

Mayfair General Meeting

We are now 28 months into our “Made” plan and very much into the implementation phase.

There will be a requirement to update our Neighbourhood Plan sometime over the next two years to reflect changes to National, London and City planning policies but for now we are focusing on the priorities laid out in our approved Neighbourhood Plan. Any new Neighbourhood plan will contain some technical updates but the principals behind our priorities are unlikely to change.

We have established sub-committees covering:-

1. Planning & Public Realm
2. Capital expenditure using our Community Infrastructure Levy income
3. Communications

And in addition, we are developing two further project groups looking at establishing the old Tyburn River frontage and the very long-term project of monitoring and influencing the future of Park Lane.

The historic route of the Tyburn river requires to be rediscovered and celebrated. A public realm scheme will reinterpret the route of the river possibly introducing art or things of interest enhancing this underutilised route through central London. There is currently some urgency regarding this project as we see new development plans for the “banks of the Tyburn”.

The pedestrian entrance to Mayfair from Hyde Park, under Park Lane forms part of our Green Route project but on the greater subject of Park Lane itself we will seek to influence although major changes are likely to be a generation away.

When I accepted the position of Chair I set as my priority the decarbonising of Mayfair and I was delighted to read that this is also one of the new Westminster administration’s priorities. Reduction in crime is also a priority for Westminster and the Mayfair Forum.

The opening of the Elizabeth Line last month will see a significant step change within Mayfair. Travelling to Mayfair by public transport will be easier and should reduce levels of traffic but in addition we will see more pedestrian traffic putting Public Realm under pressure.

Every part of our plan is moving in a positive direction but not as quickly as we had hoped. Consultation is a lengthy but necessary process, and our excellent working relationship with Westminster City Council is improving this journey. We now, of course, have a new administration and new relationships to build which we are developing very successfully.

We are all working towards the same goal of making ***Mayfair the most desirable and attractive area of London in which to live, work and visit.***

Perhaps our ambition should be extended to a top world status.

Gordon Morrison
Chairman
June 2022

Planning and Public Realm Committee Report

Nigel Hughes

Introduction

The Planning & Public Realm Committee (P&PRC) reports to the Steering Group. Its principal remit is to seek to ensure that future developments enhance Mayfair in line with the policies of the Mayfair Neighbourhood Plan (the Plan). It also has to consider how the policies may need to be adapted for the future and how the key aspirations of the Plan, such as the Tyburn Opportunity Frontage, can be brought forward.

Membership

Over the past 6 months membership of the P&PRC has comprised:

Jeremy Bishop – (SG Member) Resident

Hannah Corlett – Consultant Architect

Giles Easter – (SG Member) Business

Nigel Hughes – Business (Chair)

Scott Marshall – Business

Julian Milne - Business

Gordon Morrison (Chair of the Steering Group) – Resident

Eric Scots-Knight (SG Member) - Resident

Piers Townley (SG Member) – Business

Harriet Reed - Secretariat

Key Activities

The P&PRC has continued to meet regularly, mostly on Teams but with actual meetings and site visits being held to review specific applications.

The key role of the P&PRC is to monitor, review and where necessary, comment on planning applications for physical changes, or changes of use, to buildings, open spaces, highways and the public realm. In order to carry out this work, the P&PRC meets, at the earliest possible stage, with the promoter, agent or architect for any scheme that is of sufficient scale, complexity, sensitivity, general interest or potential conflict with the Plan that warrants the involvement of the Committee. Where a scheme is of significant interest, it may be referred to the Steering Group.

When considering proposals, the needs and interests of local businesses and residents, in line with the Plan policies, are taken into account. Members will contribute ideas and comments on applications and proposals in accordance with the Plan and seek to assist the applicants in both identifying and overcoming problem areas as well as with the monitoring and review of ongoing developments when required.

We are still coming to terms with recent changes to the planning regime at national, regional and local levels that have impacted on Mayfair but we now also need to consider the potential implications of the Levelling Up White Paper and the possibility of a new City Plan. If there is one constant in the world of planning, it is that there will always be change!

