



Overview of Projects, Income & Expenditure 2013/14

THE
NORTHBANK



TRAFALGAR SQ. · STRAND · ALDWYCH

Introduction

In July 2013, local businesses voted overwhelmingly for The Northbank Business Improvement District (BID). The ballot turnout was 46% with 80% voting “Yes” for the BID, representing 92% in favour by aggregate RV. This favourable outcome demonstrates a strong mandate amongst business to work more collectively in leading, shaping and influencing a comprehensive programme of activity – positioning The Northbank as a thriving and vibrant destination!


The Northbank BID sits in the centre of London and includes Trafalgar Square, Strand and Aldwych, down to the Embankment. Over the next 4.5 years, the BID will work to create a more attractive, better marketed and safer area, whilst representing businesses on issues of common concern.

The BID will go “live” on the 1st October 2013, so year 1 of our 4.5 year term will be condensed into 6 months. This will enable the BID to identify a number of quick wins and to develop a number of strategic areas of activity that can be delivered from April 2014 onwards.

Local businesses control the BID and pay for it through a small levy payable by all businesses with a rateable value of £150,000 or greater. The BID is administered by a company specifically set up for this purpose, The Northbank BID Company, which is managed by a Board of Directors representing different business sectors in the BID area. It is run by local businesses for local businesses.

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THIS UNIQUE
STRETCH
OF LONDON
CAPTURES ALL
OF THE CAPITAL'S
IDIOSYNCRASIES.
HISTORICAL
BUILDINGS SIT SIDE
BY SIDE WITH
MODERN
ARCHITECTURE.



SAFE AND SECURE

Total Spend £150,000

The BID will invest in the Police team and associated facilities to ensure all crime including low level crime and anti-social behaviour is addressed.

It will look to develop and partner with the Business Crime Reduction Partnership (part of Safer London) for The Northbank area, which works successfully across other parts of London, to better serve the business community. The BID will work with Connections in providing assistance for dedicated outreach work in the area and to tackle “rough” sleeping through targeted interventions. The first six months will see the BID develop a number of strategic led projects, working with the wider stakeholder community, delivered from April 2014.

HIGH QUALITY PUBLIC REALM AND ENVIRONMENT



Total Spend £200,000

Clean and well maintained streets and pavements are extremely important to the local community.

In addition to the standard levels of street sweeping to be provided by the City Council under the “base line” agreement, there will be increased frequency of street sweeping and regularly deep-cleaned pavements. The City Council has responsibilities to keep its pavements and street equipment safe and tidy. The BID will monitor the extent and quality of maintenance works and may exceptionally provide funding to ensure higher standards. With infrastructure high on the agenda of the business community, the BID will work with WCC and TfL to develop a masterplan for implementation of a public realm strategy for The Northbank area.

MARKETED AND PROMOTED

Total Spend £175,000

The Northbank is a major gateway for visitors and tourists passing through to visit some of the country's most iconic sites.

The Northbank is also home to an abundant mix of hotels and theatres. The BID will develop a strategy that builds upon the strong cultural offer in the area to encourage increased footfall and visitors into the area.

The BID will also endeavour to deliver the following:

- Introduction of Ambassadors to The Northbank. The BID will develop a small team of street guides/ambassadors for The Northbank to assist business visitors and tourists find their way in the District.
- Develop a cultural programme of activity that focuses on street entertainment/food and music festivals. Seasonal themed events will be programmed throughout the year, with the emphasis on involving all businesses in the activity to enhance footfall and raise the profile of the area.



CORPORATE SOCIAL RESPONSIBILITY

Total Spend £200,000

The Northbank will take a more innovative approach to ensuring the area thrives and prospers over the coming 6 months, by:

- Further developing the Small Business Network via networking events.
- Encouraging local employment opportunities and developing an Employment Charter.
- Developing a social agenda which includes sponsorship to local charities through a range of volunteer activities.
- Exploring the opportunity to develop a Knowledge Quarter bringing business and academia together.
- Using the Street Ambassadors to provide part of the conduit of information to promote these opportunities within the local community.

Anticipated Income and expenditure 2013/14 FOR 6 MONTHS

Income

	Bid Levy £	Voluntary £	Total £
BID Levy collection 95%	850,000		850,000
Voluntary contribution		60,000	60,000
Other			-
SUB TOTAL	850,000	60,000	910,000

Expenditure

Safe & Secure			
Safer neighbourhood	35,000		35,000
Business crime partnership	30,000		30,000
Crime prevention seminars/materials	30,000		30,000
Rough sleeping	25,000		25,000
Business policing model	30,000		30,000
SUB TOTAL	150,000	-	150,000

High Quality Public Realm			
Public realm strategies	100,000		100,000
Cleansing and recycling	100,000		100,000
SUB TOTAL	200,000	-	200,000

Marketed and Promoted			
Street ambassador costs	45,000		45,000
Cultural events	63,000		63,000
Promotional events	67,000		67,000
SUB TOTAL	175,000	-	175,000

Corporate Social Responsibility			
Street ambassador costs	105,000		35,000
Volunteer programme	32,500		30,000
Employment charter	12,500		30,000
Knowledge quarter	15,000		25,000
Small business networking events	35,000		30,000
SUB TOTAL	200,000	-	200,000

Overhead costs			
BID Team support	30,000	60,000	90,000
BID overhead costs	35,000		35,000
BID Admin costs	-		-
Contingency	60,000		60,000
SUB TOTAL	125,000	60,000	185,000

TOTAL	850,000	60,000	910,000
SURPLUS/DEFECIT	-	-	0

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