

# ANNUAL REPORT 2020/21

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TRAFALGAR SQ · STRAND · ALDWYCH



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Although a year like no other, the past 12 months have seen significant progress across our strategic themes, reflecting the drive and commitment within the BID to deliver our Business Plan objectives. Maintaining momentum, and the generous support of Westminster City Council, on some of our big strategic projects, such as Strand / Aldwych is a huge shot in the arm for the recovery, signalling the ambition and opportunity that lies ahead for the capital, with The Northbank playing a major role in the London's renaissance.

Andrew Hicks, Chair of The Northbank BID

# FOREWORD

On behalf of my fellow board members and the executive team, I am proud to present our Annual Report 2020-21. As ever, the BID has worked with commitment and dedication to support the local business community and this report clearly sets out our achievements across our core strategic areas.

This particular annual report spans a period of time I think the majority of us never foresaw and hope we will never see again. The past year has seen our lives radically altered. Firstly, through the initial COVID crisis starting in late March 2020 and the subsequent national lockdowns which brought 'normal' life to a grinding halt, and later, as we adapted to the new landscape before us, with changed working practices and some ongoing restrictions. The recovery will be gradual and not without difficulty, but at least now, with the Government's roadmap and timetable met, we can see the light at the end of the very long COVID tunnel.

Throughout the past year the Northbank BID has stood strong, remaining fully operational and ready to serve our local communities. Our agility has enabled us to pivot to where the greatest need has been, while still maintaining momentum on strategic projects.

As a board we took prudent decisions early on in the pandemic to pause some of our day-to-day activities and take stock of what our diverse business community most needed. Our work ranged from assisting the most vulnerable in our community and supporting businesses that were adapting their offer and continuing to trade to providing timely, accurate and clear communications to businesses, as guidance changed frequently and with little notice.

Partnership sits at the heart of the BID movement, and our ability to collaborate with our partners at Westminster Council, TfL, the GLA, central Government and with wider stakeholders has been vital this past year. This collective action has manifested itself most significantly in the progress that has been made on the important transformation of Strand / Aldwych, which has continued to progress despite the challenges brought by COVID. This scheme will play a key role in the long-term recovery of our area, attracting new visitors and supporting workers as they return to London, which is why we have been so determined to keep momentum going. Alongside Westminster Council we have unveiled meanwhile use test events this year in advance of the final scheme being delivered next year. Similarly, we have seen significant momentum building around the planned improvements to Villiers Street, thanks to continued partnership working between the public and private sectors, with the BID playing a pivotal role in bringing the right parties together.

We have collaborated increasingly with our sister BIDs in South Westminster, but also with neighbouring BIDs, namely the Central District Alliance and BIDs and partnerships in the City of London. On some cross-cutting issues we recognised that our collective strength is valuable, and we have partnered up a number of times, including commissioning some COVID recovery research with Arup. We plan to continue this sort of collaborative work in the future.

You will see from the detail in the report that we continue to deliver for our business community across our core areas. Our day to day operations, from our street ambassadors and on street patrols, to our sustainability work and destination marketing activity, continue to add important value to businesses across the Northbank.

I am incredibly proud of the resilience and fortitude shown by the BID and our business community over the past year, but the hard work is not over. London faces huge challenges, not least with the loss of international visitors and the prospect of it taking many years for numbers to return to pre-pandemic levels. Alongside this, the massive structural changes we are seeing in workplaces, with office workers slowly returning but in very much a hybrid capacity is having a significant impact on the wider London eco-system of businesses. As your BID we will be ahead of the curve on the changes being seen across the capital, helping businesses navigate a new course and finding new ways of re-energising our beloved capital city. It will not be easy and we cannot do it alone, but with a strategy based on genuine insights and a determination to continue to deliver for our wonderful business community, I know much can be achieved.

I hope you enjoy reading about our activities from the past year and I look forward to building on the achievements outlined in this annual report, securing the future for the Northbank district and enhancing the prospects for all the businesses that choose to call this wonderful part of London home.

Ruth Duston OBE, OC, Chief Executive



# STRATEGIC VISION FOR NORTHBANK

The original Northbank Public Realm Strategy and Vision identified over 100 projects to create world-class, welcoming streets and spaces. This 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.

## Strand West: Public Realm Strategy

### DELIVERY

- The Strand West Area Project Group meets to guide the progression of strategic enhancements for the area.
- A holistic strategic vision has been developed to identify opportunities for area enhancements. Work is being progressed to further develop the projects identified in the Strand West Strategy which to improve the pedestrian environment.

