

The Northbank
West Wing, Somerset House
Strand, London
WC2R 1LA
☎ 0203 697 9273
✉ info@thenorthbank.london
🐦 @TheNorthbankBID
WWW.THENORTHBANK.LONDON



ANNUAL REPORT

2014/15

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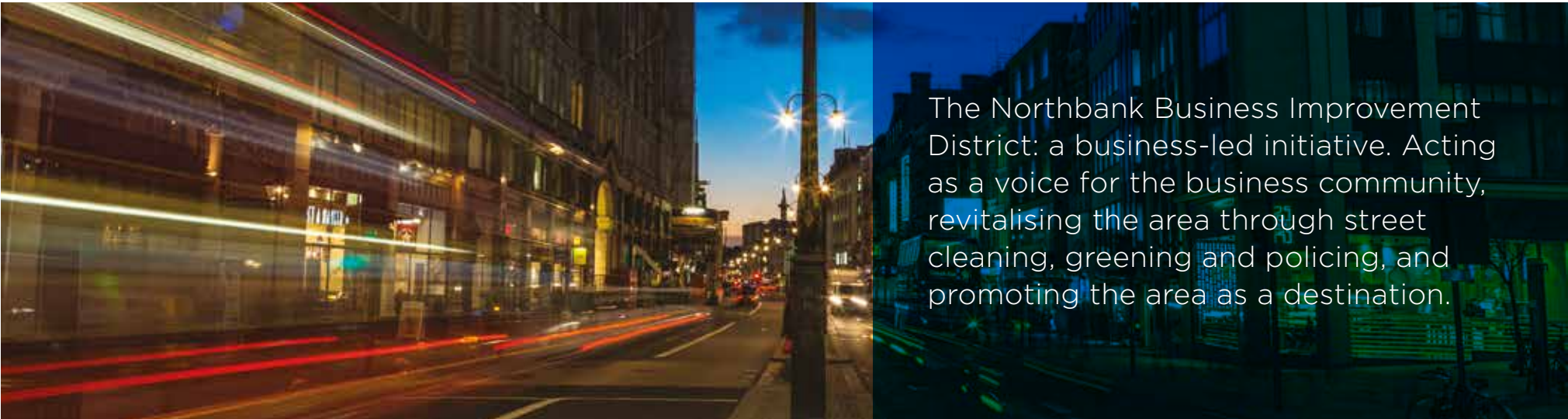
THE
NORTHBANK



TRAFALGAR SQ · STRAND · ALDWYCH

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INTRODUCTION

Building on our successful first year, the past 12 months have seen The Northbank Business Improvement District (BID) go from strength to strength. Working collaboratively with our business partners, local authorities, residents and wider stakeholders, The Northbank is delivering across all its four strategic themes and we are seeing tangible results and improvements across the whole BID footprint.

Our work over the past year demonstrates the growing role that BIDs can play in key strategic areas such as placemaking and public realm. The Northbank BID is not just about 'improving' this unique part of the capital – increasingly we are a powerful business alliance focused on Corporate Social Responsibility (CSR), the socio-economic agenda, community engagement, matching skills and training to jobs, and opportunities such as joint procurement.

You will see from this report that much has been achieved. It's been a busy and rewarding year: we are engaging with our businesses more than ever before – our events, communications and support for businesses have proved to be a success; our work with partners is having a positive impact on serious issues such as crime and antisocial behaviour; we are supporting our community on the serious issue of business continuity; our activity to raise the profile of the area and promote The Northbank as a destination has gathered momentum; and our ambitious plans for the public realm have really started to take shape.

The next year will see us continue to make substantial ground on all these issues and more. BIDs are playing an increasingly key role in transforming large areas of central London. At a time of continuing contraction of the public purse, the private sector is stepping in – working

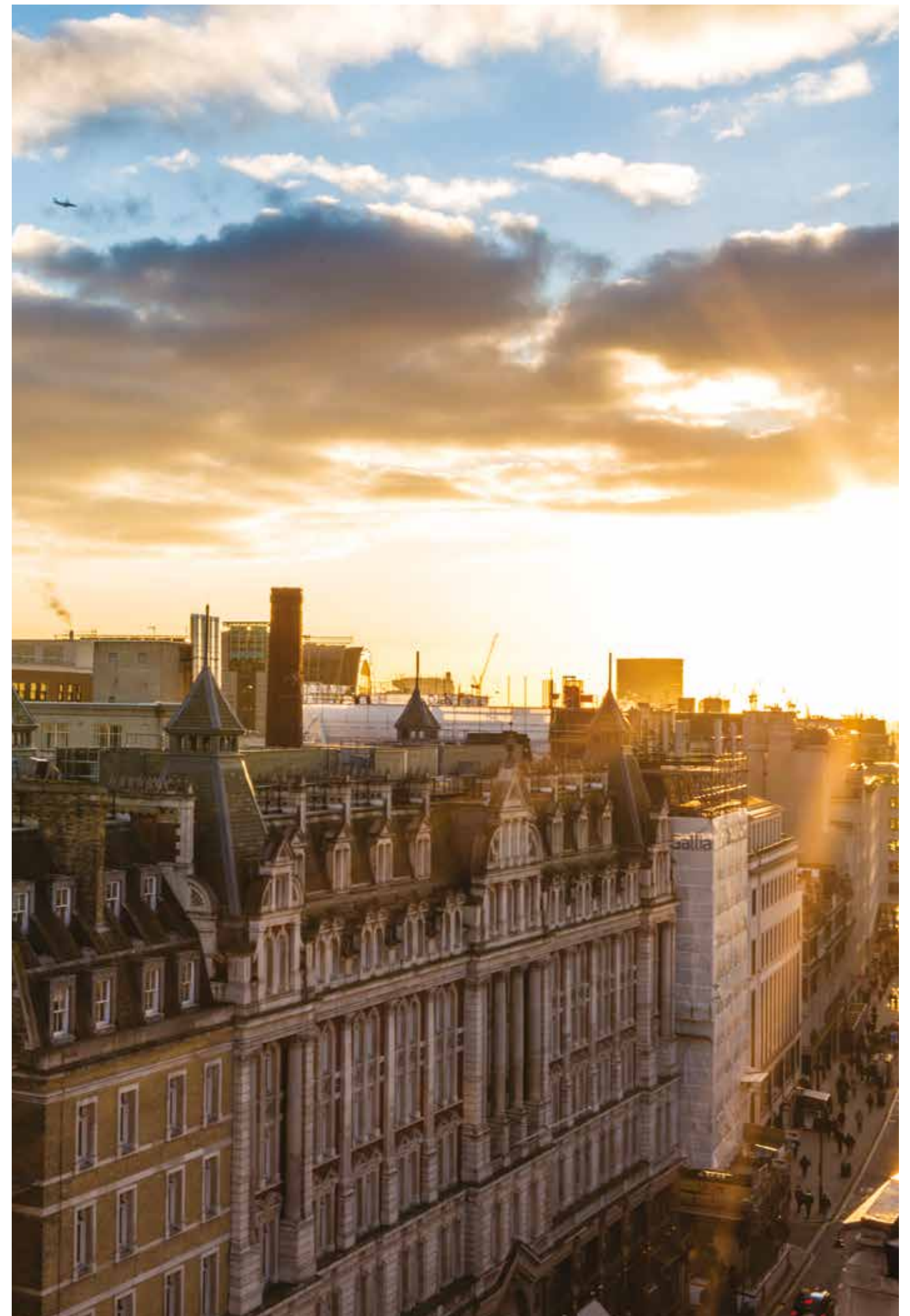
collaboratively with local authority partners – to enhance local environments, support businesses and provide significant 'added value'.

