




NEW **WEST END** COMPANY

Bond Street | Oxford Street | Regent Street



Jace Tyrrell Director of Communications
New West End Company

London's West End



London's West End

- **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



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- 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



The Journey

- **2002 Voluntary BID** Set up by major property owners and retailers. UK Government Pilot
- **2005 Formal BID** 3rd formal BID in the UK. £9m over three years
- **2008 BID Renewal** 2nd renewal BID in London. £12m over five years



Measurable Objectives - ROI

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



Return on Investment



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. Jace.tyrrell@newwestend.com





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