

# Leicester Square & Piccadilly Circus Property BID : Renewal Ballot

## Statement of consultation undertaken

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### Background

The Leicester Square & Piccadilly Circus BID is currently in its first term, which operates until 31<sup>st</sup> March 2020 and therefore requires a renewal ballot to continue its mandate into a second term. The proposed new mandate has been given the go ahead by the Heart of London Business Alliance board to take place in February/March 2020. The Leicester Square & Piccadilly Circus BID has an excellent track record of delivery since its establishment in 2015, is highly visible and has a good business mandate.

Heart of London has had 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 Leicester Square & Piccadilly Circus, opportunities and threats. The organisation manages a successful and well-attended business networking programme.

### Member Engagement (April – October 2019):

An owner consultation programme during the summer of 2019 has helped understand the appetite for a renewal of the current BID mandate and identify priorities and themes moving forward which appear in the BID renewal business plan.

- All BID members were given the opportunity to meet April – October 2019, a total of 165 property owners;
- Consultation meetings have been undertaken with 117 owners – 71% of the constituency;
- 100% of owners met have demonstrated positivity towards the renewal of the Property BID and all owners 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 receive Heart of London BID e-communications;
- 100% of businesses asked to advise of their key contact.

### Geography

Regulations provide that Property BIDs can only operate on the same geographic footprint of an existing occupier BID and are bound by the same constituency. As such the current geographic footprint adopted by the Leicester Square & Piccadilly Circus Occupier BID shall be adopted by the renewed Property BID.

### 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 Ritz;
- Electronic version of business plan sent to all current BID members and any new owners in the ballot ;
- Hard copy of business plan distributed to all current BID members and any new owners in the ballot;
- Invitation to discuss business plan given to 100% of owners taking part in renewal ballot;
- All owners 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 Leicester Square & Piccadilly Circus BID ballot commences February 2020**

# Piccadilly & St James's Property BID : Renewal Ballot

## Statement of consultation undertaken

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### Background

The Piccadilly & St James's BID is currently in its first term, which operates until 31<sup>st</sup> March 2020 and therefore requires a renewal ballot to continue its mandate into a second term. The proposed new mandate has been given the go ahead by the Heart of London Business Alliance board to take place in February/March 2020. The Piccadilly & St James's BID has an excellent track record of delivery since its establishment in 2015, is highly visible and has a good business mandate.

Heart of London has had 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 Piccadilly & St James's, opportunities and threats. The organisation manages a successful and well-attended business networking programme.

### Member Engagement (April – October 2019):

An owner consultation programme during the summer of 2019 has helped understand the appetite for a renewal of the current BID mandate and identify priorities and themes moving forward which appear in the BID renewal business plan.

- All BID members were given the opportunity to meet April – October 2019, a total of 214 property owners;
- Consultation meetings have been undertaken with 159 owners – 74% of the constituency;
- 100% of owners met have demonstrated positivity towards the renewal of the Property BID and all owners 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 receive Heart of London BID e-communications;
- 100% of businesses asked to advise of their key contact.

### Geography

Regulations provide that Property BIDs can only operate on the same geographic footprint of an existing occupier BID and are bound by the same constituency. As such the current geographic footprint adopted by the Piccadilly & St James's Occupier BID shall be adopted by the renewed Property BID.

### 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 Ritz;
- Electronic version of business plan sent to all current BID members and any new owners in the ballot ;
- Hard copy of business plan distributed to all current BID members and any new owners in the ballot;
- Invitation to discuss business plan given to 100% of owners taking part in renewal ballot;
- All owners 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 Piccadilly & St James's BID ballot commences February 2020**