

# ANNUAL REPORT

1 October 2013 — 31 March 2014

THE  
**NORTHBANK**



TRAFALGAR SQ · STRAND · ALDWYCH



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**Note:** The Northbank Annual Report covers a 6 month period from 1 October 2013 to 31 March 2014.

## Introduction from Ruth Duston CEO

After a resounding ‘Yes’ result at our ballot in July 2013, with 80% of businesses voting in favour of the BID (representing 92% of Rateable Value), The Northbank BID has now gone live and over the next 4.5 years will be working together with our businesses and local community to create a positive change. With our area so rich in history, architecture, culture and famous landmarks, including Trafalgar Square and Somerset House, the BID will work across our 4 strategic themes to spend £8 million on making improvements to enhance the area and showcase its assets to businesses, visitors, tourists and local residents alike, making The Northbank a world class destination.

With the ever changing political landscape, BIDs are becoming firmly established as a key delivery agent working on behalf of the private sector. Influencing key government decision making processes and lobby for change are becoming a focal point of activity within the BID agenda.

Our footprint encompasses some of London’s greatest assets with our boundary spanning from Trafalgar Square, along the Strand and Victoria

Embankment to Aldwych. This iconic part of London, dates back to the seventh century, and was an Anglo-Saxon village named Lundenwic - a buzzing metropolis and seen as the “trading centre for many nations.

The Northbank still is today a trading centre for many nations - a market for great business, a market for great culture, learning and ideas, and world class hospitality. The area is a symbol of international diplomacy, partnership and commercial success, offering all the things that make London, this fantastic city - the global capital.

World renowned assets such as Trafalgar Square, Somerset House and of course The Savoy, along with great historic thoroughfares such as the Strand and the Aldwych, and gems such as Villiers Street and the River sets this part of London apart, with its rich mix of streets, listed buildings and historic qualities. With an emerging development pipeline already taking shape we will add to these rich assets with new developments, regeneration and the re-rejuvenation of historic buildings.

Our challenge is to help define the very essence of this location, to stimulate imagination and build on the areas unique charm, creating a vibrant and dynamic Northbank.

Under our stewardship we will focus on encouraging economic growth and investment; ensuring the potential of this fascinating area is realised - and its future growth opportunities secured. Over the next 4.5 years The Northbank BID will spend over £8m on a range of projects and enhancements, acting as the catalyst that will generate a further £1bn of investment from property owners and our public service providers creating a location that continues to attract interest from London and the global economy.

Our key objective this year will be to maintain and demonstrate excellent programme delivery, focusing on communication and branding. We will continue to tackle the challenges and opportunities of the area, making The Northbank a safer, cleaner and greener, economically prosperous location and above all a destination of choice for businesses visitors and tourists.



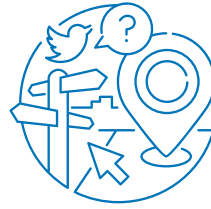
“Our challenge is to help define the very essence of this location, to stimulate imagination and build on the area’s unique charm.”



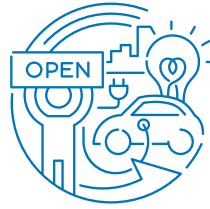
SAFE & SECURE



PUBLIC REALM  
& ENVIRONMENT



MARKETED  
& PROMOTED



CORPORATE SOCIAL  
RESPONSIBILITY

The work of The Northbank BID is split into four key themes, Safe & Secure, Public Realm & Environment, Marketed & Promoted and Corporate Social Responsibility. The projects that we’re working on can be catagorised with these icons.



# THEME 01: SAFE & SECURE

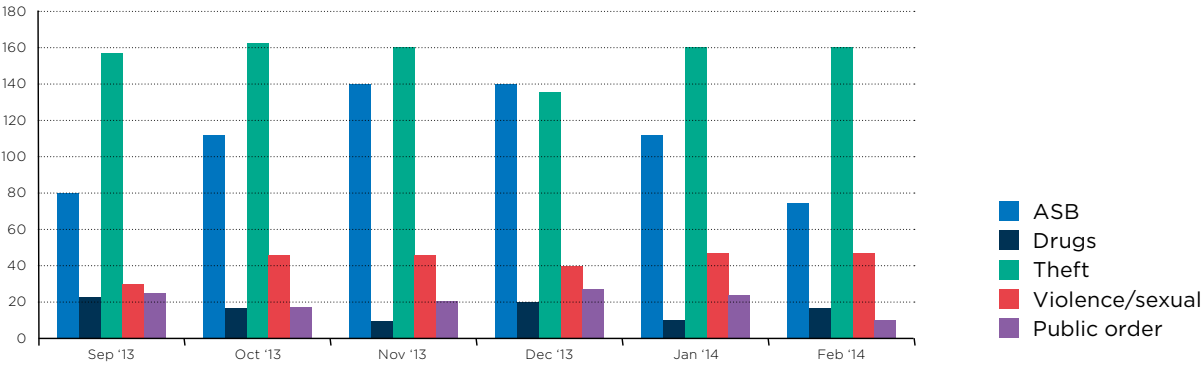


The Safe and Secure theme is guided by local businesses and organisations for the BID team, driving forward an area of change, delivered through a range of activities to ensure The Northbank becomes a safe and secure district for both businesses and visitors.

