



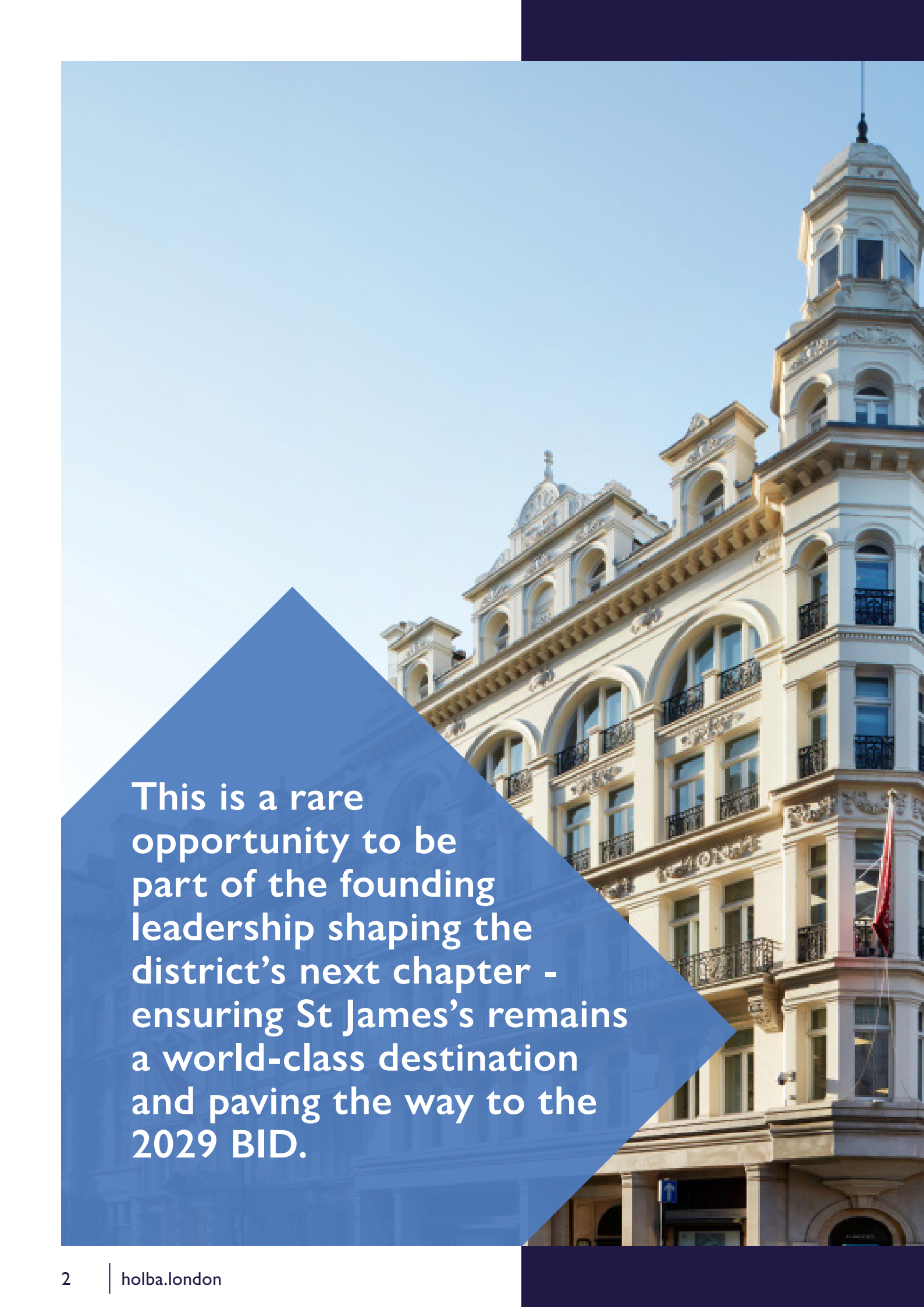
HEART
OF LONDON
BUSINESS
ALLIANCE

St James's Business Partnership

Exclusive Founding Partner Prospectus



October 2025



This is a rare opportunity to be part of the founding leadership shaping the district's next chapter - ensuring St James's remains a world-class destination and paving the way to the 2029 BID.



