

Delivering Prosperity and Diversity through Business Improvement Districts

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Managing Director Primera Corporation Ltd.

Primera

The regeneration specialists

INTRODUCTION

- Oversee a number of BIDs/Business Led partnerships
- The role of BIDs in Place shaping
- BIDs aspirations for a location
- Baseline of a BID District
- Development and implementation of a Place shaping Strategy

GUIDING PRINCIPLES

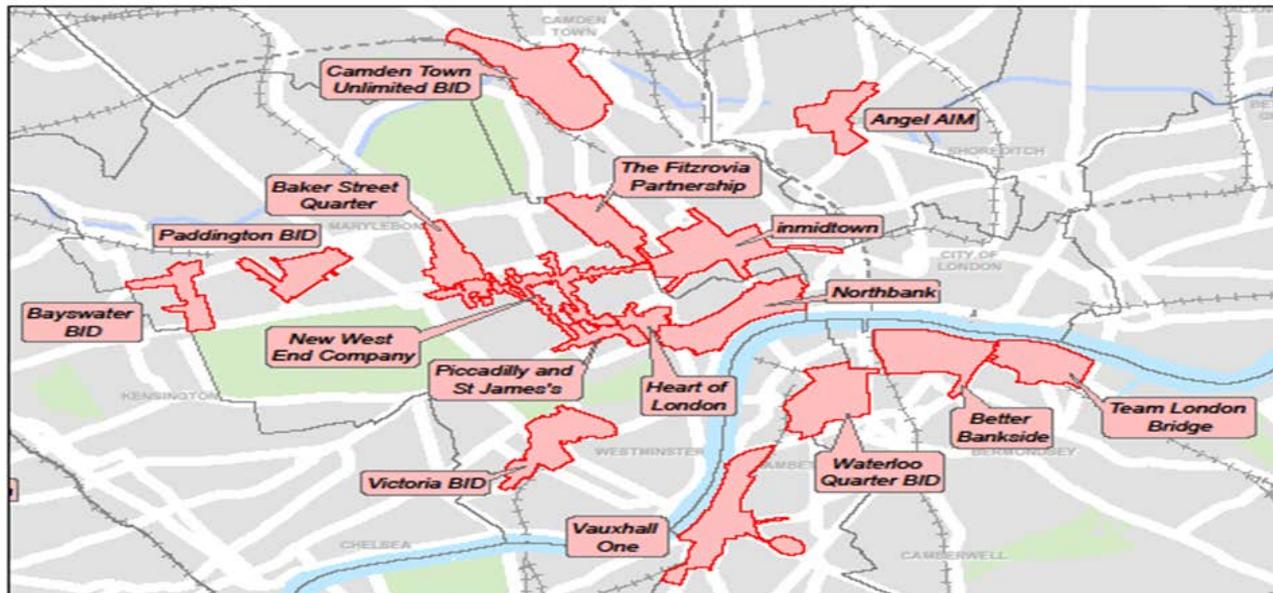
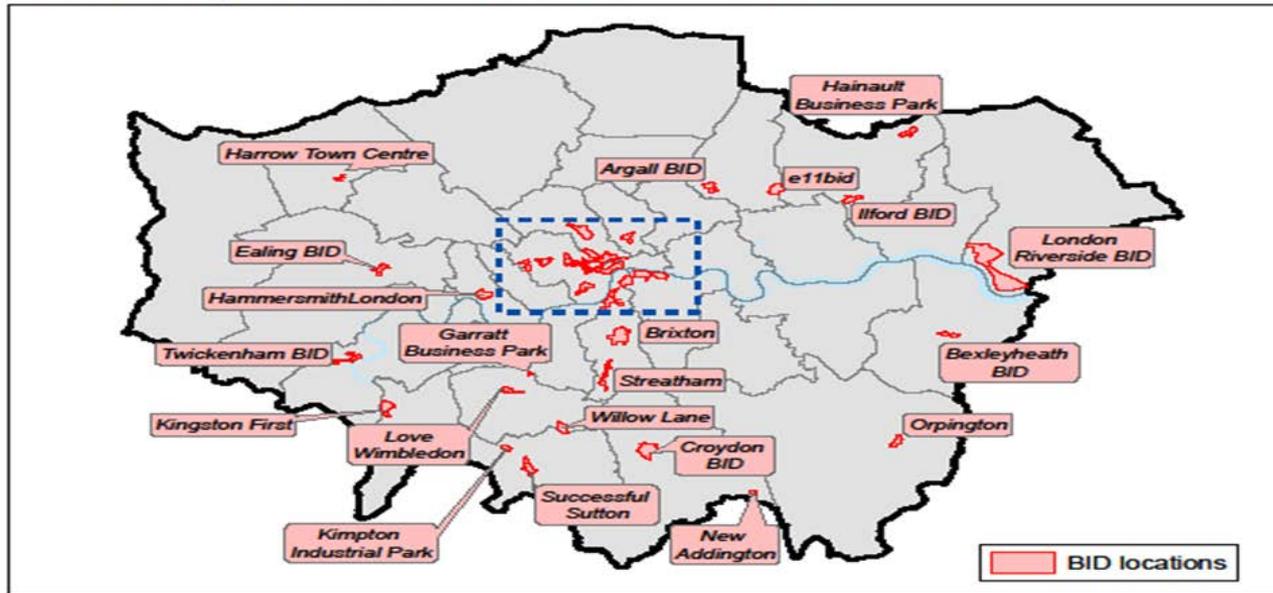
- We manage districts as places, not just buildings.
- We seek to create places hosting resilient communities.
- We recognise the importance of BIDs being well connected.
- We seek to deliver a vision through deeper collaboration.

