

Six Commitments for a Thriving Westminster

The West End is a major economic asset and a critical engine for Westminster. When it is safe, well managed and accessible, it supports jobs, funds council services, and enhances quality of life for residents, workers, employers, and visitors across the city. The next administration can maximise this contribution through clear leadership, responsible stewardship and effective partnership working.

1 Recognise The West End as an International Centre and Plan For It

Council commitment: Designate the West End (in its entirety) as an International Centre in the City Plan and adopt a dedicated economic development strategy to manage its role and contribution within Westminster.

Why this matters: A clear planning, management and economic framework will support sustainable growth, strengthen council finances, safeguard residents' quality of life and reduce pressure on surrounding neighbourhoods.

3 Support International Visitor Spend

Council commitment: Continue to make the case to central government for the reintroduction of VAT-free shopping for international visitors.

Why this matters: Increased visitor spend, sustained employment and stronger economic activity that supports local services citywide.

5 Deliver Public Realm That Works for Everyone

Council commitment: Deliver agreed public realm schemes including St Martin's Lane, Charing Cross Road, the Arts Quarter and Green Park Station.

Why this matters: More accessible and sustainable streets that improve everyday movement, strengthen footfall, and protect Westminster's busiest streets and public spaces for the long term.

2 Strengthen the Funding Base for Public Services

Council commitment: Support greater rates retention and business rates reform that reflects modern trading patterns.

Why this matters: More predictable, resilient income to support council services across all parts of the city.

4 Improve Safety Through Active Place Management

Council commitment: Support a permanent, visible police and CCTV presence in the West End, alongside effective enforcement to address anti-social behaviour and illegal trading.

Why this matters: Safer public spaces, reduced pressure on neighbourhood policing and lower enforcement and clean-up costs.

6 Support Transport Improvements to Protect Neighbourhoods and the Local Economy

Council commitment: Support improvements to late-night transport, step-free access, walking and cycling routes, wayfinding, and the management of key transport hubs.

Why this matters: Reduced congestion, pollution and noise, smoother traffic flow, and less overspill from pedestrians into residential streets across the city.