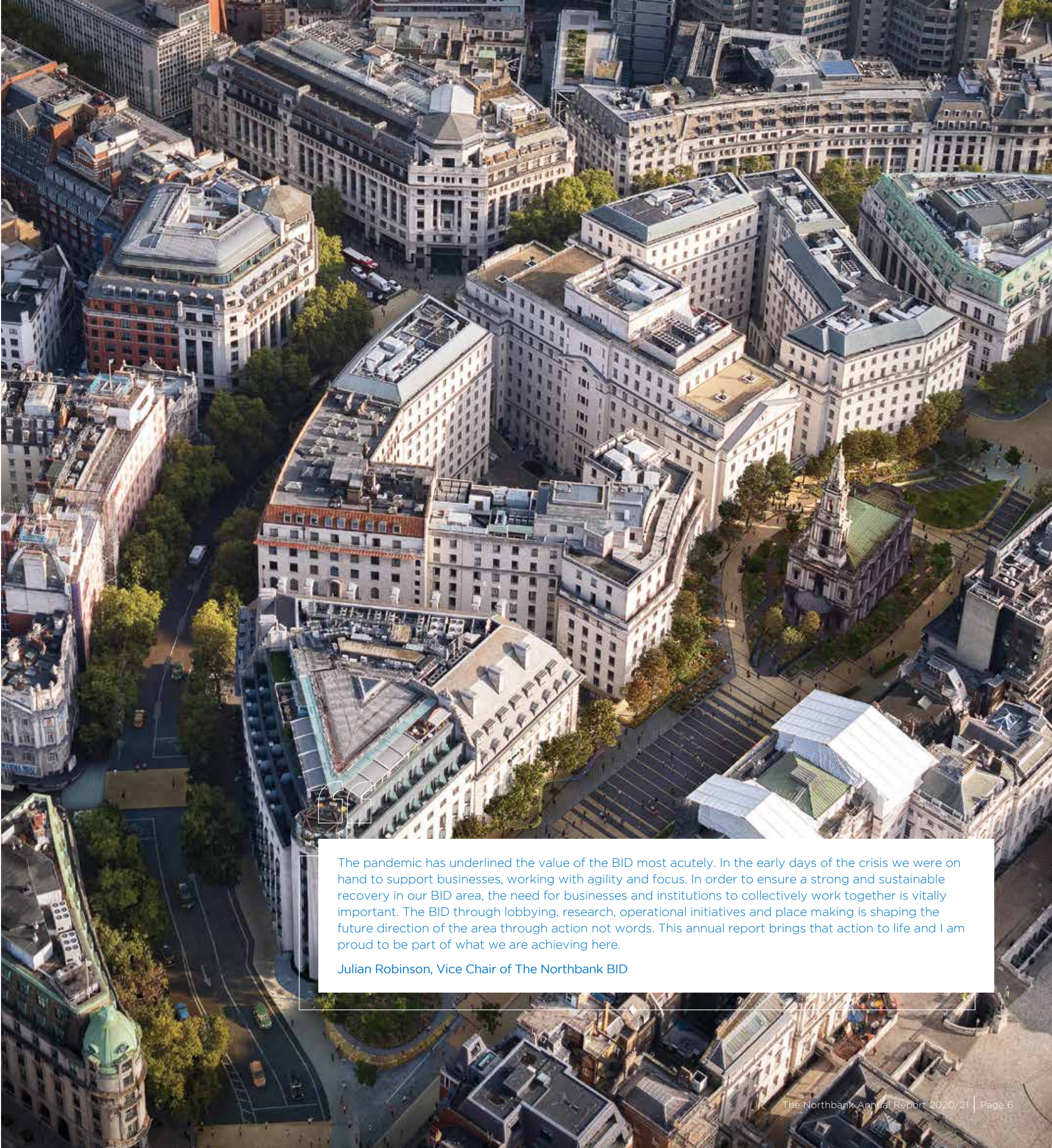
### OUTPUT

- Strand West public realm vision was finalised in July which in an area wide study to identify opportunities for enhancements which will regenerate this multi-functional centre of activity, business and culture.

