



THE
NORTHBANK



TRAFALGAR SQ · STRAND · ALDWYCH

2023/24

Overview of Projects, Income & Expenditure

2024/25



Contents

Placemaking	3
Cleaning & Greening	5
Community Safety & Business Resilience	7
Destination	9
Environmental, Social & Governance	11
Our Priorities	14
What's new for 2024/25	15
Budget Analysis	17



Introduction

The Northbank Business Improvement District (BID) was established in October 2013, and in March 2023 there was a resounding ‘Yes’ vote from local businesses, with 95% in terms of number and 98% by rateable value, in favour of renewing The Northbank BID for a third 5-year term spanning from 2023 to 2028.

The BID encompasses one of London’s most renowned areas, incorporating Trafalgar Square, Strand, Aldwych, and Villiers Street. Operating as a strategic business partnership, the BID has collaborated with public service providers to drive remarkable transformations in the Northbank. These efforts have effectively enhanced the district’s safety, cleanliness, connectivity, and vibrancy.

The Northbank BID 2023-28 BID Proposal set out a refocus for some of the BID’s themes with activity over the next 5 years being delivered against five key themes: Cleaning and Greening; Community Safety and Business Resilience; Destination; Environmental, Social & Governance (ESG) and Placemaking.

This billing leaflet provides a summary of the accomplishments of the BID during the period from April 2023 to March 2024 and demonstrates how our services and projects will continue to impact and support businesses in 2024/25.



Placemaking

Through collaborative work with local stakeholders and strategic partners, area regeneration has been implemented at Strand Aldwych and Villiers Street. We are dedicated to creating a world class district which is healthy, safe and attractive, where businesses and the local community can thrive. Our strategies set out ambitious area enhancements to support economic activity critical to building London's success.

12 months of Strand Aldwych new public space was celebrated in December



Strand Aldwych won The Mayor's Award for Good Growth at BusinessLDN Awards and other prestigious awards from New London Architecture and Festival of Place - The Pineapples

60+ businesses and agents attended an event to launch the **Ground Floor Uses Strategy** which included insights and recommendations for retail, leisure and hospitality in the Northbank area

Villiers Street enhancement works continued with **improved pathways** and a further focus on **access to Victoria Embankment Gardens**



We completed our **Riverfront enhancement strategy** in collaboration with Whitehall BID which has highlighted **short to long-term improvements** for the Riverfront

A **Lighting Masterplan** has been developed to **enhance landmarks and walking routes**



Working with AECOM and the Department of Energy Security and Net Zero an **outline business case was created for Project SWAN**, a low-carbon heat network proposed to be developed within South Westminster



Cleaning & Greening

With iconic landmarks, streets, alleyways, and courtyards within the BID area, we guarantee the dedication of our Clean Team to uphold the streets at an exceptional standard. By conducting daily work and implementing thorough cleaning processes, our team enhances the overall quality of our area, creating a space that the public is delighted to visit each day.

1,986km

of paving cleaned
by our Clean Team
who now operate a
7-day service Monday
to Friday 6.30am -
5pm and Saturday &
Sunday 8am - 5pm



72.5km

of paving deep
cleaned and flushed
by our Clean Team



8,520

bags of rubbish
collected across the
Northbank footprint



54 businesses
participated in

our May Makeover
60-minute action-
packed clean up
event to clean and
brighten Strand. **1
mile of pavements**
was cleaned to
highlight our
historic buildings
and enhance our
environment ahead
of The Coronation of
HM King Charles III

5,600+

pieces of graffiti and
flyposting removed

1,500+

Janitor requests
completed



Community Safety & Business Resilience

Through collaboration with partners such as the Greater London Authority (GLA), Metropolitan Police Service (MET Police), Westminster City Council (WCC), Outreach teams, British Transport Police (BTP), and crucial partners like the Centre for the Protection of National Infrastructure (CPNI), we aim to decrease overall crime and minimise the risk of serious incidents in the Northbank. Our Northbank Security Team is committed to reducing low-level crime and anti-social behavior locally.

