



THE
NORTHBANK



TRAFALGAR SQ · STRAND · ALDWYCH

Overview of Projects
Income & Expenditure
2020/21, 2021/22



Introduction

The Northbank Business Improvement District (BID) stretches along the north side of the River Thames from the Royal Courts of Justice to Trafalgar Square. Formed in 2013, the BID is now in its second five-year term.

The Northbank BID has been working with local businesses and stakeholders to ensure it delivers against its extensive business plan, supports the economic development of the area and remains a world-class destination as we begin to recover from the impacts of the COVID-19 pandemic.

We encourage you to join us and get involved with the work of the BID to ensure we continue to offer focused and impactful services, and to share your collective vision for The Northbank area.

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Achievements for 2020/21 & Plans for 2021/22

Over the past 12 months we have undertaken a wide range of activity in each of our five strategic themes. In many cases our delivery for the last year had to flex and shift to respond to the changing situation. 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.



Total Spend £94,000

The Northbank Public Realm Strategy and Vision identified over 100 projects to create world-class, welcoming streets and spaces. This has led to the Strand Aldwych project being taken forward; a transformational scheme to make a new cultural learning quarter for London with a green public space at its heart with improved connections to neighbouring areas.

The Northbank area is an important gateway to London and has some of Central London's busiest streets. We are working with partners to upgrade these hard-working streets with high quality materials and increased greening with the aim of encouraging visitors to spend more time in the area and explore its rich heritage and vibrant culture.

Our collaborative approach captures a shared ambition and the priorities of our local businesses, partners and stakeholders to shape a world-class city centre. We are working to make our area more healthy, greener and cleaner with initiatives to improve air quality and enhanced walking routes and support active travel.

- The BID will continue to work collaboratively with Westminster City Council and other key stakeholders to deliver the Strand Aldwych transformation and create a new cultural space to inspire, innovate and support the local economy. The BID is leading work to bring smart technologies and a robust management model to this key project. The local community and visitors will benefit from enhanced amenities with new seating, improved walking and cycling routes and greener places to rest and study.

- Villiers Street is an important and busy gateway to the West End for both commuters and visitors. It has its own unique character, streetscape and vibrancy. We will continue to work with local stakeholders and Westminster City Council to develop the Villiers Street enhancement scheme for a safe and welcoming area. We will work to reconnect views and links to the important local parks and gardens.
- The Strand West strategy presents comprehensive area enhancements to regenerate the historic processional route and civic spaces which complement the architecture, culture and community. We will work with partners to refine the concept designs to detailed designs to unlock the area's potential.
- The Northbank riverfront presents a huge opportunity to create a vibrant district which attracts people to enjoy the open space, outstanding London vistas, rich heritage and wealth of cultural and leisure attractions. We are working with partners on short term enhancements and a placemaking strategy to reconnect The Northbank to the Thames.



PUBLIC REALM OPERATIONAL SERVICES

Total Spend

£346,000

Maintaining a high-quality public realm and environment has been a top priority of The Northbank BID since its inception. Clean and enticing streets encourage visitors to dwell for longer within the area, which we know leads to a positive economic impact for our local businesses and stakeholders.

- Our dedicated street teams will continue to keep the area clean and tidy with fast reporting of issues and reactive cleaning. We will provide enhanced cleaning services to deep clean the footway, remove stains, graffiti and chewing gum. During the COVID-19 Lockdown, our cleaning teams undertook a deep clean of the streets and pavements throughout the Northbank footprint.
- We will continue to work closely with our partners Westminster City Council and Transport for London, to ensure services are aligned and targeted where most needed. During 2020 we have regularly monitored the streets and have worked with partners to ensure problems are resolved quickly.
- The BID will continue to make our streets greener with hanging baskets, street planters with seasonal planting to give year-round colour and interest, as well as supporting biodiversity and wildlife. During the past year we have installed a new small planter at 114 Strand & have started preparations for multiple at Northumberland Avenue and Southampton Street.
- Central London air quality is a priority for our business members and we will continue to monitor the air and provide accurate data as an evidence base for further investment to improve the air we breathe.





COMMUNITY SAFETY & BUSINESS RESILIENCE

Total Spend
£368,000

The Northbank is committed to the safety of everyone who lives, works or visits our area. Working with the Greater London Authority (GLA), Metropolitan Police Service (MPS), Westminster City Council (WCC), British Transport Police (BTP) and key partners such as the Centre for the Protection of National Infrastructure (CPNI) and Westminster City Council to reduce crime and anti-social behaviour as well as to minimise the risk from more serious incidents.

