



NEW
WEST END
COMPANY



NEW WEST END COMPANY

2025/26



Foreword



At New West End Company, we proudly represent over 600 members in driving the vibrancy, resilience, and success of the West End. Our mission is to ensure this iconic district remains a global hub of opportunity, innovation, and excellence, offering an exceptional experience for all who visit, live, work, or invest here.

Over the past twelve months, we have witnessed significant milestones for the West End, London, and the UK. In May, we congratulated Sir Sadiq Khan on his historic third-term win as Mayor of London. By July, the nation welcomed its first Labour Government in over a decade, bringing renewed focus on policies aimed at fostering economic growth.

These developments have sharpened the national conversation around the future of our urban centres, including the West End. They have also strengthened our resolve as a Business Improvement District to deliver for our members through a balance of practical services—such as cleansing, security, and crime deterrence—and strategic initiatives like destination marketing, advocacy, and insight-driven innovation.

Despite challenging economic headwinds, the West End has demonstrated resilience. While growth has been tempered, we are proud that the district continues to outperform comparable destinations. This reflects not only the enduring appeal of the West End but also the strength of our collaborative efforts to adapt and innovate.

With that in mind, our 2025 priorities are:

Customer Experience.

We will continue to enhance the visitor experience by leveraging our Cleansing and Security teams and investing in targeted campaigns to attract high-value tourism from domestic and key international markets, including the US, Europe, China, and the GCC. At the same time, our ongoing destination marketing activations will ensure the West End remains a top choice for leisure, shopping, and investment.

Campaigning and Advocacy.

We will redouble our efforts to engage policymakers on critical issues for our members. These include reforming the business rates system, reinstating tax-free shopping to boost international competitiveness, tackling retail crime, and sustainable planning reform. We will collaborate with the Mayor of London, Westminster City Council, The Crown Estate, and the wider West End community to support and deliver transformative public realm plans for Oxford Street and Regent Street.

Insights & Innovation.

Through our enhanced West End

Insights Programme, we will continue to provide unparalleled data and intelligence to our members, empowering them to make informed decisions in an increasingly competitive environment. By leveraging cutting-edge analytics, footfall tracking, spending insights, and mobility data, we will not only support our members but also use this intelligence to shape policy, influence decision-makers, and advocate for the West End's long-term success.

A Sustainable District.

We remain committed to driving a sustainable future for the West End. This includes progressing our Community Strategy, deepening connections between local partners and our membership, and championing environmental and social sustainability across the district. We will showcase best-in-class sustainability initiatives and highlight member-led innovations to support businesses on their sustainability journey.

New West End Company was founded to achieve what no single business or sector could do alone. By working closely with our members, partners, and wider stakeholders, we can continue to build on the district's strengths and secure its reputation as a world-leading retail, leisure, and hospitality destination.

Warmest regards,

DEE CORSI
Chief Executive

CLEAN, SAFE & HEALTHY STREETS

£40,000 WORTH OF MEMBERS
STOLEN GOODS RETURNED
WITHIN ONE BUSINESS DAY

67,838

134,638
SECURITY TEAM
VISITS TO MEMBER
BUSINESSES

48%
YEAR ON YEAR
REDUCTION IN
ORGANISED BEGGING
WITHIN THE DISTRICT

TOTAL HOURS OF
HIGH VISIBILITY
PATROLS ACROSS
THE DISTRICT

1,507,033 RECYCLING &
WASTE
COLLECTIONS

**11,470
TONNES**

33,031 MEMBER REQUESTS
RESPONDED TO BY
THE CLEAN TEAM

RECYCLING &
WASTE
COLLECTED

DESTINATION MARKETING

800k
VISITS TO
OXFORD STREET
& BOND STREET
WEBSITES

614
PIECES OF MEDIA
COVERAGE ACROSS
OXFORD STREET &
BOND STREET

4.3k
WEST END CLUB
TRANSACTIONS

31K NEW INSTAGRAM FOLLOWERS ACROSS
OXFORD STREET & BOND STREET ACCOUNTS

CAMPAIGNING & ADVOCACY

LAUNCHED **HIGH STREETS UK**, PRO-GROWTH, **NATIONWIDE PARTNERSHIP** OF BUSINESS REPRESENTATIVES, TACKLING THE MOST PRESSING ISSUES FACING THE UK'S HIGH STREETS AND **UNLOCKING LOCAL AND NATIONAL GROWTH**

