

The Northbank BID Business Plan

An area with a rich history and a bright future

THE
NORTHBANK



TRAFALGAR SQ · STRAND · ALDWYCH

As Chairman of The Northbank BID, I am delighted to present our proposed Business Plan. This represents an exciting opportunity for the businesses of Trafalgar Square, the Strand and the Aldwych to drive forward a powerful agenda for change and improvement across the area. Our aim is to work with local businesses and our strategic partners to help position and promote The Northbank as a destination of choice.



With an exciting development pipeline underway, generating a number of high quality buildings and public spaces, The Northbank is set to become a dynamic and vibrant quarter within Westminster. This is further complemented by the area's strong historical, cultural and diverse leisure offers. However we suffer from dominant traffic, poor quality public realm and issues surrounding rough sleeping.

Through a partnership approach with the City Council, the Greater London Authority and other statutory bodies, the business community will have a stronger and more influential voice to develop and shape The Northbank agenda. We have the opportunity to lead and implement significant change working in partnership with our public service providers to develop:

- A world class destination in the centre of London
- A dynamic leading business quarter for London
- A more prosperous and competitive working and residential community
- Exceptional high quality public spaces

We have been encouraged by the positive response we have received from both the many businesses and all sectors of the local community we have spoken to about the BID. This Business Plan has been drafted to highlight those priority areas that you, the members of the business community, through the Perception Analysis we carried out a year ago, have identified as priorities and need to be addressed.



Working in partnership, the BID initiative offers local stakeholders an outstanding opportunity to invest in a better future enabling all sectors of the local community to benefit from the planned improvements and predicted commercial growth across The Northbank area.

This Business Plan sets out our proposed projects, pending a successful ballot in July 2013. It is proposed that the BID will go "live" on 1st October 2013. It covers what the BID means for the businesses of The Northbank working as a collective to generate positive improvements and create a high quality destination.

A BID is the most effective vehicle for delivering our objectives to all those who work, live or visit our area. As a BID we have a strong mandate to stimulate, develop and influence comprehensive improvements and change services, many of which will be instigated and led by us, the business community.

I look forward to working with you all.

Richard Garland, Chairman
The Northbank BID.

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

Introducing The Northbank

The Northbank is a unique area. With an attractive offer to encourage businesses to locate to the area, attracting both small start-up businesses and very high profile organisations.

Complemented by an excellent mix of restaurants, delightful pubs, theatres, and the quality retail of nearby Covent Garden, The Northbank is an excellent blend of old and new creating a sense of place and stability.

The Northbank benefits from excellent transport links to be further enhanced by planned improvements around Embankment Station. Interventions led by the BID will see the area further enhanced around Charing Cross Station and Villiers Street – a major gateway into The Northbank District. As a location, The Northbank suffers from poor pedestrian movement, inadequate signage and low quality public realm. As a business collective The Northbank will deliver a powerful agenda to address these issues and develop an identity for the area as a high quality destination in which to live, work or visit.

BID's have numerous advantages for the area in which they operate. These include: economic growth and investment, improved social well being for employees and residents; and improved public realm through sustainable investment for capital projects and services. The BID's aim is to provide a voice for local businesses in order to create a more appealing environment, reduce crime, promote and market the area.

A Business Improvement District (BID) is a geographically defined area into which businesses are asked to make a financial contribution. The contribution is a small levy determined by the rateable value (RV) of the business. All eligible businesses are given the opportunity to vote on the proposals and if there is a majority "yes" vote, the BID is deemed successful and all businesses are charged the additional levy. All income generated is spent directly in the defined area and spent solely on projects determined by the local business community.

As a business collective
our work programme will
allow us to position
The Northbank as a prime
location for investment,
generating more wealth,
interest and dwell time.

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Coutts & Co is a very keen supporter of a Business Improvement District for The Northbank. Providing a collective voice for businesses is key to making significant improvements across all sectors within The Northbank creating a destination of choice. The BID is an important vehicle for ensuring the area fulfils its potential and remains and grows as a prime location for business.

