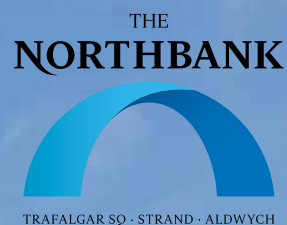


# THE NORTHBANK BUSINESS IMPROVEMENT DISTRICT

## BID PROPOSAL 2023-2028



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IET Savoy Place values the Northbank BID. The work has enabled private-public partnerships that benefit the local community - improving the area's identity, cleanliness, safety, LGBTQ+ initiatives, clean air routes, relationships with the police and developing public realm schemes such as the Strand Aldwych project. The monthly updates of footfall figures during Covid and help unlocking the local economy enabled us to plan our re-opening for members and events.

Chris Knibb, Director of Governance and External Engagement, IET



# FOREWORD

It's been 10 years since The Northbank Business Improvement District (BID) was first established and we are proud of what the BID has delivered in support of our business community.

It has been a period of significant change – five Prime Ministers, a new London Mayor, a new Labour administration at Westminster, a global pandemic and a new monarch. Throughout it all, the BID has been dedicated to delivering against our proposals with agility.

Through the BID and its partnerships, over the last 10 years almost £50m has been invested to help make this wonderful area of the capital even more safe, attractive, resilient and welcoming. Across the Northbank projects large and small have delivered tangible benefits, made all the more impactful through a dedication to collaboration with businesses, policy makers, local residents, community groups and others that leverages additional investment and expertise, maximises value and fosters a sense of community. This is exemplified by the world-class public realm scheme underway and soon to be complete at Strand Aldwych – a project that we've championed, facilitated and part-funded since 2013.

While much has already been achieved, there is more work to do, and we hope our business community backs our renewal campaign to secure our third term in early 2023.

This BID Proposal sets out our objectives for the next five years. In the face of the multiple challenges of the climate emergency, economic recovery and the cost-of-living crisis there are more reasons than ever to work collectively. It has been informed by the engagement we have with you, our members, but it's a dialogue that will continue so we are always able to adapt and reflect your changing priorities. It's an ambitious but deliverable plan and will build on the strong track record we've built since 2013.

We are your champion and advocate. Our work is insight-led, guided by the unique mix of business sectors who call this part of London home, and we will happily challenge the status quo if we think the area needs new thinking and innovative ideas to support growth and bolster resilience. Our approach relies on partnership to unleash the full potential of both the public and private sectors, and this applies to our hugely productive relationship with Westminster City Council with whom we'll continue to collaborate –

delivering our shared goals, area enhancements and helping to spread prosperity to all. In a similar spirit of partnership, during the next term we will explore the potential to create a Property Owner BID which would formally allow landowners, not just their occupiers, to financially contribute to our work and the future development of the area.

We will also play our part in supporting London's wider renaissance, promoting the Central Activity Zone and ensuring that our capital's reputation as a global economic powerhouse is enhanced. Working with neighbouring south Westminster BIDs under our new umbrella banner of London HQ, and with organisations such as London & Partners, BusinessLDN, the NLA and others dedicated to London's vibrancy, will be a core theme of our next term. We recognise that London's success equates to business success so it must be a priority.

Creating the optimum environment for businesses to grow and their staff thrive is at the heart of our work, but alongside that, promoting a greater sense of social purpose is vital. Environmental sustainability, social value, promoting diversity and widening participation are priorities for our businesses so you will see these running throughout our plans for the next five years.

The Northbank area is evolving, as is London, and we are privileged to have been given the responsibility to help curate, steward and guide the future on your behalf. Despite challenges, we are optimistic about the role the private sector can play in securing good growth and a more resilient future for the Northbank.

Thank you for your support over the last decade and we look forward to continuing to work with you in the coming years.



**Andrew Hicks**  
Chair



**Ruth Duston, OBE, OC**  
Chief Executive

# 10 YEARS OF POSITIVE CHANGE

5,931 visits  
to businesses by  
our security team



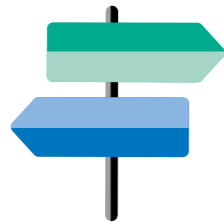
167,225 sqm of pavement  
deep cleaned, the equivalent of  
23.5 Wembley football pitches

Over £25.8m  
in external investment has  
been secured delivering  
transformational schemes



**First** Business  
Low Emission  
Neighbourhood (BLEN)  
in Westminster

43,197  
patrol hours per  
year from our 7  
day-a-week on  
street security team

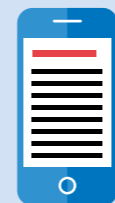


We've supported several  
London events – Lord Mayor's Show,  
Art Night, London Festival of  
Architecture, London Landmarks  
Marathon and West End Live



160,830  
environmental reports  
logged by our clean team

Over 300 users  
of our Emergency  
Notification System

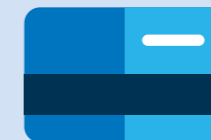


In the past 10 years  
Northbank has seen  
42% growth in annual  
GVA to £4.5bn

£94k given to  
local charitable and  
community projects



Over 10,000  
Privilege Cards  
in circulation with  
more than 120 offers



Over 860k  
page views on  
thenorthbank.london



Somerset House, the National Gallery  
and Trafalgar Square continue to be in the  
top 10 most visited attractions in London  
with Trafalgar Square alone estimated to attract  
approximately 6 million visitors each year



Over 800k  
visitors welcomed  
by our Ambassadors

15,706  
business visits  
completed by our  
Ambassador team





The Northbank BID has been of great help to The Lyceum Theatre and our surrounding area. We work closely together on numerous projects, and the services they provide to ensure Wellington Street and the surrounding roads are kept clean and presentable are invaluable for us. They are always on hand to offer advice when needed and assist with all manner of local issues.