It is clear that 2015/2016 is shaping up to be a big year: a new government and London Mayor, major infrastructure projects such as the Cycle Super Highway, the Thames Tideway Tunnel and of course, the Garden Bridge getting underway. There are significant new real estate plans for both LSE and King's, and an exciting development pipeline within our footprint starts to emerge.

Our focus on tackling some of the challenges the area faces is paying dividends but our work continues. We are more committed than ever to ensure that The Northbank emerges as a safer, cleaner, greener, and more prosperous and attractive place to be.



Ruth Duston, CEO



SAFE & SECURE



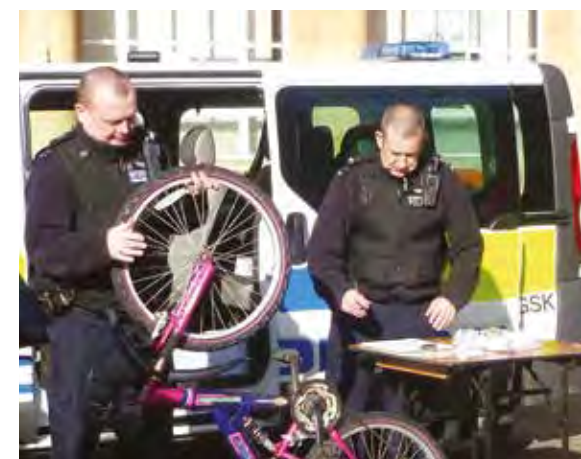
The Safe and Secure theme is driven by local businesses, international organisations and the BID team to improve and deliver change across The Northbank area, making it a safe and secure district for both businesses and visitors to come to.

Over the last year we have strived to overcome and drive down low-level crime and antisocial behaviour. We continue to build on relationships, working in partnership with the Police, Westminster Contact and Assessment Service and the local community. We look at ways to assist in prevention and response to help tackle the increasing problem of homelessness and rough sleeping within the BID and across Westminster.

With the threat level at a new high in London, Business Continuity and information sharing is a critical part of the BID's agenda. By working with our partners we have established a programme of exercises on Business Continuity, counter-terrorism and intelligence sharing for our businesses, keeping them abreast of changes in legislation, giving a co-ordinated and consistent approach.

Our Safe and Secure steering group ensures that the BID listens to the voice of our businesses about their concerns and pulls together a delivery plan to encompass their views. Over the past year this group has grown in numbers and has seen businesses (both large corporates and SMEs), the Greater London Authority (GLA), Police and the Safer London Partnership come together on a quarterly basis, with positive results across the BID footprint.

A dedicated Ambassador has been working closely with the Business Crime Reduction Manager in ensuring that all antisocial behaviour and begging incidents are recorded, with any potential areas of concern raised and acted upon as a matter of priority. This gives the BID a transparent process and puts vital key performance indicators in place for us to analyse trends over the last year and benchmark for the year ahead..



75 RADIOS CONNECTING BUSINESSES, 150 PEOPLE REQUESTED TO MOVE FROM DISPERSAL ZONE, 944 INTERACTIONS WITH VULNERABLE PEOPLE, 160 BUSINESSES IN FIRST NIGHT-TIME ECONOMY EXERCISE.

Safe and Secure Steering Group

DELIVERY

1. Supported our businesses by managing the Safe and Secure steering group on a quarterly basis.
2. Attended Strand and Whitehall meeting with Westminster City Council (WCC) and partners to be the voice of the steering group.

OUTPUT

1. Quarterly steering group meetings undertaken with businesses, Police, WCC, The Connection, Transport Police, GLA and others.
2. 11 businesses in attendance.
3. 26 Strand and Whitehall meetings attended.

COST

£0

Total of over 16 business hours given in kind to the attendance of the steering group.

Business Continuity

DELIVERY

1. Managed a Business Continuity exercise to identify both potential threats and the impacts on an organisation's normal business.
2. Worked with leading UK based business security and resilience network.
3. Drafted a Business Continuity plan for The Northbank and its businesses.

OUTPUT

1. Membership of CSARN (City Security And Resilience Networks) brought together public and private sector leaders to provide business intelligence, education, networking events, training and special project management.
2. Real-time briefings on counter-terrorism and business continuity, shared with our 270 businesses.
3. A draft Business Continuity (BC) plan for The Northbank is being developed and will soon be shared with our businesses complemented by a BC event.
4. Attended CSSC event on behalf of The Northbank.

COST

£1,752

Counter-Terrorism

DELIVERY

1. Worked with businesses to continue to advise and familiarise managers, security officers and employees of the public and private sector organisations across the capital on security and counter-terrorism issues.

OUTPUT

1. Business breakfast with Assistant Commissioner Cressida Dick and 15 of our business leaders on counter-terrorism and better police communication with the businesses.
2. Crisis Management exercise held jointly with Victoria BID; 37 Northbank businesses in attendance.

3. Three Project Griffin/Argus tabletop exercises carried out in partnership with the Police and 15 of our businesses.
4. First night-time economy exercise undertaken by the BID and Police at Heaven nightclub in Villiers Street. 160 businesses in attendance from across the West End.
5. Production of 250 Northbank Crisis Management Cards for business.

COST

£2,569

Safer London Partnership

DELIVERY

1. Implemented and managed the success of Safer London Partnership Scheme with our businesses.

OUTPUT

1. 75 digital radios used to communicate information between businesses, Ambassadors and police.
2. 30 businesses now benefit from an intelligence booklet which gives details of individuals suspected of crime along with photographs.
3. Attended nine Safer West End steering groups as part of the Safer London Partnership.
4. Weekly newsletters received from Safer London Partnership on business crime intelligence and shared with 270 businesses.
5. 105 fraud alerts sent out to our members.

6. 50 members engaging with Safer London Partnership via our website for intelligence sharing and information.

COST

£20,000

Ambassador Programme (joint with CSR)

DELIVERY

1. A dedicated environmental ambassador reported and monitored all antisocial behaviour via the Welcome People's dashboard.
2. Met, greeted and informed our visitors about The Northbank and all it has to offer.
3. Acted as the voice of the BID to communicate the BID's message and business feedback.

OUTPUT

1. Eight Ambassadors.
2. Speaking 11 international languages (English, Spanish, Portuguese, Italian, French, German, Russian and Polish).
3. 227,008 visitor & business interactions.
4. 61 soup runs identified & working with authorities to discourage coming into the area.
5. 67 antisocial behaviour activities reported.
6. 1,954 beggars reported.
7. 2,053 rough sleepers reported.

8. Reported non-urgent crime directly to our local policing team via 101 to ensure effective logging and response by police.
9. 12,897 types of environmental issues reported and actioned.
10. 9,750 street cleansing issues, including 559 graffiti and flyposting, reported and dealt with by the cleansing team.
11. 455 signs, bollards, and street furniture reported and actioned.
12. 365 roads and pavements reported as faulty and actioned for fixing.
13. 83 phone box issues reported and actioned by The Northbank cleansing team.
14. 52 blocked drains and gullies reported.
15. 22 illegal advertising campaigns reported.
16. 21 abandoned vehicles/ bicycles reported and removed.
17. 25 street lighting faults.

COST

£174,000 (S&S)

£116,395 (CSR)

Police Operations

DELIVERY

1. Initiated and worked with the local police and Community Support Officers on police operations within the area to reduce crime.

