



ANNUAL REPORT 2019/20

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TRAFALGAR SQ · STRAND · ALDWYCH



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INTRODUCTION

This Annual Report brings us to the midway point in the second term for the Northbank BID. With more than seven years of delivery under our belt, our achievements have been numerous and far-reaching.

Since 2013 the BID has been a symbol of continuity and reassurance, when much around us in the Northbank and across London has changed. This last year, taking us up to March 2020, has been no different and we are proud to have continued to support our business community, delivered some major transformational projects and set an ambitious course for the future of the Northbank. While of course we are now facing a long and challenging recovery due to the COVID-19 pandemic, the strong foundations laid down by the BID will ensure Northbank is well positioned to navigate through the coming months and years, and is able to maximise the potential growth opportunities that must be seized.

We all know that the Northbank has many significant assets, combining many of the things that make London famous within one unique district. From world class hospitality and culture to a vibrant nightlife, historic venues and a bustling commercial heart – the Northbank is a place attractive to visitors, workers and investors alike, and despite the challenges posed by COVID, there is an optimistic outlook for the future and how the area can continue to evolve. Of course, as with many parts of central London, the Northbank has its challenges, which is why the BID is playing such a key role to shine a light on the issues that need addressing and maximising the opportunities for growth and enhancement.

As you will see from this Annual Report, last year we continued to deliver against our core themes of 'Public Realm & the Environment', 'Community Safety and Business Resilience', 'Corporate Community Engagement' and 'Marketed & Promoted'. Our work is varied and ambitious, from improving the public spaces in the area to supporting the most vulnerable in our community and curating a compelling programme of events. Our lobbying work, to position the Northbank favourably within the borough of Westminster and London more widely, is helping to promote major transformational projects such as the transformation of Strand / Aldwych, the creation of a new riverside quarter and a future vision for Strand.

Particular highlights include International Women's Day, in which an event held in partnership with Victoria and Westminster BID saw over 300 of our local businesses and stakeholders attend to hear discussions on the theme of equality.

We have collaborated more than ever this past year with our neighbouring BIDs at Victoria and Westminster – collectively forming the South Westminster Business Alliance. Together, we represent a sizable area of central London, representing multiple sectors and thousands of businesses. Our collective strength gives us a powerful and influential voice in London and we are proactive in promoting the issues and concerns of our business community to political leaders and decision makers. Together, we have undertaken economic analysis research, which we plan to update in the post COVID period, and commissioned work looking at the future of the work place. We also engage and collaborate with our neighbours in the West End, including Capco and other BIDs such as HOLBA and NWECA to ensure we are working collectively to promote central London.

And while much has been achieved this past year and indeed over the last seven years, our work is not done. We are committed to being an agile and future facing BID, able to respond to changing times and altered priorities.

The COVID-19 crisis and the recovery period will have a lasting impact for the world, and businesses across London will require significant support in the coming years. In the Northbank we have a diverse and vibrant mix of businesses, including a renowned burgeoning hospitality and culture offer. These are among the hardest hit sectors and all are vital to the usually thriving London eco-system of inter-dependent businesses, office workers and visitors. Some of our businesses have been more resilient to the crisis than others, but all have felt the impacts of the pandemic and as your local BID we are here to respond to changing needs and priorities.

Thank you for your continued support over the past 7 years, and for giving us a strong mandate to deliver for Northbank for another term. We do not take your support for granted and we will endeavour to meet and surpass your expectations in the coming months. We hope you find this Annual Report interesting and look forward to working with you as we deliver our ambitious plans for our third term.



"With seven years of delivery for the Northbank under our belts we are optimistic about what the future holds for the area. We have strong and effective relationships with decision makers such as Westminster City Council (WCC) enabling us to drive ambitious programmes of transformation and enhancement, securing tangible benefits for the business community we serve. This year has seen rapid progress on key projects such as Strand / Aldwych and our vision for Strand West, which sets an exciting path for the future of Northbank. Alongside our strategic projects, the Executive Team continue to work tirelessly across our core themes to secure the change and improvement called for by businesses"

*Ruth Duston OBE, OC
Chief Executive*



STRATEGIC VISION FOR NORTHBANK

The Northbank is one of the most culturally significant place in London; from Aldwych to the Strand and Trafalgar Square, it is a key priority for the BID to enhance the area to compliment the surrounding cultural destinations and world-famous hoteliers and hospitality.

The BID developed our green spaces and made additions to greenery. We are dedicated to creating an environment which is

hugely popular to our visitors but also creates a superb atmosphere for those who live, work and spend their leisure time in the area.





£28 million

Planned investment
in the enhancement of
Strand Aldwych

£10K

Artist Commission from
Westminster City Council



£165K

Match funding from the
Mayor of London to deliver
BLEN initiatives



PUBLIC REALM STRATEGIES

Strand & West: Public Realm Strategy

DELIVERY

- The Strand and West Area Project Group meets regularly to guide the progression of the strand & west strategy.
- Through a rigorous process of research, surveys and stakeholder engagement Publica have developed a public realm strategy guided by eight strategic principles.

OUTPUT

- 30 individual concepts were created and grouped into 3 project families responding to the character areas: Strand area, Trafalgar & Charing Cross area and Northumberland & Embankment. The proposed coordinated enhancements give maximum impact for enhanced quality of public realm, improved walking connections and creation.

