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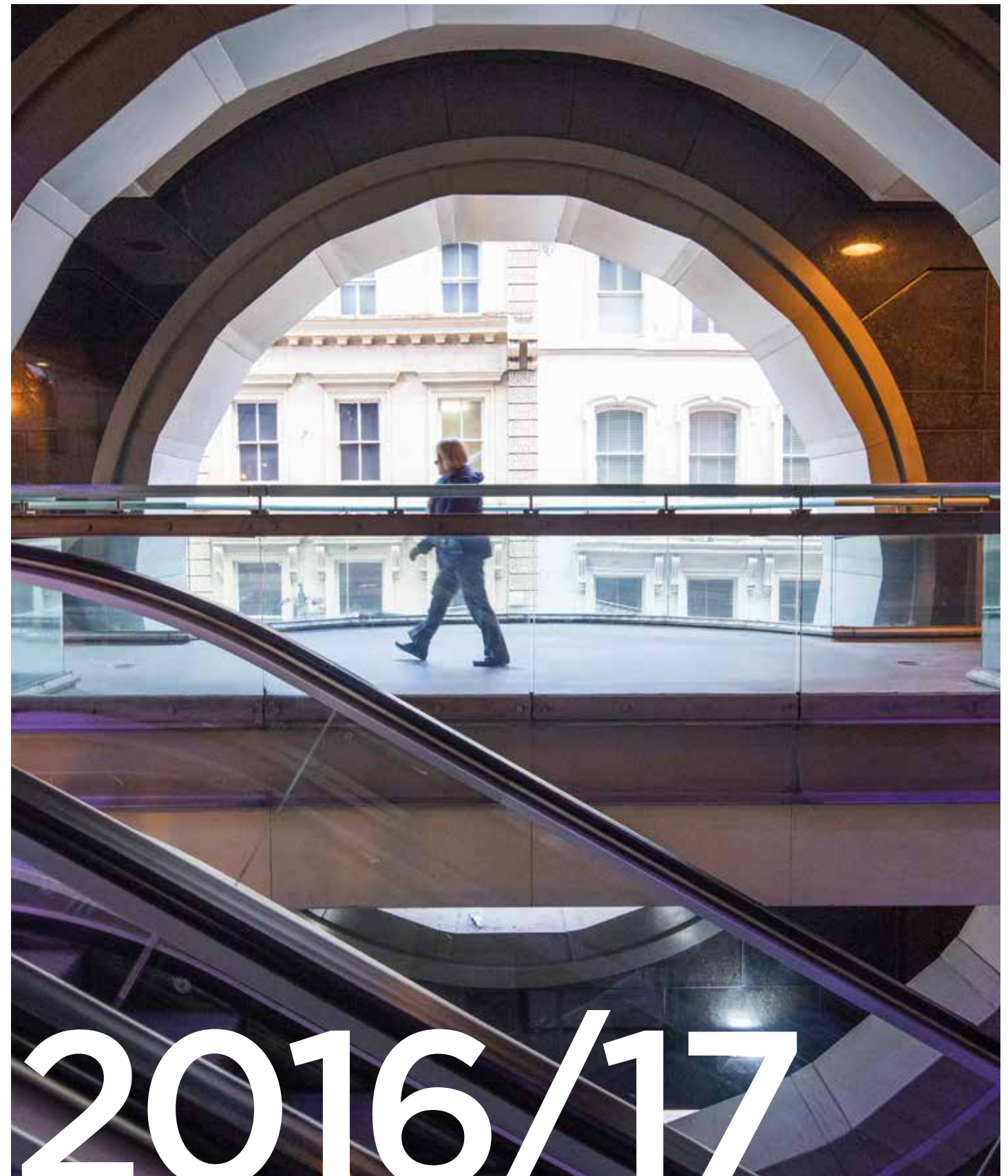
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THE
NORTHBANK



TRAFALGAR SQ · STRAND · ALDWYCH



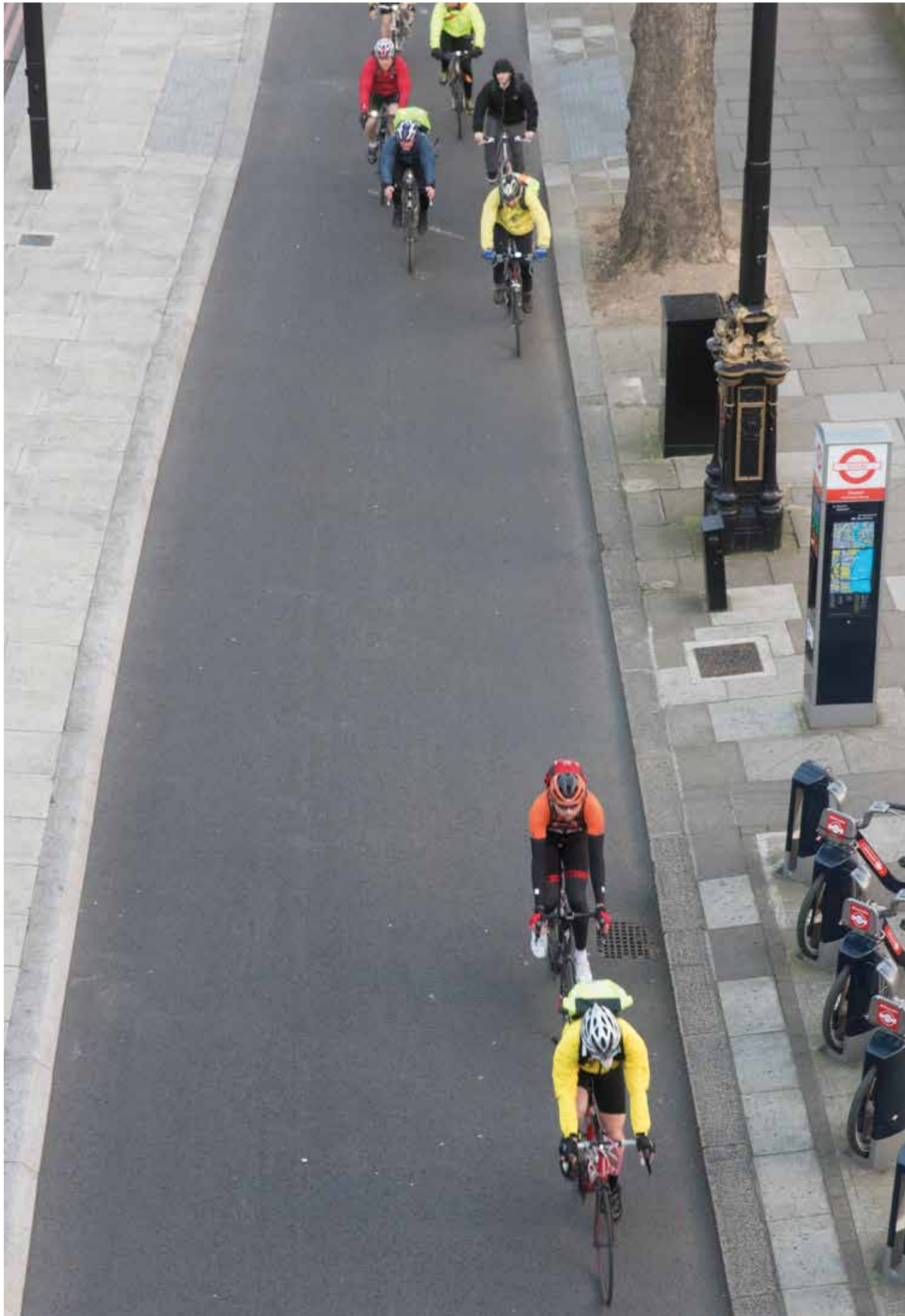
2016/17

ANNUAL REPORT

THE
NORTHBANK



TRAFALGAR SQ · STRAND · ALDWYCH



2016/17

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INTRODUCTION

As we enter the final year of our first term, it's incredible to consider just how much has been achieved over the last four years, with a clear mission and huge commitment and resolve, we have much to be proud of!

A refreshed political picture, alongside Brexit, increasing global competition, competing priorities in the UK economy, poor air quality and ongoing security threats, combine to create a new, and at times challenging, backdrop for businesses in London.

In the face of the flux we see, the BID has continued to work diligently on its business plan, continuing to deliver across the core themes to set out in our BID proposal – operationally and strategically, with outstanding results.

This last 12 months has been another busy year with a number of the BID's long term projects starting to come to fruition. From the transformational Aldwych project to the greening of Embankment Station, and our exciting series of events, 2016/2017 has been a year of progression and has seen the BID building on its experience of the previous three years.

