

WHITEHALL 2021-2023

BID PROPOSAL



Whitehall

*Change, innovation
and investment*



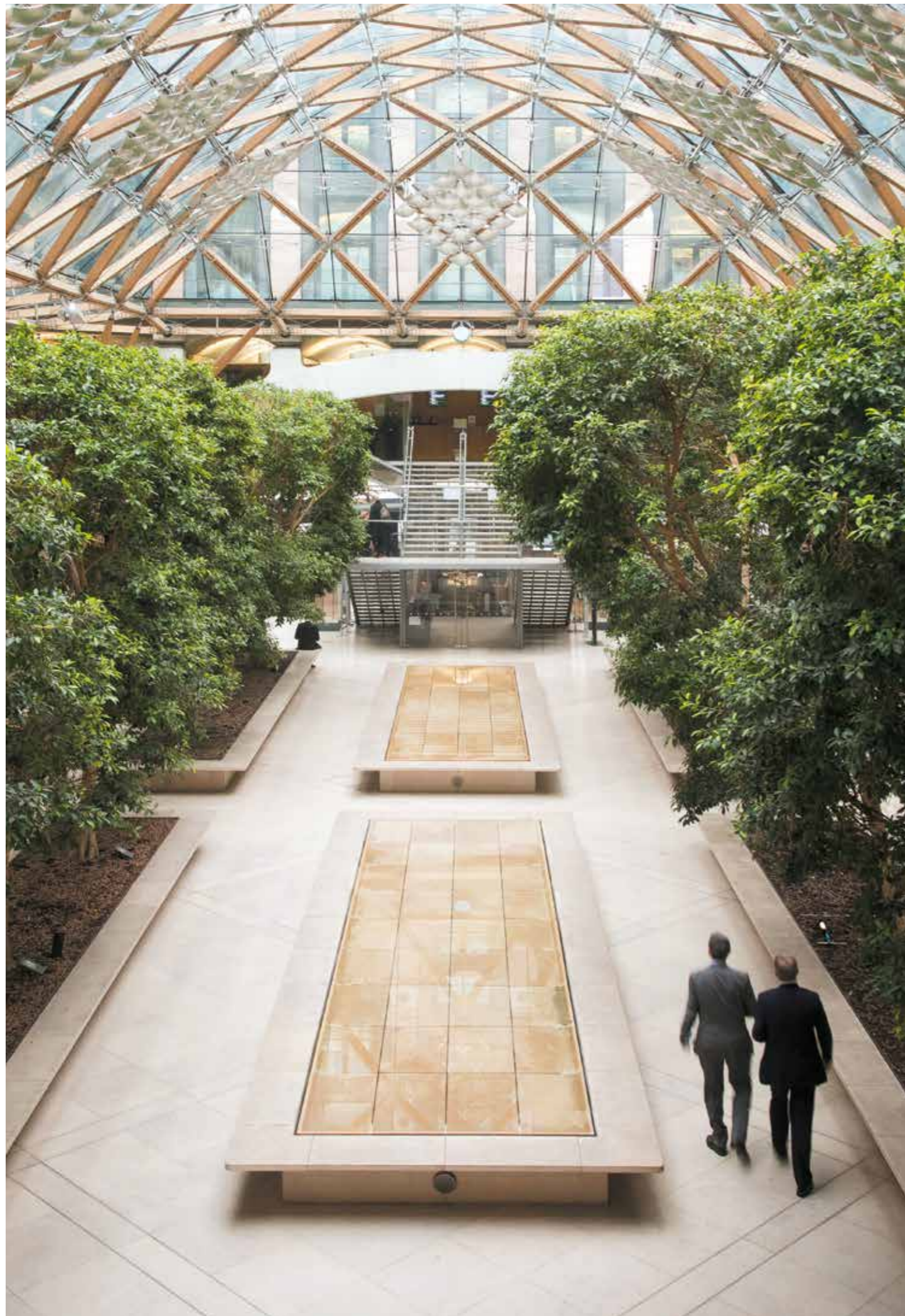
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Foreword

As Chief Executive of the Victoria Westminster BID I am delighted to present a proposal to establish a Business Improvement District in Whitehall, one of the most instantly recognisable and politically significant locations in the world.

