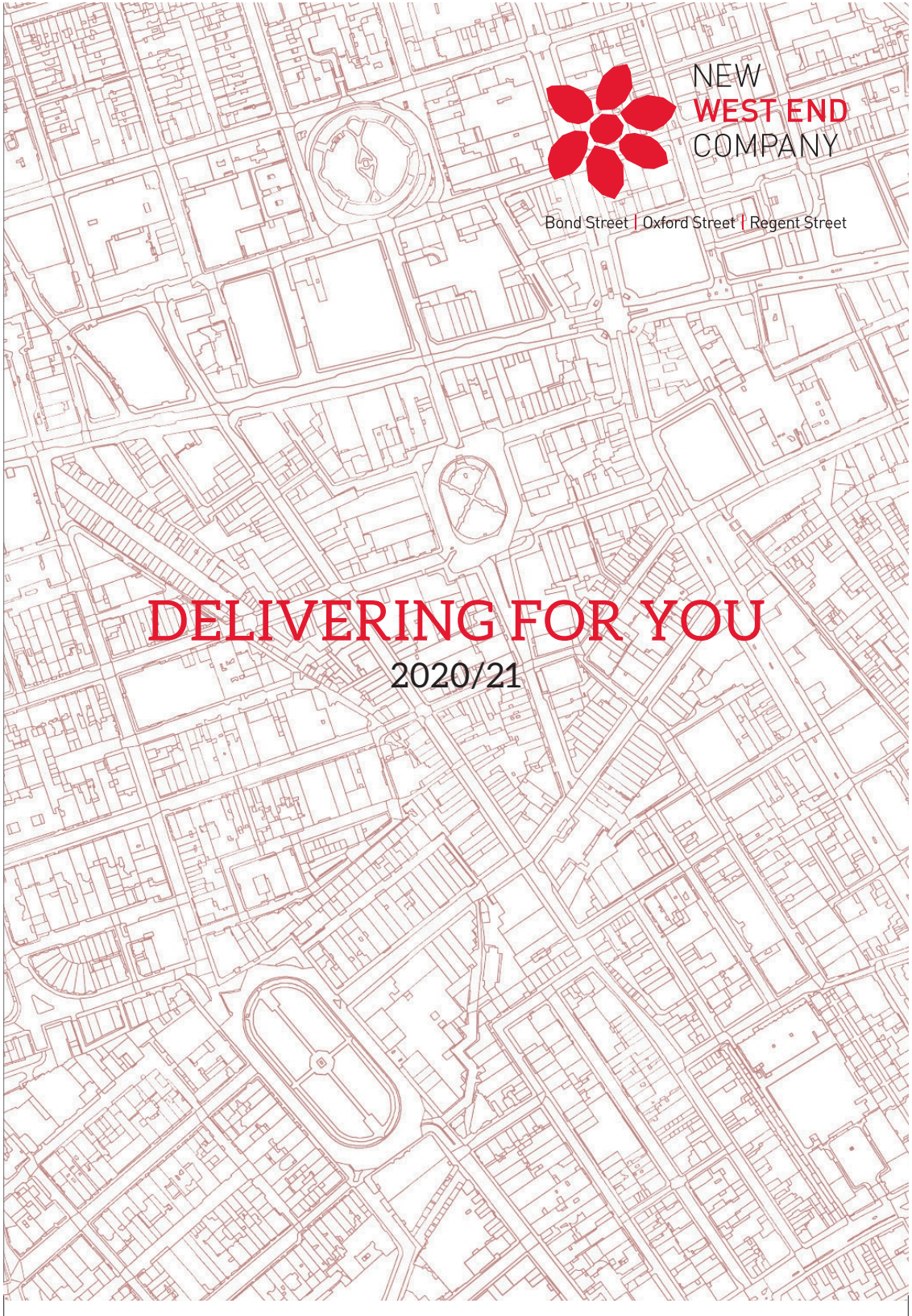


NEW
WEST END
COMPANY

Bond Street | Oxford Street | Regent Street

# DELIVERING FOR YOU

2020/21

Fenwick
RICHARD GREEN

# Foreword

New West End Company works on behalf of you, our 600 members, to make London's West End & Mayfair the world's first choice for visitors, businesses and investors.

