



# Overview of Projects, Income & Expenditure

2022/23

2023/24

THE  
**NORTHBANK**



TRAFALGAR SQ · STRAND · ALDWYCH



## Contents

Strategic Vision	5
Public Realm Operational Services	7
Community Safety & Business Resilience	9
Marketed & Promoted	11
Corporate Community Engagement (CSR)	12
Budget Analysis	15



## 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.

This billing leaflet summarises what has been achieved by the BID from April 2022 to March 2023.





## Achievements for 2022/23 & Plans for 2023/24

In February / March 2023, local businesses overwhelmingly voted 'Yes' (95% by number and 98% by rateable value) in favour of renewing The Northbank BID for a third 5-year term between 2023-28.

The Northbank 2023-28 BID Proposal sets out what will be delivered over the next 5 years and is split into the following themes: Cleaning and Greening; Community Safety and Business Resilience; Destination; Environmental, Social & Governance (ESG) and Placemaking.



# Strategic Vision

After **10 years** of leadership from the BID and **£22m of investment** into the Strand Aldwych project, in collaboration with Westminster City Council and other partners, the **new public space** opened in **December 2022**

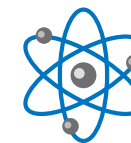


We commissioned a **new audio installation, The VoiceLine** by Nick Ryan, to launch the Strand Aldwych space, bringing the history of radio to life through a **partnership with the BBC**



We supported St Mary Le Strand Church's regeneration work, and supported their **Sound & Light installation 'St Mary le Strand Speaks'**

Work to upgrade the road and footway along **Villiers Street** has started and will vastly **improve this busy route** into the Northbank and wider West End



Work to enliven our side of the Thames has continued with the commission of a **Riverfront Placemaking Strategy**

Working with **Cross River Partnership**, the BID supported the Riverfront Freight Pilot, bringing in goods to local businesses via the river



**19+** local estates and property owners worked with the BID through the **Zero Emission Group** to support a carbon neutral city by 2040

## 2023/2024

Under our new **Placemaking** theme, the BID will continue to work on initiatives to improve the area including physical street enhancement work and increased street greening.





## Public Realm Operational Services



**7** day a week  
service provided  
by our dedicated  
Cleaning Team



**23k m<sup>2</sup>**  
of pavement was  
deep cleaned  
between April and  
November



In 2022, we  
introduced a week  
long cleaning and  
greening event,  
called **Smarten and  
Sparkle**. 50+ local  
employees rolled  
up their sleeves and  
participated in a **60  
minute makeover of  
Strand**

**308k m<sup>2</sup>**  
of pavement has  
been cleaned by a  
new **electric hydro  
flushing machine** in  
between our deep  
cleaning programme



**2.4k+** jobs  
were completed by  
our rapid response  
**Janitorial Service** at  
the request of our  
business community



### 2023/2024

Under our new **Cleaning and Greening** theme, we will continue to deliver projects including additional **street cleaning to enhance the Northbank area**.



# Community Safety & Business Resilience

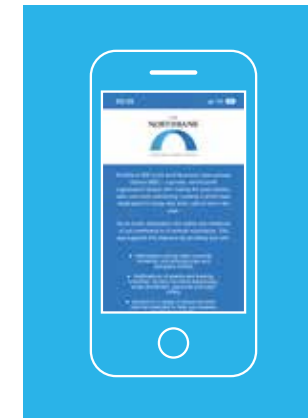
**6** Northbank  
Security officers  
patrol the footprint  
6:30am to 11:30pm  
Monday to Sunday



**39k+** business  
welfare and security  
checks carried out  
by our **Security  
Team**

**Our Community  
Intervention Team**  
(CIT), a dedicated  
outreach and support  
service for those living  
on the streets, had  
**over 1k** encounters  
with **275** clients

We provided  
**anti-drink spiking  
kits** and personal  
attack alarms to  
local workers



**308** users  
on our **Emergency  
Notification system**

We provided regular  
updates and logistical  
support to businesses  
during **Operation  
London Bridge**

**100+** local  
businesses and  
security teams  
continue to use the  
**Northbank Radio  
Link scheme**



Our **medical  
responders** worked  
6 nights a week  
throughout December  
at Charing Cross  
station, treating **52**  
injured or vulnerable  
members of the public

## 2023/2024

We will continue to deliver projects which focus on **women safety** and host more bike marking events next year. We are also expanding the **Northbank Emergency Notification System** to introduce new app features for our members.





## Marketed & Promoted

A **Corgi Trail** was held during the summer to celebrate the **Queen's Platinum Jubilee**

### 44.2k

QR code scans to the Corgi Trail web page and **15 pieces of press coverage**



### £35.7k

was raised for charity in the **Jubilee Corgi Auction**

### 25k

Corgi Trail maps were handed out over the summer



### 195k+

impressions, **4k+** followers and **7k+** engagements across our Instagram, Twitter and LinkedIn



### 96k+

page views on **The Northbank website**

### 73k+

**emails** sent to The Northbank BID email subscribers

**39k+** visitors welcomed to the area by our **multi-lingual team of Ambassadors**



### 28k+

entries received for the **London Heritage Quarter Advent Calendar**, which ran from 1st to 24th December, with **50 prizes** to win from businesses in The Northbank, Victoria, Victoria Westminster and Whitehall BID areas

## 2023/2024

Under our new **Destination** theme, we will continue to deliver projects which raise the profile of The Northbank, building on our active engagement with the local business community.