- Eight Strategic principles have been identified to address every aspect of the public realm.
- 30 public realm projects have been identified which are prioritised within a matrix.
- Special insights from the study informed temporary streetscape changes to support walking, cycling and alfresco dining.
- Strand enhancement is a priority project progressing with further transport and urban design work to improve desire lines, amenity, and dwelling, as well as an enhanced sense of place.

### COST

£840



The pandemic has underlined the value of the BID most acutely. In the early days of the crisis we were on hand to support businesses, working with agility and focus. In order to ensure a strong and sustainable recovery in our BID area, the need for businesses and institutions to collectively work together is vitally important. The BID through lobbying, research, operational initiatives and place making is shaping the future direction of the area through action not words. This annual report brings that action to life and I am proud to be part of what we are achieving here.

Julian Robinson, Vice Chair of The Northbank BID





1,547  
Parklets cleaned

The Northbank  
experience some of  
London's highest  
footfall throughout  
the day and night



Maintain 50  
planters which  
enhance 6 streets  
in the area

## Strand Aldwych: Smart City, St Clement Danes

### DELIVERY

- St Clement Danes area public realm study was undertaken to identify opportunities with partners for enhancements connecting Strand Aldwych to the City of London, the river and Holborn.

### OUTPUT

- The Strand Aldwych Joint Project Group meets regularly and alongside Westminster City Council have developed the 7 pillar management model.
- The BID commissioned Connected Places Catapult (CPC) to undertake a Digital Scoping Study.
- Preparatory work has been undertaken to install time-lapse cameras which will capture construction and activations during the build programme and be used for engagement and communications.
- A study of the St Clements area gathered insights through stakeholder interviews, research and spatial analysis.
- Seven Strategic principles have been established which guide the area strategy with recommendations centred around five project families.
- Work for the area to the west of St Clement Danes has been incorporated into the Strand Aldwych scheme bringing early amenity enhancements, high quality materials and new green space.

### COST

£29,044

## Villiers Street

### DELIVERY

- The Villiers Street Project Group meets regularly to guide and inform work to bring forward the highway upgrade. The group is working in close partnership with Westminster City Council as they and their consultants refine proposals for new materials and street management.

### OUTPUT

- The group has worked to feed into street upgrade proposals to ensure they are robust and meet the complex needs of this 24-hour street.
- Enhanced street greening brings the feel of the park into the street with planters and hanging baskets.

### COST

£0

## BLÉN Legacy

### DELIVERY

- Business Low Emission Neighbourhood legacy work continues the street greening interventions which support our work to tackle local air quality.
- Providing up-to-date area insights for environmental monitoring to inform future strategies and provide an evidence base for investment.

### OUTPUT

- We maintain 50 planters which enhance six streets in the area with greening that supports biodiversity and brings year-round colour and interest.
- The BID is a member of Wild West End which unites 16 central London estates and BIDs to align greening outcomes to support biodiversity, area enhancement, the urban heat island and making nature accessible with linked greening projects and a shared ambition.
- We are working with central West End partners to develop an overarching approach which will support businesses to transfer to more sustainable operations by reducing freight and waste.
- We have worked with Sustrans to provide a package of workshops, information and area maps to encourage people to use active travel options.
- Partnership working with Cross River Partnership for two initiatives supported by DEFRA and the Mayor's Air Quality Fund - both tackle air quality and street environment.

### COST

£25,938

## Placemaking, Strand and Aldwych

### DELIVERY

- The BID works with partners, Westminster City Council, and local stakeholders to provide accurate information and analysis through our air quality monitors and membership to the London Air Quality Network (LAQN) which gives for local area data, live information and London wide comparisons.
- Footfall data is combined with local information to build a business case for area investment and supporting services.

### 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 and active travel projects.
- Membership of the London Air Quality Network (LAQN) give live updates which can be viewed on the London Air and Northbank's website. Low emission walking routes are also available to plan and view through the App.
- The BID's 9 footfall monitors capture footfall at two strategic project areas: Strand Aldwych and Villiers Street.
- Footfall data is circulated to 26 partners to share central London insights and help future planning. Footfall data has been particularly valuable as we and partners assess the impact of Covid and the need for collaborative working to support its recovery.

### COST

£19,380



# PUBLIC REALM OPERATIONAL SERVICES

The Northbank’s public realm has a unique variety of landmark architecture, civic spaces and cultural destinations, attract people from across the world. We have continued to develop strategic projects which will create a streetscape environment where business and community can flourish.

