



HEART
OF LONDON
BUSINESS
ALLIANCE



Securing £17million
of direct investment
for St James's
2023 – 2028

In November 2023, Heart of London Business Alliance (HOLBA) will invite the business community to vote on securing £17million of direct investment for the St James's district.

The investment will be ringfenced, for HOLBA, to deliver a five-year improvement plan for the district which has been developed in direct response to the business and wider community's shared priorities.

This booklet offers a taste of who we are, what we do, and how your business, employees and trading environment will benefit.

Heart of London Business Alliance

Heart of London Business Alliance is a membership organisation which is led and financed by businesses in Piccadilly and Jermyn Street, Leicester Square and Piccadilly Circus, and St Martin's.

The inclusion of St James's will boost our membership from 600 to 850 businesses and will increase direct investment, into the Heart of London area, from £25 million to over £42 million.

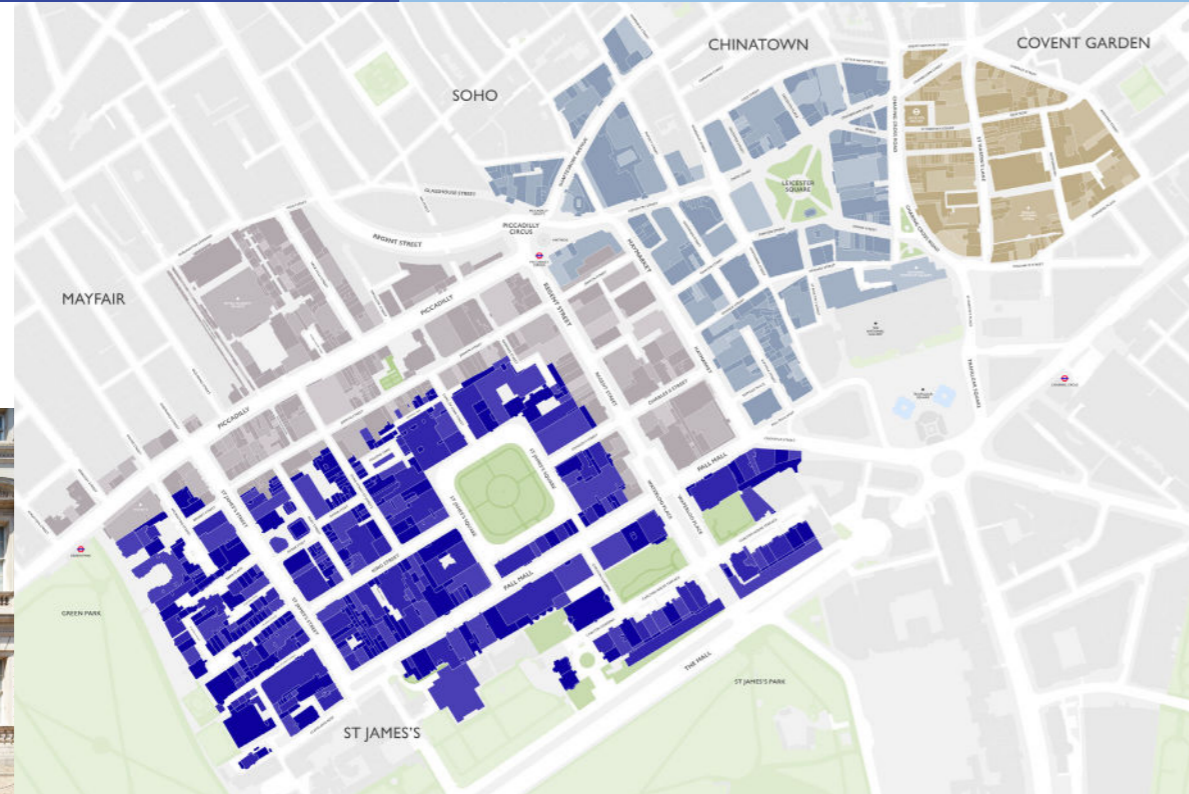
Not only will this allow for an alignment of short and long-term interests, but it will also provide significant economies of scale and an excellent return on investment for our members, old and new.

Securing £17million
of direct investment for
St James's 2023 – 2028

£17m



- ◆ Leicester Square
- ◆ Piccadilly
- ◆ St Martin's
- ◆ St James's



“Whenever we have an issue, we can call Heart of London Business Alliance and they will respond straight away. Their connections to operational partners mean they can very quickly sort out problems, so that we can focus on running our business.”

Sean Ghouse, Director of Retail,
Fortnum & Mason

ST JAMES'S DISTRICT

St James's is a unique treasure to the West End and plays a critical role in London's global success.