But our work is not done. We have one more year to deliver on the commitments made in our first business plan, and we don't see this as the end of the Northbank's story. Indeed, our first term has served to helpfully demonstrate the scale of what can be achieved. Through true partnership work and collaboration, we see both public and private sector coming together to deliver real change with greater things on the horizon for this diverse and vibrant area.

Over the coming months we will now be focusing on building the business plan for our next five years, setting out a long term vision for the Northbank, building on the significant achievements of the first term. The BID renews early next year and we look forward to working with you to ensure that the BID will continue to help businesses to capitalise on opportunities and offer meaningful support for members.

With the ongoing, strong support from the Northbank's business community we will work to ensure the new Northbank emerges as a leading destination in London's capital, for all who work, visit or live in the area.

Ruth Duston, CEO



“Working with the Northbank BID creates a fantastic opportunity to share ideas and collaborate when helping our local community and improving the environment” **Steve Sherwood, PwC**

SAFE & SECURE

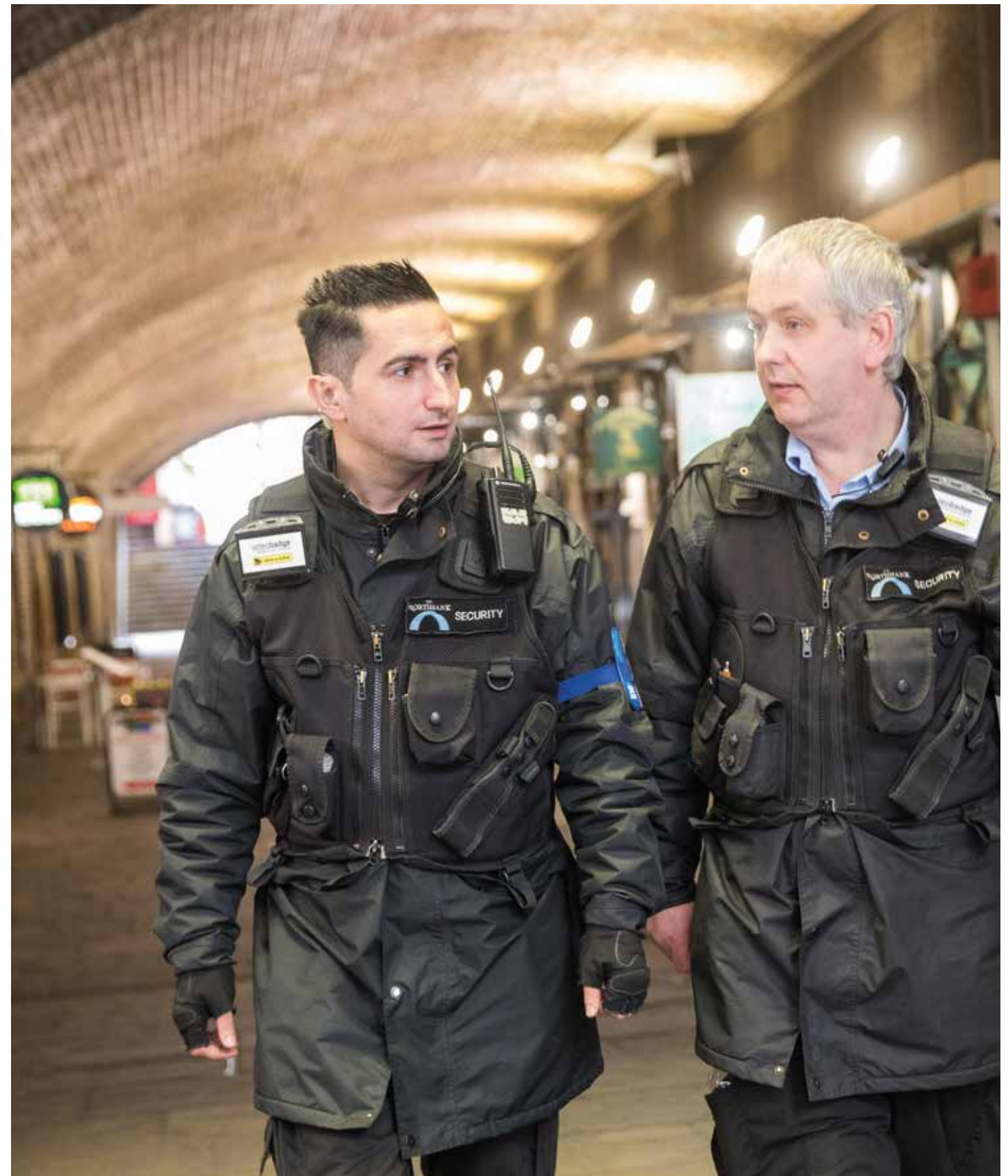


Over the last year our work under the Safe & Secure theme has continued to deliver significant benefits across the Northbank footprint. From the very beginning, business members have wanted The BID to prioritise a range of activities to ensure the Northbank becomes a safe and secure district for both businesses and visitors. We recognise the importance of this work and the potentially negative impact that low level crime and anti-social behaviour (ASB) can have on an area.

With the area facing many challenges The BID introduced its very own patrol service last February and has been greatly received by all. Through the stewardship of The BID, we have galvanised strong working relationships with the Police, Westminster City Council (WCC), the Mayor's Office, local charities and, of course, our local businesses. A huge amount of work and commitment has been undertaken by these partners to ensure a co-ordinated approach in reducing anti-social behaviour and low level crime across the BID footprint and surrounding boundaries.

It is vital that businesses have confidence in The BID to respond swiftly and appropriately to concerns, and that the programmes we deliver have a tangible, visible impact on the area. It can often be the small things that make the biggest difference - a promptly handled response from one of our teams or a friendly smile from an Ambassador.

We are proud that the cumulative effect of our efforts is delivering real change in the area. The teams bridge the gap between enforcement and caretakers, supporting the outreach services by providing information to rough sleepers, carrying out first aid when people are taken ill and advising business security teams on business continuity. The Northbank BID team will continue to act as a voice for the community, to lobby local government on problems and opportunities, and to facilitate knowledge sharing between a number of different parties.



“We have been working very closely with the Northbank patrol team and value the benefits of the radio system to stay in close touch with the team” **Paperchase**



181
TENTS REPORTED
& REMOVED



1,806
ROUGH SLEEPERS
ENGAGED WITH



1,173
PEOPLE BEGGING ILLEGALLY
REPORTED & ACTIVELY
MOVED ON

Safe & Secure Steering Group

DELIVERY

- a. Addressing the safety concerns of The BID businesses by managing the Safe & Secure Steering Group.

OUTPUT

- a. Quarterly Steering Group meetings undertaken with 30 businesses, the Met Police, WCC, The Connection at St Martin's, The British Transport Police, the GLA and others.

COST

Nil

Northbank Patrol Team

DELIVERY

- a. Successful delivery of a pilot security service from its inception in February 2016 to tackle low-level crime and ASB in the area. Team staffed with four members on two shifts working in pairs to cover the area from 6:30am to 11:30pm Monday to Friday. This security service is effectively managed through monthly contract meetings.

- b. Security video badges, also known as body worn video (BWV), are worn by each security team member to record footage onto an internal and secure storage device. This provides video and audio evidence when the security team is attending incidents and acts as an independent witness to their actions and interactions.

- c. A digital radio network was rolled out and all businesses were invited to have a designated radio to contact our security and cleansing teams to report anti-social behaviour and low level crime.

- d. Intelligence regarding ASB, rough sleeping, begging and other undesirable street activities reported on a platform and shared with the Met Police and outreach services as needed.

OUTPUT

- a. 277 incidents of ASB reported and actioned.
- b. 1,806 rough sleepers engaged.
- c. 1,173 beggars reported and actively moved on.
- d. 181 tents reported and removed.
- e. 20 complete referrals of homeless people to The Connection at St Martins, with a number of ongoing referrals to outreach teams.

COST

£155,000

Westminster City Council & Police Operations

DELIVERY

- a. The BID continues to maintain positive working relationships with the outreach services, WCC and the Met Police, carrying out joint operations in partnership with other Westminster BIDs to reduce low-level crime and ASB.

OUTPUT

- a. 225 hours of interactions on the street, meetings/briefings and operations, between the Northbank Patrol team and WCC/Police.

- b. Successfully co-ordinated three operations (Tradewind, Blizzard and Kaskara) with: The Strand and Whitehall Neighbourhood Problem-Solving Coordinator (NPSC), the Hot Spot outreach team based out of St. Mungos, Westminster City Inspectors and the Met Police.