In our first term we hope the Northbank BID will look to overcome its challenges to drive down crime to make the area of Trafalgar Square, Villiers Street, Strand and the Aldwych one of the safest locations in Westminster.

Working in partnership with the Police, Connections, Westminster City Council, The Mayor’s Office, and local businesses, the BID will steer a Safe and Secure working group, enabling us to listen and agree shared areas of mutual interest and to identify areas to combat high priority issues such as low-level crime, anti-social behaviour, information sharing and business continuity. We have established a programme of exercises on fraud awareness, counter terrorism and intelligence sharing for businesses and are developing a Business Policing Model.

While rough sleeper associated antisocial behaviour and theft feature as our priority areas, The Northbank, statistically illustrates a downward trend in reported crime rates.



Recent activity

- The BID has recently joined The Safer London Business Partnership, a crime reduction scheme, run in partnership with the Metropolitan Police Service and Local Councils. This enables our businesses to gain access to a high quality digital radio network and allows them to contact other businesses and the local police quickly and efficiently, meaning that anti-social behaviour and disorder issues can be reported and solved as quickly as possible. Businesses will also benefit from direct radio communication with the CCTV control centre used by the police and council to identify and crack down on crime and anti-social behaviour in the city. Use of the digital radio network has produced significant results in reducing crime over the past year, resulting in over 100 ARRESTS for various offences including anti-social behaviour, theft, fraud, violence, drink and drug related activity and other business crime.
- The setting up of our Safe and Secure Steering Group ensures a co-ordinated approach through partnership working with Connections, Westminster City Council, Police and the Safer Neighbourhood Team to address the concerns of the businesses within The Northbank. This has seen more Antisocial Behaviour Orders being issued in the last 6 months in our area than in recent years.
- The BID is currently undertaking the Safer Business Award to ensure that we work to a nationally recognised and accepted standard for the management and operation of business crime reduction partnerships and ensures those standards are maintained.
- The Villiers Street Forum Group — working in partnership with local businesses and residents, improves the effect of the day and night time economy. Together we will look at ways to improve public safety through better lighting, security, CCTV and consistent reporting of crime.

“Working in partnership with the Police service, The Northbank has delivered Project Griffin, an event on counter terrorism and emergency awareness to 30 business members”

- We are working with our businesses on a more co-ordinated approach across the BID footprint on how we identify a potential threat and the impact it would have to organisations and their normal business. Working with the Police, the BID will host a number of talks based around this and will work on a strategic way forward.
- Working in partnership with the Police service, the BID has delivered Project Griffin, a counter terrorism and emergency awareness event to 30 business members, highlighting the potential threat and security around it. Alongside this, we have also hosted Operation Fairway, a separate event based around hostile reconnaissance, highlighting ways in assessing potential preparatory activity.



Villiers Street

<h2>Business Continuity</h2> <p><b>Delivery</b></p> <ol style="list-style-type: none"><li>1. Established Business Continuity Steering Group</li><li>2. To run a Business Continuity Management exercise to identify both potential threats and the impacts on an organisation's normal business</li><li>3. Cross-Sector Safety and Security Communications</li></ol> <p><b>Output</b></p> <ol style="list-style-type: none"><li>1. Establish a Steering Group of 15 businesses to share best practice and improve standards</li><li>2. Table top exercise involving 15 businesses centred on denial of access scenario</li><li>3. Industry Sector Leaders in sharing and disseminating safety and security messages</li></ol> <p><b>Cost £0</b></p>	<h2>Counter Terrorism</h2> <p><b>Delivery</b></p> <ol style="list-style-type: none"><li>1. Project Griffin seeks to advise and familiarise managers, security officers and employees of public and private sector organisations across the capital on security and counter-terrorism issues</li><li>2. Operation Fairway exercise on counter terrorism and hostile reconnaissance</li></ol> <p><b>Output</b></p> <ol style="list-style-type: none"><li>1. Business Counter Terrorism (CT) and emergency awareness programme. Delivered to over 30 business representatives</li><li>2. Counter Terrorism exercise to over 20 businesses on hostile reconnaissance to highlight ways in assessing potential preparatory activity</li></ol> <p><b>Cost £0</b></p>	<h2>Operation Brightstar</h2> <p><b>Delivery</b></p> <ol style="list-style-type: none"><li>1. Operation Brightstar was the Metropolitan Police's Christmas campaign focusing on prevention of theft from person, robbery and violence with injury. This Operation ran from 2nd-29th December 2013 in association with Westminster City Council's Get Home Safe Campaign</li><li>2. Results around the Strand/Aldwych area arrests<ul style="list-style-type: none"><li>— crime reports submitted</li><li>— 'stop and searches'</li><li>— 'stop and accounts' (i.e. where a person is asked by police to account for their presence, but not searched)</li><li>— 394 other activities, including 'de-cannings' (confiscation of alcohol being consumed on the street), and assistance to door and security staff</li></ul></li></ol> <p><b>Cost £0</b></p>
<h2>Safer London Partnership</h2> <p><b>Delivery</b></p> <ol style="list-style-type: none"><li>1. A new safe and secure information sharing portal</li><li>2. Business Communication</li><li>3. Ambassador Link</li><li>4. Cross Patching Facility</li></ol> <p><b>Output</b></p> <ol style="list-style-type: none"><li>1. Development and implementation of information sharing portal – Safer London Partnership</li><li>2. Over 30 businesses have now been registered and signed up with high quality digital radios</li><li>3. Our team of 6 ambassadors and 4 cleansing team are able to share street information and receive support</li><li>4. Cross patching to join up separate radio networks in Westminster</li></ol> <p><b>Cost £11,848</b></p>	<h2>Safe and Secure Steering Group</h2> <p><b>Delivery</b></p> <ol style="list-style-type: none"><li>1. Established a Safe and Secure Steering Group</li></ol> <p><b>Output</b></p> <ol style="list-style-type: none"><li>1. Set up a Steering Group of 15 businesses, WCC, Police and Connections to look at Crime Prevention in our footprint</li><li>2. 3 meetings taken place with positive outcomes</li><li>3. 5 x PCSO's now out on the street at 7.00am to combat rough sleeper issues in doorways of businesses</li><li>4. BID supported the set-up of soup run meetings back in the area</li><li>5. Supported an initiative with local police and council to remove entrenched rough sleeping on Savoy Pier</li><li>6. 10 Anti-Social Behaviour Orders issued since the BID went live.</li></ol> <p><b>Cost £0</b></p>	