PROMOTED AND HIGHLIGHTED WEST END ISSUES THROUGH GOOD WORKING RELATIONSHIPS WITH **WESTMINSTER CITY COUNCIL, THE MAYOR OF LONDON, CENTRAL GOVERNMENT AND TRADE BODIES**

100%
OF CORPORATE COVERAGE INCLUDED A KEY MESSAGE OR SPOKESPERSON QUOTE

956 PIECES OF MEDIA COVERAGE WITH A REACH OF **£5.06bn**

INSIGHTS & INNOVATION

576% INCREASE IN MEMBER ENGAGEMENT SINCE THE LAUNCH OF OUR EVOLVED INSIGHTS PROGRAMME

81 PRESS ARTICLES INFORMED BY OUR INSIGHTS LED WORK

284 MEMBERS PRESENTED TO BY INSIGHTS ACROSS A SERIES OF EVENTS

MEMBER ENGAGEMENT

350

INDIVIDUAL STORE VISITS BY THE MEMBERSHIP TEAM

A SUSTAINABLE DISTRICT

42 MEMBER BUSINESSES ENGAGED WITH AT WEST END SUSTAINABILITY SHOWCASE

2 SPECIALIST SUSTAINABILITY REPORTS LAUNCHED

Customer Experience - Clean, Safe & Healthy Streets

In partnership with Westminster City Council, New West End Company provides additional street management through security and cleansing services. This includes 24/7 high visibility security patrols and dedicated cleansing teams.



Operation Juntos joint operation with the Metropolitan Police Service - June 2024



Corrosive Substance Attack Kit training with New West End Company security team



Operation West End - December 2024

Over the past 12 months, we have:

- Worked closely with the Metropolitan Police Service, the Home Office and members to tackle organised crime and prolific offenders in the district. Highlights include:
 - 48% reduction in reported organised rough sleeping
 - 48% reduction in reported organised begging
 - 45% reduction in reported anti-social behaviour
- Invested in high-quality Corrosive Substance Attack Kits. The roll-out was accompanied by bespoke training for our Security team and is part of our ongoing commitment to improving district resilience and incident preparedness.
- Set a working framework for engagement with the Metropolitan Police Service on public order incidents, including large-scale static or dynamic protests and days of high footfall e.g. Black Friday.
- Launched West End Violence Against Women and Girls (VAWG), including bespoke anti-VAWG training through Project Vigilant.
 - Held a VAWG action week, where the Metropolitan Police Service and members came together for a series of informative and collaborative events
- Conducted over 135k security visits to member businesses, and delivered a total of 68k hours of high-visibility patrols.
- Responded to a total of 33k tasks and member requests for cleansing, resulting in 1.5m waste collections, and over 11k tonnes of recycling and waste collected.

In 2025, we will work with our members and partners to:

- Continue to invest into our Operations delivery across security and cleansing, reflecting the value that members place on our street services.
- Gain the Business Crime Reduction Partnership (BCRP) national accreditation to work more seamlessly with members and the Metropolitan Police Service to tackle prolific offenders.
- Continue to share relevant intelligence and impact assessments related to organised crime, rough sleeping and protests with the Metropolitan Police Service.
- Continue to work in partnership with the Metropolitan Police Service and other stakeholders where there is a need for additional resourcing through joint-operations and patrols.
- Continue to invest in responsive and/or seasonal uplifts in cleansing and security provision such as Operation West End.

