

Overview of Projects Income & Expenditure 2018/19

THE
NORTHBANK



TRAFALGAR SQ · STRAND · ALDWYCH



Introduction

The Northbank BID sits in the centre of London and includes Trafalgar Square, Strand, Aldwych and stretches down to Embankment. The BID was formally established on 1st October 2013 after a successful ballot outcome. The BID has demonstrated during its first term, what can be achieved by working closely with its levy paying businesses, local stakeholders and key partners by delivering real change in its diverse and vibrant footprint.

2018-23 BID Proposal: Creating a Better Northbank

The proposal for The Northbank BID's renewal for its second term sets out the long term vision for the next five years. The BID aims to build on the significant achievements of the first term and invest in a better future, enabling all sectors and our wider community to benefit from the improvements and economic growth of the area.

The billing leaflet summarises what has been achieved by the BID over the past 12 months, and as we enter our second term, it sets out the planned activity for the first year of the new term.

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THE NORTHBANK
BID HAS TAKEN
A HOLISTIC
APPROACH TO
DEVELOPING ONE
OF LONDON'S
MOST DYNAMIC
AND VIBRANT
RIVERSIDE
CULTURAL HUBS



Total Spend
£315,000



Making The Northbank Safe and Secure: Community Safety and Business Resilience

Community Safety and Business Resilience has always been a key delivery point for the BID. In order to achieve this, the BID has been working closely with the Metropolitan Police (Met Police), Westminster City Council (WCC), local businesses and charities to reduce crime and anti-social behavior, implementing sustainable policies with long term beneficial effects.

The BID patrol team provides invaluable street-level reporting and support to businesses across the whole BID footprint. The team works from 06:30hrs to 23:30hrs Monday to Friday, dealing with low level crime and anti-social behaviour. The team is equipped with body worn cameras and Northbank BID radio sets, which assist them to patrol the area, respond to requests from businesses and provide video and audio evidence during incidents.

The BID will continue to offer its Ambassador services and build on the success of the patrol team. In the future the Ambassadors will be focusing more on promoting the cultural highlights in the area and engaging with the business community.

The BID will continue to provide a dedicated On-Street Manager to facilitate the smooth running of the day to day community safety work and to maximise the joint efforts with our partners at WCC, Met Police, British Transport Police (BTP), other Westminster BIDs and local charities.

In the coming year, the BID will continue to make the area safe for our business community and visitors and will provide a framework for Business Resilience:

- The BID will continue to keep the area safe with its Northbank patrol team and ensure a coordinated approach with its partners at WCC, the Met Police, BTP and local charities.
- The BID will continue to provide and maintain its radio service to local businesses in partnership with Safer London. The Northbank radio network helps the businesses to share and communicate real time information to the BID team, other businesses and local partners to ensure swift and appropriate responses connected to longer-term business resilience strategies and to design out the problems affecting our public spaces.
- The BID will continue to provide seminars such as Project Argus, Project Griffin, Project React and the Night Time Economy Forum, in joint effort with the Met Police and other Westminster BIDs. The BID will be focusing on crime prevention seminars, fraud awareness, counter terrorism, crisis management and business continuity.



Total Spend

£331,000

Public realm and environment: Our commitment to Public Realm Operational Services and creating a Strategic Vision for The Northbank

HIGH QUALITY PUBLIC REALM

Creating a high quality public realm and environment has been a priority of The Northbank BID since its inception. With the launch of our Public Realm Vision and Strategy 2015, we identified over 100 locations suitable for long and short term improvement projects, sparking a host of positive developments over the years to come. The most visionary strategy can only be realised by responding to the day-to-day pressures exerted on our public spaces, making cleaning and greening central to the delivery of that strategy.

The Northbank BID has played a vital role as a formal consultative body in shaping the forward thinking of The Aldwych Vision. This ambitious project has now be taken forward by WCC, with Local Implementation Plans (LIP) funding for Public Realm and highway improvements, bringing a £30m investment into the area. Similarly, LIP funding for our proposed public realm and highway improvements around Villiers Street will see £10m invested in the creation of an environment worthy of this bustling thoroughfare.

