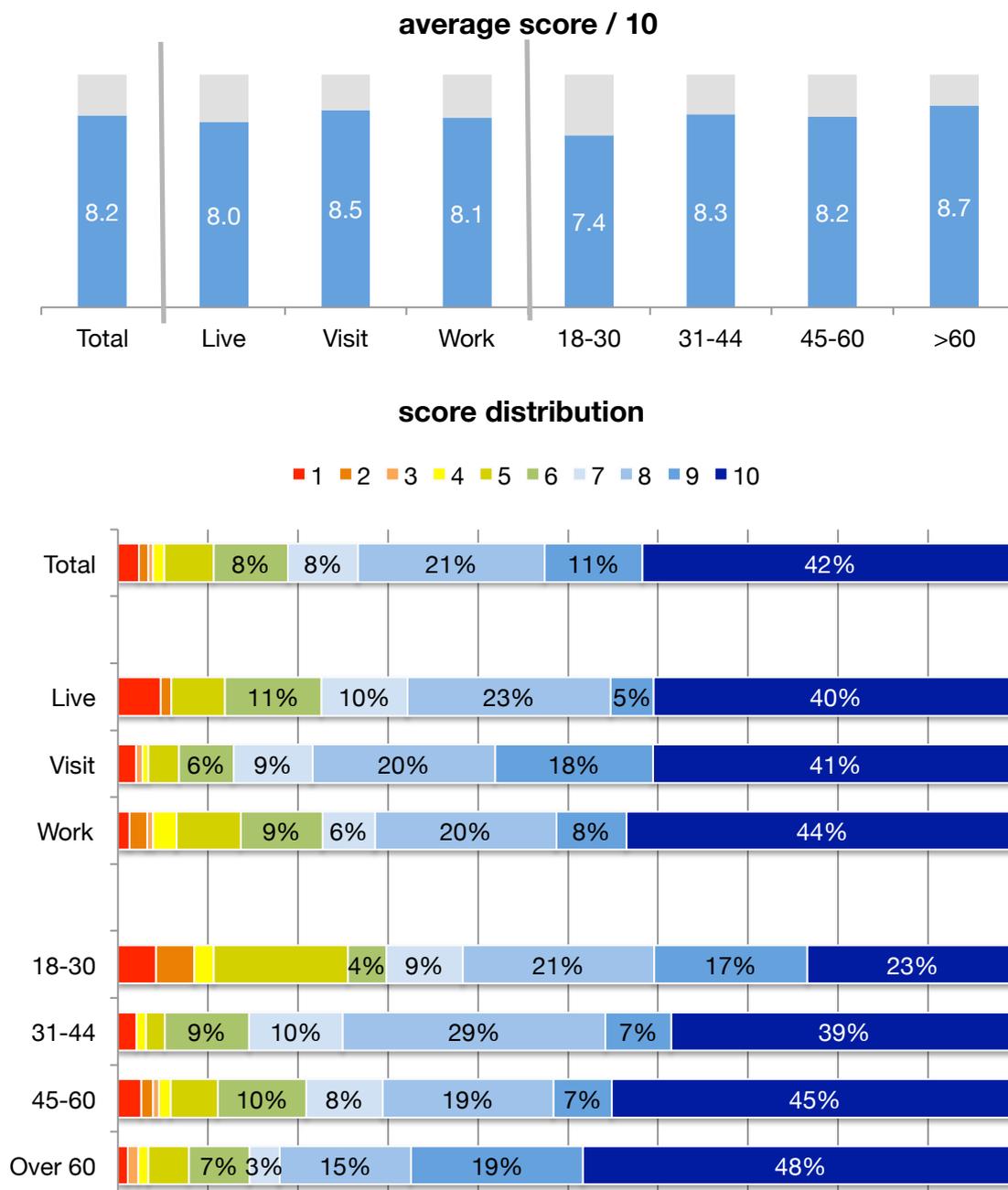


BUSINESSES INCLUDING SMALL BUSINESSES

To support and enhance the range and diversity of businesses in Soho, in particular, by strengthening nationally and locally important industry clusters and by ensuring that there is a continuing supply of flexibly sized office accommodation for all types of business including both existing and new SMEs'.

