

WESTMINSTER CITY COUNCIL

STATEMENT OF DECISION

SUBJECT: VICTORIA WESTMINSTER BUSINESS IMPROVEMENT DISTRICT

Notice is hereby given that the Cabinet Member for Finance, Property and Corporate Services has made the following executive decision on the above mentioned subject for the reasons set out below.

Summary of Decision

1. That the Cabinet Member for Finance, Property and Corporate Services endorsed the Victoria Westminster BID (Business Improvement District) Proposal.
2. That the Cabinet Member for Finance, Property and Corporate Services requested that the Chief Executive as Returning Officer and “Ballot Holder” to hold a ballot for the Victoria Westminster BID Proposal.
3. That the Cabinet Member for Finance, Property and Corporate Services authorised the Director of Law to complete the necessary legal agreements required for the operation of the BID Levy, Ballot and service arrangements and any other necessary matters for the proposed BID in consultation with the appropriate officers.

Reasons for Decisions

1. The development of a BID represents an incredible opportunity for businesses situated across SW1, to drive forward a powerful agenda that ensures Victoria Westminster remains one of central London’s most significant districts.
2. This partnership approach between Victoria BID; Westminster City Council, the Greater London Authority and other statutory bodies, will see a stronger and more influential voice for our business community enabling us to shape a thriving and sustainable Victoria Westminster.
3. The extensive consultation with the business community within the footprint, identifies five priorities that businesses would like to see addressed. These priorities are highlighted within the Victoria Westminster BID Proposal and Annex 1.
4. As a location, the area suffers from pockets of poor public realm, poor pedestrian connectivity and inadequate signage. Through a collective partnership the BID will see over £5.6m of investment spent on a range of tactical and strategic projects. These projects will be highlighted by the business community, as interventions that they would like to see implemented.

**Stuart Love, Chief Executive
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