- The Northbank Security Team, which comprises 4 security offices, patrol the BID footprint from 6:30am to 11:30pm Monday to Sunday. The team respond to low level crime and anti-social behaviour (ASB) locally and are equipped with body-worn cameras and radios to fulfil their duties.
- Additional night-time security patrols were also set up in response to the COVID-19 pandemic, to ensure local businesses with vacant units were supported during national lockdowns along with local law enforcement.
- In response to the pandemic we launched the COVID-19 Business Information Hub on our website. The page contains a collated range of resources and updates to ensure that our local business community has access to official and trusted information and is kept up to date with latest guidance, including return to work and security advice.
- More than 120 local businesses and security operatives are now using the upgraded Northbank Radio Link scheme which consists of a 4G radio network.
- Ad hoc joint operations have continued with MPS and the Northbank Security Team to tackle ASB and low-level crime in the area throughout the pandemic.
- 6 Counter Terrorism, Cyber Security and business continuity briefings took place virtually this year and have been attended by over 110 business representatives. We will continue to host such awareness-raising and information events for local businesses in the coming year.
- The BID led the 'design-out' process of three ASB hotspots across the area.
- We will continue to deliver our projects and services as above to focus on reducing ASB and rough-sleeping in the area whilst increasing business resilience locally.
- We will continue to build on our established relationships with local partners including taking part in joint operations and the reopening of businesses within the recovery process.



MARKETED & PROMOTED



Total Spend £335,000

Communications play a vital role in the BID's work – promoting local businesses, lobbying on behalf of our members, marketing the area and holding compelling events – all working towards elevating the area as a destination for leisure and business.

- The Northbank BID hosted over 100 online events in the past year to engage with the local community and promote the area's local businesses. The South Westminster BIDs worked together to produce the extensive Virtual Event Series. The events have been hugely popular with 5,527 bookings and 24,485 Eventbrite page views.¹ Various Northbank companies were promoted through the series and since April 2020, 9 dedicated virtual event series newsletters were sent to 11,702 email subscribers.
- During late Summer 2020, when UK lockdown restrictions were temporarily relaxed, the BID worked with Westminster City Council's event team, to host various family games in Victoria Embankment Gardens. Our Virtual Event Series continues with a total of 103 events being hosted covering a wide range of topics.
- The BID will continue to provide the Street Ambassador service to promote the area and local businesses, since April 2020, despite the various lockdowns caused by coronavirus, the ambassadors were able to make 1222 formal business visits and a further 1497 casual interactions with members of staff.²
- Christmas lights on the Strand and Villiers Street were erected in 2020. The lights illuminated the area from 12th November to 5th January 2021 and Christmas Lights will remain part of the BID's marketing activity in 2021.
- To support engagement with our local businesses and stakeholders, the BID hosted their first online advent calendar, via the BID website and promoted through newsletters and social media channels. Over 3500 individual entries were made to the advent calendar competition with over 250 entrants signing up as new newsletter subscribers.
- In the next year, we will continue to deliver a host of promotional and cultural events that help to support recovery, promote The Northbank businesses and the area as a whole.

¹ Events running from April 2020 to January 2021

² Both figures are from April 2020 to February 2021



CORPORATE COMMUNITY ENGAGEMENT (CSR)

Total Spend
£132,000

The Northbank BID aims to support employees and create networks between businesses and with the wider community. Through hosting lunchtime wellbeing workshops, cultural and charity events and facilitating training, the BID has been able to successfully support employees and link community and business.

- Dozens of offers are available for local restaurants, bars, leisure, and retail destinations across the Northbank area. Throughout the year many businesses have worked with the BID to provide an online or 'at home' offering to cardholders who have had to stay away from the area due to the Covid-19 pandemic. The Privilege Card offers are open to all local workers and residents with over 7,000 current subscribers to the scheme.
- Against the backdrop of the Covid-19 pandemic, wellbeing has continued to be a top priority within the BID's CSR agenda. 11 workplace wellbeing workshops have been carried out throughout the year with several different organisations including Charlotte Wiseman, Renner Wellbeing and the Wellbeing People. A dedicated wellbeing page has been created on the BID's website.
- Community and charity engagement have been crucial throughout 2020, throughout the first UK lockdown the BID directly supported a local foodbank which was created in response to the Covid-19 crisis.
- At Christmas The Northbank contributed 250 Christmas Gift Boxes that were delivered to local elderly residents at risk of loneliness across the South of Westminster. The gifts inside of the boxes were purchased from local businesses along with a card from a local school child. We also worked with Age UK to provide virtual festive wreath-making workshops for elderly residents.
- The BID worked with partners to deliver employability panel events for young people across Westminster. The discussions focused on topics ranging from how to pursue a career in theatre, to green and sustainable careers. The panelists were volunteers from our local business community.
- We also held virtual learning sessions exploring topics such as cycle safety, diversity and inclusion and we held a week-long series curated with Pop-Up Africa to celebrate Black History Month.
- Our Ambassadors have continued to engage with local businesses, providing invaluable monitoring of the area and highlighting environmental issues.
- In the next year, we will continue to deliver a host of CSR activity to support the local area and community through recovery.

