

Hatton Garden BID

ANNUAL REPORT 2022-2023



Hatton Garden Business Improvement District

A 19-21 Hatton Garden, London EC1N 8BA

T 0203 906 4212

E info@hattongardenbid.co.uk

W www.hatton-garden.london

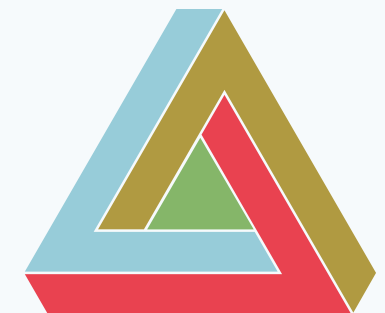
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ANNUAL REPORT



CONTENTS

Introduction	3
Foreword from Alexander Jan, Chairman	4
Executive Summary from Debbie Akehurst	6
Better Connected and Represented	7
Area Promotion and Profile Raising	9
Advocacy and Insights	15
High Quality Public Realm	17
Enhanced Environment	21
A Year of Results	23
Governance of Hatton Garden BID	25
Profits and Loss accounts	26



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

PRIORITY AREAS

INTRODUCTION

Hatton Garden BID is pleased to present this Annual Report for the fiscal year 2022-2023. This document provides an overview of the initiatives, projects, and achievements that have taken place.

Over the past year, the BID has remained steadfast in its mission of creating a thriving business and cultural environment that yields maximum sustainable returns for its members and enriches the local community. This report illustrates the ways in which progress has been made with respect to our core priorities.

A key accomplishment that we are particularly proud of relates to our On-Street Teams, who have provided critical services such as enhanced cleaning and security patrols. Their efforts have significantly contributed to maintaining a high-quality environment for all; helping to make Hatton Garden a more comfortable and safe place for residents and visitors alike.

Hatton Garden has been a hub for exciting events over the past year, bringing together community members and visitors to celebrate the neighbourhood's unique culture and spirit. These events have not only enhanced the vibrancy of our district but also fostered a sense of community and belonging.

This report serves as a testament to the collective efforts of our community and the tangible impact of the BID's initiatives with our partners including Camden Council.

We invite you to delve into the details of our work over the past year, as we continue to work with you all in shaping the future of Hatton Garden.



A YEAR OF PROGRESS

Foreword from Hatton Garden's Chair. The Hatton Garden BID Annual Report for 2022-2023, is an opportune moment to reflect on the strategic direction of our district. The landscape of Hatton Garden is evolving, and our role as stewards of this vibrant area is more crucial than ever.

In 2022-23, we saw the opening of the Elizabeth line. With Hatton Garden being located on Farringdon station's door step, the line has already started to have a transformative effect on the district. Enhanced connectivity, accessibility, new avenues for growth and development have been created. We very much hope that this long-term investment yield benefits for Hatton Garden for many years to come - not least in the form of increased visitor numbers and enhanced attractiveness of the district to prospective and existing employers.

We continue to focus on the every day alongside a long-term vision for Hatton Garden. By this I mean that we are conscious of the need to help get the basics right for the area - such as cleaning, security (an ongoing challenge) and some greening. In addition, we have an excellent winter lights programme and some outdoor events for workers, visitors and residents to enjoy throughout the year.

Our longer term approach is guided by our mission to create a thriving business and cultural environment through helping to shape the public realm positively alongside some targeted capital investment. We are committed to working closely with our levy-payers, public sector partners, and other stakeholders to deliver these improvements. A good example of this is our work on an integrated "place plan" with our friends at Camden and TfL, as well as private property owners.

In the face of rapid change in working and visitor dynamics associated with Covid, we have bolstered our insights and advocacy efforts. Our aim is to provide

our members with valuable insights that can guide their decision-making process. We are also committed to representing the needs and interests of our members, ensuring that their voices are heard at all levels. We continue to work in tandem with Camden Council, other business improvement districts, the Greater London Authority, the Metropolitan Police and central Government to promote Hatton Garden's interests.

