

ANNUAL REPORT 17/18

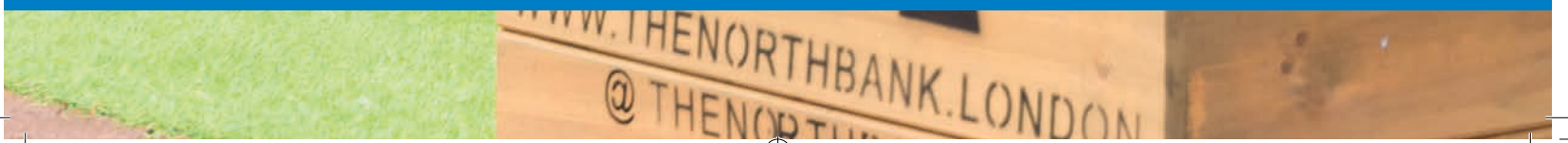
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THE
NORTHBANK



TRAFALGAR SQ · STRAND · ALDWYCH



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This has been a significant year for The Northbank BID, successfully delivering the BID's first term and securing an overwhelming majority for a second term. As we reflect on our achievements and the progress made, we are confident that we will continue to build on our success for this iconic location.

Since The Northbank went 'live' as a Business Improvement District, we have seen how central London BIDs have become integral partnerships, contributing to London's success as a global city, acting as the custodians for the areas they represent and fostering continued growth and investment. As the capital embarks on tackling big issues, The Northbank BID is taking a long-term strategic view to addressing these challenges.

Northbank has a strong track record for delivery and this report sets out to chart the work of the BID and the impressive progress that has been made, working in partnership with a range of stakeholders and delivered across a number of strategic themes. Partnership is at the heart of building a sustainable and dynamic district; our challenge is to help define the very essence of this location, stimulate imagination and build on the area's unique charm. The Northbank is an area rich in history, culture and academia, encompassing some of London's greatest assets.

Over the last 12 months, we have continued to deliver the priorities set by you the business community, further complemented through a number of more ambitious projects that focus on the public realm and place-making of The Northbank, such as proposals to transform the Strand/Aldwych area. We were delighted to be designated as a Business Low Emission Neighbourhood by the GLA, delivering a range of interventions throughout our second term to address big issues such as Air Quality.

Collaboration has been a strong theme this year, creating a unified and stronger voice for business working with our public service providers. We have focused on delivering a number of core social values that have been inherent in our effectiveness to tackle some of the area's more challenging issues through our integrated street teams.

We have learned much over the first term of the BID. Equipped with this experience, we will listen even more closely to you, our business members and wider stakeholders, working diligently to build responsive, effective partnerships and building on the successes achieved to date.

Ruth Duston OBE OC
Chief Executive, The Northbank BID



SAFE & SECURE

MAKING THE NORTHBANK SAFE AND SECURE



06:30 –
23:30

MONDAY TO
FRIDAY SHIFTS
OPERATED BY
THE NORTHBANK
SECURITY
PATROL



571

RADIO CALLS
RECEIVED FROM
BUSINESSES



THE 'REAL
CHANGE'
CAMPAIGN
ENGAGES
WITH ROUGH
SLEEPERS AND
CONNECTS THEM
WITH SERVICES
AND RESOURCES

Our work under the Safe & Secure theme has intensified over the past year, delivering significant outcomes across the Northbank footprint. We remain committed to the reduction of low-level crime and anti-social behaviour (ASB), which can adversely affect those who live, work and visit our area.

Identifying business resilience and the night economy as two key priorities, we have delivered a renewed programme of activity. Two critical aims are the establishment of a community-wide response to critical incidents, and working with our bars, pubs, theatres, hotels and restaurants to promote our area as a great, safe night-time destination.

The Northbank has strong working relationships with the police, Westminster City Council (WCC), the Mayor's Office, outreach services and Safer London Business Crime Reduction Partnership, enabling us to coordinate efforts to address our businesses' concerns. With our street patrol and radio network, we are delivering a responsive service that deters ASB and increases business confidence. The Patrol Team's role also involves interacting with the street population to help them secure the support they need, signposting local outreach provision and advice, and calling emergency medical services when required.

The Northbank, in partnership with the West End Security Group (WESG), National Counter Terrorism Security Office (NaCTSO) and the Centre for the Protection of the National Infrastructure, continues to promote counter-terrorism awareness and action. We are also helping our businesses to plan for serious contingencies and increase their resilience.

Our Night Forum has been launched to address issues faced by the area's licensed premises and other night economy businesses. There is so much on offer for a great evening out in our footprint, but the sector faces unique challenges such as alcohol-related ASB and the increased vulnerability of persons out at night. Sharing best practice and working collaboratively can only help realise the potential of the Northbank's vibrant nightlife.

The Northbank BID will continue to act as a voice for the community, to lobby local government on problems and opportunities, and to facilitate knowledge sharing between all appropriate agencies.

71% OF ATTENDEES WHO PROVIDED FEEDBACK RATED THE EMERGENCY SCENARIO EXERCISE AT THE SAVOY "GOOD" OR "EXCELLENT".



SAFE
& SECURE

1,167
ROUGH SLEEPERS
ENGAGED WITH



92%
OF SURVEY RESPONDENTS
SAID THE STREET PATROL
IS 'VERY IMPORTANT'

35
TENTS REPORTED
AND REMOVED



COMMUNITY SAFETY & BUSINESS RESILIENCE STEERING GROUP

DELIVERY

- a. Supporting BID businesses by managing the Community Safety & Business Resilience Steering Group on a quarterly basis.

OUTPUT

- a. Quarterly Steering Group meeting undertaken with businesses, police, WCC and others.
- b. 14 business partners in attendance.

COST

Nil

PATROL TEAM

DELIVERY

- a. The Patrol Team is staffed with four members on two shifts, working in pairs to cover the area from 06:30 - 23:30, Monday to Friday. This security service is effectively managed through weekly taskings and monthly contract meetings.
- b. Each Patrol Team member wears a video badge, also known as body-worn video (BWV), to record footage onto a secure, internal storage device. This provides video and audio evidence when attending incidents and acts as an independent witness to their actions.
- c. Intelligence regarding anti-social behaviour (ASB), rough sleeping, begging and other undesirable street activities is reported and shared with the Met Police and outreach services, as needed.

OUTPUT

- a. 111 incidents of ASB reported and actioned.
- b. 1,167 engagements with rough sleepers.
- c. 571 beggars reported and actively moved on.
- d. 35 tents reported and removed.
- e. 50 medical emergencies attended and ambulances called.

