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A company limited by guarantee registered in England No 07899282  
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Rosemarie MacQueen  
Strategic Director Built Environment  
Westminster City Council  
City Hall, 64 Victoria Street  
London SW1E 6QP

9<sup>th</sup> May 2012

Dear Rosemarie

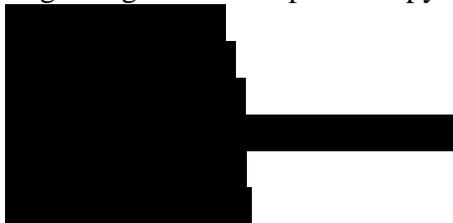
**LOCALISM ACT**

Please find enclosed the application on behalf of the Soho Society for an area application for the area known as Soho and also the application for The Soho Society to become a neighbourhood forum.

Yours sincerely,

Matthew Bennett  
On behalf of The Soho Society

Regarding this matter please copy any correspondence to my address:



**APPLICATION BY THE SOHO SOCIETY  
TO DESIGNATE SOHO AS A NEIGHBOURHOOD AREA**

Statements to comply with section 5 of the Neighbourhood Planning Regulations 2012

1. The neighbourhood area to which the application relates is Soho as defined by boundaries running along the middle of the four major streets, namely Regent Street between Piccadilly Circus and Oxford Circus, Oxford Street from Oxford Circus to St Giles Circus, Charing Cross Road from St Giles Circus to Cambridge Circus and Shaftesbury Avenue for Cambridge Circus to Piccadilly Circus. This is delineated on the accompanying map which is Appendix A
2. The name of the Neighbourhood Area would be “Soho”
3. The area called Soho is believed by the Society to have a separate and distinctive character which has been recognised over centuries and decades and this is evidenced in many ways. Some examples are the description of Soho in the Greater London Council’s Survey of London, a wide range of press and media comment over many decades, Westminster City Council’s own Soho Conservation Area designation and audit plus a range of policies in the WCC Unitary Development Plan, Core Strategy and draft City Management plan.

The boundaries indicated on the map have been chosen for the following reasons:

Simplicity and clarity, i.e. these boundaries are widely recognised by the public generally. Separate and distinctive neighbourhoods surround Soho: to the west (Mayfair), north (Marylebone and Fitzrovia), east (Covent Garden) and south (Chinatown and Leicester Square). Although in some older designations of Soho the area has included the area between Shaftesbury Avenue and Leicester Square in the last decade policies have emerged from Westminster City Council and others which have accepted and defined the area as one dominated by Chinese interests and known as Chinatown. The Soho Society has met with those in the area such as the Leicester Square Association and the London Chinese Chinatown Association and they have expressed the desire to form their own neighbourhood area and neighbourhood forum covering their area. The Soho Society accepts and supports the idea of Chinatown being recognised as a separate area in terms of the Localism Act.

We recognise that there are business improvement districts (BIDS) operating in parts of Soho and the Society would wish to work cooperatively and productively with them and all businesses within the area if designated as the Neighbourhood Forum for Soho.

4. The Soho Society is making this application for Soho as defined above to become a neighbourhood area and believes that it is a relevant body to do so in that it is a body which is capable of being designated as a neighbourhood forum in accordance with section 61G of the 1990 Act. No part of the area is part of a parish council and so far as the Society is aware does not overlap with any other application to become a neighbourhood area.

Matthew Bennett and Kaye de Ville on behalf of The Soho Society 9<sup>th</sup> May 2012

# APPENDIX A