- c. Operation Tradewind resulted from a media campaign launched by Westminster to raise the profile of synthetic cannabinoids (e.g. SPICE). A direct result was the arrest of alleged Spice dealers, with the top nine problematic individuals identified and excluded from WCC services.

- d. Operation Blizzard, the Met Police's initiative over the 2016 Christmas period, saw a significant increase in police presence along the Strand and Villiers Street during the night time economy.

- e. Operation Kaskara was put in place by the Met Police in January 2017 to reduce the offences of begging and related ASB through increased police presence two days a week.

- f. The BID sent out a survey on behalf of the Police to analyse the public and business members' feelings towards safety in the area, including visibility of the Police. The Police were happy to report that over 100 Northbank members responded, with the majority having "confidence in the current policing approach for the Northbank BID", and constructive comments on how individual businesses could benefit more.

COST

Nil

“Real Change”
information morning

DELIVERY

- a. Organised a business briefing to provide insight and education on how the BID is supporting its partners to tackle rough sleeping and promote Westminster’s Real Change campaign.

OUTPUT

- a. 110 people attended the morning.
- b. The businesses were offered the chance to contribute to Westminster’s Rough Sleeping Strategy 2017-2020.
- c. 110 business continuity information cards distributed.
- d. As part of the coordinated effort The BID used this opportunity to promote The Northbank Radio Network to local businesses.
- e. 14 businesses had received training and were linked up to the radio system.
- f. 76% of feedback forms reported the event to be ‘excellent’ and 24% said it was ‘good’.

COST

£2,322

Business Continuity

DELIVERY

- a. The BID is looking at best practice amongst the businesses to inform their neighbours, WCC, the GLA, the Met Police and neighbouring BIDs and boroughs in the event of a crisis.

OUTPUT

- a. Hosted monthly joint Project Griffin and Argus meetings with other Westminster BIDs
- b. Sent out 29 bulletins related to safety and awareness in the area, including five following the Westminster Bridge incident on 22nd March 2017. The average open rate is 27%, higher than the national average for email marketing.

COST

£1,229

Radio Network &
Body Cameras

DELIVERY

- a. Managed and implemented the successful roll out of radio communications to businesses.
- b. Provided critical video footage for use as evidence by the Police.
- c. Provided a level of safety to the Patrol Team.

OUTPUT

- a. 232 requests for radio assistance responded to.
- b. 32 businesses received radios and were trained to use them.
- c. 20 radios used to streamline communication between the Patrol Team, the Cleansing Team and the Ambassadors.
- d. Five security video badges used by our Patrol Team.
- e. 38 arrests made due to the use of the Northbank body cameras and radios.

COST

£10,281

Footfall Monitors

DELIVERY

- a. Work with Springboard to monitor key positions in Aldwych and Villiers Street areas and provide detailed data of pedestrian activity which is used to inform the public realm proposals.

OUTPUT

- a. Information is provided in weekly and monthly reports and can be broken down by the hour for more detailed analysis. Villiers Street recorded the highest daily counts of up to 85,000 on a weekday.
- b. Information has been presented to steering groups and shared with businesses and stakeholders to help inform continuing improvements and investment including the West End Vision. The information allows The Northbank to compare its performance with other central London locations.
- c. They have shown how specific events can change the use and character of the area and how areas function with student term times, seasonal holidays and regular events.

COST

£22,230



In answer to the question: Has the content of the morning informed or modified any views?:

“Yes, now more open to help homeless rather than degrade them”

“Thanks Northbank for pulling this together – a very clear picture on what’s being done” **Feedback from the Safe & Secure Real Change event**

PUBLIC REALM & ENVIRONMENT



The Northbank is a truly unique district in central London. With great landmark buildings; the main procession route; a rich mix of cultural destinations; world class hospitality and high quality green spaces...the Northbank has it all. That said, we often talk about the ‘bits in between’ these great assets letting the area down and therefore improving the quality of the public realm across the footprint has always been a core priority for The BID.

In order for the Northbank to reach its full potential, we want the public spaces to work more effectively, create a more pleasant environment and ultimately contribute to making the area more coherent and easier to discover.

Alongside our work to provide additional cleaning services across the area and other ongoing enhancement initiatives, we have seen significant progress on our long term public realm vision work. This is a hugely exciting agenda for The Northbank and our work with partners such as Transport for London and Westminster City Council is resulting in some of the most important changes to areas such as Aldwych and Villiers Street in more than a generation.

Our work on this theme effectively demonstrates the strategic and transformational power of BIDs. There is real value in businesses coalescing around shared goals, with a clear vision, and The Northbank BID has been leading the way on how to deliver on this important agenda.

This year the success of the Public Realm Strategy and Vision has risen within the London agenda, with Westminster taking the lead on the Aldwych Vision and prioritising it alongside the West End Partnership’s projects in Oxford Street. This year’s work on the Aldwych Vision has taken it from a dream to a concept with a relatively short pipeline; it has also shifted from a purely traffic-based project to an holistic cultural project to enliven the public space and already increasingly popular hubs of activity like 180 Strand, King’s College London and Somerset House. This project doesn’t stop at the streets though, institutions like The Courtauld and St Mary le Strand have benefitted by highlighting this Vision to align with aspirational projects, resulting in vital Heritage Lottery Funding and interest from The Bible Museum, respectively.



“The public-facing teams are very helpful and create a positive impact”

Comment about the street teams on the recent perception analysis



OVER
300

LARGE SKIPS WORTH OF
RUBBISH &
RECYCLING BAGS
HAVE BEEN COLLECTED



£681,788

SPENT ON
PUBLIC REALM
IMPROVEMENTS



503

OCCASIONS OF
'SAME DAY' REMOVAL
OF **GRAFFITI**

Cleaning & Recycling (Joint with CSR)

DELIVERY

- To provide a dedicated day cleaning team to enhance the cleanliness of the streets working Monday to Friday 06:30-16:30.
- A dedicated night-time team work 22:00-06:00, Monday to Friday, to provide deep cleaning services (e.g. power jet washing) for footway areas, removing ingrained dirt and chewing gum.

OUTPUT

- Area-wide cleaning each weekday with an eleven man team working both day and night. With four of the team sweeping planned routes and a mobile van to support them, enabling targeted cleaning including litter picking and power washing.
- 5,322 Northbank rubbish bags collected.
- 8,281 recycling bags collected in the day time and 4,089 recycling bags collected at night time.
- 615 bags of leaves collected during the autumn months (10 weeks).
- 206 syringes collected and safely disposed of.
- 144 spice bags collected; problem areas identified and patrolled by security team and reported to the authorities.
- 503 graffiti marks removed from properties within the same day of sighting.
- Street furniture checked and cleaned on a daily basis (899 bins, 1,014 phone boxes, 570 alcoves as well as bus stops, cycle racks and legible London signs).
- Regular flushing undertaken at hotspot areas, including: Waterloo stairs, India Place, Surrey Street, Carting Lane, Adelaide Street, Craven Passage, and alcoves.
- Night-time deep cleaning areas include: the north side of the Strand, Temple Place, Victoria Embankment (between Waterloo Bridge and Temple), as well as areas around Trafalgar Square, Northumberland Avenue and the outer and inner footway of Aldwych.

COST

£200,820 (PR), £201,423 (CSR)

Public Realm Vision

DELIVERY

- Further development and testing of concept designs, of which will take forward the public realm upgrades.
- Consultation with stakeholders to identify long term aspirations and on-going operational requirements which influence public realm scheme designs and functioning.

OUTPUT

- Local Implementation Plans (LIP) funding has been granted for Aldwych, Arundel Street and Surrey Street public realm and highway improvements:
- The BID team has continued its strong working relationship with TfL and WCC which ensures aims are aligned and projects are developed effectively.
- Understanding the business needs to determine suitable design and uses of areas near specific properties.
- Design options developed and tested, working in collaboration with key consultants for arboriculture, lighting, access, cost sustainability, acoustics and air quality.
- Enhanced engagement through nine consultation meetings and stakeholder workshops with 14 local organisations and property owners to inform development of design options.
- Illustrative views developed alongside the technical plan will be used to show the concepts clearly during the consultation process, demonstrating how proposals will enhance the setting of historic buildings in the area and provide opportunities for a variety of events. They will also be used to communicate to a wider audience, the extent and quality of the new public space to be released by the project.
- The developed plan will inform traffic engineering modelling from April 2017 and provide the basis for all subsequent concept design work, with additional iterations produced during design tasks.

