



MARKETING & OPERATIONS WINTER & CHRISTMAS 2022 UPDATES

THURSDAY 22 SEPTEMBER 2022



WELCOME

Dee Corsi
Interim Chief Executive



OPERATIONS WINTER UPDATES

James Lawley Barrett & Bruna Silva
Associate Director Place Management & Head of Place Management



NWEC SECURITY

- NWEC Security provides a 24-hour, high visibility presence across our district
- Dedicated radio channel and mass notifications of 'live' incidents
- Our team is trained to an enhanced standard
- Dedicated mobile number: **07900 738810**

Day Team	Night Team
Nitu (NWEC Contract Manager)	Nitu (on call) (NWEC Contract Manager)
Emil (NWEC Security Team Manager)	1 Supervisor
3 Supervisors	2 Patrol Officers
10 Patrol Officers	3 Canine Units
1 Canine Unit	



Portable Defibrillators



WINTER ROUGH SLEEPING & BEGGING

- Likely to increase in Winter months & exacerbated by cost-of-living crisis
- Launch of **Don't Walk By** campaign – raise awareness of the complex issues
- Continue to report; has links to other lower-level crime/ASB problems
- www.streetlink.org.uk

DON'T! WALK BY!

The Vagrancy Act 1824 is an Act of Parliament that makes it an offence to sleep rough or beg in England and Wales. Below are some ideas of how security teams should **Engage, Intervene** and collect **Information** on individuals causing a nuisance, anti-social behaviour or public order offences.

ENGAGE

- Who are they?
- Are they ok?
- Why are they here?
- How can we help?
- Do they know the law?
- Do they know members are complaining about their activity?



INFORMATION

Capture body cam footage, collate information on the person, report to Street Link, escalate to City Inspectors.

INTERVENE

- Are they blocking the highway?
- Can they be moved on?
- Can we explain their impact to our members?
- Do we need Police, Council or Clean Team assistance?

If they commit a crime, please call police immediately on 101 or 999 as appropriate



WINTER SECURITY INITIATIVES

- Luxury Watch Robbery campaign
- Shop-Lifting **days of action**
- Tabletop exercise with the **West End Security Group** and key partners
- Trauma pack **training**



OCT
06

NWEC/WESG Winter Market
Tabletop Exercise


by New West End Company (NWEC) and
West End Security Group (WESG)

[Follow](#)

Free

[Register](#)

A tabletop exercise which examines event planning, decision-making, and business continuity.

 **Date and time**

Thu, 6 October 2022
09:30 - 16:00 BST



PLANNED UPLIFTS

- Extinction Rebellion (XR)
(September plans postponed)
- Million Mask March
- Black Friday
- Potential Christmas Light Switch On
- Boxing Day



NWEC Clean Team

- 16 operatives
- 15 vehicles
- 7 days per week
- 24 hours
- 30 Minutes reactive response
- 5 Vehicles for deep cleansing
- 2 Flushers
- 1 Scrubber
- 4 Goupils
- 3 EVAs bikes
- 4 Gum busting backpacks
- 1 Janitor services

Last year:

- Hot flushing 140'947.5 m2
- Cold flushing 8'401'535 m2



WHAT WE DO...

- Core Service
- Member Events
- District Events
- NWECC Events
- Protest Aftermath
- Members project
- WCC public realm schemes
- Management Plans
- Security and Sustainability
- Community Engagement