COST

£155,000

WESTMINSTER CITY COUNCIL, POLICE AND JOINT OPERATIONS

DELIVERY

- a. The BID continues to maintain positive working relationships with the outreach services, WCC and the Met Police, carrying out joint operations to reduce low-level crime and ASB.
- b. Northbank attends the fortnightly central tasking meeting at West End Central Police Station for information on the latest crime statistics, operations and to raise any areas of concern.
- c. Northbank attends the monthly WCC Local Problem Solving Meeting to highlight hotspot locations for services to prioritise and receive updates on ongoing issues.

OUTPUT

- a. The Northbank Patrol Team participated in joint efforts, such as Operation Lumen with the police, outreach services and Westminster City Inspectors, sharing information and street knowledge.
- b. 41 incidents attended by our Patrol Team where police were called.
- c. Operation Blizzard, the Met Police's initiative over the 2018 Christmas period, saw a significant increase in police presence along the Strand and Villiers Street during the night-time economy.
- d. The Making Real Change Update event on 22nd June 2017 was a multi-agency briefing on the challenges faced in Westminster around rough sleeping, outreach services, ASB and enforcement. It featured presentations from the Met Police, WCC, The Northbank BID, Big Issue, The Passage, St Mungo's and The Connection at St Martin's.
- e. The Making Real Change Update event was attended by 85 guests from across the business community. 80% of respondents rated the meeting as good or excellent, finding it useful to know more about the resources available to the homeless, what initiatives are taking place and how these services can be accessed.

COST

£942

SAFER BUSINESS NETWORK

DELIVERY

- a. Delivered the Safer Business Network Scheme to our businesses in November, and attend monthly and quarterly meetings to ensure effective management of the contract.
- b. A dedicated Northbank DISC site and app were established, with free access offered to our members.

OUTPUT

- a. 41 known offender profiles and 20 identities sought.
- b. Six individuals wanted by the police shared.
- c. 23 individuals with Criminal Behaviour Orders added.
- d. 29 alerts issued.
- e. 17 news stories.
- f. Monthly newsletter.
- g. Project Griffin Counter Terrorism and joint DISC training session provided.

COST

£3,000

THE WEST END SECURITY GROUP (WESG)

DELIVERY

- a. WESG has been established to bring together broadly similar organisations with a shared interest in taking action to strengthen the protection of their organisation against terrorism and ensure that they are better prepared to respond to, and recover from, the aftermath of a terrorist incident.

OUTPUT

- a. The Northbank BID has joined WESG to ensure we are working in a more joined-up way with our peers and partners. All West End BIDs are members along with the great estates and, in order to have a more coordinated approach across London, it's important that Northbank is part of this group.

COST

£5,000

RADIO NETWORK

DELIVERY

- The Northbank digital radio network now has 60 members, with businesses having a designated radio to contact our security and cleansing teams to report ASB, low-level crime and cleaning issues.
- Ten new handsets purchased due to uptake.
- 15 radios used to streamline communication between the Patrol Team, the Clean Team and the Ambassadors.

OUTPUT

- 571 radio calls from businesses attended by the Patrol Team.

COST

£4,173

BUSINESS CONTINUITY

DELIVERY

- The BID is looking at best practice amongst businesses to inform their neighbours, WCC, the GLA, the Met Police and neighbouring BIDs and boroughs in the event of a crisis.
- Bimonthly meetings of the Business Continuity subgroup, established to deliver a cohesive, Northbank-wide response to serious incidents.
- Northbank is a member of the West End Security Group and works with other Westminster BIDs to ensure a coordinated approach to business continuity.

OUTPUT

- Northbank hosted well-attended counter-terrorism sessions, including Project Griffin at The Savoy in November and Project Argus at the London School of Economics in January. 29 people attended the Griffin session and 35 attended the Argus session.
- The BID ran an Emergency Scenario Table Top Exercise at the Savoy in February, bringing together police, WCC, London Ambulance Service and Fire Brigade, as well as the British Transport Police and Transport for London. Over 60 representatives from Northbank businesses attended.

- Northbank hosted a successful Project REAct foundation briefing at the i-View Studios in March, as part of the new pilot scheme from the Metropolitan Police. There were 35 attendees from Northbank businesses.

COST

£750

EVENING AND NIGHT ECONOMY

DELIVERY

- The Northbank is focused on addressing issues specifically relating to the evening and night economy from associated ASB to street environment and transport.
- Bimonthly meetings of the Night Economy subgroup, undertaken with businesses, police, WCC, GLA and others ensure we are maximising Northbank as a great destination to stay, socialise and experience all that the area has to offer.

OUTPUT

- The bimonthly Night Forum was launched in January, with 25 guests from bars, theatres, hotels and restaurants. The key guest speaker at the second Forum was Amy Lamé, the Mayor of London's Night Tsar.

COST

£359

FOOTFALL MONITORING

DELIVERY

- The Northbank is one of London's busiest areas, with high footfall putting additional pressure on street management and maintenance. The BID worked with building owners to install footfall monitors in two areas – Villiers Street and Aldwych. The resulting data is used to inform area enhancements.

OUTPUT

- The monitors gather data for 24-hour pedestrian activity, which can be correlated with traffic and vehicular movements to inform public realm proposals.
- Information is collected and analysed to provide data sets and reports giving comparisons for seasonal change, special events and long-term trends. Data reveals individual site characteristics and performance, which is used to maximise area opportunities, inform policy and secure additional funding.
- Continuous annual information builds a long-term picture showing underlying trends and the impact of public realm enhancements.
- Six cameras in the Aldwych area are used to inform public realm enhancements. One of the cameras monitors the Wellington Street cycle lane.
- Five cameras in the Villiers Street area provide detailed information for north/south footfall at street level and along the raised footway.
- Information is shared with project groups and summary information is posted on the Northbank website.

COST

£6,840





PUBLIC REALM & ENVIRONMENT

REALISING OUR VISION FOR THE NORTHBANK



SILVER

GILT AWARD
FROM LONDON
IN BLOOM
JUDGES

We remain committed to ensuring that this inspiring area of London fulfils its considerable potential. Our rich mix of cultural destinations, world-class hospitality and high-quality green spaces ensures that The Northbank is a hugely popular destination all year round, creating pressure to maintain and enhance the local environment for the benefit of the many thousands who work, live and spend their leisure time here.



NEARLY

500

PEOPLE
ATTENDED THE
NORTHBANK-
SPONSORED
LONDON
CONFERENCE

As always, the day-to-day management of the public realm has featured prominently in our activities. The Clean Team continues to provide essential services at all hours of the day and night, responding to emerging issues and targeting key locations for deep cleaning. Our work to maintain and improve The Northbank's busy roads and pavements, and to bring welcome colour to the streets through targeted greening initiatives, ensures that the distinctive character of the area shines through at all times.

Meanwhile, the BID has sustained its strategic efforts to develop and deliver enduring enhancements to the public realm. This year, our ongoing collaboration with partners such as Transport for London and Westminster City Council brought vital improvements to Aldwych and Villiers Street closer to fruition.