- The Aldwych project has been adopted by the West End Partnership (WEP) as a priority project and is being included in the Delivery Plan 2015-2030. The Outline Business Case for the project has been included within the Tax Increment Financing (TIF) application to secure funding. WCC will take forward the technical and financing aspects of the project by forming a project board and providing the appropriate resources.
- Arup was commissioned to provide an economic vision with strategy and investment case for the transport and placemaking plans for the BID area, with a specific interest in Aldwych. The study incorporates the development of a government specified Strategic Outline Business Case (SOBC) to assess the impact of public realm and transport schemes in delivering the proposed economic strategy and the Northbank Delivery Plan.
- The focus on future collaborative projects will ensure the Northbank is a major centre for research, emerging talent and creative industries.
- Future growth has been forecast in the government's framework, Strategic Outline Business Case, to quantify the benefits the transport and public realm proposals will generate. The detailed benchmarking analysis provides a favourable case for the Aldwych scheme and compares with many other schemes.
- LIP funding has been granted for Villiers Street public realm and highway improvements:
- Aligned project for Deliveries & Servicing with funding from Cross River Partnership and Central London Sub-Regional Transport Partnership in Sustainability section (STG).
- Funding from WCC's LIP, to further develop the concepts to improve the streetscape and environment for all users; considering the impact of traffic mixing, highway uses and high pedestrian footfall.

- iii. Publica has carried out highway and traffic analysis of the Villiers Street area.
- iv. Streetscape review of highway furniture and clutter with proposals for consolidation or removal and re-design.
- v. Footfall monitoring in the Aldwych and Villiers Street areas provides ongoing detailed data at key locations.
- vi. Development of integrated design for length of street and west entrance to gardens.
- vii. Night time survey for dark areas and street length considerations.
- viii. Street surveying of bollards, signage, paving conditions, trees & greenery, railings, seating, threshold levels.
- ix. The project team have met with local business stakeholders and held workshops with WCC.
- x. Finalisation of concept designs have been produced with staged options for delivery to be worked on with WCC for next phases of project development and consultation.
- xi. NRP has reviewed Villiers Street traffic and highway analysis, and updated data for traffic flows, rat-running, parking, loading, deliveries, servicing and taxis.
- xii. Pedestrian flows have been surveyed at 3 locations identifying peak times and distinguishing direction of travel. This identified peak hours for vehicular and pedestrian movement both occurring in the early evening, leading to potential conflict and safety concerns.
- xiii. Weekend activity is less for both vehicles and pedestrians.
- xiv. Evening and night economy are also reflected in high numbers but with a different style of uses.
- xv. Surveys for basements and drains have been undertaken to provide topographic information for the development of designs and reduction of street bollards.
- xvi. An investigative study for the junction of Northumberland Avenue and Embankment Place has established a high number of pedestrians wishing to cross at a location with no formal crossing facilities.

COST

£356,950

Highways

DELIVERY

- a. The BID team works with WCC and TfL to ensure the roads and pavements are well maintained and future highway projects are identified within WCC Capital Programme. Problems are reported promptly and followed up on if the problem extends past the baseline timescale, with the implementation

OUTPUT

- a. Construction has now started on the network of ‘Quietways’ and ‘Cycle Superhighway’ routes for which we are working in partnership with WCC and TfL. The work which is due to be completed in summer 2017 involves improvements to Wellington Street - with consultations from local businesses including, One Aldwych Hotel, The Lyceum Theatre and The Wellington public house.
- b. Two Clean & Safe Street Audits (CASSA) completed. A coordinated audit was undertaken with stakeholders and WCC officers to review area concerns and agree suitable approach for resolving issues.
- c. Highway issues reported and fixed include: adding temporary footway covers, unblocking drains, fixing traffic signals, and the replenishment of tree pits in Adelaide Street. Liaising with street management teams for the timely removal of temporary traffic signs, cones and street barriers.
- d. Savoy Place cleaning reviewed with local building managers and outreach teams.
- e. Working with local businesses and property owners to align aims and coordinate improvements to Adelaide Street’s servicing and street furniture.
- f. Review of cycle parking in the area with the suggestion of additional cycle racks. Additional sites are being considered for Savoy Buildings, Kingsway and Northumberland Avenue.
- g. New paving has been installed in the area of 190 Strand replacing broken and worn concrete slabs with York stone paving.

COST

Nil

Northbank In Bloom

DELIVERY

- a. The 2016 London in Bloom entry was coordinated by The Northbank in collaboration with councils and the local community to attain recognition for improvements to the area.
- b. Partnership working towards a more aesthetically pleasing and environmentally friendly Northbank.

OUTPUT

- a. 27 hanging baskets on local streets.
- b. Working with 47 local properties include six well-known ‘problem areas’ to install planters, trees in tubs and hanging baskets with 17 additional features for summer colour in busy areas and on side streets.
- c. Other BID activities judged within the bloom assessment included street cleaning, removal of graffiti, community activity as well as horticulture, biodiversity and sustainability.
- d. Through the hard work from local businesses and the Northbank teams, we received a Silver Gilt Award in 2016/17

COST

£7,279

Aboricultural Study

DELIVERY

- a. Landmark Trees was commissioned to undertake a study of 299 trees in the Northbank to understand the health of the trees and to review options for on-going management needs. Surveying was carried out in line with requirements of British Standard 5837:2012. Business needs were also considered where trees can affect operations and customer experience.

OUTPUT

- a. The tree study revealed that the majority of trees in the Northbank area are healthy and well managed.
- b. The reports recommendations are grouped into areas to provide a clear strategy and rational for maintenance of the trees.

- c. The study proposed a long term management schedule with additional crown lifting, cutting back near buildings, removal of dead wood and crown reduction. The detailed tree report has been used to work with the management organisation to align existing management and review current maintenance schedule.

COST

£12,031

Embankment Station Greening

DELIVERY

- a. The Embankment Station greening project has been developed from identification of suitable areas for greening within the Green Infrastructure Audit. Known to have the potential for high impact in a busy area and therefore giving most benefit and value. This is now being implemented by TfL as a greening project within the Mayor’s Air Quality Fund over the summer of 2017.

OUTPUT

- a. The project has involved multiple TfL departments to deliver a unique area improvement project that will benefit all those who travel through the Embankment Station area.

- b. Continued review and support for the greening has allowed the project to develop into a wider improvement scheme which now includes six areas of greening for walls, roofs and screens.

- c. Sustainability aspects of the project include: water harvesting, planting to encourage biodiversity, a wide variety of flowers suitable for pollinators and local bees, and solar powered lighting and pumps.

- d. Total funds of £241,000 have been secured, including five years of maintenance.

- e. A positive impact on the area’s character by covering a plain brick substation wall and side area near stairs, screening roof ducting and infrastructure from the raised footway.

COST

£15,000

Sustainability

DELIVERY

- a. Delivery Service Plans (DSP): Villiers Street area to review operations of the local businesses which impact on the street based deliveries and collections.

- b. The project’s aim is to identify practical options to reduce the number of deliveries to local businesses. The reduction of traffic will improve the feel, safety and air quality of the road.

OUTPUT

- a. Secured joint funding from Cross River Partnership (CRP), Central London Sub-Regional Transport Partnership (CLSRTP) and Transport for London’s Freight team for Villiers Street improvements with DSP; which amounts to £15,000 CLSRTP funding and £15,000 TfL match funding.
- b. Villiers Street businesses re-engaged to follow up on the phase one proposals for consolidation of deliveries.
- c. Secured a limited free DSP by the Cross River Partnership Clean Air Better Business (CABB) project team. Will help the organisation to consolidate, re-time and reduce deliveries and servicing. LSE and St Martin-in-the-Fields took part in the study of best practice which will be circulated to the wider business community on completion.

COST

£39,533



Air Quality

DELIVERY

- a. The Northbank continues to measure the air quality with a monitoring site on the Strand at King's College London. The equipment provides live information and ongoing London-wide comparisons with the London Air Quality Network scheme. This information is also available on the BID website as a live feed.
- b. Business engagement with Cross River Partnership (CRP) as part of the Clean Air Better Business (CABB) programme.
- c. The BID team attended CRP steering group for quarterly updates on funding opportunities. Through this The BID has applied for funds from the Mayor's Air Quality Fund Round 2 for a range of projects which will provide match funding for greening, cycling, behaviour changing and environmental projects. Final details are still being confirmed.
- d. Air quality widget can be added to businesses' websites for customer and staff information on daily air quality.
- e. An Air Quality pledge has been designed to engage businesses with the issue. Companies are currently confirming the details of their pledge actions.

