



ANNUAL REPORT 2021/22

THE
NORTHBANK



TRAFALGAR SQ · STRAND · ALDWYCH

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This year we have also seen dramatic progress on some of our strategic projects, especially the transformational Strand Aldwych project. *Andrew Hicks, Northbank BID Chair*



FOREWORD

I am particularly proud of the achievements summarised in this Annual Report, covering the 12 months up to the end of March 2022. It is a record of delivery, resilience and optimism.

As we faced the recovery from the COVID pandemic, the BID has demonstrated yet again that it's ready and able to deliver for businesses across this fantastic district. London continues to be challenged by headwinds following the pandemic, but also the impacts of Britain's exit from the European Union, the cost-of-living crisis and the climate emergency, and arguably partnership and collective action has never been more important. Not for more than a generation has the capital or its businesses needed more support, and the Northbank BID is proud to be playing its part.

You will see from this Annual Report that our projects and programmes are varied and comprehensive, From the ongoing and vital work of our street teams, ensuring that we provide the best possible welcome to workers and visitors, to our rolling programme of cultural events – our work is tangible and is designed to make a positive impact.

This year we have also seen dramatic progress on some of our strategic projects, especially the transformational Strand Aldwych project. We have seen the traffic 'switch', with now two-way traffic around the Aldwych paving the way for the new public piazza being created in front of Somerset House. I am excited about the meanwhile space opening at the end of this year – the culmination of almost a decade of work for the BID after we first identified the project as a priority back in our first Public Realm vision in 2015 and have remained a crucial delivery partner to Westminster Council and other key stakeholders. The project is the very essence of partnership and I think demonstrates what can be achieved when parties coalesce around ambitious shared goals. It's quite right that the scheme is being held up as an exemplar for future projects in the capital – it's a privilege to be involved.

As ever we continue to listen to you, our business community, to ensure our work reflects your priorities. As a BID we can adapt and pivot towards new issues, challenges and opportunities. As we approach the end of our second term, I feel our approach and our delivery is as fresh as ever, thanks to the dedication and creativity of our Executive Team, and the ongoing dialogue and exchange with our levy paying community.

We are eager to keep delivering and continuing with our programmes to support our communities: the workers, the visitors, the investors, the residents – together we are proving we are stronger and more resilient to the change that London continues to experience. I hope you can see from this Annual Report that we are on your side – able to respond to the big issues, as well as delivering the smaller scale, yet no less important, activity that supports your business day to day.

In early 2023 we will be balloting our levy payers once again – this time to secure a third term. Our first decade of delivery has been against a backdrop of huge change and through it all the Northbank BID has stood strong, a symbol of consistency and solidarity. The next decade looks set to bring more challenges and opportunities, with many questions yet unanswered: What will new working practices mean long term for the Central Activity Zone? When will international tourists return in greater numbers? What does central London need to do to remain globally competitive? How can businesses embrace the drive to Net Zero?

These are big and challenging questions – let's continue to work together to help find the solutions that work for our businesses. Thank you for your continued support and I look forward to working with you all for the remainder of our second term, and hopefully, onwards into our third term.



Andrew Hicks
Chair

STRATEGIC VISION

The Northbank is a place to preserve, cherish and bring back to life. The BID works with strategic partners and delivery teams to bring holistic area regeneration and transformation. Our work has progressed schemes for Strand Aldwych and Villiers Street to delivery phases. Projects are being developed to enhance the Strand and Riverfront to create a continuous high quality, vibrant and well-connected area. We are dedicated to creating a healthier safer and even more attractive district where businesses and the local community can thrive.