Further proof of our strategic credentials was the BID's sponsorship of the London Conference in November, which explored the technological, demographic, environmental and political drivers of change likely to reshape London over the coming years.

Binding together our long- and short-term public realm agenda is the pressing issue of air quality. As part of the West End Partnership Delivery and Servicing Project Group, we have developed a Freight and Servicing Strategy that will provide a coordinated delivery plan to reduce the impact of deliveries on road congestion and air quality.

The continuous monitoring of air quality allows the BID to lobby for support with public realm enhancements, traffic improvements and Mayor's Air Quality funding. These efforts culminated in The Northbank being recognised as a Business Low Emission Neighbourhood, securing funding of £165,000 for behaviour change initiatives and street interventions.

This landmark achievement signals the BID's intent to spearhead the drive for improved air quality in Central London. In the years ahead, we will continue to coordinate our public realm activities in pursuit of a brighter, cleaner and healthier future for The Northbank.



73%

OF SURVEY
RESPONDENTS
WOULD
LIKE TO SEE
PUBLIC REALM
IMPROVEMENTS
TO VILLIERS
STREET AND
ALDWYCH



75% OF RESPONDENTS
TO THE PERCEPTION
ANALYSIS FELT THAT
EACH STREET CLEANING
AND REPORTING
INITIATIVE WAS “VERY
IMPORTANT”



PUBLIC REALM
& ENVIRONMENT

10K+

LITTER SWEEP AND
RECYCLING BAGS
COLLECTED

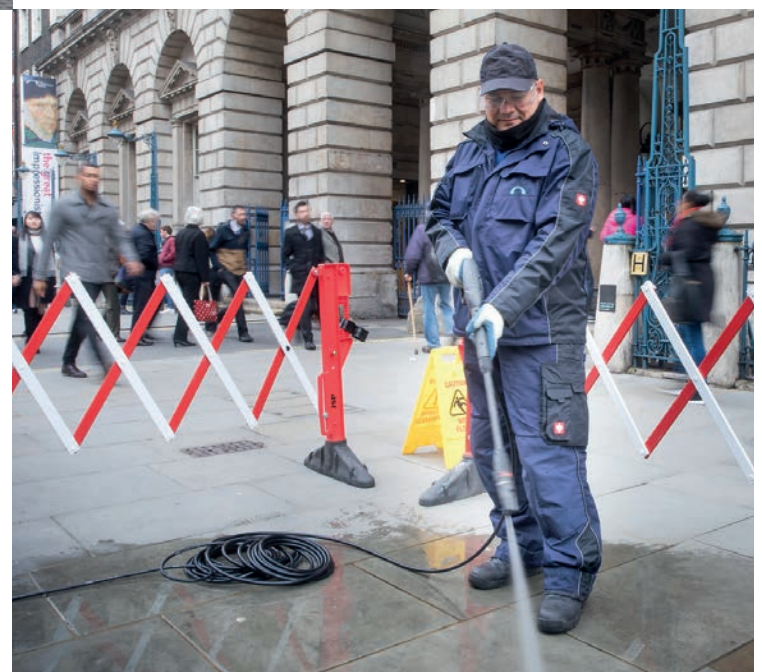


£165K

FUNDING AWARDED
FOR BEHAVIOUR CHANGE
INITIATIVES AND STREET
INTERVENTIONS IN 2018/19

3,802

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



NORTHBANK CLEAN TEAM

JOINT: PUBLIC REALM 50%
AND CORPORATE SOCIAL
RESPONSIBILITY 50%

DELIVERY

- We provide a dedicated day team to enhance the cleanliness of the street, working Monday to Friday, 06:30-16:30.
- A dedicated night-time team works 22:00-06:00, Sunday to Thursday, to provide deep cleaning services (eg. power jet washing) for footway areas, removing ingrained dirt and chewing gum.

OUTPUT

- Area-wide cleaning each weekday with a six-person team and a two-person team at night. Four of the day team sweep planned routes, supported by a mobile van, enabling targeted cleaning including litter picking and power washing.
 - 6,539 Northbank litter sweep bags collected.
 - 4,428 recycling bags collected
 - 980 bags of leaves collected between August and January.
 - 47 sharps, including glass and syringes, collected and safely disposed of.
 - 933 graffiti marks and 2869 stickers removed from properties within 24 hours of sighting.
 - Street furniture checked and cleaned on a daily basis: 291 bins, 306 phone boxes and 238 alcoves, as well as bus stops, cycle racks and Legible London signs.
 - Numerous night-time deep cleaning areas identified, prioritised and cleaned.

COST

£314,730

PUBLIC REALM VISION

DELIVERY

- Further development and testing of concept designs for public realm upgrades being developed with Westminster City Council.
- Stakeholder consultation to identify long-term aspirations and ongoing operational requirements that influence public realm scheme designs and the operational needs of estates and businesses.

OUTPUT

Aldwych

- The Northbank BID continues to work on the Aldwych Vision. This is guided by the Aldwych Joint Board, which has met eight times with enabling support by Northbank. The board members provide excellent and diverse experience for public realm, cultural and educational destinations. The board is working to create a unique new public realm space for London, with workshops and briefings for local stakeholders, Aldwych businesses, artistic enterprises and students.
 - The Aldwych Vision is being taken forward by Westminster City Council, with consultant expertise from FM Conway, Norman Rourke Pryme, AEA Consulting and LDA Design.
 - Collaborative working for the Aldwych Vision is increasing project impetus with lobbying from stakeholders to secure support including the West End Partnership business case submission to Treasury for tax increment financing (TIF).
 - London First has recognised Aldwych Vision as a high-profile and ambitious scheme centred on the removal of the gyratory and the creation of a new civic space at the heart of the area, with significant improvements for congestion and air quality.

Villiers Street

- Villiers Street Project Group meets quarterly to guide the project work, with 12 stakeholders represented. Consultants have held separate consultation and review sessions (three workshops, five business engagement meetings) with local businesses, asset managers and stakeholders to inform the design and build consensus.
- Urban design consultants Publica were commissioned to further develop public realm improvement concepts for Villiers Street. The project provided a comprehensive area study and presented an overarching vision with illustrative proposals for an enhanced public realm and suggested place-making opportunities.
- Details of street design incorporated options for enhancements covering:
 - Business requirements for efficient and effective operations.
 - Pedestrians' experience of local area challenges, including differing levels, wayfinding, entrances and gateways, walking routes, alleyways, side roads, forecourts and arches. This also included shop frontages, gateways and entrances.
 - Community amenity and sustainability opportunities to increase provision for play, enhanced environment for biodiversity and the development of appropriate event programming to support community life.