EXECUTIVE SUMMARY

St James's is one of London's most prestigious districts, a place where heritage, commerce and culture converge at the heart of the West End. Yet, despite its global significance, St James's remains the only major commercial district in London's West End without a Business Improvement District (BID).

In 2025, a BID ballot revealed strong property-owner support, but occupier turnout fell short preventing a £17.8m, five-year investment programme from proceeding.

To bridge this gap, the St James's Business Partnership offers a time-limited, voluntary platform to deliver immediate value, strengthen competitiveness, and prepare the ground for a full BID in 2029.

FOUNDING PARTNERS BENEFIT FROM:

- A leadership role shaping the future of St James's.
- Exclusive access to HOLBA's Data & Insights Hub.
- A collective voice with government and city stakeholders.
- Elevated brand visibility alongside a high-profile West End initiative.
- A seat at the Steering Group table, directly influencing priorities and investment.

THE COMMITMENT:

- Minimum £50,000 per annum (2026–2029).
- Target programme of £1m annually, ring-fenced exclusively for St James's.
- Commit in principle by 31 October 2025.
- Legal agreements by 31 January 2026.
- Official launch on 1 April 2026.

THE STRATEGIC CASE

AN ECONOMIC POWERHOUSE

St James's sits within the Heart of London Business Alliance (HOLBA) area - an economic hub worth £55 billion annually to the UK economy.

THE MISSING LINK

While central London boasts 29 BIDs - including 20 in Westminster - St James's remains the only major West End district without one.

PROVEN IMPACT AND CREDIBILITY

For over 20 years, HOLBA has delivered exceptional results for its members across Leicester Square, Piccadilly Circus, Piccadilly, and St Martin's.

Its work has generated millions of direct investment in the public realm, security, and destination marketing, supporting:

- 83 million visitors annually.
- Over £12.8 billion contribution to the UK economy.
- 100,000 jobs.

HOLBA's model is tried and tested, with consistently strong democratic backing:

- High 90% support rates from both property owners and occupiers at every renewal ballot since 2004.
- 500+ member businesses, including global brands and landmark institutions.

THE PERFORMANCE GAP

In HOLBA districts, over the last five year BID cycle:

- Crime fell 4%; in St James's, it rose 30%.
- £42m was invested in HOLBA areas vs £0 in St James's.

THE 2025 BID BALLOT

- Property owners backed a BID by 75%.
- Occupier turnout fell short, blocking a £17.8m ring-fenced, five-year programme.





The Partnership provides an agile, voluntary route to unlock value immediately, strengthen competitiveness, and establish the blueprint for a 2029 BID - underpinned by HOLBA's proven, 20-year track record.

WHAT THE PARTNERSHIP DELIVERS

STRATEGIC INFLUENCE

A unified senior voice shaping licensing, planning, transport, and regulation with Westminster, the GLA and central government.

URBAN PERFORMANCE, BRAND & PLACE LEADERSHIP

Ring-fenced investment in transformative public realm projects that enhance visitor experience - positioning St James's as a globally competitive destination where heritage, commerce and culture converge.

PROPRIETARY INSIGHTS

Exclusive access to analytics on visitor spend, real estate and performance benchmarking - enabling smarter decisions and measurable ROI.

ELITE NETWORK & ACCESS

A curated forum of senior leaders collaborating on priorities and connecting into the wider West End community.

ADDITIONAL BENEFITS

- **Guaranteed Additional Income:** secured, ring-fenced funding for district priorities.
- **Collective Impact:** empowered business community driving common goals.
- **Partnership & Scale:** economies of scale, joint procurement, and alliances.
- **Enhanced Experience:** stronger visitor proposition and stakeholder profile.
- **Community Commitment:** visible contributions to the wider community.
- **Proven Leadership:** delivered by HOLBA, with two decades of success.
- **Measured Outcomes:** annual reporting on delivery.