The development of a BID in Whitehall presents an opportunity for businesses in this part of Westminster to drive forward an ambitious agenda to ensure the area remains one of the world's most iconic and respected destinations.

Flanked by the Palace of Westminster and Trafalgar Square, this special part of London has been home to our most powerful institutions since the 11th Century. From the Cenotaph to Horse Guards Parade, from the Cabinet Office to Downing Street, Whitehall has become a national symbol of history and politics, epitomising the UK's status on the world stage.

However, despite the tremendously well-respected reputation of Whitehall, it is also recognised that it is in need of improvement. Underinvestment into its public spaces and parks, combined with security threats and a lack of recognition of its cultural and leisure offer, has resulted in a clear case for a new direction and strategy to be implemented.

In the last ten years, under the stewardship of the Victoria BID, the areas surrounding Whitehall have been transformed through to create new mixed quarters of commerce, leisure and residential uses.

The success of the BID model in delivering major enhancements is now widely recognised and the Victoria Westminster BID is well placed to lead the formation of a BID in Whitehall, creating a unified voice for the area in order to ensure its prominence across the Capital.

The formation of a Whitehall BID will help fund vital improvements to the urban landscape, opening up access to

the riverfront, investing in and improving green spaces and creating a safer and more engaging pedestrian experience.

It will do all of this while strengthening the cultural and leisure offer of Whitehall to ensure the rich history of this area is expanded and celebrated.

Like much of London, the challenges facing Whitehall as a destination are significant. However, through fostering collaboration and collective action, a new BID has the ability to galvanise stakeholders from across industry and politics and share in a unified vision in setting out an exciting blueprint for improving the local area.

This proposal sets out an ambitious agenda. However, backed by strong leadership and a track record of success, I have every faith that this BID will deliver transformative change in order to protect, enhance and celebrate this most unique destination in our Capital and our nation.



**Ruth Duston OBE OC,
Chief Executive**



“I am delighted businesses in Whitehall are being given the opportunity to enhance this already high profile area with their own Business Improvement District. Through collective action and collaboration we can further improve the area as a great place to live, work, visit and do business.”

Beverly Payne, General Manager, Conrad London St. James

Executive summary

We have been encouraged by the positive initial response we have received from many businesses across all sectors within the area. The BID Proposal has been written to highlight the areas that members of the business community, have identified through consultation as priorities that need to be addressed. This plan sets out the projects we would implement as a BID, pending a successful ballot in January / February 2021.

With over 10 BIDs currently operating across Westminster, the BID will provide much needed ‘added value’ with the ability to drive change, innovation and bring additional investment to the area.

As a business collective, we will lobby on behalf of the business community; enhance the physical environment while preserving the distinct character of the area; and we will drive down business costs using collective purchasing power to deliver savings to your bottom line.

In summary, the aim of the BID is simple, it will enable the business community to have a strong voice and provide a sound mechanism to make Whitehall a better place to work, live and visit.

The 66 BIDs in London are delivering significant benefits to the businesses they represent. From transformational public realm enhancement projects, to supporting small businesses, making areas safer, cleaner and more pleasant and creating vibrant, attractive destinations for businesses and leisure visitors alike – BIDs are a proven vehicle to drive improvement, change and innovation.

With the ever-contracting public purse, the private sector is having a greater say on how the public realm

is managed. More than simply ‘improving’ areas, BIDs are now powerful business alliances with the private sector coalescing around shared social and economic regeneration goals. Able to raise funds through a levy paid by local businesses, BIDs are also able to leverage additional investment to deliver tangible improvements.

