



National BIDs Conference 2021

New West End Company

Sustainability

Thursday 4th November 2021

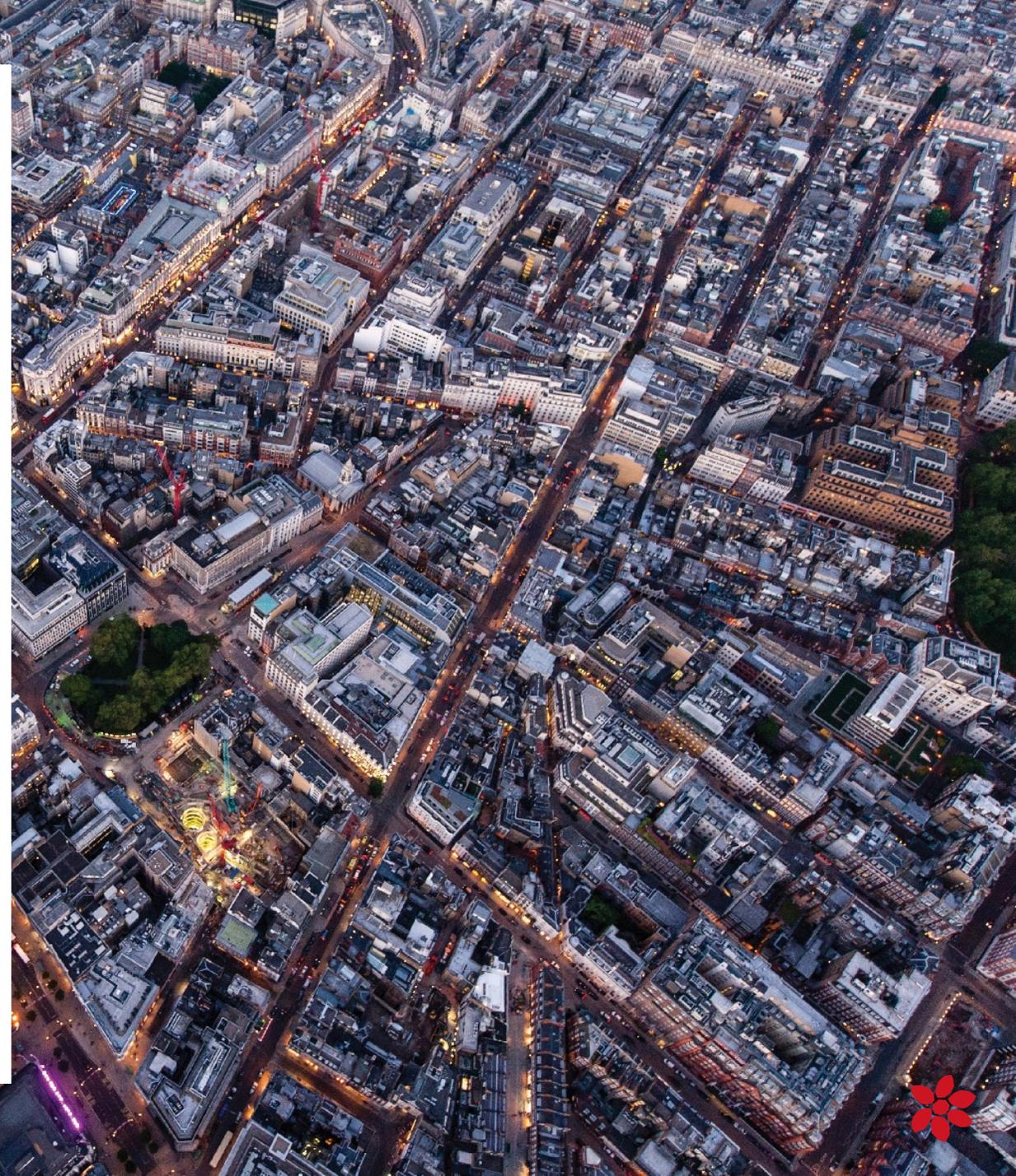
For **two decades**, we have put our 600 members at the forefront of everything we do.