Aldwych: Public Realm Strategy

DELIVERY

- Strand Aldwych public realm enhancement plans to invest £28 million to transform it into an inviting, world-class cultural and learning quarter. The scheme is following the RIBA stages with consultant expertise from: FM Conway, Norman Rourke Pryme, LDA Design and Michael Grubb lighting.
- The Northbank BID is working in partnership with Westminster Councils Place Shaping team to ensure appropriate business engagement and encourage close collaboration with local stakeholders. The project is guided by the Aldwych Joint Project Board which meets regularly and represents local stakeholders.

OUTPUT

- The scheme development work is shaping a high-quality public realm alongside a tailored area management model providing an holistic approach for the design and on-going area management. Management model workshops with stakeholders have explored each of the pillars: Place & Identity: Curation and Activation Programme: Local Economy, Operations & Maintenance / Coordinated Security, Emergency Planning & Threat Prevention, Air Quality.

- Project objectives are to improve movement of traffic and enhance links for walking and cycling to encourage active travel and improve safety. Air quality is an important local issue and will have an action plan to build in mitigation. The scheme will unlock local area collaboration and support the local economy.

- The St Clement Danes area public realm study has been commissioned to build on the Aldwych work. It will review and update key issues, assets, opportunities and aspirations of local stakeholders. Research, surveys and first stage meetings have been held to inform early concepts.

COST

£204,031

Villiers Street: Public Realm Strategy

DELIVERY

- Villiers Street Project Group meets regularly to guide the project work, align area improvement schemes and coordinate opportunities for area enhancement with 12 stakeholders represented.
- Place making and city dressing projects are developed to communicate local events and offers. Seasonal decorations for Christmas and Summer have enlivened the street and encouraged people to go to local shops and cafes.

OUTPUT

- Street planters with hardy and attractive plants have been installed with support from local building owners which make the street feel more welcoming.
- Area maintenance, deep cleaning with street audits and working with Westminster highway teams.
- Footfall is monitored and shared with local businesses and to support Villiers Street upgrade projects.
- The BID team is working closely with Westminster City officers to progress Villiers Street public realm concepts for the highway upgrade from Embankment Station to the Strand.

Artist Commission

DELIVERY

- The Artist Commission has been involved in the overall Aldwych vision to create a new cultural quarter by incorporating expertise and insight beyond the normal technical scope of place shaping.

OUTPUT

- The project group worked with four artists/collectives to develop their initial concepts to full and costed-up specifications. The process was overseen by a judging panel of local organisations in partnership with Somerset House Trust.

COST

£35,650

Business Low
Emission Neighbourhood
(BLEN) Initiatives

DELIVERY

- The Northbank secured £165,000 match funding for capital projects from the Mayor of London to deliver BLEN initiatives to help improve air quality and raise awareness. The BID worked with local estate owners, businesses and Westminster City Council to install street greening, seating and wayfinding to support Clean Air Walking Routes.

OUTPUT

- The Northbank oversaw the development of cleaner air walking routes: a network of linked, enhanced spaces with a coordinated palette of materials. The initiative consisted of seven street interventions with greening, wayfinding and seating. The project was guided by a multi-partner project group, which met quarterly.
- The Northbank worked with WCC and St Clement Danes School to refine a detailed highway design for a parklet to increase greening and screening from street-generated air pollution at Drury Lane. A school event celebrated the winners of the air quality poster competition and book tokens were presented to participants.
- The BID worked with The Connection and St Martin's in the Field to increase the greening in the church courtyard creating a public space in central London with biodiverse planting. The project will be maintained by The Connection.
- The NorthbankCleanAir hashtag received 106 likes on Instagram during the communications campaign was continued with renewed website resources, and updated social media messaging on Twitter and Facebook.
- Walking maps, air quality guide and handy hints post cards were distributed to local businesses and commuters and information was included in business briefings and staff welcome packs.

- Management of planters - high quality, robust planting with maintenance including horticultural services, additional cleaning, litter picking, removal of graffiti and replacement of plants.
- Clean Air Villages, funded by the DEFRA central government Clean Air Grant and coordinated by Cross River Partnership, has initiated a pilot project for local cafes and restaurants to encourage cafes and restaurants to use low emission vehicles, consolidate deliveries and reduce congestion.

COST

£152,000

(GLA capital funding utilised during the year £76,000 and The Northbank revenue match funding £76,000)

BLEN Legacy

DELIVERY

- Planters were installed within the BID area, under the theme of the Business Low Emission Neighbourhood legacy work.
- The BID took part in the St Martin in the Fields Greening Project

OUTPUT

- 50 planters were installed at 114 Strand, and are maintained throughout the year.
- The BID supported a local stakeholder with the Greening Project, which included an extension of our planters.