During 2022/2023, I have been supported by an excellent board and executive team. We said goodbye to David Kaiser, Head of Real Estate, UK, Ireland, Middle East, and Africa at WeWork, who stepped down from the Board to pursue a new career.

I would like to thank David for his hard work and wish him all the best in his new role. I am delighted that Jenna Barry, Associate at Arax Properties Ltd and Nick Byers, Head of Administration and former Board Director at De Beers U.K. have since joined the Board. We are thrilled to have Jenna and Nick and we feel that alongside our other directors, their 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 we could be making further improvements please do get in touch.



Alexander Jan
Chair
Hatton Garden BID



Executive Summary from Hatton Gardens Chief Executive. As the Chief Executive of Hatton Garden BID, I have the unique privilege of witnessing firsthand the resilience, innovation, and spirit of collaboration that defines the Hatton Garden area. This Annual Report for 2022-2023 encapsulates these qualities and more, providing a comprehensive overview of a year marked by significant progress and growth.

Reflecting on the past year, I am extremely proud of the strides taken in promoting inter-community relationships amongst our members. Whenever the BID has hosted an event, the goals have always been clear; how can this benefit our members and how can we promote cohesion amongst members. The numerous events we have hosted over the year, each one a celebration of our unique culture and spirit, have further contributed to this sense of community.

None of these achievements would have been possible without the tireless efforts of our On-Street Teams. Their commitment to maintaining a high-quality environmental service alongside ensuring the safety and comfort of our businesses, residents and visitors is truly commendable.

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

As we move forward, I am filled with optimism and excitement for what lies ahead. The challenges we face only strengthen our resolve to continue working towards our mission of creating a thriving business and cultural environment. I am deeply grateful for the continued support and partnership of our community, and I look forward to shaping the future of Hatton Garden together.



Debbie Akehurst
CEO
Hatton Garden BID

"We have been delighted to move back to Farringdon, in particular to Hatton Garden. It is an amazing community of different businesses from one man bands to businesses of a substantial size supported by an abundance of lunch and dinner options – Leather Lane is a veritable of taste from all cuisines around the world and is a big draw for our staff. We have a great area for good work/life balance with gyms and other facilities on offer for our staff. The BID take great care enhance the area with their various initiatives and having never worked with a BID before, we are very impressed. Our colleagues from our international offices can also access Hatton Garden so easily with its connectivity to Waterloo Station as well as the airports via the new Elizabethan Line. What more can one ask for?"

Nina Dowell, COO at secNewgate

BETTER CONNECTED & REPRESENTED

We are delighted the area has diversified in recent times, with Hatton Garden hosting a wide variety of sectors, from bustling corporate and creative industries to an ever-growing hospitality sector, including the famous Leather Lane Market. We recognise and continue to support the historic jewellery quarter which has made Hatton Garden famous and continues to do so, bringing many visitors to the area. We aim to represent all businesses within Hatton Garden, by working in tandem with Camden Council, central Government and local stakeholders.

Crossrail & Foreign Press Association (FPA) event, with TfL

In May 2022 the BID, in conjunction with Transport for London (TfL) and Central District Alliance, co-hosted at Bloom Clerkenwell a preview event showcasing to international journalists the opening of the Elizabeth line.

FORGE

FORGE is a multi-purpose creative hub and retail outlet with a focus on jewellery making on Leather Lane. The BID supported FORGE in securing their premises with Camden Council and continues to offer support through promotion to the local community.

Dress for Success Greater London

Dress for Success is a global not-for-profit organization empowering woman to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive. The BID secured a vacant premise on Leather Lane by working closely with the landlord United Ventures and Catella APAM.

World Book Day

On World Book Day, the BID brought together Usborne Publishing with St Albans CoE Primary School. Usborne Publishing supplied the school with a great selection of books; helping to promote reading and ultimately encourage children to continue the hobby into adulthood.