OUTPUT

- a. The ongoing monitoring allows the BID to lobby for support with public realm and traffic improvements which will alleviate the problem. The BID has used the information as part of consultations to review buses, cycling and walking, as well as air quality itself.
- b. The air quality monitor provides accurate pollution levels for the local area which are available for all to access at the London Air Quality Network website (LAQN).
- c. Local data feeds into National and EU targets. It will also be used to inform the public realm projects with TfL and WCC, and to inform local businesses and their staff.

- d. Wider knowledge and engagement of local air pollution levels has brought the issue to both the London and national press with frequent articles in the Evening Standard and The Guardian with references to the Northbank area.
- e. Following an air quality briefing, 20 businesses are signing up to the air quality pledge which encourages business initiatives which will have a positive impact on the local air quality and will make the Northbank more sustainable. The key themes are: Communications, Transportation, Built Environment and Supply Chain.
- f. Installed seven double lamppost flower baskets on John Adam Street as part of a Green Walk from Embankment to Covent Garden along a 'reduced pollution exposure' route.
- g. Designed an Air Quality Pledge for which 25 businesses have committed to communicate solutions to their staff and change business policy to reduce freight vehicles to the site. Pledges have also been signed by, Councillor David Harvey, Cabinet Member for Environment, Sports and Community, the BID Chair and the Company's signatory.
- h. Seven volunteers took part in an experiment led by The Northbank BID and King's College London to measure personal exposure to air pollutants during the working week. The aim of the study was to show how workers in the area can make simple changes to travel and working habits to significantly reduce personal exposure to air pollutants to improve health and lifestyle. Interest has been expressed by BBC London, Daily Mail and IET TV.
- i. Worked with Cross River Partnership to develop a suite of digital and print media, including 10,000 branded leaflets and a branded website, to promote Click and Collect services in an effort to reduce individual deliveries to businesses. LSE are monitoring the effectiveness of this campaign on the number of packages delivered to their workplace.

- j. Worked with an air quality expert to engage with all 11 theatres on the Northbank about how they can support emissions reduction through rationalising their supply chain and having the tools to encourage their visitors to walk or cycle to their next destination thus reducing unnecessary taxi usage. Designed a bespoke walking map for visitors to reduce unnecessary taxi usage and defined a shared Supply Chain service and Super Contracts with an estimated financial saving and a reduction in emissions.

COST

£19,185

Villiers St Forum

DELIVERY

- a. The Villiers Street Forum has taken place four times and provides a focus for Villiers Street management and safety; attended by members of the business community, residents, The BID team and relevant agencies.

OUTPUT

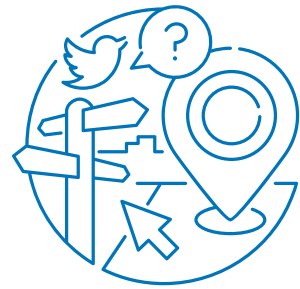
- a. The Northbank provided updates and business comments for the New Years' Eve event.
- b. The BID has enabled a full Air Quality Briefing.
- c. Support for street enhancement projects such as Northbank In Bloom, Seasonal lights and Deliveries & Service planning for Villiers Street area.
- d. The BID facilitated the Christmas event for The Connection at St Martins with Planit Events in Victoria Embankment Gardens, enabling local engagement and information about the outreach services.

COST

Nil



MARKETED & PROMOTED



The BID recognises the potential for the Northbank to be a leading London destination, harnessing the value of tourism spend in the capital, entertaining and enthralling workers from across the area and helping to promote London's reputation as a global city. We know our business community benefits from greater footfall and increased visitor dwell time and therefore our marketing and events programme has continued to evolve since The BID was established.

The last year has seen some of our most ambitious activity on this theme to date. We aligned ourselves with some of London's 'big' moments such as West End LIVE last summer, and we also invested more in our own events to drive engagement. The Northbank Summer Festival saw more visitors than any previous year and we extended the area's Christmas Lights to include Villiers Street, resulting in significant media coverage and substantial social media activity.

The BID has also had a presence at events where we are able to promote core priorities, such as MIPIM (the world's most influential real estate conference) and events run by respected organisations such as the NLA. This has enabled the BID to raise the profile of the agenda setting work underway, especially the public realm vision activity, and has helped to position the Northbank as an area on the cusp of great and valuable transformation.

For the second year, the Strand Christmas lights proved to be very popular with businesses and visitors. Additional lighting on Villiers Street, with a classic design for the full winter season, provided a good focal point for destination marketing within the press – engaging the Evening Standard and Time Out – and stakeholders. The lights on the Strand and Villiers Street have also been an important champion for sustainability and lighting projects within the CSR, Public Realm and Safety programmes. Through partnership engagement, the Villiers Street lights were successfully erected through sponsorship from PwC. To power the lights, used cooking oil is collected from local businesses - Champagne Charlies, Gordon's Wine Bar and The Diner - and other businesses within the M25 area, and delivered to the PwC HQ where the oil is transformed into biofuel. Arguably, making these London's 'greenest' seasonal lights.



“Wow beautiful lights, great capture. Really looking forward to seeing them in the flesh” [Comment on an Instagram photo of the Northbank Christmas Lights of which gained 58,000 likes and 51 comments](#)

REACH OF MORE THAN
2.3M
VIA SOCIAL MEDIA
DURING THE FIRST EVER
ART NIGHT LONDON

NEARLY
£4M
NET GAIN TO THE
LOCAL ECONOMY FROM
VISITOR SPENDING
DURING WEST END LIVE

12%
INCREASE IN
TWITTER IMPRESSIONS
ON LAST YEAR

Strands of History in partnership with St Edward

DELIVERY

- To showcase the destination in a new light and to a new high-net worth audience.
- To encourage partnership working with St Edward.
- Clive Aslet gave a talk to promote the history of the Strand, with Ruth Duston presenting the vision of the future.
- To provide an informative and enjoyable after-work activity.
- Networking event for residents and employees.

OUTPUT

- 34 attendees from local businesses, local authorities and over-seas buyers.
- Informing potential residents of work the BID and the Public Realm Vision for Aldwych.

COST

£250

West End Live

DELIVERY

- Sponsorship to increase destination branding and association with Theatreland.
- Wide-scale marketing to a specific entertainment-visitor audience.

OUTPUT

- Over 500,000 visitors.
- Net gain of nearly £4m to the local economy from visitor spending.
- Two thirds of people who attended would not have come to the West End that weekend were it not for the event.
- 89% of visitors said they would be more likely to see the full performance as a result of West End Live.

COST

£25,000

Art Night

DELIVERY

- Location sponsorship of the first ever Art Night London on 2nd July 2016.
- To promote the destination and it's lesser known assets to a new audience – mainly millennials seeking a unique cultural experience.
- To be taking part in up coming, exciting events for Londoners and visitors – strategic legacy involvement.

OUTPUT

- Promotional messaging to support the Northbank and Aldwych, especially, as a cultural hub of activity.
- 35,000 number of visitors overall.
- 1,000 participants, including 80 school children.
- Reach of more than 2,300,000 via social media (Facebook, Twitter, Instagram).
- Press coverage in Frieze, Time Out, Telegraph and more national and international media.
- Seven Northbank venues, all showcased in a new light and to new audiences.
- Presented at the launch dinner to an audience of influential city and cultural personnel raising the theme of the Northbank and Aldwych, especially, as the cultural hub of the future.

COST

£5,000

Northbank Summer Festival & BFG Dream Jar

DELIVERY

- A month-long festival in partnership with City Showcase.
- Content to showcase the cultural aspect of the Northbank and provide practical assistance in bike marking and checks.

- Wimbledon screening, music and markets to encourage an increased dwell time by the local community during lunchtime and after work.

- Increased stakeholder engagement.

OUTPUT

- Estimated 40,000 people across 10 days of activity in the Gardens, including the weekend of Embankment Summer Market.
- Northbank businesses involved: Best's Bootcamp, MOC Kitchen, Garden Bridge Trust, Bella Italia, Shell, Faulty Towers Dining Experience, as well as the Met Police, Cycle Confident, and the Northbank Choir.
- The Connection at St Martins was the charity partner for Embankment Summer Market and raised over £900.
- Embankment Summer Market had over: 100 stalls, 70 designers, 10 produce businesses, and 30 musical performances.
- 92% of stallholders said they enjoyed working in Victoria Embankment Gardens due to the site and its central location.
- Thousands of locals engaged through: 10,000 flyers, electronic mailers, intranet advertising, electronic screen advertising, banners, Northbank Magazine advert, In and Around Covent Garden advert, London listings and more. Event Manager, Emily Holt, also gave an interview with Jo Good on BBC Radio London to promote Embankment Summer Market as part of the Northbank Summer Festival.
- Had a reach of over 199 million with both online and print media.
- Increase of 151% website views on the previous month.
- The Dream Jar Trail raised £550k for Save The Children, reached of over 5.6m through social media, and 1.5m views on the Visit London webpage.

