



**City of Westminster**

Business, Planning and Transport Policy and  
Scrutiny Committee Briefing

**Date:** 10<sup>th</sup> November 2017

**Briefing of:** Cllr Robert Davis MBE DL, Deputy Leader  
and Cabinet Member for Business, Culture  
and Heritage

**Please contact:** Daniella Bonfanti ext. 5371  
[dbonfanti@westminster.gov.uk](mailto:dbonfanti@westminster.gov.uk)

## **1. Apprenticeships**

### **Westminster City Council**

- 1.1 From 1 April 2017, Westminster City Council will pay 0.5% of its total annual pay cost as an apprenticeship levy. The levy fund can be used to pay for apprenticeship training and assessment against an approved apprenticeship standard for both existing staff and for new apprentice recruits.
- 1.2 The City Council has engaged with the Westminster Adult Education Service (WAES) as its employer-provider to manage the delivery of apprenticeships under the new apprenticeship levy arrangements. There will be two aspects to this, the Entry Level Programme (Level 2 & 3) for New Apprentice Starts and the Higher Level (Level 4 and above) Apprenticeship Programme for internal staff.
- 1.3 WAES has now concluded the recruitment process for the first group of Westminster City Council (WCC) apprentices to the entry level programme. Twelve apprentices have been appointed, five of whom are Westminster residents. Some apprentices are already in post, with the remainder having proposed start dates in November.
- 1.4 The posts recruited to include: Library Assistants, Business Support Officer (Children Services), Engagement Officer (Public Health), Support Assistant (Highways), Regeneration project Officer for Church Street, Technical Support and Policy Support Officer (Planning). The next round of apprentice recruitment is scheduled for January 2018.

### **Apprenticeships (general)**

#### **Apprentice/Employer Event**

- 1.5 On the 25<sup>th</sup> October I was delighted to attend and speak at an apprenticeship event held in partnership with the Victoria Business Improvement District. Over twenty local businesses attended including Channel 4, John Lewis, Pret A Manager and Grosvenor Estates.
- 1.6 The event was designed to promote the uptake of apprenticeships and explain the apprenticeship levy and what it means businesses.

- 1.7 A further event designed to promote Higher & Degree apprenticeships is currently being organised by the Economy Team in partnerships with the Sir Simon Milton Westminster University Technical College.

## 2. Broadband

### Connect Westminster

- 2.1. The Connect Westminster Programme helps local Small and Medium Sized Enterprises (SMEs) to secure superfast or ultrafast broadband by providing up to £2,000 towards the capital cost of their connections. All connections must deliver speeds of at least 30MB/s but have the capability of being configured to deliver gigabit speeds.
- 2.2. The table below is an update on consequential improvements to business connectivity in Westminster since Connect Westminster in August.

Number of SME's who have applied	97
Total funds committed to date	£158,001.50
Download speed uplift for new applicants (%)	991%
Upload speed uplift for new applicants (%)	1880%

- 2.3. As a direct consequence of the voucher scheme, Hyperoptic, a proactive broadband provider in the borough, has accelerated the rollout of its fibre network within Westminster. The new deployment has enabled the firm to offer affordable broadband to every eligible SME within Westminster.

## 3. Business Improvement Districts (BIDs)

### Renewals

- 3.1. The following Business Improvement Districts are currently in the midst of holding their renewal ballots. The City Council runs all ballot renewals on behalf of Westminster's seven Business Improvement Districts.

Business Improvement District	Renewal Ballot Dates	End Date of Current Term
Paddington Now	10 <sup>th</sup> November	31 <sup>st</sup> March 2018
Baker Street Quarter Partnership	24 <sup>th</sup> November	31 <sup>st</sup> March 2018
New West End Company Occupier	15 <sup>th</sup> December	31 <sup>st</sup> March 2018

## 4. Employment

## **Creative Employer Forum**

- 4.1. On the 5<sup>th</sup> September I hosted the first in a series of Creative Employer Forums as part of the City Council's emerging sector support and engagement strategy.
- 4.2. The event took place at Somerset House and comprised a panel discussion and workshop session with the aim of identifying priority issues for the industry as well as opportunities to inform subsequent recommendations for the City Council engagement with the sector.
- 4.3. Over 50 delegates attended the event from market leading international creative companies to local start-ups and trade/ export promotion organisation to education institutions and Business Improvement Districts amongst many others.
- 4.4. The next Creative Employer Forum will take place early in the New Year.

