



**HAM
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SMITH**

Annual report
2024-2025





£4.8m

total investment into
Hammersmith since 2021

For every **£1**
in BID levy received,
we have raised an **extra 33p**
from additional income generated



Who we are

Hammersmith BID is your Business Improvement District – an independent, not-for-profit, business-led company set up with the aim of improving Hammersmith town centre as a place to work, live and visit.

First established in 2006, Hammersmith BID is one of the longest running Business Improvement Districts in the country. Led by our levy-paying businesses, Hammersmith BID represents over 220 organisations in Hammersmith town centre and is a voice championing the business community.

Ballot 2025

This year, Hammersmith BID levy payers will have the opportunity to vote on a new five-year Business Plan. We have been consulting with our businesses since January and will share the results in early summer.

As a Hammersmith BID levy payer, your business will have a vote in our Ballot and a say in what projects the BID will deliver over the next five years. To speak to a member of the BID team about this, please don't hesitate to reach out:

Email: info@hammersmithbid.co.uk

Phone: 020 3362 4626



Public Realm and Green Investment

The last 12 months have seen big steps forward in our ambitious Public Realm Vision for Hammersmith East, with funding secured from public and private stakeholders. We also continue our work championing environmental initiatives in the town centre and helping businesses take tangible action towards a more sustainable Hammersmith. This year we have:

- Progressed our Public Realm Vision, securing funding from public and private stakeholders
- Delivered quarterly Transport & Environment Forums with partners including the Council, MP

Smarter Travel and Transport for London

- Pledged to #KeepBritainTidy, through CSR opportunities, leading 10 litter picks with 86 volunteers from companies including Disney, Hearst Networks, Newell Brands and UKTV
- Celebrated London Climate Action Week with a bee workshop on Lyric Square, learning about Hammersmith BID's rooftop beehives; and 50 volunteers for wildflower planting, amongst other activities
- 1,162 items swapped and 297kg of clothing saved from landfill through our regular community clothes swaps



“Our relationship with Hammersmith BID is the closest we have ever worked with a local service for business support. We greatly value the different forums and sustainability workshops run by the BID”

Kate Olivera,
Office Manager at Kambi

- Marked Circular Economy Week, collaborating with H&F Council and Fulham BID to host a borough-wide ‘Climate Fresk’ event, attracting 25 local businesses
- Been shortlisted for the ‘Let’s Celebrate Towns’ Awards 2024
- Worked with the Broadway Centre and the Council to open Made in H&F, a pop-up shop in an empty unit, showcasing local creatives
- Worked with Flow Happy CIC and HealthWatch to activate an empty unit, turning it into an interactive exhibition space about period dignity
- Conducted weekly walkabouts, which resulted in 668 environmental reports made and escalated to the Council, supporting the maintenance and cleanliness of the public realm
- Installed and maintained seasonal lighting to coincide with the Christmas period and support our aim for improving women's safety
- Brought back the #HAMMERSMITH light-up sign to Lyric Square, for added pride of place
- Regularly attended and been active partners of both the borough- and London-wide Night Time Economy Working Groups, including being the major contributor of qualitative data for Hammersmith
- Provided seasonal hanging baskets around Hammersmith
- Maintained the beehives on the roof of the Lyric Hammersmith Theatre, which produced 144 jars of local honey in 2024



Security and Resilience

We built on our Business Crime Reduction Partnership and continued to strengthen crime-tackling capacity through our Safer Business Network (SBN) membership. We continue to ensure that the BID and our businesses are connected into security initiatives across London and the UK, alongside many ongoing projects. This year we have:

- Hosted the Hammersmith & Fulham Business Crime Reduction Partnership (BCRP) Forum
- Through the BID-funded SBN Engagement Officer, made 1,298 visits to BID-funded

Hammersmith businesses since April 2024 and recovered £21,448 in stolen goods

- Continued our partnership with the Met Police, with regular meetings with the local Safer Neighbourhoods Team (SNT) and attending Ward Panel meetings - plus 106 police engagements via SBN
- Recorded 272 incidents and 403 offenders through Alert!, our GDPR-compliant intelligence system
- Held quarterly PubWatch meetings with the area's licensed premises
- Hosted a Women's Safety Forum every quarter, attended by 146 stakeholders throughout the



“Livat Hammersmith regularly participates in the BID’s ShopWatch forums and attended the inaugural BuildingWatch this year. We work with the BID and their colleagues at Safer Business Network to strengthen security in the Town Centre and are very happy with this agile partnership facilitated by the BID.”

Jason Wheeler,
Duty Manager at Livat Hammersmith

year, and covered topics ranging from policy to women’s health

- Continued our collaboration with personal safety app WalkSafe, geofencing Hammersmith Town Centre with the app to highlight safety-trained venues and Safe Spaces
- Facilitated a bespoke Welfare and Vulnerability Engagement training and Ask for Angela session at Novotel for 38 local employees
- Ran 10 Dr Bike and bike marking sessions for the town’s business community, servicing and/or registering 116 bikes
- Continued our role as active members of various steering groups, including the Hammersmith Town Centre Forum, the Night Time Economy Working Group, and the monthly Met Police BCRP drop-in session, as well as twice monthly BCRP Security Partners’ call
- Revived our quarterly BuildingWatch meetings
- Facilitated several community engagement opportunities between our businesses, the Met Police SNT and the wider public, such as Cuppa with a Copper and Engagement Days in Lyric Square
- Attended Borough Resilience Forums, representing our levy payers
- Attended the last four Women’s Night Safety Summits and facilitated a session there
- Participated in Safer Business Action Week, distributing materials and offering advice to our high street stores
- Launched our quarterly ShopWatch meetings