We were set up by businesses in the West End to achieve what **could not be accomplished by one business or one organisation alone**.

Our shared vision is to make the **West End's International Centre** the most **diverse, sustainable and inspiring place to visit and do business**. Our mission is to **create value** for all our members, supporting **sustainable growth**.

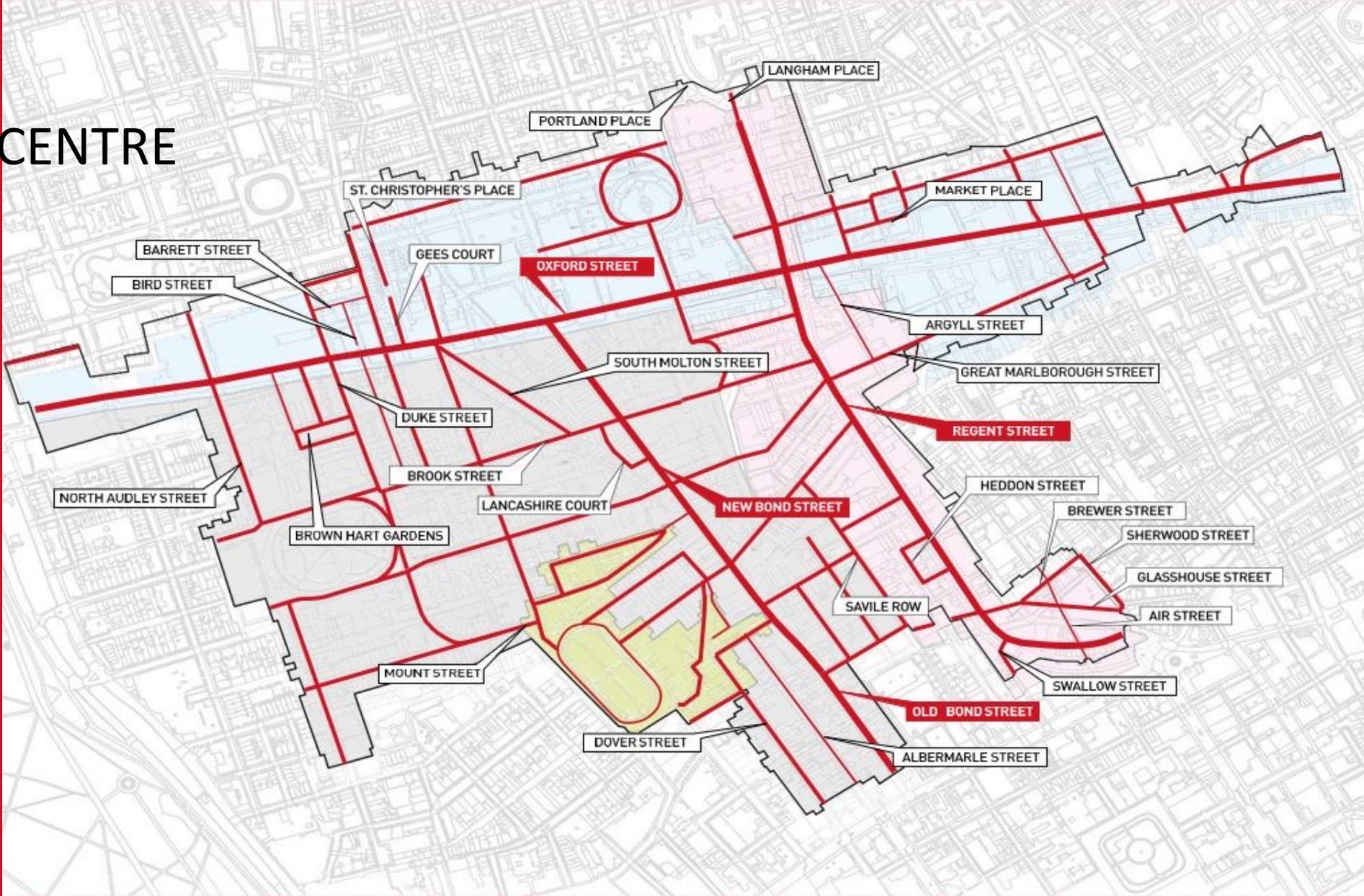
Our immediate priority is to **rebuild West End customer demand**; local and global, and **support the recapitalisation of businesses**.