## **5. Recruit London**

- 5.1 Recruit London is a free local recruitment service for businesses. Workplace Coordinators train and place out of work residents into jobs across central London.
- 5.2 The service is delivered in partnership by the City Council, Cross River Partnership, and other local stakeholders.
- 5.3 Since the beginning of the financial year and up to the end of Quarter 2 Recruit London has helped 88 residents into employment with employers such as Debenhams and New Look.
- 5.4 Recruit London is also supporting the delivery of an internal target set by the City Council to provide 30 work related opportunities for unemployed residents by the end of March 2018. A campaign encouraging this recruitment across City Council services is scheduled to begin later this month.
- 5.5 Over the recent months Recruit London has secured new ties with companies such as Jupiter Asset Management, Focus Logistics, Corbin and King, Simit Sarayi; the National Theatre and CompuB.

## **6. Westminster Employment Service (WES)**

- 6.1 The Westminster Employment Service provides free help to unemployed residents who need help training for and finding a job.
- 6.2 Since the beginning of the financial year and up to the end of Quarter 2 269 residents have been supported into employment by the Westminster Employment Service; of those 100 were classed as long term unemployed.

### **Outreach & referrals**

- 6.3 The Westminster Employment Service continues to run weekly drop-in session for residents of the Ebury Bridge Estate. This month will see the start of promotion of the service at range of community venues across the city. The service will be promoted through posters and flyers at GP surgeries, health centres, supermarkets and faith and children's centres.

### **Parental employment**

- 6.4 On the 28<sup>th</sup> September, Westminster Employment Service in partnership with Westminster Public Health, Westminster Artisans, The Abbey Centre and Paddington Development Trust has put on a first session for our new Parental Employment Champions.
- 6.5 These Champions are residents and workers in Westminster who volunteer their time. They are given on-going training to signpost unemployed people interested in working, undergoing training or volunteering.
- 6.6 The session introduced support on a range of topics such as childcare, employment support and study opportunities.

## **7. Westminster Enterprise Week (WEW)**

- 7.1 Westminster Enterprise Week takes place from the 13<sup>th</sup> - 19<sup>th</sup> November with over 28 events and workshops and is an official partner of Global Entrepreneurship Week, the world's largest entrepreneurship campaign.
- 7.2 Now in its third year, Westminster Employment Service works with the local business community to encourage young people to explore the world of business and entrepreneurship.

- 7.3 In developing this year's programme of events the Economy Team is working with services such as the Early Help Team, the Virtual School, Housing and the Westminster Employment Service to encourage participation from young people who may not currently be engaged through school or college. Other partners include the Young Westminster Foundation, One Westminster and other organisations which deliver youth services.

## **Licensing**

### **8. Licensing Charter**

- 8.1 The City Council has committed to supporting the entertainment industry to develop a voluntary Westminster Standard which promotes responsible behaviour amongst licensees and sets the standard in terms of caring for the welfare of their patrons and being good neighbours. This standard has been called Westminster's Licensing Charter.
- 8.2 On the 30<sup>th</sup> October the Licensing Charter and the Westminster Best Bar None scheme were launched by the Leader. The launch event was attended by MPs, Councillors, the Mayor of London's Night Tsar, industry leaders, and venue operators. Response and feedback to the Charter is very positive with stakeholders and partners keen to be involved in this best practice partnership initiative.
- 8.3 The Charter focuses on recognising achievement in good premises, driving forward good practice, through the use of a range of initiatives, such as the Best Bar None scheme within individual premises and across a wider area or district. Protection of the vulnerable from harm is at the core of this work, supporting key licensing objectives.
- 8.4 The Charter is being piloted in the Heart of London Business Alliance BID (HOLBA) area. HOLBA has committed to the Charter on behalf of their licensed businesses. Our aim is to encourage a programme of further uptake across other distinct areas of the City, once the HOLBA pilot has progressed.
- 8.5 The City Council website now has a dedicated section publicising the Charter, and officers will now start to build a platform of best practice and signposting to initiatives available to any area or group of businesses considering the Charter mark. Arrangements are now being put in place to

organise training and the first phase of assessments of businesses for the Best Bar None scheme.

## **9. Evening and night time economy (ENTE) Vision Statement**

- 9.1 I am currently working with officers to develop a “vision statement”. The objective of the statement to articulate a clear vision and set of ambitions that determine what the Westminster ENTE should aspire to.
- 9.2 Once formalised the vision statement will provide a comprehensive framework for longer term policy change that sets clear standards for how we will work with the ENTE industry to promote an even better environment for residents, visitors, businesses and responsible growth.
- 9.3 Work is currently being undertaken by officers to gather an up to date localised evidence base on Westminster’s ENTE to provide the platform on which to build and develop the vision development.

