

St James's Occupier BID: Ballot - November 2023

Statement of Consultation - Occupiers

Background

Heart of London Business Alliance (HOLBA) is a business led organisation formed to improve the trading environment of the Heart of London area. It has been the catalyst for positive change in London's West End for two decades.

HOLBA's purpose is to protect and promote the commercial and cultural well-being of London's West End, on behalf of our members, cementing its position as the greatest city in the world to live, work, visit and invest. Each district within the Heart of London area plays a critical part in this endeavour.

The HOLBA area spans three districts including Piccadilly and Jermyn Street; Leicester Square, Piccadilly Circus and Haymarket; and St Martin's. St James's will become our fourth district. Each, although close in proximity and complementary, is distinctive in character and contributes to the wider ecosystem.

The ballot for the proposed St James's BID has been given the go ahead by the Heart of London Business Alliance Board to take place in 30 October – 27 November 2023.

Stakeholder Engagement

- **St James's Neighbourhood Forum** - HOLBA has been part of the steering group for almost 3 years, working on and feeding into the St James's Neighbourhood Plan. The Chair of the St James's Neighbourhood Forum is supportive towards the proposed St James's BID.
- **St James's Conservation Trust** - HOLBA undertakes regular meetings with the Trust who are supportive of the proposed St James's BID. HOLBA assisted the St James's Conservation Trust with the delivery of the St James's Garden Party in June 2023.
- **St James's Church** - HOLBA have been engaged with St James's Church for over 10 years. Reverend Winkett has voiced her support of the proposed St James's BID.
- **The Crown Estate** - Following discussions over the feasibility of the proposed St James's BID, The Crown Estate gave their support to the initiative.
- **Mayfair and St James's Ward Panel** - HOLBA have attended the Ward Panel for over 10 years. Members are in support of the proposed St James's BID.

Member Engagement (September 2022 – July 2023)

An occupier consultation programme of which commenced in Autumn of 2022 has helped understand whether there is a desire to establish a BID in St James's and identify priorities and themes moving forward which appear in the St James's BID Proposal.

- Business constituents have been given the opportunity to meet September 2022 - July 2023, a total of 233 occupiers.
- As of July 2023, 100% of occupiers have been sent an introduction letter and have been offered a meeting to discuss the opportunity for a St James's BID.
- As of July 2023, consultation meetings have been undertaken with 46 occupiers representing 20% of the constituency.
- The majority of occupiers that have been met with have demonstrated positivity towards the establishment of a St James's BID.
- All occupiers contacted have been asked to advise of their key contact.
- All occupiers contacted have been invited to Heart of London business-to-business networking events, with 581 (occupier and property owner) invitations covering multiple events including:
 - Two occupier businesses were invited to the WPA Dinner in May 2023.
 - 141 occupier businesses were invited to the Coronation Celebration in May 2023.
 - Three occupier businesses were invited to West End Live in June 2023.
 - 11 occupier businesses were invited to the Bee Garden Party in June 2023.
 - 142 occupier businesses were invited to the St James's Garden Party in June 2023.
 - 145 occupier businesses were invited to the Ballot Launch at BAFTA in July 2023.

Road to Ballot (August 2023 to October 2023)

Presentation of the BID Proposal

- A softcopy and a hardcopy of the St James's Business BID Proposal has been sent to all occupiers who have provided contact details in September/October 2023.
- The St James's Business BID Proposal was available on our website from September 2023 for anyone to read and download.
- Senior staff from the occupiers have been invited to meet the HOLBA team to discuss the proposal and the ballot.
- All occupiers in the ballot will be asked to verify their decision maker in a Westminster City Council led voter verification process.
- All occupiers have been invited to business to business and other networking events including:
 - 91 occupier businesses were invited to Franco's Jermyn Street Networking event in September 2023.
 - 172 occupier businesses have been invited to The Crown Estate Evening Reception in October 2023.
- Notice of Ballot will be sent to the finalised voter list confirmed by Westminster City Council.
- The ballot papers will be sent to all eligible voters on 27 October 2023.

The St James's Occupier BID, pending a successful ballot, would commence 1 December 2023.