"Hatton Garden BID has really organised an amazing MHFA England course as well as First Aid. They will have supported us a lot since I joined the building as an Assistant Building Manager. If ever I needed help with events they would help me organise something in my building which they would fund for example, pumpkin carving and wreath making which went down so well and all my occupiers love it with great feedback from them. Thank you to Aaron and Marcos for supporting our building and making Hatton Garden a safer place of work and a community".

Bhavi Patel, Wellbeing Manager at The Johnson Building



AREA PROMOTION & PROFILE RAISING

Successful marketing, clear communication, and engaging events are key to creating a lively district. The BID champions enhancing the profile of the district, aiming to develop and grow a sense of community, and driving economic growth.

Our initiatives aim to showcase the unique offerings of our district, engage with our members and the wider community, and create memorable experiences for all. Through these efforts, the BID aims to make Hatton Garden not just a place to work, but an environment that prides itself on togetherness.

The Strawberry Fayre

The Strawberry Fayre was a celebration of the quirky local history of strawberries dating back to the 1600s, bringing together the community. All attendees were able to enjoy a wide variety of festivities, including live music from Camden Music Trust, games, a place to sit down to enjoy their lunch break and a punnet of strawberries from local producers.

De Beers Pipeline Course

De Beers hosts a series of diamond pipeline courses for the Hatton Garden jewellery community. The course provides its students with the opportunity to experience the full diamond pipeline journey, with courses culminating at their flagship store on Bond Street. The BID works in tandem with De Beers to promote the course to local members and administers the running of the course.

Dr. Bike

As part of the BID's commitment to supporting local employees and promoting active travel, we provide monthly cycle maintenance and security bike marking in partnership with the Metropolitan Police and our neighbouring BID, Central District Alliance.

Pumpkin Carving

The BID hosted a free pumpkin carving session with our friends at Jar & Fern in October 2022 at the Johnson Building. Jar and Fern provided pumpkins, the equipment and guidance needed to make a carved pumpkin for participant's desk or home.

Christmas Mini-Market

In November 2022, the BID hosted a Christmas mini-market at the Leather Lane / High Holborn junction. There were alpine huts serving mulled wine, hot chocolate, smores, mince pies, cookies, and a festive cart serving roasted chestnuts. The BID welcomed St Albans CoE Primary School choir to sing traditional Christmas carols.

Christmas Wreath Making

The BID hosted a free Christmas wreath making session with Jar & Fern in December 2022 at the Johnson Building. They ran everyone through the history of wreath making and introduced them to the finest seasonal foliage, freshly sourced from New Covent Garden flower market.

Menorah

For the first time, the BID installed a Chanukia along Hatton Garden to celebrate Chanukah. As a BID, we want to celebrate alongside our community throughout the year.



Christmas Wreath Making



Love Letters for London Campaign



Pumpkin Carving



Love Letters for London Campaign

The Hatton Garden BID, in tandem with Central London Alliance (CLA) and its national London Love Affair campaign continues to encourage a recovery and to stimulate visits to central London. Each post-box provided a place for visitors / workers to leave their love message for London; their favourite memory, place or whatever they value in the capital.

Gateway Banner

We were pleased to have installed our new Gateway Banner to help with wayfinding and promote the local area. Located on the Greville Street/Farringdon Road junction and visible upon leaving Farringdon station, we want to increase visibility and to boost the awareness of the local area.

International Women's Day 2023

International Women's Day (IWD) is a global day celebrating the social, economic, cultural and political achievements of women. In March 2023, the BID ran a digital campaign to highlight and champion local women within the district.

National Apprenticeship Week

National Apprenticeship Week (NAW) 2023 was the 16th annual celebration of apprenticeships. The week brought together businesses and apprentices from across the country to shine a light on the positive impact that apprenticeships make to individuals, businesses, and the wider economy. The BID engaged with local businesses, including Jason Holt CBE, chair of Holts Group, to celebrate local apprentices. The BID ran a digital campaign where we showcased the talents of these local apprentices.