COST

£45,673



“

“We all know we are part of a fantastic world-class area, benefitting from unique assets which set us apart from other parts of central London. This past year, just as we have for the last seven, the Northbank BID has been the considerate curator of this area, a guardian and a champion, able to push new ideas and projects and influence decision makers and thought leaders. This year I am particularly proud of our work with Westminster and partners on the Strand / Aldwych transformation, which we are striving to become an exemplar project for central London. This proven partnership approach will be vital as we recover from the COVID pandemic in the coming months and years, which has brought new challenges for us to face together. Through our work we give our business community a voice and a seat at the table on key projects and area wide challenges, ensuring any change that happens benefits all and is the best it can be. I would like to thank the whole of our business community for supporting the BID through another successful year, and as ever, we look forward to working with you as our second term progresses. Together we are stronger and are able to work collectively to play our part in the renaissance of central London.”

Andy Hicks, Capco (Chairman)

PUBLIC REALM OPERATIONAL SERVICES

Our public realm initiatives are managed through our operational activities. We ensure that our Clean Team are dedicated to maintaining our streets to an exceptional level. Through working overnight and ensuring deep cleaning is undertaken, our team are improving our area and making it a place the public are happy to visit.

Enhancing the area to reflect its true potential, is a task we are working together with, Transport for London (TfL) and Westminster City Council to

complete. Vital changes to our Strand West/Strand Aldwych and Villiers Street areas are brought closer to culmination.





55,960 SQM

Of paving washed during night-time jet wash operations (8 football pitches)

41

Hanging baskets enhance the streets throughout The Northbank



Air Quality

Monitor situated at King's College, Strand. Providing hour by hour reporting



The Northbank BID Street Cleaning Team

DELIVERY

- A dedicated day cleaning team enhances the cleanliness of the street working Monday to Friday 06:30-17:30.
- A dedicated night-time team working 22:00-06:00, Sunday to Thursday, provides deep cleaning services for footway areas, removing ingrained dirt and chewing gum.

OUTPUT

- Area-wide cleaning each weekday with a seven-person team and a two-person team at night. With five of the day team sweeping planned routes and a mobile electric vehicle to support them, enabling targeted cleaning including litter picking and jet washing.
- 45,775 roads swept, 1346 bags of litter and 3914 bags of recycling collected.
- 8,856 graffiti and stickers removed from properties on the day they were seen.
- Street furniture checked and cleaned on a daily basis (672 bins, 195 phone boxes, as well as bus stops, cycle racks, parklets and Legible London signs).
- 55,960 sqm of paving washed during night-time jet wash operations. (8 football pitches).

COST

£339,203

Northbank in bloom

DELIVERY

- Northbank worked with local businesses, parks team and the community to coordinate the London in Bloom entry for 2019. London in Bloom is a Royal Horticultural Society initiative which recognises area enhancements for local biodiversity, horticulture and greening which make places more welcoming. RHS experts judge the area's greening projects and plans for the future.

OUTPUT

- London in Bloom judges recognised the work to make our area greener and Northbank achieved a silver gilt award for 2019. Initiatives showcased in the entry included street greening, air quality, area cleaning, street enhancement, area heritage, walking routes, biodiversity, business planted display and community activities.
- The Business Low Emission Neighbourhood (BLEN) street interventions were installed in 7 locations. Planters, seats and wayfinding gave an integrated approach and highlighted Clean Air Walking Routes for health and wellbeing.

- 41 hanging baskets enhanced the streets and encourage people to explore the Northbank area.
- Business engagement on social media, newsletters, staff information sessions and multi occupier building reception area events and business briefings.
- Local community volunteering sessions were held at Temple Gardens, Whitehall Gardens and Victoria Embankment Gardens. The project worked with Westminster parks team, Northbank Ambassadors, Clean Teams and aboriginal experts to enhance public parks and manage street trees.

- Longer term projects have been identified which will continue the BLEN legacy with more greening which builds on the lessons learnt, partnerships made and supports Westminster City Council's Greener City Action Plan.
- Drury Lane parklet proposals have been supported by WCC and work to develop a suitable pocket park near the local school is being progressed.
- 9 trees have been planted in Kingsway providing benefits of increased shade, biodiversity and enhanced the public realm by the continuation of its green boulevard.

COST

£10,636

Highways update

DELIVERY

- The BID team works with WCC and TfL to ensure the roads and pavements are well maintained and future highway projects are identified within the Westminster City Council capital programme.
- The local streets are checked regularly for problems which are reported promptly. Progress of reports are monitored to ensure they are fixed within the baseline timescale for implementation.

OUTPUT

- We have worked with Westminster officers to improve lighting and maintain furniture in local streets and alleyways. We worked with local organisations and property owners to coordinate improvements to servicing and street furniture.

- Clean and Safe Street Audits (CASSA) scheduled with Westminster Officers, to audit Strand and adjacent roads and alleys to ensure the area is well maintained. The audits identified hard to fix issues and agreed stages to resolve them.
- Pedestrian numbers play a significant role in how highways are categorised for maintenance and response times for asset defects. Footfall data for Villiers Street and Aldwych provides evidence to inform policy and build a case for the appropriate scheduling of maintenance.

COST

NIL

Air Quality

DELIVERY

- The Northbank continues its commitment to air quality improvement projects. Accurate information and analysis are provided by air quality monitors and membership to the London Air Quality Network (LAQN) for local area data, live information and London wide comparisons.
- The monitor is located at the Strand campus, Kings College, London which measures street level pollution to accurately replicate individuals' exposure.