WHAT DO WE WANT TO ACHIEVE

We want our districts to be more flexible, more open & more appealing with:

- Active locations
- Integrated districts that are open to the rest of London
- Well connected
- Better streets with less traffic
- The best green, open spaces
- Thriving, enterprising businesses
- An architecturally interesting location

Business Improvement Districts - December 2013





THE BIDs



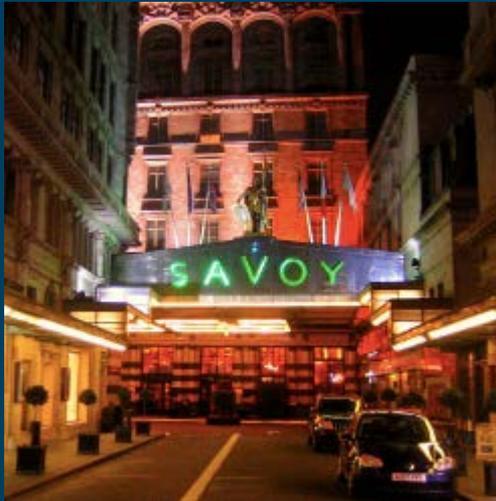
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TRAFALGAR SQ · STRAND · ALDWYCH



THE FUTURE OF THE NORTHBANK



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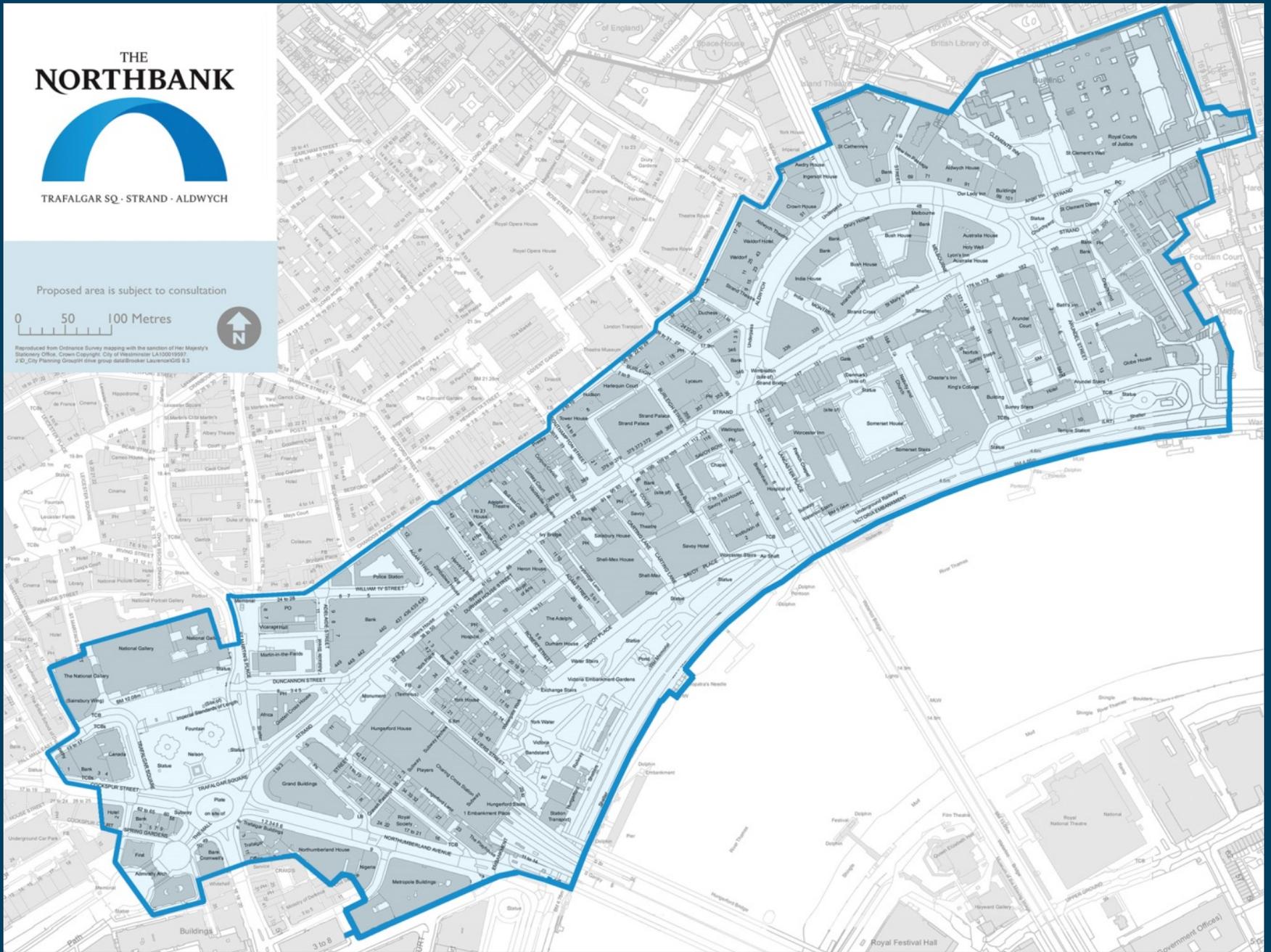
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Proposed area is subject to consultation

