

WESTMINSTER CITY COUNCIL

STATEMENT OF DECISION

**SUBJECT: HEART OF LONDON BUSINESS ALLIANCE BID RENEWAL
PROPOSAL 2017-22**

Notice is hereby given that the Cabinet Member for Housing, Regeneration, Business and Economic Development has made the following executive decision on the above mentioned subject for the reasons set out below.

Summary of Decision

1. That the Cabinet Member for Housing, Regeneration, Business and Economic Development endorsed the Heart of London Business Alliance (HOLBA) Renewal Proposal and formally agreed that the City Council does not wish to veto the Proposal.
2. That the Cabinet Member for Housing, Regeneration, Business and Economic Development requested that the Chief Executive, as Returning Officer and "Ballot Holder", hold a ballot for the proposed HOLBA Renewal Proposal.
3. That the Cabinet Member for Housing, Regeneration, Business and Economic Development delegated authority to the Director of Law to complete the necessary legal agreements required for the operation of the BID Levy, Ballot and service arrangements and any other necessary matters for the proposed BID in consultation with the appropriate officers.

Reasons for Decision

1. HOLBA has a strong collaborative relationship with the Council. Examples include the new Leicester Square Management Plan, in which it will play an active role in supporting the management of the square. HOLBA is also an active contributor to the West End Partnership and its working groups, promoting freight reduction with its preferred supplier scheme involving local businesses.
2. The report describes the BID Renewal Proposal that has been submitted by HOLBA to continue into a fourth term. These do not conflict with City Council policies and so the Cabinet Member for Housing, Regeneration, Business and Economic Development is therefore asked to endorse the Renewal Proposal and other recommendations contained in this report.

**Charlie Parker, Chief Executive,
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64 Victoria Street
LONDON SW1E 6QP**

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