

## MAYFAIR NEIGHBOURHOOD FORUM

### STEERING GROUP MEETING

15:00-16:30, WEDNESDAY 20<sup>th</sup> MAY

Via Teams

#### Participants

Jeremy Bishop (Chair)	Resident
Jace Tyrell (Vice Chair)	Business
Keith Bailey (Secretary)	Business
Marie-Louise Burrows	Resident
Gordon Morrison	Resident
Fr Dominic Robinson	Community
Fr Richard Fermer	Community

#### In Attendance

Cllr Barnes	WCC
Nigel Hughes	Planning & Public Realm Committee
Giles Easter	Planning & Public Realm Committee

#### Secretarial

Hannah Kinnimont	Grosvenor
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#### Apologies

Bob Dawson (Treasurer)	Business
Sandeep Bhalla	Business
Diana Dennis	Resident
Kate Goodwin	Community
Scott Collier	Community
Cllr Glanz	WCC
Cllr Lewis	WCC

#### AGENDA:

##### 1.0 Welcome & Apologies

- JB welcomed all to the SG, that took place via Microsoft Teams and telephone owing to the circumstances with Covid-19.
- Apologies were received from Bob Dawson, Sandeep Bhalla, Diana Dennis, Kate Goodwin, Scott Collier and Cllrs Glanz and Lewis.

##### 2.0 Minutes of last meeting

- The SG confirmed that the March SG minutes were an accurate representation of the meeting and were approved.

##### 3.0 Insurance

- KB and JCB provided information on insurance options that Insurance Brokers had provided for consideration by the SG; it was agreed that further research was required, and MLB offered to arrange an introduction to a Lloyds Underwriter.

**Action = MLB to provide an introduction and contact details to a Lloyds Underwriter.**

#### **4.0 Re-opening the West End**

- JT presented NWECC's current plans for re-opening the West End (a copy of the presentation is attached to these minutes). Questions were raised and responded to where possible.

**Action = JT agreed to provide updates at future meetings.**

#### **5.0 Planning Matters**

- NH advised that the Planning & Public Realm Committee would reply on behalf of the Forum to Planning Applications, basing its response on the Plan Policies and Aspirations. The procedure of referring large or sensitive schemes to the SG would continue. Responses would normally be made online, from the Planning email address and using the Forum's registered Company address as provided by BD.
- Leconfield House, Curzon Street – a previously circulated response to this application was approved for filing (Copy attached)
- South Molton Triangle – NH & JCB updated the SG on two meetings that had taken place with Lucy Puddle from Grosvenor Estates. The meetings had been constructive and further meetings, though not currently scheduled, are anticipated. (Copy attached of meeting notes)

**Action = NH to arrange submission of Forum's comments on Leconfield House.**

**Action = KB to clarify the South Molton Triangle's geographical location as per the Plan with the Grosvenor team**

#### **6.0 NCIL**

- No progress had been made on any CIL project.

#### **7.0 Conference calls with the Leader of the Council**

- Fr RF has represented the MNF on these calls, and requested topics that he should raise on the next call.
- Topics agreed were
  - Temporary toilets for visitors when the West End starts to reopen (the partial reopening of major department stores will not include their toilets at this time).
  - Personal Facemasks – as the West End reopens, what provision has been made to ensure these are available for visitors, workers and residents?
  - A need for better clarity on WCC's plans as lockdown restrictions ease and a request for a pro-active approach.
  - Homeless – a thorough discussion took place with useful input from Fr RF, Fr DR and Cllr TB.

**Action = Fr RF to raise these topics on the next conference call, and report back.**

#### **8.0 Date of next meeting**

- It was agreed that June and July meetings would remain scheduled.

**There being no further business, the meeting closed at 16:30**

**Leconfield House, Curzon Street, London W1. Planning reference 20/01200/FULL**

The Mayfair Neighbourhood Plan ('the Plan') came into effect on 24th December 2019 and is now part of the statutory development plan for Westminster. The Plan, which was prepared following several years of engagement with the business and residential communities in Mayfair, is a statement of how those communities would like to see Mayfair grow and develop. The ongoing role of the Mayfair Neighbourhood Forum (MNF) is to work with developers and their agents to ensure that when an application is made to the City Council for planning consent, that the application is aligned with the aspirations and policies of the Plan.

