



Overview of Projects, Income & Expenditure 2015/16

THE
NORTHBANK



TRAFALGAR SQ · STRAND · ALDWYCH

Introduction

After a very successful second year, the experienced BID team has continued to deliver across our 4 key strategic areas, building on relationships with our businesses, partners and local community to make significant improvements to The Northbank. We will continue to drive projects forward and deliver our goals for the area.

Working for The Northbank BID is a unique opportunity for us as a team to be a part of one of the newest and largest BIDs in London. Covering 152 acres, making it one of the most diverse and exciting destinations in London, with key cultural attractions and world leading universities, the district is rich in history and well connected to the West End, City and the South Bank.

As members of the BID community, we would like to thank you for your support over the last year and look forward to building on these budding relationships over the coming year. We would continue to encourage you to become actively involved with the BID and work with us to address concerns that you may have to make The Northbank a better place to live and work for all.

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DISCOVER AND
EXPERIENCE
EVERYTHING THAT
MAKES LONDON A
WORLD-CLASS
DESTINATION



SAFE AND SECURE



Total Spend £324,000

Our “Safe and Secure” theme builds on changes to strengthen The Northbank to ensure that it is a safe and trouble free area for businesses to prosper. With businesses playing a key role in their contribution, the BID will continue to work with them over the coming year to drive down crime. With our partners in the Police, Westminster City Council and the GLA, we will work at a strategic and operational level to ensure that The Northbank is safe and secure for our businesses and visitors alike, delivering real change.

Our Business Policing Manager has been dedicated to focusing on business policing by meeting the needs of the businesses and listening to the concerns of employers and their workforce.

With rough sleeping and anti-social behaviour a high priority in our area, we have been working closely with The Connection, Westminster City Council and the local policing team on target interventions within the BID footprint.

The BID has teamed up with Westminster Street Pastors to help make this busy and vibrant part of the capital even safer. Already the WSP are assisting the police and local authority with a Safer Departure Zone at the junction of Villiers Street and Strand. This is also in addition to the patrols they conduct in and around the BID footprint including Trafalgar Square.

Street Pastors have been recognised nationally and internationally for their work, receiving a Queens Award for Voluntary Service. Already in other parts of London, their ability to intervene has seen a reduction in crime and anti-social behaviour.

The success of working with our partners at the Mayor’s Office for Policing in Crime and the Safer London Partnership has seen the BID roll out a state of the art digital radio network programme to our businesses across the BID footprint, enabling exchange of intelligence between members and the police. We will continue to roll out this service to more businesses and will monitor and respond to the information received via the programme.

Working with the police, the BID will continue to deliver a programme of table top exercises on fraud awareness, counter terrorism and crisis management to advise our businesses of a consistent approach to business continuity throughout the BID. We will deliver these over the coming year, building on best practice.

Our Ambassadors continue to be our eyes on the ground and communicate with our businesses ensuring that they report on areas around crime, such as anti-social behaviour, begging, theft and rough sleeping. Their reporting is vital in responding to the needs of the area and helps us to monitor and respond in a proactive way.



Total Spend £418,000

HIGH QUALITY PUBLIC REALM

With Public Realm being so fundamental to The Northbank, there has been a height of activity from the BID over the last year. The next 3 years will see the BID inject £1.5 million on a range of projects to safeguard and restore its historic character, architecture and open spaces. With a further £1 billion of investment from property owners and public service providers, to create a location that continues to attract interest from London and the global economy. The BID has brought in specific expertise to deliver our plans.

The BID has formed a Public Realm Steering Group with representatives from across the BID footprint, reflecting the occupier base in the BID area and the expertise that is also desirable to drive forward our public realm agenda. The group will establish and coordinate plans for the public realm to ensure that an efficient and effective process is followed with measurable outcomes.

Publica, an urban design consultancy, has been commissioned by the BID to deliver a Public Realm Strategy, to provide us with detailed design and concepts for both long and short term aspirations for the area. Working with our partners Westminster City Council and TfL, gives the BID platform to prioritise longer term projects in a co-ordinated way and will see us push forward with our aspirations.

Our shorter term projects are just as fundamental within our Public Realm Strategy, creating positive change around our physical landscape. The BID will be looking at de-cluttering of street furniture and connecting routes to improve pedestrian space over the

coming months, along with increasing our green infrastructure, by planting more trees and creating a greener, cleaner location to promote bio diversity, better air quality and cutting our carbon footprint.

The BID will be installing an air quality monitor, providing us with an online service to local businesses and visitors for air quality each day, which will feed into the wider London monitoring system.

The Northbank BID's dedicated cleansing team has been fundamental to improving the cleanliness and feel of the area. In 2015, the team will continue to undertake an enhanced programme of activity across the BID footprint, responding to the needs of our business community, ensuring that The Northbank is cleaned to the high standard it deserves. This service is additional to the baseline service that Westminster City Council provides, with the BID closely monitoring the works undertaken.



Total Spend £294,000

MARKETED AND PROMOTED

The Northbank is a world class destination for tourists and visitors who come to see our strong cultural offering and visit some of the most iconic landmarks in the UK. The BID's Marketing and Communication Strategy has set us as stewards for the area to engage with all partners to drive footfall, and attract investors to promote change and has a key role in place making The Northbank.

With world-class assets including famous landmarks and destinations such as Trafalgar Square and Somerset House, The Northbank encompasses everything that makes London a global city: great architecture, culture and hospitality, with a strong commercial heart. We aim to promote the area as a destination of choice, supporting businesses, visitors and residents alike.