OUTPUT

1. 22,500 police patrolling hours in the BID footprint.
2. 22 dispersal zones put in place.
3. 150 people requested to leave the area from the dispersal zone.
4. Nine proactive operations in Villiers Street in conjunction with the BID.
5. Sponsored "Get Me Home Safe" campaign leading into Christmas period.
- One branded Departure Zone flag for "Get Me Home Safe Campaign".

COST

£320

Street Pastors

DELIVERY

1. Worked in partnership with Westminster Street Pastors network to aid those in need during the night-time economy in the Villiers Street area.

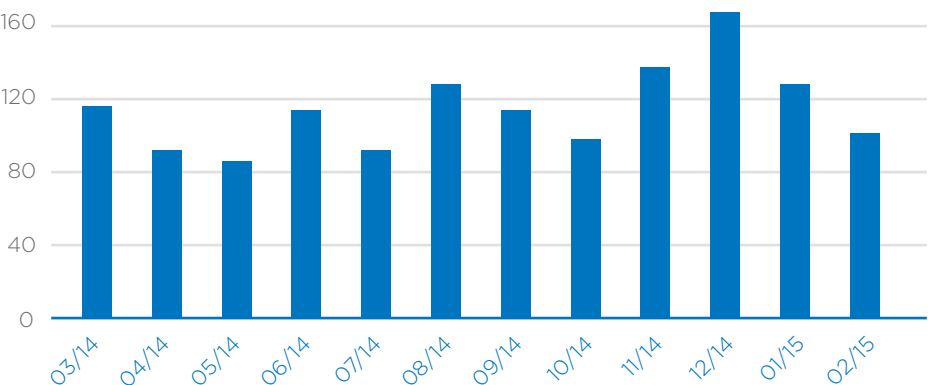
OUTPUT

1. 873 patrols hours carried out.
2. 12 patrols carried out in five months.
3. 944 interactions with vulnerable people.
4. 1,112 glass bottles cleared away to prevent injury.
5. Issued over 600 lollipops – a tried and tested calming measure.

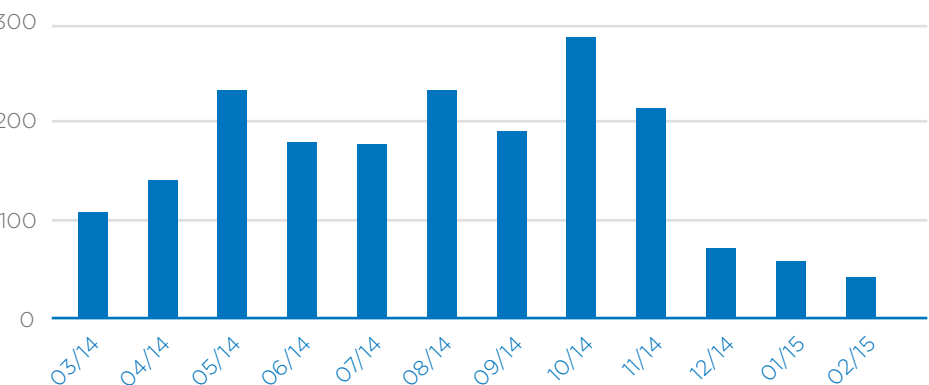
COST

£1,500

Incidents of ASB in the Northbank – reported to the Metropolitan Police



Begging statistics for The Northbank BID footprint



Cycle Safety

DELIVERY
1. Engaged with businesses around cycle safety and security.
2. Gave out branded merchandise for cycle safety.
OUTPUT
1. 500 Cycle Safety leaflets distributed.
2. Six cycle marking sessions held with local police team and businesses.
3. Two Cycle Safety days with Roads Policing Team.
4. 60 branded hi-vis bags distributed at the Tour de France.
5. 40 Cycle Safety bags delivered to the local primary school for cycle safety training.
COST
£6,206

Pubwatch

DELIVERY
1. To establish a Pubwatch for The Northbank to engage with local licensed premises.
OUTPUT
1. Five Pubwatch meetings held.
2. Additional security radios delivered to larger venues.
3. A Northbank initiative supported by MPS, BTP and WCC.
COST
£0

Safer Jewellery

DELIVERY
1. To deliver a 'safer jewellery' campaign to provide extra support for local jewellers.
OUTPUT
1. 4 local jewellers signed up.
2. 4 Safer West End Partnership radios assigned.
3. Training arranged by BID for police to highlight the threat and how to prevent becoming a target.
4. 40 alerts since January sent out to jewellers.
5. Each now receive real-time intelligence from The Flying Squad through Safer Jewellery.
COST
£0

Crime Prevention Material

DELIVERY
1. Distributed crime prevention material.
OUTPUT
1. 250 own branded panic alarms.
2. 500 own branded glow bands.
3. 250 own branded magnetic bag clips.
4. 250 own branded bag hanger discs.
5. 250 own branded UV keychain torches.
6. 250 own branded pencil case sets.
7. 250 own branded counterfeit detector pens.
8. 500 own branded Oyster wallets.
COST
£1,166



PUBLIC REALM & ENVIRONMENT



Public Realm is a fundamental area of activity for The Northbank; a district on the cusp of significant environmental change. Several new developments are proposed which have the potential to radically redefine the setting, its uses and public perception of this part of London.

They include a number of major infrastructure projects, such as the Garden Bridge, the removal of the Aldwych gyratory, TfL's East-West Cycle Super Highway, and Thames Tideway Tunnel running the course of the river. These projects will bring fundamental changes to the way that people use the river and Victoria Embankment promenade. This, along with Westminster City Council, TfL and the GLA's major infrastructure projects across the West End and other large-scale development sites such as LSE, Arundel Great Court and King's College London (with their recent expansion into the newly refurbished Bush House), will bring significant change and innovation to The Northbank.

Public Realm is such a critical part of The Northbank's Business Plan due to the potential to enhance its current diverse offering within London's most exciting destinations: boasting key cultural attractions, world leading universities, top UK visitor attractions, remarkable history and proximity to Covent Garden, the City and the South Bank. The district is 51.5 hectares in size, 2.75 hectares of which includes parks and green spaces. The BID has embarked on an ambitious Public Realm agenda to invest in, drive and support a range of projects over the coming year to draw out the full potential for The Northbank, making it a cleaner, green and sustainable environment to live, work and visit.

As part of the agenda, The Northbank BID Public Realm Survey conducted in 2014 has been developed into a strategy document for the area that lays out a series of upgrades that will redefine The Northbank. The strategy has identified 40 key spaces, grouped under four different themes: mitigating the impact of traffic, upgrading the public realm, connecting the public realm, and celebrating public life.

The Northbank Public Realm Steering Group has been working with partners such as Westminster City Council, TfL and the GLA to a number of deliverables and how these will be funded to drive forward and implement both longer and shorter term projects.

The BID's street cleansing service has given rise to a dramatic difference in the standard of cleansing. With iconic landmarks, streets, alleyways and courtyards being free of litter, they are considerably more desirable to walk through.

Sustainability and greening is a main focus for us and with our award-winning parks and open spaces we have been looking at ways to explore new opportunities for innovative greening across the BID footprint. Our Sustainability Steering Group brings business members together to have a clear voice and enables us to drive forward our green agenda, promoting biodiversity, better air quality and an enhanced carbon footprint.



A RECENT SURVEY CARRIED OUT WITH 194 OF OUR BUSINESSES SHOWED THAT **79% OF BUSINESSES** COULD SEE A SIGNIFICANT IMPROVEMENT TO THE CLEANLINESS OF THE AREA, AS A RESULT OF OUR ADDITIONAL SERVICE.