Our shared district goal is to return the **West End to £10 billion annual turnover by 2025**. The first two years of our strategy is focused on driving back demand.



WEST END'S INTERNATIONAL CENTRE

- Bond Street & Mayfair District
- Oxford Street District
- Regent Street District
- Extended Area 2021 - 2026



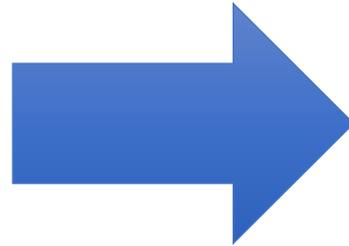


Sustainability Action Plan



INFORMATION GATHERING

- NWEC staff
- Member interviews (sample)
- Westminster City Council
- Stakeholder survey (full membership)
- Review of current practices and policies
- Desktop member audit
- Analysis of future trends



Gap analysis audit



Ten principles of One Planet Living[®]

	Health and happiness	Encouraging active, social, meaningful lives to promote good health and wellbeing
	Equity and local economy	Creating safe, equitable places to live and work which support local prosperity and international fair trade
	Culture and community	Nurturing local identity and heritage, empowering communities and promoting a culture of sustainable living
	Land and nature	Protecting and restoring land for the benefit of people and wildlife
	Sustainable water	Using water efficiently, protecting local water resources and reducing flooding and drought
	Local and sustainable food	Promoting sustainable humane farming and healthy diets high in local, seasonal organic food and vegetable protein
	Travel and transport	Reducing the need to travel, encouraging walking, cycling and low carbon transport
	Materials and products	Using materials from sustainable sources and promoting products which help people reduce consumption.
	Zero waste	Reducing consumption, re-using and recycling to achieve zero waste and zero pollution
	Zero carbon energy	Making buildings and manufacturing energy efficient and supplying all energy with renewables



How important is it for NWECC to address the following issues as part of its support to its members, visitors and the local area?

99%

Waste and recycling

97%

Air quality

94%

Carbon reduction

90%

Safety and security

86%

Walking and cycling

84%

Health and wellbeing

84%

Accessibility

83%

Sustainable materials and products

83%

Community engagement

77%

Electric vehicle infrastructure

70%

Water efficiency

70%

Freight consolidation

69%

Biodiversity and wildlife

52%

Sustainable food sourcing



RETAIL CONSUMER PRIORITIES

Consumers would like to see retailers	Ranked in top 3 priorities	
Reduce waste and offer products which are reusable, second hand or rented	43%	
Support the local economy and strive for a more balanced society	38%	
Have shops which are easily accessible by walking, cycling and public transport rather than driving	37%	
Promote healthy, seasonal, locally sourced food and plant-based options	33%	
Offer more products from sustainable sources and recycled materials	32%	
Encourage active lifestyles and promote the importance of physical and mental well-being	26%	
Make their buildings use less energy and/or use a renewable energy supplier	26%	
Help to protect and enhance nature	24%	
Help to connect people and encourage more interaction between members of my community	23%	
Use their water wisely and help to reduce flooding and drought	17%	



FUTURE CONSUMER TRENDS

- Increased levels of interest in sustainability - no longer viewed as niche
- Travel will be disrupted for foreseeable future - Low carbon travel increasingly desirable
- More awareness of the negative health of poor air quality
- Demand for outdoor space – dining and focus on nature in cities



Retail Trends

Top Three sustainable actions that UK consumers would like to see retailers do are:



Reduce waste and offer products which are reusable, second hand or rented



Support the local economy and strive for a more balanced society



Have shops which are easily accessible by walking, cycling and public transport

- **Experiential stores**
- **Circular business models; Rental, resale and repair**
- **Innovative pop ups**



