphere.”

The project developed a strategy to make Midtown a safer place for active travel, to relieve congestion around public transport and to encourage investment through a better quality of place.

- ◆ **Princess Circus** – part of Camden Council's **West End Project** and supported by Midtown BID, the area has been redesigned to improve the pedestrian route between **Covent Garden** and the **British Museum**. Distinctive woodland style planting with new places to sit and enjoy the area, will make the space inviting and provide places to stop and rest. New pedestrian crossings will make the area easier and safer for people to navigate.



## DISTRICT PROFILE AND REPUTATION BUILDING

- ◆ **Clerkenwell Design Week** – we continue to support Clerkenwell Design Week, extending this activity for 2020 in sponsoring and promoting the food & beverage sector of the district throughout the event. We have also collaborated with Midtown BID member, **University of the Arts London**, through a competition to design water flasks using Midtown as the inspiration for the creative executions.

The three winning entrants will feature at our plastic-free rehydration station in partnership with **Billi UK**.

- ◆ **London Real Estate Forum** – Midtown's stand in the main exhibition area showcased our new economic data sets showing the growth in the district's performance as London's commercial centre.

We also took to the stage and hosted a lively and engaging panel discussion, '**Midtown Value: Building Capital for London's Future**', which included participants from member organisations **LSE** and **Mishcon de Reya**, and **Camden Council** leader, Georgia Gould.







IN ASSOCIATION WITH



Our **Future London Plastic-Free campaign**, in partnership with the *Evening Standard*, aiming to reduce single-use plastic in Midtown, has continued to promote local businesses to assist with supply chain management, best practices, and support innovative interventions to make Midtown plastic free. As the campaign comes to a finish in 2020, our initiative has had both environmental and reputational success with Londoners.

- 89% say the project raises their belief that **Midtown is committed to green issues and sustainability** in London.
- 79% believe that Midtown is central London's cleanest, greenest district.
- The Plastic Free channel has generated over **357,577 page-views** and **213,823 unique visitors**.
- Midtown on-line destination profile activity amassed over **4,385,241 impressions**.

\* Source: ESI Media 30.01.20



Using the **UN Sustainable Delivery Goals (SDGs)** our series of debates over 2019/2020 focused on the growing shift in **sustainable business practices and how these are driving business growth**.

Attendees took part and debated with their peers, as well as sustainable development specialists, about the practical steps that are already being taken in Midtown to bring about positive change. A series of video and podcasts was produced in addition to complement the programme.

As a consequence of the pandemic, the homeless on our streets are more at risk of harm than ever before. Our COVID-19 initiated Security Patrols include a remit to report and seek urgent care and assistance for anyone found to be sleeping rough within our district.

Our **BE THE CHANGE** homeless campaign has been re-purposed as a dedicated portal for on-street reporting with links to **WC1** and **EC1** support services.



**BEE WILD**  
POLLINATING BIODIVERSITY  
IN MIDTOWN

Our rooftops project combining pollinator friendly planting with urban bee keeping continues to expand across the district. 2020 sees the **BEE WILD** project join up with the **Wild West End** initiative creating green stepping stones through a combination of green roofs, green walls, planters, street trees, flower boxes and pop-up spaces across London.





## 2020 - 2025 PRIORITIES

**Midtown BID's** mission is to drive long-term economic and social growth by aligning corporate strategy with responsible and sustainable business practices. In light of the unprecedented consequences of the COVID-19 pandemic, whilst our objectives remain, they will be re-focused on supporting our Members and wider district throughout the long term transitional and recovery period.

**WE WILL ACTIVELY DEVELOP INITIATIVES TO RAISE THE REPUTATION AND PROFILE OF MIDTOWN**

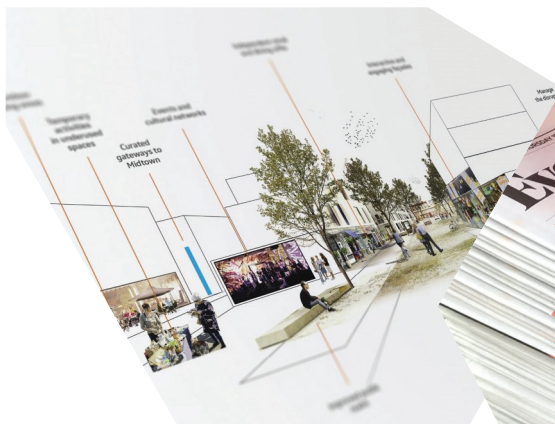
**WE WILL CONTINUE TO DRIVE AREA-WIDE PUBLIC REALM AND INFRASTRUCTURE IMPROVEMENTS**

