

# 2012 2017 SUMMARY OF THE PROPOSED BID ARRANGEMENTS FOR THE HEART OF LONDON BUSINESS ALLIANCE

Information provided by Westminster City Council



Heart of London Business Alliance has created detailed proposals to support the commercial wellbeing of the businesses in the Business Improvement District (BID) area. They will be building on the tangible results achieved over the last 10 years, delivering proactive services, activities and marketing to help realise the collective vision for the area as a world class destination.

Over the next five years their pledge is to deliver even greater influence and impact. They have developed clear strategies to manage the differing needs of the evening and daytime economies to ensure they build on the good work achieved so far and deliver against your key priorities, namely:

- Achieving more through collective action
- Giving higher priority to street management
- Building the profile of the area whilst showcasing specific locations
- Handling the 24/7 dimension of the area
- Creating and making the most of events
- Building more of a family-friendly dimension
- Incentivising employees to use the area's businesses more
- Encouraging more connectivity as part of London's West End
- Optimising the Queen's Diamond Jubilee and the London 2012 Olympic and Paralympic Games as a catalyst for more joined up working and new ideas

## GOVERNANCE

### Accreditation

Heart of London Business Alliance is a British BIDs Accredited organisation and will be applying in 2012 for the Advanced Level Accreditation further underpinning their quality management systems.

### The Company

Heart of London Business Alliance is the BID Proposer and the legal entity that runs the company activities in the existing area around Leicester Square and Piccadilly Circus. Pending a successful renewal ballot it will continue to run these activities for this area.

### The Board

The Heart of London Business Alliance Board of private sector Directors lead and guide the work of the Business Alliance and details can be found on [www.heartoflondonbid.co.uk](http://www.heartoflondonbid.co.uk)

### Financial Management

The financial arrangements will continue to be monitored through the Operating Agreement in place between Heart of London and Westminster City Council.

For further details visit [www.heartoflondonbid.co.uk](http://www.heartoflondonbid.co.uk)





### BID Ballot

To ensure neutrality, the BID ballot is administered by the City of Westminster Returning Officer and his Electoral Services staff. It will be arranged in line with the rules set out in the BID regulations (2004) as approved by Parliament.

The ballot needs to satisfy two tests – a majority in number of those voting and a majority in proportion of Rateable Value of those voting. The BID levy can only come into effect if these two tests are met. The BID Levy is then applicable to all eligible businesses.

All eligible businesses will be entitled to one vote per hereditament. Some businesses occupying more than one hereditament within the area will, therefore, be entitled to more than one vote.

**A full list of businesses eligible to vote is available at [www.heartoflondonbid.co.uk](http://www.heartoflondonbid.co.uk)**

### Voting Procedure

- You will need to cast and return your postal vote by 5pm on 23rd February 2012
- The results of the vote will be announced online on 24th February 2012

### BID Levy Rules

The BID process is governed by Government legislation and regulations. As such, once a majority vote has been achieved, the BID levy becomes mandatory on all defined ratepayers.

The rules for the BID levy are as follows:

- The Renewal BID term will be five years from 1st April 2012 to 31st March 2017
- The BID levy will be applied to rated properties in the BID with a Rateable Value of £100,000 or more
- The BID levy will be fixed at 1% of Rateable Value using the 2010 rating list as at 1st April 2010 (rising annually by 0.03%, ie. Year 2: 1.03%, Year 3: 1.06%, Year 4: 1.09%, Year 5: 1.12%)
- The liability for the daily BID levy will fall on the eligible ratepayer
- Charitable organisations in receipt of mandatory charitable relief from rates will receive 80% allowance
- The BID levy will not be increased other than those specified in these levy rules
- The BID levy is to be paid in full within 14 days of receipt of invoice
- There will be no VAT charged on the BID levy
- Refunds will be at the discretion of the BID

**A full version of the rules can be found at [www.heartoflondonbid.co.uk](http://www.heartoflondonbid.co.uk)**

To discuss this document in more detail please call 020 7839 3409 to speak to Sarah Porter, Chief Executive or Karen Baines, Head of Communications or email [sarah.porter@heartoflondonbid.co.uk](mailto:sarah.porter@heartoflondonbid.co.uk) or [karen.baines@heartoflondonbid.co.uk](mailto:karen.baines@heartoflondonbid.co.uk)

**Full ballot arrangements are available at [www.heartoflondonbid.co.uk](http://www.heartoflondonbid.co.uk)**

## BID AREA STREETS

All of the following streets are included in full or in part:

Bear Street  
Charing Cross Road  
Coventry Street  
Cranbourn Street  
Denman Street  
Glasshouse Street  
Great Windmill Street  
Haymarket  
Irving Street  
Jermyn Street  
Leicester Court  
Leicester Place  
Leicester Square  
Leicester Street  
Long's Court  
New Coventry Street  
Orange Street  
Oxendon Street  
Panton Street  
Piccadilly  
Regent Street  
Rupert Street  
Shaftesbury Avenue  
Shaver's Place  
Sherwood Street  
St Martin's Street  
St Martin's Place  
(National Portrait Gallery)  
Suffolk Street  
Suffolk Place  
Wardour Street  
Whitcomb Street