Customer Experience - Destination Marketing

Through the delivery of strategic multi-channel campaigns, immersive on-street activations and exclusive offers, experiences and loyalty schemes, New West End Company showcases the very best the West End has to offer to new and existing domestic and international audiences.



Images in order from top to bottom:
PROUD West End; Lizzie Munn Flags for Art in Mayfair 2024; Tom Grennan and Emily Mullen switching on Oxford Street Christmas Lights

Over the past 12 months, we have:

- Grown social channels for Oxford Street and Bond Street, with 31k net new Instagram followers – a 24% increase on 2024. This success was driven by enhanced content strategies, influencer partnerships, high-quality content creation, and an international social advertising campaign.
- Launched 'OxFood Street' – a targeted Autumn campaign coinciding with the London Restaurant Festival, which saw all five of our West End events sell out and drove engagement with 19 of our F&B members.
- Garnered coverage with global reach of 1 billion of Oxford Street 2024 Christmas lights, delivered in partnership Great Ormond Street Hospital (GOSH) Charity. The display was switched on by singer-songwriter Tom Grennan and GOSH patient Emily Mullen.
- Delivered an exclusive Bond Street Christmas lights switch-on with installation from CHANEL Fragrance & Beauty. The activation secured over 300 pieces of global coverage, including titles such as Grazia, Tatler and Harper's Bazaar.
- Continued to grow the West End Club loyalty programme app, with over 4.3k transactions made in 2024.
- In 2024, we hosted the seventh edition of Art in Mayfair in partnership with the Royal Academy, celebrating the launch of the Summer Exhibition with flags designed by RA Schools student Lizzie Munn (Class of 2024).
- Hosted 'PROUD West End' for the second year, in partnership with Grosvenor Square. Its launch was marked with an evening where members of our LGBTQIA+ community shared their experiences of self-discovery, resilience and pride.

In 2025, we will work with our members and partners to:

- Drive global awareness of the West End, underpinned by international PR and digital campaigns. This will include focus on the US market, as well as mainland Europe and the GCC.
- Consider new services such as concierge and personal shopping experiences for High Net-Worth Individuals, supporting the West End's status as a global destination for luxury experiences.
- Continue to invest in owned digital and social channels, including:
 - Enhancements to the user journey across Oxford Street and Bond Street websites
 - Greater breath of 'guides' and other relevant content
 - Launch of new newsletter templates to boost engagement
- Build on the successes of existing partnerships around art, culture and community, including Art in Mayfair, PROUD West End, and Autumn foodie activation.
- We will build on the success of our seasonal Christmas activations, delivering impactful experiences that enhance visitor engagement, drive footfall, and strengthen the West End's global reputation during the festive season.

Campaigning & Advocacy

New West End Company seeks to be an influential voice, campaigning for policies which create a competitive environment, drive inward investment and secure growth. We do this through storytelling, presence at trade shows, and the delivery of data-led news and reports.



High Streets UK Launch - January 2025



Times tax-free coverage - September 2024

Over the past 12 months, we have:

- Launched our [West End Manifesto for Growth](#), outlining key policy asks around economic growth, public safety and planning, ahead of the General Election. Its launch secured 18 pieces of coverage, including the Evening Standard, [City AM](#), [Drapers](#) and [Retail Week](#).
- Secured 84 pieces of coverage on key policy issues such as business rates and tax-free shopping. Highlights include:
 - Coverage of our business rates research in [The Times](#) and [The Telegraph](#).
 - Commentary on the M&S Marble Arch decision in the [Financial Times](#) and on BBC London.
 - Commentary on tax-free shopping in [CNN](#) and [WWD](#).
- Founded, alongside other leading Business Improvement Districts, [High Streets UK](#) – a pro-growth, nationwide partnership dedicated to enabling flagship UK high streets to drive growth both locally and nationally.
- We collaborated with the Mayor of London, Westminster City Council, and the wider West End community to advance plans for the transformation of Oxford Street.