OUTPUT

- Continuous monitoring of local air pollution provides a robust evidence base which the BID has used to lobby for support for public realm enhancements, traffic improvements, active travel projects and freight consolidation work.
- Membership of London Air Quality Network (LAQN) gives live updates which are fed to our website and phone app. LAQN provides detailed analysis, charts and reporting and area wide comparisons.

COST

£18,637

COMMUNITY SAFETY & BUSINESS RESILIENCE

The Northbank street teams work incredibly hard to ensure a feeling of safety and comfort throughout the BID area. We remain committed to the reduction of low-level crime, rough sleeping and anti-social behaviour (ASB).

Businesses resilience is a top priority for the BID, and we invoke the help of our local businesses to help create a community-wide response to all incidents which take place in the area. With our radio response system in place,

our bars, pubs, theatres, hotels and restaurants, are assured to receive a timely response by our patrol teams to maintain a safe and controlled day and night-time destination.





20,836

Security checks
carried out

466

Business welfare
checks carried out



1,815

Engagements with
rough sleepers



Security Team

DELIVERY

- Team staffed with eight members on two shifts, working in pairs to cover the area from 06:30 to 23:30 Monday to Friday and 08:30 to 17:30 on Saturday. This security service is effectively managed through weekly taskings, observations and monthly contract meetings.
- This was extended to a six day service on a trial basis, but has continued full time with 2 patrol officers.
- Night-time vehicle patrols of 2 officers working 22:30 to 06:30 Monday to Friday focus on proactive security checks on premises across neighbouring Victoria Westminster and Victoria BIDs.
- Security video badges, also known as body worn video (BWV), are worn by each security team member to record footage onto an internal and secure storage device. This provides video and audio evidence when the security team is attending incidents and acts as an independent witness to their actions and interactions.
- Intelligence regarding ASB, rough sleeping, begging and other undesirable street activities are reported and shared with the Met Police and outreach services as needed.

OUTPUT

- With the on-going challenges the BID faces around low-level crime and anti-social behaviour, it's important that the area remains safe for all. With Saturday footfall on par with week day figures, the BIDs decision to extend the patrol team to work a Saturday shift, enabled us to collect data on interactions, and allow our businesses to feedback on the success of the 6 day patrol service.

Further Patrol team statistics below:

- 20 836 security checks carried out.
- 146 incidents of ASB reported and actioned.
- 1815 engagements with rough sleepers.
- 1230 beggars engaged with and moved on.
- 1384 tents observed and reported for removal.
- 748 calls to assist members via the radio network.
- 466 business welfare checks carried out.
- 363 buskers engaged and moved on.
- 153 soup kitchen deployments monitored.
- 72 joint police operations.
- 43 drug and medical emergencies attended and ambulances called.

COST

£222,336

Business Crime Partnership & Joint Operations

DELIVERY

- The BID is a member of the WESG. This was established to increase the ability of its members to resist, respond and recover from a terrorist attack or major security incident and acts at a strategic level with WCC, the Met Police, Estates and BIDs.
- UN Women UK has undertaken an exciting new pilot in the UK. The purpose of this pilot is to understand the true nature of gender-based violence and street harassment, using a free street-smart navigation app to create data-driven recommendations for government and business. The intention is to share this report and its recommendations with decision-makers in cities in the UK and across the world.
- The Northbank group held a successful Women's Night Safety Discussion Panel in May, with guest speakers including Amy Lamé, the Night Czar on The Mayor's Night Safety Charter.

OUTPUT

- There are currently 31 businesses signed up to the WESG platform & 99 individuals (from the businesses, security, police & Safer Business Network staff) who have access to the platform.
- The Northbank will look to deliver the UN Women UK's Safe Space Training across the BID footprint.

COST

£16,830

Business Continuity

DELIVERY

- The Northbank operates a radio system that allows our businesses to communicate with the patrol teams and to share timely intelligence, report incidents and to ask for non-emergency assistance.
- Portman Estate Membership – YuDU Sentinel Application.

OUTPUT

- The network is used by 89 businesses who call the patrol staff on a daily basis.
- In addition, Northbank has a further 26 radios that are used by The Welcome People (TWP) and office staff totalling 115 Motorola VHF units.
- It was recommended by The Northbank Board, that the BID purchase 130 radios, 12 cameras and associated ancillaries.

This includes the procurement of SIMs, licenses, software and running costs for the first year.

COST

£12,370

Footfall Monitoring

DELIVERY

- The Strand area experiences some of London's highest footfall throughout the day and night, with visitors and commuters coming to central London for work and leisure.
- The BID subscribes to a footfall monitoring service in two strategic areas: Villiers Street and Aldwych
- Information is combined with other data resources to build a business case for area investment and enhanced area management.

OUTPUT

- 9 cameras in key areas (throughout Strand and Villiers Street).
- 2.7% decrease in footfall YoY, (32,625,252 in 18/19 vs 31,746,134 in 19/20) through the Northbank area, through analysing data figures, this has been attributed to the rise in concern regarding Coronavirus in February 2020.

COST

£20,684

Crime Prevention Seminars and Materials

DELIVERY

- The BID has been working towards raising cycle safety awareness in partnership with Dr Bike Cycle. Eight sessions have been booked, to help those who cycle through London and within the BID footprint to boost their cycle confidence.
- The Northbank BID purchased branded safety merchandise such as card defenders, bag hangers and purse dipping bells, as well as cycle safety merchandise such as Hi-Vis Velcro Clips and reflective metal trousers clips.