Businesses in neighbouring Victoria, Victoria Westminster and Northbank have established BIDs and are already working to promote and improve their area. Now is the time for Whitehall businesses to seize the opportunity to ensure this area keeps pace as London continues to grow and competition among districts increases.

Whitehall benefits from an increasing number of businesses, and, of course, has become a national symbol of history and politics, epitomising the UK’s status on the world stage.

As a location however, the area suffers from pockets of poor public realm, poor pedestrian connectivity and inadequate signage. Through a collective partnership we will see over £600k of investment spent over 2 years on a range of tactical and strategic projects, highlighted by you, the business community, as interventions you would like to see implemented.

As a business collective we will deliver a powerful agenda to address these issues and more. The vision of the BID is to see the area further realise its potential. We want to ensure we remain a world-renowned business and visitor destination through catalysing the revitalisation of the area, enhancing its unrivalled status in London, and developing the experience of working, living, doing business and visiting the area.

The BID offer

It is important that the offer of the Whitehall BID is aligned to the proposer BID; Victoria Westminster. This will allow for additional gains, cost savings and a coherent approach to the South Westminster area. Working to these key strategic priorities, will ensure the area grows and develops as one.

The BID will only provide services that are identified and determined by the local business community. The BID will not fund the services currently provided by the local authority and all levy generated is purely for added value.

Public Realm

£91,900 Investment

It is widely known that public realm within the Whitehall footprint is in need of improvement to ensure greater vibrancy and a more engaging pedestrian experience is achieved. Equally, with ongoing plans to improve Parliament Square, the Whitehall BID will be sure to work with partners to ensure that coherent public realm improvements sit high on all agendas.

Public realm is the first impression for all visitors and we know that a positive impression is vital to ensure those visitors return time and time again. The BID will build on the developed public realm strategies of neighbouring BIDs, to ensure a consistent public realm plan for Whitehall that will ease these challenges and play a role in developing Whitehall as an area that gives an enhanced and lasting 'experience' to all who work and visit.

BID project focus:

- Development of a public realm strategy aligned to Victoria Westminster BID
- Improved signage and wayfinding
- Improved vibrancy and street level activation
- Vehicle and freight management congestion initiatives
- Encouraging provision of walking programmes
- Improved street furniture
- Partnership work and/or lobbying statutory partners ensuring additional investment is for the benefit of Whitehall
- Respond to all planning applications shaping the future of the area



Clean and Green
£91,900 Investment

Alongside an improved and well planned public realm, sits well maintained, bright, healthy and green surroundings, all of which encourage people to feel safe, welcomed and proud of their area. An improved environment is a core component of what a BID can bring to an area.

Whitehall has the potential to utilise and make the most of its access to existing green spaces, and riverfront, yet also has the scope for new greening opportunities to really bring the area to life, encouraging staff and visitors to experience a greener, healthier place to relax and enjoy. The expertise of the BID will allow for a wealth of innovative, cost effective and green projects to be brought to the area to make this possible.

BID project focus:

- Enhanced tree planting and safe community seating, where appropriate
- Additional street cleansing above and beyond the statutory duty of the Local Authority
- Provision of monitoring and reporting of environmental issues
- Improved utilisation of green space and/ or addition of new green space
- Business recycling scheme
- Partnership to improve business sustainability
- Air quality pledge scheme



Destination Whitehall
£122,500 Investment

With an abundance of history and culture, Whitehall really is a place that should be celebrated by Londoners. The hospitality offer is significant and could even be expanded. A hub for visitors, Whitehall would benefit from increased dwell-time and encouraging tourists to sample the local offering.

It is important to support and build on the retail offer and leisure offer to enhance the vibrancy and experience of the area.

The BID will guarantee that we are capitalising on the existing historical appeal coupled with the offer of retail, leisure and culture, and ensure we are representing you around any table for key conversations to encourage further complementary use.

With an already extensive, successful, marketing strategy and event activities taking place within the Victoria Westminster BID, the skills and expertise are already well placed to grow and develop these for Whitehall.