5,950 hours
the BID footprint
was patrolled by the
Northbank Security
Team from 6:30am to
11:30pm Monday to
Sunday



39,000+
business visits
carried out by our
Security Team

335 users of
our Emergency
Notification system

1,250
anti-social behavior
incidents responded
to

593 radio calls
attended as part of
the Northbank Radio
Link scheme, 88
businesses currently
signed up



Engaged with
4,993
rough sleepers

96 Attendees at
our Action Counters
Terrorism (ACT)
training sessions and
Counter Terrorism
table top exercise in
partnership with the
West End Security
Group



74 Bikes marked at
our Dr. Bike sessions



Destination

The BID significantly contributes to boosting the area's appeal for residents, employees, and students through a range of events, installations, campaigns, and activations. These efforts work towards elevating the Northbank's reputation as an essential destination in London.

18,000+

interactions with our **Festive Colour by Numbers Map** installation in Charing Cross Station

187,000+

page views on the Northbank BID website

8,300

monthly emails were sent to The Northbank BID email subscribers



71,578

Impressions, 5,051 Followers and 3,874 Engagements on The Northbank BID social media channels

41,000+

entries received for the **London Heritage Quarter Advent Calendar**, which ran from 1-24 December, with 57 prizes available to win from businesses in Victoria, Victoria Westminster, Whitehall and The Northbank BID areas

25,000

Coronation Nature Trail maps were distributed to visitors and local employees

15,000+

Northbank Privilege Cards are now in circulation across the area



21,000+

visitors were welcomed to the BID area by our **Street Ambassadors** from April - October 2023

£1,682

raised for charity at our Coronation Dinner

744

environmental issues reported to Westminster City Council



Environmental, Social & Governance

We are dedicated to creating an appealing business environment in the Northbank that promotes long-term sustainable economic growth and enhances the wellbeing of employees, visitors, and residents. Through strategic partnerships and collaborative efforts, we offer tailored support where needed, fostering a supportive and inclusive community.

800+

visitors to our
**Winter Sensory
Garden** hosted in St
Martin-in-the-field's
courtyard



500 Gift
hampers donated
to Westminster
Connects for
**vulnerable elderly
residents** across
Westminster

110

business
members attended
workshops
throughout the year
which marked **Mental
Health Awareness
Week**, Mental Health
Awareness Day and
seasonal moments
such as Halloween



8 local charity
projects, were
supported through
our **ActionFunder
campaign**. This year
we supported The
Cardinal Hume Centre,
Fair Shot, DreamArts,
The Middle Eastern
Women and Society
Organisation, The
Marylebone Project,
Creative Futures, The
St Marylebone Parish
Church and Look
Ahead



Our Priorities

In line with our 2023-2028 BID Proposal our future work is guided by four overarching aims.

- 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 Heritage Quarter' – 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.

What's new for 2024/25



Placemaking

- We will **champion holistic area enhancement** of our streets to provide a suitable setting for heritage, culture and a high-quality environment for thriving communities and business economy.
- Our collaborative work will unlock the areas potential to create a world class district with **increased biodiversity, quality green spaces and well-connected neighbourhoods with safe, healthy and accessible street environments** for pedestrians and cyclists.



Cleaning & Greening

- We will be continuing the 7-day service and hard work of our Clean Team, to keep the area pristine with **deep cleaning, sweeping and flushing of pavements**, using new advanced and sustainable equipment.
- We will be **upgrading our janitorial vehicle** to assist our team in **responding to business requests** and to keep pavements clear and free of waste.
- We are exploring options to create a **simplified area-wide waste management scheme** that will help businesses cut costs and meet green objectives by **minimising waste and increasing recycling rates**.



Community Safety & Business Resilience

- We will **strengthen local partnerships through joint operations and introduce SentrySIS**, a data-sharing platform, to combat crime. Our focus includes expanding **Women's Night Safety, the Night Time Economy**, and supporting the **Night Stars volunteer group**.
- We plan to install **Defibrillators** in the footprint.
- The BID will host two **counter-terrorism exercises**, a **homelessness seminar**, and explore collaboration with the **Suzie Lamplugh Trust for Bystander Training**.