“The BID has recently joined The Safer London Business Partnership, a crime reduction scheme, run in partnership with the Metropolitan Police Service and Local Councils. This enables our businesses to access a high quality digital radio network, allowing them to contact other businesses and the local police quickly and efficiently”





THEME 02:  
PUBLIC REALM  
& ENVIRONMENT



Public Realm is a fundamental area of activity for The Northbank and, with the largest number of listed buildings and theatres within our footprint, this truly makes The Northbank a place to preserve, cherish and bring back to life.

The coming year will see the BID inject approximately £400,000 to safeguard and restore its historic character, architecture, open spaces and invest in future development and infrastructure. The BID will also be championing a sustainable green agenda and will look to become the leader in development of sustainable business environments through re-roofing green and blue infrastructure, research and the promotion of greener business.

A wide range of activity has already been undertaken since October 2013 to March 2014.

Along with a dedicated cleansing team, The Northbank is actively investing in improving open green spaces within the BID footprint.



## Recent activity

- We are working closely with public and private sectors to achieve positive change in the physical landscape and have ring-fenced a specific budget that will enable us to “buy-in” specific expertise to take our plans forward.
- With our Green Infrastructure Audit now complete, we will spend the next year identifying the health of the existing green infrastructure and explore opportunities for new innovative green infrastructure. The benefits of a green infrastructure (GI) include making places more attractive, healthier, and economically competitive. The audit provides a baseline against which detailed green infrastructure interventions can be identified and delivery measured. The project is being managed by The Northbank BID in conjunction with its members, Greater London Authority and Westminster City Council. Greening is good for business. Increasing GI such as trees, parks, gardens and living roofs not only makes areas more attractive to visit and work in but also helps urban areas to be more resilient to extreme weather events – thus helping preserve economic sustainability.

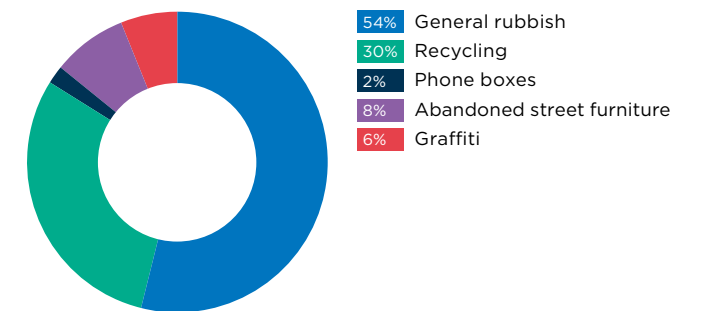


Victoria Embankment Gardens

- The BID has commissioned Publica, a specialist urban design consultancy, to produce a public realm survey and strategic plan to provide detailed design and creative advice on the integration of new developments. This will help to establish a vision for our area and will identify our longer term public realm strategies. By setting up our Public Realm Steering Group, we will work in partnership with Publica, Transport For London, Westminster City Council and our local businesses to identify existing positive attributes to build upon. We will highlight areas of opportunity for public realm improvements to take forward.
- Sustainability and greening are a key priority within the BID footprint and by working with our businesses we will be looking to identify opportunities to create a green, clean location. We have set up a Steering Group that will be driving forward our green agenda to promote bio diversity, better air quality and enhance our carbon footprint.

- Since the beginning of March, the BID have brought in an additional cleansing team dedicated to cleaning up The Northbank and they are well underway with sprucing up the area. Working across the BID footprint day and night, they are carrying out an extensive programme of activity, responding to our business community needs. The team's uniform and vehicles are fully branded with The Northbank logo and are already a real presence in the area. We have received positive feedback from local businesses on the team and the work that they are undertaking.