Public Realm Strategy

DELIVERY

- 1. A longer term public realm Strategy for The Northbank.
 - to lay out current public realm conditions within The Northbank area and make recommendations for potential future improvements to the district as a whole, providing a strategic overview that considers key connections and takes in future major infrastructure projects.
- 2. Established a Public Realm Steering group with expertise and knowledge from across the BID footprint.
- 3. Established three project groups to work on delivery of the Strategy.

OUTPUT

- 1. Public Realm Strategy identified many character areas within the Northbank with 30 businesses involved.
 - 2. Five geographical families: Aldwych, Strand, Victoria Embankment, Villiers Street and Lanes, Courts and Smaller Spaces.
 - 3. 36 projects have been separated into 4 key themes resulting in 305 elements in total.
- Ongoing key themes are:
- Mitigate the impact of traffic
 - Upgrade the public realm
 - Connect the public realm
 - Celebrate public life
- 4. The strategy also identifies important considerations, key stakeholders and specialist advice required.

COST

£95,731

Additional Cleansing (joint with CSR)

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. 4,443 Northbank rubbish bags collected.
- 2. 2,818 bags of recycling collected.
- 3. 462 leaf bags collected (10 weeks).
- 4. 309 graffiti marks removed from properties – quick reactive response.
- 5. 2,010 stickers removed from premises.
- 6. 10,000 ft of footway deep cleaned with an average of 13 ft width.
- 7. South side of Strand has been deep cleaned including high footfall areas of Villiers Street, Embankment Station and Strand at Charing Cross Station.
- 8. 11 regular flushing undertaken at hot spot areas (including Waterloo Stairs, Waterloo platform, India Place, Surrey Street junction with Strand, Strand/Aldwych tube station, Adelaide Street, bins on the Strand, Aldwych, Villiers Street, Agar Street, Northumberland Ave).
- 9. Three postboxes at Villiers Street and Strand near King's College London.
- 10. One area with regular defecation identified and cleaned as priority away from scheduled programme (India Place).
- 11. Deep cleaning of footway outside Somerset House carried out for special events including London Fashion Week.

- 12. 26 hot spots identified for high amounts of litter, urination and rough sleeper waste – receiving immediate response times.
- 13. Street furniture (including signs, way finders and WCC bins) is checked daily and 12-15 are scheduled to be cleaned each day.
- 14. 317 syringes collected and safely disposed of.
- 15. 13 drug-taking hot spots identified and patrols put in place.
- 16. 9 million estimated cigarette ends swept up.
- 17. Gum removed from the public footway with our gum busting machine.
- 18. Footway areas have been deep cleaned during nights to remove gum, ingrained dirt and spills. 351,000 items of ingrained dirt, gum and spills.
- 19. 225 night cleaning operations.
- 20. 72 phone boxes in the BID area cleared of calling cards, swept inside, glass and paint work cleaned.

COST

£127,506 (PR)

£116,295 (CSR)

Hawk Programme

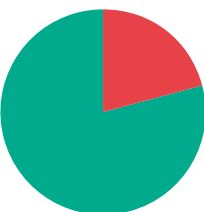
DELIVERY

- 1. A three-month trial ran from November targeting areas of high pigeon activity.

OUTPUT

- 1. 11 areas identified for hawk patrol (Embankment Station, Embankment Place, Victoria Embankment Gardens, Temple Gardens, area around St Clement Danes, Charing Cross Station forecourt , Lyceum Theatre, Savoy Street).

Have you noticed the streets looking cleaner?



79% Yes
21% No



2. Reduction in pigeons roost, forage and foul on buildings and in public areas.
3. Positive engagement with tourists and visitors raising the profile of the BID using the hawk.
4. Regular drop in levels.
Month 1 (Nov): 34 (Base level of pigeons)
Month 2 (Dec): 14 – a 41 % drop
Month 3 (Jan): 24 – a 29% drop
COST
£4,800

Greening

DELIVERY
1. Delivered a greening strategy for The Northbank from the Green Infrastructure (G.I) Audit.
2. Undertook a Tree Strategy for the area.
3. Attended Greening The BID's steering groups with other BID's and Cross River Partnership to share best practice and current projects, funding opportunities.
4. Commissioned first Phase of a tree study along Victoria Embankment.
OUTPUT
1. Embankment Station identified with TfL for potential greening opportunities and an initial audit carried out.
2. 25 hanging baskets now in place on three high footfall streets (Wellington Street, Villiers and Southampton Street).
3. Attended five Greening The BID's meetings to share best practise and current projects.
4. First phase of a tree study along the Embankment carried out by CAPITA.
COST
£15,944

Highways

DELIVERY
1. To monitor and report defects on the public highway and work with WCC on highway improvements and engage on current Capital Programme underway.
2. Inform our businesses of utility works being carried out in a timely manner.
OUTPUT
1. 846 highway defects have been reported & actioned by our environmental ambassador.

2. Three Capital Programme projects have been carried out by WCC at key locations along the Strand in partnership with the BID.
• Complete replacement of footway from tarmac to York stone paving outside Somerset House, King's College London and the corner of Surrey Street.
• Raised tables replaced in granite setts at the junction of Strand with Savoy Street and Burleigh Street.
• Resurfacing of Savoy Hill and Exeter Street.
3. As a result of high level of reporting by the BID of footway repairs along Maiden Lane, this has now seen the complete reinstatement of footway by WCC.

COST
Westminster investment of £225,000

Cycling

DELIVERY
1. Cycle audit carried out on current cycle parking provisions on the public footway within the BID footprint.
2. To engage with our businesses and freeholders on current cycling provision provided.
5. To build on a strategy for improved cycle facilities within the area.
6. Production of cycling leaflet to be circulated to businesses.
OUTPUT
1. 652 cycle racks identified within The Northbank.
2. Installation of 6 new cycle stands along Embankment, identified by the BID as necessary.
3. Engaged with businesses to identify cycle needs and provisions.

COST
£106 + Westminster investment of £2,169 for cycle racks

Sustainability

DELIVERY
1. To establish a sustainability/greening steering group for The Northbank.

OUTPUT
1. 15 members in attendance at meetings.
2. Quarterly meetings undertaken.
COSTS
£0 – total of 45 business hours dedicated in kind by the group.

Air Quality

DELIVERY
1. Carried out business engagement with companies to enable a better understanding of air quality issues in The Northbank area.
2. Worked with London Air Quality Network to establish air quality stats for the area.
3. Looked at the potential of installing the BID's first air quality monitor to give specific readings for the area.

OUTPUT
1. 15 companies took part in the stakeholder engagement.
2. Through engagement the general consensus was that it is a London-wide problem and how companies can make changes to help improve the immediate air quality.
3. 500 maps given out by our ambassadors to promote better transport and walking routes.
4. Two locations identified for Air Quality monitors at King's College London on Aldwych and Land Securities offices at the western end of the Strand.
5. Air quality monitor donated to the BID from WCC, saving the BID £8,000 for initial monitor.
6. Project is now in place to install first air quality monitor at King's College London, allowing us to understand the local air and how it changes for planned events when roads are closed.

COSTS
£3,675

Bees

DELIVERY
1. Established a bee programme for The Northbank area and identified current bee programmes existing within the BID.

OUTPUT
1. Introduction to Urban Bees talk was given on 20th January at Somerset House. 35 attendees from both council and local businesses including estate managers.
2. Dr Luke Dixon gave an insight into the urban bees at LSE which is supported by both staff and students.
3. Honey tasting of urban honey. Caroline Birchall, Bee Collective also spoke about opportunities for bee and honey-related activities for those who are not able to keep bees themselves. These include workshops and evening training sessions at the Victoria-based Bee Collective.