**Tamsin Newberry, Area General Manager, Ambassador Theatre Group**

## COMMITMENT TO OUR COMMUNITY

Collaboration sits at the heart of The Northbank BID. Over the last 10 years there are many examples of strong partnerships - from major public realm schemes to smaller on-street interventions such as our recent 'Smarten and Sparkle' campaign ahead of the Queen's Platinum Jubilee.

Understanding the value that each member of our community can contribute to projects is vital and we are committed to creating opportunities that bring our communities together, sharing success, solving problems and driving collective visions.

Continued pressure on the public purse - alongside rising international competition and our ongoing post-pandemic recovery - is ushering in a new era of public / private collaboration, enabling us to achieve more and maximise the impact of our investment.

Here are just a few examples from the last 10 years. We are proposing to continue a collaborative approach to delivery in our third term, going further and faster than ever before.

**Strand Aldwych** A project first proposed 30 years ago but originally deemed too difficult to deliver is now an exemplar model for public / private collaboration. Thanks to our initial funding and feasibility work, followed by contributions from others and £22m of capital investment from Westminster City Council, the project is now well underway. We continue to play a leading role in developing a shared vision amongst local stakeholders for the use and management of the new public space.



**Hotel School** This initiative teaches hospitality skills to homeless and vulnerable people, matches them to sustainable employment and supports them in their first steps into work. We are proud to support this

project by contributing financially and acting as the glue that connects charities, businesses and the wider community. As the hospitality sector recovers from the impacts of the pandemic a continued focus on supporting employment in the sector is vital.

**Youth Steering Group** We are committed to involving the next generation in how we shape our projects and programmes. Our new Youth Steering Group, comprising local 16-25 year olds from a variety of backgrounds, is a reflection of this commitment.

**Smarten and Sparkle** In preparation for the Platinum Jubilee celebrations we organised a 'Smarten and Sparkle' makeover along the Strand involving staff from local businesses, ward councillors, the police and street cleaning teams. More than 50 people took part and having received such positive feedback we hope to make it a regular seasonal event.

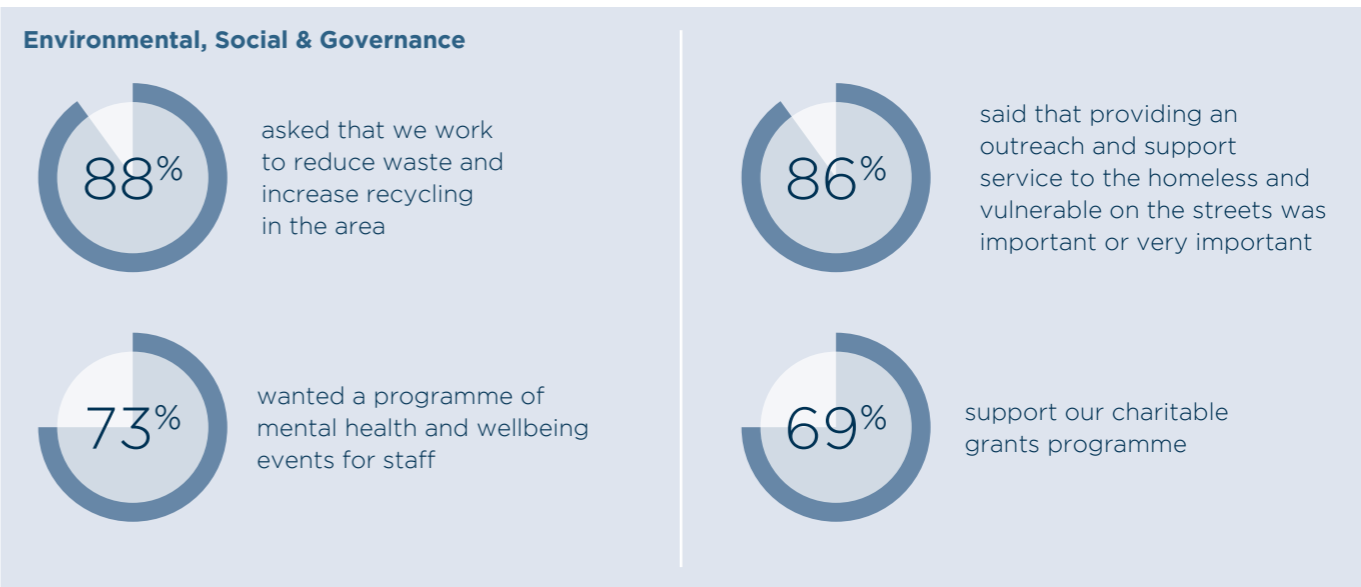
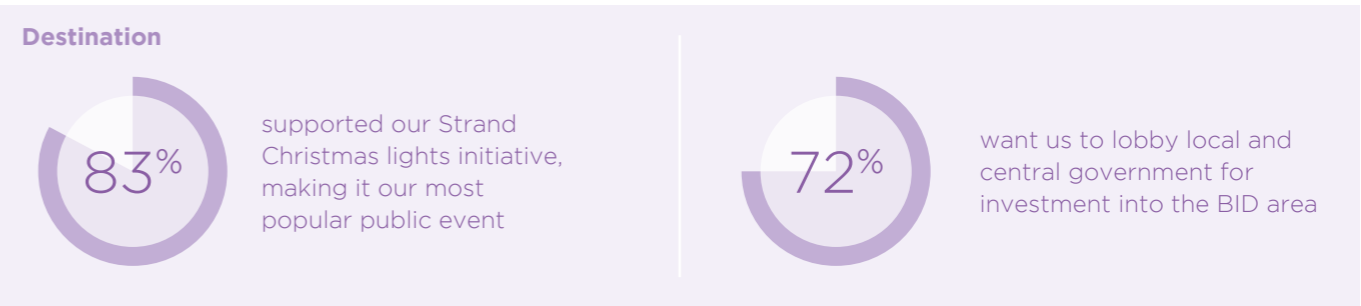
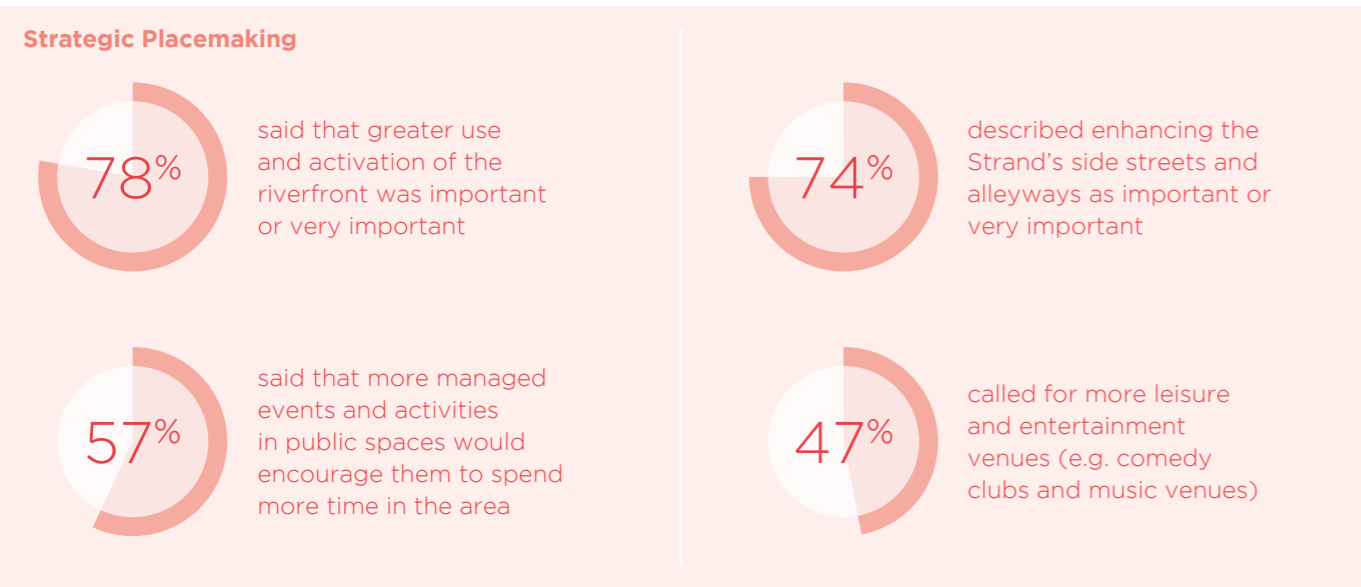