0 50 100 Metres



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210_City Planning Group/pt drive group data/brocker Lauren/GIS 9.3



Northbank Public Realm



PUBLIC REALM VISION AND STRATEGY

June 2015

Publica



The Northbank

The Northbank Business Improvement District
Northbank Tree Study

September 2015



norman rourke pryme
traffic and transportation

28th April 2016

ALDWYCH GYRATORY CONCEPT STUDY



DRAFT REPORT FOR NORTHBANK BID MEMBERS COMMENTS



A VISION FOR ALDWYCH

April 2016

Publica

THE NORTHBANK



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Aldwych

ALDWYCH PROJECTS

- MAJOR INFRASTRUCTURE PROJECTS**
- 1 EAST-WEST CYCLE SUPERHIGHWAY
- 2 GARDEN BRIDGE
- 3 CROSSRAIL 1 & 2
- 4 THAMES TIDEWAY TUNNEL
- 5 THAMESLINK

- POTENTIAL ALDWYCH PROJECTS**
- A1 ALDWYCH GYRATORY
- A2 ST MARY-LE-STRAND
- A3 ST CLEMENT DANES
- A4 BUSH HOUSE COURTYARD WEST
- A5 BUSH HOUSE COURTYARD EAST
- A6 INDIA PLACE / MONTREAL PLACE
- A7 MELLBOURNE PLACE
- A8 WELLINGTON STREET
- A9 KINGSWAY
- A10 ARUNDEL STREET

- OTHER COURTYARD PROJECTS**
- B1 SOMERSET HOUSE NEW WING FORECOURT
- B2 SOMERSET HOUSE TERRACE EAST
- B3 KING'S COLLEGE COURTYARD
- B4 ARUNDEL GREAT COURT

- POTENTIAL EMBANKMENT PROJECTS**
- E1 RIVER PROMENADE
- E2 TEMPLE PLACE

- POTENTIAL SECONDARY STREET PROJECT**
- C1 STRAND LANE - KING'S COLLEGE COURTYARD

- NR:** PROJECT NUMBERS HAVE BEEN TAKEN FROM DISTRICT-WIDE PUBLIC HEALTH STRATEGY



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Villiers Street

VILLIERS STREET

MAJOR INFRASTRUCTURE PROJECTS

- 1 EAST-WEST CYCLE SUPERHIGHWAY
- 2 GARDEN BRIDGE
- 3 CROSSRAIL 1 & 2
- 4 THAMES TIDEWAY TUNNEL
- 5 THAMESLINK

POTENTIAL ALDWYCH PROJECTS

- 6 VILLIERS STREET
- 7 WEST ENTRANCE TO VICTORIA EMBANKMENT GARDENS
- 8 CHARING CROSS STATION FORECOURT
- 9 ADELPHI TERRACE / VICTORIA EMBANKMENT GARDENS' 'BUND'
- 10 HIGH LEVEL WALKWAY TO CHARING CROSS
- 11 EMBANKMENT PLACE