Stephen Fletcher, Chief Operating Officer
Coutts & Co.



The BID represents a fantastic opportunity for The Northbank to enhance its image, improve the environment and position The Northbank as one of the most desirable areas of London.

Kiaran MacDonald, Managing Director
The Savoy

SAVOY

How do we know what The Northbank needs?

A Perception Analysis consultation exercise was undertaken by The Northbank between March 2012 and May 2012 to determine the views and opinions from businesses in the proposed BID footprint.

The consultation forms an important step in the process of moving forward the Business Improvement District (BID) and was commissioned to gauge the views and highlight the key issues for businesses and occupiers in The Northbank area.

The consultation covered the following areas:

- Environment
- Employment, Enterprise and Training/CSR
- Signage and Way Finding and Public Realm
- Tourism and Culture and the Leisure Offer
- Marketing and Promotion
- The Potential BID Proposal

The survey was underpinned by a cross cutting theme on perceptions of The Northbank area and where and how improvements could be made.

The Northbank BID will work with developers and local stakeholders to improve the look and feel of the area through: an enhanced public realm; strengthening the retail offer for The Northbank; and encourage more dwell time as people move through the area, thus creating a more vibrant destination for a growing workforce and a quality visitor experience. The BID will work to ensure that all employees relate to their wider setting and that commercial tenants know they are located within a prime destination.

62.2%

Of those individual businesses surveyed, 62.2% in principle, would support the establishment of a BID to improve The Northbank

Areas of activity

Over the next five years the BID will work towards delivering a number of projects, all of which will be measured and monitored against baseline data to ensure tangible outcomes are delivered. The projects will be divided across four key themed areas of activity:

Corporate Social Responsibility – on behalf of local businesses embrace a social and economic agenda delivered by a range of activities and projects. Encourage a positive impact for consumers, employees, and the wider communities.

Safe and Secure – work at the corporate strategic level to improve security by further developing the role of the Safer Neighbourhood Business Team, with emphasis on monitoring low level crime and anti-social behaviour.

High Quality Public Realm – to facilitate improved signage and pedestrian routes through the area and address specific issues such as “rough” sleeping.

Marketed and Promoted – to encourage more use of local facilities by the local workforce and visitors staying in The Northbank, with a focus on the leisure and cultural offer. Marketing and promoting the area through a number of dedicated events and communication tools in order to create an identity for The Northbank.



BRINGING BUSINESSES TOGETHER AS A COLLECTIVE, THE BID WILL WORK WITH DEVELOPERS AND LOCAL STAKEHOLDERS, TO IMPROVE THE LOOK AND FEEL OF THE AREA.



The Northbank BID will build a stronger alliance with local business and strategic partners, securing long term benefits for the area. As a BID we will continue to further promote, improve and develop this historic part of London.

Tim Allibone, Asset Director
Land Securities



I am delighted to be supporting such a powerful agenda for The Northbank. A BID is an excellent way of providing a collective voice for business and driving forward positive change for this historic part of London.

Simon Taylor, Head of Asset Management
Derwent London PLC



The BID offer

The BID will only provide services that are identified and determined by the local business community. BID’s do not affect the level or quality of service provided by the local authority.

A BID is initiated, financed and led by the commercial sector, providing additional or improved services to the baseline services provided by the local authority in that area. As a BID we will receive a guaranteed baseline service delivered by the local authority. All BID activity will be measured against Key Performance Indicators.

The Northbank BID ballot will be held in July 2013 and if a majority vote is received, the BID will go live on 1st October 2013.

The BID proposes to deliver the following projects over the next 4.5 years:



Safe and Secure

Total Spend £1,391,749

Through the Partnership we have established a sound relationship with our dedicated Safer Neighbourhood Business Police Team. Having Trafalgar Square within our footprint The Northbank is a high profile area. As such the police team is complemented by a very comprehensive CCTV system. 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. We will look to develop the Business Policing Model, which is working successfully across other parts of the London, to better serve the business community.