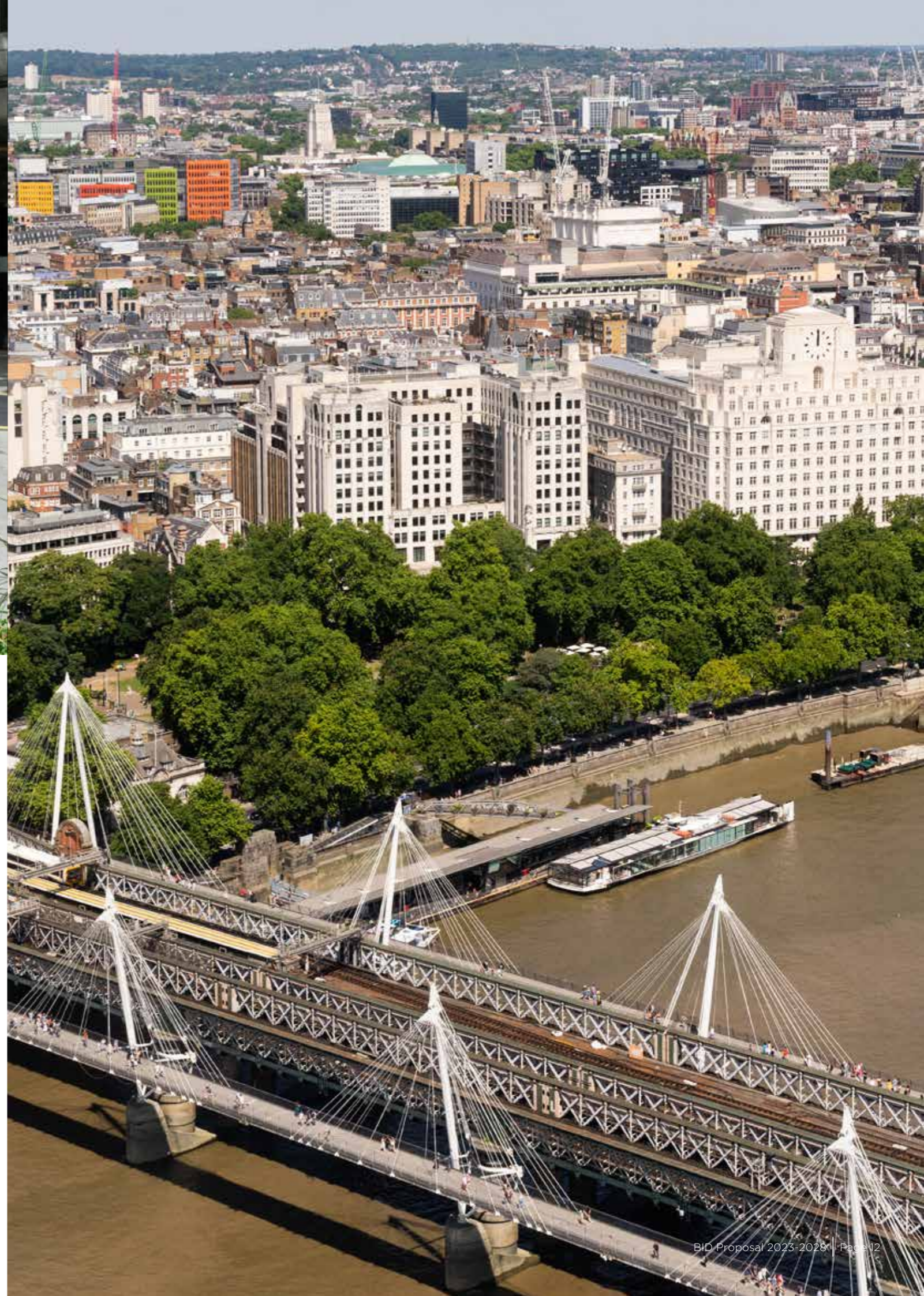
**COVID-19** From the initial acute days of the crisis to the early days of recovery and beyond, the BID has stood shoulder to shoulder with the business community, acting with agility to respond to changing needs and a city in flux. We provided regular updates and guidance on restrictions and emerging trends, and ran a highly popular virtual events programme. As we look ahead to the post-pandemic landscape, we are focused on ensuring we play our part in securing a more vibrant and resilient future for our business community.