In 2025, we will work with our members and partners to:

- Remain an influential business voice on behalf of our members, promoting issues which are important to them and their continued success.
- Leverage the collective power of High Streets UK to amplify policy challenges shared by flagship high streets.
- Continue to work closely with the Greater London Authority and Westminster City Council to ensure that the West End remains at the forefront of destinations globally.
- Evolve our brand and tone of voice to better reflect the changing face of the district, and boost engagement with all those who live, work and invest here.
- Leverage our proprietary insights to underline the vibrancy of the district, and position it as a global benchmark for a flagship retail and leisure destination.
- Shape the development of the Mayoral Development Corporation for Oxford Street, by participating in the process as a key local stakeholder, and acting as a voice for our members.

Insights & Innovation

New West End Company provides members with exclusive data from across the district, enabling them to make informed strategic decisions. This data also underpins destination marketing activations, inward investment and our lobby efforts.



Insights Presenting at New West End Company Festive Update - October 2025



Enhanced Insights Dashboards



West End Visitor Insights Report 2024

Over the past 12 months, we have:

- We launched our Enhanced Insights Programme, providing New West End Company members with in-depth spending, sentiment, and mobility data to drive informed decision-making.
- Continued to promote the West End as a desirable investment destination through proprietary insights and forecast figures.
- Powered an annual programme of events, roundtables and webinars that provide members with a forum for knowledge-sharing, thought leadership and in-depth analysis.
- Delivered an “always on” flow of district-wide insights, including weekly visitor bulletins and Transport for London traffic patterns and additional data on customer spend and visitation patterns.
- Continued to invest in our Insights team and capabilities, including the appointment of Paddy Gamble as Director of Insights and Strategy.

In 2025, we will work with our members and partners to:

- Deepen the use of qualitative and quantitative survey work and focused research, including the undertaking of a global placemaking benchmarking exercise, comparing the West End with other key destinations across Europe and North America.
- Continue supporting members with data-driven insights on the West End's performance, as well as in-depth analysis of external economic factors on the district.
- Ensure that New West End Company remains the most authoritative source of information on the West End and continually evolve our proposition in line with the latest trends in district performance.
- Leverage our proprietary data and associated analysis to tell the most compelling story about the West End, whether for visitors, members or investors.

A Sustainable District

New West End Company is committed to creating a sustainable district, economically, socially and environmentally. This includes strengthening our community connections, and working closely with local partners, such as Westminster City Council, to transform the district.



Oxford Street Mayoral Development Corporation Launch - 17 September 2024



Urban Greening

The New West End Company Sustainable Innovation Report



Sustainability Report on Urban Greening



West End Community Hub

Over the past 12 months, we have:

- Launched our Community Hub; a destination for all things 'West End' and cornerstone of the first phase of our Community Strategy.
- Engaged with and responded to the Westminster City Council Supplementary Planning Consultation, and the Government's National Planning Policy Framework, on behalf of the West End.
- Published two Sustainability Reports on Urban Greening and Workplace Sustainability, looking at the challenges facing businesses across these topics, accompanied by solutions and best-practice case studies from the West End.
- Held our first Sustainability Showcase, highlighting best-in-class sustainable practices from our members and celebrating innovations that drive positive environmental and social impact in the West End.
- Continued our work with Westminster's Zero Emissions Group (ZEG), collaborating with landowners and BIDs to tackle climate challenges and drive forward initiatives like the Sustainable City Charter, supporting cleaner and greener freight, servicing, and delivery solutions.
- Worked in partnership with the Mayor of London, Westminster City Council, and the wider West End community to advance sustainable improvements to Oxford Street.

In 2025, we will work with our members and partners to:

- Drive forward the transformation of Oxford Street, with a particular focus on public realm enhancements. This includes strategic engagement with the Mayoral Development Corporation for Oxford Street.
- We actively support proposals for public realm improvements on Regent Street, collaborating closely with Westminster City Council and The Crown Estate to enhance the area's accessibility, sustainability, and visitor experience.
- Continue to drive forward our Community Strategy, enhancing engagement with the wider West End community.
- Invest in marketing activations which celebrate the uniqueness of the West End community and its heritage.
- Build on the success of our inaugural Sustainability Showcase, to give members access to best-in-class sustainability case studies across the district and beyond.
- Continue to champion the voices of our members on sustainability issues and challenges which matter to them.