OUTPUT

- The Cycle safety awareness sessions and safety merchandise will be promoted in line with government advice, which encourages the public to seek alternative travel options due to Coronavirus (COVID-19).

COST

£4,096

MARKETED & PROMOTED

Over the past year The Northbank continues to promote its position as one of the most culturally significant London destinations. Through all of the marketing events and communications, the business improvement district has not only been able to boost its London profile, by working with key stakeholders and partners, but is also looking in depth at the interests of the local community and businesses, in order to meet their needs.

Many high-profile international events call The Northbank their home. From West end LIVE, to Pride in London and the British Film Institute Festival, has worked to take part in The Northbank to work in partnerships with these brands and in turn be able to assist in some truly spectacular campaigns.

The Strand flags were erected at the beginning of the summer campaign, to then be followed by the second year of the successful branded Christmas Lights on the strand. During the festive time of year, local businesses embraced the increase in footfall and were apart of a key central London Christmas experience.





72%

Of businesses said Pride 2019 was more successful for their business than Pride 2018

8

Light designs have been especially created for the Strand which prominently feature Northbank branding



30,000

visitors during the two week BFI London Film Festival 2019



Website

DELIVERY

- Our website is continuously monitored and updated to ensure an up to date 'shop window' for the BID.

OUTPUT

- Total page views were 101, 463 down from 171,119 the previous year.
- 70% of website users found the website organically/through Google.
- The Privilege Card was the most successful page with 16,359 page views vs 14,117 for the previous year. This is an increase of 15.88%, and accounts for 16.1% of all website views.
- Average time spent on the website has increased by 45% YoY.
- The website had 31,177 user's vs 30,330 in the previous year. An increase of 2.79%.

COST

£3,048

Social media

DELIVERY

- Social media is used to raise awareness of the BID's project work, campaigns and area-wide activity, as well as comment on important London themes.

OUTPUT

- Our Social media (Instagram, Twitter, Facebook and LinkedIn) posts were reached by 233,436 people.
- Audience Growth across all channels increased 18.9%. With a total of 3,453 new followers.
- LinkedIn followers increased by 771%, due to the increased use of the channel in March 2020.
- October 2019: Engagements on Facebook increased by 107%. The spike of 1,971 was due to the Black History Month activation. This saw 13,050 reach, 317 post clicks and 444 reactions organically. Through promotion of our partnership with British Film Institute (BFI London), we acquired an organic reach of 14, 938 with only two posts.

COST

£12,100

Marketing materials & stakeholder engagement

DELIVERY

- The creation of our area guide, allowed better engagement with our businesses.
- We advertised our area in Britain: The London Guide and The Covent Gardener.

OUTPUTS

- 10,000 Summer guides were distributed, including bulk drops to local businesses, mostly within the hospitality sector, and handed out by Ambassadors to pedestrians.
- 8,000 Winter Guides were printed with most going towards the hospitality businesses.
- A one page editorial piece featured in The London Guide, highlighting key tourist attractions throughout The Northbank BID area.

Newsletter

- 551 recipients of the News & Events bulletin, an increase of 16%, year on year.
- 1,496 recipients of the Privilege Card bulletin, and increase of 113.1%, year on year.
- 818 recipients of the Street Bulletin, an increase of 11.3%, year on year.

COST

£18,167

CULTURAL AND PROMOTIONAL EVENTS

West End LIVE

DELIVERY

- The BID supported the highly successful West End LIVE event in Trafalgar Square in June 2019.

OUTPUT

- The BID supported major promotional event in support of our businesses and activity in our area.

International Women's Day

DELIVERY

- The International Women's Day (IWD) 'New Vision, New Decade: the future of women in the workplace' breakfast panel event was held on 3 March 2020 at Central Hall Westminster. in collaboration with Victoria and Victoria Westminster BIDs.

OUTPUT

- The event was attended by 318 guests. The BIDs will look to build on this event for International Women's Day 2021 and was partnered with Smart Works Charity, who held a clothing drive and charity raffle. 150 items of clothing were donated about £4,000 was raised.

The Northbank Summer Campaign and Pride in London

DELIVERY

- We ran a Summer campaign under the theme of 'Northbank Together'.

OUTPUTS

- We worked with LGBT+ influencer Jonny Woo on window vinyl poetry installation and install flags on Villiers street and Strand to celebrate the diverse identities of our area and support inclusivity.

British Film Institute Festival

DELIVERY

- The BID sponsored the British Film Institute Festival, and worked with local businesses and landowners to ensure the area benefitted from the influx of 30,000 visitors during the two-week festival.
- The BID was able to use a vacant shop unit, as an immersive pop up opportunity to engage a new audience within the Northbank.

OUTPUT

- 2000 Film Festival pull out maps were created and distributed throughout festival dates.
- The pop-up unit was a huge success with over 1000 visitors over the 10-day period - this despite the closure of Strand / Trafalgar Square for a number of days.
- We ran a comprehensive digital campaign during the Festival and issued a Film Festival special newsletter, which drove good engagement and raised awareness. For example, a total audience of over 16,000 was reached via Facebook through our posts.