Small, independent businesses have been an important part of Soho's mix, which have created the area's distinctive success and character. Our policies will support this mix and seek to enhance it where possible. Our approach must be one that continues to enable the area to embrace and adapt to change. However, there are existing, important industry clusters and agglomerations which need protecting and enhancing. The plan will also include policies that seek to ensure that there is a continuing supply of flexibly sized office accommodation capable of multi letting for small and medium sized businesses



BUSINESS COMMENTS	Age	Soho	Score
A lot of film industry people have gone in recent years. Not to mention the tailors, sex workers, music business and all the other traditional local activity. One giant Starbucks zzzzzzzzzz.	45 to 60	Live	10
allowing small businesses in the area will help keep it a vital area of London, not just an area targeting tourists	Under 18	Visit	10
Apapthy from Westminster council & planning appeals	45 to 60	Live / Work	10
As per question 30 - large floor plates for SFX and VFX are vital. As these are in short supply they are also very expensive meaning the larger companies have to move out in the next few years. The big companies always take the smaller companies with them as they are just beneath them in the supply chain. Supply chain management has to be part of the property strategy. Companies need to have enough investment, ideas and clients to keep them vibrant and commercial, there is a good supply of this in Soho, but it does need growing and nurturing.	45 to 60	Work / Visit	10
as you write it is essential	Over 60	Visit	10
Business rates relief for SME	31 to 44	Work	10
challenges are greedy landlords and astronomical rent	45 to 60	Work	10
Close contact with property owners & their agents. Show them the benefits of working with you. Why would they want to oppose that?	Over 60	Visit	10
Could you organise a "local focus" crowdfunding relationship with current Crowdfunding bodies?	45 to 60	Visit	10
Deveopers will always prefer to have large spaces they can let to one or two clients to reduce risk. However, this must be resisted where possible to enable SMEs to thrive. Bristol has done this well in some of there developments and not focusing on short term returns but with developers working with local businesses	31 to 44	Visit	10
Do not confuse technology companies with creative companies - we need to maintain a creative culture to maintain a creative community	45 to 60	Work	10
Excellent idea! Soho should remain a diverse and mixed area.	45 to 60	Visit	10
far to many big corporations have to be stopped invading the area with rebranded Coffee shops, cosmetic brands and hotel chains. these only force rent and tax prices way beyond true innovative and exciting start ups budgets. If you want to keep SoHo as a go to destination we must keep the individuality and unique selling points.	45 to 60	Live	10
Firstly the rent needs to be affordable to the start up business. As a first priority , a free of charge consultancy service needs to be established to advise start up and established business's to flourish and grow.	Over 60	Visit	10
Further links to the council & Soho Society planning people	45 to 60	Live / Work	10
Given the cost of the smallest space in Soho, I don't know how this is to be accomplished. I've seen so many shops and small businesses - and even large businesses - being driven out by extortionate overheads. Of course I agree with the aspiration, but how you can control greed is beyond me.	Over 60	Live	10
How can we stop the big brands crushing small businesses?	45 to 60	Work	10

Howard deWalden in Marylebone has demonstrated how ensuring certain types of business survive (there good quality independent food shops). In Soho everything possible should be done to help existing or new independent businesses survive, which more than pays off for the area as a whole. Allowing small businesses, to be boutique'd away, allowing the granularity of the area to be destroyed (walkers court) will destroy what is unique about soho. Above all it should be accepted that Berwick street market will be a bit messy and a bit noisy. It has already been sanitized into a shadow of its former self. These sorts of things are what are precious in an area, and are often only recognised after they have been destroyed by homogenizing the area.	45 to 60	Visit	10
I am unsure of what to suggest!	Over 60	Visit	10
I don't know how small businesses will continue to survive with the ever increasing rents and rates in the area. The challenges would be facing the greed heads!	45 to 60	Work	10
I don't really know.... Just hope that the demolition around Berwick Street and Walkers Court can be halted	Over 60	Visit	10
I know a few of my favourite independent small business have closed in Soho due to high rent and business rates, it would be great to have more control of this and stop Soho from becoming just like Oxford Street	31 to 44	Visit	10