The applicants presented to the Planning and Public Realm committee of the MNF on 19th December last year when concerns were expressed over the proposed use, certain elements of the design (including the top floor, the deep basement and the green wall) and more specifically, the possible impacts of the development on residential amenity (MRU1).

We acknowledge that some changes to the original proposal have been made, specifically in respect of the roof extension, but the fundamentals of the scheme remain unchanged. As a Forum, we have now assessed this amended scheme against the aspirations and policies contained within the Plan, rather than against the wider development plan policies affecting this part of Mayfair. In terms of the aspirations of the Plan, the following paragraphs are felt to be particularly pertinent:

*Para 3.1.3. "The challenge for Mayfair is to deliver sustainable mixed use growth; locating growth in sustainable locations; ensuring growth happens in such a way that it enhances the quality of life for residents, workers and visitors; highlighting key Mayfair uses, and supporting greater growth for those.....Our aim in the Plan is to direct where that growth is most appropriate and better reflects and responds to local character and dynamics."*

*Para 4.2.6 "The Forum recognises West Mayfair as a location which is predominantly residential. While there are important streets which are not predominantly residential within West Mayfair....the overall feel is in the main residential."*

*Para 4.2.15 "...developers need to be particularly mindful of residential units in the vicinity of the development, the relative proximity and density of residential units to that particular site as opposed to others in Mayfair, and the material considerations which such an appreciation will reveal."*

As a result of our review, we believe that the proposals fail to adequately address the following Plan policies:

*MD1 - Design - "Proposals for new development in Mayfair will only be supported where they are of the highest quality design."*

*MRU2.1 Residential Use - "Proposals for development in Mayfair should respond positively to the character and quality of the particular characteristics of the immediate vicinity of the development site, including having regard to whether the site is in West, Central or East Mayfair, and the particular residential communities which exist in all those areas."*

*MES 4.1 - Carbon - "All new non-domestic developments shall be Zero Carbon. This shall be defined as a 100% improvement over the Target Emission Rate outlined in the national Building Regulations."*

In addition, unless adequate conditions are incorporated within any consent, we are concerned that the proposals may not be fully aligned with the following policies:

*MRU1 - Residential Use - "Proposals for new commercial or entertainment uses in Mayfair must demonstrate how they protect the amenity of nearby residential units and create no material additional adverse effects (after mitigation) such as noise and rubbish between 11pm and 7am."*

*MSM - Shepherd Market - "Within Shepherd Market: a) New entertainment uses will only be permitted in Shepherd Market where they are small scale, low impact and will not result in an increased concentration of late night activity within the area, or an increase in harm to residential amenity and b) New entertainment uses will also need to demonstrate that they are appropriate in terms of its relationship to the existing."*

*MSD2 - Servicing & Deliveries - "All new development of a significant scale is required to demonstrate that the proposed waste and servicing arrangements will not adversely impact the amenity of neighbouring occupiers."*

In summary, we believe that the proposals represent a missed opportunity to enhance this part of the Mayfair Conservation Area with no residential floor space being provided, no affordable housing, no affordable workspace, no public realm improvements, no amenity retail and indeed no amenities that the community can use unless they become members of the club.

In view of the scale and unusual nature of this application, we anticipate that the application will be determined by a planning committee rather than under delegated powers. We would respectfully request that the comments contained within this letter are brought to the attention of the committee.



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May 2020

## West End Reopening

### Summary of Pack



As we start planning to welcome our colleagues and customers back to the West End once COVID-19 has been controlled, New West End Company is working to help create a safe, secure and sustainable reopening and recovery period.