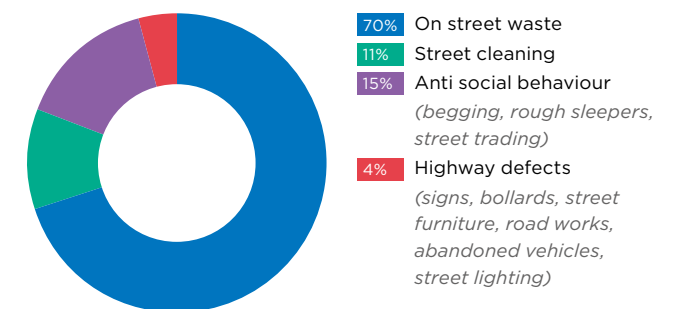
Additional Cleansing Team



“Since the beginning of March the BID have brought in an additional cleansing team dedicated to cleaning up The Northbank and they are well underway with sprucing up the area”

- Our dedicated Environmental Ambassador closely monitors the Base Line Agreement with Westminster City Council and is well placed to report environmental issues across the BID footprint, ensuring action is taken. We've seen an increase in reportable issues and a reduction in the time taken for Westminster City Council to respond. Our Environmental Ambassador recently received the Tidy Britain Groups National Indicator in street cleanliness and is Local Environmental Quality Survey of England (LEQSE) certified. He is able to measure levels of litter, detritus, graffiti and fly-posting on our streets and in our neighbourhoods on behalf of the BID. The graph clearly shows the success of how this is working.

Environmental Issues Reported





Public Realm Strategy

Delivery

- 1. Longer term public realm strategy - To examine current public realm conditions within The Northbank area and to make recommendations for potential future improvements to the district as a whole, providing a strategic overview that considers key connections and sites for potential projects
- 2. Public Realm Steering Group

Output

- 1. 12 different character areas identified, each showing a pattern of historic and architectural qualities
- 2. Area survey of different levels with the footprint
- 3. Survey identifying different gateways
- 4. Different thresholds – major spaces set back from the main street
- 5. Urban forms, with long river view
- 6. 8 open spaces identified – gardens, civic space, hard landscape and open space, terrace/high level, streets used as private space and inaccessible private space
- 7. 6 London wide and City of Westminster policies of relevance to the public realm
- 8. 10 Grade I listed buildings and 35 Grade II listed buildings
- 9. 4 public infrastructure projects underway/recently completed
- 10. 6 public infrastructure projects potential/proposed

- 11. 4 major development sites underway/recently completed
- 12. 11 major development sites for potential/proposed
- 13. 3 area strategies current
- 14. Area survey of use patterns across London Underground Stations
- 15. Setting up of a Public Realm Steering Group to represent a strong mix of levy payers to look at driving forward our public realm

Cost £50,750

Green Infrastructure Audit

Delivery

- 1. To deliver an audit report
- 2. Tree Management Strategy

Output

- 1. A green infrastructure study of the BID footprint to identify greening opportunities and sustainable options to create a green, clean location
- 2. The number of existing trees in The Northbank – excluding the embankment is 464. (50% of these are London Planes.) The GI audit has identified locations for 24 new trees
- 3. Identified existing Green Roofing within our footprint:
  - 10 flat roofs
  - 81 flat roofs with obstruction
  - 10 partial existing green roofs
  - 35 partial flat roofs
  - 77 partial flat roofs with obstruction

Cost £13,950

Environment and Sustainable Study

Delivery

- 1. To deliver an Air Quality Audit within the BID footprint

Output

- 1. Interviews with 15 businesses to engage on air quality
- 2. A best practice guide produced

Cost £5,000

The Northbank Cleaning Team

Delivery

- 1. A dedicated day cleaning team employed to enhance the quality and cleanliness of the streetscape in the Northbank working from Monday to Friday 9.00am to 5.00pm
- 2. A dedicated night time deep cleansing team carrying out footway washing working from Monday to Friday 10.00pm till 5.00am

Output

- 1. Extensive programme of jet washing the public footway and removal of chewing gum at night
- 2. 131 bags of sweeping rubbish collected
- 3. 72 bags of recycling rubbish collected
- 4. 5 phone boxes deep cleaned
- 5. 18 abandoned street furniture items collected
- 6. 15 graffiti hot spots cleaned
- 7. 40 flyposting and stickers removed
- 8. Deep cleaning of areas around street furniture (post boxes, bus stops, bins)

Cost £14,119

Environmental Ambassadors

Delivery

- 1. A dedicated street Ambassador reporting environmental issues to Westminster City Council to ensure swift resolution of street based issues

Output

- 1. 2366 on street waste
- 2. 454 street cleansing
- 3. 296 beggars
- 4. 139 rough sleeper issues
- 5. 139 graffiti and flyposting
- 6. 136 signs, bollards, and street furniture
- 7. 118 roads and pavements
- 8. 34 phone boxes
- 9. Drains and gulley's
- 10. 19 illegal advertising
- 11. 15 road works
- 12. 10 street population
- 13. 10 abandoned vehicles/bicycles

Cost £94,405







“Sustainability and greening are a key priority within the BID footprint and, by working with our businesses, we will be looking to identify opportunities to create a green, clean location.”



THEME 03:  
MARKETED  
& PROMOTED

The Northbank BID’s programme of activity is developing and has gathered momentum by hosting a range of Business Engagement activities.

With events ranging from seasonal food markets and Halloween walking tours to special events targeted at the larger corporates and levy payers, The Northbank has been able to showcase the area’s rich culture, history, retail and tourist attractions. With us hosting 6 fantastic shows in our beautiful theatres and 8 award winning hotels, The Northbank BID can truly benefit from the footfall during these times and encourage people to stay and explore what more there is to offer in the area.