# WHAT YOU TOLD US

After 10 years of working for businesses in the Northbank we have gotten to know our community. However, we are not complacent and are committed to developing a BID Proposal that responds to the current needs of organisations across the BID area.

In recent months we have undertaken a comprehensive consultation exercise in the form of a Perception Analysis to ascertain the key priorities for our members and the corresponding projects you'd like us to deliver over the next 5 years. This is what you said:





## OUR AIMS

From the survey responses and ongoing dialogue with businesses we have developed four overarching aims that underpin this BID Proposal and it's these that will guide our future work:

1. Create a more **environmentally sustainable business district** and tackle climate change in line with the City of Westminster's ambition for a net zero borough by 2040.
2. Drive the continued **post-pandemic recovery** by supporting the return of office occupiers to the workplace, reviving international tourism, addressing recruitment challenges in the hospitality sector and helping the local economy adapt to new consumer profiles and behaviour.
3. Maintain our role as an important bridge between the private and public sector, **enabling partnerships that drive positive change** not only in the BID area but also the wider community.
4. Use the collective strength of 'London HQ' – a collaboration with neighbouring south Westminster BIDs – **to lobby for continued local and central government investment in the Northbank**, keeping London at the forefront of our economy.

# CLEANING AND GREENING – £2.3M

First impressions count and ensuring that the Northbank’s public spaces are reflective of such a prestigious location is of the utmost importance to our business community. Our dedicated street cleaning team provides an additional 24-hour service that enhances the area and ensures environmental issues are resolved swiftly. Combined with our network of on-street planting that brings life and colour to our streets, we are creating a more attractive place to work, live and visit.

**Objectives for 2023-28:**

- Ensure that Westminster City Council delivers their baseline cleaning service through regular monitoring.
- Continue to provide a 24-hour additional litter-picking, pavement cleansing and graffiti removal service above that local authority baseline.
- Continue to provide an on-call street cleaning service that immediately addresses urgent issues reported to us by our members.
- Monitor, report and resolve environmental issues and street defects on a daily basis.
- Increase our network of on-street planting to improve the biodiversity, tranquillity and aesthetic appeal of our public spaces.



# COMMUNITY SAFETY AND BUSINESS RESILIENCE – £1.6M

The safety and resilience of the Northbank has always been a top priority for the BID and its members. During our second term we’ve continued working with the police, local authority, private security teams and other key stakeholders to reduce crime and anti-social behaviour. The high-profile nature of the area and its complex economy mean we need to build resilience to major incidents such as terrorism and civil emergencies – something we achieve by planning and exercising, providing free training opportunities to members and rapidly disseminating critical information.



**Objectives for 2023-28:**

- Continue the day and night-time patrols of our on-street security team 7 days a week.
- Support local police teams in tackling crime and anti-social behaviour through intelligence gathering and joint operations.
- Continue to operate our Northbank Emergency Notification System, providing businesses with fast, reliable and accurate information during security incidents and other disruptive events.
- Collaborate with the Metropolitan Police, British Transport Police, Westminster City Council, West End Security Group, BID members and landowners to enhance our collective resilience to terrorism and civil emergencies.
- Improve street lighting and incorporate design-out-crime principles into our placemaking schemes.
- Continue to provide a free business-to-business radio scheme – creating an instant line of communication with one another and our security team.
- Continue to support the Night Stars programme, an initiative to reduce vulnerability and create a safer night-time economy in the Northbank.
- Use our position on the steering group to help deliver the Women’s Night Safety Charter in partnership with our members and the Greater London Authority.
- Continue to provide businesses with an array of free training and resources on topics such as personal safety, business continuity & resilience, counter-terrorism and crime reduction.
- Promote and encourage the use of the Business Resilience Toolkit – a resource developed by Westminster City Council and the West End Security Group to support SMEs.

# DESTINATION – £1.8M

The Northbank is home to a number of world-class attractions, cultural organisations and hospitality venues which make it a leading 24-hour destination in London. As competition rises for international tourism visits and domestic leisure spending, we'll promote the area's unique assets by delivering innovative events and marketing campaigns to showcase its offer. With a stronger focus than ever before on the office as a social space for collaboration, we will support the return of employees to the workplace with a variety of initiatives to help them make the most of the exceptional retail, leisure and hospitality on their doorstep. The Northbank must be a thriving destination for its workforce as well as visitors.

### Objectives for 2023-28:

- Host and support high profile cultural events and activations in public spaces to drive footfall and increase consumer dwell time.
- Continue our seasonal lighting installations with associated promotional activity and events.
- Work with organisations such as London & Partners and BusinessLDN to revive international tourism and investment.
- Participate in pan-London promotional campaigns such as Let's Do London and London's Love Affair.
- Support our members in their continued post-Covid recovery with marketing assistance and event opportunities.
- Continue to grow the Northbank Privilege Card scheme which provides perks for staff and encourages spend in our local retail, leisure & hospitality venues.
- Develop a mobile app for the BID as a comprehensive guide to the area with event listings, news, discounts & offers, itineraries and more.