COST

£42,475

Tour of Britain

DELIVERY

- a. Cycle event held on 11th September 2016 through Trafalgar Square, Strand and Aldwych several times.
- b. To work alongside the Tour of Britain event team to circulate information for businesses, promote the event to local businesses and promote the area as the destination of world-class international events.
- c. A competition was run on social media for a pair of tickets to take part in the free cycle.
- d. Provide commentary notes covering BID efforts, the future of the Northbank, hidden gems and current business activities and events.

OUTPUT

- a. 25 hours live coverage on ITV4 (all eight stages, including London).
- b. Estimated 100,000 spectators along the London course.
- c. “Millions on the roadside and watching on TV”.
- d. 15 banners - 10m in length - around Strand and Aldwych.
- e. Two Northbank competition winners got to cycle the Sportif race before the professionals.
- f. Nearly 6,000 people engaged with our twitter feed, which was treble the number from the previous day.
- g. Northbank logo on the Tour of Britain website, brochure and named in the press releases.

COST

£3,025

Northbank Christmas Lights Switch On & Reception

DELIVERY

- a. Event at PwC and Amba Hotel to showcase the new Villiers Street lights and mark the turn on of the popular Strand lights.
- b. To bring together members of the local community.
- c. To highlight key areas of the Public Realm Strategy.

OUTPUT

- a. 53 guests attended; 27 BID businesses represented.
- b. Three businesses supported the switch-on (PwC, Gordon’s Wine Bar and Champagne Charlies) with Amba Hotel hosting the reception.
- c. A social media competition was launched to win a hamper filled with gifts from The Trafalgar, The Savoy and Kiehl’s. LSE Sustainability team were the winners.
- d. 350 letters were circulated to local businesses to encourage engagement.
- e. 99% exclusively positive responses from local businesses when asked for feedback from Northbank Ambassadors.
- f. Social media engagement on the night: the potential reach of over 4,000 people – a three month peak.

COST

£2,543

Northbank Christmas Lights; Strand and Villiers Street

DELIVERY

- 1. Strand Lights

- a. The BID team worked with building owners and managers to install the lights for a second year on the Strand. The BID team worked to install additional light crossings near Charing Cross area of the Strand with support from Coutts, Land Securities and Nadler Hotel.

- b. The BID gained permissions for installation of 14 new fixings on Villiers Street from local freeholders and building managers: DTZ, Network Rail, Amba Hotel, JLL and PwC. Many of these supported the project by providing legal agreements for free.

OUTPUT

- a. Light the Strand with seven crossings of elegant lights to suit the entire area with seasonal lighting to improve the feel of the street and help design out anti-social behaviour.

- b. The BID team worked with building managers to install the festive lights on the Strand and review some fixing locations where building works were being undertaken.

- c. The BID worked with PwC who supported the lights on Villiers Street and provided the power with sustainable bio-fuel collected from local restaurants.

- d. Set the stage for a full-BID all-year lighting strategy.

- e. Act as a central thread, binding well known and lesser known Northbank Christmas activity.

- f. Press Coverage: print coverage in Evening Standard, Time Out and Broadway World. Online coverage in four other publications.

- g. Twitter:

- i. 44,700 impressions (increase of 55% from previous month).
- ii. 1,897 Twitter profile visits (increase of 99.5% from previous month).
- iii. 121 Twitter mentions (increase of 93% from previous month).
- iv. Increase of 68 Twitter followers.

- h. Instagram: 179 known independent images of the lights away from the switch on, with numerous likes and comments (and increasing daily).

- i. 34 #Northbank for lights (more tags as ‘Strand, London’ or ‘Charing Cross’).
- ii. 27 Northbank BID photo likes and comments.
- iii. Multiple photos with over 100 likes.

COST

£64,650

Communications Steering Group

DELIVERY

- a. To drive destination marketing of the Northbank from a core group of key businesses across a variety of sectors.
- b. Engagement with local businesses on the topic of BID communications.

- c. Align communications strategies within the local area.

OUTPUT

- a. Involvement from 18 businesses.
- b. Facilitated opportunities between individual businesses.
- c. Visited three businesses for meeting venues.

- d. Kick-started an art project group to suggest a plan for livening up streets in the Northbank.

COST

Nil

Public Relations

DELIVERY

- a. For the Northbank brand and objectives to reach a wide London-based audience.
- b. To highlight characteristics of the destination and key BID milestones and achievements.
- c. To showcase Aldwych as an important part of London, the public realm changes and its cultural and academic importance.
- d. To send out a survey to analyse communications success.

OUTPUT

- a. Evening Standard Homes & Property May 2016 – the redevelopment of 190 Strand as part of the Northbank initiative.
- b. London listings covered the Wimbledon screening, food markets, music and Embankment Summer Market; with the Embankment Summer Market being the most popular. Estimated reach of 16 million people (based on monthly readership figures of Time Out, Evening Standard, Luxury London, The Londonist & LondonTown.com).
- c. “Buy into Northbank” Homes & Property Oct 2016.
- d. Seven articles covering the Northbank Christmas lights, including the theme of “London’s Greenest Christmas Lights”. Seen in London papers, listings sites and travel blogs.

- e. Northbank quoted as being a key sponsor in the Westminster Police Christmas tree gift campaign for children’s charities.

- f. Business rates comment in Evening Standard Oct 2016.

- g. The communications survey showed the significant impact of the website and e-newsletter when spreading news and updates. Over 70% of respondents were at least ‘satisfied’ with Northbank communications.

- h. Communications Strategy was reviewed with recommendations

- i. Digital communications strategy recommendations.

COST

£48,763

Digital Communications

DELIVERY

- a. Reach an audience of consumers and businesses through Twitter, Instagram, Facebook and YouTube.
- b. Send out regular bulletins to inform people of local activities, topical news, privilege card offers and BID updates.
- c. Provide a platform of information across all efforts of the BID on The Northbank website.

OUTPUT

- a. An increase of 5.4% of website sessions (40,744 sessions) and an increase in page views by 2.8% (103,068 views) on the previous year.
- b. An increase of 8.7% in website users on the previous year (30,393 users). 73.7% of the website visitors are new users – showing a steady retention of users – most likely for the events and privilege card pages, but there is a strong engagement with new audiences.
- c. 6,700 people visited the Northbank Summer Festival webpage this year.
- d. There has been a 38% rise in people visiting the Privilege Card webpage as a ‘starting page’ and a 22% rise in visitors to the Privilege Card webpage as a ‘1st interaction’.
- e. 62 newsletters were sent out covering news, Privilege Card offers and security bulletins.
- f. Newsletter recipients have increased from 3,291 (2015/16) to 4,160.
- g. A newsletter open rate of 27.27% is above national average.
- h. 46,773 newsletters opened throughout the year (increased from 26,964 in the previous year).
- i. Twitter impressions: 584,100 impressions.

- j. Instagram: 206 posts; 5,158 likes; 184 comments – with lots of interaction with BID levy members.

COST

£12,528

Marketing Collateral

DELIVERY

- a. To promote the assets within the BID and value of the initiatives undertaken.
- b. To highlight the success of the Aldwych Vision to a wider audience.
- c. To showcase the benefits of the BID to local employees.

OUTPUT

- a. Two new Pop-up banners created to showcase the potential Aldwych transformation – initially showcased at MIPIM.
- b. 5,000 maps utilised by Ambassadors and businesses to support the visitor experience.
- c. Press advert created for electronic boards in local office buildings.
- d. Freeholders Leaflet created to market the Northbank as a destination to invest in engaging 27 current Freeholders.
- e. Photography library expanded to support Annual Report and marketing purposes.
- f. Hidden Gems reprint for distribution to visitors and businesses, to promote the lesser known businesses.
- g. Over 150 ‘Welcome Packs’ handed to businesses for new employees, consisting of a folder filled with hidden gems, privilege card, magazine, oyster card holder and latest annual report.

COSTS

£6,930

Stakeholder Engagement

DELIVERY

- a. To build a stronger community through networking events of our own or through a partnership with a local business.
- b. To ensure all levy payers and neighbouring businesses are informed of news and activities.
- c. To encourage partnership working towards a stronger destination.