I see no evidence of it so far. I imagine due to crippling business rates.	Over 60	Live	10
I see the opposite. Small interesting businesses are closing shop and big businesses with stores all over the place are settling in, making Soho just like everywhere else. Whole parts of Soho have been demolished. How about controlling rent increases?!	45 to 60	Live	10
I'm not sure how you can undo the damage that has been done by allowing so much office space to be turned into residential (which no one can afford).	45 to 60	Live / Work	10
I've always maintained that WCC could operate an enterprise zone for (parts of) Soho that would encourage and support SME's and diverse business's.	45 to 60	Live	10
If would be good if workshops were also included in this rather than just office space. Many light industry/workshop type spaces are being lost across London and it is vital for these to be maintained and created. There is also an excess of office space in central London while workshops, art studios and light industry units are increasingly hard for people to find. These units could be used to all sorts of things like art studios, gyms, dance studios etc.	45 to 60	Visit	10
Improve existing and redevelop run down properties in the appropriate manner. Property owners may resist.	Over 60	Visit	10
In so many ways Soho gets it right and has for decades. Change all too often means the incursion of over sized bland buildings with over sized and characterless frontages dominated by the sterility of plate glass, and equally poorly planned interiors. Hang on to what you have, those wonderful 18th and 19th C buildings with openable windows, a bit of rear and possibly front open space, an anarchic collection of lanes and courtyards.: they too got it right and have proved and continue to prove massively adaptable.	Over 60	Work / Visit	10

Independent business is what Soho is about. I cant see the majority of people being able to afford the rates these days so that should be examined and rectified. And current independent businesses should be protected from unreasonable rent and rate hikes. Small businesses should also be given special consideration regarding office rent or business space.	31 to 44	Work / Visit	10
Independent retailers & businesses get council tax / rates discounts / rebates. Chains get charged premium / taxed higher.	45 to 60	Work / Visit	10
It is not just office accommodation required. We need spaces for small independent workshops and people like tailors as there used to be, better mix of uses rather than just large offices and chain shops.	45 to 60	Live / Work	10
Its about business rates and rents	Over 60	Live	10
Just introduce rent controls and stop messing with the place. Simple.	45 to 60	Work	10
Keep rates affordable for small businesses, resist the developers trying to turn everything into expensive flats	45 to 60	Work	10
keep rates low	31 to 44	Work	10
Keep rent and rates capped for SME's.	45 to 60	Work / Visit	10
keep rental rates reasonable so independent business can afford to trade here. Zest was an integral business in the area and they were forced to vacate their shop due to unreasonable rent!! :-)	31 to 44	Work	10
landlords looking to maximise rents by letting to multiples	Over 60	Visit	10
Landlords should be capped on the rents they can charge. Ours has gone up by 100% in 10 years	31 to 44	Work	10
Levy reduce business rates for small indie businesses support emerging and existing businesses in Soho some have traded the area for many years adding to the vibrant character in Soho.	45 to 60	Work / Visit	10
Main challenge: the high level of rents.	45 to 60	Visit	10
make sure there are small shop units at reasonable rents - the challenges are restricting the chain stores from dominating, with their higher purchasing power...	45 to 60	Work	10
	Over 60	Work / Visit	10
Meet with developers and landlords and agents.	Over 60	Work	10
More flexible space for those wishing to remote work / network with local businesses.	45 to 60	Visit	10
more small office suite for start up business	31 to 44	Work	10
My company's lease is up in September and we have been unable thus far to find suitable, affordable office space in Soho. We are facing moving to Old Street, which personally makes me very unhappy. I feel that our digital creative agency thrives on being located in soho, benefiting from the vibrancy and tradition of creative industry here. Unfortunately, I don't see any other alternatives for us, as the lease on our space is more than doubling in cost and we now need a larger space for the next phase of growth for our business.	31 to 44	Work	10
not sure that is ever going to be possible to legally enforce, given the landlords' and developers' propensity for secure and risk-free profits	31 to 44	Live / Work	10
Offering reduced business rates to small, independent businesses and companies and by having an oversight of the mix of businesses that operate.	45 to 60	Visit	10

