

Hatton Garden BID

ANNUAL REPORT 2021-2022



Camden

**HATTON
GARDEN EC1**

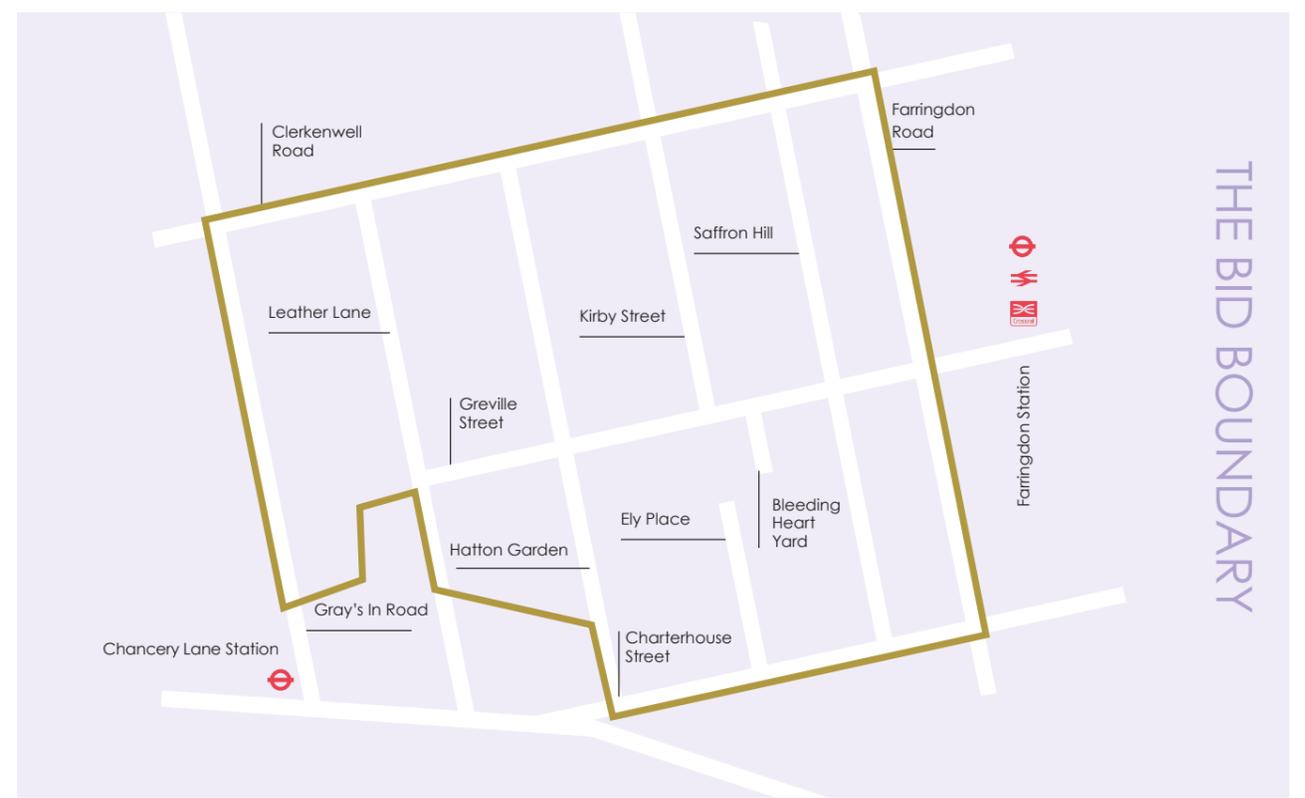


HATTON GARDEN

Hatton Garden Business Improvement District

A 38-39 St. Johns Lane, London, EC1M 4BJ
T 0203 906 4212
E info@hattongardenbid.co.uk
W www.hatton-garden.london
T HattonGDN

ANNUAL REPORT



CONTENTS

Foreword from Alexander Jan, Chairman	3
Executive Summary from Debbie Akehurst	4
Better Connected and Represented	5
Area Promotion and Profile Raising	9
High Quality Public Realm	11
Enhanced Environment	15
Governance of Hatton Garden BID	17
Profits and Loss accounts	18

PRIORITY AREAS

- HIGH QUALITY PUBLIC REALM
- AREA PROMOTION AND PROFILE RAISING
- BETTER CONNECTED AND REPRESENTED
- ENHANCED ENVIRONMENT

FOREWORD

As we head towards the end of 2022, it is in some ways hard to recall just how challenging 2020/21 was for Hatton Garden and indeed so many of central London's neighbourhoods and districts.