FULL COST FOR PROMOTIONAL EVENTS

£142,199

Christmas Lights, Drinks Reception & Book Launch

DELIVERY

- A reception to celebrate the light switch on and launch of the 'Let's all go down the Strand' book, was held at Aldwych Hotel.

OUTPUT

- New decorative christmas lights were designed for Villiers Street creating a welcoming feel throughout the season to one of London's busiest streets. The BID worked with local property teams to reconfigure fixings and PwC provided sustainable power for the low energy lights.
- The Universal film 'Last Christmas' showcased the Strand and Covent Garden area and the street decorations. Visuals can be found on the Last Christmas Movie social accounts.

COST

£90, 545

PR

DELIVERY

- Political commentary on, and monitoring of, London moments.
- Promotion of BID activities.
- All public relations work handled and managed by London Communications Agency.

OUTPUTS

- Photos of Jonny Woo in the Strand and with the vinyls were circulated to the press and will be used for social media. Key partners have been encouraged to embrace the campaign throughout the summer, including: Jonny Woo, Pride in London, London Festival of Architecture, West End LIVE and Westminster, GLA/London & Partners, and Northbank businesses and friends. We will be asking members of the Northbank businesses to share their idea of inclusivity for social media, helping to put faces to the campaign and drawing on our desire to celebrate the diversity of people in the area. This will be part of a constant flow of content throughout the campaign highlighting the key messages, including activity already planned by businesses within the area.

COST

£49,997

Ambassador Programme

Joint: 50% Corporate Community Engagement and 50% Marketed and Promoted.

DELIVERY

- Branded Ambassadors provide a warm visitor welcome and street concierge service, enhancing the Northbank experience and driving footfall into the local economy.
- Ambassadors actively engage with businesses, offering a vital line of communication between the executive BID team and local concerns.
- To work with WCC and TfL to identify, record and monitor street cleanliness issues and street faults to maintain clean and safe streets for residents, workers and visitors to the area.

OUTPUTS

- 66, 068 visitors welcomed, signposting them to 1,505 local businesses.
- 3,654 business visits carried out with a further 1,951 welfare checks to our BID members.

COST

£69,463



CORPORATE COMMUNITY ENGAGEMENT

It is important that our Corporate Community Engagement is inclusive and representative of the wide sector and charity mix with our footprint.

From retail, to hospitality, food & beverage, leisure and corporate organisations, it's imperative we deliver activities linked to the deep commitments and needs of the community. The Northbank

Privilege Card remains popular, attracting an increasing number of visitors to the BID website, boosting commerce and rewarding workers, residents and students.



APPRENTICESHIP,
EMPLOYMENT AND SKILLS

Westminster Enterprise
Week Panel Discussion

DELIVERY

- As part of the Northbank BID’s celebration of Global Entrepreneurship Week, we partnered with Westminster Business Unit to deliver an interactive panel discussion.
- College students studying business at Westminster Kingsway College visited ‘The Steps’ at the award-winning RSA House, as part of Westminster Enterprise Week to explore what it means to be an entrepreneur.

OUTPUT

- Panellists shared their experiences of the world of entrepreneurship, promoting a can-do and positive attitude equipping students with the confidence to develop a career and vocational interests.
- 18 students listened to the panel's experiences in spotting opportunities, taking risks, being creative, building connections and learning from others' failures and success.

Mock Interview Day

DELIVERY

- Northbank BID facilitated Mock Interview Day with Coutts Bank to support students from King’s College London African and Caribbean Society.
- Students were given a mock job description and prepared to answer competency-based questions in 1:1 or panel interviews with volunteers from Coutts Bank.

OUTPUT

- Students were provided with a chance to test their interview skills and the immediate feedback obtained was used to improve their interview techniques.
- Supported Black, Asian and Minority Ethnic students from King’s College London; ACS, helping to address some of the issues surrounding inclusion and diversity for BAME students when applying to top jobs in their fields after graduating.

Breaking Boundaries in
STEAM - Panel Discussion

DELIVERY

- As part of the Northbank BID’s celebration of British Science Week, we partnered with Westminster Business Unit to deliver an interactive panel discussion; Breaking Boundaries in STEAM (Science, Technology, Engineering, Arts and Mathematics).
- Panellists included a Cloud Software Engineer at IBM, the Founder of multi-media platform Fashionbytes, Illustrator and founder of KirzArt, the Co-founder of Women In Data UK and the Head of Fleet Infrastructure at Govia Thameslink Railway.

OUTPUT

- Promoted sustainable business by using furniture made from cardboard and 100% sustainable materials.
- Guests learnt about the challenges of being a female engineer, what it takes to enter the fashion business, and how to prepare themselves for starting a career in data.
- Students and businesses given the opportunity to connect and network.

COST

£9,315

COMMUNITY / CHARITY
OUTREACH / SPONSORSHIP/
ENGAGEMENT

The Northbank Christmas
Gift Box 2019

DELIVERY

- The Northbank BID invited local residents and employees to take part in our annual charity event of buying a gift for children in need by placing a gift in one of the Northbank branded Gift boxes. Each Looked After child was given a present and the remaining presents were delivered by Police Officers to children’s wards in hospitals across London on Christmas Eve and Christmas Day.
- We supported Commissioner Cressida Dick’s Metropolitan Police campaign; Christmas Tree Project. This campaign is set to provide every child in need across London a gift at Christmas.