- Highway upgrades for street lighting, surface materials, improved street furniture, kiosks, and reduced street clutter. Transport consultants, Norman Rourke Pryme, were commissioned to survey basements, drains and galleys to assess the existing conditions and determine the extent into the street.
- As designs are further refined, the Villiers Street report is being used to engage with local stakeholders and decision-makers who have contributed to its content.

COST

£25,063

PUBLIC REALM STRATEGY

DELIVERY

- The BID team provides information on public consultations with web updates and information via social media. Business opinion is represented for consultations concerning wider London policy including the London Plan and The Mayor's Transport Strategy.

OUTPUT

- Freeholder Steering Group meetings are held quarterly to share information, consider public realm enhancements, align priorities and work to maximise opportunities for inward investment.
- The BID was a sponsor of the London Conference in November 2017, which attracted nearly 500 delegates. 32 VIPs attended the dinner at which The Northbank Board Chairman spoke and Northbank gift bags were presented to each guest. The Conference explored the technological, demographic, environmental and political drivers of change likely to reshape London over the coming years.
- The BID supported Place Spaces Work, an exhibition by Publica exploring the relationship between London's creative sector and the city's geography, history, built environment and civic life.

COST

£30,117

PUBLIC REALM DELIVERY

DELIVERY

- We continue to work with local businesses to reduce the impact of vehicles on local air quality and congestion.
- West End Partnership (WEP) Delivery and Servicing Group coordinates projects and aligns aims with WEP members to improve central London air quality and traffic. This ensures that the West End continues to be economically successful and sustainable.

OUTPUT

- In partnership with Somerset House and Transport for London, we have commissioned transport consultants Steer Davies Gleave to undertake a comprehensive study of the delivery and servicing requirements of Somerset House.
 - The project spans 2018/19, with initial phases establishing current working methods through data collection, analysis and business engagement. Holistic recommendations will be developed with core businesses and honed through wider consultation to tackle air quality and traffic congestion.
 - Behaviour change and communication material has been developed to inform businesses at World Earth Day and through six meetings and workshops.
- West End Partnership Delivery and Servicing Project Group brings together 16 central London landowners, BIDs, councils, Transport for London, transport experts and operators to develop a coordinated strategy for servicing and deliveries in the West End, and to work collaboratively to bring future improvements.
 - The group has developed the Freight and Servicing Strategy to provide a coordinated response delivery plan to reduce the impact of deliveries on road congestion and air quality.
 - The group provides a collective voice for public consultations concerning Freight and Servicing aspects of the London Plan and Mayor's Transport Strategy.
- The BID team has worked with green infrastructure asset managers to bring enhanced tree management at Savoy Place and Villiers Street.

COST

£16,667

HIGHWAYS

DELIVERY

- The BID team works with Westminster City Council and Transport for London to ensure that roads and pavements are well maintained and future highway projects are identified within the WCC capital programme. Problems are reported promptly and progress monitored to adhere to the baseline timescale for implementation.

OUTPUT

- We have worked with Westminster officers to improve lighting and street furniture maintenance on Adelaide Street.
- A cycle parking audit was undertaken and new cycle racks installed at Aldwych, Savoy Buildings and Strand. Access to cycle parking has been improved, with a cycle ramp installed at Savoy Buildings.
- An upgrade of Waterloo Stairs provides a more pleasant route between Victoria Embankment and Lancaster Place, with improved lighting, surfaces, handrails and drainage.
- Clean and Safe Street Audits (CASSA) were undertaken with Westminster officers to ensure that Strand and adjacent roads and alleys are well maintained. The audits identified hard-to-fix issues and agreed stages to resolve them.
- Pedestrian numbers play a significant role in how highways are categorised for maintenance and response times for asset defects. Footfall data for Villiers Street and Aldwych provides evidence to inform policy and build a case for the appropriate scheduling of maintenance.

COST

Nil

NORTHBANK IN BLOOM

DELIVERY

- Northbank coordinated the area's 2017 entry to London in Bloom, which recognises projects for local biodiversity, horticulture and community with expert judges from the RHS. The area was enhanced and made more welcoming through a range of projects and partnership working.

OUTPUT

- Hanging baskets enhanced the streets with seasonal displays for autumn into winter and spring into summer, with plants chosen for bright colours and the benefit they provide to local biodiversity.
- We showcased businesses' green spaces, roof terraces and gardens, and worked with partners to enhance long-term planning for improved green infrastructure.
- London in Bloom celebrates horticulture, community and biodiversity projects. Themes supported in the entry were greening, air quality, area cleaning, street enhancement, area heritage, walking routes, biodiversity and business planted displays.
- Garden volunteering at Temple Gardens during King's College Sustainability Week included the planting of spring bulbs, shrub pruning and business volunteering days. The project worked with Westminster parks and arboricultural teams to enhance public parks and manage street trees.
- Partner projects improved parks spaces, celebrated Canada 150, installed a green wall and communicated businesses greening.
- London in Bloom judges awarded Northbank a silver gilt certificate and complimented the joint efforts.

COST

£125

SUSTAINABILITY

DELIVERY

- Delivery Service Plans (DSP) for multi-occupier buildings help reduce congestion and the impact of traffic, enhance street safety and improve air quality. The project aims to identify practical options to reduce the number of deliveries to one site.

OUTPUT

- We secured free DSP by Cross River Partnership's Clean Air Better Business (CABB) projects for a site study of 80 Strand, providing best practice case studies that are being circulated to the wider business community.

COST

Nil

AIR QUALITY

DELIVERY

- The Northbank maintains its commitment to air quality improvement projects. Accurate information and analysis are provided by a local site monitor and membership of the London Air Quality Network for baseline data, live information and ongoing London-wide comparisons.

OUTPUT

- Continuous monitoring allows the BID to lobby for support with public realm enhancements, traffic improvements and Mayor's Air Quality funding. Accurate air quality information has enabled Northbank to be recognised as a Business Low Emission Neighbourhood, securing funding of £165,000 for behaviour change initiatives and street interventions in 2018/19.
- The Strand air quality monitor is operated and calibrated locally.
- London Air Quality Network membership provides data analysis and a web/mobile phone app.

COST

£8,614

VILLIERS STREET FORUM

DELIVERY

- The Villiers Street Forum takes place regularly to provide a focus for Villiers Street management and safety. It is attended by local stakeholders and members of the community.

OUTPUT

- The BID provides updates for area planning and events such as the New Year's Eve event.
- Air quality work continues, with briefings and street reviews of traffic and delivery needs.
- The Villiers Street area was included within the submission for London in Bloom, with hanging baskets and regular cleaning continuing to give Villiers Street a more welcoming feel.