The economic, social and health impacts of Covid-19 are of course still with us. But for sure Hatton Garden is returning to being a hub of social and economic vibrancy. Last year we continued our efforts to make the area as safe and welcoming as possible. We introduced a better-resourced on-site community security presence and have upped our cleaning resourcing. Greening investment and more public bins have followed. It is essential we complement our partner Camden Council in getting these day-to-day activities right because without them it is harder for everyone to tackle more strategic challenges with any credibility.

With the advent of the Elizabeth line (which finally opened in 2022) we have also increased investment in our seasonal lights programme and co-ordinated them with our sister BID, the Central District Alliance. We also secured government investment to create a destination website for Hatton Garden. Both these initiatives are designed to help encourage visitors to the area and in doing so support Leather Lane market, our jewellery businesses, and many others. We continue to work in tandem with Camden Council, other business improvement districts, the Greater London Authority and central Government to promote Hatton Garden's interests.

During 2021/2022, I have been supported by an excellent board and executive team. We said goodbye to both Denean Rowe from the Centre for London and Ryan Willis from NCP who stepped down from the Board as they pursued new careers in other parts of London. I would like to thank them for their hard work and wish them all the best in their new roles. I am delighted that David Kaiser, Head of Real Estate, UK, Ireland, Middle East and Africa at WeWork has joined the Board. We are thrilled to have David, and we feel that alongside our other directors, his knowledge and expertise will be of great benefit.

On behalf of Debbie Akehurst, our Chief Executive, and my fellow board members, thank you for your ongoing support for Hatton Garden BID. As always, if you have any ideas or suggestions as to where could be making further improvements please do get in touch.



Alexander Jan
Chair
Hatton Garden BID

EXECUTIVE SUMMARY

It has been a challenging year, as businesses have started to return to in-person activity with the gradual easing of COVID restrictions.

The Hatton Garden BID team have dedicated themselves over the past 12 months to ensuring that the necessary help and counselling has been provided to all businesses, and we will continue to increase our engagement with local stakeholders as our hospitality and retail sectors as well as office occupiers continue to return to the area.

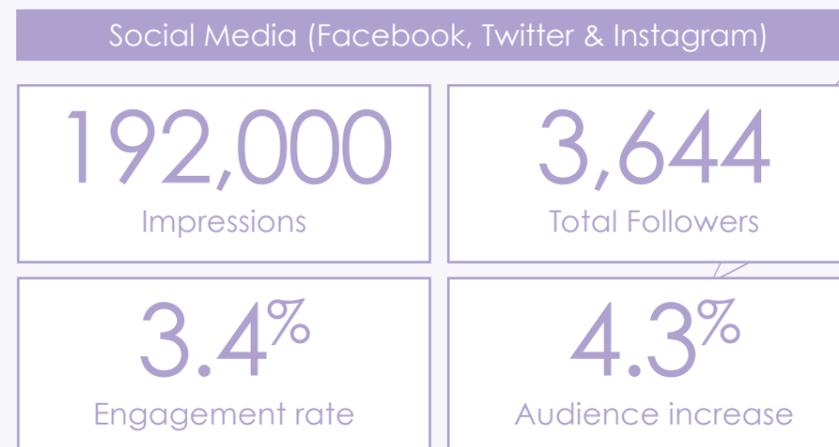
Over the past year the Hatton Garden BID has been working hard to provide tangible improvements to the local area with projects such as our Christmas Lights programme, events, workshops, business support, and an improved security and cleaning presence. All of this aligns to our core priorities and deliverables of Clean, Green, Safe and Welcoming.

