



### **New West End Company policy asks of the Mayor**

1. **Do more to attract people & investment from home and abroad back into Central London** - by making London the world city that people want to visit. Boost resources for London & Partners to recognise the scale of the task of promoting London against strong international competition to both domestic and overseas key markets in 2021 & 2022. Provide Transport for London with travel incentives to encourage visits back to Central London and support traffic-free days as part of our '**West End GREAT Re-open**' planned for last week of June 2021.
2. **Boost the recovery of the Oxford Street District and the wider West End** - by contributing to the delivery and success of Westminster City Council's Oxford Street District Transformation. Get Crossrail open and invest in Transport for London's key gateways of Oxford Circus & Marble Arch.
3. **Help to make the West End a world leader in sustainable city centres** - by supporting the delivery of London's first Zero Emission Transport Zone in the West End International Centre. Make this a key element in the move towards a Zero Carbon City.
4. **Support our national campaigns, in particular:**
  - 4.1 **Business Rates** – (i) Selectively extend the business rates holiday and (ii) complete, quickly, the fundamental review to implement a business tax system that is fit for purpose in an increasingly digital 21st century economy and that will help, not hinder, economic recovery.
  - 4.2 **Tax-Free Shopping** – Agree to the call by the Chair of the Treasury Select Committee for a comprehensive, independent review of the decision to end the VAT RES to test its robustness, given the potential net loss of tax revenue and the negative impact on businesses and jobs in the already suffering retail, hospitality and travel sectors.
  - 4.3 **Sunday Trading** – exempt the two designated International Centres in the London Plan from Sunday trading restrictions to bring them in line with their major global competitors and generate up to £250 million in additional annual sales.
  - 4.4 **Kickstart the local economy** – promote initiatives, such as the "Eat Out to Help Out Scheme" to kickstart the local economy once COVID-19 is under control.