

THE  
NORTHBANK



TRAFALGAR SQ · STRAND · ALDWYCH

Overview of Projects  
Income & Expenditure  
2021/22 2022/23

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## Introduction

The Northbank Business Improvement District (BID) covers one of London's most iconic areas and includes Trafalgar Square, Strand and Aldwych.

The BID is a strategic business partnership which has delivered outstanding results working with our public service providers to transform the Northbank into a safer, cleaner, better connected and more vibrant district, especially after the impacts of the Coronavirus pandemic.

This billing leaflet summarises what has been achieved by the BID from April 2021 to March 2022, and sets out the planned activity till March 2023.

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## Achievements for 2021/22 & Plans for 2022/23

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As we enter the last year of our second term, The BID has worked hard to complete a large number of projects and activities whilst ensuring they link to each of our strategic themes. After taking a shift in our last reporting year, we have worked to ensure our work reflects our business plan and meets various objectives.

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

£199,000

Our Strategic Vision is to provide continuous high-quality public realm throughout the Northbank district to create an outstanding setting where businesses can flourish. The Northbank area has many significant buildings, streets and public spaces which attract visitors from across the globe. We are committed to a holistic regeneration with physical street enhancements and initiatives which will meet the changing needs of our city and complement the local heritage architecture and iconic vistas.

Our collaborative approach brings multiple stakeholders together to shape a joint ambition for people friendly streets which encourage sustainable travel and enhance the connections to neighbouring districts. We are working to make our area healthier, greener and cleaner with initiatives to improve air quality and support active travel.

- The BID will continue to work with Westminster City Council, members and strategic partners 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 embed smart technologies, sustainability, cultural opportunities and a robust management model for holistic area enhancement. The local community and visitors will benefit from improved amenities with new seating, improved walking and cycling routes and greener places to rest and study.
- Villiers Street was identified in the BID's Strategic Vision to deliver physical street upgrade. We will work with partners to ensure this busy 24-hour, gateway to the West End

is an environment where business can thrive. We are working with local stakeholders to develop an authentic street identity which will guide our community, economy, destination and sustainability initiatives. We will work to enhance views and links to the important local parks and gardens.

- Strand West public realm enhancement concepts have been developed with local stakeholders to regenerate this historic route from Trafalgar Square to the new Aldwych scheme. The two schemes will be connected through overarching projects, to support the local economy and encourage footfall, with an improved visitor experience throughout the day and night.
- Our Riverfront area has a unique character combining historic architecture, the open space and outstanding views of London with multi-modal transport function. We are commissioning urban and riverside realm experts to develop a Place Making Strategy which will effectively address challenges and identify opportunities to bring forward the shared ambition of the stakeholders.



## PUBLIC REALM OPERATIONAL SERVICES



Total Spend

£502,000

Ensuring our area is clean and welcoming is a priority for the Northbank BID. Our dedicated Street Teams provide a 7-day a week service to ensure our area looks its best and meets the challenges of high footfall and a 24-hour economy. We work collaboratively with service providers to identify problems, react quickly and proactively tackle issues. 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. Throughout the seasons we adapt our services to the area's needs.
- We will continue to increase the local area greening with trees, plants and flowers. We will increase access to greening with hanging baskets and street planters which can be enjoyed year-round as well as supporting biodiversity and wildlife.
- We will work closely with our partners Westminster City Council and Transport for London, to ensure services are aligned and targeted where most needed. We will regularly monitor streets and work with partners to target resources and ensure problems are resolved quickly.
- 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. We will work with businesses to identify actions which can reduce both local pollution and congestion.



## COMMUNITY SAFETY & BUSINESS RESILIENCE

Total Spend  
£381,000

The Northbank is committed to the safety of everyone who lives, works or visits our area. Our 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, is vital to reducing crime and anti-social behaviour while minimising the risk from more serious incidents.