COSTS
£100

Re-Fashion Day

DELIVER
1. Delivered an activity workshop to encourage and inspire people to value clothes, recycle old garments and mend loved pieces.
OUTPUT
1. One lunchtime talk from Orsola De Castro, specialist in up-cycling and design; 45 attendees.
2. 45 in attendance at afternoon drop-in session on skills to mend loved clothes.
3. 34 in attendance at evening workshop to recycle an old jumper into hats, and jewellery making.
4. 40kg of recycled clothes were collected for TRAIID from those who attended.
5. 100 branded goodie bags were distributed to attendees.
6. Information pack on more ways to gain skills and training in mending and recycling clothes.
7. The Northbank Twitter feed saw an increase in interaction on the days before the event from an average of 68 to 1108 (1588% increase).
8. Coverage in Time Out online reached 467,000 weekly readers, along with over website/blogs via Hubbub, The Good Wardrobe, A Alicia, TRAIID, Ethical Fashion blogger, Bel Jacobs (reach 9,910) Orsola De Castro (reach 4528).
9. 186 Views on YouTube of the day.

COST
£6,674

Community Payback

DELIVER
1. To manage the Community Payback scheme with WCC at Victoria Embankment Gardens, Villiers Street and Craven Street.
2. To identify a programme of works for the team to undertake in a safe environment.
3. To highlight the positive outcomes of working within the community and raise a positive profile of the works undertaken by them.

OUTPUT
1. 672 community payback hours worked by the offenders.
2. Training of supervisor to Westminster highway specification for bollard painting with specialist undercoat and top coats with FM Conway and Westminster highways team.
3. Working closely with the Parks team on building a programme of activity.
4. 17 bollards prepared for painting, undercoat and top coat given in Villiers Street.
5. Victoria Embankment parks storage area swept and tidied.
6. Park gates, railings and metal work has been painted.
7. Auxiliary litter picking of the park.
8. Local companies have supported the scheme by providing facilities for storing equipment and area for the team to take breaks; Amba Hotel, 11 Strand, FMConway & WCC.
9. The site is also supported by Community Payback Management as the location is one of the highest visual profiles in London.

COSTS
£959

Villiers Street Forum

DELIVER
1. Attend the Villiers Street Forum to establish good working relationships with the local community and ensure representation on behalf of the businesses within the area.

OUTPUT
1. Nine meetings attended by the BID.
2. Five resident members.
3. 12 business members.
4. Additional attendees: Police, The Connection, Westminster Street Management and Community Policing.
5. Main outcome this year from the forum has been a unified approach to cleaning, flushing, litter, and graffiti.
6. Coordination for special events such as New Year's Eve and London Marathon.
7. Raising the profile of areas with high antisocial behaviour such as York Place.

Other community-based activity:
• Christmas event for The Connection's Outreach at Victoria Embankment Gardens. Planit provided free Christmas event for all those involved with The Connection and Rough Sleeping and local businesses. Approximately 120+ attended.
• Strand & Whitehall meeting.

COST
£0

The Completely Group

DELIVERY
1. A dedicated micro site created to sit alongside our web page to promote office space available within The Northbank.
OUTPUT
1. 432 sessions.
2. 260 users.
3. 2457 page views (5.69 pages viewed per session / 5:15 average session duration).
4. 60.19% new sessions.
5. Advertising 1 million sq ft of space in The Northbank.

COST
£2,000

MARKETED & PROMOTED



This unique and historic stretch of London beautifully encompasses all of the capital's idiosyncrasies. Historic buildings sit side by side with modern architecture, with an obvious influence of royalty and prestige in heritage buildings and monuments, with it bringing celebrity, wealth and prosperity.

April 2014 marked the arrival of the BID. Guests gathered at the world famous Savoy Hotel to learn more about London's newest and largest Business Improvement District (BID) as it embarked on an ambitious delivery plan. Over 200 of our partners and local businesses were in attendance to mark this important milestone for the area.

With an ambitious pipeline well underway we will see The Northbank re-emerge as the vibrant cultural location that it once was; from the rich mix of entertainment in the numerous theatres, to some of the world's most prestigious and luxury boutique hotels, complemented by a niche, high quality retail offer in nearby Covent Garden.

The Northbank BID will provide a unique sense of place and experience, for investors, employees, residents and visitors, setting us apart from any other London location and making us a world-class destination.

Over the last year we have continued to run an exciting programme of activity which is now developing and gathering considerable momentum. The support of the Communications Steering Group has brought 21 businesses together to represent the wealth of offerings in the area and drive forward the BID's communications strategy. The BID has also hosted a range of business engagement activities within some of our prestigious buildings and has continued to celebrate our stunning open spaces by hosting events throughout the year.

Working with our PR and Communication partners, we have been focused on driving media exposure through traditional and new media channels to profile the brand and gather subsequent commercial return through increased visitor footfall and spend both from within the UK and international audiences.



THAMES SENSEATION BROUGHT MORE VISITORS INTO VICTORIA EMBANKMENT GARDENS AND SHOWCASED ITS UNIQUE HISTORY AS A GATEWAY TO BRITAIN FOR IMPORTING EXOTIC GOODS, PAVING THE WAY TO BE THE HOME TO HIGH COMMISSIONS, INTERNATIONAL CORPORATIONS AND HERITAGE SPOTS TODAY.

Food Market

DELIVERY

Delivered a pilot scheme of three street food markets.

- 1. Increased footfall in Embankment Gardens.
- 2. Engaged the business community.
- 3. Provided a quality affordable lunchtime food offer.

OUTPUT

- 1. 2,600 in attendance.
- 2. 650 covers sold.
- 3. A social media reach of 140,000.
- 4. Six different cultural foods on offer, from 10 traders.

COST

£7,480

BID Launch & GWR Attempt

DELIVERY

- 1. Delivered a launch event in partnership with our levy paying community and key stakeholders across the BID footprint.
- 2. Raised the profile of the BID to the local business community & visitors.
- 3. Raised the PR reach for the BID.

OUTPUT

- 1. 221 attendees.
- 2. BID branding: event programme, goodie bags, photo board.
- 3. BID marketing collateral handed out: brochure, privilege cards, magazine.
- 4. Six Ambassadors present to meet & greet.
- 5. BBC London radio covered launch on Breakfast Show.
- 6. The Evening Standard Magazine ran a great feature about The Northbank, following a detailed briefing by the BID.
- 7. World Record Holders for: the fastest time to shake 100 hands to promote The Welcome People Ambassadors.
- 8. 120 people took part in the fun-filled event.
- 9. A crowd of approximately 600 gathered to watch the event.
- 10. PR coverage in five outlets (including allinlondon and londontown).
- 11. Four BID ambassadors made the attempt.
- 12. 10 additional event ambassadors branded in BID caps building excitement across the crowd.
- 13. Part sponsored by The Welcome People.

COST

£28,667

Feast of St George

DELIVERY

- 1. Sponsored the GLA event on Trafalgar Square.
- 2. Raised the profile of the BID to a wider consumer audience.
- 3. Hotel stakeholder engagement to identify and deliver food demonstration.