Community and Partnerships

Over the last 12 months we have built on our successful events programme, bringing more people into Hammersmith for our Summer Festival, Christmas Tree Switch On and other events and collaborations. This year we have delivered:

- Our 17th Summer Festival, entertaining over 70,000 people with live Wimbledon, Olympics, free film nights, and wellbeing events. We also drastically reduced our operating costs this year, and going forward, by partnering with a new screen provider for sponsorship
- Five days of free activities and healthy living inspiration in July and August for families, in partnership with Chelsea FC Foundation, Fulham FC Foundation, Livat Hammersmith and IKEA
- A Summer Festival marketing campaign seen by almost 300,000 people across our social media, with a leaflet door-dropped to 15,000 local homes
- Launched Hammersmith BID's Pride Network, attended by 58 stakeholders throughout the year
- Celebrated Pride at H&F Council's Summer Street Fest, putting on an LGBTQ+ tour of Hammersmith, partnering with Livat Hammersmith and West London Queer Project, with 150 people taking part in our crafting activities
- Supported the Council on seasonal events, including sponsoring and taking part in H&F



“Working with the Hammersmith BID over the last year has helped us at Turtle Bay gain an amazing new connection to the community and other businesses in the area. We have loved hosting events and collaborating with them on numerous occasions as well as gaining new and loyal guests through the Hammersmith Privilege card.’ ”

Dee, Senior Assistant Manager, Turtle Bay

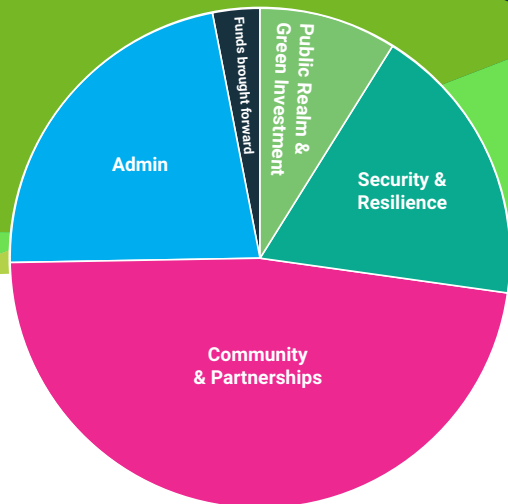
Council's Black History Month event on Lyric Square, hosting a stall and trail at the annual Winter Festival on King Street and promoting the borough-wide Countdown to Christmas campaign

- Hosted and presented at the British BIDs Marketing Summit, showcasing our event partnerships to the national industry body
- Received our British BIDs Accreditation Award, an independently assessed award to show industry excellence
- Organised and delivered a Christmas Tree Switch On event in Lyric Square, with a record turnout. We served free mulled wine for Privilege Card holders and hosted a social at the Hop Poles for our levy-paying businesses
- Hosted our Panto Night for 100 local

workers and their families for an evening of entertainment at the Lyric Hammersmith Theatre's Aladdin

- Ran our Hammersmith Heroes campaign celebrating excellent customer service from Hammersmith's hardworking retail and hospitality employees
- Monthly, free guided walks around Hammersmith attended by 574 people, with each group brought to Lyric Square at the end of the walk
- Added 15 new businesses to our Privilege Card scheme, with offers sent out in weekly emails to our database of nearly 8,000 subscribers
- 70,000 visits to the Hammersmith BID website, along with posts to our audience of 10,000 social media followers

Anticipated Actual Expenditure 2024/25



PROJECT AREAS

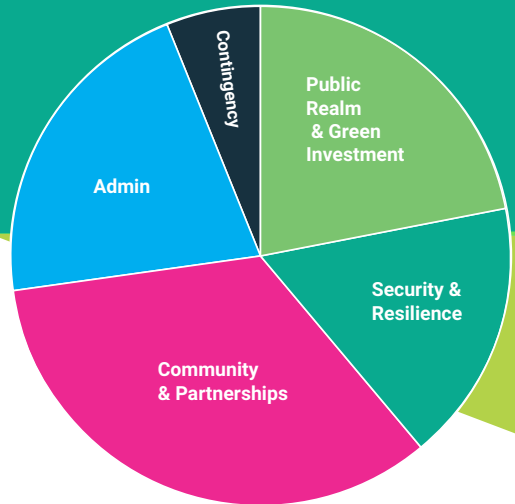
Public Realm & Green Investment	74,000
Security and Resilience	152,000
Community & Partnerships	415,000
Admin. Including levy collection charge	207,000
Funds brought forward	19,000

Total Expenditure **867,000***

Total Levy Income	864,300
Other Income	2,700

** The accounts for 2024/25 have not yet been closed at time of publication, therefore these figures may be subject to change.*

Budget 2025/26



PROJECT AREAS

Public Realm & Green Investment	165,000
Security and Resilience	130,000
Community & Partnerships	258,000
Admin. Including levy collection charge	160,000
Contingency	37,000

Total	750,000
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Total Levy	740,000**
Other Income	10,000

***Levy collection in 2025/26 is based on 1% of business rate valuations. It is anticipated to be lower this financial year due to office vacancies.*

Contact Us

To speak to a member of the
Hammersmith BID team about any
of our project areas or for more
information, email us on
info@hammersmithbid.co.uk



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