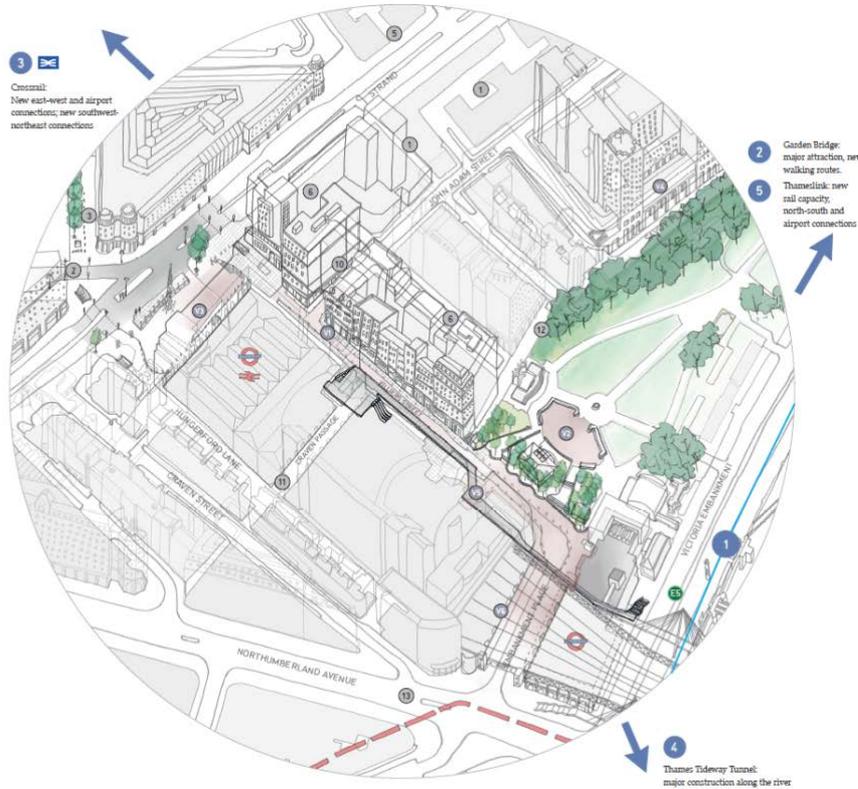
POTENTIAL SECONDARY STREET PROJECTS

- 12 ALLEYS, LANES AND COURTS
- 13 DUNCANNON STREET
- 14 ADELAIDE STREET
- 15 BEDFORD STREET
- 16 BUCKINGHAM ARCADE / BUCKINGHAM STREET
- 17 YORK PLACE
- 18 THE ARCHES - CRAVEN PASSAGE
- 19 SAVOY PLACE
- 20 EMBANKMENT PLACE - WHITEHALL PLACE

POTENTIAL EMBANKMENT PROJECTS

- 21 RIVER PROMENADE
- 22 EMBANKMENT PIER

NB: PROJECT NUMBERS HAVE BEEN TAKEN FROM DISTRICT-WIDE PUBLIC REALM STRATEGY



3 **Crossrail:**
New east-west and airport connections; new southwest-northeast connections

2 **Garden Bridge:**
major attraction, new walking routes.
Thameslink: new rail capacity, north-south and airport connections