OUTPUT

- a. Four business showcase events (IET, ROKA, ACCA, Royal Horseguards Hotel) supported through facilitating invitations to over 400 people.
- b. Through networking events further bookings have been secured for local event spaces.
- c. Supported planning for Canada 150 through magazine features, links to the Westminster Park team, and Northbank businesses. Consequently, The High Commission will be working with the National Gallery for Family Day.

- d. Public promotion of: TEDx Courtauld, Photo London (with Northbank Privilege Cards in VIP Bags prompting brand exposure to over 1000 people in new audiences: international gallery owners and students), Vitality 10K.
- e. Facilitated two businesses supporting LSE overseas students at Christmas – Four To Eight & Delaunay.
- f. Present at LSE Accommodation Fresher’s Fair and organised two walks for new students around the Northbank with our Ambassador Supervisor.
- g. Two talks to university students about BIDs.
- h. Proactive engagement with levy paying businesses through one-to-one meetings, digital communications and daily business meetings.

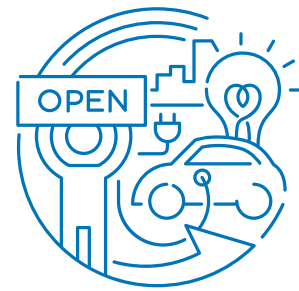
COST

Nil



“Northbank is emerging as an important new cultural quarter with its unique cluster of arts, creative industries and higher education, making it a distinctive and inspiring place to work, study and play” **Jonathan Reekie, Somerset House**

CORPORATE SOCIAL RESPONSIBILITY



The BID understands how businesses can be the catalyst for real and lasting change within a community and our Corporate Social Responsibility work seeks to bring businesses together to help them make a positive impact on the area.

The cumulative impact of individual businesses or workers making a positive contribution to the Northbank can be immense. Our work on this core priority has continued to support businesses over the last year. From helping to connect businesses with school leavers, to ensuring businesses understand the impact of the new Apprenticeship Levy, the BID aims to empower our business members to deliver more positive outcomes for them and their staff.

Some of the 'softer' interventions cannot be underestimated either - the creation of The Northbank Community Choir, attracting around two dozen singers each week, has been one of the more uplifting (and tuneful) activities of the year, and now finds itself increasingly in demand for performances.

This is a good example of an activity which gives something back to the local community and also delivers benefits to the participants - boosting wellbeing and encouraging engagement and friendship among our business members.

We know the power of community and our CSR work is committed to boosting the Northbank's burgeoning community through a variety of programmes and initiatives.

Through the Mayor's Air Quality initiative we have worked in partnership with King's College London and seven Northbank volunteers to see how they can reduce their exposure to harmful pollutants during their daily working routine. These findings will create an awareness of our individual ability to alter our exposure to harmful pollutants, subsequently improving the health and wellbeing of our employees. Press interest has already been shown, pending completion of the analysis.

"A perfect insight to the levy and how employers can benefit in providing apprenticeships" **Feedback following the CSR Apprenticeship event**



"Great introduction to apprenticeship levy and apprenticeships as a whole with a very useful variety of speakers and perspectives, useful for a whole range of businesses on the Northbank. It encouraged me to consider implementing a training scheme"

"I came knowing very little and left with a clear overview, thank you"
Feedback following the CSR Apprenticeship event

Northbank Employability and Careers fair

DELIVERY

- a. An employability event to give young people an insight into different careers and entry routes. Interactive workshops that help students understand how to market themselves for a job, understand about their strengths and weaknesses, and what different jobs involve.
- b. RNLI, Corbin and King, RSA, ACCA and Corinthia Hotel took part delivering interactive, employability related skills workshops.

OUTPUT

- a. 44 young people from Westminster schools attended.
- b. 100% of the young people said they enjoyed the morning and found it beneficial.
 - 98% learned about different careers and jobs.
 - 98% learned about skills needed in the workplace.
 - 95% gained a better understanding of recruitment methods.
 - 98% felt the event was worthwhile attending.
 - On average, young people rated the event as: 8 out of 10 (1 = poor and 10 = excellent).
- c. 100% of business guests said that they enjoyed supporting the event and were well briefed and supported during the planning of the activity.
- d. Four out of five businesses rated the event organisation and delivery as 'excellent'.
- e. This event launched the Northbank's annual 'Northbank Employability Fair'.

COST
£3,203

The Future of Apprenticeships event

DELIVERY

- a. In response to the upcoming Apprenticeship Levy and with 'Brexit' in mind, The Northbank BID hosted a briefing in partnership with WCC and Capital City College Training.
- b. This event provided an overview of the current Apprenticeship offer and explored what the changes mean for employers and prospective Apprentices.

OUTPUT

- a. 55 people attended from the BID and across Westminster.
- b. 60% said that the seminar was 'excellent' and 40% remarked that it was 'good'.
- c. Social media success:-
 - i. 5,389 organic impressions vs the average daily 1,500 impressions.
 - ii. 355 viewers on Periscope.
- d. All feedback indicated that the Northbank should hold more information mornings.
- e. Next steps generated from this event include: a follow up event, best practice sharing and bespoke advice from WCC for Northbank businesses.

COST
£559

Growing Talent in partnership with PwC

DELIVERY

- a. An event delivered in partnership with PwC to showcase the success and value of the Growing Talent employment scheme as an example of responsible recruitment.
- b. This event demonstrated the BID's engagement in its partners' schemes and good practices.

OUTPUT

- a. Provided an HR networking platform to encourage local employment.

- b. Well attended by a mix of businesses and industries across London, including four Northbank employers.
- c. Two candidates employed by ME Hotels in August 2016. One candidate selected is now the PA to the General Manager.

COST
Nil

Utopia postcards

DELIVERY

- a. Printed postcards of artwork produced by clients of The Connection at St Martins (the Northbank's local homeless charity) taking part in the Somerset House 2016 year of Utopia. These postcards were designed to show and sell at various events and sites throughout the Utopia project at Somerset House.

OUTPUT

- a. This project impacted very positively on the artists by enhancing their self-confidence and personal value.
- b. This project demonstrated the BID's commitment to ongoing rehabilitation of the rough sleeping community.
- c. There were ongoing visits from the participating artists to view the online archives with several of the contributors visiting the Utopia Fair who were pleased to see their work in postcard form.

- d. One contributor gave a talk on his postcard to the visitors of the Fair.
- e. One contributor sold his original work based on the postcard.
- f. There are several groups from Connection that are now involved in creative writing at Somerset House.

COST
£1,200

Poetry Society Schools Project - Look North More Often

DELIVERY

- a. The Northbank sponsored a 3 month education project lead by the Poetry society holding poetry workshops in 5 Westminster schools.
- b. The primary school children experienced working with high profile poets to develop a poem with the theme: nature in the urban environment.

OUTPUT

- a. Throughout October and November, The Poetry Society led 14 workshops with 324 children. The children produced 220 individual poems and 3 group poems, which were then sent to poet Julia Copus to inspire her final poem, entitled 'The Christmas Tree's Secret'.
- b. One of the poets involved produced an accompanying teaching resource.
- c. The poem was performed at the remembrance ceremony on 1 December by three Year 6 pupils at the lighting up of the Trafalgar Square Christmas Tree – a gift from Norway for the UK's help in WW2.

COST
£6,000

Great Britain Wellbeing Week

DELIVERY

- a. Developed a social media campaign and digital itinerary of companies offering wellbeing services taking part in the Great Britain Wellbeing Week.

- b. This was promoted through posters and e-bulletins.

OUTPUT

- a. Northbank Ambassadors led a lunchtime walk exploring the West and East of the Strand.
- b. The walks attracted 31 people intended to get employees active at lunchtime fitting in with the wellbeing theme.
- c. Cycle Surgery Workshop took part offering free cycle workshops through the week with an increased level of sign-ups reported.

- d. Assistance provided to ACCA itinerary with introductions to different services on the Northbank around wellbeing.

COST
Nil

Wellness Series: Inclusion and Communication

DELIVERY

- a. ACCA offered to host a wellbeing series morning seminar for the Northbank businesses. The theme of the seminar was on the inclusion and communication in the workplace contributing to the mental health and wellness agenda.
- b. 4 industry experts presented from different perspectives offering views on best practice and what it's like to have a disability in the workplace.
- c. We had a strong interactive agenda with speakers that came from different disciplines to offer advice, free services and to share best practice.

OUTPUT

- a. The event attracted 22 people from the BID area.
- b. 72% marked the seminar as excellent and 27% thought the seminar on the whole was good.

