

Overview of Projects
Income & Expenditure
2019/20, 2020/21

THE
NORTHBANK



TRAFALGAR SQ · STRAND · ALDWYCH

Introduction

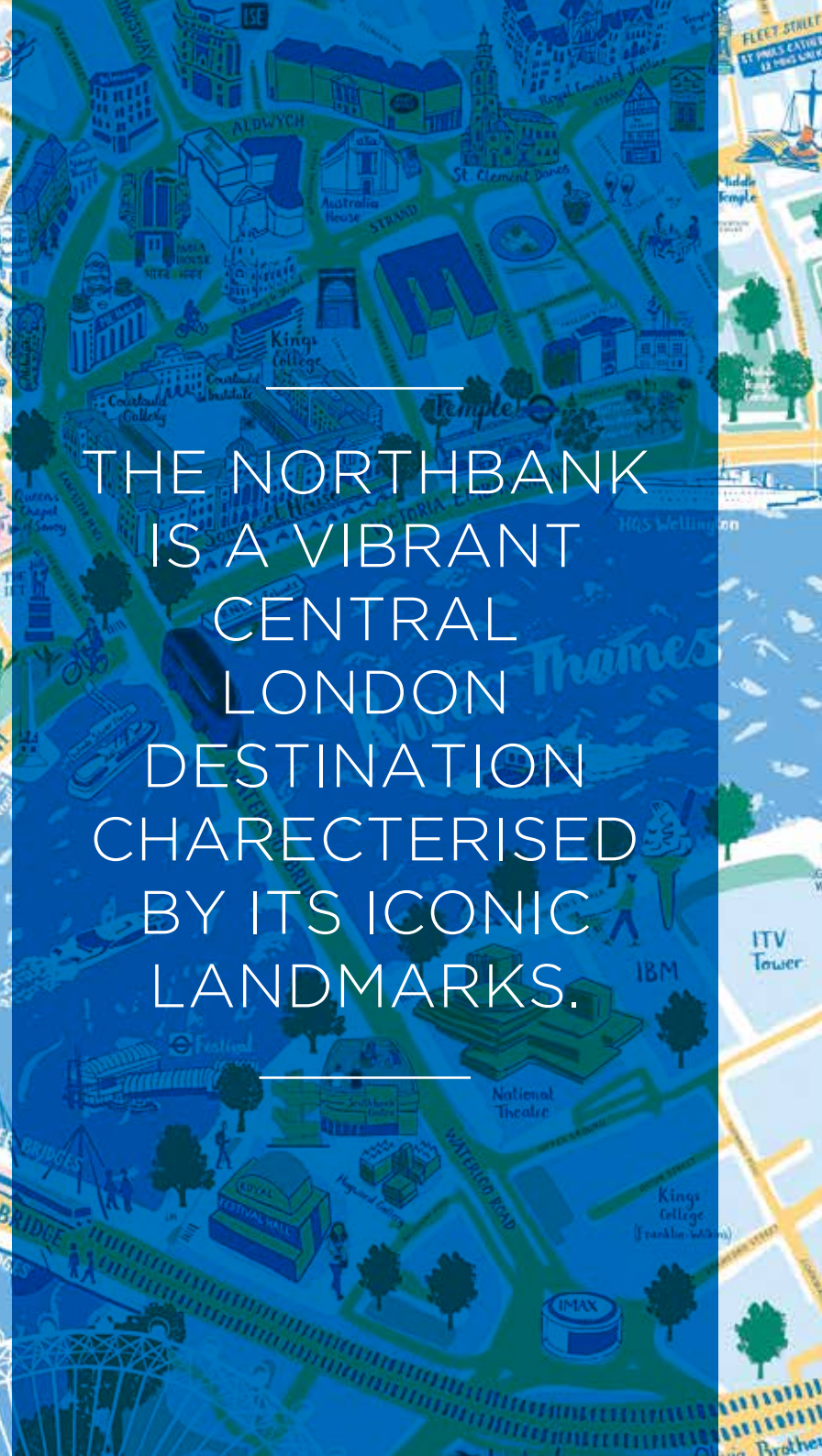
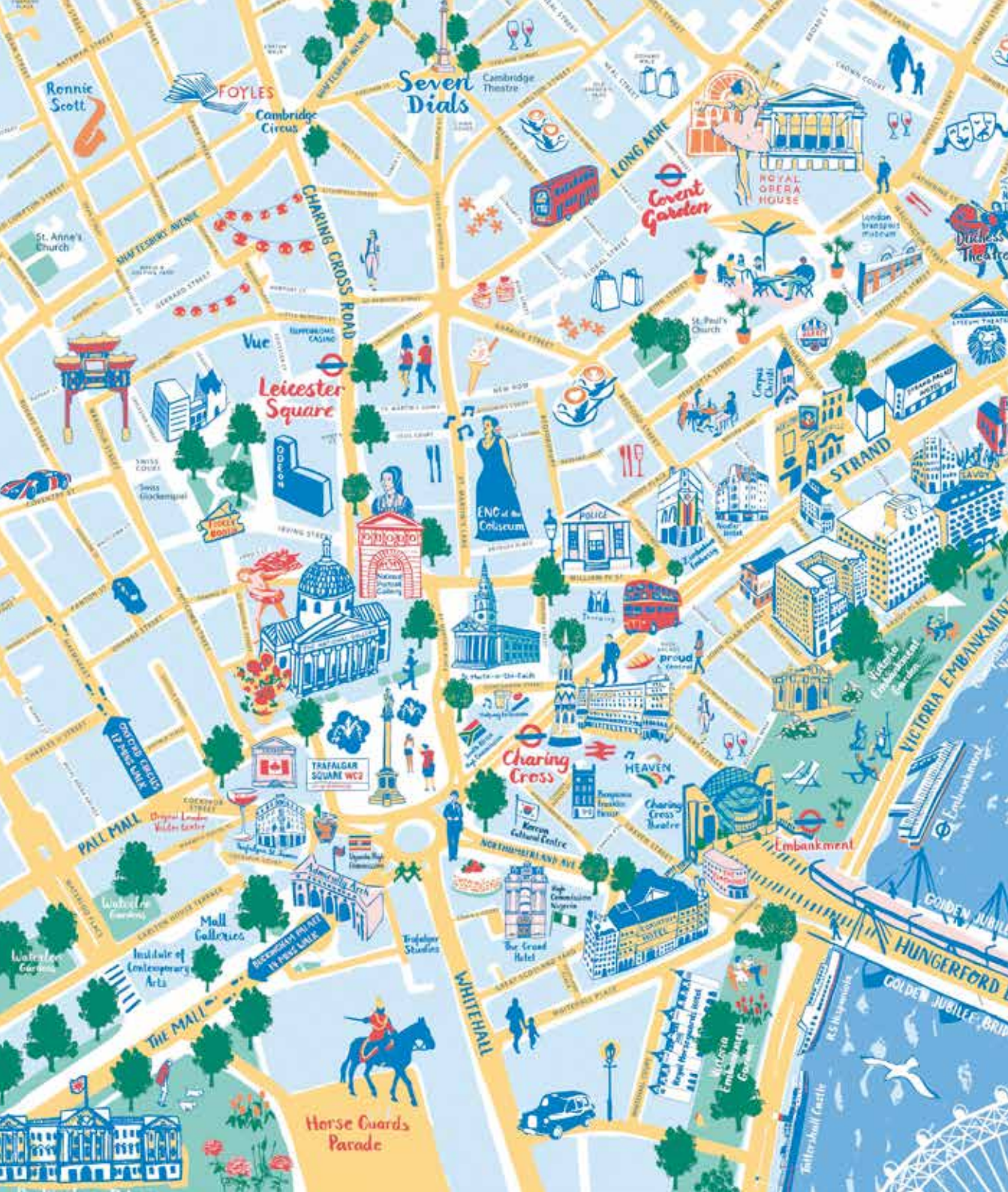
The Northbank Business Improvement District (BID) was formally established on 1st Oct 2013 and building on a successful first term, the BID is now approaching the half way point of its second term. Through a variety of projects and programmes the BID continues to support economic development, bring the local community together and promote the Northbank as a leading destination in the capital for both business and leisure.