4 **Thames Tideway Tunnel:**
major construction along the river

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Additional Services

NORTHBANK AMBASSADORS



NORTHBANK CLEAN TEAM



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Eye-catching improvements

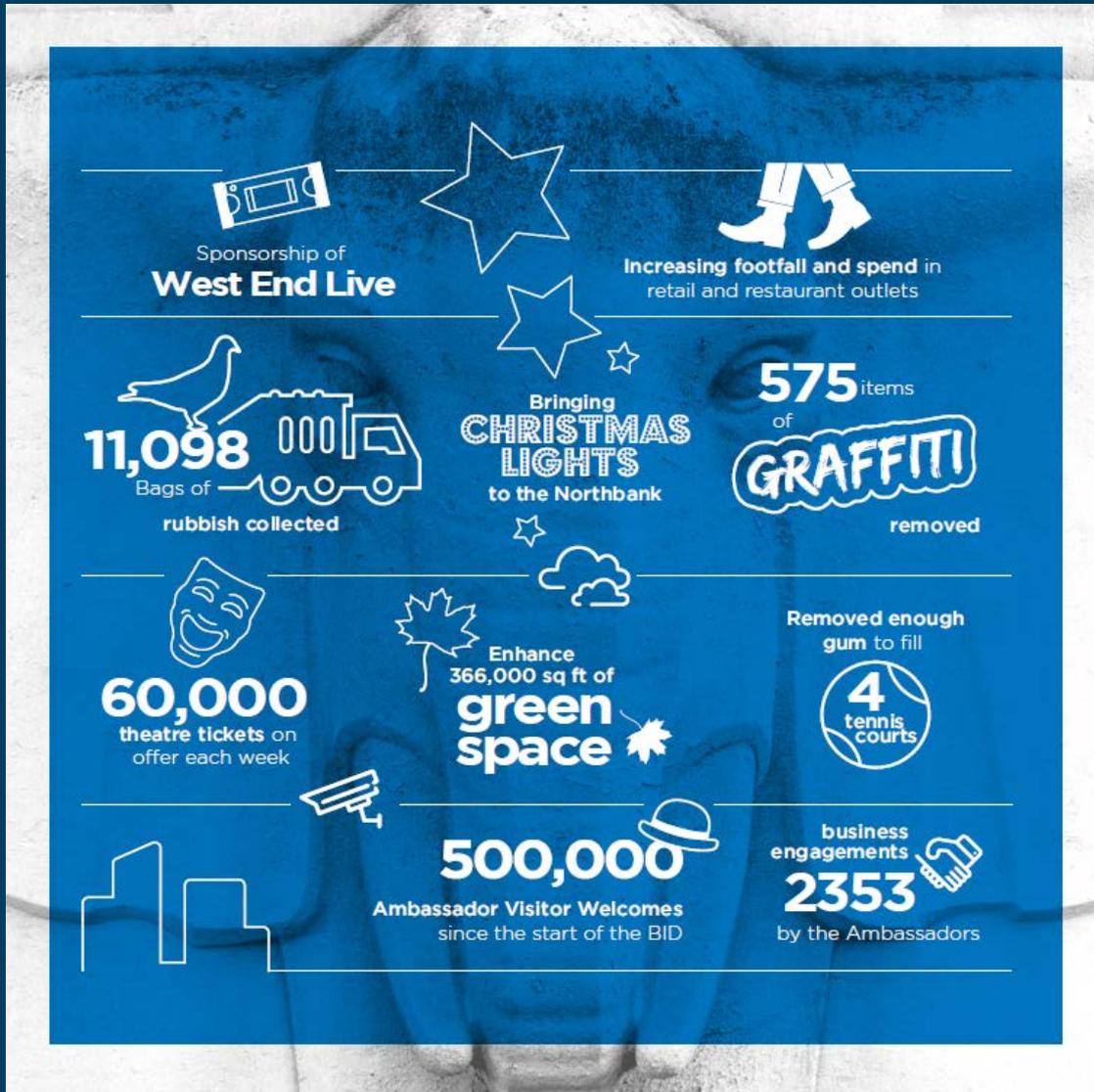


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Success in 2016/2017



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Privilege card & magazine



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Safe and Secure

Security



Outreach/Engagement



Working together with Partners



Thank you
We need your support to help the vulnerable homeless and reduce begging for caring about London's homeless

From being homeless to building homes.
"Now I've got my own place I've started working for a building firm. I feel like a human being again."
Dean



Success in 2016/17

SUMMER FESTIVAL



DIGITAL MARKETING

THE NORTH BANK
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The Northbank @TheNorthbankLDN
London's exciting central destination for working, living & playing, with some of the country's most iconic sites. @TheNorthbank is 4 listings
the Northbank, London
thenorthbank.london
Joined June 2012
330 Photos and videos

TWEETS 5,350 FOLLOWING 1,653 FOLLOWERS 1,350 LIKES 1,350

The Northbank @TheNorthbankLDN · 43m
#Learn about the #law and gain an industry insight into #disabilityatwork with our #complimentary #seminar 23 June buff.ly/2BLG8ja

You Retweeted
City Showcase @CityShowcase · 10h
Monday 27 June the #CityShowcase team will be in Victoria Embankment Gardens working with @TheNorthbankLDN at

The Northbank Summer Festival
This summertime festival returns for 2016 for a month-long celebration in the sun. Highlight include Wimbledon screenings (Jun 27 - Jul 1), the Em...
timeout.com

Your Tweet activity
Your Tweets earned 1,822 impressions over the last 24 hours
11AM
View your top Tweets

Who to follow - Retain View all
Lapsi UK @Lapsi_UK
Lapsi Follow Promoted
Maria Sharapova @Maria...
Follow
Juan M. del Póro @delpo...
Follow

Find trends
Trends Change
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#THINKTECH

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Corporate Social Responsibility

Wellbeing



Careers Event



Air Quality



Thank you
We need your support to help the vulnerable homeless and reduce begging for caring about London's homeless

From being homeless to building homes.

