

New West End Company Property 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 97% of votes cast were in favour, with a turnout of 82% 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 Property Membership

- All BID members were given the opportunity to meet June 2024 – September 2025, a total of 431 property owners.
- New West End Company met 75 property members representing 311 hereditaments within the membership. This represents 72% of the membership rateable value.
- A total of 40 property owners have been engaged via Steering Groups representing 230 hereditaments.
- A large majority of property owners met have demonstrated positivity towards the renewal of the Property BID and all property owners have had the opportunity to meet to discuss the formal business plan.
- All property owners have been invited to New West End Company business-to-business networking events.
- All property owners receive New West End Company BID e-communications.
- 100% of property owners have been asked to advise of their key contact.

Office Property Owners

As we continue to evolve as the UK's leading Business Improvement District, we are expanding our membership to include West End office property owners - 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 property owners. These conversations have informed our thinking on how best to include offices in the BID, ensuring that our renewed mandate addresses their needs and priorities.

- All office property owners were given the opportunity to meet June 2024 – September 2025, a total of 236 office property owners.
- New West End Company met 26 office property owners representing 150 hereditaments within the membership. This represents 68% of the membership rateable value.
- A large majority of office property owners we've met have expressed strong support for incorporating offices into the Property BID. Additionally, all property owners have had the opportunity to meet and discuss the formal business plan.

From September – November 2025, a key focus will be engaging with all office property members through one-on-one meetings and events. The following engagement programme has been finalised:

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

Ballot (November 2025 to December 2025)

Presentation of the final Business Plan

- All property owners 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 property owners 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 property owners (inc. owner occupiers) taking part in renewal ballot.
- All property owners 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.