Pop up shops for empty properties should be at largely reduced rates, to give Soho an ability to thrive more. Nothing is being lost to the council or local area, more is gained through buildings not being empty and being taken care of by community projects and those willing to pay (some) fees.	31 to 44	Work / Visit	10
Preserve current and past mix.	Over 60	Visit	10
Protect small footprints, where possible stop merging of two or three properties into one that create permanent change to property. Protect range of use classes to retain diverse uses.	31 to 44	Live / Work	10
Rates and rents have forced many small independents away which is changing the feel to just big chain land.	45 to 60	Work / Visit	10
reasonable rents	Over 60	Live	10
Recent Shaftsbury rent increases combined with changes to rates, and more general apparent mentality of larger developers (i.e. what appears to be a concerted effort to force Berwick St. market to close in order to leave a sanitised space for al-fresco eating / drinking once the adjoining development is eventually completed) would appear to make this an unrealistic aspiration.	31 to 44	Live / Work	10
rent and rates are far to high, huge amount of Film and TV has moved out, far too many Chains present Pret etc only they can afford it	45 to 60	Live / Work	10
Rent/rates need to be capped (I live in deluded hope)	45 to 60	Visit	10
Renting office space in Soho, has increased greatly in the last few years. It makes it a less viable area for small business' and start-ups.	31 to 44	Work / Visit	10
Rents , business rates and planning should be sympathetic	Over 60	Visit	10
see previous	31 to 44	Work / Visit	10
see previous comments	Over 60	Visit	10
small businesses are being squeezed to death and yet the large chains are getting away scott free	31 to 44	Work	10
Small businesses are vital and the life blood of the area	Over 60	Visit	10
Small businesses should be given preferable rates etc compared to large multi nationals. Small businesses are more in keeping with Soho. I accept that certain clusters around media and the art need to be supported.	45 to 60	Live	10
small independant businesses give an area character- so we must not bow down to the companies with more money	Over 60	Visit	10
Smaller flexible premises and shared spaces for makers and crafters would really enhance the area	45 to 60	Work	10
Soho cannot simply become luxury hotels and bijou stores around them.	45 to 60	Visit	10
Soho has seen a reduction in these much needed premises and it is vital that a significant proportion of existing office and retail stock suitable for SME's and start ups is maintained at the expense of large scale developments	45 to 60	Work	10
support new and existing businesses	Over 60	Work / Visit	10
That's exactly what we were told in our Local Plan (Finsbury) but money is too important and councils can be offered inducements. Then there're FVAs (where developers can argue that the development in the council plan is not viable and their profit-driven idea is what the area needs; CIL payments, etc.) - all resulting in distorting local plans and meaning income for councils (that will mean they can take the money and spend it on something else, somewhere else...). We're currently battling an inappropriate development of a hotel next to an "island location" of residences in Clerkenwell cgctr.org, so we wish Soho the best.	45 to 60	Visit	10

The business rents must be controlled to preserve the character of the area.	45 to 60	Visit	10
The creative industries are booming and many of them want to be located in Soho. We must find ways to accommodate them.	Over 60	Live	10
The most successful areas are mixed in all kinds of ways (see the observations of Jane Jacobson on New York) so anything which supports mixed sizes of units, ages of units, styles etc, is beneficial.	45 to 60	Visit	10
The office space is becoming less and the rents are way too high.	31 to 44	Work	10
The properties sizes define the size of office etc, so smaller offices will always be a part of Soho.	45 to 60	Work	10
The units could be as small as a desk. Being in Soho is galvanising for an entrepreneur and for a creative business person	45 to 60	Work	10
There should be a big effort to keep high street brands out of Soho - they are killing it & making Soho feel like Bromley High Street. These sorts of shops are available on Oxford St - chains (especially food chains) should be barred from leases in Soho.	45 to 60	Work	10
This is so important to try and retain/restore Soho's look and feel rather than it turn into another identikit location full of the chain shops that fill so many cities in the UK and Europe. As an employee of Music & Video Exchange which has/had a premises on Berwick Street, it was very disappointing to be turfed out so a luxury hotel could be built there. We're told we'll be able to move back in after the project is completed, but will the rates/rent be anywhere near what they were when we had to leave? Record shops are such an important part of Soho's cultural history, they need to be preserved.	31 to 44	Visit	10
