



The Heart of London Business Improvement District (BID)

“We have seen many of our members already pledge to great schemes such as banning plastic straws in bars and restaurants, using electronic projectors for documentation or running staff awards for packaging-free lunches. We hope this develops to increase awareness of the issues and that recycling at home, work or on the street becomes second nature. Heart of London strives to reduce single-use plastics across all its operations and encourages its members to do the same. Better waste management practices reduce the need for deliveries and additional vehicle movements, therefore, improves air quality in what can be a very congested West End.”

Christina Wells, Heart of London

BIDs are business-led partnerships elected by local businesses to deliver additional services for the benefit of all. They promote business involvement in local activities and work with the local authorities to improve the trading environment. The Heart of London Business Alliance serves as a voice for 500 businesses and 100 property owners in the Piccadilly, St James’s and Leicester Square areas in the West End. The Heart of London’s work is rooted in shaping a world-class West End for the long-term benefit of the business community.

Contributing to waste and recycling consolidation

The Heart of London team set out with two objectives – the first to deliver benefits to the sustainability programmes of member businesses and the second, to offer a competitive money-saving service to every member of the BID.

77%
Recycling Rate

33%
Glass

39%
Food

5%
Card

The remaining **23%** of their waste is collected as general waste, which is sent for local energy recovery

Bringing out the benefits – Preferred supplier scheme

The preferred supplier project with Heart of London is an innovative and new approach to waste management with commercial waste. The project is focussed on improving air quality in the West End by reducing unnecessary vehicle movements. With Westminster City Council being selected as the preferred commercial waste supplier, there are many benefits to all of Heart of London's member businesses:

- Fewer collection vehicles result in lower emissions, thus creating a cleaner environment.
- Exclusive offers as part of Heart of London collection rates.
- Members can arrange bespoke business and property audits where recommendations for increasing recycling, reducing overall waste and saving money can be made.
- Practical off-street waste collections improve street appearance.

Member testimonials

The Comedy Pub

The Comedy Pub is a four-floor venue offering a mix of sports, comedy, casual drinks and food. They had been with a private contractor before the Heart of London service was offered. They were previously serviced via a low performance mixed recycling setup but have now moved to a segregated recycling arrangement which produces high-quality recycling at reduced costs. Collections occur daily and accurately record the amount of general waste, glass, food waste and paper/cardboard recycled. Waste is now also treated at high-performance facilities within London, in compliance with the Mayor of London's waste strategy, rather than shipped abroad.

The Comedy Store

In the heart of London's West End and neighbouring The Comedy Pub, The Comedy Store is the city's busiest comedy venue with over 3,500 people passing through its doors every week.

Before The Comedy Store and The Comedy Pub moved to Commercial Waste Services, there were 10 truck movements per day on their street, associated with three different suppliers making multiple collections. There are now only 4 truck movements per day as a result of the consolidation. The Comedy Store has also made a financial saving of over 30% in switching providers.

