

City Hall
Kamal Chunchie Way
London
E16 1ZE

11 November 2024

Dear Mayor

Oxford Street Mayoral Development Corporation

This letter is sent on behalf of BusinessLDN's West End Streets Steering Group (WESt) in support of your ambition to reimagine and transform Oxford Street, one of London's flagship destinations.

WESt brings together business leaders and stakeholders, including local landowners and the Business Improvement Districts, to promote the delivery of high-quality public realm improvements in one of the UK's most important commercial, retail and tourist locations. The group is currently chaired by Lydia Clarkson, Head of Placemaking at Central District Alliance.

Transforming Oxford Street will deliver wide-reaching economic benefits throughout the area, London and the rest of the UK. As a key strategic site that spans borough boundaries, the GLA has an important role to play in developing a long-term vision and WESt is ready to support the project and ensure that it benefits Londoners, businesses and visitors.

The members of WESt have delivered a range of projects throughout the West End since the group's inception in the lead up to the 2012 Olympic Games. These successful projects have been underpinned by key principles and these should inform the transformation of Oxford Street. These principles are:

1. **Be Ambitious:** We urge you to press ahead and push the boundaries of what the project can be to realise its full potential as a once in a generation opportunity to transform an iconic area of London. The Mayor has ambitions for Oxford Street to "once again become the leading retail destination in the world", and this will require bold and significant changes to the 'nation's high street'. The revitalisation of Oxford Street is a project that needs the ambition to match its significant potential.
2. **Collaborate:** Build relationships and work with local stakeholders, businesses and politicians in and around Oxford Street to gain unique local knowledge and insight and use them to positively shape the project. Establishing two-way channels of communication will create greater transparency for the project, whilst helping to build support at all levels.
3. **Vision:** It is important that the desired outcomes of the transformation of Oxford Street are clearly set out from the beginning. This includes tangible deliverables and measurable benefits, as well as a willingness to explore innovative financing solutions that consider the

importance of surrounding development opportunities as potential contributors to the funding of this project. These factors can in turn help steer decisions along the process of design and delivery.

WESt welcomes the opportunity to engage with the new Mayoral Development Corporation and recognises the need for strong public and private sector engagement in the undertaking of such a significant project. With this in mind, we would like to offer the group's services as a sounding board, bringing together leaders from across the public and private sector in the West End to help support the project in delivering upon its ambitions.

Yours sincerely

Sarah Bevan
Director, Planning & Development, BusinessLDN

Lydia Clarkson
Chair of the West End Streets Steering Group

On behalf of:

Almacantar
Baker Street Quarter
British Land
Cadogan
CBRE
Central District Alliance
Derwent London
Gerald Eve
GPE
Grosvenor
Heart of London Business Alliance
Landsec
New West End Company
NRP
Primera
The Crown Estate
The Howard de Walden Estate
The Northbank BID
The Portman Estate
Turley
Victoria Business Improvement District

CC: Howard Dawber, Deputy Mayor for Business and Growth
Jules Pipe, Deputy Mayor for Planning and Regeneration
Will Norman, Transport for London