- Organise a programme of events to help employees enjoy and explore their local area.
- Continue to employ our on-street Ambassadors who provide a multilingual welcome and information service to the Northbank's visitors.
- Collaborate with neighbouring south Westminster BIDs under the London Heritage Quarter (London HQ) banner to lobby central and local government on issues affecting our community, and for investment in the BID area.
- Share footfall and economic insight data with our members, helping them adapt to changing consumer behaviour.
- Champion the regeneration of Charing Cross Station.
- Work with Westminster City Council's Investment Service to attract and support new businesses into the area that complement existing occupiers and add value to the local economy.



# ENVIRONMENTAL, SOCIAL & GOVERNANCE – £1.1M

It has become clear throughout our second term, and in the consultation for this plan, that Environmental, Social & Governance (ESG) values have become fundamental to local businesses. Whilst these are threads running through all of our work, we have developed a specific set of ESG initiatives to implement on an area-wide scale over our next 5-year term: tackling environmental issues and adapting our city to climate change; improving the health & wellbeing of the local workforce; and supporting the wider Westminster community around us, particularly with regards to skills and employment opportunities.

### Objectives for 2023-28:

#### Environmental

- Continue to work with central Government on creating a district-wide renewable energy scheme for south Westminster.
- Support businesses and the general public to reduce waste and improve recycling rates in line with new regulations under the Environment Act.
- Provide businesses with professional guidance on how to reduce their energy consumption and environmental impact, for example Westminster City Council's Business Energy Audit Scheme.
- Identify opportunities for sustainable drainage schemes (SuDS) to improve surface water management and mitigate flooding.
- Improve air quality by reducing emissions from road traffic associated with freight, servicing and deliveries through our involvement with the Zero Emissions Group.
- Adapt our streets to reduce vehicle congestion and encourage sustainable, active travel by partnering with businesses, landowners, TfL, Westminster City Council and the Mayor of London.
- Commission further research to assess the environmental issues affecting the Northbank and investigate ways in which the BID can assist.
- Reduce the environmental impact of our BID activities and as an organisation become net zero by 2030.

#### Social

- Continue to fund a Community Intervention Team (CIT) dedicated to The Northbank BID area which actively supports the homeless in finding a route off the streets.
- Provide a year-round programme of activities to support mental health and wellbeing in the workplace.
- Further develop our grant funding programme which supports local Westminster community projects and charities.
- Partner with our businesses, universities and Westminster City Council to provide employment and training opportunities for the local community, particularly through the 'Westminster Works' programme.

#### Governance

- Continue to develop our Youth Steering Group, a group of 16 to 25 year-olds who help guide our work and increase the participation of young people in the local economy with career development, training and industry experience opportunities.



# PLACEMAKING – £1.2M

Creating high-quality public space and a strong sense of ‘place’ has been a central purpose of the BID since its inception. In our second term there has been much to celebrate with our strong leadership progressing transformational streetscape projects at Strand Aldwych and Villiers Street in partnership with Westminster City Council. More visionary projects which explore the future of the riverfront and Strand in terms of physical appearance, activation and economic function will play a part in our placemaking delivery over the next five years. We must also consider the Northbank’s position in the wider context of London and enhance connections to Covent Garden, Soho, Westminster, the City of London and South Bank.

### Objectives for 2023-28:

- Continue our work with Westminster City Council and other key stakeholders on the management of the new public space at Strand Aldwych.
- Continue to work with key stakeholders on developing a vision for the Strand and its side-streets – highlighting its rich heritage, enhancing the public realm and curating its retail, leisure and hospitality offer.
- Deliver a series of short, medium and long-term projects to improve the environs of the riverfront – activating its public space and better connecting it with the rest of the BID area and neighbouring districts.
- Enhance the quality of public gardens and green spaces by making them more biodiverse, accessible and welcoming; exploring opportunities for creating more where possible.
- Identify areas for more public seating, addressing the need for tranquil spaces where the public can relax.
- Work alongside neighbouring estates and BIDs in Whitehall, Victoria Westminster and Victoria to promote a co-ordinated approach to public realm improvements and placemaking.
- Undertake an accessibility review for those with limited mobility and disabilities, then explore solutions accordingly to create a more inclusive built environment.
- Work with developers to incorporate green infrastructure into their schemes and encourage sustainable design standards.



# GOVERNANCE

There are over 300 formal BIDs in the UK with more than 70 of those in London alone. BIDs are a tried and tested model for generating private sector investment and supporting shared goals. It is a transparent model for delivering change with a clear governance structure.

Current Board Directors are:

### Board Directors

- Andrew Hicks, Capco (Chair)
- Julian Robinson, London School of Economics (Vice Chair)
- Geoff Smout, Bain & Co.
- Caroline Hanson, Delfont Mackintosh Theatres
- Janine Marshall, One Aldwych Hotel
- Kristina Spasic, Coutts Bank
- Jonathan Reekie, Somerset House
- Nigel Hutchinson, PwC
- Claude Abi-Gerges, Capital Arches Group
- Guy Hilton, Waldorf Hilton Hotel
- Michael Izzo, Corinthia Hotel
- John Gill, Network Rail

### Observers

- Councillor Tim Mitchell, Westminster City Council
- Xhola Cambridge, CBRE

## THE NORTHBANK BID BOARD

The Northbank Business Improvement District is a private not-for-profit company limited by guarantee and led by a voluntary Board of Directors. This Board is made up of representatives from a variety of sectors within the BID area to ensure balanced representation.