Safe and Secure will seek:

To explore working with Facewatch as a system used to complement CCTV, addressing low level crime and anti-social behaviour.

To employ an economic crime co-ordinator seconded from the Metropolitan Police, to focus on specific problems and to keep business informed of specific issues relating to business crime and counter terrorism.

To work with the Police on local initiatives to help businesses fight crime e.g. Pub Watch; Shop Watch scheme and radio scheme.

To work with the Police and WCC on better coordination of CCTV across the BID footprint.

To use the National Staff Dismissal Register in the development of a database to assist business recruiting staff.

Designing out crime through training, private security patrols and lighting.

To work with Connections in providing assistance for dedicated outreach work in the area and to tackle “rough” sleeping through targeted interventions.



High Quality Public Realm and Environment

Total Spend £1,861,006

With a number of planned redevelopments set to take place in The Northbank area over the next five years and the completion of many

recent schemes, the environment will be fundamental to the BID as a key area of activity. The BID will provide the vehicle to leverage in funding from a range of partners, providing substantial levels of match funding in addition to the £1.8m leveraged through levy collection. This will enable The Northbank BID to develop a number of strategic public realm projects. High on the list of priorities identified by respondents to the perception analysis was the requirement for improvement of the public realm. This included comments on the look and feel of the area with a need to ease congestion, improve pedestrian flow and make the public realm and general environment more welcoming and safer. The Northbank BID will act in the role of initiator of projects and as a catalyst in their implementation by bringing together both public and private funds.

Following the perception analysis, discussions have taken place with major local stakeholders and freeholders as well as the City Council and Transport for London. As a result, a list of public realm capital projects has been identified for further examination. These projects conform to Westminster Council's policies and fit within the Council's statutory City Management Plan.

A high priority identified in the perception analysis was the atmosphere of the area. Clean and well maintained streets and pavements are important. In addition to the standard levels of street sweeping to be provided by the City Council under the “baseline” agreement, there is the need to increase the frequency of street sweeping and to regularly wash pavements.



Public Realm Research and Planning

Total Spend £160,115

Public Realm is a fundamental area of activity for The Northbank BID. With the opportunity to work in partnership with our public service providers, the BID has ring-fenced a specific budget that will enable the necessary research and planning applications to be presented when seeking approval. The budget will also enable the BID to “buy-in” the relevant expertise and experience within organisations to assist with the planning process.

Major projects

Improve the area of Aldwych and the eastern end of the Strand to create a more vibrant destination with new pedestrian spaces, improved footfall and pedestrian cross routes to maximise the potential of the significant private sector investment in the area.

Upgrade Villiers Street, Embankment Place and the existing entrance to Embankment Underground Station, providing a more welcoming feel and possible new multipurpose public space at Embankment Gardens.

Enhance the level of street cleansing through a dedicated service commissioned by the BID, responding to priority areas identified within the perception analysis. The service will be in addition to the baseline services provided by WCC.

Recruit an environmental ambassador reporting daily issues surrounding the environment, from rough sleeping through to cracked pavements and removal of waste and rubbish.

Assess the Green Infrastructure of the BID footprint and identify greening opportunities and more sustainable options to create a green, clean location and promote bio-diversity; better air quality and enhanced carbon footprint.

Shorter term smaller projects

Upgrade the pedestrian route between Charing Cross and Covent Garden at Adelaide Street. This will include the reduction of clutter, an easier to clean road/footway surface and a more welcoming feel.

The work will complement the recent upgrading of Carting Lane on the pedestrian route between the Embankment Gardens and the Strand. >



As a significant occupier in the area it is vital that we invest in our area. The Northbank will ensure that business plays a fundamental role in ensuring this area fulfils its potential, working collectively to position and promote The Northbank as a vibrant and dynamic location.