Our activities for 2020-2021 are diverse and exciting and will deliver tangible enhancements to the local environment. Focused across our core areas, our plans for the coming year will continue to meet the needs of our business community, tackling some of the challenges that remain for businesses and harnessing some of the significant opportunities.

Over the past 12 months we have undertaken a large amount of activity in each of our five core themes. The following pages highlight our achievements in each area and explain how we plan to build on this activity in the coming year with your support.

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THE NORTHBANK
IS A VIBRANT
CENTRAL
LONDON
DESTINATION
CHARECTERISED
BY ITS ICONIC
LANDMARKS.



Total Spend
£507,000

The Northbank BID's Public Realm Operational Services aims to enhance the public spaces within our BID footprint and raise awareness around environmental and sustainability issues. We continue to work closely with colleagues at Westminster City Council (WCC), Transport for London (TfL) and the Greater London Authority (GLA), bringing collective thinking and action to the long term vision for the Northbank area.

The Northbank BID's street cleaning team continues to augment the work of WCC by providing additional street cleaning services during the day and night. The team is also equipped to provide street janitorial services to our businesses as and when requested, keeping the area clean and tidy.

The rising concerns around air quality and climate change are recognised by our business community and we are developing more programmes to innovate and lead in this important area. Our work continues to cover a range of activities, from greening and enhancing the look and feel of the environment, to educating and encouraging behaviour change among our community, whilst playing our part in driving forward some of the major partnership projects in our area.

The Northbank BID continued to enhance the side streets and lamp posts with hanging baskets and planters in and around the BID footprint. A number of public realm projects, in collaboration with our partners, are underway to deliver street intervention programmes such as Healthy Streets Everyday.

The Northbank BID is committed to enhancing the BID footprint by undertaking various public realm projects:

- The BID will continue to keep the area clean and tidy by providing additional street cleaning services and reporting on environmental issues on a daily basis.
- We will be launching our first year long campaign in 2020, which will encourage behaviour change and highlight the role we all have to play in tackling air pollution and climate change.
- The BID will continue to deliver street greening projects to enhance the area and continue our collaborative work with local authorities and stakeholders.



STRATEGIC VISION FOR NORTHBANK



Total Spend £471,200

Creating a high-quality public realm and environment has been a priority of the Northbank BID since its inception. With landmark architecture and a rich mix of cultural destinations, the Northbank is a truly unique district in Central London. Our collaborative approach has played a vital role in shaping and delivery of a shared vision to future proof the area.

The Northbank BID's Public Realm Strategic Vision has been a driving force in recognising and recommending potential Strand Aldwych and Villiers Street enhancement schemes. The BID's 3 project groups: Strand Aldwych, Strand West and Villiers Street, meet regularly with local businesses, public realm and transport experts and relevant stakeholders to guide the area's priorities. The BID will soon have a 4th project group which will focus on the Riverfront, initiating improvement projects on the north bank of the River Thames, which will transform the space into a place for leisure and improve transport links.

The BID delivered street interventions and behaviour change initiatives and completed its Low Emission Neighbourhood projects which were match funded by the Mayor's Air Quality Fund. Next year, the BID will continue with the Low Emission Neighbourhood legacy by installing a street parklet and promoting clean air walking routes in the area.

The Strand Aldwych transformation project is creating a new cultural district for London. The BID is working closely with local partners to develop a robust area management plan with 7 pillars of work: operations & maintenance, digital strategy, curation & activation, coordinated security, local

economy, place & identity and air quality. Within this, the Northbank BID is leading a panel of local experts (from WCC, Somerset House, King's College London, LSE and the Courtauld Institute) to commission local artists to develop new ideas alongside LDA Design who are guiding the design process.

The Northbank BID is focused on developing and nurturing its strategic vision by providing a platform for local businesses, stakeholders and delivery partners to work in collaboration for the best outcome for the area:

- The BID will continue with Low Emission Neighbourhood legacy projects for clean air walking routes that encourage visitors and local workers to walk and explore the area.
- The BID will continue to work on the delivery of the Strand Aldwych transformation to create a new, well managed cultural space for London. We will bring this knowledge and process to the western and riverside areas of the footprint.
- The BID will continue with its strategic vision work through focused project groups, in partnership with WCC, TfL and local stakeholders.



