

## Heart of London BID Proposals - Statement of consultation undertaken

---

### Background

**Leicester Square & Piccadilly Circus area:** The current BID is in its third term and runs until 31<sup>st</sup> March 2017 and therefore requires a renewal ballot to continue into a fourth term. The renewal ballot for this has been given the go ahead from the Heart of London board to take place in February 2017. The current BID area has an excellent track record of delivery since its establishment in 2004, is highly visible with a strong business mandate.

**Piccadilly & St James's area:** Established in 2012 the current BID runs until 31<sup>st</sup> March 2017 and therefore requires a renewal ballot to continue into a second term. The renewal ballot for this has been given the go ahead from the Heart of London board, to take place in February 2017. The current BID area has an excellent track record of delivery and is highly visible with a strong business mandate.

Heart of London has a strong programme of business engagement throughout its work programme. Regular communication is undertaken with 100% of its members; keeping its membership updated as to the work of the organisation, events and activities in central London, opportunities and threats. The organisation organises a successful and well-attended business networking and insights programme.

### Stage 1 : Business Engagement : (Jan 2016 to Aug 2016)

Early soundings helped identify priorities and themes moving forward which appear in the renewal business plan.

#### **Leicester Square & Piccadilly Circus**

100% of businesses were offered the opportunity to meet the Heart of London team

One to one engagement continued throughout the period.

22 business members provided feedback at the Leicester Square workshop events

100% support communicated for the work undertaken by the organisation

#### **Piccadilly & St James's area:**

100% of businesses were offered the opportunity to meet the Heart of London team

One to one engagement continued throughout the period

A positive level of support was communicated for the work undertaken by the organisation

As part of the Piccadilly & St James's renewal work a wider study area was identified to test the appetite of businesses on the hinterland of the current boundary. A significant level of interest was recorded in the areas of west Piccadilly and south Mayfair and strategically there was a wish to align the current geography with the NWECD BID. Specifically the Berkeley Street Monitoring Group was set up to discuss the input of Heart of London services in the area of south Mayfair; this process was led by the Finance and Governance Group of the main Board.

## **Stage 2 : Consultation: (Sept 2016 to Dec 2016)**

Working from a draft Business Plan

### **Leicester Square & Piccadilly Circus area:**

100% of businesses invited to one to one meeting with a member of the team  
123 meetings completed with members  
100% of retailers and restaurants visited by a member of ambassador team  
All businesses invited to Heart of London's business-to-business networking and business insight events;  
All businesses received Heart of London's e-communications  
100% businesses asked to verify their voter - 80 businesses (43%) completed the verification

### **Piccadilly & St James area:**

100% of businesses invited to one to one meeting with a member of the team  
124 meetings completed with members  
100% of retailers and restaurants visited by member of ambassador team  
13 tenant meetings attended with 79 businesses invited to discuss Heart of London  
Presentations made to the meetings of the Jermyn Street Association and Regent Street Association  
All businesses invited to Heart of London's business-to-business networking and business insight events;  
All businesses received Heart of London's e-communications  
100% businesses asked to verify their voter – 78 businesses (33%) completed the verification

Following presentation and debate amongst the Heart of London Finance and Governance Group and Board, it was decided to identify south Mayfair as a future BID opportunity in its own right and therefore not include with the renewal programme but to 'tidy up' the boundary with NVEC, therefore embracing Sackville Street, Vine Street, Swallow Street and Burlington Gardens (south).

100% of businesses in the extended area were contacted by letter and e-mail and walk in visits were made to both offices and retail premises.

## **Stage 3 : Ballot: (Jan to Mar 2017)**

Presentation of the final Business Plan

### **Leicester Square & Piccadilly Circus area:**

Electronic version of business plan sent to all BID members  
Invitation to discuss business plan given to 100% of members  
All BID members invited to Business Insight event, which formally launched the business plan  
Hard copy of BID proposal distributed to all businesses  
One to one meetings offered to all voters  
Notice of Ballot sent to finalised voter list confirmed by WCC

### **Piccadilly & St James's area:**

Electronic version of business plan sent to all BID members  
Invitation to discuss business plan given to 100% of members  
All BID members invited to Business Insight event, which formally launched the business plan  
Hard copy of BID proposal distributed to all businesses  
One to one meetings offered to all voters  
Notice of Ballot sent to finalised voter list confirmed by WCC

**The Heart of London ballot commences on 21 February 2017**