Paul Harrington, Director
PWC



Upgrade the pedestrian route between Somerset House, etc. and Covent Garden at Wellington Street. This will include the creation of a more attractive pedestrian space in front of the Lyceum Theatre.

Upgrade the area at and near the entrance to Temple station. As activity at Aldwych and the eastern Strand increases, this station may have greater use.

Possible longer term aspirations

Continue the upper level terrace at Somerset House, eastwards across to Temple station.

Maintenance of the public realm

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.



Marketed and Promoted

Total Spend £1,628,378

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, seeking to address issues raised within the perception analysis to encourage increased footfall and visitors into the area.

We will also endeavour to deliver the following:

Introduction of Ambassadors for The Northbank. It is proposed to develop a small team of street guides /ambassadors for The Northbank to assist business visitors and tourists to find their way in the District.

Develop a cultural programme of activity that focuses on street entertainment/food and music festivals. Summer festival and seasonal events themed throughout the year, emphasis will be to involve all businesses in the activity to enhance footfall and raise the profile of the area.

Develop a 5 year marketing and promotional campaign to position The Northbank as a principal destination in Central London. A framework that delivers a range of activity that can be measured against a range of tangible outputs.

Invest in pop-up shops and galleries injecting a buzz and vibrancy to the area. These will quickly draw in the crowds, adding a fresh feel, exclusivity and surprise that galleries, theatres and Cirque du Soleil-adepts have been using for years.

Further development of The Northbank Website complemented with the production of a quarterly newsletter will keep the community informed and updated on events, activities and the offer in The Northbank.

Guides maps and directories available in hard copy or electronically will engage and encourage navigation through The Northbank.

To work with media to promote business and the local area to a wider national and international audience.

Corporate Social Responsibility

Total Spend £1,861,006

The Northbank BID will take a more innovative approach ensuring The Northbank area thrives and prospers over the coming years. The number of smaller businesses in the area, whose contribution and presence make a valuable contribution in shaping the location, is recognised by The Northbank BID as an important element of our activity. As such we want to ensure that we support small businesses through a range of projects that help to promote their services and further enable them to thrive as part of our local economy and community.

From inward investment through to increased footfall and spend we will work hard to develop and influence a strong mix of assets to maximise The Northbank's potential.



The BID will:

Work in partnership with The Northbank Guild to further develop the Small Business Network, providing a platform for small businesses to work as a collective and to feel involved and very much included within the local area.

Encourage local employment opportunities and promote additional spend in the area from the construction workforce and end user workforce through the development of an Employment Charter. The BID will also lead on promoting and implementing an apprenticeship programme.

Build in key performance indicators, such as increased footfall, to monitor and compare how The Northbank is moving forward as a Business Improvement District.

To provide a collective voice for business on issues surrounding business rates, business rate retention and more effective and efficient delivery of public services.

To develop the theme of Safe and Secure to tackle economic crime, promote business continuity and design out crime and anti-social behaviour.

Working with corporate tenants through volunteering schemes develops a social agenda which includes sponsorship and support to local charities through a range of activities.

To work in partnership with our academic partners, through provision of internships, business start-up and business incubation opportunities.

To explore the opportunity of developing a Knowledge Quarter bringing business and academia together.

IMPROVING THE
PEDESTRIAN FLOW
AND THE PUBLIC
REALM. MAKING
THE GENERAL
ENVIRONMENT,
MORE WELCOMING
AND SAFER.

In order for The Northbank to evolve and achieve its full potential, there needs to be a clear vision for the future. We have been successful in bringing together many of the major stakeholders to create the BID vehicle that will become the guiding force behind this evolution and will bring a wealth of business skills and experience to formulate and drive forward a sustainable and deliverable strategy for a cohesive and vibrant future for all those working, living or visiting within The Northbank.