"Now I've got my own place I've started working for a building firm. I feel like a human being again."

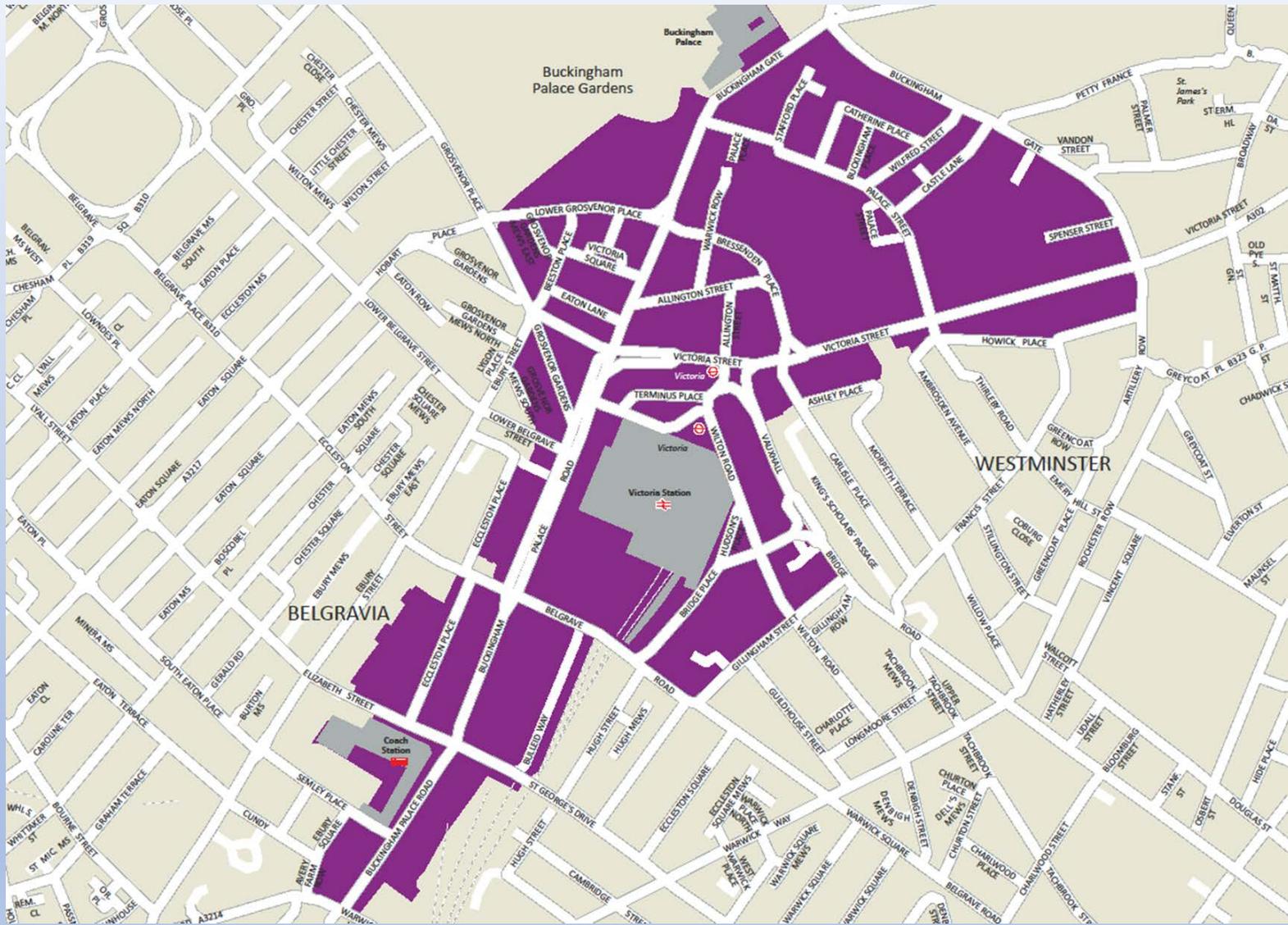
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Buckingham Palace
Buckingham Palace Gardens