OUTPUT

- 6 offices took a box including; 6 Agar Street, 55 Strand, Somerset House, One Strand, 11 Strand and Amba Hotel.
- 138 items donated in total.

International Dance
Day: OLCA Presents
Ghanaian Dance

DELIVERY

- We celebrated International Dance Day with Ohemaa Love Cultural Academy (OLCA) as they delivered a traditional Ghanaian dance at a historic space in the centre of London; The Courtyard at St Martin-in-the-Fields.

Low Waste Living
Workshops

DELIVERY

- Promoting sustainable behaviours, we worked with Sunny Jar Eco Hub to support their mission to reduce people’s waste, by making low waste living easy and accessible for all.
- Sessions included: Low Waste Living Workshops: Beeswax Wraps, Cleaning products, Clothes Mending, Beauty Products, Low Waste Food, Sustainable Christmas.

OUTPUT

- Guests learnt that making their own cleaning products will save money, reduce packaging waste and is less harmful for their health and the environment.
- Reducing carbon footprint, reducing waste to landfill and reducing chemical-laden plastic food packaging.

Northbank Nature Clubs

DELIVERY

- To provide monthly lunchtime gardening clubs open to all the business community and local residents as part of the Northbank being a better place to work.
- An opportunity to network with colleagues or business neighbours, and to showcase Northbank locations and venues.
- Sessions included: Northbank Nature Club: Jelly Fish Air Plants, In Bloom Window Displays, Succulent planters, Terrariums, Christmas Wreaths.

OUTPUT

- 324 local employees and residents signed up for an event and 134 attended an event.
- The lunchtime horticultural sessions are continuing to bring together employees from businesses all over the Northbank with sessions constantly selling out.
- As well as working within a community to create their own pieces of work, attendees also learnt how they could look after their plants and subsequently, plants in their local area.

Northbank
Wellbeing Series

DELIVERY

- As part of the Northbank Wellbeing Series, we have delivered 7 workshops and seminars to promote positive wellbeing for employees, residents and visitors in the Northbank.
- Delivered the workshops with the aim to inspire and share tips and tricks for generating positive and sustainable behaviour change.

OUTPUT

- Over 200 guests attended the series which took place at Somerset House and ACCA.
- Opportunity for employees to learn health hacks to boost their wellbeing, however busy their schedule may be.

COST

£17,242

STAKEHOLDER ENGAGEMENT

Westminster City Council
Hidden Network Campaign

DELIVERY

- We have made progress with the Westminster City Council Hidden Network Campaign, a project to support the eradication of rough sleeping in Westminster, helping people to rebuild their lives.
- We have sponsored 10 specially branded contactless donation terminals with 2 of them actively being used at Northbank events and Aldwych Theatre.

OUTPUT

- We raised £222 since January 17th 2020 and 4 terminals are in the process of being located in businesses around the footprint including McDonald’s and King’s College London. This new technology, provided by PayaCharity, will support in providing life-changing services and support to people who are sleeping rough and the local services who make a real difference.

Africa in the Courtyard

DELIVERY

- In collaboration with Pop-up Africa, we transformed The Courtyard at St. Martin-in-the-fields into a one-day market. The takeover saw produce and cuisine from Africa and the Caribbean, as well as stallholders offering everything from art, literature, clothing, handcrafted dolls, instruments and interior décor.
 - Live entertainment throughout the day brought the products to life, which included different genres of dancing, live music and storytelling as a celebration of Black History Month.
- OUTPUT
- The event offered local residents, businesses and employees the chance to experience Africa without leaving the capital.
 - The South African High Commissioner, Nomatamba Tambo, was in attendance, purchasing items from the stalls and posing for pictures and the event was featured in Westminster Extra.

Safety on the Thames:
Suicide and Mental Health

DELIVERY

- To continue our support of positive wellbeing in the Northbank, we held a panel discussion on mental health and understanding some of the processes that underlie suicidal thoughts. With Westminster Bridge and Waterloo Bridge being the most jumped of bridges in London, it was an important topic for us to discuss.
- Hosted at RSA House, we created a platform for guests to hear from those involved directly in the field as they presented their story and answered questions in a Q&A session.

OUTPUT

- The event was well received with 72% of guests saying the overall event was excellent with a guest commenting that they “found the event poignant, useful, well-organised and well-hosted”
- Promoted the Tidal Thames Water Safety Forum and educated employees and residents within the Northbank area, including surrounding locations on mental health whilst raising awareness of mental health concerns.

COST

£20,249



£222

Raised through the Hidden Network initiative, from January 2019 to March 2019

324

Local employees attended the nature clubs



16,359

Views of the Privilege Card page on the website

SMALL BUSINESS NETWORKING

DELIVERY

- The BID held memberships of groups including London First, New London Architecture and Centre for London, in order to lobby on behalf of businesses in the Northbank on their issues.

OUTPUT

- The BID sponsored Centre for London's Neighbourhood Essays Project.
- The Northbank represented the interests of the BID and its stakeholders.

