



YOUR OVERVIEW OF PROJECTS AND PROGRESS

Income and expenditure 2019/20

HATTON GARDEN



Introduction

Welcome to your levy contribution notice for April 2019-March 2020. Over the last two and a half years, since the commencement of the BID in October 2016, your BID team has been working hard towards delivering operational projects and strategic plans that your businesses voted for. During this time there have been many international, national and local developments that have affected businesses for good and for ill, and the BID has constantly held strong to champion Hatton Garden at the appropriate levels.

This notice gives an explanation of how your levy is being used, showcasing some of the successful and impacting projects that have been achieved throughout 2018/19. It also explains the exciting plans we have for 2019/20. The support from the businesses has shown the desire for us to work collectively on our business plan streams and these continue to be at the forefront of all proposed projects.

Being a not for profit company limited by guarantee, the BID continues to be governed by a voluntary board of directors who are local levy paying businesses and have a vested interest in the area. All proposed plans and budgets have been agreed and approved by this board.

The BID team values all your ideas, thoughts and comments and we encourage you all to take advantage of the BID projects and services. We look forward to working with you all in the forthcoming year. You can contact any of the team below.

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Better Connected and Represented Business Community

Hatton Garden businesses can only go from strength to strength by having a joined up approach and mutually beneficially relationship. This can happen in a variety of ways from simple networking opportunities, business to business mentoring, joined procurement services or simple distribution of key information that is important to your business and the area. These are the principals we have been working on to develop our activities.

2018/19 achievements:

- Championing the views and opinions of Hatton Garden's businesses is a key role of the BID. In the last year we have lobbied on the following: TfL on announcements on Underground and buses, businesses to meeting Camden Councillors to voice issues, Camden Council for enforcement action on touting and waste management in the area. The BID has also consulted on many strategic projects such as Camden's Clean Air Action Plan, Camden's Highways Strategy and Camden Resilience Forum.
- To represent all our varying businesses we have continued to hold core steering groups such as the public realm, and marketing and events steering groups. These have given an opportunity to feed your views and issues back and allow for an active role in developing projects for Hatton Garden.
- We have continued to have wider networking events such as The Garden Card Launch, Christmas Networking and the Valentines Quiz. Again giving an opportunity to share views and ideas but to also meet neighbouring businesses that you may not ordinarily have the opportunity to.
- Our garden talks have continued and provided businesses with an opportunity to learn more about important topics affecting companies. These have included ones based around Counter Terrorism, Identifying Fraudulent Documents and health and well-being.
- Quarterly hard copy newsletters have been developed to ensure all businesses are informed of progress and plans, these include a feature on all partners that we work with.
- We lobbied for and were successfully shortlisted to become a Creative Enterprise Zone, which would specifically support the jewellery industry, and even though we did not achieve final designation, actions for the proposal will be taken forward.

We have many more plans for 2019/20 including:

- A range of networking events, including breakfast, lunch and evening. These will each have an individual theme to encourage staff to engage with their neighbours.
- A full year's programme of garden talks. These will cover a range of topics that are aimed at assisting your business such as staff social media, health and wellbeing, fire safety, business growth and many more.
- Quarterly presentations will be given by key stakeholders such as Camden, TfL and others, to update businesses on strategic plans affective the area.
- A newly developed corporate social responsibility programme is also being developed. This will include opportunities for businesses to engage in projects that positively contribute to others and the environment.





Area Promotion and Profile Raising

Hatton Garden has a long and proud history with jewellery and diamonds. Visitors are spoiled for choice with the vast array of shops dedicated to the finer things in life. However, Hatton Garden continues to adapt and evolve, as it now boasts an amazing offering of creative, and food and drink businesses in the area. All this provides a hub of excellent experiences for visitors, residents and staff to enjoy:

2018/19 achievements:

- We hosted public events such as the Bleed at Bleeding Heart Yard for Clerkenwell Design Week, the Hatton Garden Party for the summer, a Halloween flash mob on Leather Lane and many events over Christmas, including a pop-up cinema. We continue to learn what works within Hatton Garden and pick the best bits to take forward in 2019/20.
- We produced a Hatton Garden Guide, promoting all the amazing facts about the area and why people should visit. 20,000 of these guides were distributed to hotels, tourist centres, Gatwick/Heathrow express stations and restaurants.

- Our marketing and events have been escalated up to a new level, with social media, newsletters, PR, blogs and website all having a significant revamp. More people than ever are engaging with our communications and sharing stories about this incredible place.
- The Garden Card was launched to provide exclusive offers in Hatton Garden based businesses. This is available for all visitors, residents and staff to benefit from.
- Pursuing a virtual reality experience app for visitors to the area, to tell the story of Hatton Garden and create a fun activity for the family and staff.
- We will launch a new marketing and communication strategy, which will be far more targeted on how we communicate to specific audiences.
- Continue to enhance our website both as a destination marketing tool and a communication device for businesses within the BID area.