## Environment and Sustainability – GI Green Infrastructure/Bloom

### DELIVERY

- Working with Westminster City DELIVERY.
- Working with Westminster City Council and local partners, the BID enhances the streets with green infrastructure supporting local biodiversity, horticulture and a community feel.

### OUTPUT

- Green infrastructure of the Northbank area helps make the area feel welcoming and encourages people to explore different routes.
- The BID maintains 41 hanging baskets which bring colour and interest to: Villiers Street, John Adam Street, Southampton Street and York Place.
- Tree pits at Agar Street have been surfaced with bound gravel for a finish which is easy to clean and allows water through.

- Urban greening webinar where horticultural consultants shared their expertise, tips and innovative ideas on for green walls and plants for small spaces.

### COST

£5,322

## The Northbank BID Cleaning Team

### DELIVERY

- To provide a dedicated day cleaning team to enhance 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, to provide deep cleaning services (e.g. power jet washing) for footway areas, removing ingrained dirt and chewing gum.

### OUTPUT

- Street furniture checked and cleaned on a daily basis (672 bins, 195 phone boxes, as well as bus stops, cycle racks and Legible London signs).

- 1,376 blocks swept, including bags of litter and 1031 bags of recycling collected.
- 2,562 graffiti and stickers removed from properties within the same day of sighting.
- 909 of janitorial services / street cleaning carried out.
- 1,547 parklets cleaned and maintained.
- 2 needle and sharps incidents.
- 59,060 Sqm of pavement washed (which is equal to 8 and a half football pitch).
- 54 Phone boxes cleaned.
- 12,919 Hand sanitisers checked and refilled.

### COST

£207,997





# COMMUNITY SAFETY & BUSINESS RESILIENCE

Community Safety is a priority for The Northbank BID. We are committed to the safety of everyone who lives, works in and visits the area. We will continue to work 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.

## Westminster City Council Police and Joint Operations DELIVERY

- The BID continues to maintain positive working relationships with the outreach services, WCC and the Met Police, carrying out joint operations to reduce low-level crime and ASB
- More than 120 local businesses and security operatives are now using the upgraded Northbank Radio Link scheme which consists of a 4G radio network.
- 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.

## OUTPUT

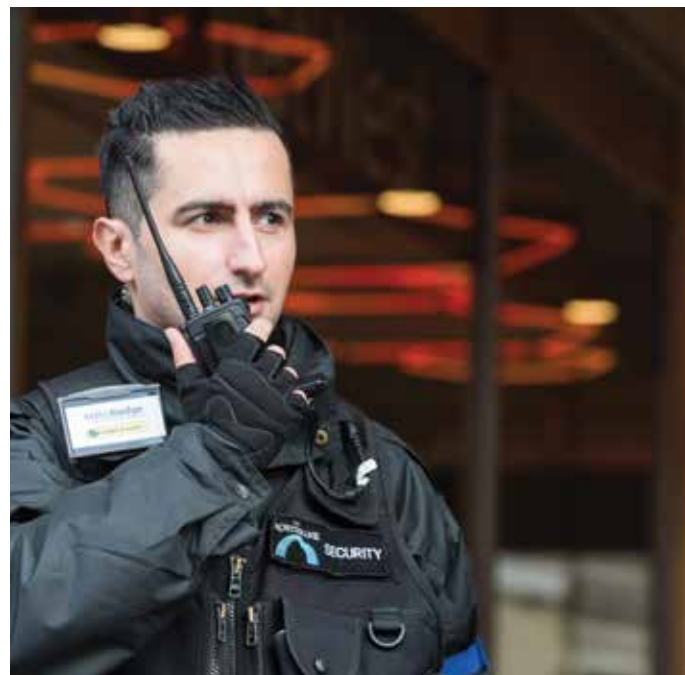
- The BID has been joining weekly conference calls with the Council and Met Police via the West End Security Group. The Met Police advised BIDs to focus on the reopening of the area following government announcements regarding the lift of lockdowns.
- In response to the Coronavirus (COVID-19) outbreak, the Northbank BID continued to upload daily updates from working partners (PHE, WCC, and MPS), Cyber Security and remote working advice and government guidance for businesses to the COVID-19 hub.

## COST

£53,080







2,223  
Business welfare  
checks

1,670  
engagements with  
rough sleepers



2,223  
business welfare  
checks carried out



## Street Team

### DELIVERY

- The Northbank Security Team, continued with an enhanced service of 8 members on two shifts within the BID footprint from 6:30am to 11:30pm Monday to Saturday. 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.