To accommodate the challenge from property developers who inevitably plan larger buildings against the smaller and more varied smaller businesses. Further protective legislation through classification of valuable and important areas would help.	Over 60	Visit	10
Try and encourage landlords to have a diverse and long term plan	Over 60	Live	10
We need to make sure all buildings aren't converted into premium office towers or premium flats. As there are residential units on top of many office buildings, we could keep a certain amount of office space available for SME and independent workers in new office projects with appropriate policies when getting work/renovation permits.	31 to 44	Live / Work	10
Westminster CC needs to review its small business rates policy & protect certain traditional Soho industries. It is shocking that an independent business is charged at the same rate as a multinational that can afford to lose money on a Soho site merely to strengthen their brand identity.	45 to 60	Live / Work	10
Where bars and clubs are the life blood of Soho's night time economy, small businesses in small offices are the life blood of the day time economy. As such, keeping them, and keeping the rents affordable is vital.	45 to 60	Work	10
yes, it would be great to be able to encourage SMEs (particularly in the creative and media industries, which has such a history here) and retail to stay and grow.	31 to 44	Work	10
Don't know, but support those who dp	Over 60	Visit	9
Focus on the domestic and steer away from the slick international; look for small businesses which have something to do with what we do at home; look at creative but realistic ways to fight the trend (because it is a trend, not a necessity) to push up rents to the degree that they do not allow small business to continue to exist.	Over 60	Visit	9
has to be affordable for the little guy	31 to 44	Visit	9

I associate Soho with film production and media companies, cafes, gays and music and think these businesses should be encouraged into the area and to contribute to events and festivals	45 to 60	Visit	9
Important that there are a range of businesses within Soho - it's part of it's tradition	18 to 30	Work	9
It goes back to the first questions of this survey. Decide what you want to do, plan and get it done	45 to 60	Visit	9
It is so important that Soho isn't the home of Prets and mega office culture. Small and independents need to be encouraged.	31 to 44	Visit	9
It's a bit late.	Over 60	Visit	9
It's not just about the size of the offices but the people that can afford to work in them. I work a lot from home but I would love to have a studio in Soho. It's just impossible to afford. Any way of encouraging subsidised rents for targeted businesses would be great, so that it's not just about making money but thinking about diversity of occupants.	31 to 44	Live / Work	9
no comment	45 to 60	Visit	9
No comment - not qualified to do so.	Over 60	Live / Work	9
Offices are important but workshops and mixed office/workshop/retail really make a visual and economic difference. Ideally, some live/work to reduce commuting and increase 'ownership'.	Over 60	Visit	9
Planning once again is vital to this aspiration. I appreciate there are limits as to what conditions can be imposed with a planning consent, but it is essential all tools are used.	Over 60	Work	9
Prevent astronomic rent rises which are driving small businesses out of the area. Stop sky high business rate increases	Over 60	Visit	9
SMEs need affordable premises suitable for their needs. Often the total premises costs are lower in new buildings as old tend to have small rooms which can create costly inefficiencies. Also they can be more difficult for computer cabling. So I worry that your policy to limit development is incompatible with new small offices which I see as vital (and if of suitable exterior appearance need not change the character of an area)	Over 60	Visit	9
Sorry no idea what a lot of that up the top of this page means-speak a bit plainer! And i was never a business person so no ideas but keep that luvverly market-for it's amenity value & cultural integrity. In fact extend it if possible(there ya go I found you an idea!) Checked 9 (above cause I like all the little businesses.)	Over 60	Visit	9
the aspiration are great the reality is no small business artist or artizan can work in soho VERY SAD	45 to 60	Visit	9
The challenge will be pressure from chains.	45 to 60	Visit	9
The challenges will be the greedy landlords	45 to 60	Live / Work	9
There needs to be a much more concerted effort to encourage small, independent business. This is fundamental to preserving the character of Soho. Aside from the obvious (e.g. No large chains, no supermarkets - of which Wholefoods counts as one) it would be nice to see fewer sites being acquired by Soho House or Alan Yau.	31 to 44	Visit	9
