



# HAMPSTEAD VILLAGE

*Business Improvement District*



# CELEBRATING HAMPSTEAD

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*Business Improvement District*

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The Hampstead Village BID continues to work on your behalf to improve the local trading environment, investing business contributions in positive activities to make Hampstead Village a place locals and visitors want to come to more often and use our shops, cafes, restaurants, pubs, salons and other services. The purpose of a BID is to provide additonality above and beyond the statutory duties of Camden Council and other public agencies. It gives the business community an opportunity to have a say in defining, funding and overseeing the projects that you feel will locally give added value.

Since the introduction of the BID, the team has undertaken meaningful projects that will continue to be built upon throughout the rest of the BID term.

The BID will be entering the second half of its term with more excitement and enthusiasm to deliver not just the projects approved through the Business Plan, but to investigate expanding our offer to businesses. We will continue to focus on the four key strategic priorities described in the BID business plan that were voted in favour for by the businesses. These being marketing, promotion and events;

improving the street scene; addressing parking and accessibility; and business support. We will also continue our ongoing efforts of lobbying at all levels of Government to ensure a loud and cohesive voice for Hampstead businesses. These are actioned through our two main sub-committees where we bring together businesses and our key stakeholders such as Camden Council and TFL as well as expert advice in order to deliver on our four key areas. We actively encourage our business community to get involved with our sub-committees and board.



# LONDON'S FAVOURITE VILLAGE

We are committed to helping Hampstead Village's business community to thrive and will continue to build our programme of projects and services in line with our pledges in our Business Plan, which can be viewed at [www.hampsteadvillagelondon.com/bid](http://www.hampsteadvillagelondon.com/bid).

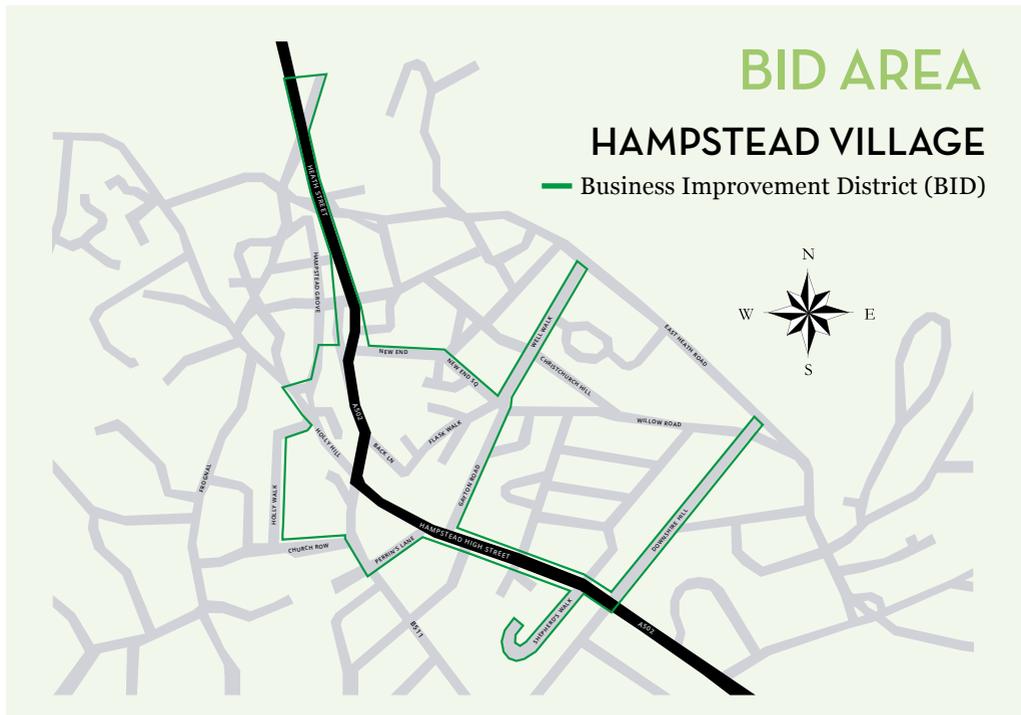
If you feel the BID may be able to help your business on a specific issue or have any queries, please contact me on [marcos@hampsteadvillagelondon.com](mailto:marcos@hampsteadvillagelondon.com).