COST

Nil

“

THE CONTINUED COLLABORATION BETWEEN TFL AND NORTHBANK BID HELPS TO COMBINE STRATEGY WITH LOCAL INSIGHT, ENSURING THAT TRANSPORT INFRASTRUCTURE CAN SUPPORT THE THRIVING NEIGHBOURHOOD”

Lauren Preteceille
Head of National and Regional Partnerships
Transport for London





MARKETED & PROMOTED

RAISING THE PROFILE OF THE NORTHBANK



1m+

PEOPLE ENGAGED
THROUGH
WEST END LIVE
AND THE LORD
MAYOR'S SHOW



THE CAPITAL'S
'GREENEST'
SEASONAL
LIGHTS ARE
POWERED BY
USED COOKING
OIL COLLECTED
FROM LOCAL
BUSINESSES AND
CONVERTED INTO
BIOFUEL BY OUR
PARTNERS



5

PIECES OF
LONDON AND
NATIONAL PRESS
COVERAGE
THROUGHOUT
THE YEAR

The Northbank is now widely recognised as a culturally significant riverside quarter and an integral part of London's West End. Over the past year, we have worked tirelessly to promote our corner of the capital and, in partnership with businesses and neighbouring BIDs, to boost London's profile on the international stage.

Our support for high-profile events such as West End LIVE and the London Festival of Architecture has attracted new audiences to The Northbank, changing perceptions and building lasting relationships in the process.

We continue to work with the local business community – as well as residents, students and visitors – to encourage engagement with The Northbank brand and enhance their understanding of the identity of the area. From promoting our many excellent venues to once again staging a dazzling display of festive lights on the Strand and Villiers Street, we remain committed to showcasing the very best that The Northbank has to offer.

Central to the effective planning and communication we have seen over the past year has been the more dynamic remit and greater responsibility given to the quarterly steering groups that cover each of the BID's areas of activity. The benefits of gathering professionals from the hospitality, corporate, education and visitor attraction sectors to share knowledge and identify future priorities have been felt keenly in the marketing and promotion of our area.

The BID renewal process that culminated in February's ballot provided an exhilarating test of our communications strategy. We produced a BID Proposal framing our plans for the coming five years in the context of past achievements, and describing how

the area would benefit from a renewed public-private partnership. A short film was also created to highlight the BID's successes during its first term and share our intentions for the future.

With 94% of the levy-paying community voting in favour of renewal, the BID team received an overwhelming mandate to continue devising and delivering improvements for the area. To this end, we will continue to consult our stakeholders and engage with the many audiences that contribute to the vibrant cultural, academic and commercial life of The Northbank.

“

“LAST NIGHT WAS
ABSOLUTELY AMAZING –
ONE OF THE BEST
NETWORKING EVENTS
I HAVE EVER BEEN TO.
BETTER THAN THE PA
EVENTS – THEY NEED TO
LEARN FROM YOU!”

**Amba Hotel, Exhibitor,
Northbank Venue Showcase
in October 2017**



MARKETED
& PROMOTED

71%

OF PERCEPTION ANALYSIS
RESPONDENTS FELT THE
BID'S MARKETING PROJECTS
WERE **'VERY IMPORTANT'**



Image credit: Pamela Raith



£4M

NET GAIN TO THE
LOCAL ECONOMY
FROM VISITOR SPENDING
DURING WEST END LIVE

477,200

IMPRESSIONS ON
TWITTER THIS YEAR



LONDON FESTIVAL OF ARCHITECTURE

DELIVERY

- a. Our involvement with the festival, which took place in June 2017, highlighted the growing cultural significance of the area.
- b. We promoted the destination and work being done by the BID in the London, national and trade press.
- c. The festival provided an opportunity for businesses within the area to showcase elements of themselves, as a collective, to a new audience.

OUTPUT

- a. The Northbank was one of three Area Focuses with over 30 events throughout the month, including highlights such as the first ever live listing of a building with Historic England.
- b. Approximately 500 attendees at the events.
- c. Hosted the press launch at ME London with over 50 in attendance, including members of the press.
- d. Media coverage in The Times, Evening Standard, Architects Journal, Architectural Review, Country Life – total readership of nearly 3 million.
- e. Featured in the promotional film for the LFA 2018 call to enter.
- f. Completed the 'ideas' competition to design a Modern Maypole for the Strand, garnering publicity for the Strand Aldwych project.

COST

£30,120

WEST END LIVE

DELIVERY

- a. This event was an example of large-scale branding to a consumer audience.
- b. Our support of this major Westminster event strengthened The Northbank's association with West End theatres.

OUTPUT

- a. A film promoting The Northbank as a destination was shown on the big screen between performances.
- b. A two-page ad for The Northbank ran in the event magazine.
- c. Over 100 Northbank Magazines were distributed within the guest enclosure, which welcomed numerous members from Westminster, businesses, theatres and visitors.

- d. Three Northbank Ambassadors worked on the periphery, supporting area branding and visitor information.
- e. West End LIVE attracted over 500,000 visitors.
- f. The event brought a net gain of nearly £4m to the local economy from visitor spending.
- g. Feedback revealed that two-thirds of people who attended would not have come to the West End that weekend were it not for the event.
- h. 89% of visitors said they would be more likely to see the full performance of a West End Show as a result of attending West End LIVE, thereby increasing the potential ticket sales for Northbank theatres.

COST

£31,075

LORD MAYOR'S SHOW

DELIVERY

- a. This event, held on 11th November 2017, provided an opportunity to promote the BID's efforts in the areas of air quality and wellbeing.

OUTPUT

- a. 500,000 people watched on the streets and more live on BBC TV.
- b. A float promoted the efforts being made within The Northbank to improve air quality and wellbeing within its community.
- c. BID team members in attendance were branded with fleeces and given 200 flags to hand out.
- d. Four complimentary tickets were given as a raffle prize at the Road To Renewal event.

COST

£18,152

VENUE SHOWCASE

DELIVERY

- a. Held on 18th October, this partnership event promoted the wide variety of venues available for hire within The Northbank footprint.

OUTPUT

- a. Ten Northbank businesses exhibited, with King's Venues hosting at Bush House.
- b. There were over 100 attendees, including local corporate businesses, events managers and location scouts.

- c. The event garnered excellent feedback from both exhibitors and attendees.
- d. 12 prizes were donated by the BID.
- e. King's Venues produced a film to promote the space at Bush House.

COST

£350

BID RENEWAL

DELIVERY

- a. Our goal was to reach and network with as many BID levy-paying businesses as possible, and to share the next five-year strategy.
- b. Activity provided a platform to present the BID Proposal 2018-23.

OUTPUT

- a. A renewal event was held on 23rd September, showcasing 18 local companies and attended by 129 guests from 78 businesses, 42 of which are levy payers. Cost in kind (The Corinthia London): £10,000
- b. 500 Perception Analysis reports were circulated and a consultation report written by Industrial Clairvoyants.
- c. 500 BID Proposals were printed and distributed amongst levy payers.
- d. Summary leaflets were distributed with voting notifications to all levy payers.