THE ASK

- Minimum Commitment: £50,000 per annum (2026–2029).
- Target Programme: £1m annually, fully ring-fenced for St James's.
- Seats are Limited: Founding Partner status will be restricted to a select group of leading contributors.

COMMITMENT & TIMELINE OVERVIEW

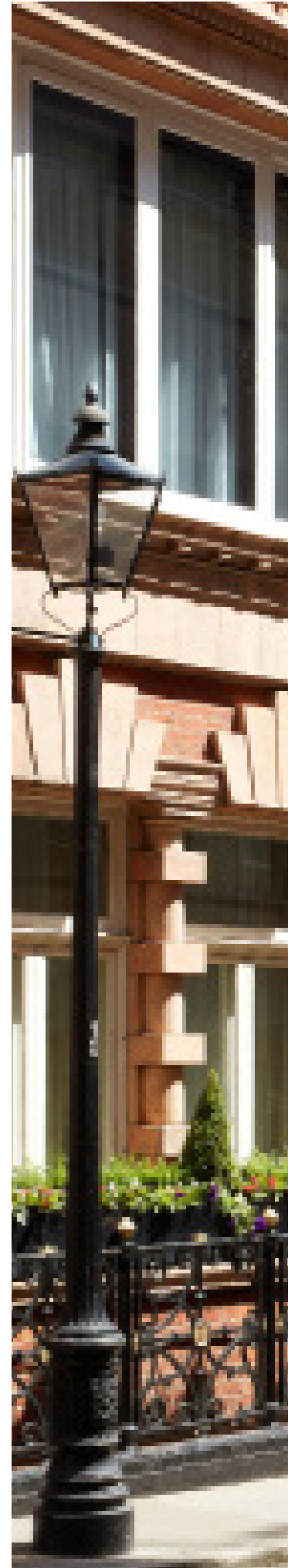
Date / Period	Milestone / Activity
Oct 2025	Secure founding partner commitments
31 Oct 2025	Confirm commitment in principle
Nov 2025 – Jan 2026	Legal agreements & mobilisation
31 Jan 2026	Sign legal agreements
1 Apr 2026	First payment & official launch of the partnership
2026 – 2029	Delivery of programme
1 Apr 2027	Second payment
1 Apr 2028	Third payment
2029	Transition to a full BID

VALUE TO FOUNDING PARTNERS

- **First-Mover Leadership:**
A seat on the Steering Group, shaping spend and outcomes from day one.
- **Influence at Scale:**
A strategic voice in local and national decision-making.
- **Measurable ROI:**
Annual published impact reports with KPIs and visible deliverables.
- **Reputation & Branding:**
Alignment with a high-profile, landmark West End initiative.
- **Elite Access:**
Join an exclusive network of senior leaders across the West End.
- **Future Proofing:**
Play a defining role in establishing the BID of 2029.

GOVERNANCE & DELIVERY

- **The Partnership** will be delivered by HOLBA as the accountable body, providing fiduciary oversight, compliance, and proven delivery.
- **HOLBA** will act as the legal and administrative entity, managing finance, HR, audit, and delivery through established structures.
- **Founding Partners** will form a dedicated **Steering Group**, ensuring investment priorities reflect business needs and ambitions.
- **Governance** will be underpinned by HOLBA's 20-year track record of accountable delivery and sustained high levels of member support.





Join an exclusive
network of senior
leaders across
the West End.

INVITATION TO PARTNER

This is a rare and exclusive opportunity for a select group of world-class organisations to shape the future of one of London's most prestigious districts.

**BY JOINING AS A
FOUNDING PARTNER,
YOUR ORGANISATION
SECURES:**

- Strategic influence over investment and place-making.
- Visibility as a leader in a landmark West End initiative.
- Access to proprietary insights and senior decision-makers.
- A legacy role in securing the 2029 St James's BID.