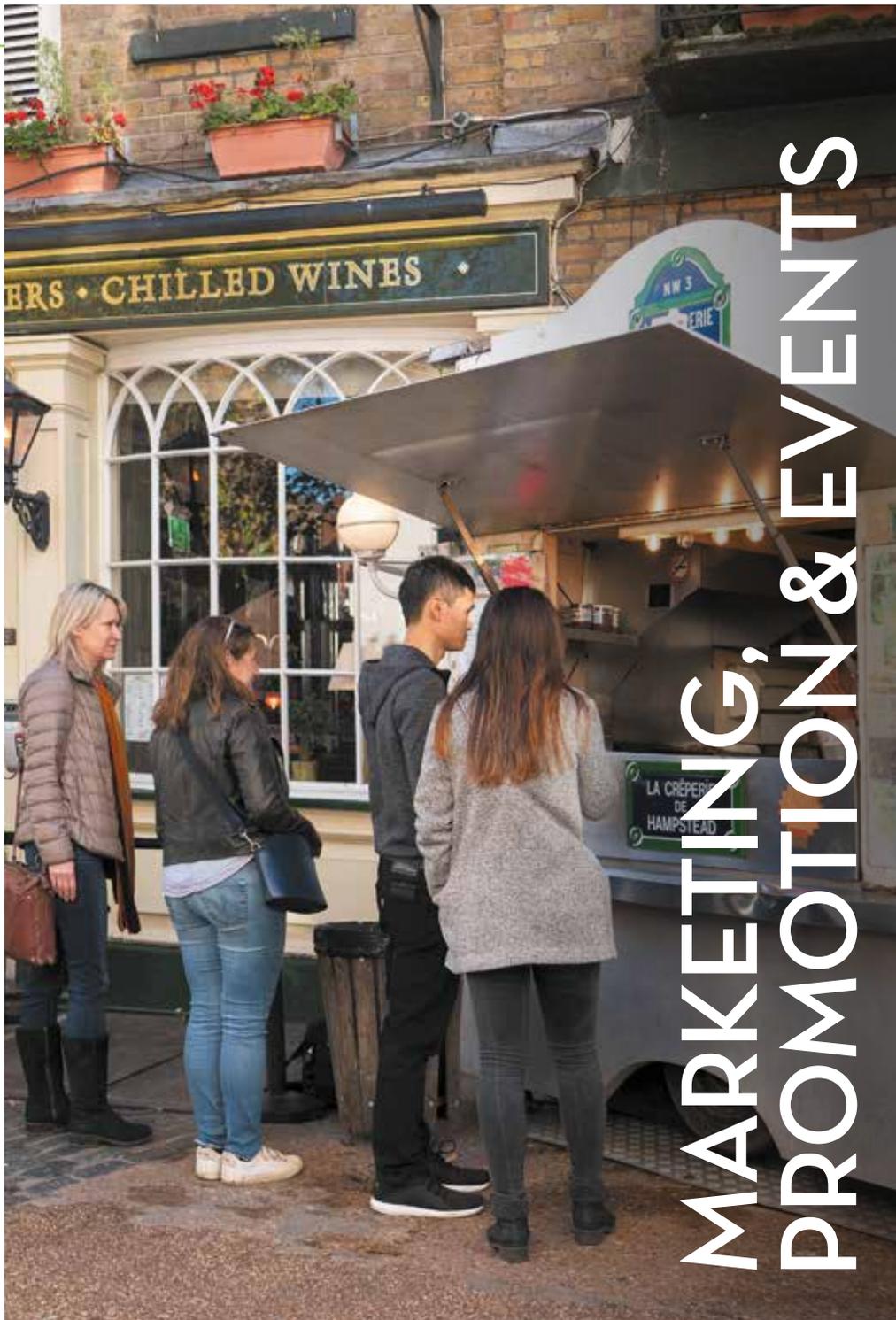
The BID's activities are delivered through a not-for-profit company directed by a voluntary Board of local business owners and managers, to which our BID Manager is accountable.

This document gives in more detail our achievements over the last year and sets out our plans for the next 12 months. We look forward to working with all the businesses and organisations in Hampstead and thank you for your continued support.

## OBJECTIVES

1. Be a voice for business.
2. Increased footfall and spend for Hampstead businesses.
3. Enhance marketing and promotion of Hampstead Village.
4. Improve and manage a high-quality public realm.
5. Promote Hampstead Village as an attractive place to visit and do business.





Hampstead Village is a popular destination for both locals and tourists alike. Characterised by its iconic landmarks, numerous theatres, restaurants and bars, it is not surprising that it is a prime London location for families, residents and everyone in between.

The Hampstead Village BID is focused on promoting the area as a world class destination as well as marketing what the local businesses have to offer to the visitors, tourists and workforce in the area.