The BID's second year working with The Mayor's Air Quality Fund and Vision has delivered greening projects to make the area more attractive and to reduce air pollution in central London by delivery and service planning that builds on freight consolidation work.

The BID and the participating local businesses will continue to be involved in the London in Bloom competition by placing and maintaining hanging baskets and planters in and around the BID foot print.

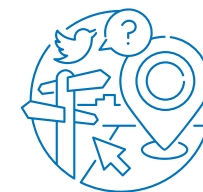
The Northbank BID is committed to developing a strategic vision to enhance the essential infrastructure as well as playing a vital role in delivering exciting new projects which are sympathetic to the area's heritage and history and in the best interest of our stakeholders:

- The Northbank BID cleaning team will continue to provide day and night additional cleaning services and offer a reactive response to businesses needs while keeping the area clean and tidy. Street concerns are reported quickly and the BID is able to use its strong relationships to influence work by TfL and WCC to maintain roads, footways and trees.
- The BID will continue to emphasise environmental and sustainability projects to enhance and encourage cycling and walking across the BID footprint. The BID will continue its work with partners such as Healthy Street Approach, London Air Quality Network scheme, Lower Emission Neighborhood and King's College London Strand Campus, to monitor air quality levels and to deliver healthier, safer and more attractive streets.
- Our place making work, in partnership with WCC and TfL, has resulted in some of the most important enhancements to our area in a generation. If this transformational work is to continue, the foundations laid during the BID's first term will need to be built upon during a second five-year period of consultation, strategic planning, feasibility study and sustainable development.



MARKETED AND PROMOTED

Total Spend
£326,000



Raising the profile of The Northbank BID: Marketed and Promoted

The Northbank has become one of London's leading destinations, harnessing the value of tourism spend, entertaining and enthralling workers from across the area, and helping to promote the capital's reputation as a global city.

The Northbank BID is focused on reinvigorating this extraordinary part of London by organising and promoting a programme of events throughout the year which attracts visitors, tourists and employees to the area and helps to promote the local businesses and what they have to offer.

The BID footprint benefits from iconic landmarks, green spaces and hidden gems and the BID has been transforming this district by lighting the Strand with its very own Christmas lights and installing the seasonal lights on Villiers Street.

The BID has vastly increased its reach of The Northbank brand by sponsoring and participating in some of London's iconic events such as West End Live, The Lord Mayor's Show and The London Festival of Architecture.

The BID embarked on a comprehensive marketing and promotional campaign to continue its engagement with the BID levy payers and local stakeholders to compile and articulate the Perception Analysis findings on its way to the road to renewal.

The BID will continue to raise the profile of the area as a world class destination by aiming to deliver the following programme of events in the coming year:

- Our popular Ambassadors will continue to provide a street concierge service, engaging with tourists and visitors, welcoming them to the area, assisting them with enquires and helping them find their way to the excellent tourist hot spots, theatres, restaurants and bars.
- The BID will continue with its participation in cultural events in London to celebrate and highlight the vibrant Northbank district.
- The BID will continue to promote events and activities it has to offer and those run by our business partners through its website, e-newsletters and social media.
- The BID will focus on building public relations to drive awareness of the area's ambition and successes.
- Through our destination branding, the BID will look to redesign the Christmas lights and explore further opportunities for lighting across the BID footprint.



Total Spend
£337,000

Championing sustainable growth: Corporate Community Engagement

CORPORATE SOCIAL RESPONSIBILITY

Corporate Community Engagement has been a key focus for the BID, bringing together the diverse businesses, organisations and communities in our area to champion sustainable growth through various CSR activities.

Wellbeing in the work place is of paramount importance to businesses and the BID has continued to provide opportunities to the levy paying community to participate in our Nature Clubs which are held regularly during lunchtimes within the local BID footprint.

The BID engages with local workers by organising choir rehearsals – The Northbank Singers, with its partner St-Martin-in-the-Fields. The choir promotes our networking and wellbeing agenda and has been a popular activity with the local community; they have continued with their practice and public performances at events such as the Christmas lights switch-on and the Trafalgar Square Christmas tree ceremony.

