

NEW WEST END COMPANY

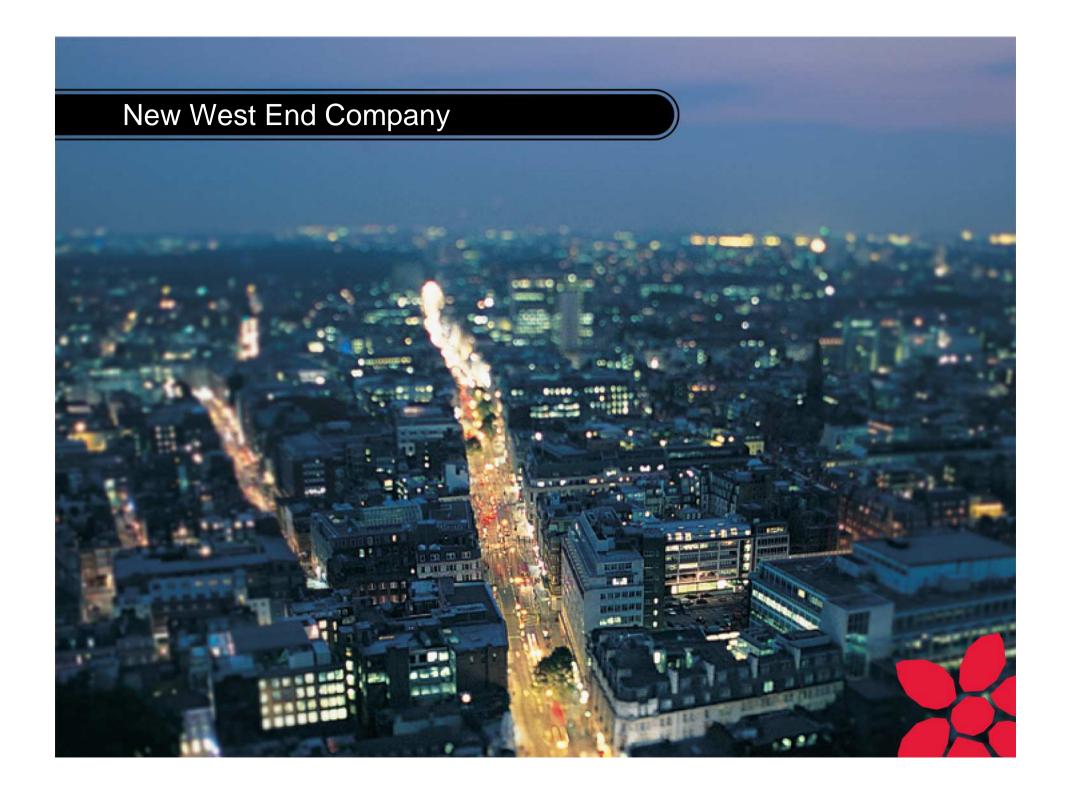
Bond Street | Oxford Street | Regent Street