- 1. Government & Industry Guidance on Safely Reopening Businesses**
  - Guidance from World Health Organisation, UK Government & Westminster City Council
  - Guidance from industry bodies
  
- 2. New West End Company Operations, Communications & Advocacy**
  - Operations: Proposed activity and initiatives that will be put in place across Bond St, Oxford St & Regent St with our partners
  - Advocacy: Campaigning and working with Government groups to ensure policy measures for a safe re-opening and sustainable recovery
  - Communications: Promoting the reopening of our district with an enhanced and considered communications programme
  
- 3. Recommendations for our West End Businesses**
  - Trading Hours
  - Health & Safety Measures
  - Staff Training Recommendations
  - Wellbeing for West End Employees



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## Government & Industry Guidance

### West End Reopening

#### Government & Industry Guidance



As we start to prepare for the reopening of stores and businesses, hygiene measures and social distancing restrictions will continue to be necessary to limit transmission. The below links offer guidance on how to reopen your business safely. New West End Company has provided direct input to the Government's guidelines for the retail and hospitality sectors:

- World Health Organisation:  
[Getting your workplace ready for Covid-19](#)
- London Growth Hub:  
[Support for Businesses and Employers](#)
- Public Health England:  
[Guidance for employers and businesses on coronavirus \(COVID-19\)](#)
- Westminster City Council:  
[Advice for Businesses & working with the Council during the Pandemic](#)
- Health and Safety Executive:  
[Help and information to keep people safe and healthy at work](#)
- British Retail Consortium:  
[Guidance on Social Distancing in Stores and Warehouses](#)
- Department for Business, Energy & Industrial Strategy:  
[Social distancing in the workplace during Covid-19: sector guidance](#)
- MIND:  
[Mental Health & Wellbeing support](#)



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# New West End Company Operations, Advocacy & Communications

## West End Reopening

### New West End Company Operations



Our top priority is to provide a safe and secure district for our customers and colleagues, and to restore confidence in the destination. To support a safe re-opening and sustainable recovery, we have focussed on our street operations and effective communications and advocacy.

Operation	Activity
Cleansing	We are undertaking a <b>deep clean</b> of our district prior to the reopening of West End businesses. Once stores are reopen, we will increase our <b>Clean Team capacity</b> to work throughout the day in highly visible ways to enhance cleanliness and provide reassurance for our colleagues and customers
Signage	We will provide <b>increased signage</b> across our district to <b>promote social distancing</b> , identifying the nearest open spaces are for colleagues and customers, as well as highlighting <b>walking distances</b> between key points to reduce reliance on public transport
Queuing Guides	We will provide social distancing <b>floor stickers</b> for the pavements outside stores to enable a district wide, uniformed system for safe queuing
Hygiene	We will <b>install hand sanitiser dispenser points and hand washing facilities</b> throughout our district
PPE	We will be supplying <b>face masks</b> for the public and colleagues in the district. We will also provide <b>PPE disposal bins</b> for protective wear
Security	Our <b>Security Team</b> will continue to work at full capacity and our overnight Dog Patrol services will remain fully functional. We will review personnel capacity on a daily basis
Public Space & Transport	We are working with Westminster City Council, Transport for London and major property owners to explore the possibility of <b>road closures and traffic reduction</b> to enable Government social distancing practise. We will be increasing the <b>bike parking capacity</b> for West End colleagues and visitors

## West End Reopening

### New West End Company Advocacy



While the initial reopening of some businesses marks a milestone in the battle against Covid-19, our work is far from over. To ensure a smooth and sustainable reopening and recovery of our district, we are working with all levels of government to support West End businesses during the current closure, the re-opening and the recovery stages. This is our three 'R' approach:

RESCUE:	REOPENING:	RECOVERY:
We continue to campaign with industry bodies for continued Government business support measures for both property owners and occupiers.	We continue to campaign with industry bodies for continued Government business support measures for both property owners and occupiers.	We are working to secure continued public investment in the West End and to promote longer term policy changes.
Continued business support, including tapering and flexible furlough for businesses dependant wholly or partly on income from international visitors	Reassurance that TfL have the resources to operate safely and to the highest capacity possible within Government guidelines for colleagues & customers	Certainty and pace of delivery for the Elizabeth Line opening and £150 million Oxford Street District Transformation
Continued cash-flow support for both property owners and occupiers and tapering of key Government fiscal measures	Clear UK Government guidance on social distancing and cleansing best practise in businesses and public spaces	Additional funding to tourism marketing and promotional agencies such as London & Partners and VisitBritain
	Guidance on PPE supplies for non-clinical use ie PPU (Public Protective Uniforms for retail and hospitality colleagues)	Extending Sunday Trading hours within the International Centre
	Greater flexibility on use of spaces, including increased pedestrian use and outdoor trading for hospitality businesses	Review and reform of business rates
	Open up airports and ensure that guidance is consistent across the globe to avoid UK only measures	Digitalisation of tax-free shopping and inclusion of EU shoppers
		Extend existing planning permissions from three to five years
		Greater flexibility in planning use classes between retail, hospitality & leisure