WE DEEP CLEANED AND FULLY FLUSHED

82 STREETS FOR CHRISTMAS

EIGHT

BRAND NEW ELECTRIC VEHICLES ADDED TO OUR STREET CLEANING FLEET

18,452

MEMBER REQUESTS RESPONDED TO BY THE CLEAN TEAM



PROJECTS

Christmas Sculpture

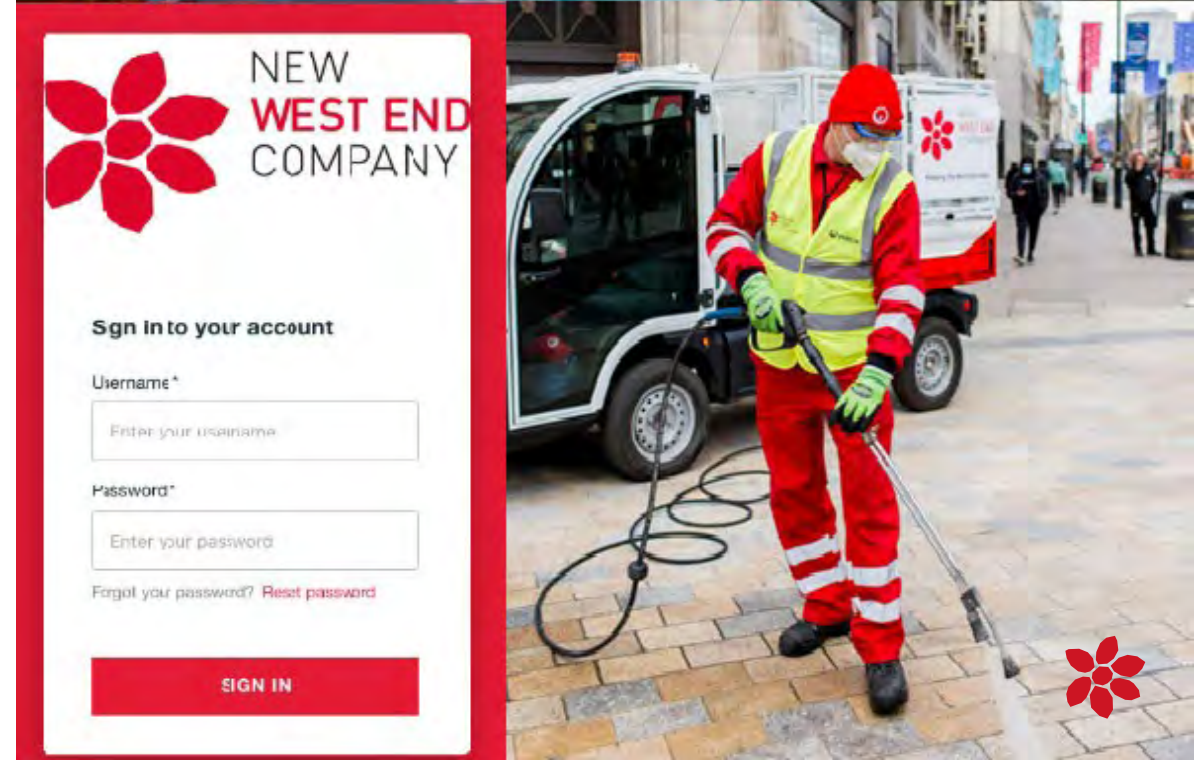
**Social Distancing
Ambassadors**


Great West End Clean

Waste Matters

Environment Visual Audits

App



 **NEW WEST END COMPANY**

Sign in to your account

Username*

Password*

[Forgot your password?](#) [Reset password](#)

SIGN IN

ENVIRONMENT VISUAL AUDITS

NATIONAL INDICATORS NI195

Local Environmental Quality Survey of England

The Environmental Protection Act 1990 imposes duties under section 89 on certain landowners and occupiers to keep specified land clear of litter and refuse, and on local authorities and the Secretary of State to keep clean public highways for which they are responsible.

It also contains advisory standards for graffiti and fly-posting. Such defacement, even if partially removed, has an adverse effect on the quality of the environment and can lead to an increase in crime. Even if all of the litter and refuse were cleared, the public would perceive the area to be defaced if graffiti and/or fly-posting were still present.

