

Stage 1 Neighbourhood Area Application by: Victoria Business Improvement District (VBID) and Victoria Interchange Group Limited (VIG)

**1. To designate Victoria as a Neighbourhood Area**

The VBID-VIG partnership would like to apply for neighbourhood area status for the following geographic area, defined by the boundaries shown within the attached map.

- From the Elizabeth street junction with Buckingham Palace road, the proposed boundary would continue along Buckingham palace road until reaching Buckingham Gate.
- The boundary then continues along birdcage walk, turning right at cockpit steps and travelling westerly along Petty France until the Carteret street junction. The boundary then veers westerly along Broadway, turning west into Dacre street, rejoining Victoria street and travelling east along Victoria Street.
- At the Perkin's Rents junction with Victoria street, the boundary turns in a southerly direction along Perkin's Rents, and turning east along Old Pye street. The area then incorporates eastern and western sides of Strutton ground.
- Travelling along Greycoat place and Rochester Row, the boundary reaches Vauxhall Bridge road and continues in a north westerly direction, turning to the rear of Gillingham Street (both sides of Gillingham Street are excluded being part of the Pimlico NF),
- The boundary turns right on Belgrave road and left to the rear of Hugh Street (both sides of Hugh Street are excluded being part of the Pimlico NF),
- A right turn on Elizabeth Bridge Street then leads back to Buckingham Palace road and its juncture with Elizabeth Street.

**2. The name of the proposed neighbourhood area**

Victoria Neighbourhood Forum

**3. Statement explaining why this area is considered appropriate for designation;**

The boundary proposed for the Victoria Neighbourhood Area, includes the key areas of the Victoria BID boundary and incorporates areas designated within the Victoria Area Planning Brief. The development pipeline for Victoria is extensive and the proposed Victoria NF incorporates the primary areas of

redevelopment (Victoria station upgrade, Victoria Circle and many other office and residential developments that will come on stream over the next 10 years) and it embraces the established residential zones to the north and south of Victoria Street that are associated with this redevelopment. The argument for the Victoria Neighbourhood Area is strong. Victoria has, and is, facing remarkable development growth and change for residents, businesses and visitors. The area selected is at the heart of Victoria with a character and provision that is contiguous and differing significantly from bordering areas in its residential, commercial and leisure mix. The neighbourhood area will reflect these local community needs and concerns. It will engage local people, businesses and groups to create a balanced and vibrant neighbourhood for everyone.

The primary residential areas that are central to Victoria are included within the proposed boundary are the established mansion blocks in the area around Westminster Cathedral and the flats and houses in the area from Palace Street to Queen Anne's Gate (both these zones including primary conservation areas), plus the forthcoming significant residential components of Victoria Street and Victoria Circle developments.

The designation of the area is further enhanced by the fully compatible boundaries with the proposed neighbouring forums of Belgravia and Pimlico.

Victoria has a vibrant business community that is well integrated with its surrounding residential community. The joint application between the Victoria Interchange Group and Victoria BID reflects this.

#### **4. Statement that the organisation or body making the application is capable of being designated as a Neighbourhood Area**

The Victoria Interchange Group Limited (VIG) is an umbrella group for local residents' associations from across South Westminster, Pimlico and Belgravia and is recognised by Westminster City Council and other (including Transport for London) as a key voice of local residents. VIG therefore represents the considered view of a wide cross-section of the Victoria residential community specifically those at the heart of the Victoria NF.

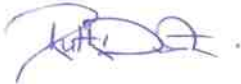
Victoria BID represents over 240 businesses, based within Victoria and has a key role in working to act as a collective voice for these businesses in a variety of areas, including environmental and public realm management, economic development and community safety.

The BID's activities although primarily focussed on its levy paying businesses, works to integrate all other businesses, workers and residents into its activities to ensure that everyone benefits from the work undertaken and benefits derived.

We can confirm that having liaised with other proposed neighbourhood forums under development in the area, and the proposed boundary for the Victoria Neighbourhood forum does not encroach on their proposed designated areas (this includes discussions held with FREDAs, who are leading on the Pimlico NF application and the Belgravia Residents Association leading on the Belgravia NF).

We are of the opinion that our proposed VIG/BID partnership will promote a well balanced Neighbourhood Forum membership, including residents, BID Members and prominent local stakeholders that will all help to drive forward the neighbourhood forum agenda for Victoria.

Signed:



Ruth Duston, CEO Victoria BID



Pascal Bates, Chairman, Victoria Interchange Group Limited