Over 2019/20 we will be working on other projects including:

- We will continue to provide a full calendar of events, each targeting a specific audience (staff/visitors/residents). These will include:
 - Easter egg designing workshop
 - Clerkenwell Design Week / London Design Festival
 - Summer Murder Mystery Trail Game
 - Plans to pedestrianise Hatton Garden, with seating areas and games to play
 - Summer Hatton Garden Party spread across summer
- The Garden Card has been launched and well received. We will increase the number of offers listed and increase the registrations for the card.
- Christmas will be another chance to bring out our amazing lights. We will plan events around these and increase promotion for all to see.

High Quality Public Realm

With such significant regeneration projects taking place in and around Hatton Garden such as Cross Rail, it has been key that we are taking a strategic lead in influencing wider public realm strategies and plans. It has also been important to see what role and contribution the BID can make with a business understanding of the importance a clean and well-structured public realm can have on welcoming visitors.

2018/19 achievements:

- At the entrance of Greville Street, from Farringdon Station, the new Hatton Garden heritage gateway signage has been installed. This tells the amazing history of Hatton Garden over the last 800 years.
- During summer many flower planters were placed around Hatton Garden, this brought life into the area and was well received.

- We have consulted with Camden Council on the Holborn Vision. This will be a supplementary planning document, providing guidance to development in the area.
- The BID have also consulted widely on Camden's Highway's Strategy, to ensure that to area is well represented and business views are considered.
- TfL launched the Freight Delivery Reduction fund, which the BID team applied for. Although unsuccessful, the BID have been earmarked for future proposals.

We will continue to develop these fantastic projects over 2019/20 with:

- Now that Hatton Garden has a sign at one of the main gateways to the area. The BID will layout plans to have signs at each main gateway, to make the vital connections between places and act as a welcome to all visitors.

- We will make proposals to install Wifi into our area, with the ability to track footfall. This will help to create an immersive visitor experience, whilst understanding walking patterns.
- Alongside the ambition to create a virtual reality experience in the area, this will go alongside physical public realm improvements.
- Culture and heritage is something the BID wants to highlight more in 2019/20, so we have commissioned a culture and art strategy, with action plan, for the area. This will be used to create installations in Hatton Garden.





Enhanced Environment

Sitting alongside any public realm improvements is the recognition that a well-kept, safe and friendly character is needed for any area, ensuring that those loyal and new visitors to the area return time and time again. This has been of key importance to the BID team over the last year and has led to changes of directions and the creation of new and/or strengthening of existing partnerships with key statutory partners:

2018/19 achievements:

- We continue to provide a dedicated street cleaning service 5 days a week. This includes recording environmental issues that require action by another agency. We also provide a weekly deep clean, jet washing, once a week.
- The BID now employ an ambassador to be the day to day street presence in Hatton Garden. This employee provides a surveillance duty on criminal and antisocial behaviour. They work in partnership with Camden Council and the MET police, particularly targeting touting and collecting evidence to remove this from the street.

- A GAP analysis was undertaken to understand what issues the BID experiences in terms of counter terrorism, continuity and antisocial behaviour. This has informed the BIDs practices to reduce issues in the area.
- We continue to have monthly meetings with the Met Safer Neighbourhood policing team. This has given us a better understanding of policing issues impacting the area. With the SNT now hold regular street surgeries to engage the community and share crime prevention tips.
- A number of counter-terrorism workshops have been organised for the businesses within Hatton Garden. This has been facilitated by MET police officers to provide best practice in how to handle certain attacks and how to minimise chances for attacks.
- The BID team have held a number of crime prevention surgery's across the area. This is to provide information on how to stay safe generally across London and giving out free tools for members of staff.

We have already begun working on our 2019/20 plans including:

- Continued close work with the SNT allowing us to build an accurate picture of safety issues in Hatton Garden and in turn this will enable us to build many community safety projects. This is particularly relevant to the rise in touting across the area.
- Our cleansing service continues on a 5 day a week basis and continues to improve.
- We are submitting an application for the Healthier Streets Fund with TfL, looking at waste consolidation, preferred waste collection suppliers and delivery reduction/consolidation.
- Flower planters will be increased and spread throughout the BID footprint. This will be targeted for the summer months.

Income and Expenditure 2018/19

The board have decided for a second year in a row not to increase the levy in-line with inflation. This was a unanimous decision.

The BID finances will be independently audited and reviewed each year and will be presented to Company Members at an Annual General Meeting.

*Staff costs and company overheads are met firstly through the voluntary contributions generated by the BID, minimising as much as possible a commitment from the BID levy funds.