COMMUNITY SAFETY AND BUSINESS RESILIENCE

Total Spend
£355,000

The Northbank BID aims to keep the area safe and secure for those who visit, live and work here. We are committed to providing a welcoming environment, supporting the most vulnerable in our community and tackling anti-social behaviour (ASB). The BID has taken initiatives to enhance business resilience within local businesses by working with key partners such as the Metropolitan Police Service (MPS), British Transport Police (BTP), WCC and local charities.

The Northbank Patrol Team continues to work alongside MPS Officers, the Integrated Street Engagement Unit (ISEU) and other partners to increase the safety and security within our area. The Patrol teams work in pairs from 06:30hrs to 23:30hrs Monday to Friday and from 08:30hrs to 17:30hrs on Saturday and are able to respond to low level crime and ASB.

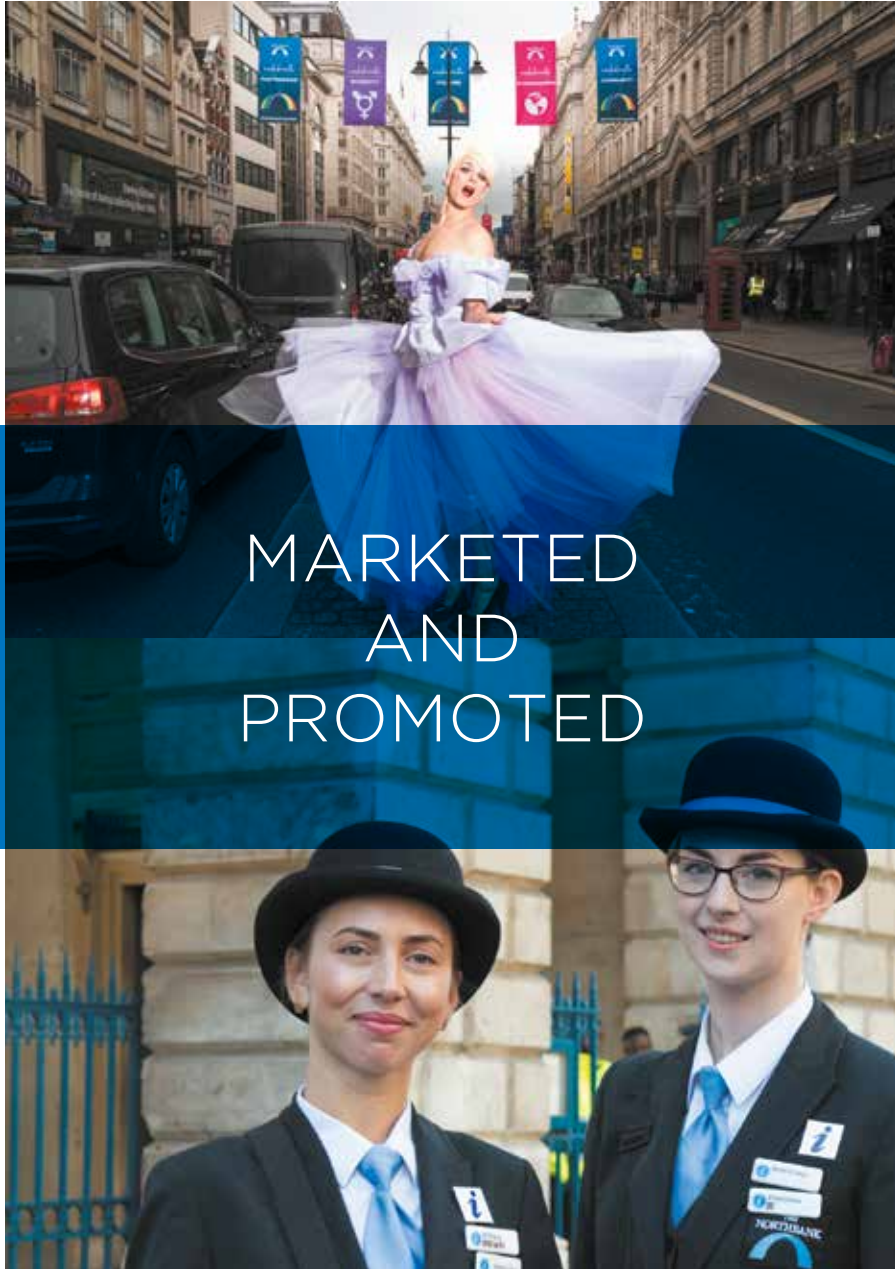
The BID also continues with its hand held radio network which provides a platform for the local business community to stay connected and to share real time information with the BID Patrol Team and other partners to ensure a swift and appropriate response to any issues or incidents.