Destination

- We will continue to **raise the profile of The Northbank** through our marketing and communications strategy by hosting activities which **engage with local workers and visitors** all year round.
- We are set to celebrate key moments of the year such as **International Women's Day** and **Easter**, with plans underway for a **Summer of Heritage** campaign.
- Our ongoing initiatives such as the **online advent calendar**, and **Christmas installations**, will continue as part of our seasonal programmes.



Environmental, Social & Governance

- We will **increase the number of mental health awareness and wellbeing workshops** over the next year and look to introduce interactive installations to support local workers.
- We plan to support **Black History Month** further in the Northbank, replicating activity across the London Heritage Quarter Business Improvement Districts (BIDs), with the goal of offering more **opportunities for small businesses** to participate.
- We will also be launching an **expanded ActionFunder** campaign, to reach a broader range of charities within the Westminster area.

Income & expenditure*

2023/24



Income			
	BID Levy £	Grant /Other Income £	Total £
BID Levy collection	1,927,000		1,927,000
Other income		90,000	90,000
TOTAL	1,927,000	90,000	2,017,000
Expenditure			
Cleaning and Greening			
Enhanced street cleaning	334,000		334,000
Greening and environmental issues	82,000		82,000
Placemaking			
Strategic improvements	297,000	40,000	337,000
Public space enhancements	54,000		54,000
Strand Aldwych	250,000		250,000
Community Safety and Business Resilience			
Northbank security patrol	158,000		158,000
Business resilience	44,000		44,000
Crime prevention initiatives	62,000		62,000
Destination			
Street Ambassador service	18,000		18,000
Cultural and promotional events	291,000		291,000
Marketing strategies	115,000		115,000
Public affairs and research	57,000		57,000
Environmental, Social & Governance (ESG)			
Environmental sustainability	6,000		6,000
Charitable giving	51,000		51,000
Homelessness outreach and support	65,000		65,000
Wellbeing activities	29,000		29,000
Skills, employability & young people	28,000		28,000
Overhead costs			
BID Team support	123,000	20,000	143,000
BID overhead costs	216,000		216,000
Contingency	50,000		50,000
TOTAL	2,330,000	60,000	2,390,000
Surplus/deficit	-403,000	30,000	-373,000
Brought forward from 2022/23			809,000
Carried forward to 2024/25			436,000

* correct as at 31 December 2023 and forecast to 31 March 2024

Anticipated Income & expenditure

2024/25

Income			
	BID Levy £	Grant /Other Income £	Total £
BID Levy collection	1,859,000		1,859,000
Other income		25,000	25,000
TOTAL	1,859,000	25,000	1,884,000
Expenditure			
Cleaning and Greening			
Enhanced street cleaning	350,000		350,000
Greening and environmental issues	30,000		30,000
Placemaking			
Strategic improvements	200,000		200,000
Public space enhancements	21,000		21,000
Strand Aldwych	250,000		250,000
Community Safety and Business Resilience			
Northbank security patrol	173,000		173,000
Business resilience	35,000		35,000
Crime prevention initiatives	48,000		48,000
Destination			
Street Ambassador service	-		-
Cultural and promotional events	209,000		209,000
Marketing strategies	83,000		83,000
Public affairs and research	54,000		54,000
Environmental, Social & Governance (ESG)			
Environmental sustainability	6,000		6,000
Charitable giving	48,000		48,000
Homelessness outreach and support	63,000		63,000
Wellbeing activities	26,000		26,000
Skills, employability & young people	25,000		25,000
Overhead costs			
BID Team support	145,000	20,000	165,000
BID overhead costs	153,000		153,000
Contingency	81,000		81,000
TOTAL	2,000,000	20,000	2,020,000
Surplus/deficit	-141,000	5,000	-136,000
Brought forward from 2023/24			436,000
Carried forward to 2025/26			300,000

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