COST

£50,350

SEASONAL LIGHTS AND SWITCH-ON RECEPTION

DELIVERY

- Strand and Villiers Street lights continue to bring a seasonal flavour and a welcoming feel to the area. Many local businesses and visitors mentioned the lights as a highlight, with perception analysis indicating that 89% feel they are an important facet of our destination marketing activity.
- The BID team worked with building owners and managers to undertake installation.
- We provided a networking event, showing off two Northbank venues and providing an opportunity to promote the Northbank Christmas lights and seasonal activity.

OUTPUT

- Eight light crossings have been designed especially for the Northbank area. These provide a striking view along the Strand towards Trafalgar Square and St Mary Le Strand.
- The lights bring additional visitors to the area and encourage them to stay, explore the local streets and enjoy hospitality from businesses.
- The lights in Villiers Street are supported by PricewaterhouseCoopers, who provide fixing locations and sustainable electric power from bio-fuel.
- Northbank lights are now part of London's wider festive celebrations and attract additional visitors from neighbouring areas.
- The switch-on reception was hosted by St Mary le Strand and Simpsons in the Strand. There were 75 attendees from 45 companies, and The Northbank Singers performed at the church.

COST

£54,220

STAKEHOLDER ENGAGEMENT

DELIVERY

- The BID team sent out a survey to support a perception analysis report prior to writing a BID Proposal for renewal. (see also 'BID Renewal')
- The team delivered a quarterly Steering Group meeting.

- We continued to raise awareness of opportunities for involvement and news of potential disruptions.
- We held a breakfast to inform businesses of sponsorship opportunities during London Lumiere 2018.

OUTPUT

- The perception analysis was answered by 187 people. 500 copies of the report were produced for distribution at the AGM and stakeholder meetings.
- The BID supported the 'Chubby Hearts Over London' campaign and encouraged members to get involved.
- The BID team sent out numerous emails and direct messages about events in the area – including The Women's Tour and MTV EMAs, amongst others – throughout the year.
- Eight business members attended the event, which was hosted by the Waldorf Hilton.

COST

£5,676

PUBLIC RELATIONS

DELIVERY

- We continue to proactively promote our destination and business-driven initiatives to the press.
- We support event and campaign work by the BID Executive team.
- We support the public affairs ambitions of the BID within the wider London context.

OUTPUT

- Event support was provided for a breakfast meeting concerning the future of Aldwych, the BID Renewal event and the London Conference.
- Support was provided for the TIF applications.
- Comments were provided to the Sunday Times on air pollution on the Strand.
- The team developed an Aldwych Vision media strategy and key messaging.

COST

£30,944

DIGITAL COMMUNICATIONS

DELIVERY

- The team increased brand awareness through regular social media posts.
- Monthly e-newsletters and fortnightly Privilege Card offer bulletins were sent out.
- A film was produced to aid engagement, pre-ballot.

OUTPUT

- The website has seen consistent use throughout the year, with 105,668 page views in total, peaking during periods such as the campaign for renewal.
- Throughout the renewal (Nov-Feb), website traffic increased by 14% on the previous year (39,530 people). In January, website traffic spiked, up 90% on the previous year, with 14,311 people viewing the site following intensified stakeholder engagement.
- The Newsletter has an open rate of 24.7%, with 69,383 emails opened in total.
- There were 477,200 impressions on Twitter this year, with 1,008 clicks through to the website and 489 re-tweets.

COST

£20,284

MARKETING COLLATERAL

DELIVERY

- We produced material promoting the benefits of the BID, charting its successes to date and consolidating the potential for another BID term..

OUTPUT

- Five A1 boards were created to consolidate infographics from achievements so far and forecast the potential benefits of another BID term. These were showcased at the Renewal Launch event in September and the London Conference in November.
- 20,000 new maps were produced with updated messaging and design, providing information on routes to the top twenty destinations requested by tourists when speaking to our Ambassadors.
- Aldwych Vision and Villiers Street Vision pop-up banners were produced.

COST

£4,032



“

THE SEASONAL LIGHTS ON THE NORTHBANK HAVE HELPED TO CREATE A BRIGHTER AND MORE WELCOMING AREA DURING THE DARKER MONTHS. WE ARE DELIGHTED TO WORK IN PARTNERSHIP WITH THE NORTHBANK TO ENSURE VILLIERS ST HAS THE GREENEST LIGHTS IN LONDON”

Steve Sherwood,
Director of Operations &
Infrastructure, PwC





CORPORATE SOCIAL RESPONSIBILITY

CHAMPIONING SUSTAINABLE GROWTH



5K+

PRIVILEGE
CARDS
ACTIVATED
TO DATE



40K+

COPIES OF THE
NORTHBANK
MAGAZINE
PUBLISHED



140

ATTENDEES OF
THE NORTHBANK
NATURE CLUB

Our Corporate Community Engagement work covers several areas – each equally critical to the continued wellbeing and success of The Northbank as an attractive destination and a thriving community. These activities are linked by a deep commitment to providing appropriate support, wherever it is needed and in whatever form is deemed most effective.

This year has seen the BID's Ambassadors continuing to provide a warm visitor welcome and street concierge service, enhancing The Northbank experience, driving footfall and liaising with local business. Similarly, The Northbank Privilege Card remains popular, attracting an unprecedented number of visitors to the BID website, boosting commerce and rewarding workers, residents and students who buy locally.

We have provided support to Northbank businesses in other ways, too, with participation in the Creative Employers Forum at Somerset House, and the creation and delivery of an Apprenticeship Levy toolkit to help employers get to grips with this challenging topic. We promoted the services of local businesses participating in Wellbeing Week, and ran monthly Northbank Nature Clubs for green-fingered members of the business community. The club combined gardening with networking, relieving stress while strengthening commercial connections.

Never far from the Corporate Community Engagement agenda is the urgent need to first mitigate the effects of declining air quality in the capital, and then work towards cleaning up the urban environment. This year saw major developments on this front across several areas of BID activity, not least with the promotion of click and collect services to help reduce

the number of delivery vehicles making unnecessary journeys through our area. In March, 25 businesses signed our Air Quality Pledge, demonstrating their commitment to limiting staff exposure to harmful pollutants and reducing the use of freight vehicles.

Our Cleaner Streets monitoring project resulted in the identification of alternative pedestrian routes that avoid the most polluted areas. A deeper understanding of the travel habits of local workers enabled us to launch the Cleaner Streets Initiative, which promotes healthier walking routes and raises awareness of the steps we can all take to reduce our exposure to pollution.

