

New West End Company Occupier BID : Alteration & Renewal Ballot Statement of consultation undertaken

Background

New West End Company has operated as the Business Improvement District (BID) for London's West End since 2005, representing one of the most iconic and economically significant commercial districts in the country. With the current Occupier BID term set to conclude on 31 March 2026, the Board has approved plans to proceed with a renewal ballot in late 2025, seeking a new five-year mandate. In the previous ballot held in 2021, an overwhelming 99.5% of votes cast were in favour, with a turnout of 44% from a total of 416 eligible hereditaments.

Since its inception, the BID has delivered consistently for its members—predominantly drawn from retail, hospitality and leisure - by championing a shared vision for the district and responding to the evolving needs of businesses. In recent years, the BID has expanded its engagement with office occupiers, recognising their growing presence and importance to the West End's economic ecosystem.

New West End Company has established a strong track record of delivery, combining place management, policy influence, destination marketing, and data-led insights. It maintains regular contact with members, ensuring they are informed and involved in key strategic decisions, and delivers a year-round programme of business engagement and events to foster collaboration across the district.

As it prepares for the next BID term, New West End Company remains committed to supporting all sectors of the West End economy - retail, leisure, hospitality and office - through impactful, joined-up delivery that secures long-term success for this world-renowned destination.

Member Engagement (June 2024 – September 2025):

Current Occupier Membership

From June 2024 to September 2025, New West End Company has maintained strong engagement with its existing members. Our structured consultation programme during this period has helped shape the direction of the BID renewal and alteration business plan - confirming appetite for a renewed mandate and identifying the priorities that matter most to our members.

- All BID members were given the opportunity to meet June 2024 – September 2025, a total of 431 occupiers.
- New West End Company met 146 occupier members representing 224 hereditaments within the membership. This represents 57% of the membership rateable value.
- A total of 87 occupiers have been engaged via Management / Steering Groups representing 146 hereditaments.
- A large majority of occupiers met have demonstrated positivity towards the renewal of the Occupier BID and all occupiers have had the opportunity to meet to discuss the formal business plan.
- All occupiers have been invited to New West End Company business-to-business networking events.
- All occupiers receive New West End Company BID e-communications.

- 100% of occupiers have been asked to advise of their key contact.

Office Occupiers

As we continue to evolve as the UK's leading Business Improvement District, we are expanding our membership to include West End office occupiers - reflecting the area's changing commercial landscape. This extension of the Occupier BID is proposed to take effect from April 2026, at the start of the next five-year BID term.

Member Engagement (June 2024 – September 2025):

Throughout this period, we have undertaken a dedicated engagement programme with West End office occupiers. These conversations have informed our thinking on how best to include offices in the Occupier BID, ensuring that our renewed mandate addresses their needs and priorities.

- All office BID members were given the opportunity to meet June 2024 –September 2025, a total of 236 office occupiers.
- New West End Company has met with 82 office occupier members and is actively arranging meetings with the remaining office occupiers, with further engagements planned in the coming months.
- A large majority of office occupiers we've met have expressed strong support for incorporating offices into the Occupier BID. Additionally, all office occupiers have had the opportunity to meet and discuss the formal business plan.
- An Office BID steering group has been formed as part of the governance structure. This group will consist of 15 office occupiers, who will meet at least three times a year.

From September – November 2025, a key focus will be engaging with all office occupiers through one-on-one meetings and events. New West End Company will continue to work closely with stakeholders to identify and connect with key office contacts. The following engagement programme has been finalised:

- All office occupiers will receive New West End Company BID e-communications.
- All office occupiers will be invited to New West End Company business-to-business networking events; events have been scheduled for September and October.
- 100% of office occupiers will be asked to advise of their key contact.

Ballot (November 2025 to December 2025)

Presentation of the final Business Plan

- All occupiers taking part in the ballot have been sent a communication regarding the BID ballot and its timing.
- An electronic business plan will be sent to all occupiers taking part in the ballot.
- Full information regarding the BID ballot with supporting documentation will be made available on the New West End Company website.
- An invitation to discuss the business plan will be given to 100% of occupier (inc. owner occupiers) taking part in renewal ballot.
- All occupiers in the ballot will be asked to verify their decision maker in a Westminster City Council led voter verification process (voter canvass).

- Notice of Ballot will be sent to the finalised voter list confirmed by Westminster City Council (667 hereditaments).

The New West End Company BID ballot commences November 2025.