OUTPUT

- 1. Stakeholder hotel engaged with five food demonstration slots throughout the day.
- 2. BID website hits: 311 views on Feast of St George page, 2,076 across the two-week period with an average of five page views.
- 3. 500 attendees (maximum capacity) in the Cooks Corner tent throughout the day.
- 4. Onsite branding with itinerary and The Northbank logo.
- 5. Prominent partner logo on the Feast of St George pages of the GLA website, with link to Partner's site reach during the period.
- 6. 100,000 flyers produced.
- 7. 35,000 attendances at the event.

COST

£10,000

Easter Egg Hunt

DELIVERY

- 1. Raise the profile of the BID to visitors and encouraged them to explore the hidden gems of The Northbank.

OUTPUT

- 1. 123 members of the public in attendance.
- 2. Six Northbank businesses engaged as part of the trail.
- 3. 21 hidden gems explored.
- 4. 802 likes on the BID Facebook page.
- 5. PR coverage on 10 online publications.

COST

£0

West End Live

DELIVERY

- 1. Sponsored the large-scale event on Trafalgar Square in partnership with Westminster City Council.
- 2. Engaged a wider audience than usual; unique to the theatre and leisure sector.
- 3. Positioned The Northbank as a world-class destination.
- 4. Reached audiences through PR and Communication channels.

OUTPUT

- 1. London Underground reach via West End Live's marketing campaign:
 - 1,453,410 home audience.
 - Coverage across all London Underground stations.
 - Reaching 67% of Underground travellers; 35.4% of all adults (15+) in London.
- 2. Print:
 - Four full colour adverts in the Metro (overall circulation 4.75m, readership 10.5).
 - Eight-page colour editorial advertisement in Time Out (500,000 readership).
 - 20,000 event brochures distributed over the event weekend.
 - 10,000 event leaflets distributed pre-event.
- 3. Direct event reach over the weekend:
 - Over 500k on Trafalgar Square over the two days.
 - Five theatres from The Northbank performed over the two days.

- 4. Branding of the event:
 - High impact stage banner on new Alpha stage.
 - Three giant screens in Trafalgar Square displaying The Northbank logo.
 - Eight full colour balustrade banners displaying logo.
 - 16 flags.
 - 10 marquees with bespoke interiors with Northbank.
- COST
- £25,550
- 200 copies of Hidden Gems.
- 200 Northbank maps.
- 50 Oyster Card Holders.
- 50 MIPIM brochures.
- Public Realm Strategy on display for people to view.
- 10. Totally Thames brand placement as a partner:
 - Printed programme – distributed for six weeks at targeted spots around London.
 - Totally Thames social media – 21k followers and likes.
 - Totally Thames website – 1.2 million page views, 539 unique visitors.
 - Totally Thames e-newsletter – 40K subscribers.
 - Digital reach through 10 stakeholder organisations, five marketing partners and 50 event programming partners.
- 11. 7,700 BID twitter reach.
- 12. Website – peak surrounding event with 683 hits across the two days with 80% new users – above average.

Totally Thames

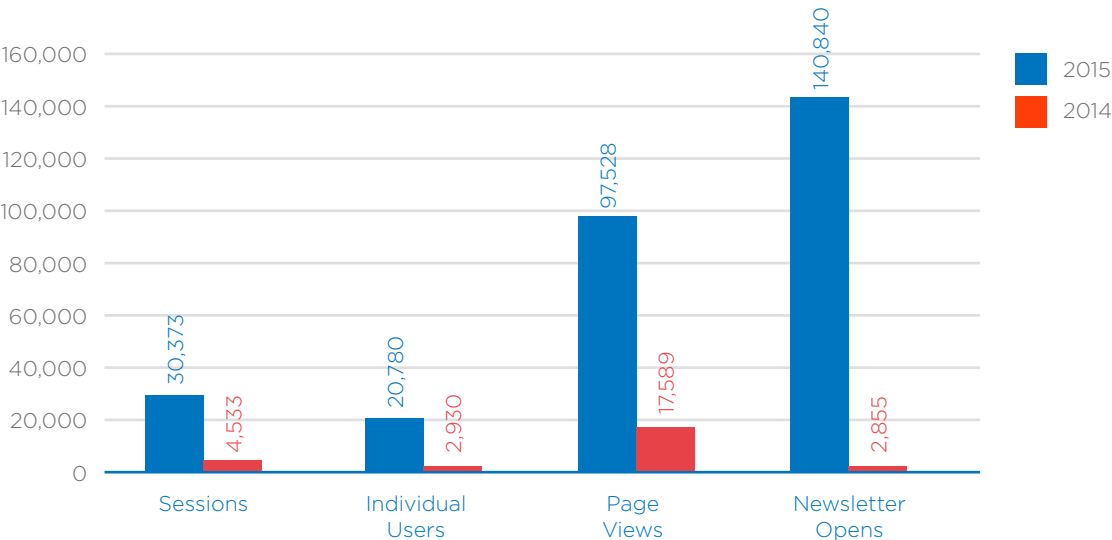
DELIVERY

- 1. Delivered a two-day family festival as part of Totally Thames.
- 2. Celebrated the river and its historic links with The Northbank.
- 3. Positioned the area as a destination.
- 4. Increased footfall and dwell time in Victoria Embankment Gardens.
- 5. Raised awareness of the BID and worked with partners within the area.
- 6. Raised social media stats and media opportunities and engagement.

OUTPUT

- 1. 4,300 attendees across the two days.
- 2. Four key event elements: The Past Alive, Sensory hub, Modern Thames exhibition and Time tunnel.
- 3. Worked in partnership with three local businesses to deliver four food & beverage talks/demonstrations during the two-day event:
 - Twinings Tea, AVM Curiosities and Corinthia Hotel.
- 4. Worked with The Garden Bridge Trust to increase stakeholder engagement through a new audience.
- 5. BID branded marque with merchandise and information.
- 6. 20 people branded in Northbank t-shirts working at the event.
- 7. Eight historic games within the park.
- 8. Eight of our ambassadors working across the two days; 11,054 ambassador interactions across their seven-hour shift averaging 132 per hour.
- 9. BID marketing collateral handed out:
 - 300 sustainable BID branded bags.

Digital Views





Open House

DELIVERY

1. Delivered four walks encouraging four Northbank buildings to open their doors to the public.
2. Engaged a wider audience than usual to position The Northbank as a destination.

OUTPUT

1. 120 places booked and attended (sold out).
2. 70 new records obtained.
3. Three BID businesses engaged (Two Temple Place, St Clement Danes, Mary le Strand).
4. Open House programmes distributed 40K.
5. Overall STATS from Open House – 745 unique events, 865 buildings and projects, 7,000 specialist tours.
6. Over 100,000 reached via Open House social media community.

COST

£400

Gigs

DELIVERY

1. Delivered five days of performances as part of the GLA GIGs programme.
2. Engaged with a GLA/London-wide/ youth/music audience to position The Northbank as a destination.

OUTPUT

1. Over 600 in attendance across the week, with additional passers-by.
2. Over 3000 indirect audience (do not stop but engaged with activity).
3. Delivered 20 hours of music over the week.
4. 40 acts played.
5. 372 people visited Northbank website.
6. The approximate value of the media coverage received in 2014 for Gigs and the launch of the wider Busk in London project was estimated to be £350,000.

7. Video made highlighting cultural Northbank with Ruth Duston interview viewed 65 times on YouTube, shared on website and social media.

COST

£10,000

Untitled Theatre

DELIVERY

1. Delivered an activity specifically targeted to the student population.

OUTPUT

1. 60 students attended.
2. Two Universities engaged (King's College London and LSE).
3. Nearly 200 web users on the day of the event – double the average of the surrounding weeks.

