

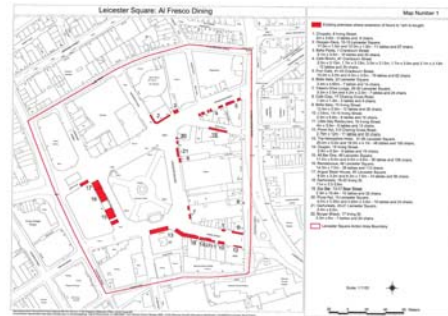


Heart of London Business Alliance
The Business Improvement District

Agenda Item 7.2

AI Fresco dining 2010

The alfresco dining planning application facilitated and paid for by the Heart of London Business Alliance for the past 6 years allow the businesses part of the scheme to continue serving meals outside from 11pm until 1am, there are now nearly 30 businesses that form part of the planning application. The planning application also ensures extended areas for the businesses on the West and South side of Leicester Square (please see images of the plans below).



Update – Pilot confirmed as permanent

Following on from a meeting bringing together senior members of the Licensing and Planning teams at Westminster we have reached agreement that 'the pilot' scheme that has been running since 2003 should be recognised as a permanent element. Operators will now be able to apply for the extended hours until 1am as part of a standard planning application on an annual basis.

Supporting Business

Heart of London Business Alliance are currently supporting the following organisations with AI Fresco dining architectural plan, formal planning application and licence applications in order to further improve the area's appeal as a focus for al fresco dining.

- St John Hotel and restaurant
- McDonalds (on behalf of Old Park Lane Management)
- Radisson (Hampshire)
- Criterion Restaurant

Cost Reduction for businesses with AI fresco dining

We are currently undertaking a feasibility and costing exercise as to the possibility of paying for all planning fees for al fresco dining in the area, we will report back findings at the next board meeting.