**Putting on attractive events:** We have a rolling calendar of events to encourage people to come to Hampstead, have a memorable experience and leave looking forward to more throughout the year. Our inaugural Hampstead Village Christmas Fair last year was carefully devised and extremely well-received by businesses and residents. It will be repeated this year and is again likely to attract some 15-20,000 visitors.

Our Giant Eggs display throughout Easter in conjunction with the Hampstead School of Art created focal points in the village, showcasing Hampstead's artistic talent and giving people excuses to explore some of our side streets

and enter our hashtag photo competition. We have other events in the pipeline and are also supporting the Hampstead Summer Festival, a key event for our area.

**Promoting Hampstead Village as a destination:**

We use digital and traditional media to highlight the area's attractions in line with our marketing strategy. The overall aim is to showcase Hampstead as 'London's favourite village' with a distinctive, charming and comprehensive shopping and leisure destination. As well as maintaining our business directory and calendar on [www.hampsteadvillagelondon.com](http://www.hampsteadvillagelondon.com) we provide creative exposure for launches, sales, events and business news at **@VisitHampstead** on Facebook and Instagram and **@HampsteadVllg** on Twitter using the hashtag **#VisitHampstead**.

## WHAT'S NEXT? 2019-2020

- Continue to update and roll out information to our levy payers of events and promotions within the Hampstead area;
- Regularly update and promote our events calendar to ensure those visiting the website will be able to know what is going on in Hampstead;
- We will look to develop visitor/area guides and a loyalty card in partnership with the relevant organisation for the area;
- Develop and regularly update our social media strategic and operational plan to grow all our social media platforms and capture a wider audience.



The Hampstead Village BID public realm improvements have been a clear priority for the businesses within the area. Throughout our BID term we have liaised with local businesses, Transport for London (TfL) and Camden Council to mitigate and manage the cleanliness of the area and to improve the streets.

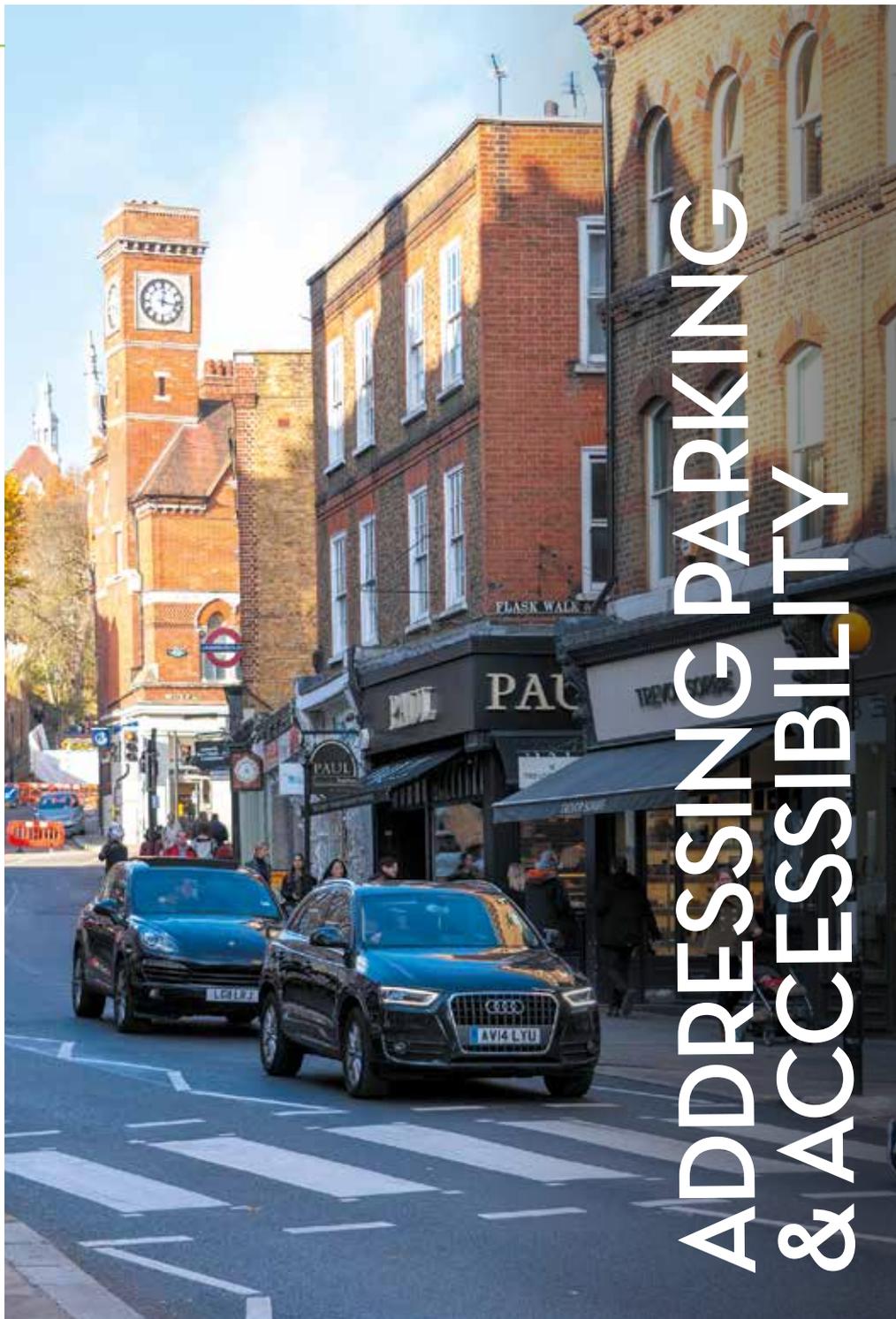
**Improving the street scene:** Our regular pavement deep-cleaning via a specialist contractor has had a marked effect on the general ambience of the Village, removing grime from dozens of hotspots and maintaining a standard our customers expect from Hampstead's forecourts. Other BID-funded environmental improvements across the Village include the hanging basket floral displays from June to September and the stunning Christmas and Winter Lights scheme, which is being extended and improved annually. We monitor the state of the Village closely and coordinate with Camden Council to ensure they address issues such as pavement and crossing repairs, street furniture repainting, graffiti removal, flytipping and completing the lamp column replacement scheme. Importantly, we commissioned the Public Realm Street Study to inform a