West End businesses have seen many changes over the last year, with political uncertainty, the much-needed challenge to sustainable practices and the ongoing pressures of sky-high business rates presenting testing conditions for businesses and affecting consumer and investor confidence.

Throughout 2019 however, London's West End has continued to perform against our competitors, with 153 retail and leisure refurbishments and new openings, contributing to over £9.4bn annual sales and 193 million visits to our area over the past 12 months.

This year we celebrate 20 years of New West End Company, marking our ongoing role of promoting London's West End & Mayfair to business and consumer audiences across the globe. Our focus remains on driving high value customers and spend to our district and creating a prosperous environment for your business to thrive in. It is also a significant year as we come to the end of our current term and seek your renewal F X B M in December this year for a further five year mandate. We will be seeking your input on our priorities and collective resources for the decade ahead.

Our next term business plan for 2021-2026 will set out three key areas for the continued transformation of our district:

- Insights
- Sustainability
- Placemaking

As data and how we use it becomes increasingly important in the world in which we operate, we have also launched New West End Economics™, our brand-new analytical unit to provide you with insights on West End visitors such as retail & restaurant sales, footfall and demographic characteristics of customers. We are just starting to see the programme's capabilities in supporting your West End business, and over our next term we will be expanding the programme.

We will also campaign for a more sustainable retail & leisure district, creating the first West End Sustainability Charter to set out our economic, environmental and social ambitions for the West End's International Centre.

Finally, we will prioritise placemaking to enhance our unique spaces for residents, customers and employees with a robust programme of street management, marketing and public realm enhancements, helping to boost dwell time and attract investment.

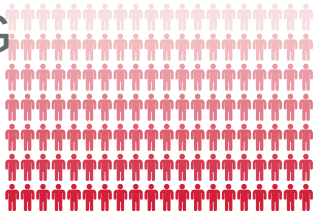
This booklet outlines both our achievements over the past year and looks ahead in more detail to our plans to support you in 2020.

It is a privilege to be the unified business representative for our area, and the Chairman and I would like to thank you, our members and partners, for your ongoing support. With our collaborative approach, we will continue to drive forward London's West End & Mayfair

JACE TYRRELL
Chief Executive

Left: Bond Street Flags 2019, designed by Michael Craig-Martin CBE RA

£MULTI-MILLION MARKETING STRATEGY TO DRIVE UK VISITORS TO LONDON



26 FOOTBALL PITCHES WORTH OF PAVEMENT DEEP CLEANED BY THE CLEAN TEAM

£168M PUBLIC REAL FUNDING SECURED

1 MILLION VISITS TO THE OXFORD STREET WEBSITE

60 MORE BUSINESSES HAVE CHINESE MOBILE PAYMENT SYSTEMS

OUR FUNDED OUTREACH SERVICE HELPED BOOK 110 VULNERABLE PEOPLE INTO ACCOMMODATION & SERVICES

# OVER 1,000

PIECES OF MEDIA COVERAGE WITH A VALUE OF £20M

NEW WEST END COMPANY SUPPORTED

# 8 TRAFFIC FREE

EVENTS RUN BY THE CROWN ESTATE ON REGENT STREET

# 2990

CRIME & ANTI SOCIAL BEHAVIOUR INCIDENTS REPORTED BY MEMBERS & RESOLVED BY OUR SECURITY TEAM

# 60 EVENTS ORGANISED

FOR OUR MEMBERS

# 40% REDUCTION

IN WASTE & RECYCLING VEHICLES ON SAVILE ROW

# 217 INSIGHTS REPORTS

GENERATED FOR MEMBERS

# Advocacy & In uence

On behalf of West End businesses, New West End Company advocates and engages national, London and local Government to improve commercial conditions and voice business opinions.

As one of the most tumultuous years in political history, 2019 saw much uncertainty and New West End Company focused on providing as much clarity as possible for businesses over Brexit, the retail environment and public realm & infrastructure projects.