The Garden Card

The BID continues to see good engagement with the Garden Card, an initiative where businesses can offer special discounts to local members. The aim of this project is to help stimulate economic growth within the district. The BID has been engaging with local businesses to offer amazing deals and discounts to those who shop within the offered businesses. We are consistently looking at new ways to promote this scheme.

Monthly Newsletters

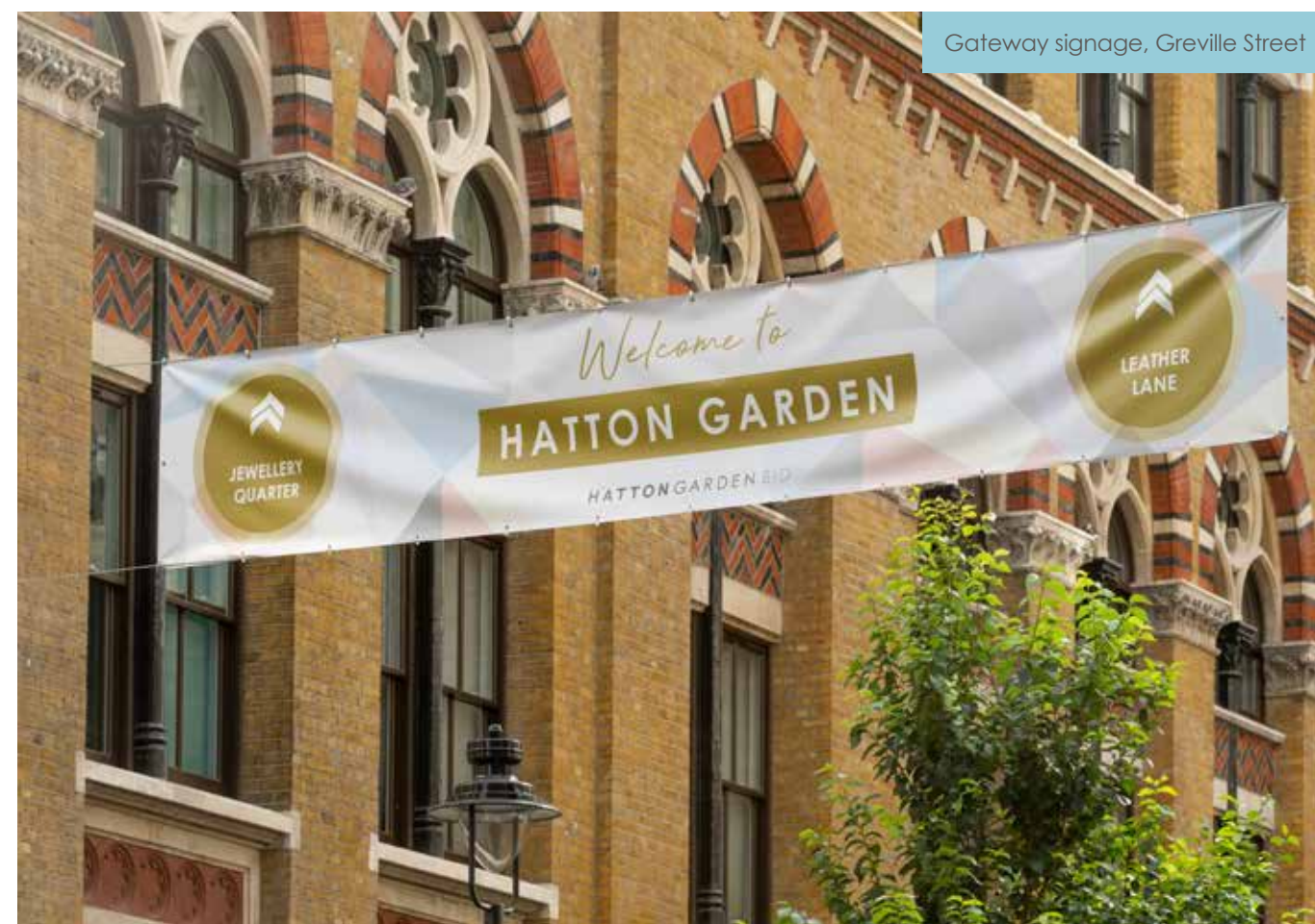
The BID sends out a monthly newsletter to keep them updated with latest projects. We use the newsletter as an opportunity to push out information from the Hatton Garden community of what is going on. It is also a good opportunity to keep the local community notified of the latest updates within the area to illustrate that we are listening to the concerns being put forward by our members, and how we are proactively dealing with those issues.

