

**APPLICATION TO RENEW THE STATUS OF THE MAYFAIR NEIGHBOURHOOD FORUM
- A BUSINESS FORUM PREVIOUSLY DESIGNATED BY WESTMINSTER CITY COUNCIL.**

APPLICATION BY: The Mayfair Neighbourhood Forum

CONTACT DETAILS: Gordon Morrison; Nicola Rochfort; Jeremy Bishop

AREA: Mayfair (the area as designated by Westminster City Council)

MAP: see attached

BACKGROUND:

- Mayfair lies within the City of Westminster and is not governed by a parish council.
- In accordance with Regulation 20 of the Neighbourhood planning (General) Regulation 2012, Westminster City Council formally “made” (adopted) The Mayfair Neighbourhood Plan on 24th December 2019.
- The Forum was established to promote and improve the social, economic, and environmental well-being of Mayfair through the production of a neighbourhood plan along with following on to deliver on that plan.
- The Forum prepared Articles of Association and these were approved by the membership. The Articles have been reviewed, updated, and approved from time to time (latest copy attached).
- The Forum has continually grown its membership, which now stands at over 630 members who represent the interests of businesses, residents, organisations, land owners and community associations, and comprises a diverse and representative group from a broad range of backgrounds with significant expertise, community knowledge and awareness.
- Pursuant to the Localism Act 2011 Schedule 9, 61F (5), and in order to encourage further membership growth, a website (www.mayfairforum.org) was developed that contains information about the Forum, including an archive of meeting minutes and presentations, Articles of Association, details of current Directors and the Plan. It also explains how to join the forum and provides periodic notices of forthcoming General Meetings, which are held twice a year.
- The Forum has routinely consulted with its members and the broader population of Mayfair and it is this process that enabled the drafting of a Plan that addresses, in a balanced manner, the needs of businesses, residents and the community as a whole
- The Forum has always recognised the existence and importance of a wide range of associations and groups that represent the varying business, residential and

community interests. It has sought to include them in the development of the Forum and the Plan and will continue to seek their active involvement in the future.

- Since the Plan was made we have dedicated considerable resources to delivering on the Plan
 - Review planning applications, highlighting those that do not comply with policies and guidance contained within the Plan.
 - Reviewed options to increase greening within Mayfair.
 - Explored opportunities to highlight the route of the River Tyburn
 - Explored opportunities to improve Park Lane
 - Worked with local interest groups to improve the quality of life for those that live, work, and visit Mayfair.
 - Initiated a major investigation into rough sleeping, unsocial behaviour, and homelessness in Mayfair.
- The Forum Steering Group meets most months and has, for 5 years ahead of December 2019, been responsible for the production of the Plan. Sub-groups have been formed to review planning and public realm matters, NCIL Projects, and the marketing and communication of the Forum and the Plan.
- The Forum has relied heavily on the support (pro-bono and otherwise) of all sectors of the Mayfair community.

FUTURE INTENT:

- At the time of applying for the renewal of the Forum's status, we will continue to progress and monitor matters highlighted in the Plan.
- The Steering Group will continue to consult with its members and the wider community of Mayfair along with Westminster City Council and will adjust its focus as appropriate.
- In line with the preceding intent and such other matters as may from time to time arise, the Forum will continue to assess its Articles of Association and where deemed desirable, will modify them to ensure that they are appropriate.

We invite Westminster City Council to renew the designation of our Forum, as the representative neighbourhood forum for the established Mayfair area. To enable the Forum's work to continue without interruption, we respectfully request that this application is considered as soon as possible.