Paul Clarke, Vice Chairman The Northbank BID
CEO Duchy of Lancaster



We are delighted that The Northbank BID will be putting in significant resource into enhancing the area. As a proven democratically elected and effective partnership, the BID will achieve sustainable improvements for both business and visitors, at a time when the area is seeing record inward investment and a significant increase in visitor numbers.

Mark E.J. Hislop, Commercial Director
Somerset House Trust



The BID budget

The BID budget sets out the share of income and resources across each of the BID themes.

	2013/2014	2014/2015	2015/2016	2016/2017	2017/2018		
Income	£	£	£	£	£	Total £	% of total
Levy Income	850,000	1,742,000	1,785,550	1,830,188	1,875,942	8,083,680	94
Voluntary Contributions	60,000	120,000	120,000	120,000	120,000	540,000	6
Total	910,000	1,862,000	1,905,550	1,950,188	1,995,942	8,623,680	100

Expenditure	£	£	£	£	£	Total £	% of total
Safe & Secure	150,000	300,000	307,500	313,185	321,064	1,391,749	16
High Quality Public Realm	200,000	400,000	410,000	420,250	430,756	1,861,006	22
Public Realm Research and Planning	0	42,000	40,050	40,055	38,010	160,115	2
Marketed and Promoted	175,000	350,000	358,750	367,718	376,910	1,628,378	19
Corporate Social Responsibility	200,000	400,000	410,000	420,250	430,756	1,861,006	22
Staffing*	90,000	180,000	184,500	189,112	193,839	837,451	9
Overheads	35,000	70,000	71,750	73,543	75,381	325,674	4
Contingency	60,000	120,000	123,000	126,075	129,226	558,301	6
Total	910,000	1,862,000	1,905,550	1,950,188	1,995,942	8,623,680	100

*Staffing costs will be met through voluntary contributions received by The Northbank BID. The BID will pick up any shortfall.

Management and overhead costs will be funded as far as possible from voluntary contributions.

A BID levy collection rate is assumed to be 95%. The BID levy collection fees and BID running costs (such as legal and accountancy services) are also shown in the budget. The budget is based on the BID’s first term running for 4.5 years to bring the BID in line with the Fiscal Year. It is proposed that the BID goes live on the 1st October 2013.

Once the BID is fully operational, changes to budget priorities will be made by the BID Board General Meeting, or an Extraordinary General Meeting, to which all Businesses will be invited.

The BID levy will raise approximately £8,623,680 million (inclusive of landlord contributions) to be spent exclusively in the BID area over its 4.5 year life. A levy of 1% will be applied to the rateable value of each defined ratepayer in the BID area, of which there are approximately 350 hereditaments, raising approximately £1.86 million per year (inclusive of landlord contributions).

Calculating the BID levy

To calculate the proposed annual BID levy, simply multiply the business rateable value by 0.01. The BID levy rules are set out on page 13 but if you are unsure of whether your business is eligible or indeed if you don’t know your rateable value, please contact the BID team.

Collecting the BID levy

The BID levy will be due on 1st April each year and will be collected by the City of Westminster Council on behalf of the BID Company. The levy income will be collected into a ring-fenced BID Revenue Account and these funds will be regularly transferred to the BID Company.

Cost to your business

The approximate costs to a small business will be £125.00 per week. The table below sets out the approximate annual BID levy for small, medium and large business:

Business Size	Rateable Value	Annual BID Levy
Small Business	£150,000	£1,500
Medium Business	£750,000	£7,500
Large Business	£2,500,000 (capped)	£25,000

Year 1 will commence in October 2013 and run for six months of the fiscal year. Therefore Year 1 BID levy contributions will be due in October 2013.

Voluntary contributors

The BID legislation does not currently provide a mechanism for a mandatory contribution from landowners for new BIDs coming on stream. Therefore, the BID executive will actively seek voluntary contributions from landowners. The BID team has been successful in obtaining additional funding from property owners and will actively seek further voluntary contributions from other organizations and businesses outside the BID area who are interested in the BID.