Very difficult given ever increasing rents.	Over 60	Live	9

We can see small scale office and retail space disappearing, and it is frightening. We feel that soon Soho will no longer be for us. It is difficult to protect small business spaces in planning terms. Perhaps if Soho received a special status in Westminster as creative, and small business hub, and that for the particular area, one of the overriding policy aims would be to protect the number of businesses, and not only the number of employees. The challenges here are the land values.	45 to 60	Work	9
Westminster must assist small businesses.	Over 60	Visit	9
Yes I agree, but lets try to be offer existing businesses tenancies first.	Over 60	Visit	9
You must to protect small business in Soho, specially those ones that having the renting prince put up every year like Yard Bar	31 to 44	Work / Visit	9
A cap on rents.	45 to 60	Live / Work	8
Absolutely, though i think the key here is the discouragement of chains as in the earlier response.	45 to 60	Live / Work	8
agree	31 to 44	Work	8
Agree in principle, but your outline is somewhat non-specific. One needs to determine which businesses are at stake. Important not to allow large conglomerates to use small business access as points of entry	Over 60	Visit	8
Business in the creative industries, who are sympathetic to other arts/creative businesses and events around them, would be good target businesses. I don't think chartered accountants would get the most benefit from a Soho address.	45 to 60	Visit	8
Cap on business rates	45 to 60	Live	8
Designing more open planned offices with kitchen and rest room included. More and more people are wanting to work from home and the computer has made this possible.....but people need other people to remain human so we need to create a space which is warm, open friendly and human	Over 60	Visit	8
Encourage independent businesses including small shop owners. More non-food focus.	45 to 60	Live	8
Ensure rates do not force smaller businesses out of the area and avoid hermoginisation of the area	31 to 44	Visit	8
Head office or flagship buildings might be designed with a mentor/protege intention - for example, with 10% of the building always sub-let to small business,	45 to 60	Live / Visit	8
high business rates and lease prices will continue to keep new small businesses out of soho. these should be controlled to encourage people back in.	31 to 44	Visit	8
I have nothing to add here.	18 to 30	Work / Visit	8
It's wonderful to have diversity, if we catered only to big business the city would lose its soul.	18 to 30	Work / Visit	8
Let's protect small businesses, and give them all the support they need, and look at bringing innovative policy solutions in which disincentivise establishing chains in the area; for example, a Paperchase store was recently opened up in Berwick Street market, that is clearly not in line with the character of Berwick Street. We need to think big and be bold about how to protect and support small and independent businesses.	18 to 30	Work / Visit	8
Make sure that the businesses moving into the area are not all the same type of businesses.	Over 60	Visit	8
More social venues	31 to 44	Work	8

My street Berwick is know globally for three things. Record shops, Fabric shops and the Market. Those twats at Westminster failed to kill the market but have seriously weakened it. The rest of us are waiting for the next move.	45 to 60	Work	8
New developments should have units for independent businesses to start and grow.	45 to 60	Live	8
Offices need to adapt to modern working methods. More people have to freelance and work from home and traditional 9-5 offices are outmoded and becoming obsolete. Soho being forward thinking needs to embrace this change.	31 to 44	Work	8
Older buildings with more affordable office space are rapidly disappearing and being replaced with offices that are far too expensive for small creative businesses. This desperately needs to be addressed	31 to 44	Live / Work	8
Only to be developed if not at the expense of residential space	Over 60	Visit	8
Property prices and market forces are the enemy here. A principle function of governance is to seek ways to temper the careless pushes of these forces for the common good. Planning policy has often been resorted to but is a blunt instrument. Rates are controlled by central government. Doing the utmost to empower the community (without landowners having a pre-eminent voice) in all sorts of decision-making must be the way to go. Soho is physically very small, operates in a very particular way, and is set within a large Borough which must manage at a different level. Seek ways to devolve decision-making and power to local business and residents.	45 to 60	Visit	8
Provide the facilities but let the business mix evolve naturally - creative industries will change over time.	45 to 60	Visit	8
Reduce rents so smaller businesses can afford to locate here	45 to 60	Visit	8
Resist the corporate. Resist the developers	Over 60	Visit	8
