

Overview of Projects, Income & Expenditure 2016/17



THE
NORTHBANK



TRAFALGAR SQ. · STRAND · ALDWYCH



Introduction

The Northbank Business Improvement District (BID) is the organisation that champions the interests of businesses around Trafalgar Square, Strand and Aldwych, covering an area of 152 acres, making it the largest Business Improvement District in London's West End.

The BID is dedicated to driving forward the Northbank as a world class destination for businesses and tourists, promoting the district through events, delivering a very ambitious Public Realm Strategy and Vision for the area improving the urban environment and delivering street management services.

As we head into year 4 of the 5 year term a lot has been delivered but we are conscious there is still a lot to achieve. The BID will continue to work under the governance of its Board of Directors and alongside its partners: the Greater London Authority, Transport for London and Westminster City Council.

CONTENTS

SAFE AND SECURE	5
HIGH QUALITY PUBLICREALM	7
MARKETED AND PROMOTED	9
CORPORATE SOCIAL RESPONSIBILITY	11
ANTICIPATED INCOME AND EXPENDITURE	12



CELEBRATING A
WORLD CLASS
DESTINATION BY
LIGHTING THE
STRAND FOR
CHRISTMAS

SAFE AND SECURE

Total Spend
£261,100



'Safer streets for all' is a key objective for The Northbank BID and to facilitate this we must ensure continuous positive working relationships between The Northbank BID and its members, the Metropolitan Police and Westminster City Council by agreeing shared priorities which can be delivered effectively.

In 2015/16 our reporting on anti-social behaviour determined a closer working relationship with the Police, The Connection and Street Pastors, with positive feedback. Success was also seen in providing licensed and corporate businesses the chance for extra training in counter terrorism, something we will continue to do. However, there is more to be done, with a strong focus on keeping the area safe and trouble free for our businesses, international tourists and domestic visitors, the team will:

- Continue to provide an Ambassador programme as our eyes and ears on the ground, communicating with our businesses and reporting all low level crime and anti-social behaviour to the relevant authority for action.
- We have started a Security Team pilot, with a proposed long-term scheme for the area to work alongside the Metropolitan Police,

Westminster City Council and a security forum, to drive down crime in the area.

- Build on the flourishing work with the Police and other Westminster BID's by continuing to deliver a programme of table top exercises on fraud awareness, counter terrorism and crisis management which advise our businesses of the coordinated approach to business continuity throughout the West End.
- Continue to support the GLA on Busk in London to open up more places for quality buskers to perform and ensure good management of pitches with Westminster City Council.
- Continue to work in partnership with the Westminster Street Pastors network to aid those in need during the night in the Villiers Street area, an initiative that has already had significantly positive feedback from the night time economy.



Total Spend

£482,800

HIGH QUALITY PUBLIC REALM

The Northbank's public realm improvements are a priority for the local community. With the launch of The Northbank's Public Realm Strategy in 2015, the BID has established a delivery plan clearly setting out the projects from the vision.

The concepts and options in the plan will be worked through by our Executive Team and Public Realm steering groups. The delivery plan will also ascertain where we can work with our partners to identify additional funding through external means.

Through the success of our strategy and by working in partnership with TfL and Westminster City Council, we have already secured further investment through the LIP funding of £216,000 for 2015/16. With a further £1.9 million being invested back into the Public Realm through section 106 financial contribution for improvements to Arundel Street in 2017/18, we can continue to attract interest from London and the global economy.

Other environmental projects have included an extensive tree study and undertaking a trial period of hawking in pigeon hot-spots. Hanging baskets have brightened and increased plant diversity on key footways, they have also contributed the Northbank BID's first entry into London in Bloom, resulting in a Bronze Award.

In the coming year the BID will continue with an array of projects:

- Continue to work at a strategic level with the West End Partnership to ensure their delivery plan of activities and timescales align with our Public Realm vision

driving improvements and major projects within the Northbank.

- The BID will work in partnership with TfL and Westminster City Council to maximise the benefits and reduce negative impact of major infrastructure projects such as The Garden Bridge, East-West Cycle Super Highway and Thames Tideway Tunnel within the BID footprint to drive forward our vision for the Northbank.
- The BID has now installed an air quality monitor providing us with an update through the BID's web page each day. In line with these findings, the BID will introduce new initiatives to improve the area's environment by working with key partners to reduce carbon emissions; waste and freight consolidation will be a priority project.
- Contribute to the improved air and water quality in the local area through partnership working with TfL. Embankment will become the first ever underground station to see a greening project of its walls and roof.
- Having enhanced the day and night time cleansing service, the teams are now able to accommodate the breadth of work across the large footprint.



Total Spend £340,000

MARKETED AND PROMOTED

The Northbank continues to be a world class destination where cultural, intellectual, legal and architectural experts work together. Our aim over the coming year is to provide focus and to shape a central purpose by which the area can be promoted.

Surrounded by districts with long-standing local identities, the Northbank must develop a distinctive offer that reflects its heritage and makes the most of its varied components, establishing its own identity.

Over the past year we have spent time promoting opportunities in the area to both the existing community and visitors. We created the 'Welcome to the Northbank' promotional film to aid stakeholder engagement and have been working with a PR agency to build a strategy around profiling the area and to showcase things to come. The Northbank Summer Festival and first ever Christmas Lights in 2015 have been stand-out moments for the community on a local and international level. This coming year's programme of activity includes:

- Following the previous year's success, the Summer Festival in 2016 will aim to reach even higher visitor numbers in the park as well as provide an alternative activity for local employees, students and residents.
- The BID will work with Westminster City Council to support West End Live which will once again be a major

promotional activity for the entertainment sector in the Northbank.

