

We've been busy.

Updates 2016/17



Here's a snapshot of what we have been doing and an outline of things to come for 2017/18.

We have been working across 4 pillars of activity and will continue to do so through to 2020:

Profile and Reputation Building

Destination Experience

Asset Management

Business Engagement

BEE

MIDTOWN





Destination Experience

projects to enable return on investment and value for money: measuring area carbon emissions with Kings College; developing sustainable and innovative business solutions; pioneering projects to make Midtown the destination of choice for business in London.

Cycle Vault — book your place and benefit from secure cycle parking, showers and locker facilities.

cyclevault.inmidtown.org

Cultural Walks — The programme has been running for over 10 years, with an average of 3,000 attendees per year – see full details here:

www.bee-midtown.org/walks

Midtown Concierge — We launched two new projects part funded by TfL, designed to tackle air pollution, decongest our streets and result in tangible ROI to all business participants. Purchasing Daily Essentials items such as bread, milk, and fruit through our partner Jones Bros saves time and money and helps decongest our streets by consolidating freight. Personal Deliveries consolidates individual on-line purchases to the work place and saves on time and mail room costs. Find out more and sign up today:

www.bee-midtown.org/smart-deliveries

Profile and Reputation Building

through delivering an annual programme of area-wide events: driving footfall to increase dwell time, sales, and appreciation; B2B and B2C marketing initiatives; reputation enhancement through media coverage and publicity.

Halloween — Impressive social campaign for Midtown with over 600,000 impressions over Twitter, Facebook and Instagram.



Big Ideas Exchange — the next series will launch in Autumn 2017.

PR — partnership arrangements with Time Out and the Evening Standard.



FARRINGTON & CLERKENWELL

We launched the Farringdon & Clerkenwell Business Improvement District (BID) on 1st May 2016, with just under 100 business members – a natural extension east as London's connectivity increases with the upgrade of Thameslink and the completion of the Elizabeth Line in 2018.

Asset management

to create a lasting legacy. We have supported and partnered on area-wide improvements including:

£600m upgrade solution for Holborn station
bee-midtown.org/2017/04/holborn-station-upgrade-update

West End Project — Camden's regeneration of New Oxford Street, Prince's Circus and more.

Coming soon

Midtown Walk — plans for Kingsway, Southampton Row and New Oxford Street.

Crime reduction — our partnership with the Met Police continues with our two dedicated Officers and their local Hotel Watch and Business Watch information sharing groups.

Wayfinding and street environment — our information Kiosk and Ambassador service answered thousands of enquiries last year to enable everyone to get the most out of their time and experience here.

Business Engagement

enabling high impact, local 'responsible business' initiatives to build the local community and local economy.

Take Part — a partnership with the British Museum to enable work experience for local young adults.

Bee Wild — will green the area and engage businesses and local employees within a social responsibility programme including urban bee keeping and roof top gardening. We have been working with the Wildlife Trust to develop this project - contact us to get involved and for a jar of honey.

Coming soon is an area guide listing all the great places in the district and where to go for lunch or after work — ideal for new starters and team building sessions.

We launched our new brand identity in October last year.

Visit us —
www.bee-midtown.org

Follow us —
[@MidtownLDN](https://twitter.com/MidtownLDN)



Income and Expenditure

We have lobbied government regarding the re-evaluation of Business Rates.

There will be no increases to the annual Levy we charge businesses because we will continue to use the 2010 valuation figures until 2020.

2016/17: BID Levy generated £1.9m

Additional investment generated: £550,000

Communications - 40%

Project Delivery - 40%

Services - 20%

2017/18: Anticipated BID Levy £2m

Communications - 40%

Project Delivery - 40%

Services - 20%

Book a catch up with our team to find out more:

info@bee-midtown.org or 020 7078 7077

**We have moved – please note
our new office address**

Bee London

WeWork / 3 Waterhouse Square

138 Holborn / London / EC1N 2SW

Bee Midtown is a not for profit company limited by guarantee

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