**WE WILL DELIVER A CHANGING PORTFOLIO OF CAMPAIGNS TO SUPPORT SUSTAINABLE BUSINESS DEVELOPMENT AND DISTRICT WIDE PROSPERITY**

**WORKING IN PARTNERSHIP WITH MEMBERS, WE WILL SUPPORT PROJECTS THAT WILL ENHANCE SOCIAL VALUE PRIORITIES AND SUPPORT OUR COMMUNITIES**

**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.
- 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.



Ground Floor Study







## WHY HAS ENHANCEMENT BEEN DELAYED?



LESS FUNDING  
TODAY FOR  
HOLBORN STATION  
UPGRADE

DELAY TO  
UPGRADE  
PROGRAMME TO  
RAISE CAPITAL

Clerkenwell Design Week



### Land Use Study

- Supporting and enabling public realm enhancements across **EC1** and **WC1**, making our district a **greener** and **healthier place** for workers and visitors.
- Progressing alternative models for viable ground floor use solutions across **EC1** and **WC1** – curating the offer and supporting local character.
- Embedding **EC1** as **London's Design District** – quantifying and celebrating the **B2B** value of incumbent industries.
- 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.
- As a consequence of **COVID-19**, provide a **permanent districtwide street cleansing programme**.
- Introduce on-street '**Ambassador**' patrols, **welcoming** and **directing** visitors, adding to the **overall safety** and **security** of the district.
- We will continue to monitor street environment issues and area-wide security needs, supporting the **Met Police** and the work of local **Council** departments.

London Real Estate Forum 2019



# INCOME AND EXPENDITURE

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## Midtown Business Improvement District (BID)

Income and Expenditure	2019–20
<b>INCOME</b>	
Levy Income	1,728,679
Other Income	14,767
<b>TOTAL</b>	<b>1,743,446</b>

<b>EXPENDITURE</b>	
Campaigns and Services	139,169
Public Realm and Transport Infrastructure	1,387,598
Marketing and Communications	852,407
Management and Overheads*	376,187

<b>TOTAL</b>	<b>2,755,361</b>
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Surplus (Deficit)	(1,011,916)
Closing 19–20 Reserves***	3,319,489

<b>Surplus to be carried forward to 2020–21</b>	<b>£2,307,573</b>
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Anticipated Income and Expenditure	2020–21
<b>INCOME</b>	
Levy Income	2,280,154
Other Income	–
<b>TOTAL</b>	<b>2,280,154</b>

<b>EXPENDITURE</b>	
Campaigns and Services	683,000
Public Realm and Transport Infrastructure	1,572,000
Marketing and Communications	683,000
Management and Overheads*	227,000
Statutory Contingency**	115,154

<b>TOTAL</b>	<b>3,280,154</b>
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Surplus (Deficit)	(1,000,000)
Closing 2020–21 Reserves***	2,307,573

<b>Anticipated surplus at end of 2020–21</b>	<b>£1,307,573</b>
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\* There is one management team in place to cover both EC1 and WC1 areas

\*\* 5% statutory contingency has been set aside to cover unpaid BID and ratings reductions

\*\*\* Included within closing reserves is a ring fenced £1m to be spent on infrastructure projects

Midtown BID activity covers both Camden and Islington boroughs – income and expenditure split in line with participating members in each local authority area.

Split of activity by geographical areas:

**Camden** – Holborn, Bloomsbury and St Giles – 80%.

**Islington** – Farringdon and Clerkenwell – 20%.



WeWork | 52 Bedford Row | London WC1R 4LR

020 7078 7077 | [info@bee-midtown.com](mailto:info@bee-midtown.com) | [bee-midtown.com](http://bee-midtown.com)

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