The Northbank BID is a member of the West End Security Group (WESG) which provides a conduit for its members to develop their business continuity strategies to resist, respond and recover from a terrorist attack or major security incident. The BID also participated in several business resilience forums gaining valuable insight into borough contingency plans and innovative disaster recovery solutions.

The BID's new Sentinel crisis-communications platform has proved invaluable in cascading information to our members. This tool aims to alert businesses in case of a major emergency or disturbance in the area.

The Northbank BID will continue with its efforts to keep the area safe for the all those who visit, live and work in the area:

- The Northbank Patrol Team, equipped with body worn cameras will continue to patrol the area and work in partnership with the MPS Officers, BTP and local stakeholders.
- The BID will be upgrading the current hand held radio sets and improving the network coverage so that the local business community and the BID Patrol Team can communicate seamlessly.
- The BID will continue working with its key partners and participate in joint efforts to address issues such as community safety and retail challenges, evening and night economy, business continuity and resilience.



Total Spend £465,000

Our work under this core theme is focused on promoting the Northbank as a leading central London destination, showcasing the significant assets the area has to offer. We encourage local workers to stay and enjoy this wonderful district, and also attract leisure visitors looking for a high quality, engaging and welcoming place to visit. Partnership is central to our approach, and we collaborate with local and London institutions to deliver world-class events and promote the area and our businesses, venues and points of interest.

The BID's Ambassador service continues to engage with local businesses and welcome visitors to the area. The street team works 5 days a week, assisting the public with wayfinding and guiding them to the landmarks, theatres and excellent restaurants and bars in the area.

The BID delivered a Summer Campaign: Northbank Together and as part of this campaign, the flags on Strand and Villiers Street showcased a positive message of inclusivity within the area; encouraging businesses to adopt or increase initiatives to support the cause. And in the winter months, the popular Festive Lights brighten up the BID footprint.

The BID sponsored and promoted major London events such as West End Live, London Festival of Architecture, Pride in London and BFI London Film Festival, to ensure that the Northbank is well positioned to take advantage of these, for the benefit of the BID members, area visitors and wider stakeholders.

The BID aims to adopt a strategic communication and marketing approach to raise the profile of the area and will continue to build on this approach but with even more ambition:

- The BID will continue providing the Street Ambassador service to promote the area and local businesses.
- The BID will continue with its strategy to partner with well respected London organisations to help to deliver high quality and engaging events across the footprint.
- The BID will continue to promote events in the local area throughout the year through its website, newsletters and social media.
- Our work will be focused on key seasonal moments, including a specific strategy to position the Northbank as an important Christmas destination in 2020.



CORPORATE COMMUNITY ENGAGEMENT

Total Spend
£300,000

Corporate Community Engagement remains an important focus for the BID, bringing together the diverse businesses, organisations and communities in our area to champion sustainable growth. Our work in the area of wellbeing, both physical and mental, is growing as we recognise the links between health, happiness and creating a more successful place.

The Northbank Privilege Card provides local workers and residents exclusive discounts and offers from participating businesses in the footprint. There are over 7,500 Privilege Cards in circulation and the offers are regularly updated on the website page www.thenorthbank.london/privilege-card.