Public Realm Strategy: Strand West

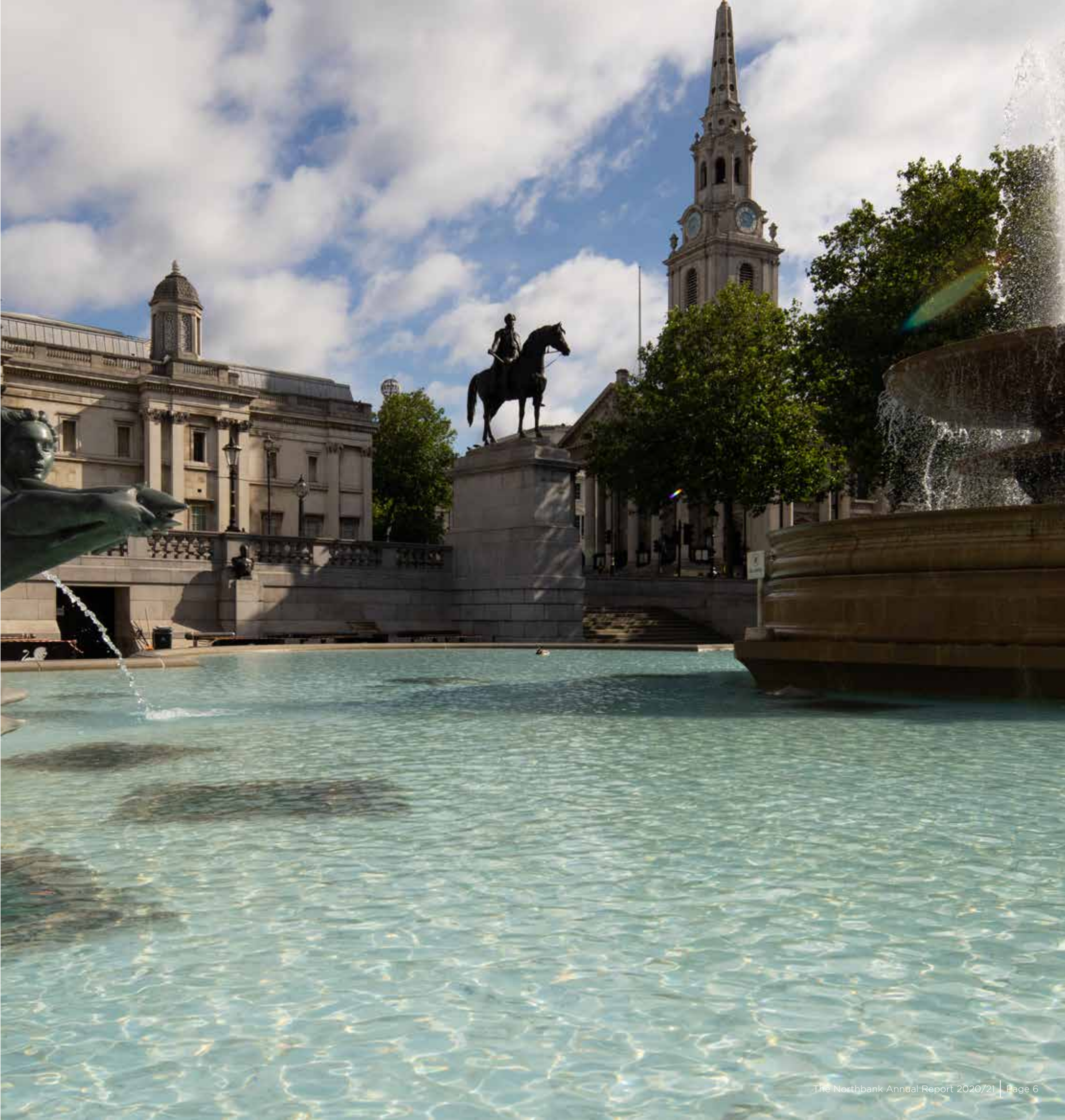
DELIVERY

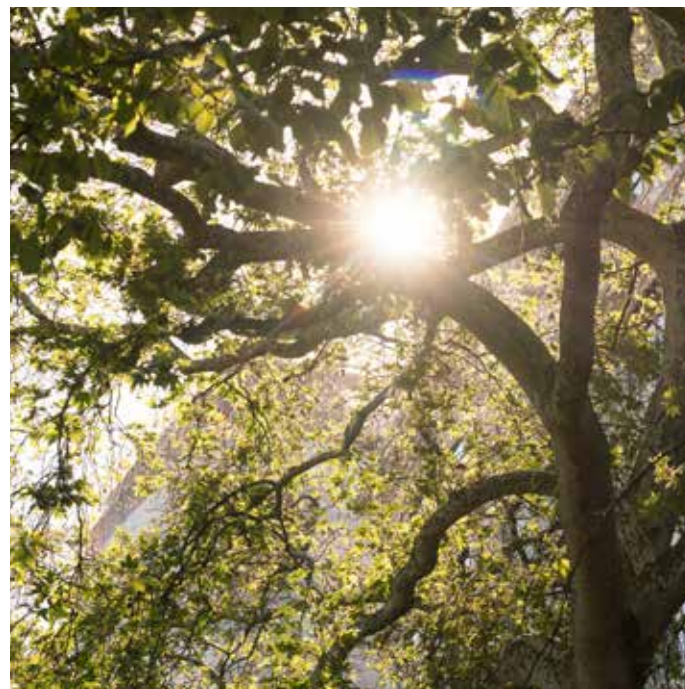
- The Strand West Steering Group meets to guide the overarching strategic enhancement of the Strand West area. The group will seek to discuss matters and take decisions where required to ensure that an efficient and effective process is followed with measurable outcomes.
- The BID worked with partners to progress the Strategic Vision for Strand enhancement which will improve the pedestrian experience, area connectivity and identify opportunities to enhance the area as a world class gateway to the West End.

OUTPUT

- Transportation and urban design experts were commissioned to prepare initial concept designs of the Strand West to make the street more attractive with improved pedestrian space and greening. Concept design options provided the foundation for discussion with local stakeholders and strategic partners to align high level aspirations and to agree on the process to develop design options more fully. Early engagement meetings

- identified shared goals and priorities for the scheme and opportunities to align public realm with the area development pipeline.
- Feasibility studies of the road network and street landscaping were prepared to inform design options of the physical street space to provide more space for pedestrians, greening and amenity. Surveys and analysis of the Strand's traffic, operations and kerbside uses were undertaken to understand functional aspects of the Strand to be included in project scoping.
 - Analysis of the pedestrian experience has been undertaken for day and night conditions, problem areas, desire lines and sight lines. Road traffic, movement and transportation analysis work was undertaken to understand and review Strand and Charing Cross as a busy transport interchange, serving a wider area, with rail, tube, buses, taxi's and nearby river piers all bringing commuters and visitors to the West End.
 - Business and worker perception surveys have been conducted and analysed to guide the scheme design and provide evidence to support the investment business case. The studies identified a range of priorities to improve including: congestion, air quality and street space for pedestrians.

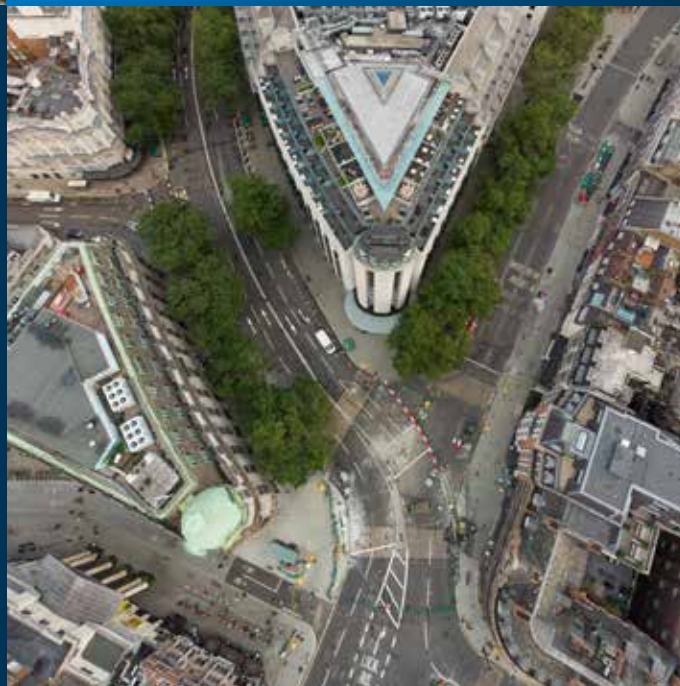




Hawkins\Brown's urban design studio has been appointed to develop the

Riverfront Place Making Strategy

Time-lapse footage and photography have been used to capture construction phases of the Strand Aldwych scheme



We maintain
50 planters
which enhance six streets
in the area with greening
that supports biodiversity

- The BID worked closely with Westminster officers across departments: Place Shaping, Public Realm and Economic Development, to ensure the focus on the project continues and it aligns with council objectives.