CORONAVIRUS GRANT

Total Spend
£110,000

The UK Government supplied local towns and cities (including Business Improvement Districts) with funds to support our areas throughout the pandemic. The one-off grant enabled the BID to take some immediate steps towards making the area safer during this difficult time.

- The Northbank BID was able to erect 20 toberone signs throughout the footprint. The signs displayed social distancing messaging and offered hand sanitiser to passersby. The BID also installed 1,150 floor vinyls throughout the footprint with social distancing messaging and to support safe queuing.
- As the UK announced a relaxation of lockdown restrictions, The Northbank worked with illustrator Olivia Brotheridge to create bespoke maps recommending

quiet walking routes with improved air quality. These routes also highlighted some of the area's 'hidden gems', to promote our local businesses and spectacular tourist attractions.

- To support our lobbying for further support for the area, the BID commissioned Arup to deliver a piece of work outlining the impact of office worker absence on the local economy.



Income and expenditure*

2020/21

Income

	BID Levy £	Grant /Other Income £	Total £
BID Levy collection	1,674,000		1,674,000
Covid-19 grant income		110,000	110,000
Other income		12,000	12,000
TOTAL	1,674,000	122,000	1,796,000

Expenditure

Public Realm Operational Services

Environment and sustainability	44,000		44,000
Public realm delivery	40,000		40,000
Cleansing and recycling	262,000		262,000

Strategic Vision for Northbank

Public realm strategies	45,000		45,000
Low Emission Neighbourhood	28,000		28,000
Placemaking /Strand and Aldwych	21,000		21,000

Community Safety and Business Resilience

Northbank security patrol	276,000		276,000
Business resilience	65,000		65,000
Crime prevention seminars / materials	27,000		27,000

Marketed and Promoted

Street ambassador costs 50%	41,000		41,000
Cultural and promotional events	189,000		189,000
Marketing and PR	105,000		105,000

Corporate Community Engagement

Street ambassador costs 50%	41,000		41,000
Small business network	48,000		48,000
Corporate and community engagement	43,000		43,000

Covid-19

Covid-19 recovery		110,000	110,000
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Overhead costs

BID Team support	108,000	12,000	120,000
BID overhead costs	160,000		160,000
Contingency	60,000		60,000

TOTAL	1,603,000	122,000	1,725,000
Surplus/deficit	71,000	-	71,000
Brought forward 2019/20			944,562
Carried forward to 2021/22			1,015,562

*Correct as at 31 December 2020 and forecast to 31 March 2021

Anticipated Income and expenditure

2021/22

Income

	BID Levy £	Grant /Other Income £	Total £
BID Levy collection	1,738,000		1,738,000
Covid-19 grant income			-
Other income		10,500	10,500
TOTAL	1,738,000	10,500	1,748,500

Expenditure

Public Realm Operational Services

Environment and sustainability	51,000		51,000
Public realm delivery	66,000		66,000
Cleansing and recycling	377,000		377,000

Strategic Vision for Northbank

Public realm strategies	99,000		99,000
Low Emission Neighbourhood	39,000		39,000
Placemaking /Strand and Aldwych	50,000		50,000

Community Safety and Business Resilience

Northbank security patrol	270,000		270,000
Business resilience	74,000		74,000
Crime prevention seminars / materials	56,000		56,000

Marketed and Promoted

Street ambassador costs 50%	73,000		73,000
Cultural and promotional events	238,000		238,000
Marketing and PR	160,000		160,000

Corporate Community Engagement

Street ambassador costs 50%	73,000		73,000
Small business network	126,000		126,000
Corporate and community engagement	131,000		131,000

Covid-19

Covid-19 recovery		-	-
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Overhead costs

BID Team support	130,500	10,500	141,000
BID overhead costs	188,000		188,000
Contingency	141,000		141,000

TOTAL	2,342,500	10,500	2,353,000
Surplus/deficit	-604,500	-	-604,500
Brought forward 2019/20			1,015,562
Carried forward to 2021/22			411,062

*Revenue from the BID levy the billing authority was due to receive in 2020/21 was £2,114,762

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