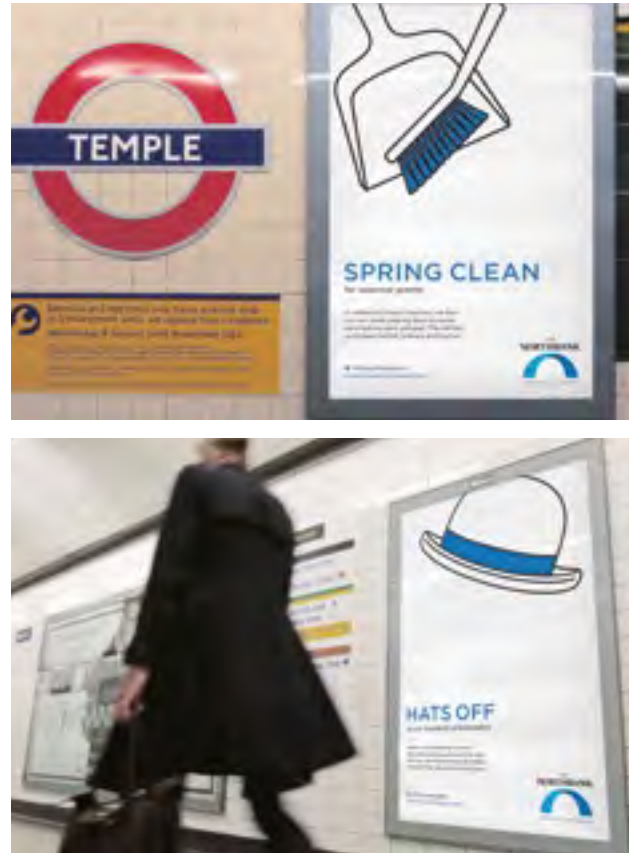
With the production of our Hidden Gems booklet identifying 36 jewels within our footprint, spread across food and drink, attractions, entertainment and shopping, the booklet is a great tool to promote the area and highlight what The Northbank has to offer.



## Recent activity

- As well as encouraging the wider community and visitors to engage with the programme through our marketing and public relations activities, we have seen a number of promotional projects take place, which will gain momentum over the coming year within the BID community. We have sought ways to be creative with the space available and just recently held our first food market in our beautiful Embankment Gardens, which saw over 1800 visitors and staff from local businesses coming together to enjoy the rich mix of food on offer whilst enjoying the open space. We will continue to hold these events as well as creating a programme which is relevant and interesting to our target audience whilst achieving the BID's core objectives for this strategic theme.
- As a new BID, it is imperative that branding of The Northbank is delivered across the marketed and promoted programme. We have invested in an advertising campaign to really tell the story of The Northbank. We have done this by advertising on ticket gateways at two major stations within the footprint and also branded a bus which will travel across 3 different boroughs, promoting The Northbank.

“As a new BID, it is imperative that branding of The Northbank is delivered across the marketed and promoted programme.”



London Underground Advertising Campaign

- We have been interacting with our businesses, local residents, visitors and tourists through social media online communications channels and we recently re-launched our new web site, making it much easier for our target audiences to navigate.
- The BID has also published The Northbank brochure, which highlights what the area offers and shows what a vibrant quarter The Northbank is in the heart of London. The brochure also talks about how well connected we are, making The Northbank the perfect place for business and pleasure and shows the number of development and refurbishment projects across The Northbank, making it a desirable location to invest and do business in.



Left: Ticket Barriers at Charing Cross Station

Above: Street Food Thursday on The Northbank



AREA PROMOTION

Halloween Walk

Delivery

1. Provided a themed walk targeting only the BID corporates with limited space of 20 per walk

Output

1. 1 organised, attended by 20 people

**Cost £1,500**

Hidden Gems

Delivery

1. Produced a Hidden Gems Booklet of The Northbank

Output

1. 5000 copies of the Hidden Gems booklet produced and distributed to businesses, tourists and visitors.

**Cost £8,391**

Food Market

Delivery

1. Hosted our first local food market in Embankment Gardens

Output

1. 10 unique food stalls
2. Footfall was estimated at 1,800 during the lunchtime period

**Cost £4,653**

The Northbank Brochure

Delivery

1. Produced a brochure to show the powerful change, improvements and the rich history and culture of our area for distribution at events and for marketing purposes

Output

1. 5000 copies of The Northbank magazine circulated to 400 businesses in the BID footprint

**Cost £5,190**

Legible London Maps

Delivery

1. To improve signage and way finding within The Northbank

Output

1. Additional mapping layers created in support of Legible London
2. 10,000 Map pads produced for Ambassadors to distribute to tourists.

