

PRIMERA

Safer City Partnership

January 2024

Placemaking

Partnerships

Sustainability

What is a BID?



In the UK, a Business Improvement District (BID) is a business-led and business funded body formed to improve a defined area



Established under central government legislation in 2004, BIDs are public-private partnerships bringing together businesses and local authorities



The BID legislation allows for a large degree of flexibility and as a result BIDs vary greatly in 'shape', size and income



The average size of a BID is 300-400 businesses, with some of the smallest having fewer than 50 and the largest at 2,500



Annual income is typically £200,000-£600,000 but can be less than £50,000 per annum or over £2 million



Why do we need BIDs in urban communities?

Retain competitive edge

Contracting public purse

Leverage investment and growth

Distinctive combination of business sectors

Development pipeline and economic growth

Work with neighboring BIDs on bigger issues

London BIDs...

- More than 70 established BIDS in Greater London
- Across the UK £130m of levy income is invested by BIDs each year and 35% of that is raised by London BIDs
- In the City of London five BIDs (all managed by Primera) generate a levy income of around £9 million per annum
- In Westminster BIDs are investing more than £100m over 5 years, placing the private sector in a vital position and playing a crucial role in the future shape of the city
- BIDs are the glue that pull areas and communities together – creating a shared vision
- In London's CAZ, BIDs are driving ambitious strategic agendas and support the resilient city of the future



Primera key stats...

Covers over 650
hectares across
central London

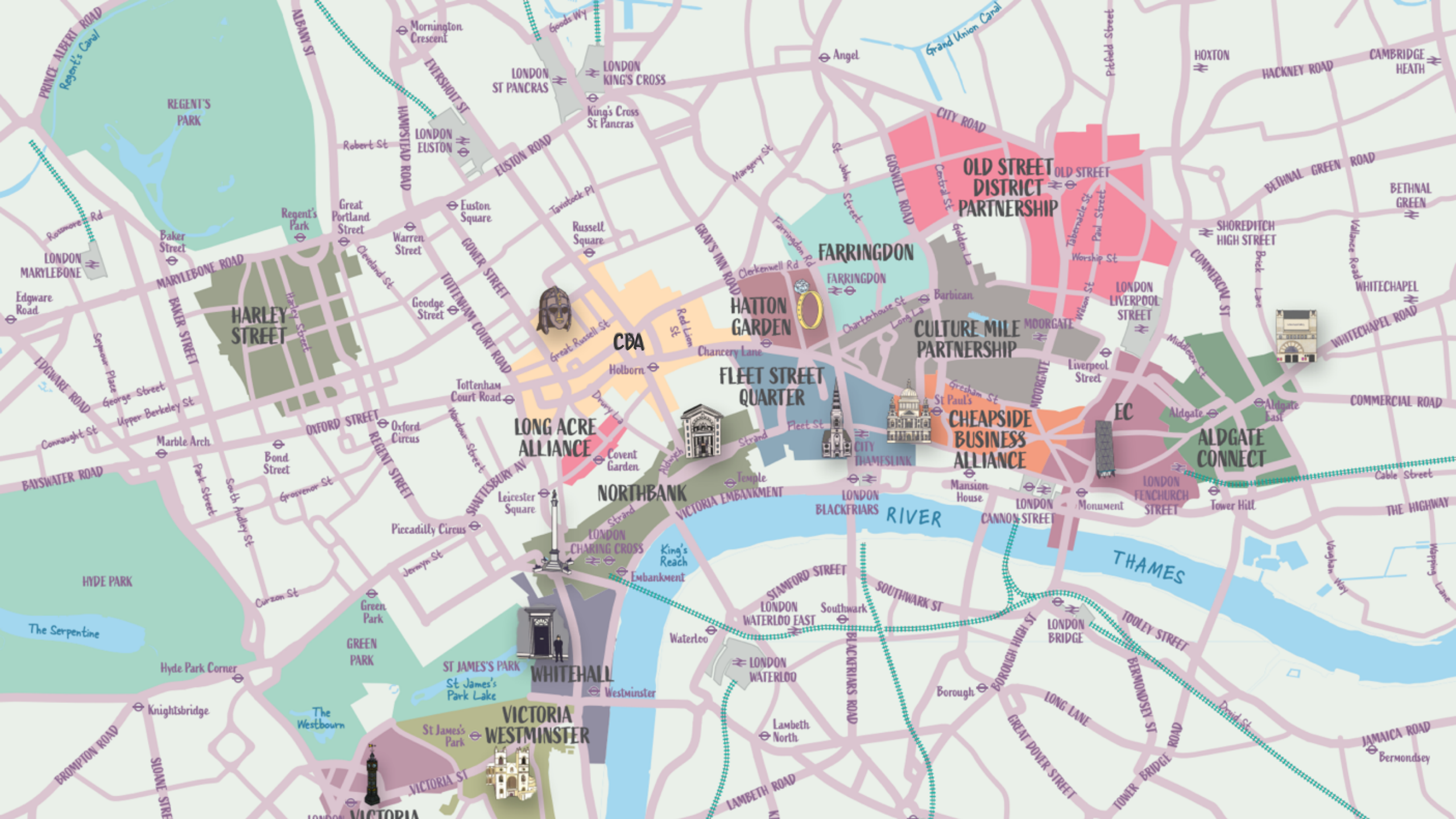
Over 3000 levy
paying businesses
represented