- **Litter**
- **Detritus**
- **Graffiti**
- **Fly-posting**



GRADE A - no litter or refuse



GRADE B - predominantly free of litter and refuse except for some small items



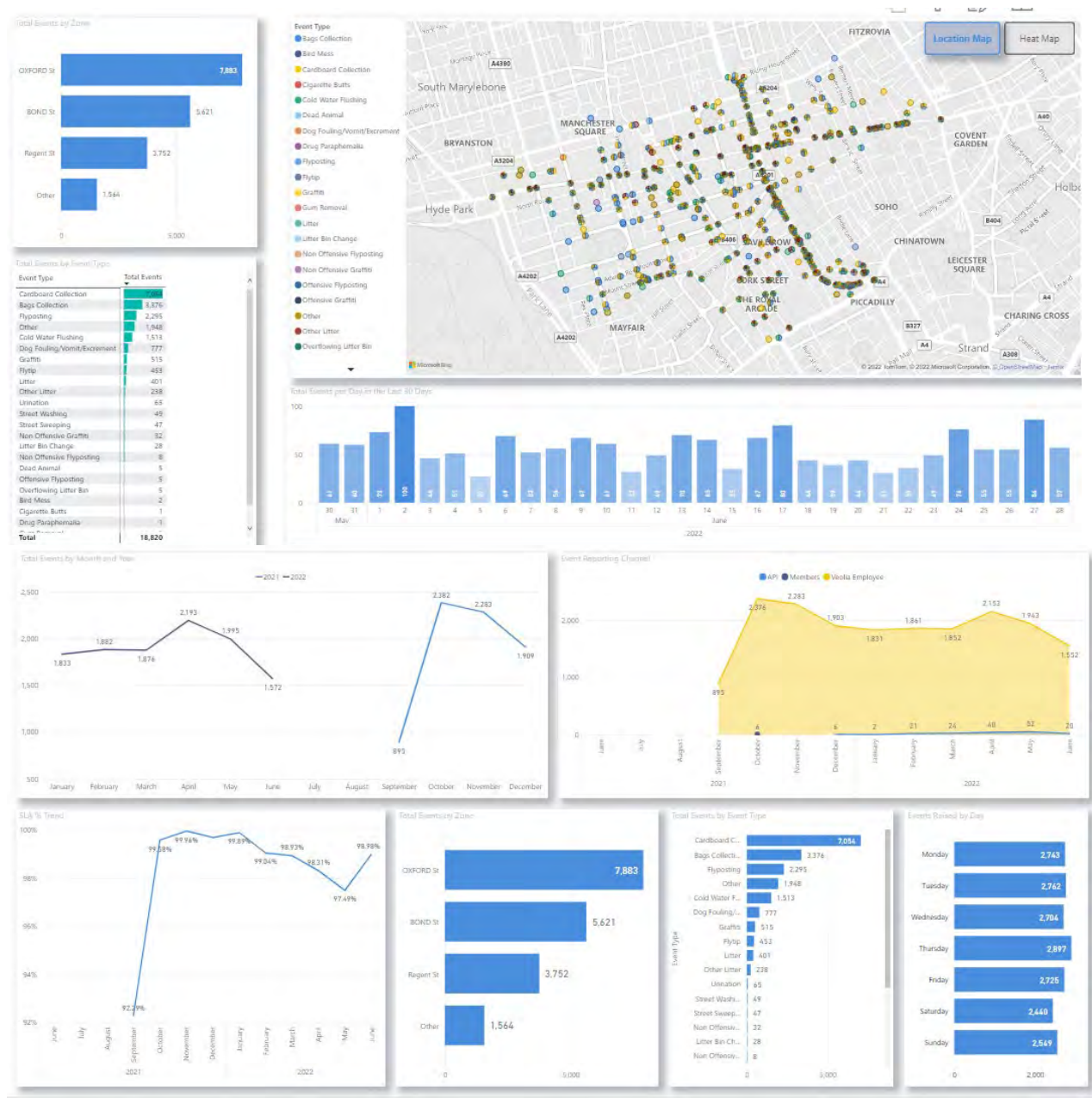
GRADE C - widespread distribution of litter and refuse, with minor accumulations



GRADE D - heavily littered, with significant accumulations



NWEC CLEANSING APP



THE GREAT WEST END CLEAN

- **Deep Cleansing** of all station gateways
- Flushing all **82 side streets**
- Chewing **gum removal**
- **Graffiti removal** and Bin washing
- **Free Bulky waste** collections
- Commercial **Waste Code of Conduct**
- Improving **shopfronts Guide**



MARKETING WINTER UPDATES

Katie Thomas
Associate Director of Marketing



A night-time photograph of Oxford Street in London, heavily decorated for Christmas. The street is filled with strings of warm white lights and large, glowing yellow star-shaped ornaments. Buildings on either side are lit up, with visible storefronts for Microsoft, H&M, and Topshop. A red double-decker bus is visible in the distance. The overall atmosphere is festive and brightly lit.