Customer experience: Improved environment and services, enhancing business performance



Positioning the district as forward-thinking and action-led through consumer messaging, events and campaigns

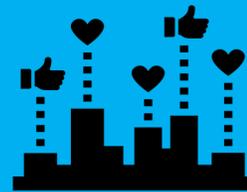
Insights & innovation: Providing tools to gain a competitive edge



Collecting consumer insights on sustainability and member performance data, to inform action



Enabling collaboration and co-ordinating multi-stakeholder action through localised pilots



Facilitating sharing of learning and leading practice

Campaigning: An influential business voice, with results



Being the collective voice of members to support Westminster City Council in its aim of achieving a net Carbon Neutral City by 2040

OUR SUSTAINABILITY STEERING GROUP



SELFRIDGES & CO



LONGCHAMP

TIFFANY & Co.

RIVER ISLAND

THE POLLEN ESTATE
EAST MAYFAIR



RALPH LAUREN



BURBERRY



THE LANGHAM
LONDON



Bonhams

Mulberry



L'OCCITANE
EN PROVENCE

CBRE



DERWENT
LONDON

OXFORD



OUR PARTNERS

Corporate & Associate Members

Community

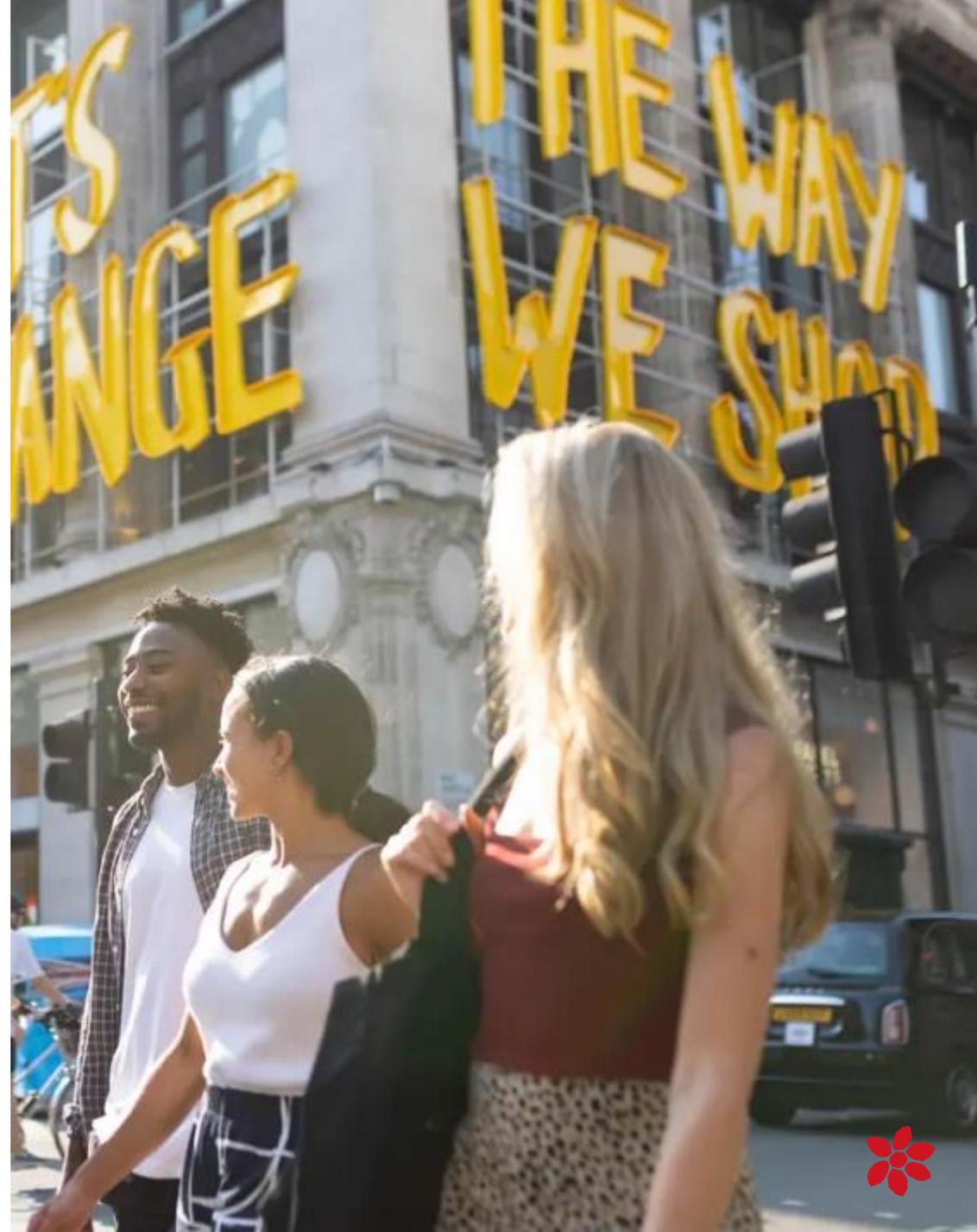
Public Sector & Promotion