### OUTPUT

- 137,096 issues reported, the highest percentage of these being street audits, including area cleanliness and hand sanitiser refills.
- 28 Sentinel alerts sent.
- 1670 engagements with rough sleepers.
- 355 calls to assist members via the radio network.
- 2,223 business welfare checks carried out.
- 51 drug and medical emergencies attended and ambulance calls.
- 335 calls to assist members via the radio network.

### COST

£263,863

## 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

- Nine Footfall monitors capture footfall data with comparisons nationally and across Central London as well as year on year and benchmarking performance with 2019.
- Footfall data is circulated to 26 key partners to share central London insights and help plan for the future. Footfall data has been particularly valuable in assessing the impact of Covid-19 on central London and the need for collaborative working to support its recovery.

### COST

£5,000

## 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 nonemergency assistance.

### OUTPUT

- Due to the temporary and permanent closure of some of the businesses in the area. The radio rollout has been put on hold until the area fully reopens. Once a full business audit has taken place, the new 4G radios will be given out to businesses. Until then, the Street Team will be undertaking regular business checks.
- 6 Counter Terrorism, Cyber Security and Business Continuity briefings were held virtually this year in partnership with CPNI, NaCTSO, Metropolitan Police (Met Police) and City of London Police.
- Over 110 business representatives have attended counter terrorism, information security, document awareness training and business continuity seminars.
- The BID partnered with the Police Digital Security Centre (PDSC) to promote cyber security best practice and provide advice to our business community during the year.
- The BID actively supported Protective Security Operations (PSO) with the development and launch of their interactive app called PSO London Shield.
- 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 guidance 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.

### COST

£0



# MARKETED & PROMOTED

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.

## Website

### DELIVERY

- We work with Hudson Fuggle to undertake monthly maintenance of the website.

### OUTPUT

- Total page views were 57,326.
- 67% of website users found the website organically or through google: a sign of awareness that people are searching for The Northbank BID.
- The Christmas Advent Calendar gained the highest page views of 10,806.
- The average time spent on a page, has stayed consistent year on year.
- 15,681 visits to the website were new users, which is 81% of all acquisitions.

### COSTS

£2,430

## Social Media

### DELIVERY

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

- Social media allows us to run effective campaigns to support our various London partnerships and promote business members.

### OUTPUT

- Our Social media (Instagram, Twitter, Facebook and LinkedIn) posts were reached by 279,940 people. A 20% increase from last year.
- Audience Growth increased by 10% vs last year. With a total of 3,806 new followers.
- LinkedIn followers increased by 66%, due to the increase use of the channel throughout early/mid 2021.

Noticeable highlights throughout April 2020 – March 2021:

- LinkedIn: Impressions increased by an incredible 537% with 13,764 page reaches. Shows us how posting regularly on LinkedIn multiple times a week improves our reach to new audiences.
- Twitter: Significant spike in Twitter Engagements. Up by a staggering 2,083%. Engagements include likes, comments, retweets and direct messages.
- Twitter Video Views: Video views on Twitter increased by 10% with 436 views, higher than any other platform.

Our Virtual Event series across both South Westminster BIDs allowed us to share plenty of creative content.

- Spike in Impressions in June 2020: In the period of June 2020, we saw a sudden spike in impressions across all platforms where we had 38,425 new impressions.

### COST

£7,187

## Marketing materials & stakeholder engagement

### DELIVERY

- Steering groups which include representatives from local businesses are held on a quarterly basis before each Board meeting, to drive the communications strategy forward.
- We continue to roll out regular e-newsletters and social media to maximise communications with our stakeholders.







Ambassadors  
interacted with  
**3,570**  
visitors

145 virtual  
events since April  
2020 with over  
**3,000**  
attendees



**20**  
on-street physical  
distancing/wayfinding  
Toblerones positioned  
throughout the area



## OUTPUT

- We circulated over 41,000 emails (98.5% open rate) to our subscribers who opted to receive information on our news, events and offers, our privilege card and street bulletin information.
- Newsletter
  - Circulated regular businesses updates with key COVID-19 information.
  - Subscribers to our news, events and offers list, increased 43% year on year.
  - Subscribers to our privilege card decreased by 2.4% year on year. This decrease could be due to the lack of office workers in the area during lockdowns.