See earlier answer.	31 to 44	Live / work / Visit	8
Struggle to keep rents affordable	45 to 60	Work	8
The challenges will be when the new line is up and running, is soho able to accommodate the huge influx of population this will drive in? Some roads could become pathways and have driving around the corners of soho than through it.	18 to 30	Visit	8
The commercial sector should not dominate the area	Over 60	Work / Visit	8
The continual development of London particularly the areas of historic importance, longstanding business and social communities are being threatened. They cannot be replaced and in terms of tourism - the idea of London is Open starts to ring hollow when corporate interests undermine the fabric of an area. It affects my business even though I am not regularly visiting.	45 to 60	Visit	8
The market will do this to an extent - and only certain sized properties will ever be available with Soho's typical plot widths. However, the Westminster City Plan is largely silent on types and ranges of office space, simply encouraging it. 'Affordable' business space is however a mistake and a policy on this ought to be avoided: the Mayor of London has recently been brought to recognise this.	31 to 44	Work / Visit	8
The more successful small business are in Soho together with more affluent tourists or workers in the area will mean the area becomes more attractive to large conglomerates.	45 to 60	Live / Work	8
there should be a limit on business and property ownership	Over 60	Visit	8

This is vital to ensure big business - at least not those outside of the construction and leading industries- does not overwhelm the unique character of the area. Dismal businesses are at the heart of soho life, style and culture.	45 to 60	Work / Visit	8
to support more international independent businesses	31 to 44	Work	8
Too many post houses are having to move out of Soho and that is wrong. Something must be done about commercial rents.	31 to 44	Work / Visit	8
We must keep the flavour of Soho -- it is vital to tourism and the uniqueness of London	45 to 60	Visit	8
Work with the planners to prevent small buildings allowing the upper parts to be converted to residential and on a national planning scale, lobby to create a new planning use that would require a large building to be used as a serviced office/divided to require at least x businesses in the building.	31 to 44	Work	8
work within the community, and wider community	45 to 60	Live	8
Yes, all for this.	45 to 60	Live	8
Your Plan expressed here is more mealy-mouthed than is clear. Soho's appeal is based on small independent and unique businesses--these vague 'agglomerations' and 'office accommodation' in a work-from-home digital age are pointless. We DON'T NEED more offices in London nor chain stores--we need social housing and independent small businesses.	Over 60	Live	8
If affordable small lettings were possible in Soho then I would definitely move my business back to Soho (I grew up in Soho but now live in Islington) but I think small businesses are very important. After the berwick street closures there are so many important small businesses like That's Andy, the record shops, hair dressers etc. that had to shut down because they couldn't afford the rent, and people like that are needed in Soho. Soho has a small village feel and without these local businesses it loses that charm - ideally there should be some rule on percentages of businesses per street - x percent of coffee shops and bars, x percent of retail, x percent of office space , x percent of residential etc.	18 to 30	Work / Visit	7
It's important to create and maintain small businesses at reasonable rents	Over 60	Live	7
no comment	45 to 60	Visit	7
Not at the expense of some of Soho's original businesses	31 to 44	Work	7
Offices are pretty casual about interventions into old buildings designed for residential use - e.g. the appalling collections of air conditioning units all over Soho. Another challenge is availability of cheaper office accommodation elsewhere.	45 to 60	Live / Work	7
Stop developers knocking down buildings to create luxury flats and offices that are way over-priced.	45 to 60	Live	7
Stop the overgrowth of highstreet businesses in soho or reduce rates for independent businesses	45 to 60	Visit	7
Stronger planning laws are needed when the Govt seem to want to reduce them.	Over 60	Visit	7
Support more creative businesses...for example the old Foyles building was full of interesting cafes, performance spaces and was fast becoming a cultural hub, and a concept that would keep you in Soho all day...then those newly established venues were kicked out in favour of a passing theatre piece, that came and went without much success and now that building is empty, and those businesses no more	31 to 44	Visit	7

Too many small independent, interesting and quirky shops have gone. Chain restaurants are slightly ruining it	31 to 44	Visit	7
Challenges: landlords and developers who do not share your aspirations (hardly news for you, I'm sure)	45 to 60	Live	6