COST

£39,671

Strand Aldwych: Smart City, St Clement Danes

DELIVERY

- The Strand Aldwych transformation will rejuvenate the area for residents, visitors and workers, by improving road safety, tackling air quality and creating enhanced connectivity and accessibility. The improved public realm will be a setting to the historic architecture for a world-class cultural and learning quarter.
- With the Westminster City Council construction scheme progressing, the BID is working to support local stakeholders during the construction phases. The BID executive team are working across the project themes to support the development of a holistic area management model and partnership opportunities.

OUTPUT

- The Aldwych Joint Project Board represents local stakeholders and meets regularly to guide the project. Separate project groups have been created to guide and feed into the management model themes: Place and Identity, Curation and Activation, Smart City, Sustainability, Operations, Maintenance with Security and Safety.
- 'Smart Design for the Future of Westminster's High Streets': The BID collaborated with Westminster City Council's Smart City programme for the 'Impact' 2022 Challenge. Students from Royal College of Art and Imperial College London were set briefs to seek new and innovative solutions for real-world, city challenges.
- Time-lapse footage and photography have been used to capture construction phases of the Strand Aldwych scheme which will be used to document the scheme and provide content for future area communications and publicity.

- The BID attends BusinessLDN's West End Streets Group to champion the Strand Aldwych project as a catalyst project for continuous high quality public realm across the centre of London, as one of the UK's most important commercial, retail and tourist locations.

COST

£4,625

Public Realm Strategy: Villiers Street

DELIVERY

- The Villiers Street Project Group meets to develop local area projects for Villiers Street and the surrounding area, which is one of London's busiest streets and an important gateway to the West End.
- The group is working in close partnership with Westminster City Council to support improving the highway and street management.

OUTPUT

- The Villiers Street Project Group met regularly to support the Villiers Street enhancement scheme and feed into the detail design.
- The BID works in partnership with Westminster City Council to advocate the street upgrade and inform the design priorities for the scheme with suitable operational management, safety, and community initiatives.
- We commissioned White Label Creative to create an original and impactful street branding and identity which reflects the areas heritage, local history, and unique street character. The aim of this work is to establish an authentic identity that will resonate with the street's multiple audiences and inform appropriate design and activations for the area including public art installations and events. The project carried out desk research and local engagement through opinion-gathering interviews and workshops which fed into concept proposals. Work was done in parallel to a broader South Westminster area branding exercise to develop complimentary designs and opportunities for shared initiatives in the future.
- Footfall is monitored and shared with local businesses to support the Villiers Street upgrade and local enhancement initiatives.

COST

£10,000

BLÉN Legacy

DELIVERY

- The BID works with strategic partners to reduce the impacts of pollution with street greening interventions providing year-round interest and colour to attract people to less polluted walking routes.
- We work collaboratively with Westminster City Council, Cross River Partnership and suppliers to engage with businesses on ways to reduce air pollution and encourage active travel by staff and customers to reduce exposure.

OUTPUT

- We maintain 50 planters which enhance six streets in the area with greening that supports biodiversity. The street planters help screen people from pollution, reducing exposure to airborne particulates.
- Through our membership of the Wild West End we work collaboratively with 21 central London estates, ecological experts, 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. The aim is to reduce traffic on the streets which in-turn reduces emissions and accidents.
- The BID is working with Cross River Partnership on initiatives and communications to tackle air quality and street environment and raise awareness.
- Through the DEFRA funded Clean Air Villages 4 programme, we worked in collaboration with 26 project partners to improve the air quality across different London 'villages', where both air pollution and population density levels are high. The Northbank offered local organisations a free trial of a Cargo Bike Courier. For Clean Air Day, we partnered with Westminster City Council to promote low emission transport options and engage with the local community with an on-street popup event, and social media bulletins.



- The BID worked with Cross River Partnership on the River Thames Freight Pilot which brought together strategic partners, river experts and supply chain to explore the feasibility of bringing goods-in and waste out via the river. Through this pilot, businesses and suppliers will work together to consolidate deliveries which will help reduce air pollution and congestion.
- The BID worked with Cross River Partnership's Healthy Streets programme with funding from The Mayor's Air Quality Fund to increase cycle parking and the feasibility of additional cycle parking locations. Funding also supported work to enhance pedestrian routes and widen footways to encourage walking.

COST

£19,491

Public Realm Strategy: Aldwych

DELIVERY

- The Strand Aldwych scheme is supported by local area insights, data gathering, and on-going monitoring, which provides an evidence base of the benefits of changing a busy gyratory system to a new public space.
- Area performance and analysis will help guide future projects and the business case for further investment in continuous high quality and welcoming public realm projects such as Villiers Street, Strand West and Riverfront.

OUTPUT

- In partnership with King's College London and Westminster City Council the BID funds an air quality monitor which provides continuous detailed area data, giving a robust evidence base which the BID has used to lobby for support for public realm enhancements, traffic improvements and active travel projects.

- Our membership of London's Air Quality Network (LAQN) provides the BID with specialist expertise, analysis, and website resources to guide and inform our work to improve local air quality through public realm design, sustainable business operations and guides for walking and cycling.
- The BID supports the Breathe London network, which is funded by the Mayor of London and administered by Imperial Colleges' Environmental Research Group, which increases the monitoring locations in communities and provides localised data.
- Northbank BID has joined a collaboration with Westminster City Council and 14 other central London property and BID partners to prioritise a reduction in road traffic associated with Freight, Servicing and Deliveries (including Waste) in the West End, supporting the pathway towards a carbon neutral city.
- Northbank has some of London's highest footfall during the day and night. The BID works with Springboard to monitor footfall at 9 locations with cameras positioned at Strand Aldwych and Villiers Street.
- Data is used to provide site specific information, trends and comparisons with other central London areas and UK averages.
- The BID commissioned Colliers to provide visitor and tenant mix insights to support BID members in driving activity and growth across the area.