## COST

£3,853

## Cultural and Promotional Events

### Virtual Event Series and Victoria Embankment Games

## DELIVERY

- In response to the COVID-19 Pandemic, in collaboration with the Victoria and Victoria Westminster BIDs, we held the South Westminster Virtual Event Series.
- Creating a COVID-19 friendly games space within Victoria Embankment Gardens for families to use during school holidays.

## OUTPUT

- Hosted 145 events since April 2020, with over 3,000 attendees partnering with various local businesses. Events were recorded and posted on our YouTube Channel to allow members to catch up with any they missed.
- Over 90 people attended our outdoor games on the last weekend of September and multiple days during October Half Term.

## COST

£16,692

## International Women's Day

## DELIVERY

- In collaboration with the Victoria and Victoria Westminster BIDs, we hosted our International Women's Day (IWD) panel event online to discuss the 'Impact of the Pandemic on Working Women' virtually on 9 March 2021.

## OUTPUT

- Formed an informative panel where over 160 guests attended the virtual event.
- After sharing a donation link before and during the event, we raised a total of £545 for our chosen charity: ROSA.

## COST

£861

## Festive Promotion

## DELIVERY

- Strand and Villiers Street lights continue to bring seasonal cheer to the area, attracting visitors and highlighting Christmas-based activity in the area, as well as brand recognition.
- The BID team worked with Westminster City Council highway teams, local building owners and managers to manage the installation.
- This year we created an online advent calendar to build on our Christmas activity on the website and promote local businesses.

## OUTPUT

- Eight light designs especially created for the Strand combine Northbank brand with decorative light displays which provides a striking view along the Strand towards Trafalgar Square and St Mary Le Strand.
- The lights illuminated the area from 12th November 2020 to 5th January 2021 and Christmas Lights will remain part of the BID's marketing activity in 2021.
- This is the second-year lights have been erected on Villiers St.
- The calendar was extended across South Westminster, to include businesses within the Victoria Westminster and Northbank BID footprints, and had 28 prizes available to win over 14 days from local businesses. Over 10,800 entries were received.

## COST

£81,455

## Public Affairs and PR

## DELIVERY

- We appointed Portland Communications during the year to help support us throughout the immediate recovery and carry out polling.
- Working with ARUP the BID commissioned research concerning in impact of office workers absence in London to inform recovery planning.

## OUTPUT

- Research and polling were published to inform local businesses and the BID's own recovery planning.

## COST

£22,515

## Ambassador Programme

Joint: 50% Corporate  
Community Engagement &  
50% Marketing & Promotion

## DELIVERY

- Branded Ambassadors provide a warm visitor welcome and street concierge service, enhancing the Northbank experience and driving footfall into the local economy.

## OUTPUT

- 3,570 visitors interacted with in the Northbank area. This is a decrease of 94.5% due to the Pandemic.
- Our Ambassadors were also furloughed during the peak of the pandemic, and weren't present in the area.
- Busiest day of interactions are Tuesdays, followed by Mondays, and the busiest time of the day is 3pm.
- Ambassadors helped guide 467 people to local venues

## COST

£30,189



# CORPORATE COMMUNITY ENGAGEMENT

Throughout the difficult past year, the BID aimed to support employees and businesses as far as possible. Through hosting workshops and facilitating training, the BID has been able to successfully support its stakeholders and link community with local businesses.

## Apprenticeships, employment and skills

### WCC Enterprise Week – Green Careers Panel

#### DELIVERY

- For WCC’s Enterprise Week the BID hosted a Green Careers Virtual Panel for young people focusing on Green Skills and the ‘Green’ Employment Market.

#### OUTPUT

- Two local year-10 Business Studies classes attended the event.
- Discussions of the importance of innovation and how many jobs can now be seen as ‘green jobs’.
- 83% of the students said they left the events with a better understanding of the industry.

#### COST

£0

## City Lions Digital Festival – Careers in Theatre Panel

#### DELIVERY

- As part of Westminster City Lions Digital Festival which aimed to promote creative careers, we partnered with local theatres to deliver a careers panel discussing how to get in to the industry and different opportunities available.

#### OUTPUT

- A class of 18 young people attended the virtual event, hearing advice on skills, challenges, and the importance of role models within the industry.
- 84% of attendees “have a better understanding of creative career paths”.
- 70% of attendees “have been inspired to think about what job I might like to do in the future”.