## **10. Markets**

### **Berwick Street Market**

- 10.1 47 applications for pitches on Berwick Street market were determined by Licensing Sub Committee (LSC) on 27th and 28th September 2017.
- 10.2 The Sub Committee members granted 21 licences for pitches on the market and the remaining applications were refused. Of the applications that were granted, 6 have been withdrawn by the applicants and 15 are proceeding.
- 10.3 Over the coming weeks, officers will be arranging appointments for the new food stalls to be inspected by the Environmental Health Consultation Team. Once the Environmental Health requirements have been satisfied, the street trading licences will be issued to allow the new traders to join the market.
- 10.4 In recognition of the difficulties residents of Kemp House have faced with the on-going construction programme the developer PMB has agreed to sponsor a year’s superfast broadband for all residents (57 flats).

## **Market Curator**

10.5 As part of the myWestminster Programme announced at Council on the 8<sup>th</sup> November a Market Curator will be brought in to co-ordinate and support the improvement of Westminster's markets.

10.6 The role will focus on promoting Westminster's markets to new traders from leading markets across the country in order to improve and diversify the offer currently available.

## **11. Bond Street Public Realm Improvement Scheme**

11.1 The £9.85m public realm improvements to Bond Street commenced in April. Works are progressing in line with the agreed programme, with 40% of the work complete as of October. The scheme will reach completion in late summer 2018 ahead of the arrival of Crossrail 1 in December 2018.

11.2 The aim of the scheme is to improve the public realm throughout Bond Street and provide a safe and secure environment for pedestrians. Wider pavements will improve accessibility, while the use of natural materials in a high quality design will emphasise the importance of Bond Street as a destination.

11.3 Officers are working with local businesses to ensure that the works are delivered sympathetically over the busy Christmas shopping period.

## **12. Baker Street Two Way Project**

12.1 Works on site started on 24<sup>th</sup> July and progress has been as per the programme schedule. The project is being delivered in three phases. During Phase 1, work will concentrate on the various junctions of Gloucester Place. These works are being delivered with one lane closure on Gloucester Place.

12.2 Phase 2 will focus on three junctions of Marylebone Road – Upper Montagu Street, Gloucester Place and Baker Street. In order to carry out these works there will be one lane closure on each side of Marylebone Road for five months. This lane closure is subject to formal approval from Transport for London. In addition, works will also be undertaken on Park Road/ Rossmore Road junction and two junctions on Baker Street, south of Marylebone Road.



- 12.3 Phase 3 will involve works to various junctions of Baker Street, both north and south of Marylebone Road. Works on all junctions are expected to be completed by end of 2018.
- 12.4 The two-way switch and associated works are programmed for early 2019, exact dates to be finalised.
- 12.5 A weekly email update is sent to all stakeholders who have registered for regular updates. The project website is regularly updated to provide the latest information on on-going works.

### **13. Brook Street and Davies Street Two Way Project**

- 13.1 The switch to two way traffic took place on the 17<sup>th</sup> September following a comprehensive communication exercise prior to the switch to prepare drivers, businesses and residents for the change.
- 13.2 Two-way traffic operation has now settled down with the temporary traffic management signing put in place to guide drivers through the new two way changes now removed.
- 13.3 Officers will continue to monitor the operation to ensure that the expected benefits of better accessibility within the Mayfair area are being achieved.

### **14. Hanover Square**

- 14.1 Approval will shortly be sought from the relevant Cabinet Members to complete the detailed design stage and to carry out further consultation specifically on the traffic management orders required for delivery of the Hanover Square public realm scheme.
- 14.2 A phased programme is being developed to enable the public realm improvements to be delivered around the Crossrail and associated over-station development works and other adjacent development sites. This will prioritise laying paving immediately outside the new station entrance ahead of the opening of the station in December 2018. Subject to the outcome of the consultation and site access being provided, these works are planned to start on site in summer 2018.
- 14.3 A funding package is being brought together to include private sector contributions, use of s106 funds, Crossrail and Transport for London

contributions, and an allocation from the City Council's Community Infrastructure Levy.

