

24th February 2012



Heart of London Business Alliance - Ballot Results

We are pleased to announce the following Ballot Results.

Leicester Square to Piccadilly Circus Renewal Ballot for 3rd Term: 2012 – 2017

92% voted in favour by number
93% voted in favour by rateable value
Turnout was 74.5%

The turnout for our Renewal Ballot is the highest recorded in the UK.

Piccadilly & St James's 1st Term Ballot: 2012 – 2017

71% voted in favour by number
81.5% voted in favour by rateable value
Turnout was 48%

The turnout for the Piccadilly & St James's area is above the UK average for a 1st term ballot.

We are delighted with the results and look forward to continuing to work with you over the next five years.

We have been operational for over ten years across the Piccadilly Circus and Leicester Square area with a track record of influencing to make things happen.

We are passionate believers in the power of cumulative action and have earned our place as a credible contributor at strategic level, ensuring a strong and united voice for business to meet our collective ambitions for this area.

We deliver tangible benefits for business from effective management of our streets to tackle crime and anti-social behaviour, through to inspirational promotional activity to support businesses, enhance our reputation and drive footfall and spend.