#### COST

£0







366  
individuals attended  
the BID wellbeing  
virtual events

250  
gift boxes delivered to  
the local community



£5,000  
donation to  
local foodbanks



## Community, charity outreach, sponsorship, engagement

### Covent Garden Food Bank

#### DELIVERY

- Supported the newly-formed Covent Garden Foodbank with monetary and food donations.

#### OUTPUT

- The Foodbank was able to purchase an industrial sized Fridge-Freezer to store food for families who need support.
- 317 Active users of the foodbank.
- 4,285 food parcels delivered.

#### COST

£5,000

### Christmas Gift Boxes

#### DELIVERY

- The South Westminster BIDs looked to deliver a socially-impactful project throughout the Christmas period to combat loneliness amongst elderly residents.
- Delivered Christmas Gift Boxes filled with items purchased from and donated by local businesses, as part of Westminster City Council's 'Festive Cheers' initiative.
- Worked with St Clement Danes Primary School to create Christmas cards to be delivered to elderly residents inside of the Gift Boxes.

#### OUTPUT

- During the w/c 14th December 250 Gift Boxes were delivered to elderly local residents, who were identified by the council as being at risk of being lonely during the festive period.
- Local Businesses on the Strand: Twining's and Whittard's, were supported with the BID securing items for the Gift Boxes from the local stores.

#### COST

£3,656

## Wellbeing – Virtual Events & Page on Website

#### DELIVERY

- As part of the South Westminster BIDs Virtual events series, the BID hosted several virtual wellbeing sessions delivered by the wellbeing coach Charlotte Wiseman focusing on wellbeing whilst working from home and managing a return to the office.
- We have also hosted sessions focusing on Black LGBTQ+ mental health in the work place.
- January & February virtual events were all heavily focused on wellbeing as we ran the 'Beat the January Blues' series.
- A dedicated workplace wellbeing page was created on the Northbank website giving employers advice on how they can support their employees' wellbeing and improve productivity.

#### OUTPUT

- 366 individuals attended the BIDs wellbeing virtual events.
- Continued to support the wellbeing of our local employees even whilst they were away from the office.

#### COST

£480

## Jar & Fern Wreath Making – Partnership with Age UK

#### DELIVERY

- This year we continued to work with Jar and Fern to deliver wreath-making sessions. Instead of this being solely for our business members we also asked Age UK Westminster to select some of their clients in the local area who would like to join the virtual session.

#### OUTPUT

- 30 local elderly residents were able to join the session.
- The aim of this is to help reduce loneliness within our local elderly community.

#### COST

£425

## Cycling Initiatives

#### DELIVERY

- The BID looked to promote cycling & walking as options for those returning to work post-lockdown.
- Worked with the active travel charity SusTrans to put together a walking & cycling strategy with a strong focus on wellbeing, air quality, and inclusivity.
- Cycling info hub page has been created on the website providing information on e-cargo bikes, cycling safety & maintenance.

#### OUTPUT

- Four Webinars were hosted encouraging staff and employers to make the most of cycling in London.
- Communications support was provided by Sustrans, curating information the BID was able to share with our businesses.
- A cycling and walking map for the Northbank area was created, showing cycling routes and times across central London – encouraging commuters to use greener methods of transport when they return to the office.

#### COST

£5,709

## Stakeholder engagement Creative Spring Challenge

#### DELIVERY

- Engaging with local workers and their families remotely during the first lockdown. We asked people to draw a picture or write a poem about something that reminded them of Spring.
- A winner was chosen from each category and the BID donated £150 to the Hidden Network charity of the winner's choice.

#### OUTPUT

- Comments on the competition included "Lockdown has been pretty boring so I appreciated hearing about the competition!".
- £150 donations were made to Turning Point and Look Ahead .

#### COST

£300



Black History Month – Black Ladder Series

DELIVERY

- To celebrate Black History Month the South Westminster BIDs hosted a week-long series of Virtual Events aimed at raising the profile of, celebrating the efforts of, understanding the barriers to black-owned businesses and accepting the importance of diversity within every industry.

OUTPUT

- Five lunchtime events were conducted as either a panel discussion or an interview.
- Highlights of the series included the ‘Beyond the Black Out’ panel discussion, along with the interview with Priscilla Baffour, the Global Head of Diversity & Inclusion at the Financial Times, on Race & Gender in the Corporate World.