COST

£67,575

Knowledge Quarter

London Workforce Mental Health Project with King's College London.

DELIVERY

- We commissioned a piece of research by King's College London and Volterra to focus on economic analysis and productivity throughout South Westminster, concerning mental health in the workplace.
- This will consider aspects such as current provision, the nature of the most pressing mental health challenges faced, evidence for effective intervention and the barriers businesses must overcome in delivering support. Our ambition through this work is to ensure the appropriate mental health support is provided to London's workforce in the future.

OUTPUT

- Concise Policy Brief setting out recommendations for businesses and other stakeholders.
- Full report, providing more detail on the findings of the first two phases and short vignettes on practices which have shown benefits.
- We are looking at the development of a workplace mental health toolkit as a follow-on project.

COST

£37,473

Ambassador Programme

Joint: 50% Marketed and Promoted and 50% Corporate Community Engagement.

DELIVERY

- To actively engage with businesses, offering a vital line of communication between the BID team and local concerns.
- To work with WCC and TfL to identify, record and monitor street cleanliness issues and street faults to maintain clean and safe streets for residents, workers and visitors to the area.

OUTPUT

- 8,732 cases of graffiti, stickers or flyposting.
- 1,457 environmental issues reported.

COST

£69,413

Privilege Card

- Provide a 'local' discount card to those who live, work and study in the area.
- Send regular bulletins to encourage use of the card.
- Keep the website up to date to advertise the businesses providing offers.

OUTPUT

- 6,000 more cards ordered.
- 823 cards activated this year (7,613 in total).
- Almost 800 people signed up to receive the Privilege Card offers bulletin.
- There were 16,359 views of the Privilege Card page on the website - Over 16% of the overall traffic.
- Rush Hair is now the most viewed offer on the website with 436 views, followed by ROKA with 352 views.

COST

£3,277

PROFIT AND LOSS

For the year ended 31 March 2020

	BID LEVY £	VOLUNTARY £	TOTAL 2019/20 £
TURNOVER			
BID Levy	2,198,276		2,198,276
Voluntary contributions and other income		106,815	106,815
	2,198,276	106,815	2,305,090
COST OF SALES			
Public Realm Operational Services	427,218	16,070	443,288
Strategic Vision for Northbank	351,104	86,250	437,354
Community Safety and Business Resilience	335,355		335,355
Marketed and Promoted	443,986		443,986
Corporate Community Engagement	283,907		283,907
	1,841,570	102,320	1,943,890
GROSS PROFIT	356,706	4,495	361,200
ADMINISTRATION EXPENSES			
Core salaries	150,458	4,495	154,952
Rent and rates	61,839	-	61,839
Printing	2,416	-	2,416
Postage and carriage	1,038	-	1,038
Telephone	2,613	-	2,613
Office stationery	1,107	-	1,107
Legal and professional Fees	2,590	-	2,590
Audit fees	6,250	-	6,250
Office consumables	7,348	-	7,348
Cleaning	2,438	-	2,438
Bank charges	758	-	758
Insurance	5,825	-	5,825
Subscriptions	4,545	-	4,545
IT Running Costs	31,042	-	31,042
Repairs and maintenance	2,884	-	2,884
BID development costs	14,939	-	14,939
BID levy collection fee	25,035	-	25,035
Depreciation	9,893	-	9,893
Taxation	836	-	836
	333,853	4,495	338,348
Brought forward balance			921,709
Surplus/Deficit for the year			22,853
Remaining balance carried forward			944,562

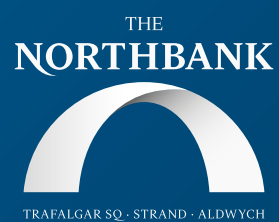
COMPARATIVE BID LEVY £	COMPARATIVE VOLUNTARY £	COMPARATIVE TOTAL 2018/19 £
1,924,448		1,924,448
	140,320	140,320
1,924,448	140,320	2,064,768
416,039	48,651	464,690
142,246	89,000	231,246
236,578		236,578
351,876		351,876
162,136		162,136
1,308,875	137,651	1,446,526
615,573	2,669	618,242
135,942	2,669	138,611
57,643	-	57,643
2,457	-	2,457
537	-	537
2,463	-	2,463
880	-	880
9,949	-	9,949
5,750	-	5,750
6,160	-	6,160
2,237	-	2,237
831	-	831
5,535	-	5,535
6,097	-	6,097
25,552	-	25,552
99	-	99
13,625	-	13,625
24,166	-	24,166
3,119	-	3,119
507	-	507
303,549	2,669	306,218
		609,685
		312,024
		921,709

GOVERNANCE

Andrew Hicks (Chairman)	Capco
Julian Robinson (Vice Chair)	London School of Economics
Ruth Duston, OBE, OC (Chief Executive)	The Northbank BID
Geoff Smout	Bain & Co
David Duncan	British American Tobacco
Claude Abi-Gerges	Capital Arches Group
Michael Izzo	Corinthia London
Hermione Mackrill	Land Sec
Steve Sherwood	PwC
Jonathan Reekie CBE	Somerset House
Ian Kidd	The Savoy
Guy Hilton	The Waldorf Hilton

BID BOUNDARY





The Northbank BID, West Wing, Somerset House, Strand, London, WC2R 1LA

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