As the needs of our diverse community of workers, students, residents and visitors evolve, we will continue to devise solutions and provide support that enhances their effectiveness and wellbeing.



92% OF SURVEY
RESPONDENTS FELT
WELLBEING IN THE
WORKPLACE
INITIATIVES WERE
'VERY IMPORTANT'



CORPORATE COMMUNITY
ENGAGEMENT

5,282

PRIVILEGE CARDS
CURRENTLY **ACTIVATED**



UP TO
89%

**REDUCTION IN
EXPOSURE TO
POLLUTION FROM
THE PERSONAL
MONITORING STUDY**

98%

OF ATTENDEES
THOUGHT OUR
CSR EVENTS WERE
**‘EXCELLENT’ OR
‘GOOD’**



NORTHBANK'S CLEANER STREETS MONITORING

DELIVERY

- a. A sustainability expert from the LSE walked different routes from Embankment station to Covent Garden to compare pollution against the more commonly used route along the Strand.
- b. A report was created showing the percentage difference in pollution exposure between the three A-to-B routes.

OUTPUT

- a. Embankment Station – John Adam Street – Southampton Street – Covent Garden is 47% less polluted than Embankment Station – Strand – Southampton Street – Covent Garden.
- b. Embankment Station – Victoria Embankment Gardens – Southampton Street – Covent Garden is 51% less polluted than Embankment Station – Strand – Southampton Street – Covent Garden.
- c. These facts were used to demonstrate pollution levels ahead of developing a behaviour change campaign promoting healthier routes around The Northbank.

COST

No cost to Northbank; leveraged funding from CRP

GREENING WALKING ROUTES

DELIVERY

- a. We installed and maintained a set of flower baskets along John Adam Street, Southampton Street and York Street, as a continuation of the greening along Villiers Street.

OUTPUT

- a. 27 double flower baskets were installed on John Adam Street lamp posts, providing a more attractive atmosphere along the Cleaner Streets route.

- b. This is aligned with the Cleaner Streets initiative, which encourages people to use an alternative route between Embankment and Covent Garden, reducing their exposure to pollution.

COST

£5,406

POLLUTION EXPOSURE COMMUTER MONITORING

DELIVERY

- a. Using high-quality monitoring equipment, The Northbank BID and King's College London ran an experiment that measured personal exposure to air pollutants during the working week.
- b. The aim of the study was to show how workers in the area can make simple changes to their travel and working habits that will significantly reduce personal exposure to air pollutants and improve health and lifestyle.
- c. Phase 2 of this project involved the analysis and delivery of a report that made recommendations concerning commuter travel routes and modes of transport.

OUTPUT

- a. A report was created to convey the results of the pollution exposure experiment and make recommendations based on the modes of transport and routes used by volunteer participants.
- b. Participants in the one-year air quality programme came exclusively from the Northbank area and included staff from IET, ACCA, The Aldwych Theatre, Somerset House, One Aldwych and St Martin-in-the-Field.
- c. The report was sent to the GLA and TfL. It was overseen by the Deputy Mayor for Environment and Energy.

COST

£375

FREIGHT REDUCTION: CLICK AND COLLECT SERVICE VIDEO

DELIVERY

- a. We worked with funding partners Cross River Partnership to develop a suite of digital and print media designed to help staff redirect personal deliveries to convenient collection hubs, reducing individual deliveries into the post room and so reducing delivery traffic in Central London.
- b. As a legacy project that began last year, we have developed a video to further enhance understanding and awareness.
- c. The video was added to a suite of promotional tools offered to businesses and provided for workplace communal spaces.

OUTPUT

- a. A toolkit was created for distribution to post room staff across the BID footprint.
- b. 2,000 branded click and collect leaflets were produced and distributed.
- c. A branded website and interactive video were produced to publicise the Click and Collect Service: <https://northbank.clickcollect.london>

COST

£556

CLEANER STREETS INITIATIVE (PLANNING STAGE)

DELIVERY

- The Steering Group established a plan to use data from pollution routes monitoring to promote healthy pedestrian routes.
- Phase 1 of the project involved bringing together relevant parties to develop a campaign called the Cleaner Streets Initiative.
- We audited the routes to establish long- and short-term greening opportunities, and to explore temporary and permanent possibilities.
- This initiative would come to fruition with an event in May 2017.

OUTPUT

- A project proposal was established for a major, pop-up-style wellbeing event to promote alternative walking routes.
- An audit of greening opportunities identified areas to activate during and after the event. This was used when planning the event, which took place on 17th May 2017.

COST

£3,896

AMBASSADOR PROGRAMME

JOINT: SAFE & SECURE 60%
AND CORPORATE SOCIAL
RESPONSIBILITY 40%

DELIVERY

- Branded Ambassadors provide a warm visitor welcome and street concierge service, enhancing the Northbank experience and driving footfall into the local economy.
- Ambassadors actively engage with businesses, offering a vital line of communication between the BID team and local concerns.
- Ambassadors work with WCC and TfL to identify, record and monitor street cleanliness issues and street faults, helping maintain clean and safe streets for residents, workers and visitors to the area.

OUTPUT

- 49,859 visitors welcomed.
- 3,556 business interactions, including surveys, leafletting and privilege card deliveries.
- 1,569 environmental issues reported, including:
 - 61 abandoned bikes
 - 984 cases of graffiti, stickers or flyposting
 - 62 instances of illegal advertising and seven of illegal street trading
 - 48 phone box issues
 - 99 road or pavement faults
 - 98 damaged or misplaced roadwork signs
 - 140 damaged pieces of street furniture (eg. bollards or railings)
 - 58 street lighting issues

COST

£135,000

THE NORTHBANK PRIVILEGE CARD

DELIVERY

- The purpose of this scheme is to encourage footfall and sales in Northbank businesses from those who are in the area on a regular basis.
- It also rewards local workers, residents and students who buy locally.

OUTPUT

- 5,282 cards are currently activated.
- There are 67 offers from 63 businesses.
- The Privilege Card and Privilege Card Offers webpages are the recipients of most traffic to the website, with 22,090 visits this year (21% of all web traffic).

COST

£ 1,945

THE NORTHBANK MAGAZINE

DELIVERY

- Publish summer and winter issues

OUTPUT

- 20,000 copies published each issue
- Featuring numerous Northbank businesses from the levy-paying and non levy-paying community
- Bulk orders to over 100 businesses from the hospitality, education and corporate sectors.

COST

£24,000

POETRY SOCIETY SCHOOLS PROJECT

DELIVERY

- The Northbank sponsored a three-month education project led by The Poetry Society, which involved poetry workshops in seven Westminster schools.
- The primary school children experienced working with high-profile poets to develop a poem with the theme of nature in the urban environment.