**Cost £1,365**

EVENTS

Christmas Choir

Delivery

1. Business Engagement through hosting a Christmas choir service

Output

1. 4 business hosted choir services
2. 1 free service for tourists and visitors at Somerset House

**Cost £4,945**

New Year's Eve Promotion

Delivery

1. New Year's Eve Competition

Output

1. Competition for two guests to attend a New Year's Eve dinner at Tom's Restaurant at Somerset House.

**Cost £426**

Valentine's Day

Delivery

1. Business Engagement through Valentines Day rose giving

Output

1. 400 roses given out to the community of The Northbank
2. 300 new records obtained to populate the BID contact database

**Cost £3,288**

St Patrick's Day

Delivery

1. Working with the GLA – VIP Lunch

Output

1. 72 high profile guests at a lunch event
2. 1500 increased footfall into the area

**Cost £8,920**

ADVERTISING

Transport Campaign

Delivery

1. Marketing campaign to promote the BID's social media channels on Buses and Ticket gateways

Output

1. 1 bus wrapped with The Northbank branding, through Crouch End, Aldwych, Strand, Trafalgar Square and Whitehall for 1 year
2. Ticket gateways branded at Temple and Charing Cross Station for a 4 week period

**Cost £28,752**

INTERACTIONS

Website

Delivery

1. Development of a new web page
2. Engaging with local businesses and visitors on our social media platform

Output

1. Page views
2. Average time on site
3. Page with longest visit time
4. Direct traffic
5. Total number of tweets
6. Total number of followers

**Cost £36,261**

E-bulletin

Delivery

1. Weekly news bulletin to go out to levy payers and businesses within The Northbank
2. Winter newsletter produced

Output

1. 30 bulletins produced and sent to businesses
2. 537 businesses on our data base
3. 2509 bulletins opened and read by our businesses
4. 250 x winter newsletter produced and circulated to levy payers

**Cost £3,001**

Press Coverage

Delivery

1. To deliver a successful PR campaign to promote The Nortbank BID and work with the levy paying businesses.

Output

1. 4 press releases during and pre ballot to promote the BID and its outstanding results
2. 1 radio interview with French Radio
3. 5 press releases to promote the BID and the BID area. (PR Weekly, All in London, Londonist, Financial Times and the Evening Standard

**Cost £18,000**

Ambassador Kiosk

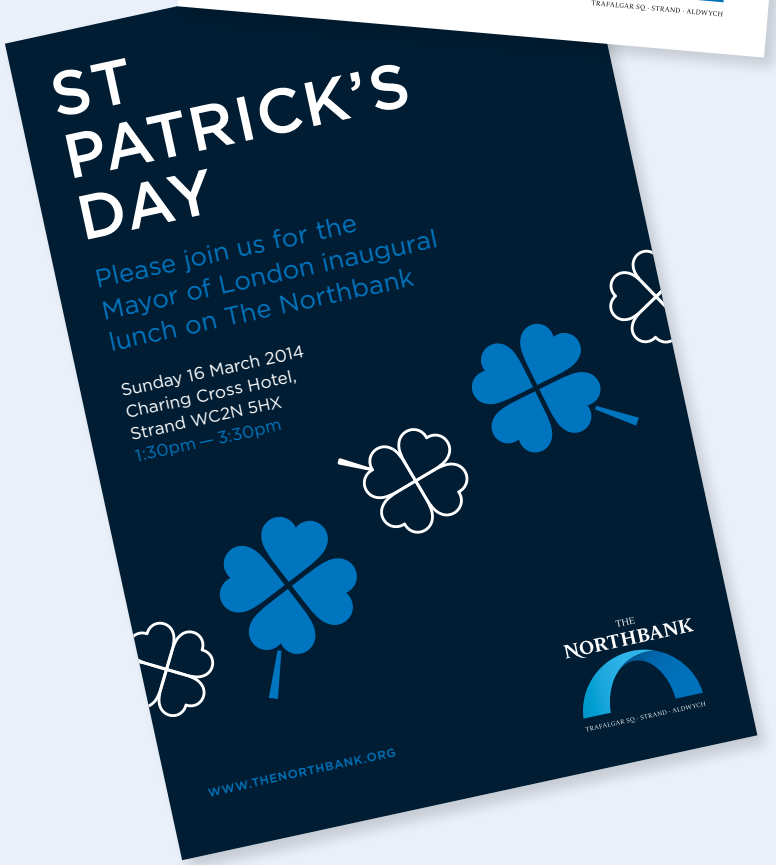
Delivery

1. The introduction of an information kiosk for Ambassadors at Embankment Station

Output

1. 4224 visitors interactions at kiosk
2. 1728 leaflets given out to visitors

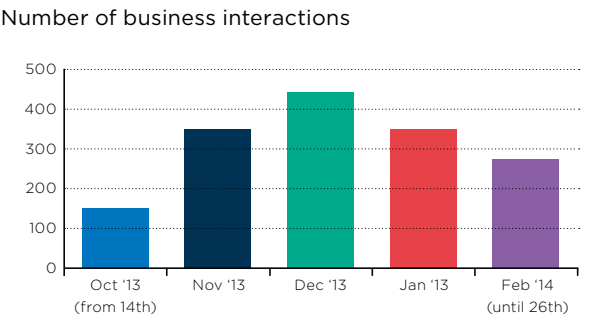
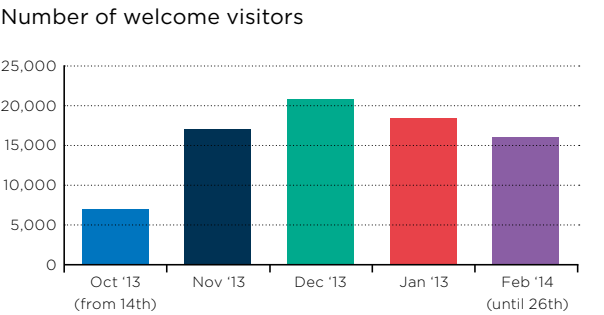
**Cost £564**



THEME 04:  
CORPORATE SOCIAL  
RESPONSIBILITY

Working closely with the RSA, the BID has been working to deliver a Corporate Social Responsibility strategy. This process has involved desk-based research and aggregation of CSR initiatives from around the world, expert interviews, and a senior Northbank stakeholder workshop to understand the priorities and interests of key partners.