The Northbank BID will also have the potential to apply for grants, bringing in additional income into The Northbank area. Grant making bodies do regard BIDs and their company structure as a good source of private sector match funding.

Ambassador Theatre Group has three theatres based in The Northbank BID footprint. As major west end shows, we wanted to seize the opportunity of being part of something that provides a strong voice for business to deliver a collective vision for sustained improvement of the area.

Claire Dixon, Area General Manager
Ambassador Theatre Group



The BID board

The board will comprise of members of the local business community.

The Northbank BID is a Not for Profit Company limited by guarantee, it is anticipated, once the outcome of the ballot is notified, a revised governance structure will be agreed.

The BID board will be made up of representatives from across all sectors within the BID area to ensure balanced representation around the table. Between 10 and 12 directors will be appointed to serve the board with the proposed constitution as follows:

- Multiple retailers
- Large hotelier
- Small independent retailer
- Corporate tenant
- Theatre representative
- Hospitality/bar
- Financial services
- Public sector
- Landlord/property owners

Observers will be invited from the Local Authority, The GLA, Police and Connections.

The chairperson will be nominated by the board on a 2 year basis with services on the board from all directors, made on a voluntary basis. The board will be supported by a number of theme groups to oversee the delivery of activity. The theme groups will be represented by the wider stakeholder community, chaired by a board member with an allocated budget for expenditure.

It is proposed that both the BID board and theme groups meet on a quarterly basis with a company Annual General Meeting. The BID finances will be independently audited and reviewed each year and this will be presented at the AGM.

The executive team

The board will initially be supported by an executive team made up of a Chief Executive, an Operations Manager and an Administrator. It is proposed that the executive team and associated costs are met through voluntary contributions received and not from the core levy generated.

Legal agreements

It is important that the activities of the BID represent added value over and above the public services already provided in the area. For this reason, a baseline agreement will be entered into with the City of Westminster to clearly define the levels of service that can be expected from the Council and the BID.

There will also be a formal operating agreement between the BID and the City of Westminster that will define all of the contractual arrangements for collection and enforcement of the BID levy.

Copies of the baseline and operating agreements will be made available via our website – www.thenorthbank.org

Who will pay the levy?

The BID process is governed by Government Legislation and Regulations. As such, once a majority vote has been achieved, the BID levy becomes mandatory on all defined ratepayers.

The rules for the BID levy are as follows:

The BID levy will be based upon the Rateable Value in effect on 1st July 2013. If there is no rateable value in effect on this date, the BID rules will determine the rateable value that shall be used.

The levy will assume a growth rate for inflation of 2.5% applied on 1st April each year. As the BID will commence on the 1st October 2013, it is proposed that the inflationary rate is applied from 1st April 2015.

The term of the BID will be for a period of 4.5 years from 1st October 2013.

The BID levy will be applied to all ratepayers with a rateable value equal to or greater than £150,000.

All hereditaments with charitable status and in receipt of mandatory charitable relief from business rates will be discounted in line with business rate formulas set by WCC from the BID levy.

The owners of empty hereditaments will be liable for the BID levy with no void period allowed.

There will be no VAT charged on the BID levy.

The levy per hereditament will be capped at £25,000.

It is proposed that the BID's management and overhead costs are met firstly through the voluntary contributions generated by the BID, minimizing as much as possible a commitment from the BID levy funds.