WESTMINSTER

BELGRAVIA

Victoria
Victoria Station

Coach Station

Victoria BID PUBLIC REALM WORKSHOP – SELECTED PROJECTS MAP





THE FUTURE OF HATTON GARDEN



HATTON GARDEN



www.hatton-garden.london

Business Plan

BID went live in
October 2016

Levy income just
over £2 million

79% voted YES to
the BID

BID term
4,5 years

330 member
businesses

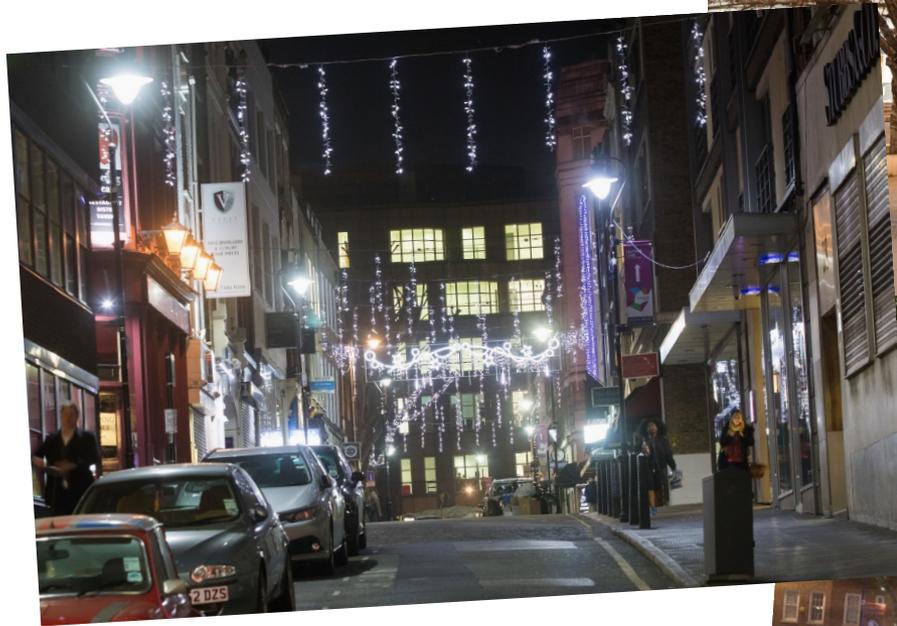


The Hatton Garden BID is focusing on four priority themes:

- Better business connections and representation for the business community
- High quality public realm
- Area promotion and profile raising
- Enhanced environment



Christmas in Hatton Garden





Daniel Christopher Jewellery

Set hearts a-flutter with this bold heart-shaped diamond ring. Set with a 2.13ct H colour VVS2 clarity diamond, this platinum design is one for the romantics. The diamond is certified by the GIA, and is complemented by three rows of pavé-set diamonds in the shoulders.

£25,000



OTHERWISE engaged...

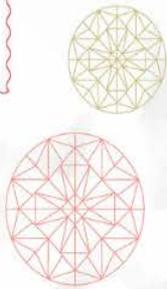
Hatton Garden is renowned for its world-class engagement rings, with beautiful hand-made designs, bespoke creations and a chance to choose your perfect diamond. Make her Christmas and New Year one to remember — go on, ask those four little words...



Heming

Go for bespoke this Christmas with a dazzling design that captures her style and personality perfectly. This oval-cut diamond engagement ring stands out from the crowd with its pretty accent of pink sapphires, set in a halo.

Bespoke from £3,000



Savvy + Sand

Part of the Heirloom collection, this elaborate engagement ring is set with a 0.95ct vintage old cut cushion-shape diamond, captured in contrasting rose and white 18ct gold. Inspired by the Art Deco era, this ring is an heirloom in the making.

£5,000



Arlington

Elegantly adorning the finger, this engagement ring will dazzle admirers with its 5.67ct marquise-cut G VS1 diamond. Mounted in platinum, this captivating design is finished with a full diamond-set halo surrounding the central stone and additional diamonds trailing over its shoulders.

Price on Application



London Rocks

Set with a fancy Asscher cut diamond, this 18ct white and rose gold engagement ring is handmade in the London Rocks studio, Hatton Garden's exciting contemporary jeweller. The perfect design for a modern bride, this ring can also be made bespoke with yellow diamonds.