- A network of 'Champions' will be made up of visionary leaders in the area to help to position the Northbank as a voice for the future of London.
- Developing a campaign for destination building through press, social media and other marketing tools which promotes the local offer, making the Northbank an exciting place to be for visitors. It will also establish the Northbank's credentials as London's meeting point for ideas and creative inspiration, subsequently attracting more talent, investment and ideas from across the world.
- Proposals for the coming year's Christmas Lights cover an even larger area to yet again increase footfall and celebrate the Northbank's superior Christmas activities.
- To expand upon the corporate and consumer communications activity, by developing a thriving network for businesses to engage with, like the successful annual PA Network event to showcase a new venue.
- Continue to be a voice for our businesses at a strategic level on political issues and lobbying at a national and local level.





Total Spend

£437,000

CORPORATE SOCIAL RESPONSIBILITY

The BID's Corporate Social Responsibility (CSR) strategy encourages businesses to make a positive impact on the environment, local residents, employees and visitors.

As one of the most iconic and diverse parts of London, the Northbank is home to a compelling mix of large international businesses, SMEs, hotel groups, universities and more. All of our businesses, regardless of their sector or size, will recognise that their employees are their greatest asset to business growth and competitive advantage. We will continue to be a collective voice for our businesses, encouraging economic growth through local employment opportunities.

In 2015 business support and engagement was a priority. We continued to support local buying through increasing the number of Privilege Card users, successfully setting up a Small Business Network and continuing to provide Ambassador and cleansing assistance. From working with our Steering Group of local CSR specialists throughout 2015/16, we continue to deliver a wealth of support for the sector mix in 2016/17 by:-

- Undertaking a skills audit and mapping exercise which will enable us to maximise our understanding of how to support the growth and skills development of our local employers and their staff, within this very unique area.
- Continuing with our Ambassador programme to offer a street concierge service, providing businesses

with valuable information on a daily basis. The team also provide an award-winning service to our tourists and visitors, ensuring they assist them with all of their enquiries.

- Delivering the Northbank magazine, focussing on: local business, current offers, development pipeline and BID activity, to promote the area as a world class destination.
- Work with corporate tenants through volunteering schemes, developing a social agenda which includes sponsorship and support to local charities through a range of activities like last year's successful Talk To Me Day and Wellbeing Seminar for HR staff.
- Building on the success of our Privilege Card scheme for local businesses, employees and residents within the Northbank.
- Continue to enhance the public realm with our additional cleansing team with a re-active response for our businesses on cleansing issues across the BID footprint.
- Work with corporate tenants through volunteering schemes, developing a social agenda which includes sponsorship and support to local charities through a range of activities.
- Building on the success of our Privilege Card scheme for local businesses, employees and residents within the Northbank.



Income and Expenditure*

2015/16

Income

	Bid Levy £	Voluntary £	Total £
BID Levy collection 95%	1,501,000		1,501,000
Voluntary contribution		40,000	40,000
Grant income, etc		161,600	161,600
TOTAL	1,501,000	201,600	1,702,600

Expenditure

Safe & Secure			
Safer neighbourhood	31,000		31,000
Street ambassador costs 60%	174,000		174,000
Business crime partnership	20,000	17,100	37,100
Crime prevention seminars / materials	19,000		19,000
High Quality Public Realm			
Public realm strategies	77,500	137,800	215,300
Environment and sustainability	59,500	5,000	64,500
Cleansing and recycling	203,000		203,000
Marketed and Promoted			
Cultural events	132,500		132,500
Marketing and PR	112,000		112,000
Promotional events	95,500		95,500
Corporate Social Responsibility			
Street ambassador costs 40%	116,000		116,000
Knowledge quarter	22,700		22,700
Cleansing and recycling	201,500		201,500
Small business network	33,500		33,500
Corporate community engagement	63,300		63,300
Overhead costs			
BID Team support	110,300	41,700	152,000
BID overhead costs	97,000		97,000
BID Admin costs	30,000		30,000
Contingency	50,000		50,000
TOTAL	1,648,300	201,600	1,849,900
Surplus/(deficit)	(147,300)	0	(147,300)
Brought forward 2014/15			159,125
Carried forward to 2016/17			11,825

Anticipated Income and Expenditure

2016/17

Income

	Bid Levy £	Voluntary £	Total £
BID Levy collection 95%	1,553,000		1,553,000
Voluntary contribution		40,000	40,000
Grant income , etc		25,450	25,450
TOTAL	1,553,000	65,450	1,618,450

Expenditure

Safe & Secure			
Safer neighbourhood	139,000	25,000	164,000
Street ambassador costs 60%	81,000		81,000
Business crime partnership	14,500		14,500
Crime prevention seminars / materials	18,500		18,500
High Quality Public Realm			
Public realm strategies	56,000		56,000
Environment and sustainability	43,000		43,000
Cleansing and recycling	202,000		202,000
Marketed and Promoted			
Cultural events	119,000		119,000
Marketing and PR	116,000		116,000
Promotional events	65,000		65,000
Corporate Social Responsibility			
Street ambassador costs 40%	54,000		54,000
Knowledge quarter	26,000		26,000
Cleansing and recycling	201,500		201,500
Small business network	43,500		43,500
Corporate community engagement	74,000		74,000
Overhead costs			
BID Team support	105,550	40,450	146,000
BID overhead costs	101,000		101,000
BID Admin costs	31,000		31,000
Contingency	50,000		50,000
TOTAL	1,540,550	65,450	1,606,000
Surplus/(deficit)	12,450	0	12,450
Brought forward from 2015/16			11,825
Carried forward to 2017/18			24,275

* correct as at 31 December 2015 and forecast to 31 March 2016

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