Approximately
1 million
employees
work across
our footprints

Over £80m raised
across our 12
London BIDs

Primera's BIDs...





OLD STREET DISTRICT PARTNERSHIP

FARRINGTON

HATTON GARDEN

FLEET STREET QUARTER

CULTURE MILE PARTNERSHIP

CHEAPSIDE BUSINESS ALLIANCE

ALD GATE CONNECT

LONG ACRE ALLIANCE

NORTH BANK

WHITEHALL

VICTORIA WESTMINSTER

HARLEY STREET

CDA

THAMES

RIVER

REGENT'S PARK

HYDE PARK

GREEN PARK

ST JAMES'S PARK

THE WESTBOURN

LONDON VICTORIA

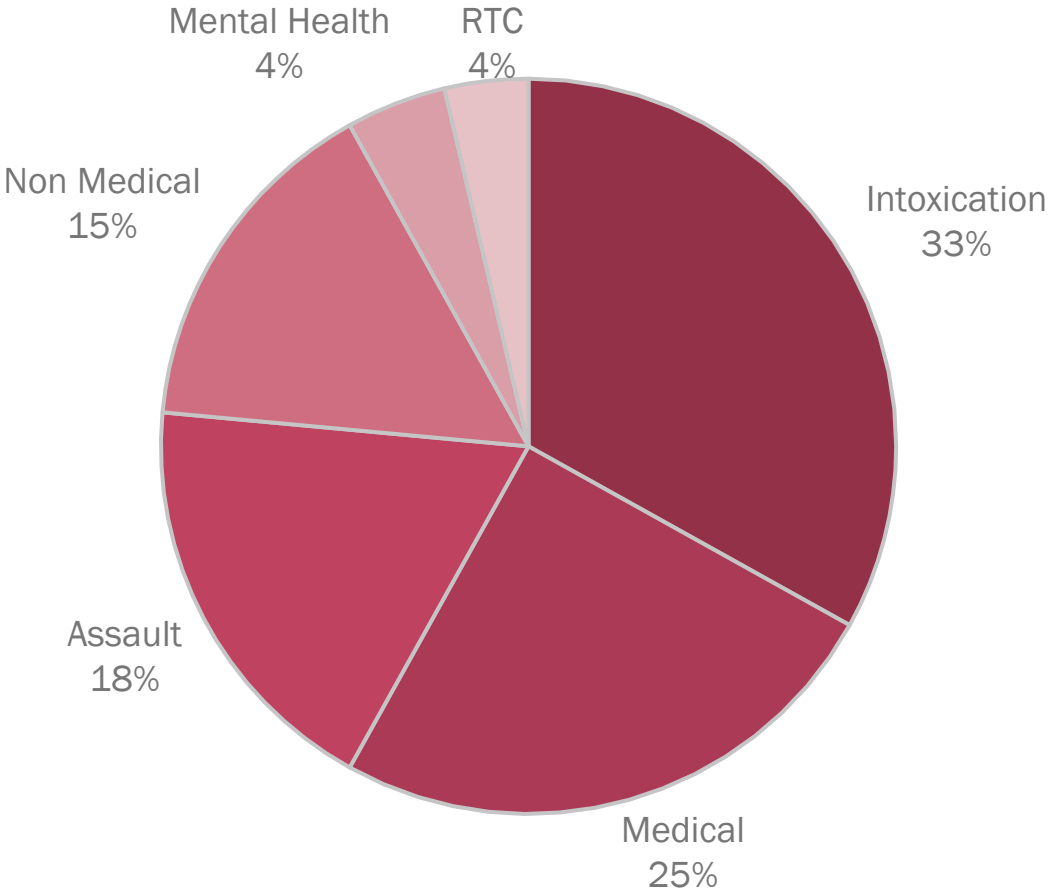
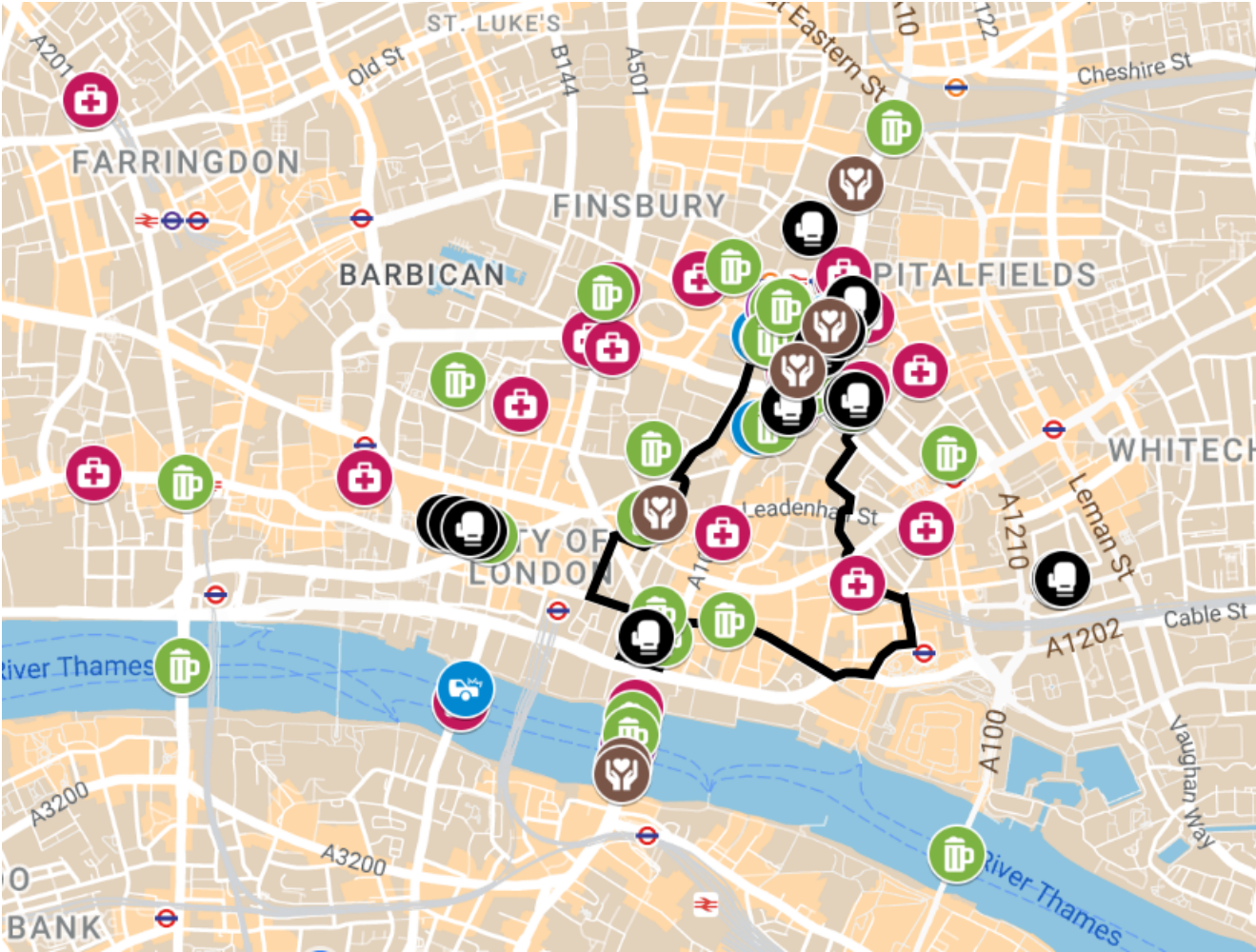


Welfare hub and medic initiative...