A former Royal Estate, its unique proposition of old and new is what sets St James's apart from anywhere else in the world and, as such, is a magnet for high-quality national and international residents, visitors, occupiers, and investors.

OUR AIM WILL BE TO
HELP DRIVE INVESTMENT,
ACCELERATE SUSTAINABILITY,
AND ENHANCE THE
ST JAMES'S PROPOSITION.

"HOLBA has demonstrated its role in the leadership of the West End by bringing together key stakeholders to help transform the area and drive the conversation around how to deliver a vibrant and sustainable future. I trust that Ros and her team will bring their passion and professionalism to the St James's area if the ballot is successful and wholeheartedly support this expansion."

Simon Harding-Roots, Managing Director, London, The Crown Estate



THE CHALLENGE

Despite its many strengths, St James's has its challenges including excessive waste in the public realm and cluttered public spaces. Much of its infrastructure and streetscape has long exceeded its lifecycle. It has poor lighting and navigation, no cycle routes and limited cycle parking.

There is a threat of encroachment of big brands, poor air quality, and climate change impacts. The growing conflict between conservation of buildings, energy efficiency and the suitability of business space pose concern as does the increasing costs of operating a business in the district, and anti-social behaviour and crime.

These are all challenges Heart of London Business Alliance can help address.

"I have welcomed Ros and her team's proactive and constructive engagement, ensuring the West End is best positioned to thrive and support the capital over the coming years."

Paul Scully,
Minister for London



"Heart of London understand that St James's has a special and unique character. I am confident they will continue to cherish the heritage of the district in everything that they do."

Andrew Love, Chairman,
St James's Conservation Trust

OUR DELIVERY FOR ST JAMES'S

SHAPE

We will shape an accessible and sustainable St James's that is fit for purpose

- ◆ Help deliver the St James's Neighbourhood Plan, promote the Wren Project, and support the work of the St James's Conservation Trust
- ◆ Deliver a network of walking, cycling and public realm improvement schemes
- ◆ Develop a Net Zero Action Plan including the potential for a district heat network and power purchase programme as well as a discounted waste service and free compactor scheme
- ◆ Co-develop an inward investment and tenant mix programme, tailored to St James's

PROMOTE

We will curate and promote a programme of art and culture, unique to St James's

- ◆ Champion the importance of art, culture and heritage to the wider ecosystem
- ◆ Deliver a public art programme bringing together local stakeholders and experts
- ◆ Raise the profile of the district via targeted marketing, promotions, and campaigns
- ◆ Introduce the Heart of London Club offering exclusive employee incentives and experiences

MANAGE

We will caretake the streets, keeping St James's clean, safe, and attractive

- ◆ Deliver a coherent management plan including a 7-day a week cleaning and waste enforcement service, as well as a dedicated 24/7 street security team
- ◆ Introduce a one-stop-shop and reporting service for antisocial behaviour, noise complaints, problems with road or utility works, dumped waste, traffic disruption and aggressive begging
- ◆ Introduce seasonal greening, biodiversity, and planting schemes
- ◆ Offer dedicated outreach to people sleeping on our streets

ADVOCATE

We will champion our members' interests and ensure good growth and standards for St James's

- ◆ Be the voice of St James's businesses on industry advisory and policy boards
- ◆ Deliver a dedicated advocacy programme addressing shared issues such as:
 - Business rates reform
 - Labour shortages and knowledge gaps
 - Tax incentives to scale up decarbonisation
 - Clearer guidelines and advice on Scope 3 and retrofitting properties
 - Greater flexibility around licensing and planning

SUPPORT

We will empower the St James's community to build a place of which they are proud

- ◆ Provide timely operational updates, security briefings and political insights
- ◆ Report on the performance of the district and insights into its audiences
- ◆ Introduce networking opportunities, global thought-leadership seminars and events to meet London's decision makers
- ◆ Offer a matchmaking service for businesses and local charities

Make your vote count

A vote to join Heart of London Business Alliance is a vote to secure £17million of investment, stewardship, and growth for St James's, while preserving what makes it unique.

For Occupiers

- ◆ Notice of ballot issued on 13 October 2023
- ◆ Ballot papers distributed on 27 October 2023
- ◆ Voters return ballot papers by 5pm, 27 November 2023
- ◆ Ballot result announced on 28 November 2023
- ◆ Commence 5-year term on 1 December 2023

For Property Owners

- ◆ Notice of ballot issued on 13 October 2023
- ◆ Ballot papers distributed on 27 October 2023
- ◆ Voters return ballot papers by 5pm, 28 November 2023
- ◆ Ballot result announced on 29 November 2023
- ◆ Commence 5-year term on 1 December 2023



Contact us

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We invite you to read the full proposal
and find out how to vote here:
www.holba.london/st-jamess-ballot/