In addition to reviewing the monthly published list of planning applications (for which special thanks are due to Julian Milne), we have considered numerous proposals including for Lancashire Court, 18 Savile Row, 14-16 Park Street, 8-10 Grafton Street, 25 Hanover Square, the former Police Station in Savile Row, South Molton Triangle (revisions to the existing consent), Thomas Goode's and 21-25 Bruton Place. We have also reviewed public realm proposals for Berkeley Street/Stratton Street, Conduit Street and Grosvenor Square Garden. Where schemes are at an early stage, such as Berkeley Street/Stratton Street, Lancashire Court and the former Police Station, we expect to have further meetings as the design proposals progress.

We have set up working groups to take forward two of the key projects identified within the Plan. Natasha Mitchell from the Royal Academy and Hannah Corlett will be leading on ideas for the Tyburn Opportunity Frontage to ensure that there is a consistency of approach from developers working along the route while Richard Cutt and I are leading on a project for Park Lane which is expected to result in a 'call for ideas' on how to humanise this urban motorway. Members of the P&PRC also provide support to the CIL Committee.

We continue to enjoy good working relationships with officers at Westminster City Council and we look forward to building new relationships with the new ward councillors.

Although not formally associated with the Forum, members may be interested to know that a new group, Mayfair Heritage, is being formed which will bring together all those interested in the 300-year history of the area, the people and places, the streets, buildings and garden squares that have shaped the neighbourhood as it is today. Mayfair Heritage seeks to encourage support from individuals and stakeholders who have a story to tell. More details can be found at: <https://www.mayfairforum.org/news-events>

Finally, and as ever, I would like to thank my fellow members of the P&PRC for the support they have given to the committee, for giving up their valuable time and for providing valuable input without fear or favour.

Nigel Hughes MBE - Chair, Planning & Public Realm Committee – June 2022

CIL SUBCOMMITTEE REPORT

General Meeting June 15, 2022

Eric Scots-Knight | CIL Subcommittee Chair

Current CIL Allocations to Mayfair as of June 9, 2022

Total Allocation: £2,238,804.12

Allocated To Date: £ 729,003.00

Available: £1,509,801.12

CIL Projects

As of 2022 the MNF had 4 projects which were approved by the CCC:

1. A review and mapping of existing **A3 and A4 (now Class E) planning use** (restaurants, cafes, pubs, bars, clubs) covering locations, covers, operating hours, licence conditions and deliveries and servicing.

The purpose of this project is to establish a factual reference framework enabling the Forum and outside agencies to evaluate new applications and provide guidance.

This project has now been completed and the report is now available for use.

2. To fund the introduction of Westminster's first **Reverse Vending Machine**, which will be located in the Mayfair Neighbourhood area, close to or on Oxford Street.

This project is still ongoing.

3. **Mayfair Green Route**: a 1.3km green route from Regent Street to Hyde Park, linking existing green spaces, including Mount Street Gardens and Berkeley Square to create a continuous corridor to support wildlife and a world class spectacle that enhances Mayfair for everyone who lives, visits or works in the area.

Since our last report at the AGM in November '21 further progress has been made on the route:

- The plans and design proposals by Fluid and Arup for the proposed Aldford Street Garden and underpass to Hyde Park have been transmitted to Westminster City Council.
 - The results of the MNF's comprehensive and wide-ranging engagement and consultation in Q3-Q4 2021 with the public (residents, businesses, visitors) on the proposed route and design ideas have been presented to WCC.
 - WCC has appointed a Programme and Contract Manager within its Public Realm – City Highways Team, with whom we have met. The manager, Karen Jagdeo, will oversee the implementation from WCC end and involve the MNF CIL team along the way.
 - WCC has appointed and briefed public realm contractors Conway/ WSP who will be working with our MNF CIL team to implement the project. The various phases are estimated to take ca. 18-24 months to completion. That work is now ongoing.
4. In response to a rising level of crime and an ongoing nuisance of supercar racers in our neighbourhood WCC has approved a CIL application to fund a **Study and Pilot of a CCTV network including audio-visual as well as acoustic cameras** to deter and catch the offenders in the act and permit prosecution. This application involves the Metropolitan Police as well as WCC and specialist public realm security authorities with who the MNF is collaborating.
- The MNF has appointed Placemaking London Ltd and former Borough Commander Tony Nash as advisors to evaluate the latest technology, suppliers, planning, privacy and data management, monitoring, links with the Metropolitan Police Service ["MPS"], amongst the vast array of aspects that need to be covered before one can obtain consent for the installation of such cameras. They will provide a written report of the study in Q3 2022.
 - Astrea Asset Management has kindly offered to host the monitoring and data management of the Pilot Scheme.
 - Discussions are underway with the MPS to agree with them to take on the long-term monitoring of the network after the Pilot Scheme.
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- System vendors have been evaluated and shortlisted and all have provided us with quotes to supply all the equipment for the Pilot Scheme.
 - Three shortlisted suppliers will be interviewed on June 14, 2022 in person at the Astrea Asset Management offices. After which the winning supplier will be chosen.
 - The MNF SG will be presented with the findings, proposed costs and a suggested selection of the sites for the Pilot Scheme.

- Discussions with the newly elected team of West End Ward Councillors are underway to enlist their assistance in obtaining prompt review and planning consent for the Pilot Scheme.

New CIL Projects

The MNF SG is currently evaluating ideas and opportunities to celebrate the underground Tyburn River Route.

Another team under the aegis of Richard Cutt is looking into the discussions regarding potential improvements to Park Lane and if and how the MNF might contribute to this project.

Vice Chair and Marketing & Membership Report Jace Tyrrell

The Committee is responsible for ensuring that the activity of the Mayfair Neighbourhood Forum and its Steering Group is communicated effectively to its key groups; residents, businesses & community and engagement with the forum is maximised amongst the wider Mayfair constituents.

Key Activities

- a) Set out annual plan of communication activity across various channels with resource plan
- b) Market the key engagement tools: website, direct email, social media and events
- c) Use Local & London media to highlight work of the Forum and key initiatives
- d) Champion major CIL Projects both development and completion to maximise engagement
- e) Update key Steering Group materials on the website i.e. Steering & Committee minutes, AGM
- f) Support Steering Group secretariat in promotion and event management of AGM/GM/Socials
- g) Bring communication support to the lobbying efforts of the Steering Group
- h) Aggregate sessional events through Mayfair to be promoted to visitors, employees, residents
- i) Stage as required 'fundraising' events/campaign for Mayfair

As with many organisations our work on the committee was very agile in 2021/22 due to various COVID restrictions. We are adopting a hybrid model in communication and engagement but look forward to more in person engagement in 2022/23.

Highlights 2021/22:

- Update of the Mayfair Forum website with key information on various Committees, our CIL project (Green Route)
- Co-ordinated site visits to Mayfair for Cabinet Members and senior officers of Westminster City Council and plans in place to support engagement with new Labour Administration.
- Updated our membership lists and sent out a series of communications via email to members
- Promote the RSMSJ Annual Garden Party and include key MNF messaging such as the Green Route
- Maintained relationships with local media to update them on developments including the Green Route
- Maintained communication through our online communications
- Widened our committee to include more residents and business members

The working of the Marketing & Communications:

The Committee will meet at least quarterly. However, additional meetings may be added if deemed necessary and separate working groups for specific projects or initiatives may be established. Committee members will take on projects and support the delivery of the committee's activity.

We invite Mayfair Forum members that live, work or are part of a community group in Mayfair to apply to join the committee and support our programme for 2022. Please get in touch with the Committee's Chair jace.tyrrell@newwestend.com

Financial position FY 2022

Bank account opening balance as at 01/02/2021 **£6,170.29**

EXPENDITURE

Marketing costs	£110.40
Repayment to TCE	£27,000
Bank Charges	£7.47
Total	£27,117.87

INCOME

Contributions from WCC	£61,326
Total	£61,326.00

Bank balance at 31/01/2022 **£40,378.42**

Invoices paid directly by TCE £6,000

Derived bank balance 31/01/2022 **£34,378.42**