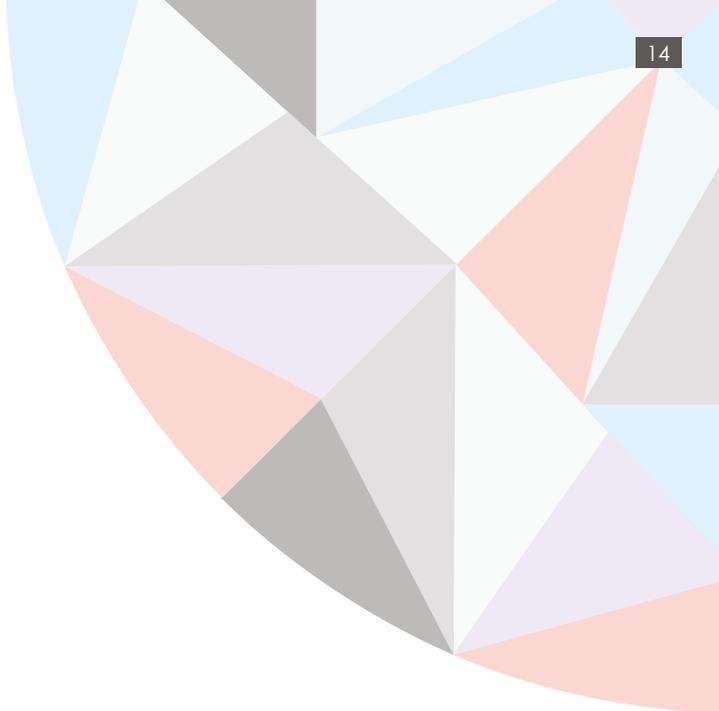
INCOME	TOTAL
Levy income	£470,729
Voluntary contributions	£12,921
TOTAL	£483,650
EXPENITURE	
Better connected and represented	£62,015
Area promotion and profile raising	£183,451
High quality public realm	£85,401
Enhanced environment	£99,681
Management and administration	£9,806
Company overheads* / Contingency	£56,056
TOTAL	£496,410
Surplus to be carried over to 2019/20	£217,806

Anticipated Income and Expenditure 2019/20

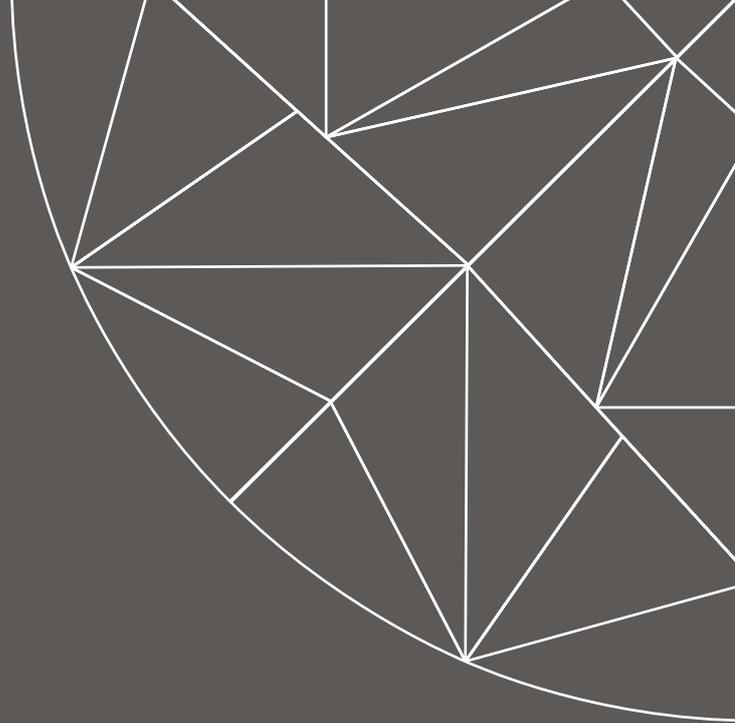
TURNOVER	TOTAL
BID Levy	470,000
Voluntary Levy and Sponsorship	13,000
Surplus from 2018/19	217,806
Statutory Contingency for unpaid levy	(20,000)
TOTAL	680,806
COST OF SALES	
Better Connected and represented	115,218
Area Promotion and profile raising	171,088
High Quality Public Realm	163,588
Enhanced Environment	160,984
TOTAL	610,878
STAFFING AND OVERHEADS	
Premises and Management	34,206
Company Overheads / Contingency	2,271
Statutory Obligations including collection fee and audit fee	33,450
TOTAL	69,927
TOTAL COSTS	680,805

Surplus carry over has been equally split over all 4 strategic themes but may be amended by board decision





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