Difficult to ensure due to land values	Over 60	Work / Visit	6
Given the whale/pilot fish effect, it is equally (more?) important that Soho offers some accommodation appropriate to the large studios	Over 60	Work	6
Like anything some business may go through changes but need assistance at some point. We have a history of tailors in the area, but we can see that it maybe difficult to protect there's leases, it would be good to try and offer assistance. Likewise retail shops that are real business are being priced out by multiple retail owners that can afford to subsidise shops from websites or other means this is not useful for the stand alone retail stores, it would be good to protect independent retail in the area.	45 to 60	Work	6
no thoughts	45 to 60	Live	6
Small businesses have greater variety and stop an area becoming a clone of everywhere else with a starbucks and macdonalds	45 to 60	Visit	6
Soho used be an area for film makers/Music productions/Studios . Most of them have already moved out or if not moving out at the moment. This might be too late. Mama st of this industry in Soho has been already destroyed. Everybody needed small and affordable offices a few years ago when this aggressive construction movement started. It might be too late, I'm aftaid. Unless something like a rent cap happens. For businesses which already moved out, I don't think they will come back.	45 to 60	Live / Work	6
Soho was always a catalyst for small independents and residents needs amenities	45 to 60	Live	6
Start supporting local people and local businesses and stop agreeing to bigger companies and take over of existing businesses as you are losing the heart of Soho	31 to 44	Live	6
The reality is that businesses and industries have to change constantly as a results of technology and end-user demand; "protection" is futile! Encouraging "new" is the recipe for long-term prosperity.	Over 60	Work / Visit	6
There are only a couple of large landlords in soho, there cooperation is essential	Over 60	Live / Work	6
Developers will push to develop land in soho for office based development because of the rental values. Its critical the plan provides scope for new business while retaining the existing creative and retail core that has made the area so attractive to corporations historically. identifying where the two conflict and complement one another and writing this into the plan is advisable.	18 to 30	Work / Visit	5
good luck with your negotiations with landlords then	45 to 60	Work	5
I am not a great believer of trying to work against 'natural forces' that help industry types cluster.	45 to 60	Work	5
I don;t understand how one can bring this about	Over 60	Live	5
Maintaining the space for long-term residents and businesses must be paramount.	31 to 44	Work / Visit	5
Pricing out independent businesses that cant afford updated offices, or removal of businesses that have been present for decades so that a hotel can be built (Berwick Street)	18 to 30	Work	5
See before	Over 60	Live	5

You cannot box people in. There were small businesses thriving in the arts, now they have been destroyed by high costs of rents and rates, and Starbucks, Costa's and similar shops are spring up, where there are two on a street!! Is it necessary? I don't think so.	45 to 60	Work / Visit	5
Introduce as a planning requirement. over populate Soho with small business with no room to grow	Over 60	Work	4
Yes if it doesn't affect old soho as we know it to be then why not?	45 to 60	Visit	4
By the nature of the size and type of buildings in Soho you will always to a degree have a diversity in the size of the businesses in the area. Whilst encouraging the concept of supporting small companies and amalgamation this needs to be achieved in a flexible non dogmatic approach. Soho needs to allow rejuvenation to occur - an open mind approach without fixed rules will be necessary to allow growth to occur. Any 'protection' measures need to be considered on a case by case basis with a practical consideration.	45 to 60	Work	3
Businesses were attracted to Soho because it was central, relatively cheap and was a centre for the film industry. Not because there were the right kind of offices for SMEs.	45 to 60	Work / Visit	2
Independent retailers are what sets an area apart. Pandering to the mass market achieves nothing for the character of an area.	18 to 30	Work	2
the rise of internet shopping and working from home will simply makwe this aspiration disappear..	45 to 60	Live	2
business rates need to be kept low for smes	18 to 30	Visit	1
Introduce more shared working spaces, like wework	18 to 30	Work / Visit	1
Small businesses & restaurants are what has helped make Soho what it is. You must not allow the homogenisation of Soho village	Over 60	Visit	1
Stupid question. It should be an aspiration for any area, not just Soho.	45 to 60	Live	1
The market caters for this already. To have intervention is nonsense.	45 to 60	Work	1