The Northbank BID's wellbeing series is growing in popularity with people working in the area as they are offered during lunchtimes at locations easy to walk to. At the end of a creative workshop, the participants can take back with them their individual craft work alongside the knowledge they have gained.

From raising awareness on diversity and inclusion, to championing wellbeing and sustainable behaviour change, the BID will continue with its various corporate community engagement programmes in the next year:

- The popular Street Ambassador service will continue to welcome visitors in the area and provide wayfinding and expert local knowledge. The team will continue to engage with local businesses as well as report on local environmental issues

- The BID will continue to provide the Northbank Privilege Card scheme to benefit all those who live and work in the area and promote local economic growth.
- The Northbank wellbeing events will continue to offer a variety of exciting new opportunities for the local community to engage in from creative cooking classes to low waste living workshops.
- The BID will build on its informative panel discussions that address some of the serious issues within the community and will support in spreading awareness on diversity and inclusion.
- The BID will continue its work with local charities by promoting our seasonal Gift Box Drop campaign and WCC's Hidden Network campaign, creating opportunities for our business community to help those in need.

Income and expenditure*

2019/20

Income

	BID Levy £	Grant /Other Income £	Total £
BID Levy collection	2,145,500		2,145,500
Voluntary contribution		30,000	30,000
Grant and other income		99,450	99,450
Restricted reserve funds	333,000		333,000
TOTAL	2,478,500	129,450	2,607,950

Expenditure

Public Realm Operational Services

Environment and sustainability	54,000		54,000
Public realm delivery	96,800	10,200	107,000
Cleansing and recycling	346,000		346,000

Strategic Vision for Northbank

Public realm strategies	225,000		225,000
Low Emission Neighbourhood	126,000	76,000	202,000
Placemaking /Strand and Aldwych	33,950	10,250	44,200

Community Safety and Business Resilience

Northbank security patrol	225,000		225,000
Business resilience	85,000		85,000
Crime prevention seminars / materials	45,000		45,000

Marketed and Promoted

Street ambassador costs 50%	71,000		71,000
Cultural and promotional events	249,000		249,000
Marketing and PR	145,000		145,000

Corporate Community Engagement

Street ambassador costs 50%	71,000		71,000
Small business network	117,000		117,000
Corporate and community engagement	112,000		112,000

Overhead costs

BID Team support	113,000	33,000	146,000
BID overhead costs	189,000		189,000
Contingency	133,750		133,750

TOTAL	2,437,500	129,450	2,566,950
Surplus/deficit	41,000	-	41,000
Brought forward 2018/19			588,709
Carried forward to 2020/21			629,709

*correct as at 31 December 2019 and forecast to 31 March 2020

Anticipated Income and expenditure

2020/21

Income

	BID Levy £	Grant /Other Income £	Total £
BID Levy collection	2,115,000		2,115,000
Voluntary contribution		30,000	30,000
Grant and other income		13,500	13,500
TOTAL	2,115,000	43,500	2,158,500

Expenditure

Public Realm Operational Services

Environment and sustainability	54,000		54,000
Public realm delivery	60,000	10,000	70,000
Cleansing and recycling	399,400		399,400

Strategic Vision for Northbank

Public realm strategies	100,000		100,000
Low Emission Neighbourhood	39,250		39,250
Placemaking / Strand and Aldwych	50,000		50,000

Community Safety and Business Resilience

Northbank security patrol	312,000		312,000
Business resilience	85,000		85,000
Crime prevention seminars / materials	65,000		65,000

Marketed and Promoted

Street ambassador costs 50%	71,000		71,000
Cultural and promotional events	210,000		210,000
Marketing and PR	141,000		141,000

Corporate Community Engagement

Street ambassador costs 50%	71,000		71,000
Small business network	116,000		116,000
Corporate and community engagement	120,000		120,000

Overhead costs

BID Team support	115,000	33,500	148,500
BID overhead costs	191,000		191,000
Contingency	135,000		135,000

TOTAL	2,334,650	43,500	2,378,150
Surplus/deficit	-219,650	-	-219,650
Brought forward 2019/20			629,709
Carried forward to 2021/22			410,059





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