OXFORD STREET CHRISTMAS 2022



2022 OBJECTIVES

What the campaign will deliver

COMMERCIAL

- * Drive increased footfall across the festive period
- * Drive increased dwell time
- * Encourage spend and loyalty

MEDIA

- * Position Oxford Street as the number one Christmas destination in London and the UK for shopping, dining, entertainment
- * Generate a positive news narrative in the wake the current climate

DIGITAL

- * Drive awareness of destination and brand offering/activity through strong content
- * Drive visits to the online campaign Hub
- * Drive campaign engagement and following across social channels



IT'S THE LOVE YOU GIVE

The Christmas campaign focuses on an experience-led Christmas, homing in on the magical experience of Christmas on Oxford Street, with a narrative centred on the importance of love and giving. The campaign will celebrate Oxford Street at Christmas, whilst being mindful of the 2022 landscape.

O
XMAS
IT'S THE LOVE
YOU GIVE **T**

O
XMAS
IT'S THE LOVE
YOU GIVE **T**

O
XMAS
IT'S THE LOVE
YOU GIVE **T**

O
XMAS
IT'S THE LOVE
YOU GIVE **T**



CAMPAIGN APPROACH

We have a range of campaign elements designed to drive media coverage, brand awareness and footfall to Oxford Street.

These include:

1. OXST's Star for the Week
2. Giving the Magic of Xmas - Charity Partnership
3. OXST Magic Days
4. TikTok Switch On Partnership
5. The OXST Gift Guide – Media Partnership

All campaign elements will be promoted via a stellar **press office, paid media partnership, through our owned web and social channels** as well as earned partner channels.

How you can get involved...

We will work together with you, our members to confirm your involvement and understand all of the brilliant activity you have planned, so we can promote it!



OXFORD STREET STAR OF THE WEEK

We're giving the public the opportunity to nominate their 2022 star to be a 'star for the week' on Oxford Street.

The winners will have their name and story displayed on Oxford Street Channels, and given a money-can't-buy 'star' experience.

How you can get involved...

Share star experiences you can offer, for example;

- * After hours personal shopping experience
- * A private rooftop dinner for two
- * One-on-one toy store tour



GIVING THE MAGIC OF CHRISTMAS CHARITY PARTNERSHIP

We are looking to **partner with a charity** to give back and support 100 families and individuals in need this season.

How you can get involved...

We want to work with you, to curate the ultimate Christmas hamper to spread the love.

The items could be your 'star' products, for example:

- * Christmas decorations
- * Mince pies
- * Matching family pyjamas
- * Re-usable Christmas decorations
- * Vouchers



OXFORD STREET MAGIC DAYS

For three selected dates in the lead up to Christmas we will be hosting **OXST Magic Days**. These are when visitors can experience the gift of well-needed magic.

When...

- * 2 November: Switch-On Date
- * 19 November
- * 10 December

How you can get involved...

Let us know what you have planned to spark some extra joy and magic, and incentivise visits on these days. For example:

- * Free Gift Wrapping
- * Complimentary hot chocolates
- * Bauble personalisation
- * DJ's or Carollers in store



TIKTOK SWITCH ON

We are partnering with a **TikTok content creator** to commission a piece of Oxford Street branded content to go live on the day of the big light switch on. This will promote OXST as a must-see destination, increasing reach and engaging a dedicated audience with a CTA to visit.

How you can get involved...

Let us know what they should capture! We want to share the magic and nostalgic feeling of Christmas on Oxford Street.

- * Details of TikTok-worthy store front-displays
- * Details of TikTok-worthy in-store displays
- * Confirmation of stand-out in-store experiences for consideration



OXFORD STREET CHRISTMAS GIFT GUIDE

We will be amplifying your voices, and promoting your activity and offers through a media partnership with a key publication to drive additional reasons to visit and shop on Oxford Street this Christmas

How you can get involved...

Let us know which products are the must-haves this year and ideally exclusive to Oxford Street. We need:

- * Your top 2-3 products
- * Image of the products
- * Price points
- * Link to products
- * Reasoning as to why they're must have this year



A night-time photograph of Bond Street in London, heavily decorated with white LED lights. The lights form large, stylized eye-like patterns and a central, more complex light structure. People are walking on the sidewalks, and shop signs for Fenwick, BOSS, and MONTBLANC are visible. The overall atmosphere is festive and brightly lit.