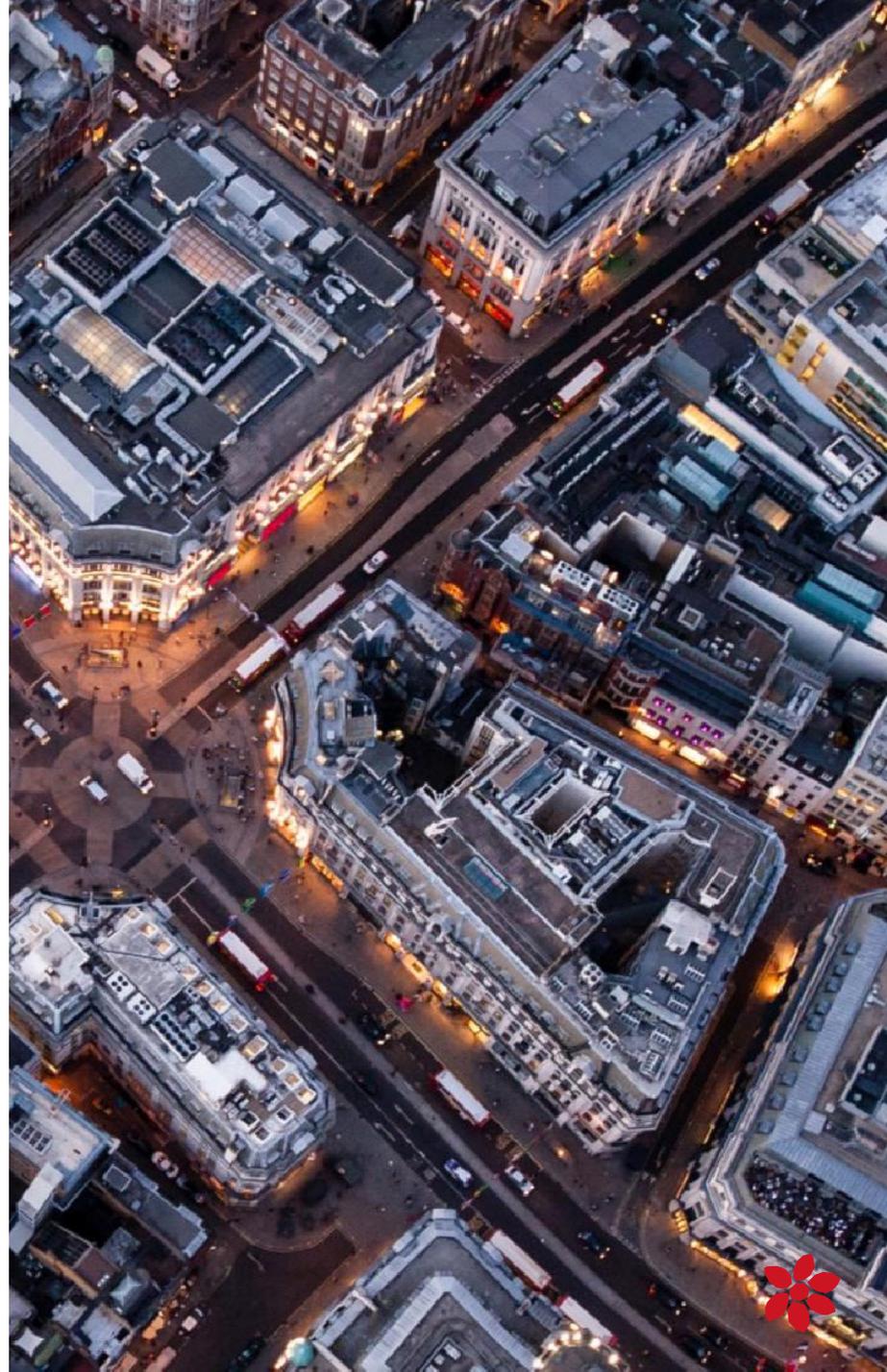
Neighbourhood Forums



OUR VISION

- Our vision is for the West End's International Centre to become the **leading global destination** for **sustainable retail, leisure, dining and the built environment**.
- It will showcase leading **sustainable brands** encourage and enable local residents, employees, and our visitors alike to be more sustainable.
- We will support our members to lead the way on creating the **sustainable products, buildings, and services of the future**.
- To achieve this, New West End Company will publish clear, ambitious **public policy statements** on all aspects of sustainability and establish an online **Member Hub** for action-led resources and to facilitate sharing of leading practice.





District Ambitions

1

We will advocate and support our district and members to get to Net Zero Carbon by 2040.

2

We will seek a sustainable retail, leisure and dining experience for all the residents, employees and visitors to our District.

3

We will work with partners to deliver improved air quality in the West End that meets or exceeds legal standards.

District KPIs