longer-term approach to improving the public realm, including practical projects which will help improve navigation, lessen clutter and improve Hampstead Village's 'walkability' and general attractiveness to visitors, our customers. Working with other local groups and stakeholders, we will use the report and recommendations to prioritise projects which would serve the best interests of the area and could be pursued subject to funding.



## WHAT'S NEXT? 2019-2020

- Monitor the baseline agreement with Camden Council, collecting and reporting data which is then reported through to Camden for repairs and maintenance such as lighting and pavement repairs;
- The BID will continue to oversee the cleaning contract and how this adds value over and above the baseline agreement, reviewing the impact and outputs to date;
- Explore a waste consolidation scheme for businesses, and other consolidation opportunities;
- Continue with greening and floral displays entering London in Bloom for 2019, building on this theme with bespoke designs featured throughout the footprint, but taking advantage of social media;
- Work with the Camden Council, TfL, and other strategic partners on the recent Public Realm Street Study undertaken to explore opportunities around de-cluttering, new interventions and funding packages to take schemes forward such as S.106/CIL funding and LIP funding;
- Work with the Met Police and businesses on tackling shoplifting, anti-social behavior (ASB) and other low-level crime reported. To join up the communication between traders via "smarter" technology Apps currently being trialed in other BID districts to speed up reporting and notify other traders of potential issues;
- Respond to consultations such as the Hampstead High Street consultation regarding the street scene and any changes to parking, crossings, pavements, and any other pedestrian issues.



**Addressing parking and accessibility:** Based on extensive concern and many inputs from businesses, we are in dialogue with Camden and TfL about practical transport-related improvements that could be made in our area. Whilst achieving any significant change to current arrangements is a longer-term strategy, we will continue to pursue and work collaboratively with stakeholders and work in tandem with other interest groups.

## WHAT'S NEXT? 2019-2020

- Set out reviews of air-quality and apply for appropriate funding and engage constructively with other partners on this matter;
- Ensure that a review of parking in the area is done to identify hot spots of particularly difficult locations in order to address those as a priority;
- Monitor developments from planning projects to ensure any parking and accessibility problems are addressed properly.



# BUSINESS SUPPORT

Supporting individual businesses – we help with issues such as trade waste collection problems; planning applications; and assistance with marketing and promotion. In addition, the BID collaborated with Meerat Associates, a specialist procurement company, to identify a total of £83,000 in savings for businesses on outgoings such as utilities, telecoms and merchant fees. We also convene the monthly Hampstead Business against Crime meetings with the Police and coordinate other periodic business networking events in conjunction with host businesses.