COST
£362

Northbank Community Choir

DELIVERY

- a. The Northbank Community Choir was established in June holding 10 weekly rehearsals and two performances per term.
- b. The free choir is of mixed ability and is led by a conductor held at St Martin-in-the-Fields.

OUTPUT

- a. The choir attracts between 15 - 25 people each week.

- b. Choir members come from Coutts, DK Books, One Aldwych, Kerman & Co LLP, King's College London, Canadian High Commission, The Porterhouse, Australian High Commission, The National Gallery, WCC, LSE and The Council of Mortgage Lenders.

- c. The choir has performed at: The Northbank Summer Festival, The Northbank Christmas Lights switch on, St Martin-in-the-Fields Community Carols, and two St Martin-in-the-Fields Portico performances.

- d. The Northbank Community Choir was also able to sing at the Trafalgar Square Christmas Tree lighting ceremony which was a great public performance opportunity with national media coverage.

COST
£3,602

The Northbank Magazine

DELIVERY

- a. To produce a high-end publication for businesses and visitors.
- b. To increase the number of publications, keeping stakeholders better informed of BID progress and celebrating what is on offer in the Northbank more regularly.

- c. To make the publication more environmentally friendly.
- d. Highlighting the work of the BID and maximising the number of local stories, business opportunities and retail offer told to a diverse audience.

OUTPUT

- a. Changed the covering paper to make the magazine 100% recyclable.
- b. Increased the number of editions from three to four a year, with 20,000 copies produced each time. This allows for more businesses to get more coverage throughout the year.
- c. 536 residents received the Magazine each time.

COST
£48,000



3,875

PRIVILEGE CARDS ACTIVATED

10,000

BRANDED CLICK & COLLECT LEAFLETS DISTRIBUTED




25

BUSINESSES PLEDGED TO CHANGE BUSINESS POLICY ON AIR QUALITY EFFORTS

The Northbank Annual Report 2016/17

| | |
|---|--|
| <h3>The Northbank Privilege Card</h3> <h4>DELIVERY</h4> <ul style="list-style-type: none"> a. To encourage local spending and sense of belonging to the community. b. To provide exciting benefits to employees in neighbouring businesses. c. To encourage economic growth in the area. d. The showcase the destination in a new light to people working and studying in the area. e. To create a new Privilege Card only newsletter. <h4>OUTPUT</h4> <ul style="list-style-type: none"> a. 3,875 cards activated. b. Over 80 offers now given on the card, with multiple exclusive offers. c. Offered the opportunity to increase stakeholder engagement with four different drop-in events in large employee-based businesses. d. A strong correlation between Privilege Card use and hits on the website, with the Privilege Card page being the most popular. <h4>COST</h4> <p>£1,301</p> | <h3>Ambassador Programme (Joint with Safe & Secure)</h3> <h4>DELIVERY</h4> <ul style="list-style-type: none"> a. Branded Ambassadors provide a street concierge service, speaking five languages between them. b. To actively engage with businesses offering a vital extra line of communication. c. Provide essential feedback to the BID team about business concerns and visitor experience. <h4>OUTPUT</h4> <ul style="list-style-type: none"> a. 85,977 visitors welcomed. b. 2,193 business interactions. c. Provide significant branding for the area - on a recent perception analysis survey, 68% of respondents said that they associate the BID with the Ambassadors. d. 1,921 environmental issues reported, including: <ul style="list-style-type: none"> i. 45 abandoned vehicle locks. ii. 109 illegal advertising. iii. 179 illegal street trading incidences. iv. 112 blocked drains or gullies. e. Reported 802 human-related street cleaning issues. <h4>COST</h4> <p>£54,000 (CSR) £81,000 (Safe & Secure)</p> |
|---|--|



98%

OF ATTENDEES THOUGHT OUR CSR EVENTS WERE 'EXCELLENT' OR 'GOOD'

PROFIT & LOSS ACCOUNT

For the year ended 31 March 2017

| | BID LEVY £ | VOLUNTARY £ | TOTAL 2016/17 £ |
|--|------------|-------------|-----------------|
| TURNOVER | | | |
| BID Levy | 1,611,874 | | 1,611,874 |
| Voluntary contributions and other income | | 484,632 | 484,632 |
| | 1,611,874 | 484,632 | 2,096,506 |
| COST OF SALES | | | |
| Safe and Secure | 268,206 | 37,230 | 305,436 |
| Public Realm and Environment | 331,981 | 403,803 | 735,784 |
| Marketed and Promoted | 261,173 | 12,966 | 274,139 |
| Corporate Social Responsibility | 402,389 | 226 | 402,615 |
| | 1,263,748 | 454,225 | 1,717,979 |
| | | | |
| GROSS PROFIT | 348,126 | 30,407 | 378,532 |
| ADMINISTRATION EXPENSES | | | |
| Core salaries | 100,706 | 30,407 | 131,113 |
| Rent and rates | 49,794 | | 49,794 |
| Printing | 1,742 | | 1,742 |
| Postage and carriage | 1,141 | | 1,141 |
| Telephone | 2,214 | | 2,214 |
| Office stationery | 1,756 | | 1,756 |
| Legal and professional fees | 195 | | 195 |
| Audit fees | 5,200 | | 5,200 |
| Office consumables | 6,198 | | 6,198 |
| Cleaning | 2,363 | | 2,363 |
| Bank charges | 786 | | 786 |
| Insurance | 5,834 | | 5,834 |
| Subscriptions | 3,271 | | 3,271 |
| IT running costs | 20,690 | | 20,690 |
| Repairs and maintenance | 284 | | 284 |
| BID development costs | 7,168 | | 7,168 |
| BID levy collection fee | 21,202 | | 21,202 |
| Depreciation | 7,893 | | 7,893 |
| Taxation | 81 | | 81 |
| | 238,519 | 30,407 | 268,925 |
| | | | |
| Brought forward balance | | | 32,682 |
| Surplus/Deficit for the year | | | 109,607 |
| Balance carried forward | | | 142,289 |

| COMPARATIVE BID LEVY £ | COMPARATIVE VOLUNTARY £ | COMPARATIVE TOTAL 2015/16 £ |
|---------------------------|----------------------------|--------------------------------|
| | | |
| 1,451,158 | | 1,451,158 |
| | 221,191 | 221,191 |
| 1,451,158 | 221,191 | 1,672,349 |
| | | |
| 266,620 | | 266,620 |
| 326,037 | 178,278 | 504,315 |
| 320,998 | | 320,998 |
| 413,657 | 2,592 | 416,249 |
| 1,327,312 | 180,870 | 1,508,182 |
| | | |
| 123,846 | 40,321 | 164,167 |
| | | |
| 110,716 | 40,321 | 151,037 |
| 49,240 | | 49,240 |
| 1,767 | | 1,767 |
| 714 | | 714 |
| 2,430 | | 2,430 |
| 1,726 | | 1,726 |
| 13 | | 13 |
| 5,200 | | 5,200 |
| 7,715 | | 7,715 |
| 1,927 | | 1,927 |
| 962 | | 962 |
| 4,258 | | 4,258 |
| 2,755 | | 2,755 |
| 19,123 | | 19,123 |
| 454 | | 454 |
| 10,137 | | 10,137 |
| 20,913 | | 20,913 |
| 10,175 | | 10,175 |
| 64 | | 64 |
| | | |
| 250,289 | 40,321 | 290,610 |
| | | |
| | | 159,125 |
| | | -126,443 |
| | | 32,682 |

THE BOARD

Board Directors

| | |
|-------------------------------|----------------------------|
| Geoff Smout | Bain & Co |
| Jeremy King | Corbin & King |
| Jonathan Reekie | Somerset House Trust |
| Julian Robinson (Vice-Chair) | London School of Economics |
| Matthew Dixon (Chair) | Corinthia Hotel |
| Ralph Luck | King's College London |
| Ruth Duston (Chief Executive) | The Northbank |
| Scott Brodie | British American Tobacco |
| Steve Sherwood | PwC |
| Vasiliki Arvaniti | Land Securities |

Observers

| | |
|-----------------------------------|--------------------------|
| Alistair Subba Row | Farebrother |
| Allyson Hargreaves | St Martin-in-the-Fields |
| Andrew Hicks | Capital & Counties |
| Cllr Tim Mitchell | Westminster City Council |
| Chief Superintendent Peter Ayling | Metropolitan Police |
| Greg Ward | Westminster City Council |
| Fr Luke Miller | Archdeacon of London |
| Lauren Preteceille | Transport for London |

THE BID BOUNDARY