14.4 When complete, the scheme will deliver significantly increased and enhanced pedestrian space, with pedestrianisation of the west side of the square and controlled vehicular access into Tenterden Street to limit the potential for pedestrian and vehicle conflicts. New high quality materials will be used throughout the square and this scheme will be linked to adjacent improvement schemes including those currently underway in Bond Street and Brook Street and the proposals currently being consulted on for Oxford Street West.

14.5 The comments received during the first consultation have been taken into account with stakeholders adjacent to the square and Historic England being largely positive about the proposals.

14.6 The loss of mature, historic trees from the square was a concern expressed by many respondents. Overall the scheme provides a net increase of trees. The four trees suggested for removal are more recent, late 20<sup>th</sup> century specimens and their removal would assist with the overall improvement to the square and gardens. Further work is to develop a detailed design and layout of the gardens is still to be carried out however no historic, mature trees will be lost in the design.

## **15. Oxford Street District Transformation**

15.1 The City Council, Transport for London (TfL), and the Mayor of London are working together to transform Oxford Street and the surrounding streets.

15.2 Westminster City Council (WCC), the Greater London Authority (GLA) and Transport for London (TfL) held a first joint consultation on the transformation of Oxford Street from 24 April – 18 June.

15.3 On the 6<sup>th</sup> November I, along with the Mayor of London, launched the second phase of the Oxford Street District Transformation Consultation.

15.4 The consultation will run until the 17<sup>th</sup> December and seeks comments on feedback on a defined scheme to transform Oxford Street West.

15.5 As part of the consultation a series of public road show events will be held with officers from TfL and Westminster City Council available to discuss the consultation with any interested residents and other stakeholders. To ensure that as many people can attend as possible these events will also be held at the weekend (see table below)

Venue	Dates
<b>Main Hall</b> 275 Oxford Street London W1C 2DJ	Tuesday 14 <sup>th</sup> November 2017 12pm – 7pm  Saturday 25 <sup>th</sup> November 2017 12pm – 5.30pm
Grosvenor Chapel Garden Room 24 St Audley Street London W1K 2PA	Monday 27 <sup>th</sup> November 2017 12pm – 7pm  Saturday 11 <sup>th</sup> November 2017 12pm – 5.30pm
<b>Wigmore Hall</b> Bechstein Room 36 Wigmore Street London W1U 2BP	Friday 8 <sup>th</sup> December 2017 12pm – 5.30pm  Saturday 9 <sup>th</sup> December 2017 12pm – 5.30pm

15.6 If the proposals contained within the consultation are approved the City Council and TfL would look to make these changes to Oxford Street ahead of the opening of the Elizabeth line in late 2018.

15.7 The full consultation can be viewed on-line at:  
<https://consultations.tfl.gov.uk/roads/oxford-street/>

## 16. City Promotions, Events and Filming

16.1 The last two months have brought with them the usual variety of events and filming activity being successfully managed by the team.

16.2 Filming for the motion picture Christopher Robin and Johnny English 3 took place at multiple locations throughout the City.

16.3 London Fashion Week took place at locations throughout the city from the 13<sup>th</sup> – 19<sup>th</sup> September. Other notable events include LAPADA in Berkley Square, London Film Festival in Leicester Square and Victoria Embankment Gardens, the Royal Parks Foundation Half Marathon and

the FIFA Awards at the London Palladium .All road closures and clear up operations took place within the time agreed by event organisers.

### **Green Plaque Scheme**

16.4 There are now 120 green plaques around Westminster to celebrate the life and works of individuals and organisations that have made contributions that have, in many cases, extended well beyond our borders.

16.5 Upcoming unveilings:

Gold Brothers at 43 Carnaby Street to commemorate the site of their Lord John Boutique. The shop was an instant success and is considered as one of the main factors in Carnaby Street enduring popularity and fashionable reputation and is also famous for its psychedelic mural. The unveiling will take place on the 22<sup>nd</sup> November and has been sponsored by Shaftesbury Plc.

Captain Colyer-Fergusson VC was born in Portman Square in February 1896 and was a recipient of the Victoria Cross, the highest and most prestigious award for gallantry in the face of the enemy that can be awarded to British and Commonwealth forces. A plaque adjacent to Portman Square is scheduled for installation in 2017.

Anthony Powell at 9 Shepherd Street where he lived and worked. Powell was the author of the acclaimed twelve volume work 'A Dance to the Music of Time', as well as working as a celebrated critic and reviewer. Installation and unveiling to be confirmed.

William Somerset Maugham at 2 Wyndham Place. Somerset Maugham was a novelist and playwright and lived at the property from 1919 until 1923.