By 2026 the Sustainable City Charter will have launched and at least 60% of members by RV will be signed up.



By 2026, the West End will be clearly recognised by all key audiences as a sustainable district, reflected in visitor and member satisfaction survey responses



Working with our partners, we will support the delivery of a Zero Emission Traffic Zone in the West End by 2026

New West End Company Own Operations

New West End Company will achieve Net Zero Carbon By 2040

(By 2030 we will have reduced our scope 1 and 2 emissions by 90% and scope 3 by 50%)

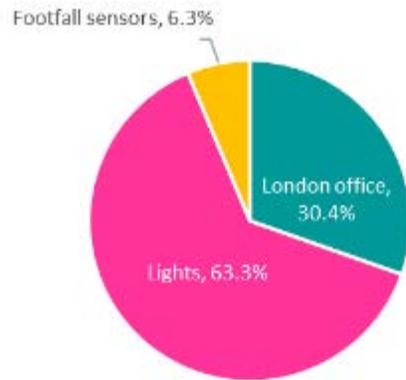


NWEC'S OWN OPERATIONS

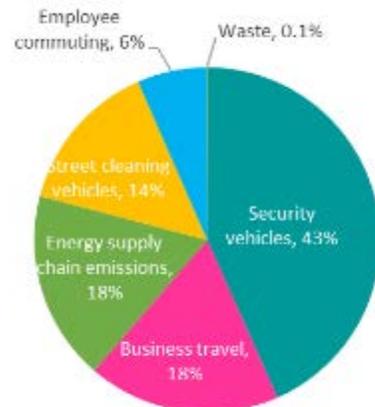
Carbon Impact Assessment

Company Policies

Scope 2 - electricity consumption detail



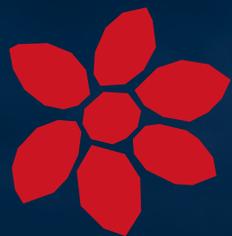
Scope 3 emissions detail (excl. visitor travel)



KEY LEARNINGS

- Contextualising existing work
- Positioning the BID's role within existing landscape of strategies and targets
- We are all on a journey – importance of shared learning and shaping strategy
- Links with broader policy
- Ongoing review of progress and insights





WWW.NEWWESTEND.COM