Leather Lane Instagram

The Leather Lane Instagram page continues to go from strength to strength. The BID has seen high levels of engagement, and local businesses are always keen to have their businesses promoted. The account is an opportunity to engage with local stall holders who fall outside the traditional BID membership.

Commuter Club

Commuter Club is an exclusive selection of podcasts, playlists, and stories celebrating the rich history of Hatton Garden. The aim was to provide those travelling into work an opportunity to learn more about the district.



ADVOCACY & INSIGHT

In an ever-evolving landscape, the importance of informed decision-making and effective advocacy cannot be overstated. At Hatton Garden BID, we recognise the critical role that insights and advocacy play in shaping the future of the district. This new section of our Annual Report underscores our commitment to these crucial aspects of our work.

Our advocacy efforts aim to represent the interests of our members and the wider community, ensuring their voices are heard in discussions and decisions that impact our district. Meanwhile, our insights work focuses on gathering and analysing data to inform our strategies, initiatives, and services. Together, these efforts enable us to respond effectively to the needs of our district, influence policy and practice, and drive meaningful change.

London Skills Improvement Plan (LSIP)

Our commitment to strategic partnerships and collaboration is exemplified by our engagement with LSIP. Under the leadership of our Chief Executive, Debbie Akehurst, we have been able to influence and contribute to important discussions and decisions that impact our district.

Mayor of Camden Engagement

Engagement with the Mayor of Camden is a key part of our advocacy work. Through regular dialogues and collaborations, we ensure that the voices of our members and the wider community are heard and considered in local government decisions and initiatives.

Camden Council

We continue with our quarterly meetings with department directors at Camden Council, we have found this particularly helpful in ensuring alignment with councils' priorities and significantly helps with overall communications.

Apprenticeship Ambassadors Network

Our involvement in the Apprenticeship Ambassadors Network underlines our commitment to nurturing talent and promoting opportunities within our district. We advocate for apprenticeships as a valuable pathway to employment, contributing to a skilled and diverse local workforce.

Public Affairs / Party Conferences

Our engagement in public affairs and participation in party conferences provide us with platforms to advocate for the interests of our district at a national level. We seize these opportunities to influence policy discussions and decisions that impact our community.



Crossrail & Foreign Press Association (FPA) event, with TfL

Data and Insights

Our data and insights work are integral to our advocacy efforts. We gather and analyse data to inform our strategies, initiatives, and services, enabling us to respond effectively to the needs of our district. This work also provides valuable insights to our members, supporting their decision-making and planning processes.

Mental health wellbeing

The BID welcomed highly accredited mental health Positive Psychology and Leadership Consultant, Charlotte Wiseman, to deliver three in-person mental health first aid course for local BID members. Upon completion of this two-day course, participants became Mental Health First Aid (MHFA) England certified, which is internationally recognised by MHFA International. The BID is committed to challenging the stigma and narrative surrounding mental health not just within the district but everywhere in society.