In the following Annual Report, we will reflect on the last years activities that the BID has delivered during this time. This is broken down with our four main priority areas which include Better Connected and Represented, Area Promotion and Profile Raising, High Quality Public Realm and Enhanced Environment.

In the following report, we will outline the ways in which the BID sought to deliver these projects that link back our core delivery focus areas of welcoming, stronger, appealing, and protected.



Debbie Akehurst
CEO
Hatton Garden BID



BETTER CONNECTED & REPRESENTED

Hatton Garden has a unique business standing not replicated anywhere else within London. We have a rich history of which we are extremely proud of, varying from a powerful heritage of diamonds and jewellery spanning 100's of years, and is still going strong in 2022.

We are delighted that the area has diversified in recent times, with Hatton Garden now being host to a wide variety of different sectors, from a bustling corporate and creative industry to a booming and ever-growing hospitality sector, which includes the famous Leather Lane Market amongst many others. We at the BID aim to represent all businesses within Hatton Garden, and we aim to be attentive to the needs of all by working in tandem with Camden Council and central Government to work towards inspiring the wider community.

The Elizabeth line

With the newly anticipated Elizabeth line set to open on Tuesday 24th May 2022, the BID has sought to innovate new ideas on how to make Hatton Garden more attractive to new businesses and visitors. The aim is to capitalise on Farringdon station becoming one of the busiest in the UK, connecting with Thameslink and the London Underground to provide links with outer London, the home counties, the City, Canary Wharf and five of London's airports.

The BID is seeking to make Hatton Garden a cleaner and greener area, in tandem with the introduction of a new gateway banner, to increase visibility to the local area. This is to allow businesses to benefit from the 82,000 daily passenger capacity on the Elizabeth line from Farringdon station.

Business Support

With the ongoing COVID restrictions and worries people were experiencing, the BID sought to consistently update members with information from the local authority to ease any concerns that they were experiencing at that time. Towards the beginning of 2022, we were pleased to see these restrictions starting to be lifted which resulted with the return of in person events hosted by the BID. The benefits of a return to in person events were that it allowed local stakeholders the chance to reconnect with one another after a challenging period of varying different COVID restrictions.

Working Groups

We helped form a Safe, Secure and Resilience Forum with our neighbouring BID, Central District Alliance, to tackle issues such as ASB, homelessness and vandalism in November 2021. The aim was to bring together businesses, security officers and key statutory bodies such as the Met Police and Camden Council to look at intelligence, initiatives, and best practice.

These steering groups enabled us to have a more comprehensive and collaborative approach across the Camden district.

£500 Christmas
donation made to Camden Giving

82,000 daily
passenger capacity on the Elizabeth
line from Farringdon station





"Working in Hatton Garden is great. There is a good community vibe. An abundance of lunch options, good bars for after work and where better to buy jewellery than right here in Hatton Gardens. Many offices in the area mixed with some residential spaces. With the gym on Leather Lane we have a great area for good work/life balance. We have many local people utilising out meeting spaces and joining our British Sign Language training courses."

Jonny Nelson, Managing Director, Remark! Ltd

AREA PROMOTION & PROFILE RAISING

In September 2021, we were successful in securing additional funding from BEIS (Department for Business, Energy and Industrial Strategy) and Camden Council. This will be split into three phases, with Phase One's allotment allocated towards the creation of a Hatton Garden destination website, with the focus being on growing a Leather Lane Market Instagram in tandem with HUG London.

We also produced a promotional area video with our partners at OMG Media. The aims of these projects are to promote local businesses and to increase exposure to the local area. This video can be found on our social channels.

As a BID, we believe it is key to give a young person the platform to learn new and enhance on existing skills. Opportunities for young people have become an important Government initiative, and we at the BID believe this is a great opening to engage with young persons within the community in a professional capacity. After conversations with the Apprenticeships Coordinators at Camden Council, we made clear our intentions to recruit a local person from the area to join our team.

Apprenticeships

We were able to coordinate a digital project surrounding National Apprenticeship Week, with the aim of illustrating the variety of talent amongst apprentices in Hatton Garden from 7th-13th February 2022. We were able to reach out to local businesses from a wide variety of different sectors, including hospitality, retail jewellery and office sectors. We were then able to showcase the different apprentices and their individual stories across the BID's Instagram to celebrate their achievements.