## THE EXECUTIVE TEAM

The Board will be supported by an Executive Team. It is proposed that the Executive Team and associated costs are primarily met through voluntary contributions received and not from the core levy generated.

## STRATEGIC ADVISORY GROUP

This group has been established to provide strategic guidance and support to the Northbank, Victoria Westminster, Victoria and Whitehall BIDs. Made up of thought leaders and influencers, the Advisory Group will meet twice a year with a view to move forward with progressive thinking and innovative ideas for the south Westminster area.

The Board will be supported by a number of steering groups which oversee the delivery of activity, these will be made up of representatives from the wider stakeholder community.

The BID finances will be independently audited and reviewed each year, and these will be presented at the AGM.

# LEGAL AGREEMENTS

It is important that the activities of the BID represent added value over and above the public services already provided in the area. For this reason, a baseline agreement will be entered into with Westminster City Council to clearly define the levels of service that can be expected from the Council and the BID. There will also be a formal operating agreement between the BID and the Council that will define all of the contractual arrangements for collection and enforcement of the BID levy. There may be agreements with other neighbouring BIDs where such arrangements can lead to business efficiencies, cost savings and enhanced services.

# THE BID LEVY EXPLAINED

The Northbank BID proposes to charge a levy on all eligible businesses occupying a property with a rateable value equal to or greater than £150,000.

Business Improvement Districts (BIDs) are business led collectives developed in order to improve a geographically specific area. They come in to being once a majority “yes” vote both on number of votes and aggregate rateable value is achieved from the business community. The BID process is governed by The Business Improvement Districts (England) Regulations 2004 and as such, once a majority vote has been achieved, the BID levy becomes mandatory for all defined ratepayers.

# BID LEVY RULES

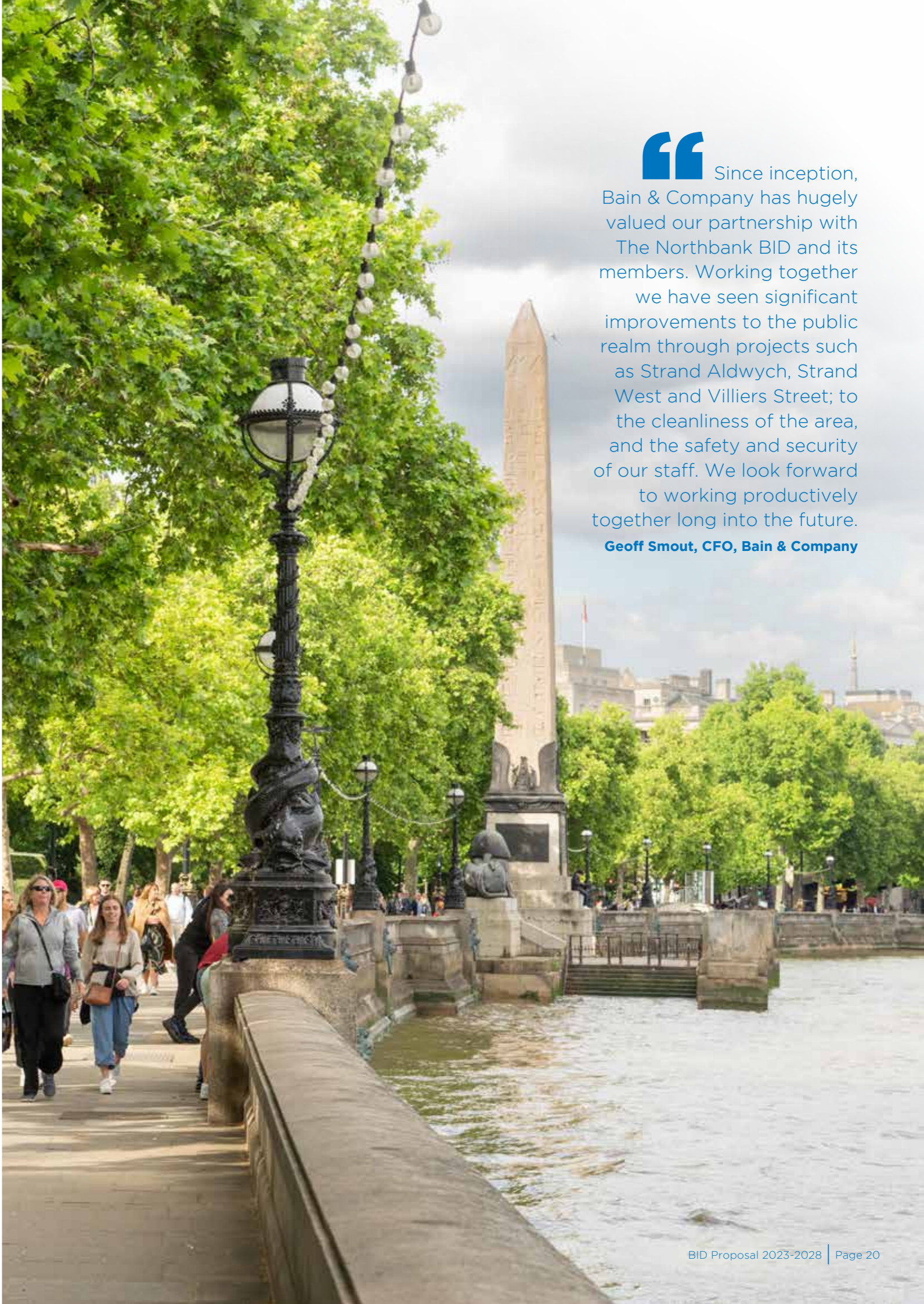
- 1. The term of the BID will be for a period of 5 years from 1st April 2023 to 31st March 2028.
- 2. A BID levy of 1% of the rateable value will be applied to all eligible hereditaments (rateable business units) within the BID area in Year 1.
- 3. The levy will assume a growth rate for inflation of 2.5% applied on 1st April each year. As the BID will commence on the 1st April 2023, it is proposed that the inflationary rate is applied from 1st April 2024.
- 4. The BID levy will be based upon the rateable value in effect on 31st March 2023.
- 5. Hereditaments that come into the rating list during the BID term will be subject to the BID levy from the effective date that it's brought into the rating list and the rateable value effective at that time.
- 6. The BID levy will be applied to all hereditaments with a rateable value equal to or greater than £150,000.
- 7. The levy per hereditament will be capped at £27,000. The capped levy will assume a growth rate for inflation of 2.5% applied on 1st April each year.
- 8. Ratepayers in receipt of mandatory charitable relief from business rates on their hereditaments shall receive an 80% discount on the BID levy.
- 9. A ratepayer will be liable to pay the BID levy on an unoccupied hereditament without any void period or reduction in the BID levy.
- 10. There will be no VAT charged on the BID levy.
- 11. Hereditaments rated at £0 but later re-rated to at or above the £150k threshold during the BID term, will be subject to the BID levy from the effective date of that change and the rateable value effective at that time.