Additionally, the BID celebrated World Mental Health Day by co-hosting a cake sale with the Johnson Building raising funds for the charity, Mind. The events were very well received, as participants were able to work towards breaking down long pre-existing societal barriers regarding talking about mental health and illness.

"We are absolutely thrilled with the team at Hatton Garden BID's support! Their assistance in promoting our events to the community was incredibly valuable. They also played a crucial role in helping us form valuable partnerships. Thanks to Hatton Garden BID, our building is now situated in a lively area with a strong sense of community. We cannot thank the BID enough for their unwavering support in making our events successful. Their dedication to raising awareness within the community and their willingness to support our requests is truly commendable. Thank you! Bayush Petranzan."

Community Manager The Bindery

HIGH QUALITY PUBLIC REALM

The BID is committed to shaping our public spaces with a focus on sustainability and people-centric design. Our placemaking initiatives are driven by the understanding that the environment we create significantly influences the happiness, productivity, and overall quality of life of our community.

As work patterns shift and the importance of outdoor spaces becomes increasingly evident, our strategic investments in the public realm aim to meet these changing needs. We are keen to nurture spaces that encourage collaboration and nurture a sense of community.

Public Place Plan

As part of the BIDs Public Realm vision, we have commissioned design consultants BDP & Momentum to identify suitable sites across the BID area where improvements can be made to enhance the quality and amenity value of the public realm for everyone. This forms part of a larger piece of work across the wider local area referred to as the Place Plan. The Hatton Garden site identified for improvements is located at the north end of Leather Lane on Clerkenwell Road. The BID has been in constant dialogue with Camden Council to develop our detailed designs.

Hatton Garden Gateway Development Plan (GDP)

In April 2022, Hatton Garden BID secured a grant from Camden Council to support the Gateway Development Plan. The Plan's primary focus was street furniture refurbishment repainting lamp columns, bollards, and pay & display signs across Hatton Garden to help improve aesthetics within the district.

Planters

We are pleased to announce twelve new planters have been installed along Hatton Garden. These

planters are looked after by our On-Street Team, who regularly monitor them to ensure they are well looked after. This is in line with our greening initiatives to add more vibrancy into the local area.

Additional Bins

With the opening of the Elizabeth line at Farringdon, Greville Street is a major arterial route into the district. To combat the issue of rubbish accumulating at this main entry point, the BID was able to secure the installation of additional bins from Camden Council to help tackle this issue and to make Hatton Garden a cleaner and more enjoyable experience.

Christmas Lights

In partnership with Field & Lawn, the BID continues the tradition of Christmas lights in Hatton Garden. This past festive season we installed: festive wrapping lights on lamp columns across Hatton Garden road, four over the road crossings, and illuminous Christmas baubles in the trees across Hatton Garden road and Leather Lane south. The BID also re-installed our large walkthrough present.

Christmas Tree

The BID was pleased to install on the Leather Lane / High Holborn junction a new 30-foot Christmas tree. The tree had Hatton Garden BID branding on the base so that people were able to quickly identify who had put the tree there and allowed them to be more aware of who we are as a BID.





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. The on-street cleaning team has been working diligently to ensure our streets are kept clean and safe for both residents and businesses.

Partnership working with Camden

The BID is in constant dialogue with the Environmental Services team at Camden Council promoting the Love Clean Streets app to encourage members to report any excess rubbish they see in the district.

On-Street Cleaning Team

The On-Street Cleaning Team focus on high-traffic areas and have been successful in reducing litter on the streets. Additionally, the team has been working closely with local businesses to address any specific concerns they may have about cleanliness in front of their establishments. We have received positive feedback from businesses about the efforts of the cleaning team and their willingness to address any issues that arise.

Jet Washing Services

In April 2022, the BID resumed its jet washing service of Leather Lane and Hatton Garden. The BID has seen a great return on these works thus far, with it contributing to making the district a visibly cleaner place, as well as tackling any potential issues of dirt from the busy street market on Leather Lane.