We will continue to work in partnership with the GLA and Westminster City Council to deliver on their events programme in Trafalgar Square and take these opportunities to encourage visitors to discover the hidden gems within the Northbank by hosting targeted walking tours to draw footfall into the area.

With our beautiful award winning Victoria Embankment Gardens and our vision to bring alive the River and its stunning views of The Northbank, we will be working with Totally Thames again this year to host a "Northbank River Festival" within the gardens to celebrate and open up our green and wonderful spaces. The BID will also be hosting more of our very successful

Food Markets to enhance the rich culture that The Northbank has to offer.

Communication with our businesses is critical to the work of the BID team and this year has seen us build our social media platforms and communication channels. Our website will continue to broaden our database of information, communicating news and other local activity updates on a daily basis within the BID to our business community and visitors to the area.

Having a PR and Communication Strategy in place for the BID is a crucial element to its success. With this in mind we will be focussing on driving media exposure through traditional and new media channels to deliver major brand profile and commercial return through increased visitor footfall and spend both from within the UK and to our international audience. We will engage with our levy paying businesses and our smaller business community to ensure that we deliver this.



Total Spend £380,000

Our CSR Strategy takes an innovative approach to ensure that The Northbank area prospers over the coming years. The smaller business community is an important part of The Northbank and we will be working with them through a range of projects to help to promote their services and further enable them to thrive. The BID is a collective voice for the businesses which wish to encourage economic growth through local employment opportunities, promoting spend from the construction workforce through the development of an Employment Charter.

CORPORATE SOCIAL RESPONSIBILITY

The Northbank recognises there is a unique opportunity to create a valuable social impact for local people and businesses through its strong mix of different business types which are world renowned and require a plethora of diverse talent within a variety of different types of businesses. This provides a fantastic opportunity for a range of employment and skills opportunities for local residents both in and around Westminster. Through consultation and research on current best practise in the employment and skills sector we have identified the key areas we want to drive forward in 2015/16.

Our Ambassadors have continued to provide a street concierge service over the last year, and visited 1,880 businesses providing us with a valuable link to communicate and feed information to our wider stakeholders. They have also engaged with over 50,000 tourists and visitors, welcoming them with a warm smile and assisting them with enquiries.

The launch of our privilege card has given us a tremendous amount of traction with businesses and has been a great success since its launch last May. The scheme has seen over 1200 people registered to receive the fantastic offers available. In 2015 we will be rolling it out further through HR departments within the bigger organisations to ensure that everyone enjoys the benefits of the card. We will continue to build on the offers and deliver fortnightly newsletters to card holders, updating them on offers available.

Our high end "The Northbank" magazine, has continued to focus on the area as vibrant and diverse, featuring the enriched culture and leisure offering that we have, promoting The Northbank across central London to a wider audience. With an ever increasing circulation, it will continue to spread the word of the BID with stories from around The Northbank.

Income and expenditure*

2014/15

Income

	Bid Levy £	Voluntary £	Total £
BID Levy collection 95%	1,622,200		1,622,200
Voluntary contribution		27,000	27,000
Other		5,950	5,950
TOTAL	1,622,200	32,950	1,655,150

Expenditure

Safe & Secure			
Safer neighbourhood	30,060		30,060
Street ambassador costs 60%	174,000		174,000
Business crime partnership	59,550		59,550
Crime prevention seminars / materials	28,390		28,390
High Quality Public Realm			
Public realm strategies	124,770		124,770
Environment and sustainability	43,880		43,880
Cleansing and recycling	145,350		145,350
Marketed and Promoted			
Cultural events	111,349	3,000	114,349
Marketing and PR	169,502		169,502
Promotional events	70,149		70,149
Corporate Social Responsibility			
Street ambassador costs 40%	116,295		116,295
Knowledge quarter	28,915		28,915
Cleansing and recycling	135,540		135,540
Small business network	52,350	2,500	54,850
Corporate community engagement	106,850		106,850
Overhead costs			
BID Team support	128,950	27,450	156,400
BID overhead costs	95,600		95,600
BID Admin costs	29,200		29,200
Contingency	50,000		50,000
TOTAL	1,700,700	32,950	1,733,650
Surplus/(deficit)	(78,500)	-	(78,500)
Brought forward 2013/2014			118,937
Carried forward to 2015/16			40,437

Anticipated Income and expenditure

2015/16

Income

	Bid Levy £	Voluntary £	Total £
BID Levy collection 95%	1,693,000		1,693,000
Voluntary contribution		27,000	27,000
Other		450	450
TOTAL	1,693,000	27,450	1,720,450

Expenditure

Safe & Secure			
Safer neighbourhood	30,000		30,000
Street ambassador costs 60%	174,000		174,000
Business crime partnership	59,000		59,000
Crime prevention seminars / materials	28,000		28,000
High Quality Public Realm			
Public realm strategies	125,000		125,000
Environment and sustainability	43,000		43,000
Cleansing and recycling	145,000		145,000
Marketed and Promoted			
Cultural events	111,000		111,000
Marketing and PR	169,000		169,000
Promotional events	70,000		70,000
Corporate Social Responsibility			
Street ambassador costs 40%	116,000		116,000
Knowledge quarter	28,000		28,000
Cleansing and recycling	135,000		135,000
Small business network	50,000		50,000
Corporate community engagement	106,000		106,000
Overhead costs			
BID Team support	119,050	27,450	146,500
BID overhead costs	96,000		96,000
BID Admin costs	29,200		29,200
Contingency	50,000		50,000
TOTAL	1,683,250	27,450	1,710,700
Surplus/(deficit)	9,750	-	9,750
Brought forward from 2014/15			40,437
Carried forward to 2016/17			50,187

*Correct as at 31 December 2014 and forecast to 31 March 2015

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