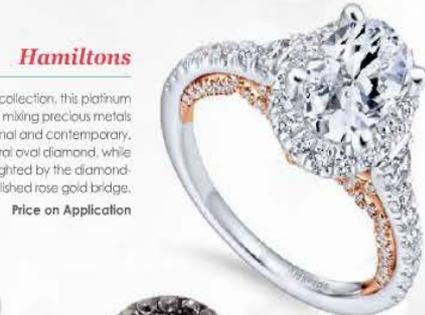
From £2,850



Solitaire

Dare to be different with your proposal - choose a fancy-cut diamond such as this striking pear shape. At over 3ct, this perfect pear-shape diamond will glitter from across the room, with a contemporary halo design that makes it a must-have for modern brides-to-be. How could she say no?

Price on Application



Hamiltons

Part of the exclusive Gabriel & Co. collection, this platinum and 18ct rose gold ring is on-trend, mixing precious metals for a design that is both traditional and contemporary. Precious platinum claws hold a central oval diamond, while total attention to detail is highlighted by the diamond-embellished rose gold bridge.

Price on Application



Rennie & Co.

Precious platinum shines for this vintage-style halo ring. Set with a 1.18ct 'E' colour vintage cushion-shape diamond, it's the little details that set this ring apart. Beautiful milligrain details highlight the shoulders, where round brilliant-cut diamonds add a modern touch.

£7,724



Berganza

If a vintage engagement ring is her dream, this Georgian two-row coronet cluster ring is the answer. Dating back to 1740, it is set with a 1ct central cushion-shape old mine diamond encircled by further old mine diamonds. Captured in yellow gold with silver settings, this ring is as unique as she is.

£17,500

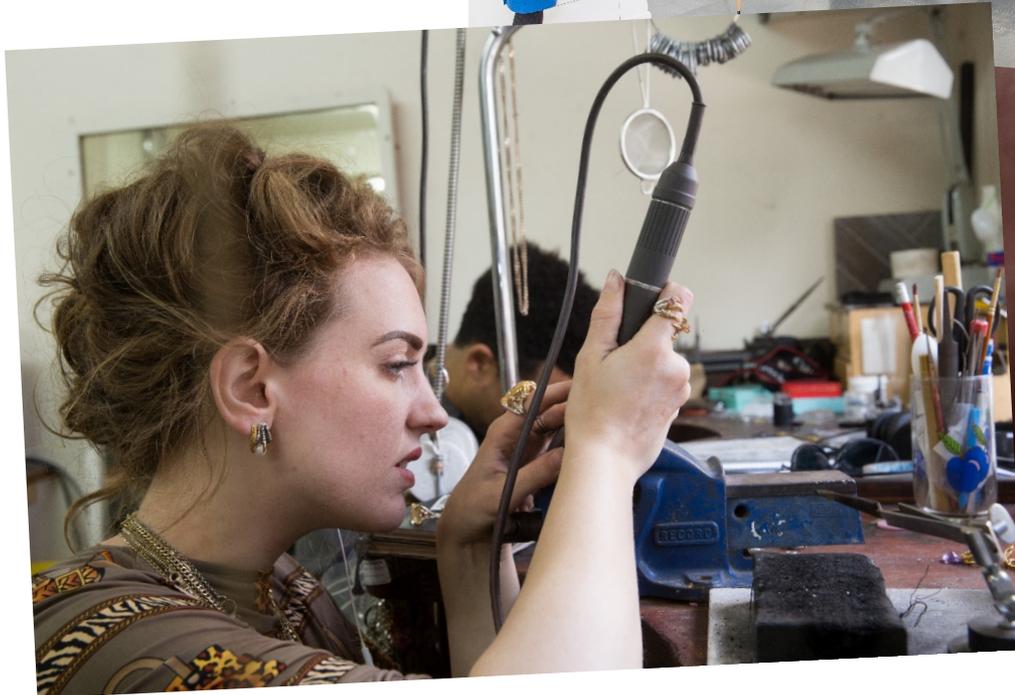


Business networking





Local challenges







Public Realm Vision

HATTON GARDEN



www.hatton-garden.london

Achievements

- **Cover 380 hectares across London**
- **Primera has generated over £25m of income from BIDs**
- **Unlocked over £7bn of income through BID development**
- **Work with over 15,000 businesses**
- **Created 20 partnerships**
- **250,000 Employees**
- **£420m is generated in business rates**
- **2,000 people placed into work/200 formerly homeless**
- **40% reduction in rough sleeping**
- **Promoting Air Quality and Public Realm**
- **1 million attending events**
- **1.5 million reach through digital media**
- **500 volunteering opportunities**