The Northbank Privilege Card offers an excellent platform for local businesses to showcase themselves and encourages the local community to explore what is on their doorstep thus increasing footfall and sustainable growth. The Privilege Card offers include four different categories: Food & Drink, Leisure & Fitness, Nightlife & Entertainment and Retail & Services.

The BID will continue to build on the successes of these established programmes as well as introducing new meaningful corporate community engagement projects in the next year:

- Our Ambassadors will continue to engage with local businesses and provide a helpful monitoring system as well as reporting on local environmental issues
- The Northbank Magazine and the Privilege Card will continue to highlight what our excellent local economy has to offer and support our businesses and community within the Northbank district.
- The BID will continue to deliver a programme of informative, activity-based events and boost small business networks.
- The Northbank Singers and wellbeing events will carry on offering exciting new opportunities for the local community to engage with the BID to explore their creative side bringing a sense of wellbeing to their daily work lives.
- Aligned with the Mayor's agenda, the BID will offer advice and guidance to local businesses to engage in apprenticeships and provide a platform for best practice recruitment.
- The BID will work with our local charities, leveraging opportunities for our business community to help the beneficiaries closer to home.

Income and expenditure*

2017/18

Income

	BID Levy £	Voluntary £	Total £
BID Levy collection 95%	2,020,000		2,020,000
Voluntary contribution		20,000	20,000
Grant and other income		53,300	53,300
TOTAL	2,020,000	73,300	2,093,300

Expenditure

Safe & Secure

Northbank patrol team	155,000		155,000
Street ambassador costs 60%	81,000		81,000
Business crime partnership	41,500		41,500
Crime prevention seminars / materials	37,500		37,500

High Quality Public Realm

Environment and sustainability	56,200	5,000	61,200
Public realm strategies	166,500	46,000	212,500
Cleansing and recycling	57,300		57,300

Marketed and Promoted

Cultural events	97,000	2,000	99,000
Marketing and PR	150,000		150,000
Promotional events	77,000		77,000

Corporate Social Responsibility

Street ambassador costs 40%	54,000		54,000
Knowledge quarter	25,000		25,000
Cleansing and recycling	157,300		157,300
Small business network	35,700		35,700
Corporate community engagement	65,000		65,000

Overhead costs

BID Team support	129,700	20,300	150,000
BID overhead costs	114,300		114,300
BID Admin costs	33,000		33,000
Contingency	130,000		130,000

TOTAL	1,663,000	73,300	1,736,300
Surplus/deficit	357,000	0	357,000
Brought forward 2016/17			142,290
Carried forward to 2018/19			499,290

* correct as at 31 December 2017 and forecast to 31 March 2018

Anticipated Income and expenditure

2018/19

Income

	BID Levy £	Voluntary £	Total £
BID Levy collection 95%	1,915,000		1,915,000
Voluntary contribution		30,000	30,000
Grant and other income		188,300	188,300
TOTAL	1,915,000	218,300	2,133,300

Expenditure

Public Realm Operational Services

Environment and sustainability	50,000		50,000
Public realm delivery	80,000	21,000	101,000
Cleansing and recycling	320,000		320,000

Strategic Vision for Northbank

Public realm strategies	50,000		50,000
Low Emission Neighbourhood	165,000	165,000	330,000
Place making / Strand and Aldwych	190,000		190,000

Community Safety and Business Resilience

Northbank security patrol	190,000		190,000
Business resilience	70,000		70,000
Crime prevention seminars / materials	45,000		45,000

Marketed and Promoted

Street ambassador costs 50%	83,000		83,000
Cultural and Promotional events	190,000	2,000	192,000
Marketing and PR	202,000		202,000

Corporate Community Engagement

Street ambassador costs 50%	68,000		68,000
Small business network	92,000		92,000
Corporate and community engagement	150,000		150,000

Overhead costs

BID Team support	131,700	30,300	162,000
BID overhead costs	120,300		120,300
BID Admin costs	35,000		35,000
Contingency	130,000		130,000

TOTAL	2,362,000	218,300	2,580,300
Surplus/deficit	(447,000)	0	(447,000)
Brought forward 2017/18			499,290
Carried forward to 2019/20			52,290