- The Northbank Security Team was increased in January 2022 to a 7-day service, with officers patrolling 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.
- The Northbank Security Team has carried out more than 1,000 welfare checks to local businesses.
- The DISC crime sharing platform has 38 users and each business has been visited to receive training.
- The BID will work with Westminster City Council's Crime reduction partnership to create a night-time "Safe Space" in the BID area, to allow vulnerable people to get support on a night out. We are also working with businesses on a "Safe Haven" scheme to support workers or visitors at night to access a safe place when needed on a night out.
- 6 Counter Terrorism, Cyber Security and business continuity briefings took place virtually this year and have been attended by over 140 business representatives.
- The BID completed an extensive CCTV audit for the area which was praised by the MET Police and West End Security Group. Over 990 cameras have been audited and will be reviewed by the Borough Commissioner of the MET as part of a CCTV review in Westminster.
- Night Safety, especially the safety of Women, is a priority for the BID. Eight WAVE (Welfare Vulnerability Engagement) trainings have been delivered across the footprint. These help businesses spot and protect vulnerability in their venues. Theatres, Hotels and Licensed premises have participated and we are partnering with the GLA to encourage as many of our venues to sign up to the "Women's Night Safety Charter".
- In January 2022, the BID tendered for a Northbank Outreach Service to support individuals sleeping rough in the area in order for them to find a route away from the streets. The Passage are delivering the service which consists of two full-time outreach workers, they will work in partnership with the Council and other teams to respond quickly to referrals.



## MARKETED & PROMOTED

Total Spend

£490,000

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<sup>1</sup>. Various Northbank companies were promoted through the series and since April 2020, 9 dedicated virtual event series emails were sent to 11,702 email subscribers.
- Working in partnership with the Victoria, Victoria Westminster and Whitehall BIDs, The Northbank hosted our Summer campaign 'Celebrating everyday Kings and Queens', which included a tunnel installation within Victoria Embankment Gardens, and street flags on Strand from July to September 2021.
- Our Christmas activations included working with local partners to host three Christmas Chalets throughout the BID area, both on street and with property owners. Victoria Embankment Garden housed a Dome, which was used to host a variety of Christmas lead activities. To accompany this campaign we created an illustrated map, which was handed out to the public, for them to follow the trail that led into our partners in the South Westminster area.
- Working with our partners Westminster City Council on the Strand Aldwych project meanwhile space, the BID held an alfresco dining experience in September 2021.
- The BID will continue to provide the Street Ambassador service to promote the area and local businesses. Since April 2021 the ambassadors have completed 508 formal business visits<sup>2</sup> to support our local community.
- Christmas lights on the Strand and Villiers Street were erected in 2021. The lights illuminated the area from 12th November to 5th January 2022 and Christmas Lights will remain part of the BID's marketing activity in 2022, with the addition of Christmas lights on Aldwych, illuminating the works of the Strand Aldwych project.
- To support engagement with our local businesses and stakeholders, the BID hosted an online advent calendar for the second year, via the BID website, and promoted it through newsletters and social media channels. Over 5,000 individual entries were received for the advent calendar competition, which is an increase of 46% Year on Year. Over 250 entrants signed up to the BID newsletter.
- West End Live made its return in 2021, after a brief hiatus due to the Coronavirus Pandemic. Taking place in Trafalgar Square, The Northbank continued to be a main sponsor for the event and supported the two-day event.

<sup>1</sup> Events running from April 2021 to February 2022

<sup>2</sup> Both figures are from April 2021 to 1st February 2022



## CORPORATE COMMUNITY ENGAGEMENT (CSR)

Total Spend  
£316,000

The Northbank BID aims to support employees and create networks between businesses and 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.