BID project focus:

- Development of a marketing strategy and event programme
- Extension and growth of the existing Victoria Westminster BID privilege card
- Replication of the successful street ambassador programme in Victoria Westminster
- Enhancement of a dedicated destination website and social media support



Safe and Secure
£91,900 Investment

Emphasised even more to us in the current climate is that of the potential risks that can threaten a vibrant and highly visited area. Unfortunately, there will always be a need for an area as high-profile as Whitehall, to not only be well protected by the Police and security services but also from a well-planned safe urban design. Whitehall already enjoys many enhanced security measures but more can always be done to ensure the area feels safe from threat risks. We will work with businesses to develop the tools needed to safeguard themselves against any attacks.

The safe and secure strategic priorities will also focus on the day to day issues that need to be addressed, including homelessness, begging and anti-social behaviour.

With a positive ballot outcome, the BID will be in a strong position to work with many teams within the Met Police, including the Counter Terrorism and the Safer Neighbourhood teams. Not only are we able to report back on these issues and encourage distribution of police resources, but we can also have a role to play in preventing them from occurring.

BID project focus:

- Representation on safe & secure steering groups
- Ensure best practice through police and business engagement
- Fostering of positive community relations
- Offering high level business advice on areas such as business continuity, counter terrorism, fraud and economic crime
- Development of bespoke local crime prevention initiatives
- Provision of safety information



Sustainable Prosperity
£61,000 Investment

Keeping South Westminster sustainable as an area with a core appeal of quality and vitality can only be done through a partnership approach. Short and long-term approaches need to be considered for a prosperous economy.

This vibrancy and corporate social responsibility (CSR) are both important to businesses. Although a large number of businesses already support the local community through CSR activities, we would like to strengthen these links. We would also like to host networking events as a part of a business sharing platform, to strengthen the inter-business links too.

The BID has the expertise and knowledge to facilitate the projects aligned to these needs. Skills building work placement brokerage schemes, business to business mentoring schemes and attracting investment to the local community, will be opportunities provided by the BID.

BID project focus:

- Commission evidence-based research to inform future policy decisions
- Implement corporate social responsibility scheme supporting local community and volunteering engagement
- Develop a work placement brokerage scheme
- Develop an annual networking event plan
- A united lobbying voice to influence Local and Central Government policymaking



BID management & governance

BID Governance

Victoria Westminster BID operates as a not for profit company limited by guarantee and is the BID proposer for the creation of a BID in Whitehall. During the development phase the Victoria Westminster BID made an in kind contribution of staff time to develop the BID. The development has been supported by the Victoria Westminster BID Board, with Victoria Westminster BID being responsible for the financial management of the BID. They will work collectively to oversee to agree the strategic plan for the BID.

A number of steering groups will be established to shape and influence the day to day delivery of the BID’s activities, represented by business levy payers and the wider stakeholder community.

BID Management

The Whitehall management team will work with the current team in place with Victoria Westminster BID with an extended street team and administrative team appointed to support the additional BID’s proposed activities. The strategic leadership will be provided by the BID CEO with place management and marketing/ public affairs integrated into the overall team and benefitting from economies of scale. This brings a level of expertise and experience that will ensure the BID works towards the success and outcomes set out within this BID proposal.

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.

The services provided within this agreement by Westminster City Council are:

- The standard services provided by the Council consist of cleansing services; highways services and neighbourhood problem solving and community engagement services
- The cleansing services include street sweeping, litter bin emptying & washing and footway flushing; waste & recycling collections
- The neighbourhood problem solving officers will work closely with each BID to identify and respond to key priorities in regard to anti- social behaviour, crime and environmental issues within the BID area. They will be a single point of contact for issues which affect BID members and may need Police/Council intervention & can also offer practical crime prevention advice and advice on security and counter terrorism awareness. City Inspectors provide a local single point of contact for businesses, residents, and visitors. They will meet regularly with BID members, and assist in relation to matters such as waste compliance, street cleansing, tables and chairs issues, A-boards, and any other issues which require a personal approach. They will offer assistance and be able to provide problem solving for minor issues relating to the street. Out of Hours, the Westminster City Inspector Response team can act as a point of contact with the City Council and can assist BIDs members in dealing with issues where enforcement is required

The BID budget – How much investment will it create?