# THE CLOSED YEAR RULE

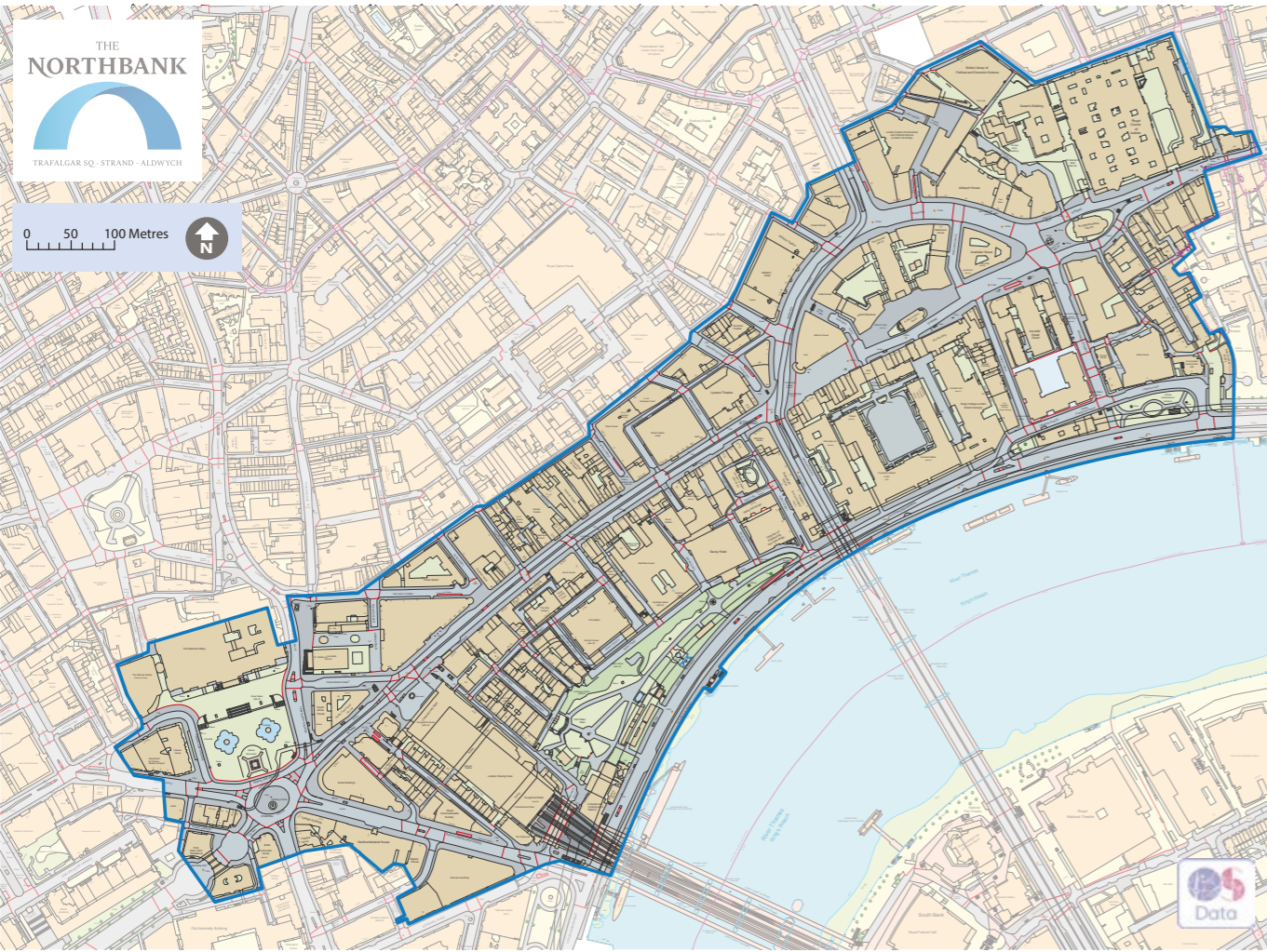
Where the rateable value for a hereditament changes and results in a lower BID levy, this comes into effect only from the start of the financial year in which the change is made and no refunds of the BID levy will be made for previous years.

“ Since inception, Bain & Company has hugely valued our partnership with The Northbank BID and its members. Working together we have seen significant improvements to the public realm through projects such as Strand Aldwych, Strand West and Villiers Street; to the cleanliness of the area, and the safety and security of our staff. We look forward to working productively together long into the future.

**Geoff Smout, CFO, Bain & Company**



# BID BOUNDARY



# LIST OF STREETS

The Northbank Business Improvement District geographically sits in the centre of London. It runs from Admiralty Arch in the west, through Trafalgar Square, along the Strand and through Aldwych to Temple Bar. It is bounded in the north by Chandos Place, Maiden Lane, Tavistock Street and Carey Street. The eastern boundary runs along Bell Yard and Temple Gardens. The southern boundary runs along the Embankment from Northumberland Avenue to Temple Pier.