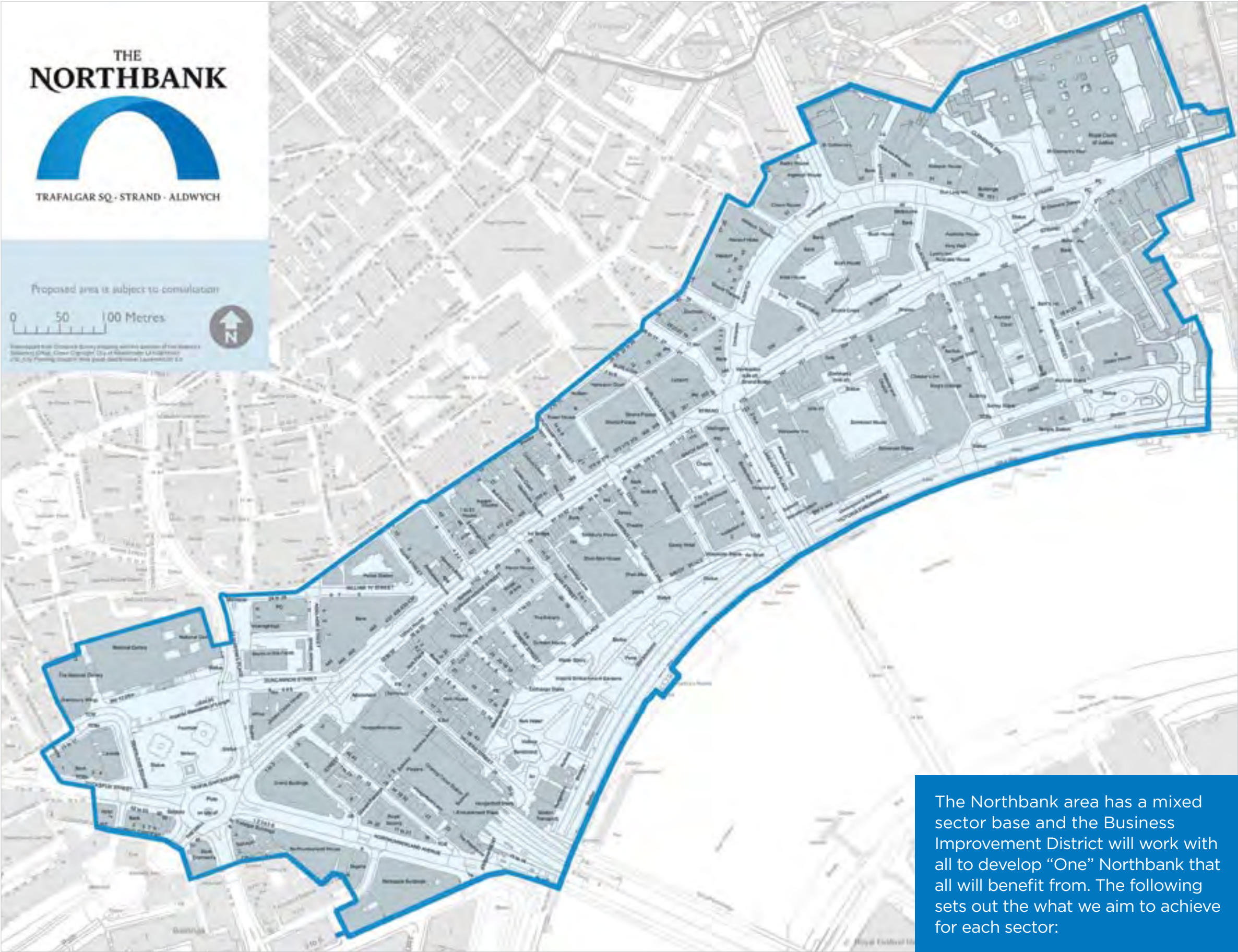
How much investment will it create?

As outlined above The Northbank BID will generate approximately £8.6 million over the lifetime of the BID Term – 4.5 years. In addition, the BID board and executive team will endeavour to increase the budget through grants and other sources of income. The aim will be to generate an additional £3 million over the next five years to undertake a number of public realm projects.

Other London BIDs have successfully levered in large financial contributions from other funding sources throughout their lifetime and we plan to do the same.

