

Securing the future of London's West End

2022–2027



What we will do for you

Over the next five years we will work together to drive strategic change that will help lead the West End out of crisis, into recovery and onto a renewed future as the UK's cultural and commercial powerhouse.

We will build on the great relationships we have forged with local and national government to put in place the policies that will help deliver just that. Together, we will secure the future of the most diverse, energetic and cutting-edge destination in the world.



Our five areas of focus

Shape

We will **regenerate the area and attract investment**, ensuring the West End is worthy of its world-class status now and into the future.

Promote

We will deliver **standout cultural experiences** that guarantee tangible results, showcasing the West End as the world's most iconic cultural destination.

Manage

We will **create a sustainable environment** that is clean, safe and well-managed, elevating the experience for our world-class destination.

Advocate

We will **protect, defend, and promote our members' interests** by listening and campaigning on the issues that matter most.

Support

We will **empower, inform and raise your profile**, providing a one-stop-shop for support and services.

Heart of London Business Alliance is the catalyst for positive change in London's West End.

This is an outline of our five-year Business Plan to protect and promote the commercial and cultural wellbeing of the heart of London area.

Every five years we undertake a mandatory ballot where we ask our members to vote on our proposal for the heart of London's West End. That vision, and our plan to make it a reality, is detailed in our Business Plan which can be found on our website.

We invite you to read it, before casting your vote in the February 2022 ballot, to fully understand how your business can benefit from Heart of London Business Alliance.



Our vision

To strengthen the West End's global reputation as a world-class, cultural and commercial destination with a unique identity central to the UK economy.



Our area



Heart of London Business Alliance is a Business Improvement District (BID) representing over 600 businesses and property owners across the Piccadilly, St James's, Haymarket, Piccadilly Circus, Leicester Square & St Martin's areas.

Heart of London in numbers*

40+

Global cultural institutions

45,000+

Employees

200 Million

Visitors per year

39

Hectares

97.3%

Occupancy rate

It generates:

4.6 Billion

Gross value added

£150 Million

In business rates

*numbers from 2019

Make your vote count

Vote for a further five years of dedicated investment in the heart of London's West End.

1. Notice of ballot issued on **20 January 2022**
2. Ballot papers distributed on **3 February 2022**
3. Ballot papers returned by 5pm on **3 March 2022**
4. Ballot result announced on **4 March 2022**

Following a successful ballot, we will begin the term on 1 April 2022.

Contact us

For further information please contact our Chief Executive:



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