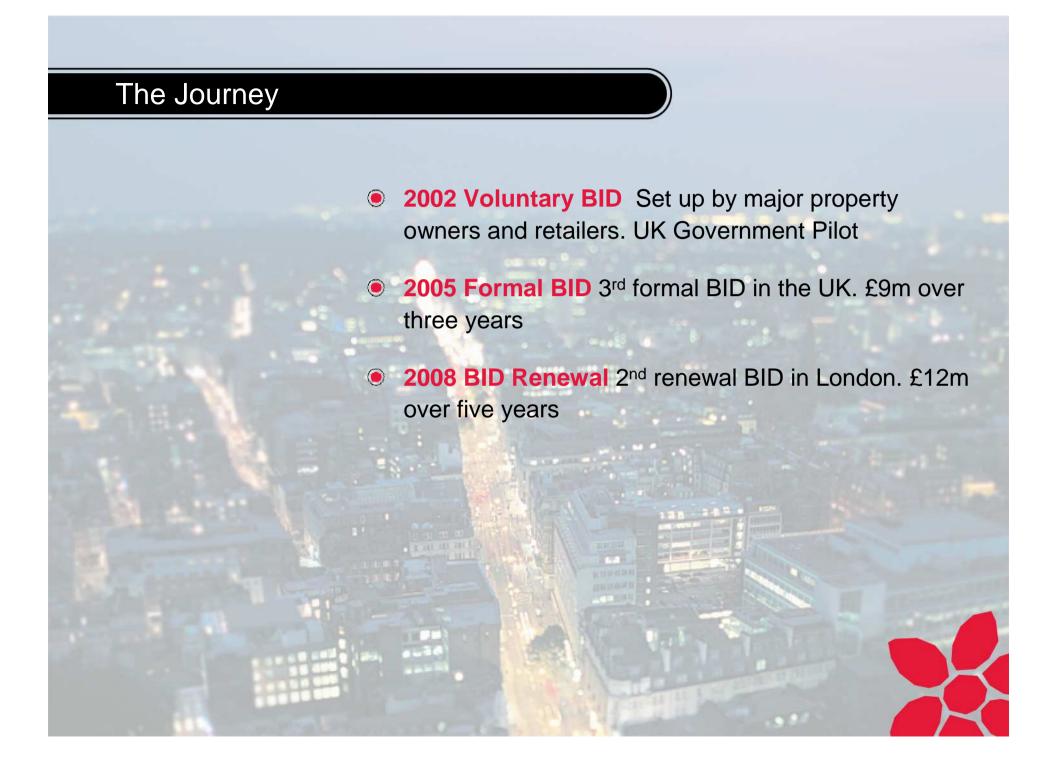


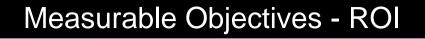
- 200 million visitors annually spending £7.6bn a year
- Retail property value over £3.5bn with 6.5 million square foot of retail space
- 120 international brands, 176 flagship stores and over 600 retailers
- Up to 250 buses an hour passing down Oxford Street
- Complex mix of stakeholders both public & private sector



New West End Company

- New West End Company is Business Improvement District (BID). A company dedicated to driving forward London's West End as the world's top shopping & leisure destination
- New West End Company is funded by a 1% levy of Rateable Value from 600 major retailers on Bond Street, Oxford Street and Regent Street and also by voluntary contributions from the District's major Property Owners
- Our job is to ensure the commercial success of the area by managing, promoting and developing the area, and improving it with a multi million pound action plan to delivered by 2020





- Increasing footfall and sales
- Reducing crime
- Creating a cleaner and friendlier experience
- Leveraging investment
- Business leadership
- Rejuvenation of the West End



Return on Investment

- Traffic-Free Events incremental spend £50m 2011
- £22m media coverage over 1000 stories 2011
- Over £1m commercial / sponsorship income
- West End Sales 2.3% Up 2011 vs 2010 (UK -1%)
- Rental Values 10-15% increase £1,000 sq ft Bond St
- Crime Reduced 12% last three years
- 80% members companies attended events & briefings
- Masterplan delivering £2bn Regeneration

Business Advocates

"New West End Company ensure that there is a body that can put significant investment into the West End, targeted directly to the needs of the area and particularly the customers. Great progress is being made to improve Oxford Street and make it a great destination."

Sir Philip Green, Arcadia

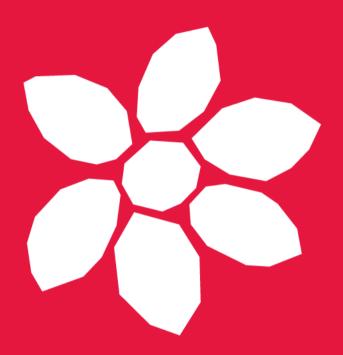


Further Information

www.newwestend.com

Jace Tyrrell – Director of Communications
Ph. +44207 0680 E. <u>Jace.tyrrell@newwestend.com</u>





NEW WEST END COMPANY

Bond Street | Oxford Street | Regent Street