OUTPUT

- Throughout October and November, The Poetry Society led workshops with over 300 children.
- The children produced individual poems and three group poems, which were then sent to the poet AF Harrold.
- The poem was performed on 7th December by three Year Six pupils at the lighting of the Trafalgar Square Christmas Tree.
- The Northbank Singers performed at the ceremony, which attracted national coverage.

COST

£2,500

**NORTHBANK
SINGERS WITH
ST MARTIN-
IN-THE-FIELD**

DELIVERY

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

OUTPUT

- a. The choir attracts between 8-12 people each week.
- b. The choir has performed at the Northbank Christmas Lights switch-on, the Trafalgar Square Christmas Tree remembrance ceremony, St Martin-in-the-Field Community Carols, and gave an *a cappella* performance at The Porterhouse pub

COST

£1,499

**MONTHLY
NORTHBANK
NATURE CLUBS**

DELIVERY

- a. As part of our mission to help the Northbank become a better place to work, we provided monthly lunchtime gardening clubs open to the business community.
- b. This provided opportunities to network with colleagues or business neighbours, or for staff to set aside some time for themselves.
- c. The initiative was an opportunity to showcase a variety Northbank locations and venues.

OUTPUT

- a. 12 monthly lunchtime clubs, with 25 participant spaces at each session.
- b. A club list was compiled containing 140 people from Northbank businesses, including the National Gallery, WCC, Dorling Kindersley, LSE, BAT, and Abercrombie & Kent.
- c. Positive feedback: “Thank you for letting us play!”, “Excellent. Energising yet relaxing – it put a smile on my face”.

COST

£3,075

**BUSINESS
ENGAGEMENT**

DELIVERY

- a. A quarterly Steering Group meeting was arranged and delivered.
- b. Working with Westminster City Council (WCC), an Apprenticeship Levy toolkit was developed with a step-by-step guide to engaging with apprenticeships and an explanation of the levy.
- c. A survey was developed in line with the toolkit to offer businesses free, impartial guidance from WCC.
- d. An apprenticeship expert from WCC presented at a meeting attended by the Responsible Business Steering Group.
- e. WCC organised a Creative Employers Forum at Somerset House with Councillor Davies as a keynote. He spoke around the strategic importance of the Aldwych Vision to the creative industry.
- f. We developed a social media campaign and digital itinerary of companies offering wellbeing services and participating in Great Britain Wellbeing Week.
- g. Wellbeing Week was promoted through posters and e-bulletins.

OUTPUT

- a. Useful and well-attended steering groups and individual meetings.
- b. A co-branded one-page leaflet to be handed out and hosted online.
- c. An Ambassador drop of the leaflet to businesses in the BID footprint.
- d. Good feedback from the meeting, with interesting and insightful questions asked.
- e. WCC has agreed to continue to support The Northbank with the apprenticeship needs of the businesses in Somerset House.
- f. The Aldwych Vision was profiled to an audience of 50 people in the creative industry.
- g. For Wellbeing Week, businesses were encouraged through promotion to celebrate a range of wellbeing offers.
- h. For Wellbeing Week, Northbank provided a collective voice for business in the awareness-raising campaign.

COST

Nil

PROFIT & LOSS ACCOUNT

For the year ended 31 March 2018

	BID LEVY £	VOLUNTARY £	TOTAL 2017/18 £
TURNOVER			
BID Levy	1,947,767		1,947,767
Voluntary contributions & other income		69,750	69,750
TOTAL	1,947,767	69,750	2,017,517
COST OF SALES			
Safe & Secure	289,762	6,840	296,602
Public Realm & Environment	288,868	40,553	329,421
Marketed & Promoted	307,862	2,000	309,862
Corporate Social Responsibility	317,013		317,013
TOTAL	1,203,505	49,393	1,252,898
GROSS PROFIT	744,262	20,357	764,619
ADMINISTRATION EXPENSES			
Core salaries	129,368	20,357	149,725
Rent & rates	52,075		52,075
Printing	2,697		2,697
Postage & carriage	1,936		1,936
Telephone	2,362		2,362
Office stationery	2,137		2,137
Legal & professional fees	3,567		3,567
Audit fees	6,300		6,300
Office consumables	4,004		4,004
Cleaning	2,444		2,444
Bank charges	1,184		1,184
Insurance	6,305		6,305
Subscriptions	4,500		4,500
IT running costs	23,050		23,050
Repairs & maintenance	126		126
BID development costs	8,328		8,328
BID levy collection fee	21,914		21,914
Depreciation	4,502		4,502
Taxation	68		68
TOTAL	276,867	20,357	297,224
BROUGHT FORWARD BALANCE			142,290
SURPLUS/(DEFICIT) FOR THE YEAR			467,395
BALANCE CARRIED FORWARD			609,685



COMPARATIVE BID LEVY £	COMPARATIVE VOLUNTARY £	COMPARATIVE TOTAL 2016/17 £
1,611,874		1,611,874
	484,632	484,632
1,611,874	484,632	2,096,506
268,206	37,230	305,436
331,981	403,803	735,784
261,173	12,966	274,139
402,389	226	402,615
1,263,749	454,225	1,717,974
348,125	30,407	378,532
100,706	30,407	131,113
49,794		49,794
1,742		1,742
1,141		1,141
2,214		2,214
1,756		1,756
195		195
5,200		5,200
6,198		6,198
2,363		2,363
786		786
5,834		5,834
3,271		3,271
20,690		20,690
284		284
7,168		7,168
21,202		21,202
7,893		7,893
81		81
238,518	30,407	268,925
		32,683
		109,607
		142,290



BOARD MEMBERS

Board Directors

Geoff Smout
Guy Hilton
Jeremy King
Jonathan Reekie
Julian Robinson (Vice-Chair)
Matthew Dixon (Chair)
Ralph Luck
Ruth Duston (Chief Executive)
Scott Brodie
Steve Sherwood
Vasiliki Arvaniti

Bain & Co
The Waldorf Hilton Hotel
Corbin & King
Somerset House Trust
London School of Economics
Corinthia Hotel
King's College London
The Northbank
British American Tobacco
PwC
Land Securities

Observers

Alistair Subba Row
Allyson Hargreaves
Andrew Hicks
Cllr Tim Mitchell
Cmdr Peter Ayling
Lauren Preteceille

Farebrother
St Martin-in-the-Fields
Capital & Counties
Westminster City Council
Metropolitan Police
Transport for London

“

WITH ITS UNIQUE CLUSTER OF ARTS, CREATIVE INDUSTRIES AND HIGHER EDUCATION, THE NORTHBANK IS EMERGING AS AN IMPORTANT NEW CULTURAL QUARTER.”

**Jonathan Reekie,
Somerset House**

THE BID BOUNDARY





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Strand, London
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TRAFALGAR SQ · STRAND · ALDWYCH