## Promoting the business community's interests:

We continually raise the concerns and needs of our business community with Camden Council and other bodies, responding to consultations and proactively escalating your issues and suggestions. The BID's feedback carries significant weight with Camden Council in particular, and we have excellent access to their senior management and operational teams, which enables us to influence the focus of their work. This includes informing matters such as the Discretionary Business Rates Relief Scheme and challenging or commenting on planning applications (including premises change of use) and potential initiatives which

might have a positive or detrimental effect on the BID area, such as proposed new wayfinding schemes and illuminated bus stop advertising.

Collaborating with residents' groups - we maintain close links with the Heath & Hampstead Society and Hampstead Neighbourhood Forum and work with them on emerging opportunities as well as issues and planning matters where the business and residential communities have common interests, for example on the emerging Hampstead Neighbourhood Plan, a document which will influence future planning policy in Hampstead.

## WHAT'S NEXT? 2019-2020

- Continue to update our business directory to promote the business community through our website and social media;
- Represent the interests of the business community through consultations, parliamentary committee hearings, commenting on local policy changes and problems;
- Create a visitor guide to be available for businesses and tourists in order to highlight the amenities and attractions of Hampstead Village;
- Continue to develop and build on the website to host information and news relevant to businesses such as parking suspensions, information from the Greater London Authority, Camden Council, TFL and others;
- Roll out free training courses including topics such as digital strategy, first aid, fire marshal, dementia training etc;
- We will continue to develop our communication and engagement strategies to ensure that member businesses and their staff are kept informed and aware of the support and resources to them via our website;
- We will continue to participate and collaborate with the Heath and Hampstead Society, Hampstead Neighbourhood Forum and other relevant local groups to ensure business interests and concern are heard.

# INCOME & EXPENDITURE 2018/19

INCOME	2018/19
BID Levy	237,622
Less Statutory contingency	
Voluntary Subscriptions and Grant Income	14,713
<b>Total</b>	<b>252,336</b>
<b>LESS EXPENDITURE</b>	
Marketing and Promotion	
Social Media	12,059
Website	5,230
Events Costs including Christmas and Summer Festival	45,430
BID Project Manager	18,899
<b>Total</b>	<b>81,618</b>
Improving the Street Scene, Parking and accessibility	
Floral Display	6,820
Street Cleansing and Public Realm	32,735
Recycling and Consolidation scheme	2,013
Christmas Lights	48,207
BID Project Manager	18,899
<b>Total</b>	<b>108,672</b>
Business Support	
Workshops and Networking meetings	
BID Project Manager	12,599
<b>Total</b>	<b>12,599</b>
Overheads	
BID Project Manager	6,300
Management Support	400
Statutory Obligations including insurance, compliance and Levy collection fee	27,396
<b>Total</b>	<b>34,096</b>
<b>Total Expenditure</b>	<b>236,985</b>
Surplus	15,351
Surplus carried forward 17-18	37,880
Surplus to carry forward	53,231

\* Financial year to March 2019- Projection correct as at 25 March 2019.

\* 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.

Notes: Project management lines are included under each programme heading and constitute full project management of all aspects of each programme.

# ANTICIPATED INCOME & EXPENDITURE 2019/20

INCOME	2019/20
BID Levy	220,000
Less Statutory contingency	(24,400)
Voluntary Subscriptions and Grant Income	36,000
<b>Total</b>	<b>231,600</b>
<b>LESS EXPENDITURE</b>	
Marketing and Promotion	
Social Media	12,000
Website	4,000
Events Costs including Christmas and Summer Festival	50,350
BID Project Manager	15,000
<b>Total</b>	<b>81,350</b>
Improving the Street Scene, Parking and accessibility	
Floral Display	9,000
Street Cleansing and Public Realm	18,000
Recycling and Consolidation scheme	13,000
Christmas Lights	38,000
BID Project Manager	15,000
<b>Total</b>	<b>93,000</b>
Business Support	
Workshops and Networking meetings	5,000
BID Project Manager	10,000
<b>Total</b>	<b>15,000</b>
Overheads	
BID Project Manager	5,000
Management Support	7,500
Statutory Obligations including insurance, compliance and Levy collection fee	25,250
<b>Total</b>	<b>37,750</b>
<b>Total Expenditure</b>	<b>227,100</b>
Surplus	4,500
Surplus carried forward 18-19	53,231
Surplus to carry forward	57,731

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

The BID will continue to use the 2010 rateable value listing as well as the same multiplier in order to maintain the BID levy the same for the third year in a row.



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