

# WESTMINSTER CITY COUNCIL

## STATEMENT OF DECISION

**SUBJECT: HEART OF LONDON BUSINESS ALLIANCE OCCUPIER  
BUSINESS IMPROVEMENT DISTRICT RENEWAL & BUSINESS  
PLAN**

Notice is hereby given that **Councillor Matthew Green**, Cabinet Member for Business, Licensing and Planning, has made the following executive decision on the above mentioned subject for the reasons set out below.

The HOLBA BID are seeking approval from the Cabinet Member on the renewal of their occupier BIDS and final business plan proposals.

### **2. Recommendations**

- 2.1 The Cabinet Member endorsed the HOLBA Occupier BID renewal Proposal in respect of (i) Leicester Square and Piccadilly Circus and (ii) Piccadilly and St James.
- 2.2 The Chief Executive was approved as the City Council's Returning Officer and "ballot holder" to hold two separate ballots for HOLBA in respect of their Occupier BID renewal Proposal.
- 2.3 That the Director of Law was authorised on behalf of the City Council to enter into the necessary legal agreements for collection of the BID Levy. In addition, deal with related service specifications for all other connected services which the City Council is required to deliver throughout the BID's term and any other necessary legal matters in respect of the HOLBA Occupier BID renewal Proposal as instructed and in consultation with the appropriate officers.

### **3. Reasons for Decision**

- 3.1 Leicester Square & Piccadilly Circus was the first occupier BID established in central London in 2005 and then the Piccadilly & St James's BID was developed in 2010. In 2015, property owners voted in favour of establishing the U.K.'s first two property owner BIDs to work alongside each other.
- 3.2 The occupier and property-owner BIDs are governed by HOLBA with their own separate budgets and accountability, but they still contribute to the overall business plan. They have been successfully managing and improving the Leicester Square & Piccadilly Circus and Piccadilly & St James's areas since 2005 and over the past 16 years, HOLBA have spearheaded projects and schemes for the benefit of residents, businesses, visitors and property owners.
- 3.3 As a BID, they are facing a number of challenges such as the impacts of the UK leaving the European Union, and in particular on the retail and hospitality sectors, increased footfall of an additional 200 million visitors once the Elizabeth Line opens and financial blows such as budget cuts and revaluation of business rates. However, with 200 million visits a year and an annual GVA of £51 billion, the West End is a key contributor to the UK economy.

3.4 Over the last five years HOLBA have been able to achieve the following for its resident and business communities:

- Reached an audience of 60m via royal academy's 250th anniversary campaign
- Attracted 1.4m visitors to London Lumiere 2018
- The 'London Leaders' event series connected over 350 members with industry leaders driving London's recovery
- Delivered 250+ member events
- Engaged over 4000 people via our employee benefits scheme
- Deep-cleaned 360,000 sqm of paving each year
- Provided 2,000 rough sleepers with professional support each year
- Reduced carbon dioxide emissions by 42,927t thanks to our waste supplier scheme
- Launched our west end 2027 place shaping strategy
- Provided 24/7 private security presence
- Secured new regulation for busking & street entertainment
- Helped to secure £1.75bn support package for art & culture sector
- Saved west end businesses over £1bn in business rates, payroll & vat relief
- Delivered the women's night safety charter

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