The streets and part streets contained within the BID area are as follows:

Street	All or Part		
Adam Street	All	Hungerford Lane	All
Adelaide Street	All	Ivybridge Lane	All
Adelphi Terrace	All	John Adam Street	All
Agar Street	All	Kean Street	Part
Aldwych	All	Kingsway	Part
Aldwych Station	All	Lancaster Place	All
Arundel Street	All	Little Essex Street	All
Australia House	All	Lower Robert Street	All
Bedford Street	Part	Lumley Court	All
Bell Yard	Part	Maiden Lane	Part
Brettenham House	All	Maltravers Street	All
Buckingham Arcade	All	Melbourne House	All
Buckingham Street	All	Melbourne Place	All
Bull Inn Court	All	Milford Lane	All
Burleigh House	All	Montreal Place	All
Burleigh Street	All	New Inn Passage	All
Bush House	All	Northumberland Avenue	All
Carey Street	Part	Northumberland Street	All
Carting Lane	All	Portugal Street	Part
Catherine Street	Part	Robert Street	All
Chandos Place	Part	Savoy Place	All
Charing Cross	All	Savoy Court	All
Charing Cross Station	All	Savoy Hill House	All
Charing Cross Underground Station	All	Savoy Row	All
Clare Market	All	Savoy Street	All
Clement's Inn	All	Shell Mex House	All
Clement's Inn Passage	All	Southampton Street	Part
Cockspur Street	Part	Spring Gardens	Part
Craven Passage	All	St Clements Lane	All
Craven Street	All	St Martin's Place	Part
Devereux Chambers	All	Strand	All
Devereux Court	All	Strand Lane	All
Drury Lane	Part	Strand Station	All
Duncannon Street	All	Surrey House	All
Durham House Street	All	Surrey Street	All
Embankment Place	All	Tavistock Street	Part
Embankment Underground Station	All	Temple Place	All
Essex Street	All	Temple Station	All
Exchange Court	All	Trafalgar Square	All
Exeter Street	All	Tweezers Alley	All
Fleet Street	Part	Victoria Embankment	Part
Garden Court	Part	Villiers House	All
George Court	All	Villiers Street	All
Grand Arcade	All	Water Street	All
Grand Buildings	All	Watergate walk	All
Grange Court	All	Wellington Street	Part
Great Scotland Yard	Part	Whitehall	Part
Heathcock Court	All	Whitehall Place	Part
Houghton Street	All	William IV Street	Part
		York Buildings	All

# THE BUDGET

	2023/24	2024/25	2025/26	2026/27	2027/28	TOTAL
INCOME	£	£	£	£	£	£
BID Levy Collection 95%	£1,918,000	£1,966,000	£2,015,000	£2,065,000	£2,117,000	£10,081,000
Voluntary Contributions	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
Total	£1,928,000	£1,976,000	£2,025,000	£2,075,000	£2,127,000	£10,131,000

EXPENDITURE	£	£	£	£	£	£
Cleaning & Greening	£449,000	£457,000	£469,000	£480,000	£492,000	23%
Community Safety & Business Resilience	£299,000	£307,000	£314,000	£322,000	£330,000	16%
Destination	£337,500	£356,000	£365,000	£374,000	£383,000	18%
Environmental, Social & Governance (ESG)	£223,500	£222,000	£227,000	£233,000	£239,000	12%
Placemaking	£239,000	£245,000	£251,000	£257,000	£263,000	12%
Staffing	£127,500	£131,000	£134,000	£137,000	£141,000	7%
Overheads	£157,500	£161,000	£165,000	£170,000	£174,000	8%
Contingency	£95,000	£97,000	£100,000	£102,000	£105,000	5%
Total	£1,928,000	£1,976,000	£2,025,000	£2,075,000	£2,127,000	100%

We will produce public Annual Reports detailing precise service spend and delivery.



## WHAT HAPPENS NEXT

Businesses in The Northbank BID area will now be asked to vote on whether they endorse this proposal with a simple ‘yes’ or ‘no’ during a formal ballot.

Westminster City Council is responsible for managing the process and sends out a ballot paper to each eligible business.

It is important that each business nominates a named contact who will receive the ballot paper and is authorised to vote on behalf of that organisation.

For any BID to proceed, two independent outcomes must be satisfied:

- Those voting in favour must exceed those voting against in terms of number of votes cast (essentially 51% of votes are ‘yes’).
- The total rateable value of those properties/ hereditaments voting in favour must exceed the total rateable value of those voting against i.e. the aggregate rateable value of ‘yes’ votes must also be 51% or above.

## ALL YOU NEED TO DO NOW IS

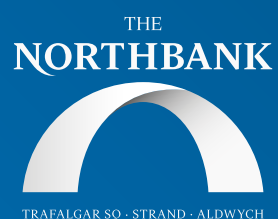
- Take time to read, understand and consider what this BID Proposal means to your business and the wider Northbank area; members of the BID Executive Team will be in touch to discuss this further if you wish.
- Prepare for your Notice Of Ballot which will be sent to you no later than Thursday 19th January 2023.
- Your ballot papers will be sent to you by Civica, who run the ballot on behalf of Westminster City Council, on Thursday 2nd February 2023 and will contain all voting procedure information and proxy or replacement paper information;
- All voting papers must be returned to Civica by 5pm on Thursday 2nd March 2023.

Remember that voting YES will deliver the services in this plan to your business and the area; a no vote would see all of the current provision come to an end.

**The result will be announced on Friday 3rd March 2023.**

A resulting vote in favour will allow the pledges in this plan to be set in motion with a 5-year term commencing on 1st April 2023.





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