Security Team

A security patrol plan was implemented in October 2022 following a comprehensive security review conducted earlier in the year. The team are now task driven, with a focus on providing high visibility community reassurance to our businesses and visitors to the area, as well as proactively addressing crime and antisocial behaviour concerns across the BID. A significant factor in our success so far has been the introduction of the new professional uniforms, making it easier for the public and businesses to identify the team members and approach them for assistance.

"We are extremely grateful for the work undertaken by the BID to help keep clean the streets of Hatton Garden, and in particular the work of their On Streets facilities manager, Luis Carlos. Luis Carlos does a fantastic job in helping to uplift the area, with his hard work and ever glowing smile. We are tremendously fortunate to have Luis Carlos and we cannot champion him enough".

Daniela Little, J.D. Wetherspoon

Luis Carlos, On-Street Facilities Manager



On-Street Security Team



A YEAR OF RESULTS

We have seen great success in our **Commuter Club**. The top 50% of podcasts in the UK get an average of 27 listens per episode. The top 25% of podcasts in the UK get 87 listens

90-100 listened to
our top podcasts achieved

108 plays of Hatton Garden Series 1
(Soundcloud and Spotify combined)



CLEANING

4,905 blocks
(in american terms:
street junction to street
junction) of paving swept

1840 sqm
of jet washing carried out

1,403 bags
of litter collected

126 ad-hoc
janitorial jobs carried out

215 pieces
of graffiti cleared

SECURITY

4,941 proactive patrols/
checks carried out in hatton garden

145 anti-social incidents
dealt with

410 business welfare
checks were carried out

1,122 signups to
receive the Garden Card

A YEAR OF RESULTS

7 million+ people visited Hatton Garden this year

FARRINGDON STATION

17,115,883
2022

6,958,477
Q1 2023

SOCIAL MEDIA STATS

INSTAGRAM

29,758 Impressions

2,046 Total followers

3.3% Engagement rate

63 Audience increase

TWITTER

10,969 Impressions

1,188 Total followers

4.5% Engagement rate

23 Audience increase

LINKEDIN

2,414 Impressions

69 Total followers

7.1% Engagement rate

60 Audience increase

“The Leather Lane Instagram account has been beneficial in drawing in a diverse audience to the market. I think it is important to use many forms of media to communicate to traders and the public about our market. And with most people on social media, it is a great way to quickly connect.”
Camden Council Markets Team

TFL NETWORK DEMAND TAP IN / TAP OUT DATA

Station	2021	2022	Q1 2023
Chancery Lane	4,171,495	7,203,305	2,041,676
Farringdon	6,314,946	17,115,883	6,958,477

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](#) Vice Chair
- Oleg Kolisnitsenko** [The Bryson Hotel](#)
- Tyler Goodwin** [Seaforth Land](#)
- Roy McGowan** [Momentum Transport](#)
- Peter King** [Usborne Publishing](#)
- David Kaiser** [WeWork](#) (left the Board November 2022)
- Jenna Barry** [Arax Properties](#) (appointed to Board March 2023)
- Nick Byers** [De Beers](#) (appointed to Board March 2023)



PROFITS & LOSS

Period from 01 April 2022 to 31 March 2023

INCOME	TOTAL
BID Levy	330,594
Voluntary Levy, Sponsorship & Grants	42,062
TOTAL INCOME	372,656
COST OF SALES	
A Stronger Area	25,800
A Welcoming Area	117,969
An Appealing Area	160,487
A Protected area	68,735
TOTAL EXPENDITURE	372,991
STAFFING AND OVERHEADS	
Management and administration	29,347
Statutory Obligations including collection fee, audit fee and contingency	48,188
TOTAL COSTS OF STAFFING AND OVERHEADS	77,535
Net Surplus (Deficit for period)	(77,870)
Surplus from 2021/22	195,544
CARRIED FORWARD TO 2023-24	117,674



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