BUSINESS SIZE	RATEABLE VALUE	ANNUAL BID LEVY
SMALL	150,000	1,275
MEDIUM	750,000	6,375
LARGE	4,705,882 (Capped)	40,000

INCOME	21/22 £	22/23 £	TOTAL £
Levy Income	302,000	309,700	611,700
TOTAL	302,000	309,700	611,700

EXPENDITURE	£	£	% OF TOTAL
Public Realm	45,400	46,500	15%
Clean and Green	45,400	46,500	15%
Destination Whitehall	60,500	62,000	20%
Safe and Secure	45,400	46,500	15%
Sustainable Prosperity	30,000	31,000	10%
Staffing	39,300	40,000	13%
Overheads	21,000	21,700	7%
Contingency	15,000	15,500	5%
TOTAL	302,000	309,700	100%

if you have any queries please contact jacqueline.chambers@victoriabid.co.uk

The BID Levy explained

Business Improvement District (BIDs) are business led collectives which are developed in order to improve a geographically identified area. They become a mandatory body once a majority “yes” vote both on turnout and aggregate rateable value is achieved from the business community. Once the majority vote has been achieved, the BID levy becomes a formal levy on all defined ratepayers. The term will be 2 years as this BID will “go live” on 1 April 2021 and run until 31 March 2023.

The Victoria Westminster Business Improvement District is the BID Proposer for the Whitehall BID and the Whitehall BID will be run and managed by an executive team appointed to do so, subject to a successful ballot.

The Whitehall BID proposes to charge a 0.85% levy on all businesses with a rateable value equal to or greater than £150,000. This is in line with the charges made for the Victoria Westminster BID. The BID levy will assume a fixed growth rate of 2.5% per annum, applied annually on 1 April. The BID ballot and all costs related to the BID process will be met by the BID proposer – Victoria Westminster Business Improvement District.

The “Closed Year Rule”

Where a rateable value for a hereditament (rated business unit) changes, 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.

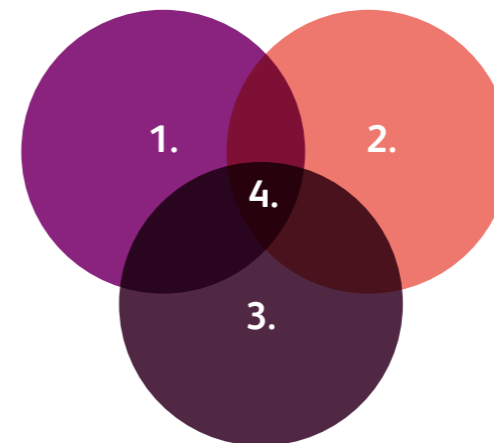
Generally, the management and overhead costs of the BID are met through the voluntary contributions generated by the BID, minimizing the cost to BID levy funds. The costs of developing the BID and running the ballot will be met through the financial commitment from the Partners and the Victoria Westminster BID as the BID proposer. The BID levy will be used to deliver and develop the BID as set out in this document.