Christmas Lights & Events

In the hope of our first pre-pandemic type of Christmas, the team sat down with Field & Lawn to reimagine how Christmas illuminations can be displayed within Hatton Garden. The result a new design and the Christmas present which was huge success replacing the bauble.

We also held Christmas events in the form of wreath making with Jar & Fern. And we also held a '12 Days of Christmas' campaign where questions and riddles were put across our social channels to allow for our followers to win prizes and gifts from local businesses who opted in.

A Christmas donation of £500 was made to Camden Giving to support their initiatives going into the new year.

During the festive season, we had installed a new ground feature which was extremely popular with local businesses and visitors to the area, which was in the form of an illuminate Christmas present. The light switch on of Thursday 2nd December 2021 was an extremely popular event where local businesses and visitors could come together to celebrate the festivities.

"With the easing of COVID restrictions, it is great to see Hatton Garden returning to its busy self. With the support of the BID, who placed a great emphasis on in-person events to reignite networking amongst local stakeholders, we are now starting to see local businesses recover. We are all excited to see what the BID has planned for local businesses during the upcoming year." **Bradley Hartstone, Group Managing Director at Beverley Hills Jewellers London**



Diamond Pipeline Course

Upon their swift return to the area in September 2021 in the newly renovated space at 17 Charterhouse Street, De Beers began hosting a series of diamond pipeline courses for Hatton Garden jewellery stakeholders over the upcoming 5 years, as per their Section 106 agreement. The BID assists with the vetting process. The courses have proven to be extremely popular and in-demand, with the feedback being exceptionally positive. All information of future courses will be released on the newsletter, website and across our social media channels.

Garden Cards

We have now sought to completely phase out the distribution of physical plastic Garden Cards, and we have now gone digital. The rationale behind this decision was to create a more sustainable model of providing this service to persons who have access to the Garden Card, whilst still accepting physical Cards so not to victimise against those who rely on their use. We are regularly monitoring the database of offers so that users have the most relevant information to enhance their personal satisfaction and experience.

Sign Language Course

On Thursday 18th November 2021, we hosted a 2-hour introduction to British Sign Language with our partners at Remark! who are a deaf charity based on Leather Lane. The purpose of this event was to illustrate the significance of sign language in all aspects of life and to create a more inclusive learning environment for local persons.

Dr Bike

Towards the end of the year, we have hosted numerous Dr Bike Workshops with our neighbouring BID, Central District Alliance, on a regular slot of the first Tuesday of the month on the Leather Lane/High Holborn junction. These sessions have allowed for local cyclists to enjoy free bike maintenance checks, as well as allowing for bikes to have security markings via the national Bike Register Database, which is run by local police officers.

HIGH QUALITY PUBLIC REALM

We hosted a Public Realm & Placemaking group on Tuesday 7th December 2021 for BID Board members and a speaker from Momentum Transport. The aim of this was to explore ways in which the area can be made more aesthetically pleasing for both businesses and visitors. Issues that were raised and discussed such as pedestrianisation, improvements to Leather Lane Market, improved cycling infrastructure and seating and greening. These areas are being investigated as part of the wider Place Plan project.

Planters

We have been in consistent dialogue with our partners at Scotscape towards installing new planters across Hatton Garden to make the area a visibly greener space and will support our environmental credentials such as supporting biodiversity. We will aim to have these installed soon.

Bins

To also combat the issue surrounding rubbish overflow, we also had 7 new litterbins installed across Hatton Garden to help tackle this issue and to make Hatton Garden a cleaner and more enjoyable viewing experience.

Public Place Plan

We are investing in a Place Plan strategy to see how we can improve the local public realm which will benefit the area for all. It is important that we invest in physical and human capital to make a truly cohesive environment.

We want to make the area more attractive and vibrant. To do this, we are working with local businesses and residents to plan improvements that will make the area more appealing to tourists, as well as its current residents. We plan to highlight the areas cultural assets such as creating green spaces. The goal is to make this area a more attractive place for people to live and work. We want it to become a model of sustainable development and liveable communities.

