

WESTMINSTER CITY COUNCIL

STATEMENT OF DECISION

SUBJECT: ST. JAMES'S NEW BID PROPOSAL - 2023 - 2028

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

Summary of Decision

The Cabinet Member has endorsed HOLBA's new St. James's BID proposal and requested the Chief Executive as the City Council's Returning Officer and "ballot holder" to hold a ballot for HOLBA in respect of the St. James's BID Proposal.

Reasons for Decision

HOLBA have successfully managed to generate and invest over £45million directly into the heart of London's West End and are seeking to amplify their reach, delivery and impact. This decision will allow a ballot to be held to establish a new BID to cover the St James's area.

**Stuart Love, Chief Executive,
Westminster City Hall,
64 Victoria Street
LONDON SW1E 6QP**

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Implementation Date: 03 July 2023

Reference: PED23-16