## West End Reopening

### New West End Company Communications



We are working with members and partners to build a clear and consistent message to reassure the public, both visitors and workers, that we have sufficiently prepared for a safe and sustainable reopening.

- We continue our **member communications** programme to ensure that all members are updated regularly with any Government and industry news throughout the pandemic
- We are continuing to run **West End Resilience LIVE**, our weekly webinar series where we welcome keynote speakers to bring together businesses and employees during these unprecedented times with a selection of inspiring speakers to offer stimulating and engaging information, while keeping you informed about trends and policies that are shaping the future of the West End. [Click here](#) to view past sessions
- As an international destination, we are aware that the reopening of the West End will attract both **national and international media attention**. We are working with our partners to ensure that our proactive narrative will position the West End as a **safe, confident and sustainable district** through a thorough media management programme. We are planning to dress our streets with **Union Flags and Thank you #Heroes banners** to acknowledge the re-opening of the district, position ourselves as open, welcoming and united on the global stage, and give thanks to the frontline workers who have worked tirelessly for all of us, in all industries, throughout the pandemic
- We are working with **Government destination marketing** agencies on new domestic and international marketing campaigns designed for a post-COVID-19 world. We will be updating further on these as we enter the reopening and recovery phases





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# Recommendations for our Member Businesses

## West End Reopening

### Recommendations for our Member Businesses



Providing a safe district for our customers and colleagues is our top priority. We have gathered input from over 150 members both UK and overseas operations to recommend 'Best Practice' guidelines for West End businesses which complement Government guidelines and ensure a consistent approach.

Operation	Activity
Trading Hours	We recommended opening at <b>11am</b> and closing <b>between 5pm &amp; 7pm</b> to allow for stores to phase travel for employees and customers. We also recommend specific hours for returns and refunds as other cities have experienced an increase in this during the first few weeks of reopening
Queueing Protocol	We recommend that <b>queueing</b> should be to be to the <b>left of the business entrance</b> . We will be provide markings on the footpath and clear guidance for all businesses so it is consistent across the district creating minimal visual clutter
Social Distancing	Ensure that your store has sufficient <b>social distancing measures</b> in place. <a href="#">Click here</a> to read the British Retail Consortium's guidance for stores and warehouses
Sales and Discounts	We advise that businesses <b>do not host sales and discounts in store</b> , but keep them online to reduce long queues and overcrowding on the streets
Staff Training & Wellbeing	We recommend that your staff are trained and aware of any new rules, regulations and guidance that your business puts in place. These may include: <ul style="list-style-type: none"><li>▪ <b>Personal Hygiene guidance</b> and assurance on what personal protection equipment (PPE) will be provided for staff</li><li>▪ New rules around the <b>cleaning</b> of surfaces, product, and payment methods.</li><li>▪ Recommendations of the <b>safest ways to travel</b> to and from work e.g. Taxi allowances, guides to safe walking/cycling routes or flexible hours to avoid limited capacity on public transport</li><li>▪ Recommendations for <b>staff wellbeing</b> during working hours and break times, such as promoting open spaces and parks near your business. We are working with a number of members to source other available quiet, less crowded spaces for West End colleagues if your premise does not have capacity for this. We are also working with wellbeing charities to bring in additional support services for colleagues this year.</li></ul>



## THANK YOU

IF YOU HAVE ANY COVID-19 RELATED QUESTIONS PLEASE CONTACT US at [COVID@NEWWESTEND.COM](mailto:COVID@NEWWESTEND.COM)