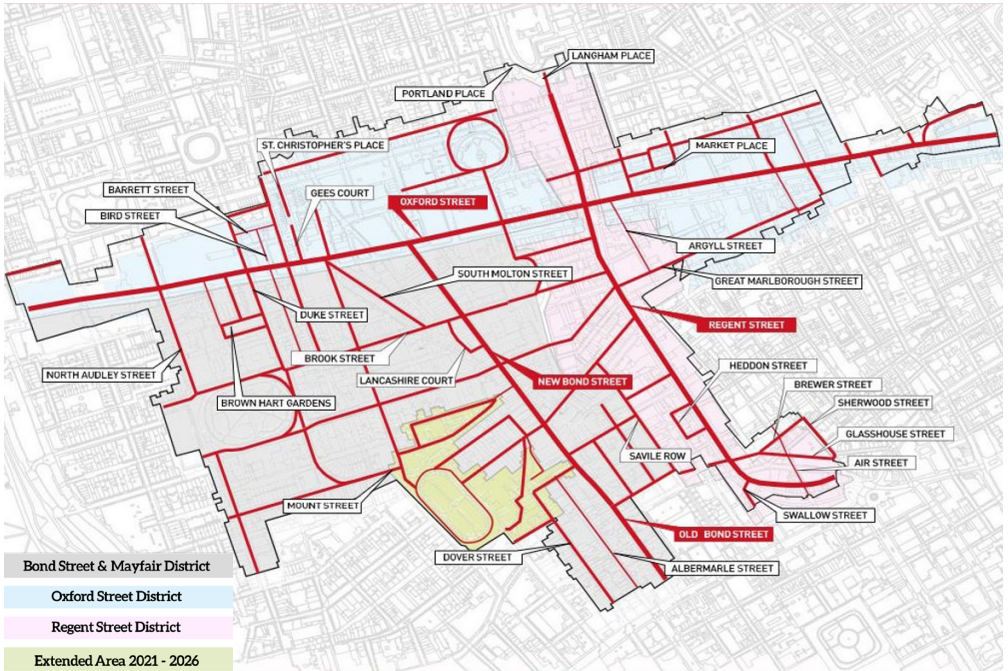
Occupier and Property BID



We are proud to represent both property owners and occupier businesses in one of the world's leading shopping and leisure destinations.

Our key priority is to build on the more than 20 years' experience that we have working with businesses and stakeholders across the West End, to continue to protect the integrity and boost the economic prosperity of the West End, and the businesses within it.

The community of West End businesses are at the centre of this journey, with over 600 member organisations coming together to achieve our shared goal of making the West End the leading destination for businesses, residents and visitors.



Our current BID area for 2021-2026

Financial Management 2024/25 Forecast Draft

OCCUPIER FINANCIALS

Customer Experience	72.9%
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Campaigning	1.2%
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Insights & Innovation	6.5%
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Sustainable District	1.1%
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Company Management	18.3%
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N.B Percentages are calculated based on total expenditure

NOTES: Management & Overheads includes BID Renewal costs for new BID term.

INCOME	2024/25
	£K
BID Levy	3,918
Non BID Levy Income	90
Total Income	4,008

EXPENDITURE	2024/25
	£K
Customer Experience	
Safe, Clean & Healthy	2,156
Physical & Digital	935
Total Spend	3,091
Campaigning	
Advocacy	51
Total Spend	51
Insights & Innovation	
Data Driven Performance	277
Total Spend	277
Sustainable District	
Sustainability	47
Oxford Street	0
Total Spend	47
Company Management	
Management & Overheads	593
BID Levy Collection	23
Bad Debts	157
Total Spend	773
Total Expenditure	4,239
Net Profit/(Loss for the year)	(231)
Surplus Brought Forward	1,647
Closing Surplus Position	1,416

Financial Management 2025/26 Budget Draft

OCCUPIER FINANCIALS

Customer Experience **70.7%**

Campaigning **1.3%**

Insights & Innovation **5.4%**

Sustainable District **1.2%**

Company Management **21.4%**

N.B Percentages are calculated based on total expenditure

NOTES: Management & Overheads includes BID Renewal costs for new BID term and winding down contingency for 2025/26. The 2025/26 Budget was approved by the New West End Company Board in November 2024.