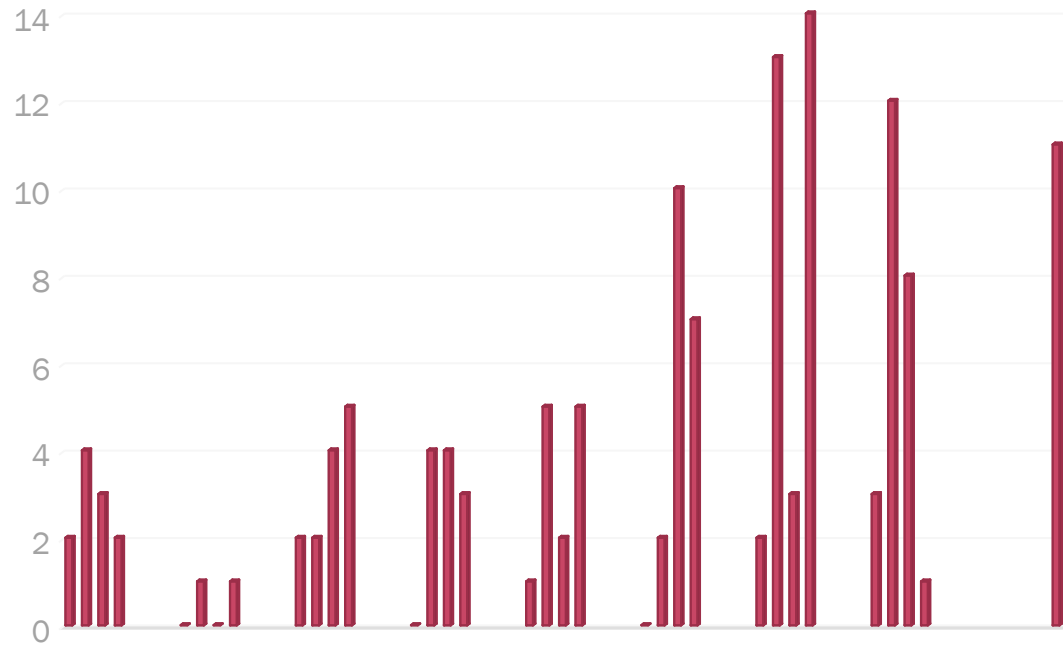
- Pilot from 1st Nov to 23rd Dec plus New Year's Eve
- 2 x medics, 2 x security personnel and 2 police officers based at the Hub, 2 x cycle medics and 1 x paramedic in patrol vehicle
- Assisted 136 people, 70% male and 30% female
- 24% of those who used the hub were homeless and seeking medical treatment, shelter or food and drink
- Requests from Police accounted for 71% and 11% from TfL and Network Rail
- 46% sent to hospital
- Approximately 60 ambulance calls avoided



Location and nature of incidents...