COST

£46,867

Public Realm Strategy: Riverfront

DELIVERY

- Our Thames Riverside public realm has a unique set of opportunities and challenges with a combination of high quality parks, river transport, strategic highway and a rich cultural heritage.
- The BID is working collaboratively to shape a shared ambition for a well-connected, world-class Riverfront which supports local community and commerce.

OUTPUT

- A Riverfront Project Group has been established to coordinate and oversee the overarching enhancement of the Riverfront area. The group brings together local area stakeholders, occupiers and strategic partners to help guide the development of strategic recommendations and the delivery process for the Riverfront Placemaking.
- Collaboration is at the projects heart with partners from across the study area, from Blackfriars Bridge to Westminster Bridge, guiding the work, including, Westminster City Council, City of London, Whitehall and Victoria Westminster BIDs.
- Hawkins\Brown's urban design studio has been appointed to develop the Riverfront Place Making Strategy as an overarching vision which will then set out a programme of individual projects to realise the strategy with a delivery road map for shorter term delivery and ambitious longer-term transformation.
- Early-stage project inception and engagement meetings have taken place and the first explorations stage of the work commenced with desk research and a baseline review.

COST

£18,001

PUBLIC REALM OPERATIONAL SERVICES

Environment and Sustainability – GI Green Infrastructure

DELIVERY

- Working with Westminster City Council and local partners, the BID enhances the streets with green infrastructure, local biodiversity, horticulture and a community feel.
- We work to develop sustainable business operations to support action on climate change and improve local air quality.

OUTPUT

- Our street greening creates healthier and attractive pedestrian routes which encourage people to explore and enjoy the area by foot.
- The BID maintains 41 hanging baskets which bring year-round colour and interest to: Villiers Street, John Adam Street, Southampton Street and York Place.
- We work with partners, such as Westminster City Council, to increase the number and diversity of trees in the area. In the Jubilee year, we worked with Coutts Bank to plant a commemorative tree in Victoria Embankment Gardens which was part of The Queen’s Green Canopy initiative. Greening is embedded within the Strand Aldwych scheme and new trees have been planted at 180 Strand and St Clement Danes Church.

- Through our partnership with Westminster City Council and FM Conway, the first parklet outside a Westminster school has been installed in Drury Lane. Funding was secured from Healthy Streets Everyday within The Mayor’s Air Quality Fund (MAQF) projects.
- We sponsored Footways London’s #LetsWalk campaign in collaboration with Network Rail and other partners, to develop a central London walking map of quiet and enjoyable walking routes to get more people walking. The Northbank area was highlighted in 10,000 free printed maps which were distributed at mainline stations as well as in a digital format. The scheme has on-going social media support to encourage people to enjoy London by foot.
- We supported sustainable transport options by increasing cycle parking in the area with joint funding and project management from Transport for London. We offered local businesses a free cargo-bike courier service which was provided by Defra and funded by the Clean Air Villages programme with Cross River Partnership.
- Boat and bike deliveries are being explored within the Thames River Freight Pilot to test the feasibility of bringing goods into Central London by boat and the last mile by cargo-bike.

COST

£21,972

The Northbank BID Cleaning Team

DELIVERY

- To provide a dedicated day-time team Monday to Friday, 06:30-17:30, to enhance the cleanliness of the street.
- To provide an on-demand, responsive janitorial service for Northbank Businesses.
- To provide a dedicated night-time team Sunday to Thursday, 22:00-06:00, to provide deep cleaning services (e.g. power jet washing) for footway areas, removing ingrained dirt and chewing gum.

OUTPUT

- 35,209 street blocks swept and litter picked totalling 2,709 bags of recycled waste and 2,141 bags of non-recyclable waste.
- Removed 5,079 pieces of graffiti and flyposting.
- Jet washed 31,728 sqm of paving.
- Refilled hand sanitizer dispensers 3,815 times to provide assurance during Covid.
- Cleared and litter picked 1,485 parklets and garden/planters.
- Dealt with 1,254 incidents of on-street waste.
- Carried out 949 instances of janitorial cleansing on behalf of members, from deep cleaning and graffiti removal.
- Washed 225 bins and 54 phone boxes.

COST

£302,606



COMMUNITY SAFETY AND BUSINESS RESILIENCE

The Northbank BID is committed to keeping the area safe for all those who work, live and visit our footprint. Through collaboration with partners such as the Greater London Authority (GLA), Metropolitan Police Service (Met Police), Westminster City Council (WCC), British Transport Police (BTP) and the Centre for the Protection of National Infrastructure (CPNI), we work to reduce crime and antisocial behaviour (ASB) locally.

Westminster City Council, Met Police and Joint Operations

DELIVERY

- The BID continues to maintain positive working relationships with local outreach services, WCC and the Met Police, carrying out joint operations to reduce low-level crime and ASB.

OUTPUT

- The BID has been joining weekly conference calls with the Council and Met Police via the West End Security Group. The BID provided updates to businesses during Extinction Rebellion with daily calls and updates.
- The BID attended monthly problem-solving meetings with WCC, Met Police, Network Rail and Outreach teams to tackle ASB and environmental issues in the area.

- Special patrols by the Met Police took place for 6 weeks in December and January to tackle Violence Against Women and Girls. This resulted in a reduction in violent crime in the area over the period.

- Joint patrols and quarterly street audits took place to tackle difficult issues that needed a partnership response.

- 3 community banning orders (CBOS) were issued with the Police.

COST

£16,212



Street Patrol Team

DELIVERY

- The Northbank Security Team, which comprises six security officers, patrol the BID footprint in pairs from 6:30am to 11:30pm Monday to Sunday.
- The team respond to low level crime and ASB locally and are equipped with body-worn cameras and radios to fulfil their duties.
- The team meet every two weeks with the Met Police to gather evidence against the Top 5 people in the area committing ASB or crime.
- They engage with street population and share information with Westminster City Council and outreach teams to support rough sleepers into care and services.

