

**APPLICATION TO RENEW THE STATUS OF THE MAYFAIR NEIGHBOURHOOD FORUM
- A BUSINESS FORUM PREVIOUSLY DESIGNATED BY WESTMINSTER CITY COUNCIL.**

APPLICATION BY: The Mayfair Neighbourhood Forum

CONTACT DETAILS: Mark Henderson; Mike Dunn; Bob Dawson; Jeremy Bishop

AREA: Mayfair (the area as designated by Westminster City Council)

MAP: see attached

BACKGROUND:

- Mayfair lies within the City of Westminster and is not governed by a parish council.
- On 10th January 2014, Westminster City Council “*designated the Mayfair Neighbourhood Forum (the Forum) as the neighbourhood forum for the Mayfair Neighbourhood Area*” (Designation Decision attached), for a period of five years, the status to expire on 10th January 2019.
- The Forum was established to promote and improve the social, economic and environmental well-being of Mayfair through the production of a neighbourhood plan (the Plan).
- The Forum prepared Articles of Association and these were approved by the membership. The Articles have been reviewed, updated and approved from time to time (latest copy attached).
- The Forum has continually grown its membership, which now stands at over 500 members (list attached) who represent the interests of businesses, residents, organisations, land owners and community associations.
- Pursuant to the Localism Act 2011 Schedule 9, 61F (5), and in order to encourage further membership growth, a website (www.mayfairforum.org) was developed that contains information about the Forum, including an archive of meeting minutes and presentations, Articles of Association, details of current Directors and the latest draft of the Plan. It also explains how to join the forum and provides periodic notices of forthcoming General Meetings, which are held twice a year.
- The Forum’s membership comprises a diverse and representative group from a broad range of backgrounds with significant expertise, community knowledge and awareness.
- The Forum has routinely consulted with its members and the broader population of Mayfair and it is this process that enabled the drafting of a Plan that addresses, in a balanced manner, the needs of businesses, residents and the community as a whole (Consultation Statement attached).

- The Forum has always recognised the existence and importance of a wide range of associations and groups that represent the varying business, residential and community interests. It has sought to include them in the development of the Forum and the Plan and will continue to seek their active involvement in the future.
- The Forum Steering Group meets most months and has been responsible for the production of the Plan. Sub-groups were formed to address detailed drafting of the Plan, consideration of public realm matters, neighbourhood management issues, and the marketing and communication of the Forum and the Plan within the community. Until recently, the meetings have been focused principally on the production of the Plan and the associated consultation, drafting and communication.
- As expected, the Forum has relied heavily on the support (pro-bono and otherwise) of all sectors of the Mayfair community.

FUTURE INTENT:

- At the time of applying for the renewal of the Forum's status, the Plan has not been adopted and achieving this remains our priority.
- The Steering Group has started consultation with the Forum's members to agree the activities that should concern the Forum in the future. It is expected that those activities will include:
 - o Monitoring usage of the Plan and its policies to test the Plan's effectiveness.
 - o Proposing adjustments to policies that fail to deliver associated Plan strategies.
 - o Where necessary, commenting on individual applications.
 - o Engaging at the earliest opportunity with all interested parties on major projects and projects of particular sensitivity, with the intent of ensuring that the Plan's strategies and associated policies are understood and respected.
 - o Influencing the expenditure of CIL and Section 106 monies.
- In line with the preceding intent and such other matters as may from time to time arise, the Forum will continue to assess its Articles of Association and where deemed desirable, will modify them to ensure that they are appropriate.

We invite Westminster City Council to renew the designation of our Forum, as the representative neighbourhood forum for the established Mayfair area. To enable the Forum's work to continue without interruption, we respectfully request that this application is considered as soon as possible.