We are working closely with Westminster City Council and Transport for London on the £150 million Oxford Street District Transformation plans with a focus on con rming the two proposed gateways at Oxford Circus with The Crown Estate and Marble Arch with The Portman Estate. As a key part of the community we are also engaging with resident groups on our position.

Following the December General Election, we have reopened discussions with Government of cials to continue our core advocacy campaigns this year:

- Exempt London's International Centres from Sunday trading regulations, worth an estimated £260 million in additional retail sales each year in the West End
- Digitalise tax-free shopping and extend the scheme to visitors from EU member states post Brexit worth around £1.4 billion in additional retail sales across the UK annually
- Review the business rate system

Chief Executive, Jace Tyrrell with Mayor of London Sadiq Khan and Andrea Leadsom, MP

# Sustainable Placemaking

In collaboration with public and private sector partners, New West End Company works to transform our district by enhancing public spaces to attract customers and boost dwell time.

As a key priority for visitors, residents and employees, we have been focussing our efforts on increasing recycling, reducing traf c and improving air quality across the district. To tackle these issues, we teamed up with West End property owners and selected three preferred supply services for freight, waste & recycling for our members. Savile Row saw a 40% reduction in the number of waste & recycling vehicles as a result.

Green spaces are also important for wellbeing and air quality and so we have been working with Great Portland Estates and the Fitzwest Neighbourhood Forum to design the Market Place Garden and secure £150,000 of Community Infrastructure Levy (CIL) funding to complete the scheme this year.

The £18 million East Mayfair project, with improvements to Albermarle Street, Burlington Gardens and Savile Row, is well underway and the £12 million Hanover Square Transformation Project, which will enable the square to accommodate the increase in pedestrian movement when the Elizabeth Line opens, is expected to complete at the end of 2021.

The £150 million Oxford Street District Transformation plans are progressing with the launch of the enhancements to Ramillies Street, the rst agship project to be announced by Westminster City Council as part of its proposals last year. With The Photographers Gallery at its heart, the area will be rede ned as an arts quarter, with an all-year rolling public art programme, and a redesigned urban realm which will prioritise pedestrians, with improved spaces for relaxation.

Finally, we are also prioritising digital infrastructure, with bre optic WiFi installations commencing this year across our district.

New of ce, retail, restaurant and residential space and a new public courtyard at Hanover Square. Image Copyright, Publica

# Street Management

New West End Company works in partnership with local authorities to provide support and additional street management and security in London's West End.

Last year our Security Team responded to over 7,000 crime and anti-social behaviour incidents, on behalf of our members, across the West End, while the Clean Team responded to over 9,000 cleaning requests in the district.

Our Security Team has worked closely with the Metropolitan Police Service on a number of initiatives, such as Project Servator, where they have carried out high visibility patrols with the aim to deter, detect and disrupt criminal activity, while providing a reassuring presence for the public. We have also increased our security provisions by four of cers, leading to quicker response times.

At Christmas we partnered with Veolia to create The Giving Bear, a sustainable Christmas sculpture made by Kingston University students out of used milk bottles and recycled wood. The installation aimed to educate visitors on the importance of sustainability during the festive season. The installation included a tap donation point, with donations going to Hidden Network to help tackle homelessness in Westminster.

This year, street management and resourcing remains a top priority for us, to ensure that our members receive the best possible service. With Veolia and digital publishing platform Yudu we are launching a security, cleansing & waste management app to enable members to more ef ciently share reports or photos of street problems with frontline operatives in Westminster City Council.

We are also continuing our work with The Connection at St Martin-in-the- elds to tackle homelessness in the area, providing short and long-term support to rough sleepers. in 2019, 42 rough sleepers from the district were booked into accommodation and our outreach worker had connected over 110 individuals to services including accommodation, substance misuse services, mental and physical health services.

In partnership, New West End Company, Veolia & Westminster City Council presented The Giving Bear in December 2019

# Business Voice & Global Pro le

Part of our role is to encourage investment into London's West End by providing a positive narrative for our area and businesses domestically and overseas and delivering unique insights on our customers.

Mark Faithfull chairs a MAPIC panel where Jace Tyrrell launched #OxfordSt2022 alongside Emma Haycock, Hines & Alan Spencer, Savills