- At Christmas, the BID created 260 Christmas Gift Hampers that were delivered to local vulnerable elderly residents across South Westminster. The hampers were filled with items that had been purchased from local businesses.
- This year our annual Christmas Gift Drop campaign was co-branded with Social Bite, a chain of cafes that are on a mission to collaboratively end homelessness. The 'Tree of Kindness' was installed in front of Charing Cross station where members and visitors could donate gifts or donate online. Both the BID and Social Bite were able to support The Connection @ St Martins with this initiative.
- There are currently over 8,000 Privilege cards in circulation within The Northbank BID community. Over 100 offers and discounts being provided for local shops, leisure, bars and restaurants. The businesses gave both in-person and online offers.
- We have continued to deliver wellbeing events as part of a virtual event series. Our most recent events with The Wellbeing People consisted of themes such as Hunger Management and How to Achieve Anything.
- The BID also ran mental health training courses to give employees the skills to spot the signs of low mental health and support individuals in the workplace.
- We commissioned Angela Morgan to host walking tours in the Westminster area for Black History Month. The tours lasted two hours and the public were able to discover black history landmarks in the heart of Westminster.
- As part of our apprenticeships, employability and skills CSR programme the BID delivered two workshops in schools in the Westminster area for STEAM Week. The workshops were delivered in partnership with Westminster City Council's Careers, Skills and Enterprise team and were Dragon's Den themed. Students were asked to create businesses that could positively affect their community.
- The BID has also contributed to St Mary Le Strand to start their community choir.
- This year we participated in the Lord Mayor's Show and showcased a float, titled "In the Frame", to celebrate the new pedestrianised destination within the Northbank.





## Income and expenditure\*

# 2021/22

### Income

	BID Levy £	Grant /Other Income £	Total £
BID Levy collection	1,739,000		1,739,000
Other income		28,000	28,000
<b>TOTAL</b>	<b>1,739,000</b>	<b>28,000</b>	<b>1,767,000</b>

### Expenditure

#### Public Realm Operational Services

Environment and sustainability	52,000		52,000
Public realm delivery	67,000		67,000
Cleansing and recycling	383,000		383,000

#### Strategic Vision for Northbank

Public realm strategies	105,000		105,000
Low Emission Neighbourhood	41,000		41,000
Placemaking /Strand and Aldwych	53,000		53,000

#### Community Safety and Business Resilience

Northbank security patrol	257,000		257,000
Business resilience	70,000		70,000
Crime prevention seminars / materials	54,000		54,000

#### Marketed and Promoted

Street ambassador costs 50%	54,000		54,000
Cultural and promotional events	261,000		261,000
Marketing and PR	175,000		175,000

#### Corporate Community Engagement

Street ambassador costs 50%	54,000		54,000
Small business network	129,000		129,000
Corporate and community engagement	133,000		133,000

#### Overhead costs

BID Team support	130,022	28,000	158,000
BID overhead costs	198,000		198,000
Contingency	138,000		138,000

<b>TOTAL</b>	<b>2,354,000</b>	<b>28,000</b>	<b>2,382,000</b>
Surplus/deficit	-615,000	-	-615,000
Brought forward from 2020/21			1,178,000
Carried forward to 2022/23			563,000

## Anticipated Income and expenditure

# 2022/23

### Income

	BID Levy £	Grant /Other Income £	Total £
BID Levy collection	1,932,000		1,932,000
Other income		10,500	10,500
<b>TOTAL</b>	<b>1,932,000</b>	<b>10,500</b>	<b>1,942,500</b>

### Expenditure

#### Public Realm Operational Services

Environment and sustainability	47,000		47,000
Public realm delivery	60,000		60,000
Cleansing and recycling	345,000		345,000

#### Strategic Vision for Northbank

Public realm strategies	91,000		91,000
Low Emission Neighbourhood	36,000		36,000
Placemaking /Strand and Aldwych	45,000		45,000

#### Community Safety and Business Resilience

Northbank security patrol	247,000		247,000
Business resilience	67,000		67,000
Crime prevention seminars / materials	51,000		51,000

#### Marketed and Promoted

Street ambassador costs 50%	73,000		73,000
Cultural and promotional events	214,000		214,000
Marketing and PR	144,000		144,000

#### Corporate Community Engagement

Street ambassador costs 50%	73,000		73,000
Small business network	113,000		113,000
Corporate and community engagement	116,000		116,000

#### Overhead costs

BID Team support	118,500	10,500	129,000
BID overhead costs	172,000		172,000
Contingency	129,000		129,000

<b>TOTAL</b>	<b>2,141,500</b>	<b>10,500</b>	<b>2,152,000</b>
Surplus/deficit	-209,500	-	-209,500
Brought forward from 2021/22			563,000
Carried forward to 2023/24			353,500

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