

Piccadilly & Jermyn Street Property Owner BID : Ballot

Statement of Consultation – Property Owner

Background

For 20 years, Heart of London Business Alliance (HOLBA) has been the catalyst for positive change in London's West End. HOLBA is focused on securing the long-term commercial and cultural well-being of the area. Through area promotion, business support and advocacy we champion our members' interests and ensure the West End remains truly world-class.

The HOLBA area currently embraces three districts and has an excellent track record of delivery since its establishment in 2005. It is highly visible and has an excellent business mandate. Business engagement is a key priority at the centre of Heart of London's entire 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, opportunities and threats. The organisation manages a successful and well-attended business networking programme.

The Piccadilly & Jermyn Street Property Owner BID first commenced in 2015, becoming the joint first Property Owner BID in the country, along with the Leicester Square & Piccadilly Circus Property Owner BID. The ballot for the Piccadilly & Jermyn Street Property Owner BID has been given the go ahead by the Heart of London Business Alliance (HOLBA) Board to take place in February/March 2025.

Business Engagement (January 2024 – January 2025)

A property owner consultation programme, which commenced at the beginning of 2024, has helped understand whether there is a desire to continue the BID in Piccadilly and identity priorities and themes moving forward; these appear in the Piccadilly & Jermyn Street BID Proposal.

- Events - we invited 140 Piccadilly businesses to an All Member Reception to launch the BID Proposal.
- An electronic version of the BID Proposal was sent to all occupiers who have provided contact details in October 2024.
- As of 30th January 2025, all 198 property owner hereditaments have been contacted and asked to advise of their voter contacts.
- All 198 property owner hereditaments have also been offered the opportunity to meet our team to discuss the BID in Piccadilly & Jermyn Street.
- As of 30th January 2025, formal and informal meetings have been undertaken with 141 property owner hereditaments, representing 71% of the constituency.
- A further 33 property owner hereditaments have responded in some way (email/phone call) to our attempts at contact, representing 16% of the constituency.



- The majority of property owners that have been met with have demonstrated positivity towards continuation of a Piccadilly & Jermyn Street BID.

Ballot (February 2025 to March 2025)

- Notice of Ballot sent to finalised voter list confirmed by Westminster City Council.
- Invitation to discuss business plan given to 100% of businesses taking part in ballot.
- Ballot papers sent to 100% of voters.

The Piccadilly & Jermyn Street Property Owner BID, pending a successful ballot, would commence 1 April 2025.