## Corporate Community Engagement (CSR)



**750+** visitors to our 'pop-up' sensory garden in St Martin-in-the-Fields Courtyard

**55k+** visitors attended **West End Live** in Trafalgar Square, which we supported as the headline sponsor



**3k+** visitors interacted with our **Pride photo wall** in Charing Cross Station



**13k+** **Privilege Cards** are currently in circulation within The Northbank BID community



**500** Christmas

**Gift Boxes** were delivered to local elderly residents across south Westminster



We arranged for 15 members of our Youth Steering Group to attend a **Centre Stage workshop** run by **ATG Theatres** – providing the young people with valuable soft skills to improve their employability

**14** local Westminster charities were supported through our **grant funding programme** with projects focused on mental health, environmental sustainability, employment, education and poverty

**150+** business members attended **wellness, suicide intervention and prevention** and **women in leadership sessions**

### 2023/2024

Under our new **Environmental, Social & Governance** theme we will continue to deliver projects including **CSR events and initiatives** focused on Education & Skills, Wellbeing and Fundraising. We will also deliver projects to **reduce carbon**, tackle local **air pollution** and support **active travel**.



# Income & expenditure\*

2022/23



## Income

	BID Levy £	Grant /Other Income £	Total £
BID Levy collection	2,157,000		2,157,000
Other income		128,000	128,000
<b>TOTAL</b>	<b>2,157,000</b>	<b>128,000</b>	<b>2,285,000</b>

## Expenditure

<b>Public Realm Operational Services</b>			
Cleansing and recycling	352,000		352,000
Environment and sustainability	72,000		72,000
Public realm delivery	134,000		134,000
<b>Strategic Vision for Northbank</b>			
Public realm strategies	473,000	115,000	588,000
Low Emission Neighbourhood	33,000		33,000
Placemaking /Strand and Aldwych	85,000		85,000
<b>Community Safety and Business Resilience</b>			
Northbank security patrol	266,000		266,000
Business resilience	159,000		159,000
Crime prevention seminars / materials	66,000		66,000
<b>Marketed and Promoted</b>			
Street Ambassador costs 50%	57,000		57,000
Cultural and promotional events	281,000		281,000
Marketing and PR	168,000		168,000
<b>Corporate Community Engagement</b>			
Street Ambassador costs 50%	53,000		53,000
Small business network	111,000		111,000
Corporate and community engagement	179,000		179,000
<b>Overhead costs</b>			
BID Team support	162,000	10,000	172,000
BID overhead costs	196,000		196,000
Contingency	25,000		25,000
<b>TOTAL</b>	<b>2,872,000</b>	<b>125,000</b>	<b>2,997,000</b>
Surplus/deficit	-715,000	3,000	-712,000
Brought forward from 2021/22			1,404,000
Carried forward to 2023/24			692,000

\* correct as at 31 December 2022 and forecast to 31 March 2023

# Anticipated Income & expenditure

2023/24

## Income

	BID Levy £	Grant /Other Income £	Total £
BID Levy collection	1,815,000		1,815,000
Other income		21,500	21,500
<b>TOTAL</b>	<b>1,815,000</b>	<b>21,500</b>	<b>1,836,500</b>

## Expenditure

<b>Cleaning and Greening</b>			
Enhanced street cleaning	341,000		341,000
Greening and environmental issues	58,000		58,000
<b>Placemaking</b>			
Strategic improvements	164,000		164,000
Public space enhancements	109,000		109,000
Strand Aldwych	250,000		250,000
<b>Community Safety and Business Resilience</b>			
Northbank security patrol	175,000		175,000
Business resilience	65,000		65,000
Crime prevention initiatives	54,000		54,000
<b>Destination</b>			
Street Ambassador service	33,000		33,000
Cultural and promotional events	190,000		190,000
Marketing strategies	76,000		76,000
Public affairs and research	79,000		79,000
<b>Environmental, Social &amp; Governance (ESG)</b>			
Environmental sustainability	44,000		44,000
Charitable giving	40,000		40,000
Homelessness outreach and support	73,000		73,000
Wellbeing activities	20,000		20,000
Skills, employability & young people	37,000		37,000
<b>Overhead costs</b>			
BID Team support	120,000	20,000	140,000
BID overhead costs	172,000		172,000
Contingency	94,000		94,000
<b>TOTAL</b>	<b>2,194,000</b>	<b>20,000</b>	<b>2,214,000</b>
Surplus/deficit	-379,000	1,500	-377,500
Brought forward from 2022/23			692,000
Carried forward to 2024/25			314,500



THE  
NORTHBANK



TRAFALGAR SQ. · STRAND · ALDWYCH

The Northbank BID,  
22a St James's Square,  
London SW1Y 4JH

☎ 0203 697 9270

✉ [info@thenorthbank.london](mailto:info@thenorthbank.london)

f @ @TheNorthbankBID

[thenorthbank.london](http://thenorthbank.london)