

St Martin's Occupier BID : Ballot

Statement of consultation undertaken

Background

The St Martin's district has been identified by the Heart of London Business Alliance as an area, adjacent to its current BID districts, which would benefit from its services and representative voice. Since the Autumn of 2018 the Heart of London Business Alliance have been exploring the notion of establishing a BID in the area and following extensive discussions with businesses and owners in the area determined in the Spring on 2019 to seek the formal establishment of an occupier BID to commence operations 1 April 2020. The proposed ballot of businesses has been given the go ahead by the Heart of London Business Alliance board to take place in February/March 2020. The current BID's of Leicester Square and Piccadilly Circus and Piccadilly and St James's have an excellent track record of delivery since their establishment in 2015, are highly visible and have a good business mandate.

Heart of London Business Alliance has had a strong programme of business engagement throughout its work programme during its 15 years of delivery in Leicester Square and Piccadilly Circus and Piccadilly and St James's. Regular communication is undertaken with 100% of its members - keeping its membership updated as to the work of the organisation, events and activities in its current BID areas, opportunities and threats. The organisation manages a successful and well-attended business networking programme.

Constituent Engagement (April - October 2019):

An occupier consultation programme during 2019 has helped understand the appetite for establishing a business improvement district in the St Martin's area and identify priorities and themes moving forward which appear in the St Martin's BID business plan.

- All business constituents in the identified study area were given the opportunity to meet January - October 2019, a total of c200 businesses;
- Consultation meetings have been undertaken with 50 businesses - 55% of the final constituency set;
- A significant majority of businesses met have demonstrated positivity towards the establishment of a BID and all businesses in the ballot have had the opportunity to meet to discuss the formal business plan.
- All businesses have been invited to Heart of London business-to-business networking events;
- All businesses have been provided the opportunity to receive Heart of London BID e-communications;
- 100% of businesses asked to advise of their key contact.

Ballot (November 2019 to March 2020)

Presentation of the final Business Plan

- All businesses taking part in the ballot invited to launch event at the St Martins Lane Hotel;
- Electronic version of business plan sent to all voters in the ballot;
- Hard copy of business plan distributed to all voters;
- Invitation to discuss business plan given to 100% of businesses taking part in ballot;
- All businesses in the ballot asked to verify their decision maker in a Westminster City Council led voter verification process;
- Business community invited to business to business and other networking events;
- Notice of Ballot sent to finalised voter list confirmed by Westminster City Council.

The St Martin's BID occupier ballot commences February 2020

St Martin's Property BID : Ballot

Statement of consultation undertaken

Background

The St Martin's district has been identified by the Heart of London Business Alliance as an area, adjacent to its current BID districts, which would benefit from its services and representative voice. Since the Autumn of 2018 the Heart of London Business Alliance have been exploring the notion of establishing a BID in the area and following extensive discussions with businesses and owners in the area determined in the Spring on 2019 to seek the formal establishment of a property BID to commence operations 1 April 2020. The proposed ballot of owners has been given the go ahead by the Heart of London Business Alliance board to take place in February/March 2020. The current BID's of Leicester Square and Piccadilly Circus and Piccadilly and St James's have an excellent track record of delivery since their establishment in 2015, are highly visible and have a good business mandate.

Heart of London Business Alliance has had a strong programme of business engagement throughout its work programme during its 15 years of delivery in Leicester Square and Piccadilly Circus and Piccadilly and St James's. Regular communication is undertaken with 100% of its members - keeping its membership updated as to the work of the organisation, events and activities in its current BID areas, opportunities and threats. The organisation manages a successful and well-attended business networking programme.

Constituent Engagement (April - October 2019):

A property consultation programme during 2019 has helped understand the appetite for establishing a business improvement district in the St Martin's area and identify priorities and themes moving forward which appear in the St Martin's BID business plan.

- All owners in the identified study area were given the opportunity to meet January - October 2019, a total of c200 businesses;
- Consultation meetings have been undertaken with 60 owners - 61% of the final constituency set;
- 100% of owners met have demonstrated positivity towards the establishment of a BID and all owners in the ballot have had the opportunity to meet to discuss the formal business plan.
- All owners have been invited to Heart of London business-to-business networking events;
- All owners have been provided the opportunity to receive Heart of London BID e-communications;
- 100% of businesses asked to advise of their key contact.

Ballot (November 2019 to March 2020)

Presentation of the final Business Plan

- All owners taking part in the ballot invited to launch event at the St Martins Lane Hotel;
- Electronic version of business plan sent to all voters in the ballot;
- Hard copy of business plan distributed to all voters;
- Invitation to discuss business plan given to 100% of owners taking part in ballot;
- All owners in the ballot asked to verify their decision maker in a Westminster City Council led voter verification process;
- Property owners invited to business to business and other networking events;
- Notice of Ballot sent to finalised voter list confirmed by Westminster City Council.

The St Martin's BID property ballot commences February 2020