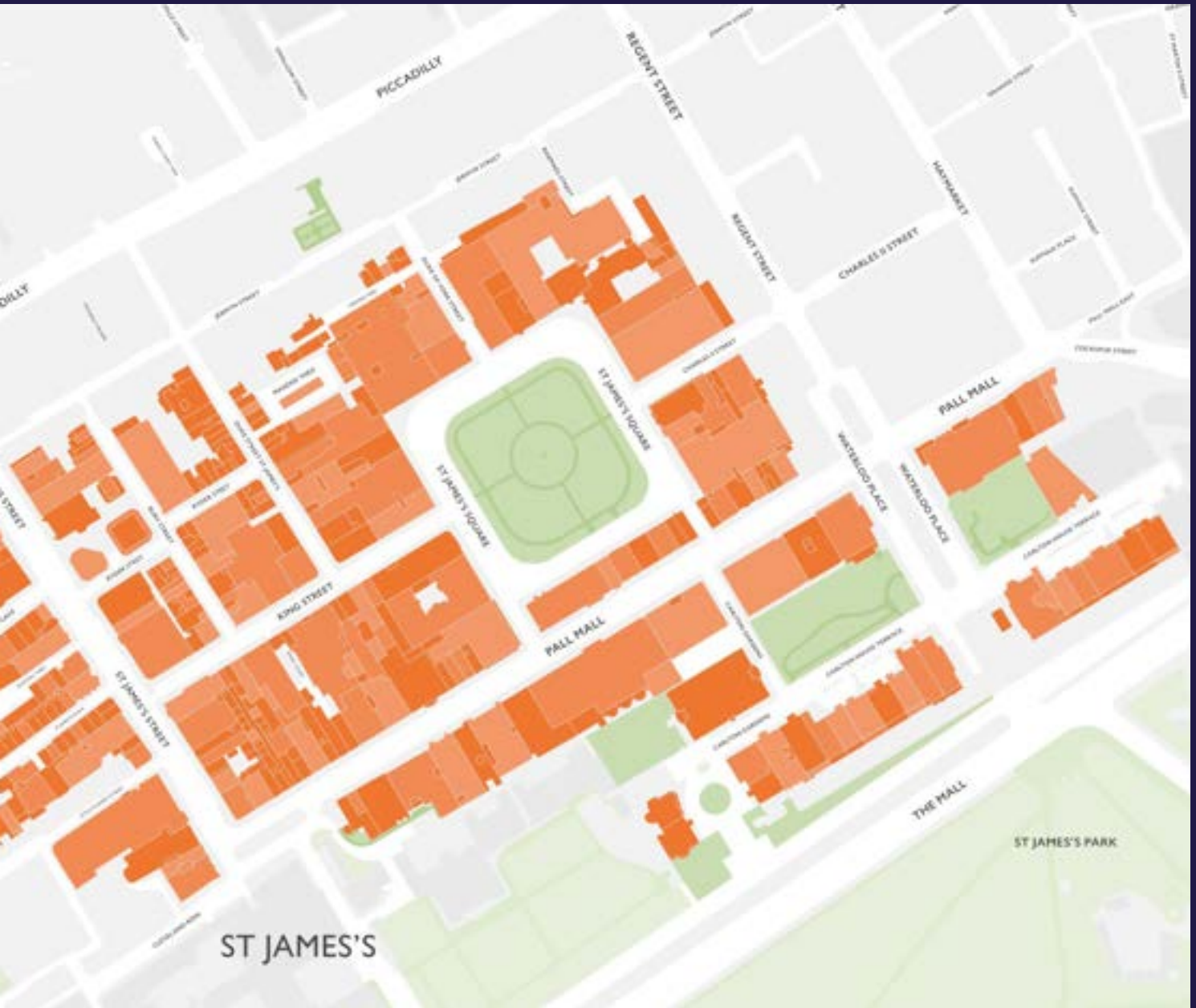
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**PROPOSED
BID AREA**





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Email info@holba.london
or call **020 7734 4507**

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