- Based on these activities, we have now set up a crowdsourcing web platform to involve the whole Northbank community to generate ideas which deliver a combination of commercial, social and environmental benefits to The Northbank BID area and beyond.
- We are also in the process of launching our Privilege card which will give great offers on restaurants, retail, river services, hotels and theatre productions. This will encourage our staff and community to spend more time in our area and help with the local economy, building on promoting the rich mix and culture that we have here on The Northbank.
- The BID has just launched its first high end magazine “The Northbank”, which has already seen great traction in and around the BID footprint. The magazine is not just in all our local hotels and businesses, but also in surrounding areas such as south of the river and Mayfair, to build brand recognition and encourage people to come and see what we have to offer. The magazine provides a variety of stories and advertising space, making it a compelling read. The magazine helps position The Northbank as a world class destination.
- Our Ambassadors have been busy greeting and advising tourists and visitors to the area and, with their welcoming smile and dapper appearance, they have been communicating with local businesses to ensure that the BID has effective interaction and feedback on their needs. We have recently seen the addition of our information kiosk at Embankment Station, to pick up on the heavy footfall from the station and up through Villiers Street.







“Our Ambassadors have been busy greeting and advising tourists and visitors to the area and, with their welcoming smile and dapper appearance, have been communicating with local businesses to ensure that the BID has effective interaction and feedback on their needs.”



CSR Workshop

Delivery

- 1. CSR Strategy

Output

- 1. 18 businesses attended
- 2. Online 'Good Business' presentation (in Prezi) looking at the opportunity for CSR in the Northbank
- 3. Examples and mini case studies of good business practice, which has now been condensed and displayed as a stimulus page ("About Good Business") on the crowdsourcing site
- 4. Three initial ideas from the senior stakeholder workshop - which we will look to be developed and shaped on the crowdsourcing site
- 5. Lists of both local underutilised resources and assets, and enablers and constraints for CSR activity in the area. This has been reprised as a "Resources" page on the crowdsourcing site
- 6. A shared online Google Drive to enable senior CSR stakeholders to share content with each other
- 7. A crowdsourcing website to elicit community ideas to shape the CSR strategy  
[rsanorthbank.crowdicity.com](http://rsanorthbank.crowdicity.com)

Cost £20,315

The Northbank Film

Delivery

- 1. Produced a film to show the powerful change, improvements and the rich history and culture of our area

Output

- 1. Production of a film to highlight the retail, office, residential opportunities in the BID footprint.

Cost £9,450

The Northbank Magazine

Delivery

- 1. To produce the publication

Output

- 1. 2,463 businesses in BID area (hotels, a bigger companies)
- 2. 2,711 smaller businesses in BID area
- 3. 8,298 businesses in the surrounding area
- 4. 536 residents - BID area
- 5. 5,242 residents - area surrounding BID
- 6. 250 promotional copies
- 7. 500 general circulation

Cost £14,283

Profit and loss account

For the period ended 31 March 2014

	BID Levy £	Voluntary £	Total 2013/14 £
Turnover			
BID levy	811,768	—	811,768
Voluntary levy and other contributions	—	6,664	6,664
	811,768	6,664	818,432
Cost of Sales			
Safe & Secure	29,746	—	29,746
Public Realm & Environment	123,043	5,000	128,043
Marketed & Promoted	204,082	1,600	205,682
Corporate Social Responsibility	183,690	—	183,690
	540,561	6,600	547,161
Gross profit	271,207	64	271,271
Administration expenses			
Core salaries	65,183	64	65,247
Rates	10,453	—	10,453
Printing	1,191	—	1,191
Postage and carriage	235	—	235
Telephone	1,163	—	1,163
Office stationery	1,961	—	1,961
Legal and professional fees	350	—	350
Audit fees	5,200	—	5,200
Office consumables	2,752	—	2,752
Cleaning	841	—	841
Bank charges	91	—	91
Insurance	1,857	—	1,857
Subscriptions	1,145	—	1,145
IT running costs	8,898	—	8,898
Repairs and maintenance	371	—	371
BID development costs	1,935	—	1,935
BID levy collection fee	12,862	—	12,862
Depreciation	2,465	—	2,465
Taxation	13	—	13
	118,965	64	119,029
Brought forward balance			33,306
Surplus for the period			152,241
Surplus carried forward			118,935