COST

£280

Small business networking London First Membership on behalf of the local business network

COST

£14,200

Ambassador Programme

Joint: 50% Marketing & Promotion 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

- 3,570 visitors interacted with in the Northbank area. This is a decrease of 94.5% due to the Pandemic.
- Busiest day of interaction are Tuesdays, followed by Mondays, and the busiest time of the day for interactions is 3pm.
- Ambassadors helped guide 467 people to local venues.

COST

£30,189

Privilege Card

DELIVERY

- Provide a 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.
- Have been working to further promote the Privilege Card to local businesses and provide more offers

OUTPUT

- 113 New Card Application, this is lower than usual due to the pandemic however – the total number of cards up to 7,726.
- 15 new offers made available.

COST

£5,896





# COVID-19

As the BID began its third term, the emergence of the COVID-19 pandemic put a strain on the local area, with safety concerns and national and local restrictions running throughout the year.

During the year, the BID worked on several initiatives to support local businesses and keep the area Covid-safe for residents, workers and visitors.

- We installed 20 hand sanitiser stations and enhanced signage across the BID footprint to provide access to hand sanitiser, where hand washing wasn't possible, help those in the local area to adhere to social distancing measures, ensure safe queuing and promote local walking routes
- We commissioned economic research through Volterra and Arup to inform recovery planning and support our lobbying efforts, within the , within the wider context of South Westminster.

## COST

£89,596





# PROFIT AND LOSS

For the year ended 31 March 2021

	BID LEVY £	VOLUNTARY £	TOTAL 2020/21 £
TURNOVER			
BID Levy	1,635,599		1,635,599
Voluntary contributions and other income		121,036	121,036
	<b>1,635,599</b>	<b>121,036</b>	<b>1,756,635</b>
COST OF SALES			
Community Safety and Business Resilience	360,788		360,788
Strategic Vision for Northbank	78,336	2,767	81,103
Marketed and Promoted	247,168	20,317	267,486
Public Realm Operational Services	296,224		296,224
Corporate Community Engagement	108,660		108,660
Covid-19 Recovery	-	89,594	89,594
	<b>1,091,176</b>	<b>112,679</b>	<b>1,203,855</b>
<b>GROSS PROFIT</b>	<b>544,423</b>	<b>8,357</b>	<b>552,780</b>
ADMINISTRATION EXPENSES			
BID Team Support	151,493	8,000	159,493
Rent and Rates	64,210		64,210
Printing	887		887
Postage and Carriage	164		164
Telephone	2,325		2,325
Office Stationery	-		-
Legal and Professional Fees	243		243
Audit Fees	6,500		6,500
Office Consumables	3,769		3,769
Cleaning	231		231
Bank Charges	674		674
Insurance	5,585		5,585
Subscriptions	5,979		5,979
IT Running Costs	29,305		29,305
Repairs and Maintenance	98		98
BID Development costs	9,403	355	9,758
BID Levy Collection Fee	25,158		25,158
Depreciation	5,326		5,326
Taxation	67		67
	<b>311,418</b>	<b>8,355</b>	<b>319,773</b>
<b>Surplus brought forward</b>			944,562
<b>Profit/(Loss) for the year</b>			233,005
<b>Surplus carried forward</b>			1,177,567

	COMPARATIVE BID LEVY £	COMPARATIVE VOLUNTARY £	COMPARATIVE TOTAL 2019/20 £
	2,198,276		2,198,276
		106,815	106,815
	<b>2,198,276</b>	<b>106,815</b>	<b>2,305,091</b>
	335,355		335,355
	351,104	86,250	437,354
	443,986		443,986
	427,218	16,070	443,288
	283,907		283,907
			-
	<b>1,841,570</b>	<b>102,320</b>	<b>1,943,890</b>
	<b>356,706</b>	<b>4,495</b>	<b>361,201</b>
	150,458	4,495	154,953
	61,839		61,839
	2,416		2,416
	1,038		1,038
	2,613		2,613
	1,107		1,107
	2,590		2,590
	6,250		6,250
	7,348		7,348
	2,438		2,438
	758		758
	5,825		5,825
	4,545		4,545
	31,042		31,042
	2,884		2,884
	14,939		14,939
	25,035		25,035
	9,893		9,893
	836		836
	<b>333,854</b>	<b>4,495</b>	<b>338,349</b>
			921,709
			22,853
			944,562



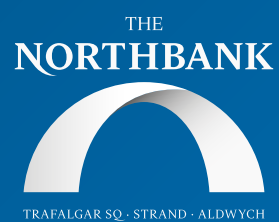
# GOVERNANCE

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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