BOND STREET CHRISTMAS 2022



OVERVIEW

For Christmas 2022 Bond Street will introduce a brand-new Christmas lights scheme.

- Replacing the much-loved peacock feathers with beautiful new lighting inspired by the **celebration of Her Majesty The Queen's Jubilee year**, and The Crown Jewels.
- Designed to give recognition to **Bond Street's unique heritage**, as home to the world's principal fine jewellery houses.



INSPIRATION

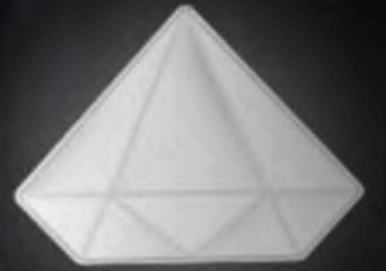
Bond Street's new festive lights take their inspiration from the British Monarchy, particularly the celebration of Her Majesty Queen's Platinum Jubilee, and the most spectacular collection of Royal regalia in the world, The Crown Jewels

Opulence and splendor is created in the new designs bringing together gold, silver, platinum and pearls with delicate and dynamic lighting

Dramatically crafting a stunning new festive lighting story for Bond Street



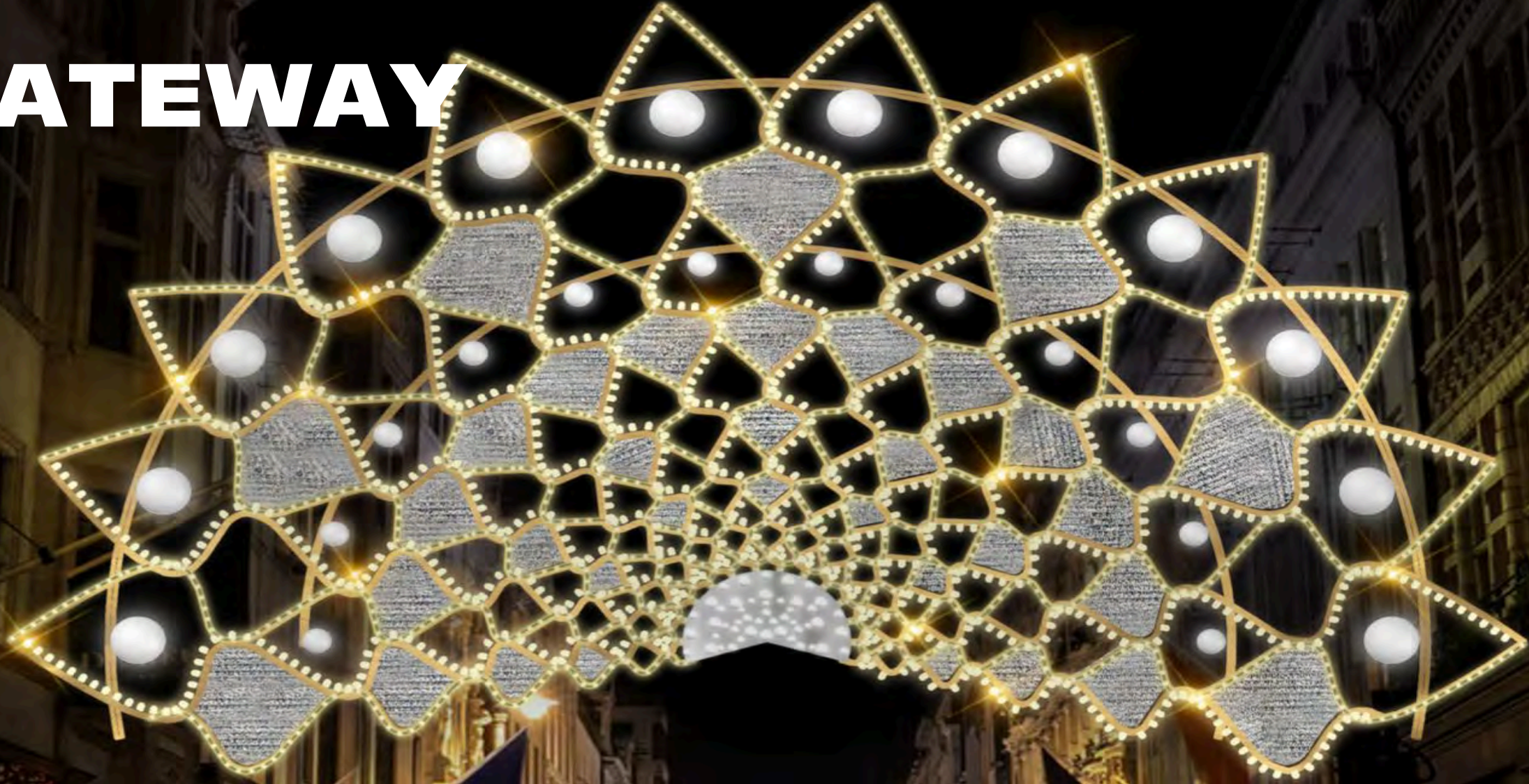
NODES



Diamond



GATEWAY



CROSSINGS



FESTIVE CAMPAIGN

2022

Overview

For Christmas 2022 Bond Street will celebrate in the usual traditional, elegant style, becoming the backdrop to London's luxury festive lifestyle. Our aim is to enhance the Christmas shopping experience, ensuring a classic Christmas elegance.

- Underline Bond Street status as London's leading luxury gifting destination. A 'must visit' Christmas hotspot to both see and be seen.
- Generate media coverage for Bond Street's new Christmas lights and the beautiful brand facades on display across Old and New Bond Street
- Drive visits, dwell time and spend to member stores and hospitality businesses.
- Drive engagement across digital and social channels to increase reach, visits and shares



FESTIVE CAMPAIGN CONTINUED

We have a range of campaign elements for the festive period, designed to drive media coverage, brand awareness, footfall and spend.

These include:

- A charitable partnership linked to the Bond Street Christmas tree
- Exclusive shopping experiences with key partners such as American Express, Tatler (TBC), concierge and private members clubs
- Bond Street's guide to gifting - Media partnership and direct mail database
- A Christmas switch-on evening on Thursday 17th November
- All campaign elements will be promoted via the dedicated press office, paid media partnership, owned web and social channels as well as earned partner channels.



GET INVOLVED..

You can collaborate on many aspects of the Christmas campaign by:

- Sharing Hero product information for the gifting guide and digital channels
- Connect with us to offer exclusive experiences for selected audiences
- Ensure we have the inspiration and images of your store's festive facade
- Update your store page on the Bond Street website by sending up to date imagery and store hours
- Connect with us for inclusion on the Bond Street social media channels



KEY DATES & CONTACTS

Bond Street Christmas lights
Switch- on:

Thursday 17 November 2022

Katie Thomas

Associate Director
Bond Street & Mayfair

Katie.thomas@newwestend.com

Francesca Thesen

Social Media Executive

Francesca.Thesen@newwestend.com



WEST END LOCAL LOYALTY PROGRAMME

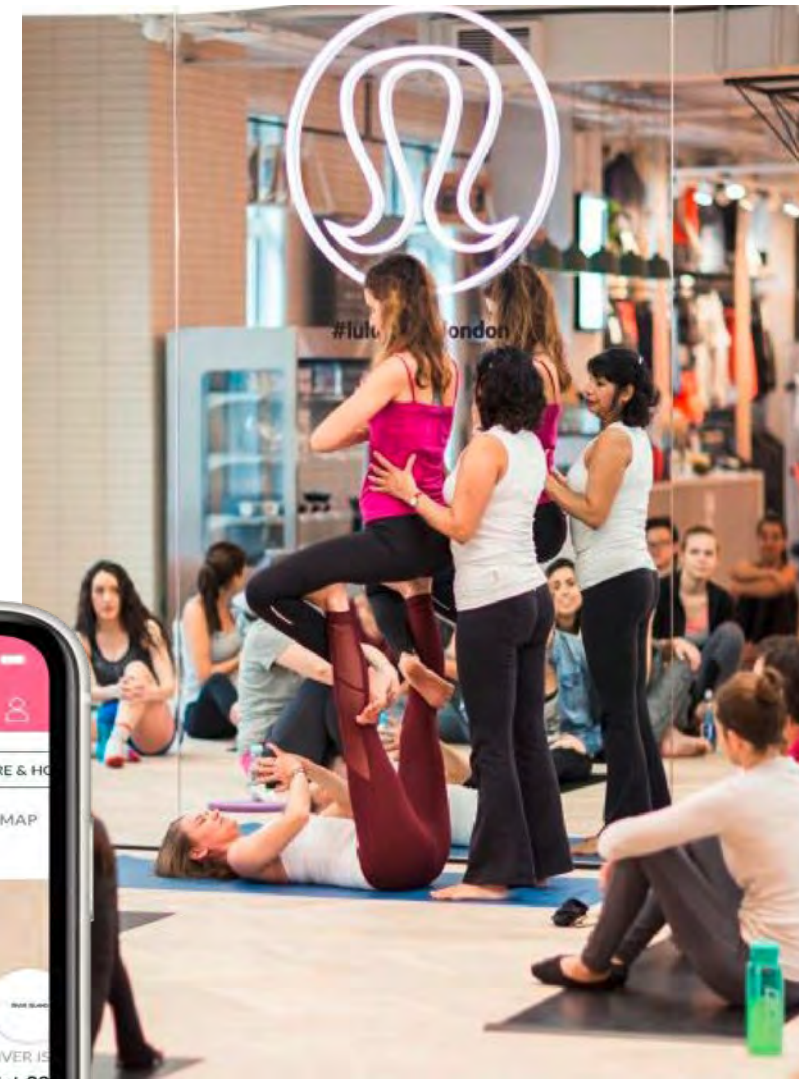
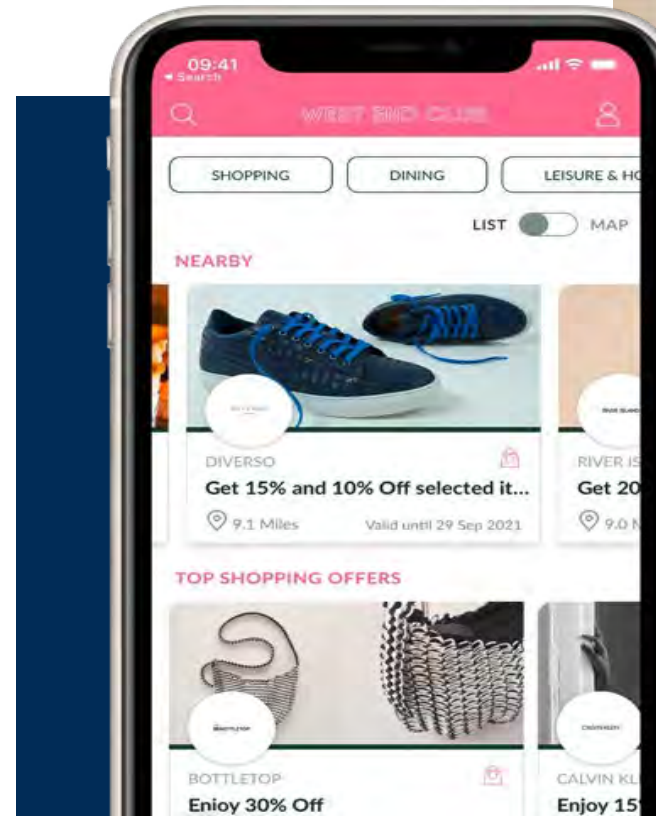
The West End Club is an exclusive loyalty programme available to local businesses and their employees in the West End, offering:

- Exclusive discounts and value-add offers
- Invitations to exclusive events and experiences
- Access to competitions and giveaways
- Seasonal and Time based offers and promotions

The App currently has **15,000 users!**

Member benefits of Brand inclusion include:

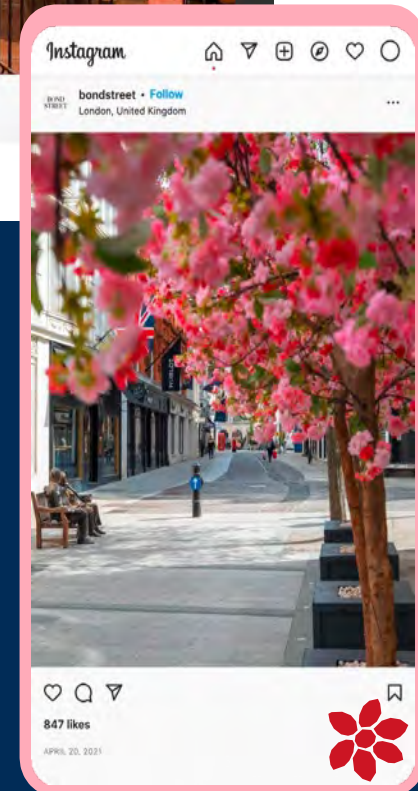
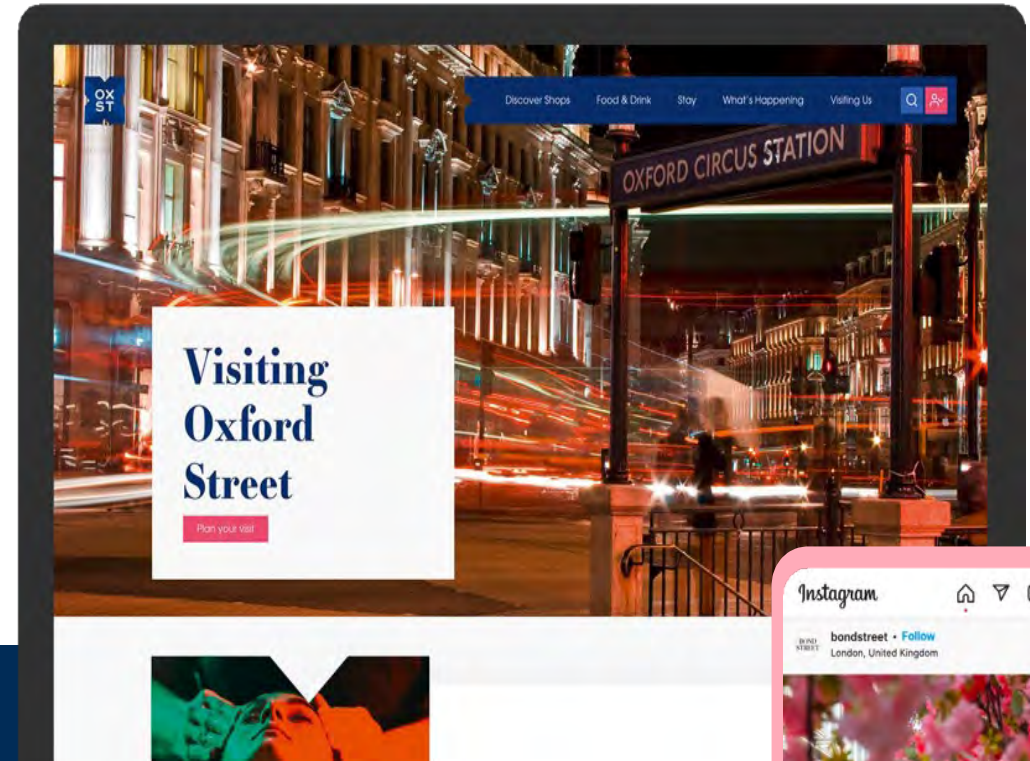
- Direct-to-market communication
- Enhanced brand consideration
- Increased footfall
- Incremental spend
- Increased repeat visits
- Increased brand loyalty
- increased customer satisfaction
- offer to staff as company perk



ALWAYS ON PROMOTIONAL CHANNELS

WORK WITH MEMBERS, PARTNERS AND INFLUENCERS TO GENERATE CONTENT THAT RESONATES WITH TARGET AUDIENCES AND DRIVES FOOTFALL INTO OUR DISTRICTS

- Elevate online identity through the creation and production of aspirational and relevant content
- Increase frequency of video content production to capture and showcase the physical experience both on street and in members stores, hotels and restaurants
- Increase online performance through greater investment in influencer activity, digital media partnerships, SEO and paid advertising
- Ensure district activations are conceptualized for in person and social sharing



An aerial photograph of a dense urban area, likely London, taken at dusk. The city is filled with numerous buildings of varying heights and styles, with some lights beginning to glow. A river is visible in the upper left quadrant. The word "QUESTIONS?" is superimposed in the center in a large, bold, white, sans-serif font.

QUESTIONS?