COST

£6,133

PR and Comms Contract

DELIVERY

1. 'Destination creation' – to put The Northbank on the map.
2. Led the BIDs agenda and developed valuable relationships.
3. Coherent communications.
4. Holistic communications.

OUTPUT

1. Proactive media coverage:
 - Year One: 15 pieces of proactive media coverage secured across print and broadcast media.
 - Potential Reach: 10,546,000 individuals.
2. Presence at key events. Arranged key stakeholders to attend events. International outreach.

Engaging influencers:

- 5 key events played a supportive role for MIPIM 2015, News UK roundtable, official launch event, communications breakfast, Small Business Network launch.

Approx. 10 connections facilitated by the KB team, including:

- Completely Group.
- Times Square Alliance.
- Greenwich Village Alliance.
- London First.
- Tony Halmos.
- London & Partners.
- Market Square Group.
- Nuit Blanche.

Tangible outputs (meetings, partnerships, initiatives) now being progressed with all.

3. Strategic approach to communications.

- Crisis communications protocol in place.
- Proactive and reactive protocol agreed.

- Communications strategy for 2015 developed.

4. Developed a robust framework for account delivery, with weekly report delivered to client every Friday, and monthly client meetings.

COST

£72,000

Communications Steering Group

DELIVERY

1. Putting the communications strategy into action through immediate coordination with a range of local businesses.

OUTPUT

1. Two meetings and numerous subsequent meetings – 25 businesses in attendance.
2. Stakeholder engagement external to meetings to drive BID member promotion.
3. British BID Marketing Forum hosted and discussed our strategy. Exposure to 400 people through newsletter and over 50,000 through BB Forum Twitter.

COST

£1,361

Digital Communications

DELIVERY

1. Relaunched website to become an essential source of information for visitors and businesses.
2. Progressed use of Twitter and increased daily reach.
3. Fortnightly news bulletin went out to levy payers and Northbank businesses.

OUTPUT

1. Website sessions (30,373) 570% increase on previous period (6 months).
2. Website page views (97,528) 454% increase on previous period.
3. Website Completely Group advertising 1m sq/ft of floor space. 2457 page views by 260 people.
4. Total Twitter reach of 118.3k impressions.
5. 838 individuals interacted with Northbank tweets.
6. 26 newsletters sent to 2,367 subscribers; open rate of 30.3% and 13.06% clicks through to Northbank website.

COST

£24,567

Marketing Collateral

DELIVERY

1. Used multiple lines of communications to highlight the attractions and activities in area to different audiences.

OUTPUT

1. 15,000 business directories given out.
2. 4500 hidden gems given out.
3. 10,000 maps given out to visitors & local shops to help with customer service.
4. 2000 business directories produced and distributed.

COST

£19,585

Stakeholder Engagement

DELIVERY

1. Shared our message with local businesses and listened to the needs of the community.

OUTPUT

1. Northbank networking events saw over 130 people attend from 60 businesses, with complementary F&B. Meeting, introducing others & presenting venue spaces.
2. External networking included In and Around Covent Garden's wider community, BID member networks and GLA events.
3. Fresher's Fair at LSE and King's: 300+ privilege card sign ups. Nearly 1000 maps, hidden gems, Oyster Card holders, pencil cases, rape alarms, bags given out. Key engagement with students of multiple ethnicities and ages, showing a keen interest in CSR and public realm strategy. Advert in the LSE Estates Guide.
4. Further event support for: Aldwych Quarter Open Day, St Mary le Strand carol service, St Martin-in-the-Fields Christmas Appeal (total raised £2,265,000).
5. Business consultation for external events: GLA's New Year's Eve, The London Winter Run.
6. Ambassador presence at: Tour De France, London Legal Walk, Ride London, London Marathon, and all GLA Trafalgar Square events.

COST

£1,150 and £3,000 in kind

Sponsorship & Branding

DELIVERY

1. Strategically supported external activities to bolster The Northbank's message and brand.
2. Marketing campaign promoted The Northbank across London boroughs.

OUTPUT

1. Main sponsor for Trafalgar Square Christmas Tree, with branded banner. Potential reach of over 7 million people including an international audience.
2. Lord Mayor's Show saw 500 branded flags given out, 15 branded polo shirts worn, 'key messaging' and branding displayed in front of millions. Supported by Ambassador engagement, newsletters and Twitter.
3. One bus wrapped with The Northbank branding, through Crouch End, Aldwych, Strand, Trafalgar Square and Whitehall for one year.

COST

£10,544

Covent Garden Magazine

DELIVERY

1. Advertised the brand and role of The Northbank BID to the wider local and tourist community.

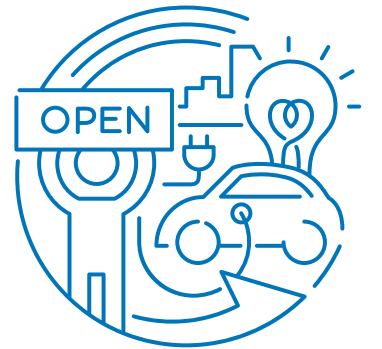
OUTPUT

1. 50,000 copies every month, and major distribution points are inside Covent Garden and Leicester Square tube stations, outside Charing Cross and Holborn Stations, distribution points within the Covent Garden market building, Jubilee Market building, Tesco Metro, St Martin in the Fields, and various offices, restaurants and bars. We also deliver into all the concierges at the major hotels in the area. All in all there are around. 100 distribution points in the area.
2. Different readership to The Northbank magazine – a wider local audience and tourists. Stories have highlighted our hidden gems and our businesses in interesting themed articles, often with a 'call to action' e.g. to sign up to the London Winter Run or Northbank walks.

COST

£7,645

CORPORATE SOCIAL RESPONSIBILITY



The Northbank BID's CSR vision is to be an innovator and driving force of social value to local people and businesses in the area. By developing and supporting existing local opportunities for collaboration and growth, and making the most of our major assets: world leading universities, skills and resources that the area has to offer, we can help to tackle some of the social issues.

The BID has been developing a CSR strategy that will focus on supporting employment; skills development; knowledge, talent and research; small business growth and educational projects. The BID has been engaging on a one-to-one basis with our stakeholders and SME community, looking at key activities within their organisations to enable us to share best practice.

Our Ambassador Programme continued to provide a key street concierge service with the enhanced cleansing service creating a more desirable environment for the local businesses and visitors.

The launch earlier this year of our Small Business Network in The Northbank will encourage businesses across the area to collaborate with one another and grow profits. The BID is driving the creation of the network, a first for the area, to support the businesses it represents. This new network aims to create new opportunities for

our business community to work together, grow great ideas and initiatives and ultimately support business growth, whatever the size of the company.

The Small Business Network is just one programme being implemented as a part of a wider, ambitious agenda to enhance the business environment in The Northbank.

The Northbank privilege card was launched in May last year and has been a success for the BID and its businesses. If you live or work in The Northbank you can enjoy the benefits of our free Privilege Card and indulge for a little less. The Northbank Privilege Card is a scheme that gives local workers and residents special discounts and offers on eating, drinking, entertainment, leisure and much more.



OVER 50 DIVERSE NORTHBANK BUSINESSES ATTENDED THE SMALL BUSINESS EVENT CHAIRED BY EVENING STANDARD'S PETER BILL, ADDRESSING LOCAL PARTNERSHIPS, NETWORKING AND THOUGHT LEADERSHIP.