OUTPUT

- 43,475 proactive security checks carried out.
- 1,707 tents observed and reported for removal.
- 1,677 business welfare checks carried out.
- 2,924 issues attended relating to the street population.
- Responded to 527 calls for assistance via the radio network.
- 71 incidents of anti-social behaviour resolved.
- 56 drug and medical emergencies attended and ambulances called.
- Provided statements for MG11 forms to help ban problem individuals from the area.

COST

£178,452

Crime Prevention Seminars and Materials

DELIVERY

- The BID continues to support key partners by disseminating crime safety information and campaigns. These may include communications from the Met Police, Westminster Council or Network Rail. The BID also meets with a network of Security Managers to address key issues across the footprint. This year the BID focussed on Night Safety and tackling vulnerability and violence against women and girls through the implementation of a training scheme for businesses.

OUTPUT

- Last year, The BID supported and promoted Met Police campaigns against Knife Crime and theft.
- Supported the roll out of the “Ask for Angela Campaign”.
- Ran 6 Welfare and Vulnerability Training Sessions, attended by 125 people across the hotel, theatre and licensed premises sector.
- More than 80% of venues participate in the “Ask for Angela Scheme” to ensure females can get support on a night out.
- Encouraged more than 30 organisations in the Northbank to sign up to the GLA’s Women’s Night Safety Charter.

COST

£17,262

Business Continuity

DELIVERY

CCTV Mapping

The Met Police is carrying out a full review of all of the CCTV cameras across Westminster. The BID commissioned a CCTV audit, which has mapped 976 cameras and their positions in the BID area and who they are operated by. The findings have been passed to a London wide steering group and will enable us to assist the Met Police and West End Security Group in their further work on CCTV and next steps.

Radio System

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.

The Radio Link scheme was relaunched in January 2022 with new radios issued to businesses. 86 local businesses and security operatives are now using the upgraded system, which consists of a 4G radio network. Radios are also carried by the BID’s on-street teams.

Emergency Notification Platform

- The BID’s Sentinel crisis-communications platform continues to provide information to our members. This tool aims to alert businesses in case of a major emergency or disturbance in the area such as protests, attacks, road closures or serious incidents.
- The user base has grown to 275 and 24 alert broadcasts were made.
- In September and December 2021, the platform was used to disseminate real time information on Extinction Rebellion protests, working in partnership with Westminster City Council, Met Police and the West End Security Group.

OUTPUTS / ROI

- 6 Counter Terrorism, Cyber Security and business continuity briefings we held virtually this year in partnership with CPNI, NaCTSO, Metropolitan Police and City of London Police. 3 in person table top exercises were held.
- Over 85 business representatives have attended counter terrorism, information security, document awareness training and business continuity seminars.
- Memberships of West End Security Group (WESG) and Safer Business Network (SBN) were continued.

COST

£66,618

Community Intervention Team

- In September 2021, the Northbank Board approved a pilot project to introduce a dedicated street engagement outreach team, funded by the BID. The service would aim to team look for, and support, individuals rough sleeping in the area in order for them to engage with services and find a route off the street, in close collaboration with local homelessness services. A tender was released and the contract was awarded to The Passage in January 2022.

OUTPUTS

- As of March 2022, CIT have been carrying out shifts and street audits in the Northbank footprint, utilising locum and volunteer resources to ensure that 2 outreach shifts are carried out in the area daily; one taking place in the morning and one in the afternoon.
- Joint shifts have been carried out regularly with the Health & Wellbeing Team from The Passage and there is a plan to set up regular joint shifts with the SOS Team, SET Team and JHT.
- Recruitment for additional CIT workers has been carried out and all 3 posts were successfully filled.
- Volunteer recruitment has taken place and is ongoing.

COST

£27,500 (of £110,000 per annum)



43,475

proactive security checks carried out



85

business representatives have attended counter terrorism information



6

Ran welfare and vulnerability training sessions with 125 people in total in attendance

MARKETED AND PROMOTED

The Northbank is now widely recognised as a culturally significant riverside quarter and an integral part of London’s West End. To realise the district’s full potential, it is important to promote the area as a destination of choice to those who work, live and study here. A hub to domestic and international tourists alike, we work tirelessly to promote our corner of the capital through many events, installations and activations.

Website

DELIVERY

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

OUTPUT

- Total page views were 93,550.
- 47% 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 14,578.
- 27,284 visits to the website were new users, which is 82% of all acquisitions.

COST

£5,603

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 to comment on important London themes.

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

OUTPUT

- Impressions on all platforms - 253,680.
- Engagements - 7,989.
- Post Link-Clicks - 1,311.
- Video Views - 8,243, this is 1,000.5% + YoY.
- Total Net Audience Growth - 349, this is 5.4%.

Best Social Media Campaigns

- Everyday Kings & Queens, Winter Chalet Trail, #LoveNorthbank22, International Women’s Day’22.

Highlight Events

- International Women’s Day - On Instagram we shared images of men and women from the footprint standing together to #BreakTheBias.
- SW BIDs Summer Weekend - On Social Media we shared images of our 3-day weekend. We hosted garden games, live music, acrobatics and more for families and friends.



- September on The Strand - We showcased a number of food trucks, including Robin Dough and Sicily Treats, on the Alfresco space located outside Somerset House. This activity was promoted on social media and one of our Tweets gained 3,080 impressions alone.

COST

£32,921

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 posts to maximise communications with our stakeholders.

OUTPUT

- We circulated over 40 campaigns to over 40,000 email subscribers who opted to receive information on our news, events and offers, Privilege Card and street bulletin information. These had an open rate of 30.9% YoY.

Newsletter

- Subscribers to our news, events and offers list, increased 105.4% year on year.
- Subscribers to our Privilege Card increased by 15.91% year on year.

COST

£20,818

Cultural and Promotional Events Virtual Event Series DELIVERY

- The Northbank BID hosted 56 online events in the past year to engage with the local community and promote the area's local businesses.