Any unused surplus remaining at the end of this BID term will be reinvested into the district during the following BID term, ensuring continued support for the area's development and priorities.

INCOME	2025/26
	£K
BID Levy	4,036
Non BID Levy Income	79
Total Income	4,115

EXPENDITURE	2025/26
	£K
Customer Experience	
Safe, Clean & Healthy	2,220
Physical & Digital	977
Total Spend	3,197
Campaigning	
Advocacy	58
Total Spend	58
Insights & Innovation	
Data Driven Performance	243
Total Spend	243
Sustainable District	
Sustainability	56
Oxford Street	0
Total Spend	56
Company Management	
Management & Overheads	780
BID Levy Collection	23
Bad Debts	162
Total Spend	965
Total Expenditure	4,519
Net Profit/(Loss for the year)	(404)
Surplus Brought Forward	1,416
Closing Surplus Position	1,012

Financial Management 2024/25 Forecast Draft

PROPERTY FINANCIALS

Customer Experience **47.5%**

Campaigning **19.4%**

Insights & Innovation **7.6%**

Sustainable District **6.5%**

Company Management **19.0%**

N.B Percentages are calculated based on total expenditure

NOTES: Management & Overheads includes BID Renewal costs for new BID term.

INCOME	2024/25
	£K
BID Levy	3,919
Non BID Levy Income	166
Total Income	4,085

EXPENDITURE	2024/25
	£K
Customer Experience	
Safe, Clean & Healthy	1,116
Physical & Digital	1,007
Total Spend	2,123
Campaigning	
Advocacy	864
Total Spend	864
Insights & Innovation	
Data Driven Performance	338
Total Spend	338
Sustainable District	
Sustainability	88
Oxford Street	203
Total Spend	291
Company Management	
Management & Overheads	591
BID Levy Collection	23
Bad Debts	235
Total Spend	849
Total Expenditure	4,465
Net Profit/(Loss for the year)	(380)
Surplus Brought Forward	2,643
Closing Surplus Position	2,263

Financial Management 2025/26 Budget Draft

PROPERTY FINANCIALS

Customer Experience **46.3%**

Campaigning **20.0%**

Insights & Innovation **6.3%**

Sustainable District **5.4%**

Company Management **22.0%**

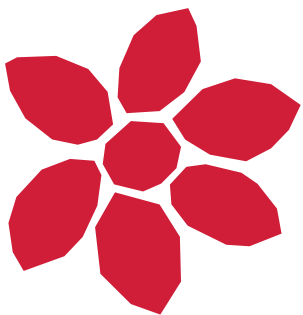
N.B Percentages are calculated based on total expenditure

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INCOME	2025/26
	£K
BID Levy	4,036
Non BID Levy Income	147
Total Income	4,183

EXPENDITURE	2025/26
	£K
Customer Experience	
Safe, Clean & Healthy	1,150
Physical & Digital	1,042
Total Spend	2,192
Campaigning	
Advocacy	950
Total Spend	950
Insights & Innovation	
Data Driven Performance	297
Total Spend	297
Sustainable District	
Sustainability	106
Oxford Street	150
Total Spend	256
Company Management	
Management & Overheads	779
BID Levy Collection	24
Bad Debts	242
Total Spend	1,045
Total Expenditure	4,740
Net Profit/(Loss for the year)	(557)
Surplus Brought Forward	2,263
Closing Surplus Position	1,706



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