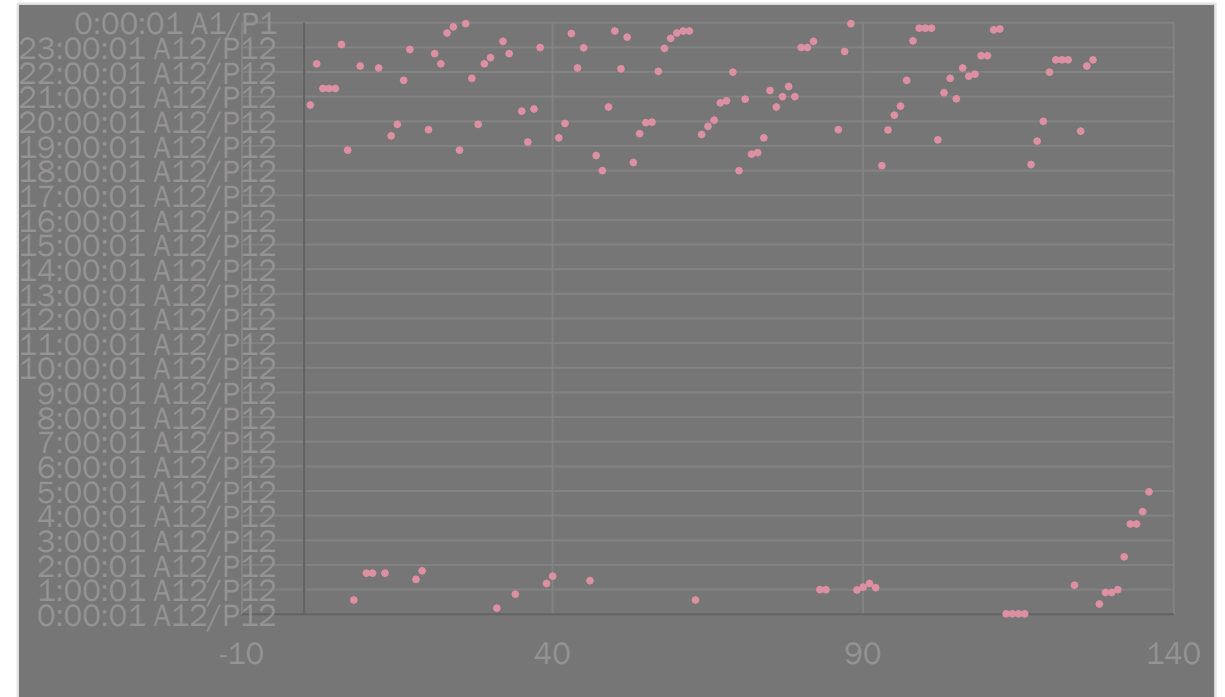


Date of incidents...



4444444444
5555555555
5666666666
901123345
741852963

Time of incidents...





SAFER PATH TO WORK

SAFER PATH FOR WOMEN

SAFER PATH TO BEING... SAFER

SAFER PATH FOR LGBTQ+ PEOPLE

SAFER PATH TO BEING HEARD

What is Safer Paths?

Safer Paths is a collaborative business engagement campaign bringing safety in the City to the people, providing access to resources and information.

It is a long-term initiative that aims to tackle violence against women and girls within the City of London and neighbouring boroughs through a collaborative and engaging communication campaigns.



Safer Paths Objectives...

- Support businesses offering guidance and advice
- Signpost support opportunities for any vulnerable individuals.
- Highlight nearby safe venues and organisations for anyone feeling unsafe in the City of London.
- Showcase **#SaferPaths** approved businesses within the City of London that can offer support and guidance.
- Raise awareness of venues who deploy night-time safety schemes – e.g. Ask for Angela, WAVE.
- Reverse the perception of ‘unsafeness’ through careful empowerment messaging.



Early supporters...

- Aldgate Connect Business Improvement District (BID)
- City of London Corporation
- City of London Police
- Tower Hamlets
- Metropolitan Police



Implementation plan...

- Phase 1 – raise awareness, secure additional supporters, nominate champions, produce awareness booklet and website, agree measures of performance.
- Phase 2 - identify safe hub locations, develop App, launch events programme, explore expansion opportunities .



Future Proposals...

- Feedback from the City of London Police and TfL on the hub has been extremely positive, we propose to provide spaces in 2024.
- We intend to provide cycle medics throughout 2024 on Thursday, Friday and Saturday evenings after the successful pilot, with scope for additional funding working with our other City BIDs.
- Continue to fund the intelligence analysis resource to bring together and data from different sources and provide SCP Members with better accuracy and visibility.
- We will once again be part-funding the taxi marshal initiative at Liverpool Street Station, and we would like to explore opportunities to expand to other locations.
- We will continue to offer training and run awareness campaigns for the business community on key safety and security themes.
- Progress phase one actions for Safer Paths initiative.
- We will continue to support existing and new initiatives proposed by Statutory Members of the Safer City Partnership and welcome closer collaboration going forward.



Useful links...

<https://www.kingsfund.org.uk/audio-video/key-facts-figures-nhs>

[Night Time Safety Hub Highlights Edit 1 2.mp4 - Night Time Hub Finals - Frame.io](#)

[Primera: The regeneration specialists \(prime-era.co.uk\)](http://prime-era.co.uk)