OUTPUT

- The events were hugely popular with 1,692 attendees over 56 events. Various Northbank companies were promoted through the series.

COST

£486

Everyday Kings & Queens Campaign DELIVERY

- The Northbank hosted a Summer campaign entitled 'Everyday Kings and Queens', which included a tunnel installation within Victoria Embankment Gardens, and street flags on Strand.
- Held from 21st June 2021 – 20th September 2021, the 'Everyday Kings and Queens' campaign celebrated local heroes who continually supported our community during the pandemic.

- There was a combination of imagery of our local heroes with King and Queen playing cards, providing a colourful and warm welcome to the area.

- The activity included street installations, flags, a GIF photo booth in Charing Cross Station, and a highlight weekend with garden games, music, and circus-style acts.

OUTPUT

- Social performance – Twitter, Instagram, Facebook, LinkedIn*.
- Total impressions (paid and organic): 107,242 (306% increase on previous period).
- Total engagements: 2,280 (103.6% increase on previous period).
- Total link clicks: 619 (931% increase on previous period).
- Total audience: 3,916 (1.3% growth).
- Audience growth: 48.

*Statistics from 21 June 2021 – 2 August 2021

COST

£42,074

Black History Month DELIVERY

- Aldwych Rea-Imagined – Westminster Walking Tour hosted by London Heritage Quarter and Angela Morgan.

OUTPUT

- 5 attendees accompanied us on our lunch time walking tour.

COST

£918

Art Night DELIVERY

- Art Night 2021 extended its duration for the first time and ran from 18 June to 18 July 2021. We sponsored the activation which presented 10 commissions in 13 towns and cities (including London) in the UK and online, including 300 pieces of coverage.

OUTPUT

- 6,000 attendees for the online commissions and over 1,000 in person.
- 350K social media impressions in just one month.

COST

£10,000

Totally Thames Festival DELIVERY

The Northbank BID sponsored the 2021 Totally Thames Festival, which was celebrating its 25th year. The annual festival celebrates the culture, environment, and heritage of the River Thames.

OUTPUT

The Northbank BID hosted 2m tall 4-sided monoliths within Victoria Embankment Gardens, which highlighted all the special events which have taken place on the Northbank side of the river in the past, with a link to her Majesty The Queen as a hint to our 'Every Kings and Queens' Campaign.

COST

£3,905

Festive Activity DELIVERY

- Our Christmas activations included working with local partners to host two Christmas Chalets throughout the BID area, both on street and with property owners.
- This event was live from 8th – 12th December. It included 9 pop-up Chalets and domes dotted in various venues around our London Heritage Quarter footprint, with 2 chalets and 1 dome, hosting Christmas workshops, in The Northbank.
- To accompany this campaign, we created an illustrated map to hand to the public, for them to follow the trail that led to our partners throughout our footprint.
- Christmas lights were a big part of our festive activity in 2021. This included lights on the Strand and Villiers Street. The lights illuminated the area from 12th November 2021 to 5th January 2022.
- To support engagement for our local businesses and stakeholders, the Northbank BID hosted its second annual online advent calendar, via the BID website, and promoted it through newsletters and social media channels.

OUTPUT

- 1,000 Chalet maps were printed and distributed across the London Heritage Quarter footprint.
- Over 5,000 individual entries were received for the advent calendar competition (Year on year increase of 46%) with over 250 entrants signing up as new newsletter subscribers.

COST

£106,074

Spring Events DELIVERY

- After postponing our Christmas Networking Event, Victoria, Victoria Westminster, Whitehall, and The Northbank BIDs were delighted to host its first networking event since the pandemic.

OUTPUT

- The event was well-attended with over 70 guests.

International Women's Day DELIVERY

- The International Women's Day (IWD) 'Break the Bias' panel event was held at Banqueting House on 8th March 2022, in collaboration with the Victoria, Victoria Westminster and Whitehall BIDs.
- Five well-respected businesspeople took part in a wide-ranging panel discussion, which was chaired by Marverine Cole, a multi-award-winning journalist, and broadcaster.

- The panellists included Liz Bingham (ambassador for Diversity and Inclusion), Rico Jacob Chace (activist and speaker on Intersectionality and Trans/Non-Binary Equality), Flavilla Fongang (Entrepreneur and brand strategist), and Vicky Pryce (Chief Economic Adviser at CEBR).
- On the day entertainment included a live performance from Combination Dance. They premiered a specially commissioned dance, 'Sisterhood', choreographed by artistic director Anne-Marie Smalldon.

OUTPUT

- The event was partnered with a women's charity, Young Women's Trust, with a raffle that encouraged attendees to make a voluntary donation of £20 or above to fundraise for Young Women's Trust. Prizes were donated by our local businesses, and over £200 was raised in total.
- The event was well-attended with over 300 guests.

COST

£30,737

Public Affairs and PR DELIVERY

- We appointed two communications agencies during the last year to help support us with communications.
- Memberships of the Central London Alliance and NLA were held to support the post-pandemic recovery of London.

OUTPUT

- Research and polling were commissioned and published to support on thought leadership events and further recovery planning.
- We sponsored thought leadership events with Centre for London, The Evening Standard and NLA during the year.

COST

£52,271

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.
- They actively engage with businesses, offering a vital line of communication between the BID team and local concerns.
- They 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.
- Ambassadors helped guide 1,352 people to local venues.

COST

£51,764



International Women's Day event was well-attended with over

300 Guests

CORPORATE COMMUNITY ENGAGEMENT

Our Corporate Community Engagement work covers several areas – each critical to the continued wellbeing and success of The Northbank. These activities ensure we provide dedicated support to our local community where it is needed.

APPRENTICESHIPS, EMPLOYMENT, AND SKILLS

Mental Health First Aid Training

DELIVERY

- Charlotte Wiseman ran three-hour Mental Health First Aid training sessions for our business members. This was delivered virtually and was part of a four-part course.

OUTPUT

- The workshop was delivered to 12 of our business members, which was the maximum capacity.
- This four-part course, spread across 4 half-day sessions, qualified participants as MHFA England certified Mental Health First Aiders.