14.9

hectare BID footprint

£4m

of levy invested in the BID footprint to date

£65k

Voluntary levy, Sponsorship & Grants

404 members
70%
Corporate

£400k
levy money paid





"A vibrant gem that doesn't always get the attention it deserves! We've loved working with the team at Hatton Garden BID to increase awareness of Leather Lane market in London through social media. We've especially enjoyed chatting to vendors, telling their stories, and introducing the people of London to this hidden world of amazing food and delightful market stalls."

Katherine Heath, Brand Director at HUG London

ENHANCED ENVIRONMENT

The BID continues to have a fantastic, dedicated cleaning and security team who have worked tirelessly to ensure Hatton Garden is a fresh, clean and enjoyable area to visit.

On-Street Teams

Over the past year, Carlos, the Hatton Garden designated on-street facilities manager, monitors the local streets, and reports any environmental issues to Camden's Clean Camden App.

Street Ambassador

The role of the street ambassador within Hatton Garden has now been taken on by The Welcome People Security team. There is now a more synchronized way of working across Hatton Garden, as we now have two security guards that patrol the area and communicate with the security team from Central District Alliance to ensure that any potential local threats can be shared quickly across the area. Local businesses have expressed to the BID the desire

to have a greater security presence within Hatton Garden, and we are always strategizing with the Welcome People on how we can consistently improve our current methods of working.

Partnerships

The BID is always in communication with the local Police to also ascertain on how we can assist each other in ensuring that the local streets are kept safe and secure. We are also constantly working with a variety of teams within Camden Council, including their Economy, Regeneration & Investment, Community Services, and the Environment & Sustainability departments.

"We all know what it feels like to be part of a team. When a team is working together in partnership, there is a sense of trust, respect, and cooperation. Each member of the team knows that they are working towards the same goal and are willing to support each other to achieve it. At Hatton Garden BID, we take pride in the work we do to make the area a more enjoyable experience for workers, visitors, and residents. We have more to do, but we look forward to challenge ahead!"

Luis Carlos, On-Street Cleaning Team

Cleaning & Security Teams

7,290
areas cleaned

106
jet washings

946
street audits



GOVERNANCE OF HATTON GARDEN BID

The BID is a not-for-profit company limited by guarantee led by a Board of Directors made up of representatives from across sectors within the BID area and an Executive Team.

Board

- Alexander Jan** Chair
- Bradley Hartstone** Beverley Hill Jewellers
- Oleg Kolisnitsenko** The Bryson Hotel
- Tyler Goodwin** Seaforth Land
- Roy McGowan** Momentum Transport
- David Kaiser** WeWork
- Peter King** Usborne Publishing
- Denean Rowe** Centre for London (left the board February 2022)
- Ryan Willis** NCP (left the board February 2022)
- David Kaiser** WeWork (appointed to board July 2021)



“De Beers are delighted to have moved back to Charterhouse Street along with parent company Anglo American, following the four-year project to reimagine, extend and refurbish the original De Beers building. As staff from both companies return in increasing numbers now the pandemic restrictions have eased, we're very much enjoying our new facilities and the surrounding area of Hatton Garden.”

Nick Byers, Head of Administration and Board Director at De Beers UK London

PROFITS & LOSS

Period from 01 April 2021 to 31 March 2022	
INCOME	TOTAL
BID Levy	417,596
Voluntary Levy, Sponsorship & Grants	65,000
TOTAL TURNOVER	482,596
COST OF SALES	
A Stronger Area	14,869
A Welcoming Area	98,304
An Appealing Area	117,715
A Protected area	75,699
TOTAL	306,587
Surplus to be carried over to 2019/20	
STAFFING AND OVERHEADS	
Management and administration*	26,894
Statutory Obligations including collection fee, audit fee and contingency	58,900
TOTAL COSTS	
Net Surplus(Deficit for period)	90,215
Surplus from 2020/21	133,032
Carried Forward to 2022-23	223,247

* These are covered in the first instance from Voluntary Contributions

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