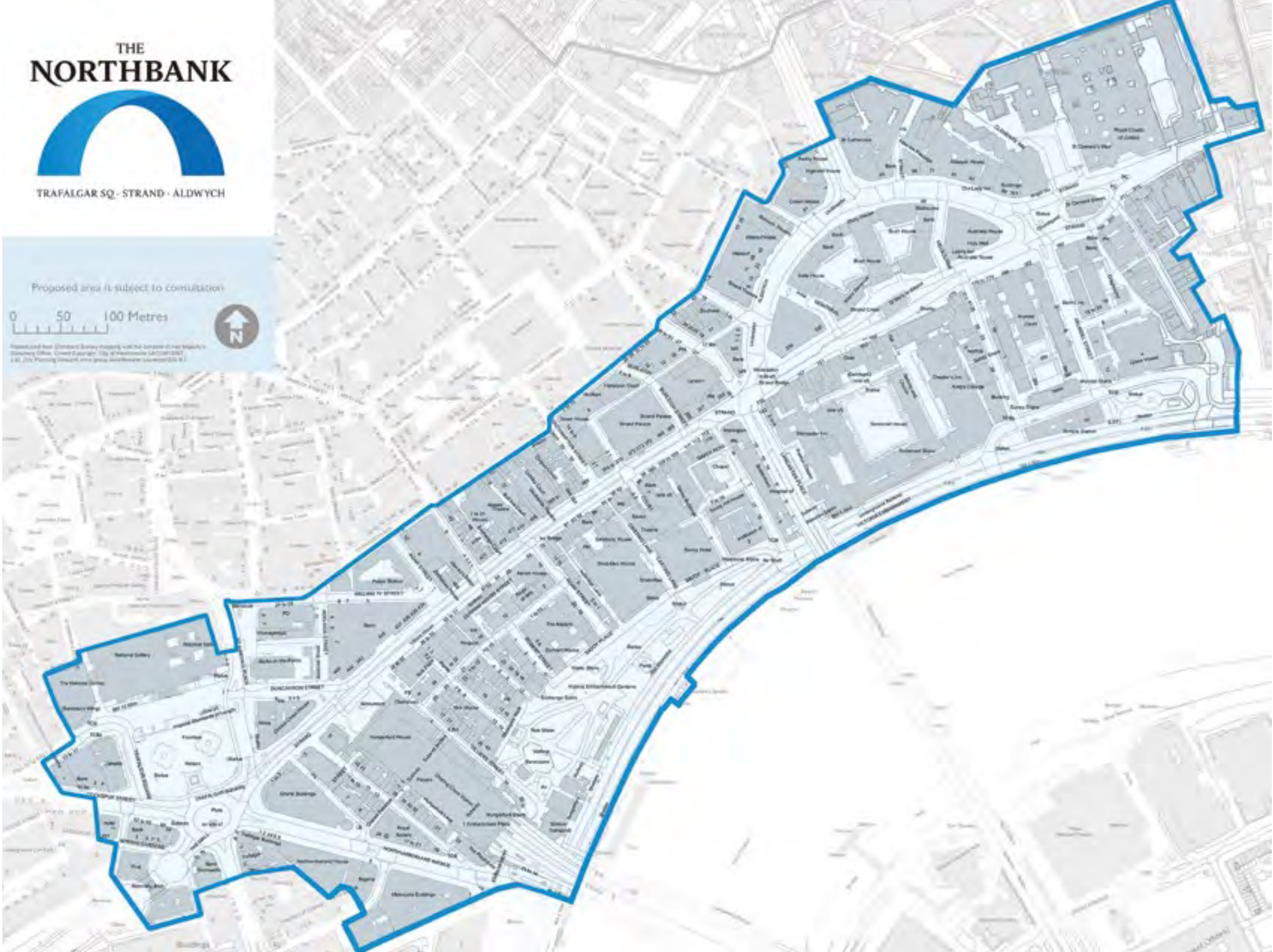




# The BID Boundary

The Northbank Business Improvement District geographically sits in the centre of London. It runs from Admiralty Arch in the West, through Trafalgar Square, along the Strand and through Aldwych to Temple Bar.

The northern boundary is Chandos Place, Maiden Lane, Tavistock Street and Carey Street. The eastern boundary runs along Bell Yard and Temple Gardens. The southern boundary runs along the Embankment from Northumberland Avenue to Temple Pier.





# The Board

## Board Directors

- [Claire Dixon](#)  
Ambassador Theatre Group
- [Geoff Smout](#)  
Bain & Co
- [Simon Millson](#)  
British American Tobacco
- [Matthew Dixon](#)  
Corinthia Hotel
- [Stuart Turner](#)  
Heaven Nightclub
- [Ian Caldwell](#)  
King’s College London
- [Vasiliki Arvaniti](#)  
Land Securities
- [Julian Robinson](#)  
London School of Economics
- [Paul Harrington](#)  
PwC
- [Mark Hislop](#)  
Somerset House Trust
- [Jeremy King](#)  
The Delaunay
- [Kiaran MacDonald](#)  
The Savoy

## Observers

- [Alistair Subba Row](#)  
Farebrother
- [Sarah Barrow](#)  
Greater London Authority
- [David Holley](#)  
Greater London Authority
- [Cmdr Alison Newcomb](#)  
Metropolitan Police
- [Steve Austin](#)  
Network Rail
- [Allyson Hargreaves](#)  
St Martin-in-the-Fields
- [Lauren Preteceille](#)  
Transport for London
- [David McNeill](#)  
Transport for London
- [Mike Fairman](#)  
Westminster City Council
- [Cllr Tim Mitchell](#)  
Westminster City Council

# Get in touch

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