COST

£910

E.A.T Your Marketing by Trapeze Media

DELIVERY

- Trapeze Media ran a three-part workshop series on Social Media training for smaller businesses.
- The three workshops delivered as part of the series were Engagement, Awareness and Trust.

OUTPUT

- 36 business members attend the series, with Engagement being the most popular.

COST

£2,065



Enterprise Nation's
'Hello South
Westminster' Programme
DELIVERY

Enterprise Nation ran a four-part programme to support small businesses in the footprint.

- The series ran from 11th May to the 20th May and covered the following topics:
 1. The Power of Networking
 2. How your retail business can survive online and offline
 3. Company Culture: How to become an equitable leader
 4. How to structure a strategy for e-commerce & online marketplaces

OUTPUT

- 167 business members attended over the four-day series, with the most popular event being 'How to structure a strategy for e-commerce & online marketplaces'.

COST

£1,575

COMMUNITY / CHARITY
OUTREACH / SPONSORSHIP/
ENGAGEMENT

West End Live

DELIVERY

- West End Live made its return in September 2021, after a brief hiatus due to the Coronavirus Pandemic. Taking place in Trafalgar Square, The Northbank continued to be a main sponsor and supported the two-day event.

OUTPUT

- Over 50,000 guests attended over the weekend.
- 40 West End Shows performed over the weekend including shows housed in the Northbank.
- 90% of visitors said they are more likely to book a ticket for a West End show following their visit, with 41% having already done so at the time of consultation.

COST

£25,000

Covent Garden Food Bank

DELIVERY

- Supported the Covent Garden Foodbank with monetary donations during the year.

OUTPUT

- The Food Bank was able to continue its support to families in need. This was specifically used for families during the Christmas period.

COST

£15,000

Seasonal Projects

DELIVERY

- Throughout the year the South Westminster BIDs organise Seasonal events/projects for the community and our business members. For Mother's Day, we hosted a Bouquet Workshop run by Jar & Fern in the Clermont Hotel.
- On Valentine's day, We Are the Fair installed a love seat in Charing Cross Station, which provided a photo opportunity to be shared on social media. The BID also ran a competition for members of the community to interact with Northbank's Instagram account.

OUTPUT

- 19 out of 20 members of the public booked on to make bouquet's for Mother's Day.
- The Valentine's installation reached: 2,788 accounts on social media – Up 720% compared to 28 Jan to 6 Feb.
- Engagement: 76 interactions – Up 533% compared to 28 Jan to 6 Feb.
- New Followers: +0.8%.

COST

£21,611

Christmas Gift Boxes

DELIVERY

- The South Westminster BIDs were able to partner with Westminster City Council during the Christmas period to deliver Festive Cheers Hampers.
- Christmas Gift Hampers were delivered filled with items purchased from and donated by local businesses, as part of Westminster City Council's 'Festive Cheers' initiative.

OUTPUT

- During the w/c 12th December 260 Gift Hampers were delivered to elderly local residents, who were identified by the council as being at risk of being lonely during the festive period.

- The contents of the hampers were sourced from local businesses including Champagne + Fromage.

COST

£5,174

Gift Drop

DELIVERY

- 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. With their huge Tree of Kindness installation in front of Charing Cross station, they were able to receive gift donations and they raised money through online donations. We also placed Gift Drop boxes in businesses in the footprint to collect physical gifts for The Connection at St Martin's.

OUTPUT

- Both the BID and Social Bite were able to support The Connection at St Martin's.

COST

£2,596

House of Romantics

DELIVERY

- The BID sponsored House of Romantics 'Frieze Week Art-Happening' at Benjamin Franklin House, a local arts collective and Northbank venue.

OUTPUT

- 100 people attended the event at Benjamin Franklin House.

COST

£7,834

Lord Mayor's Show

DELIVERY

- The Northbank BID was able to once again take part in the Lord Mayor's Show, showcasing the future plans of Strand Aldwych.

OUTPUT

- Community engagement with the wider Northbank Area and the City of London.

COST

£28,678



Valentine's day photo opportunity which reached

2,788

people on our social media channels



6 Gift Drop boxes hosted by local businesses



250

gift hampers delivered to elderly local residents

Community Choir

DELIVERY

- The Northbank BID sponsored St Mary Le Strand’s Community Choir, led by West End Voice Coach and Musical Director, Mr Sean Jay.

OUTPUT

- The choir was able to engage with businesses in our footprint.
- They also gained a higher footprint due to the community coming in to watch the choir and take part in other church-based activities.

COST

£8,200

Mini Projects

Grants were given to two local charities, Social Bite and The Connection. This was to deliver projects within The Northbank area, focused on homelessness, in line with the Steering Group’s priorities.

COST

£20,000

London Landmarks Half Marathon

DELIVERY

- The London Landmarks Half Marathon took place on 3rd April 2022. With the race route passing through key places in The Northbank, including Aldwych, Strand and Somerset House, we supported the event as a mid-level partner.

OUTPUT

- Sponsorship of an activation/music act on the Strand/Aldwych.
- Flyer in goody bag.
- Advertisement space in Race Day Guide.
- Mention on race day PA.
- Feature in one of the event email communications.
- 1 social post.
- Feature on the websites partners page.

COST

£10,369

Wellbeing – Virtual Events & Page on Website

DELIVERY

- As part of the South Westminster BIDs Virtual events series, the BID hosted wellbeing sessions that ran throughout the year to continue to support the wellbeing of our local employees, even whilst they were away from the office. We hosted several workshops during the year with providers; Rener Wellbeing, Charlotte Wiseman and Inclusion 365.

OUTPUT

- We ran a three-part series across Men’s Mental Health Week with Rener Wellbeing exploring topics such as Walking Mindfulness, Physical Activity for Good Mental Health and Tools to Help Improve and Maintain Mental Health.
- We also ran a year’s long wellbeing strategy with Rener Wellbeing, which was a mixture of physical workshops such as HIIT and wellbeing workshops.
- We ran workshops during the year with Charlotte Wiseman including ‘Making Stress Your Friend’.
- We ran interactive workshops for both managers and HR professionals on Equality, Inclusion & Diversity with Inclusion 365.
- Collectively there were 300 Attendees throughout all of the BID’s wellbeing virtual events.