Strands of History Book

DELIVERY
1. Commissioned an author to deliver a history book telling the story of The Northbank.
2. Distributed the book to engage and promote the area with local people.
3. Hosted a launch event with Clive Aslett to promote the book with key stakeholders.
OUTPUT
1. 1000 Strands of History books printed.
2. 500 copies distributed to 13 businesses.
3. VIP launch held with 51 guests at The Savoy.
4. 20 copies of books sold in The Courtald Gallery shop, Rizzoli Book Shop and St Martins-in-the-Fields.
COST
£16,452

Sharing our CSR Message

DELIVERY
1. Worked in partnership with The Bulldog Trust to deliver a CSR programme of events.
2. Brought CSR leaders together from diverse organisations, based within The Northbank to share their knowledge and deliver a “sharing the message” event.
OUTPUT
1. One morning workshop at Two Temple Place to deliver “Sharing The Message”.
2. 14 CSR leads brought together share their company’s best practice around CSR to share their knowledge, experience of our businesses.
3. Opportunities established to network and share information effectively through the CSR strategy.
COST
£5,500

Northbank Magazine

DELIVERY
1. To produce a high end publication for our businesses.
2. To keep our businesses informed of BID progress and celebrate what we have to offer on The Northbank.
OUTPUT
1. 20,000 Northbank Magazines produced three times a year.
2. Dropped at 50 locations including hotel rooms in The Savoy and Corinthia.
3. Each copy highlights multiple local businesses.
4. 536 local residents received news.
COST
£42,465

Privilege Card

DELIVERY
1. To encourage local spending and sense of belonging to the community.
2. To engage with local businesses to bring their offerings on board the privilege card.
3. To encourage economic growth to the area.
OUTPUT
1. 1,628 privilege cards activated.
2. Over 80 local businesses engaged in offering discounts to the community.
3. 22 newsletters sent out.
4. 45% privilege card newsletter open rate.
COST
£29,615

MIPIM

DELIVERY
1. To attend MIPIM to talk about The Northbank BID and the success of London BIDs to a worldwide audience.
2. To showcase The Northbank’s draft Public Realm Strategy to worldwide audience and developers on the London stand.
OUTPUT
1. BID on NLA discussion panel around the future of BID’s across London.
2. Sharing a platform with other London BID’s to work in partnership.
3. Showcased on the WPA, within the London stand with all other Westminster BIDs.
4. 250 copies of The Northbank book given out from WPA stand.
5. Draft Public Realm Strategy presented.
6. Key stakeholder engagement made with journalists and key stakeholders to seek support on our Public Realm Strategy.
COST
£13,980

Small Business Event

DELIVERY
1. Delivered an event for local small businesses to support their growth and development.
2. Encouraged collaboration.
OUTPUT
1. 75 individuals from 59 different SMEs attended an event which delivered several high profile speakers including Peter Bill, Emma Jones and Alistair Subba Row.
2. The Strand Palace Hotel was incredibly supportive of the event hosting the initiative at the hotel on a pro bono basis.
3. The feedback was overwhelmingly positive with the majority of attendees reporting back very favourably on the event and requesting future follow ups.
COST
£1,255 and venue given in kind at £1,500





Cross River Partnership Lord Mayor's Show

DELIVERY

- 1. Worked in partnership with Cross River Partnership to look at funding opportunities.
- 2. Shared best practice with other BIDs.

OUTPUT

- 1. Membership to Cross River Partnership and its network across London.
- 2. Quarterly meetings attended by the BID.

COST

£3,000

DELIVERY

- 1. Took part in the Lord Mayor's Show to highlight the BID's key business themes.
- 2. Highlighted The Northbank as a destination for visitors and tourists as the Show enters and parks in our footprint.
- 3. To advertise in the Lord Mayor's Show magazine.
- 4. Circulation and notification of LMS to all businesses to enable them to cater for footfall.
- 5. Circulation of information to visitors in the footprint looking for places to eat and drink.

OUTPUT

- 1. Half a million people lined the route.
- 2. 500 branded flags given out along the route.
- 3. Northbank branded float with four bowler hats and icons.
- 4. Coverage of the BID float on the BBC (a first for any BID).
- 5. Six Ambassadors leading the way.
- 6. Nine Northbank team members handing out BID merchandise.
- 7. A competition held with local residents/stakeholders to win VIP tickets to enclosure.
- 8. 20,000 copies of the Lord Mayor's Show magazine in which we advertised on the back page.
- 9. Potential reach of 100,000 readers.

COST

£23,225



PROFIT & LOSS ACCOUNT

For the year ended 31 March 2015

	BID LEVY £	VOLUNTARY £	TOTAL 2014/15 £
TURNOVER			
BID Levy	1,608,777	-	1,608,777
Voluntary Levy and Other Contributions	-	151,541	151,541
	1,608,777	151,541	1,760,318
COST OF SALES			
Safe and Secure	295,931	-	295,931
High quality public realm	248,307	94,426	342,733
Marketed and promoted	353,787	3,000	356,787
Corporate social responsibility	425,228	2,500	427,728
	1,323,254	99,926	1,423,180
GROSS PROFIT	285,523	51,615	337,138
ADMINISTRATION EXPENSES			
Core salaries	105,463	51,615	157,078
Rent and rates	52,844	-	52,844
Printing	1,579	-	1,579
Postage and carriage	1,408	-	1,408
Telephone	2,290	-	2,290
Office stationery	2,831	-	2,831
Legal and professional fees	1,128	-	1,128
Audit fees	5,200	-	5,200
Office consumables	7,511	-	7,511
Cleaning	1,555	-	1,555
Bank charges	203	-	203
Insurance	3,254	-	3,254
Subscriptions	2,824	-	2,824
IT running costs	19,608	-	19,608
Repairs and maintenance	982	-	982
BID development costs	8,552	-	8,552
BID levy collection fee	20,689	-	20,689
Depreciation	7,325	-	7,325
Taxation	90	-	90
	245,334	51,615	296,949
Brought forward balance	-	-	118,936
Surplus for the year	-	-	40,189
Balance carried forward	-	-	159,125

COMPARATIVE 6 MONTHS		
BID LEVY £	VOLUNTARY £	TOTAL 2013/14 £
811,768	-	811,768
-	6,664	6,664
811,768	6,664	818,432
29,746		29,746
123,043	5,000	128,043
204,081	1,600	205,681
183,690		183,690
540,561	6,600	547,161
271,207	64	271,271
65,183	64	65,247
10,453	-	10,453
1,191	-	1,191
312	-	312
1,163	-	1,163
1,961	-	1,961
350	-	350
5,200	-	5,200
2,675	-	2,675
841	-	841
91	-	91
1,857	-	1,857
1,145	-	1,145
8,898	-	8,898
371	-	371
1,935	-	1,935
12,862	-	12,862
2,465	-	2,465
13	-	13
118,965	64	119,029
-	-	-33,305
-	-	152,241
-	-	118,936

THE BOARD

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Claire Dixon, Vice-Chair	Ambassador Theatre Group
Julian Robinson, Vice-Chair	London School of Economics
Geoffrey Smout	Bain & Co
Matthew Dixon	Corinthia Hotel
Jeremy King	The Delaunay
Ralph Luck	King's College London
Vasiliki Arvaniti	Land Securities
Paul Harrington	PWC
Scott Brodie	British American Tobacco
Mark Hislop	Somerset House Trust

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Sarah Barrow	Greater London Authority
David Holley	Greater London Authority
Cmdr Alison Newcomb	Metropolitan Police
Allyson Hargreaves	St Martin-in-the-fields
Lauren Preteceille	Transport for London
David McNeill	Transport for London
Cllr Tim Mitchell	Westminster City Council

THE BID BOUNDARY