£8.6M

Approximate generation of funds over the lifetime of the BID Term (4.5 years)




Geographical Description of The Northbank

The Northbank Business Improvement District geographically sits in the centre of London. It runs near Admiralty Arch in the West, through Trafalgar Square, along the Strand and through Aldwych to Temple Bar. In outline it is bounded in the north by Chandos Place, Maiden Lane, Tavistock Street and Carey Street. The eastern boundary runs along Bell Yard and Temple Gardens. The southern boundary runs along the Embankment from Northumberland Avenue to Temple Pier. The streets and part streets contained within the BID area are as follows:

Northbank BID Street List

Adam Street	Kingsway (Part)
Adelaide Street	Lancaster Place
Adelphi Terrace	Little Essex Street
Agar Street	Lumley Court
Aldwych	Lower Robert Street
Arundel Street	Maiden Lane (Part)
Bedford Street (Part)	Maltravers Street
Bell Yard (Part)	Melbourne Place
Buckingham Arcade	Milford Lane
Buckingham Street	Montreal Place
Bull Inn Court	New Inn Passage
Burleigh Street	Northumberland Avenue
Carey Street (Part)	Northumberland Street
Carting Lane	Portugal Street (Part)
Catherine Street (Part)	Robert Street
Chandos Place (Part)	Savoy Court
Charing Cross	Savoy Hill
Clare Market (Part)	Savoy Place
Clements Inn	Savoy Row
Clements Inn Passage (Part)	Savoy Street
Cockspur Street (Part)	Southampton Street (Part)
Corner House Street	Spring Gardens (Part)
Craven Passage	St Martin's Place
Craven Street	Strand
Devereux Court	Strand Lane
Drury Lane (Part)	Strand Place
Duncannon Street	Surrey Street
Durham House Street	Tavistock Street (Part)
Embankment Place	Temple Place
Essex Street	Trafalgar Square
Exchange Court	Tweezers Alley
Exeter Street	Victoria Embankment
Fleet Street (Part)	Villiers Street
Garden Court (Part)	Watergate Walk
George Court	Water Street
Great Scotland Yard (Part)	Wellington Street (Part)
Heathcock Court	Whitehall (Part)
Houghton Street	Whitehall Place (Part)
Hungerford Lane	William IV Street
Ivybridge Lane	York Buildings
John Adam Street	York Place
Kean Street (Part)	



Corporate occupiers and educational institutions

- Staff turnover:
 - An enhanced business environment reducing staff turnover that will provide corporate tenants with a strong experienced staff team.
 - A pleasant working environment will promote minimal staff turnover, delivering an improved bottom line.
- A strong business voice on issues that matter to you in your business location.
- An enhanced, cleaner and safer environment improves the area for visiting clients.
- A unique opportunity to have your say about making a positive impact on business location.
- To promote an employment charter, encouraging opportunities between business and academia.
- To work with academia on specific research projects and develop a knowledge based quarter within The Northbank area.
- Developing knowledge-based relationships for mutual benefit.
- Provision of services and facilities for the student population.
- To study in a vibrant safe and clean part of the capital.

Retailers

- To increase footfall and more “dwell” time through The Northbank, especially throughout the weekend period.
- Increased consumer spending can and does lead to increased profit, with a focus on smaller independent traders.
- Enhanced community safety with retail specific activity tackling all issues including low level crime and anti-social behaviour.
- A cleaner and safer trading environment for The Northbank.
- An enhanced retail offer.
- Sustained investment in the BID area throughout our first term.

Hospitality and leisure operators

- To promote the visitor offer for The Northbank and the surrounding area.
- Assist visitors and tourists to easily and quickly locate key iconic sites and venues through the ambassadorial programme.
- Deliver a seasonal marketing and events programme that will ensure that there is always something to see, somewhere to go and something to do for our customers and visitors in The Northbank.
- To position and promote the area nationally and internationally as a quality location.
- Regular publications and marketing collateral for all visitors passing through or staying in the area.
- The opportunity to reduce operating costs through joint procurement, recycling, recruitment and other services.

Contact

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