COST

£5,608

January Health Reset

DELIVERY

- This year CSR and events organised a two-week January Health Reset for our business members.
- We ran a three-part wellbeing series with The Wellbeing People, which covered topics: How to Achieve Anything, Hunger Management and Sleeping for Success.

OUTPUT

- 28 of our business members attended the series.
- The aim of the January Health Reset was to help our business members bounce back from the Winter Season and prepare them for the year ahead.

COST

£596

Jar & Fern Wreath Making Workshop – 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

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

COST

£315

SMALL BUSINESS NETWORKING

Memberships

DELIVERY

- The BID held memberships of groups including BusinessLDN, Westminster Property Association and Cross River Partnership to join conversations relating to Business Improvement Districts and other relevant policy.
- The BID commissioned a piece of research with WPI Economics which explored the contribution of cities to the levelling-up agenda.

COST

£29,775

Hidden Network

DELIVERY

- To work with Westminster City Council and supporting charities to support the Hidden Network campaign across the Northbank and Westminster.
- This scheme came to an end in 2021.

OUTPUT

- 10 donation units were installed throughout the footprint for the public to make donations.

COST

£779

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.
- To actively engage with businesses, offering a vital line of communication between the BID team to address any 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

- 30,190 visitors interacted with in the Northbank area. – 9% of these were helping visitors to find their way to Covent Garden.

- The Ambassadors logged 698 Environmental Defects to Westminster Council on issues including graffiti and fly-posting, signs and street furniture defects, road and pavement issues, roadwork issues, defective street lights, blocked drains and abandoned bicycles.

- Carried out 601 business visits and a further 727 business checks despite the challenges of accessing businesses during Covid.

- Guided visitors to 1,352 different venues.

- Carried out stakeholder engagement for Strand Aldwych public realm project and supported the delivery and engagement of Women’s Night Safety program.

- Supported the Christmas campaign such as the Social Bite Tree, Christmas gift drop box and promoted seasonal events.

COST

£51,764

Privilege Card

DELIVERY

- We 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.

- Further promoting the Privilege Card to local businesses to provide offers.

OUTPUT

- 500 New Card Application – taking the total number of cards up to 8,226.

- 104 new offers made available, with an additional 107 being extended.

- 9,493-page views on the Privilege Card page on our website.

COST

£14,076



PROFIT AND LOSS

Profit and Loss Account for the year ended 31 March 2022

	BID LEVY £	VOLUNTARY £	TOTAL 2021/22 £
TURNOVER			
BID Levy	2,203,749		2,203,749
Voluntary contributions and other income		55,186	55,186
	2,203,749	55,186	2,258,935
COST OF SALES			
Community Safety and Business Resilience	329,712		329,712
Strategic Vision for Northbank	151,337	7,526	158,863
Marketed and Promoted	495,093		495,093
Public Realm Operational Services	396,590	20,000	416,590
Corporate Community Engagement	285,074		285,074
Covid-19 Recovery	-		-
	1,657,806	27,526	1,685,332
GROSS PROFIT	545,943	27,660	573,603
ADMINISTRATION EXPENSES			
BID Team Support	153,681	27,660	181,341
Rent and Rates	45,049		45,049
Printing, Postage and Carriage	1,798		1,798
Telephone	1,906		1,906
Legal and Professional Fees	-		-
Audit Fees	7,600		7,600
Office Consumables	15,698		15,698
Cleaning	247		247
Bank Charges	677		677
Insurance	7,190		7,190
Subscriptions	17,111		17,111
IT Running Costs	27,752		27,752
Repairs and Maintenance	104		104
BID Development costs	5,770		5,770
BID Levy Collection Fee	25,334		25,334
Depreciation	9,072		9,072
Taxation	35		35
	319,024	27,660	346,684
Surplus brought forward			1,177,567
Profit/(Loss) for the year			226,919
Surplus carried forward			1,404,486

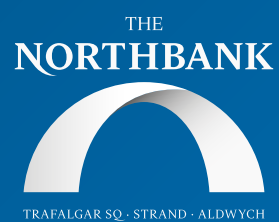
	COMPARATIVE BID LEVY £	COMPARATIVE VOLUNTARY £	COMPARATIVE TOTAL 2020/21 £
	1,635,599		1,635,599
		121,036	121,036
	1,635,599	121,036	1,756,635
	360,788		360,788
	78,336	2,767	81,103
	247,168	20,317	267,486
	296,224		296,224
	108,660		108,660
	-	89,594	89,594
	1,091,176	112,679	1,203,855
	544,423	8,357	552,780
	151,493	8,000	159,493
	64,210		64,210
	1,052		1,052
	2,325		2,325
	243		243
	6,500		6,500
	3,769		3,769
	231		231
	674		674
	5,585		5,585
	5,979		5,979
	29,305		29,305
	98		98
	9,403	355	9,758
	25,158		25,158
	5,326		5,326
	67		67
	311,418	8,355	319,773
			944,562
			233,005
			1,177,567

BOARD MEMBERS 2021/2022

Andrew Hicks (Chairman)	Capco
Julian Robinson (Vice Chair)	London School of Economics
Jonathan Reekie CBE	Somerset House Trust
Geoff Smout	Bain & Co
Guy Hilton	The Waldorf Hilton
Claude Abi-Gerges	Capital Arches Group
Michael Izzo	Corinthia London
Janine Marshall	One Aldwych
Caroline Hanson	Delfont Mackintosh
Kristina Spasic	Coutts
Nigel Hutchinson	PwC
Ruth Duston, OBE, OC (Board Secretary)	The Northbank BID

BID BOUNDARY





The Northbank BID, 22a St James's Square, London, SW1Y 4JH
☎ 0203 697 9270 ✉ info@thenorthbank.london **f** **@** **@TheNorthbankBID**
WWW.THENORTHBANK.LONDON