The rules for the BID levy:

- The BID levy will be based upon the rateable value in effect on 1 April 2021
- The term of the BID will be for a period of 2 years from 1 April 2021 to 31 March 2023
- The BID levy will assume a fixed growth rate of 2.5% per annum, applied 1 April 2022. The annual inflation growth rate shows the following increases; 0.850% for 2021/22 and 0.871% for 2022/23
- The BID levy will be applied to all ratepayers with a rateable value equal to or greater than £150,000
- All hereditaments with charitable status and in receipt of mandatory charitable relief from business rates will be fully exempt from the BID levy
- The owners of empty hereditaments will be liable for the BID levy with no void period allowed
- There will be no VAT charged on the BID levy
- The levy per hereditament will be capped at £40,000 plus the inflationary rate of 2.5% per annum. The cap will be £40,000 for 2021/22 and £41,000 for 2022/23
- Properties that come on to the rating list during the BID term will be subject to the BID levy from that date
- All hereditaments in the Parliamentary Estate (Palace of Westminster, Portcullis House, Richmond House, Norman Shaw Yard and Old Palace Yard) will be fully exempt from the BID Levy

How will you benefit?

An area cannot survive and thrive without the diversity of the businesses within it. Whitehall is no different and the mix of offer is a fundamental asset to the area. The BID will work with all the business community, ensuring that each sector’s commercial drivers and challenges are understood. Beneficial overlap of projects will be evident but the BID will strive to achieve outcomes for each individual sector as below:



The Victoria Westminster BID has been instrumental in delivering significant changes within the area over the last 2 years and has contributed to and created meaningful achievements during this time. Examples of these are:

- Working with the Victoria BID and Westminster City Council to regenerate Christchurch Gardens as a world class urban green space
- Joining a radio link system connected businesses to local Met Police teams
- Providing dedicated cleaning teams including night- time cleaning and security teams
- Daily reporting of issues to the local authority and relevant stakeholders for action
- Delivering an updated public realm strategy for the area
- Installing an annual Christmas installation near Parliament Square on Storey’s Gate
- Circulating thousands of local discount ‘Privilege Cards’
- Commissioning a Vibrancy Report to help inform strategic decisions
- Local businesses have donated thousands of Christmas gifts to nominated charities

1. Retail Sector

- Improved wayfinding
- Retail promotion
- Privilege card scheme
- Improved dwell time

2. Leisure / Hospitality Sector

- Holistic marketing strategy
- Destination website and social media
- Reduction of operating costs

3. Corporate / Office Sector

- Business directory
- High level business advice
- Work placement brokerage
- B2B networking

4. Joint Benefits

- Safe, green and clean environment
- Annual events programme
- Area Ambassadors
- CSR activities
- Policy lobbying voice
- Improved procurement
- Enhanced public realm
- Improved air quality

The BID boundary

The BID boundary covers the business district to the north of the Victoria Westminster BID running from Parliament Square to Trafalgar Square. It includes historical areas such as the Cenotaph, Horse Guards Parade and Downing Street.

The streets included within the footprint are listed below:

- ABINGDON ST (PART)
- BRIDGE STREET (PART) 9 TO 12 NORTHSIDE ONLY AND SOUTH SIDE BETWEEN ST MARGARET STREET AND THAMES
- CANNON ROW
- CRAIGS COURT EXCLUDING WHITEHALL TELEPHONE EXCHANGE
- DERBY GATE
- DOWNING STREET
- GREAT GEORGE STREET (PART) NORTH SIDE ONLY
- GREAT SCOTLAND YARD (PART) UP TO 11 ON NORTHSIDE
- HORSEGUARDS AVENUE
- HORSE GUARDS ROAD (PART) EAST SIDE ONLY. NORTHERN IRELAND OFFICES
- KING CHARLES STREET
- PARLIAMENT SQUARE NB PALACE OF WESTMINSTER (INC PORTCULLIS HOUSE, RICHMOND HOUSE & NORMAN SHAW HOUSE)
- OLD PALACE YARD SW1A 0AA IN EXEMPT
- PARLIAMENT STREET
- RICHMOND TERRACE
- SCOTLAND PLACE
- SPRING GARDENS (PART) EXCLUDES 2 TO 9 INCLUSIVE (CONSECUTIVE NUMBERING) AND EXCLUDES ADMIRALTY ARCH
- VICTORIA EMBANKMENT (PART) SOUTH OF NORTHUMBERLAND AVENUE AND EXCLUDES TATTERSHALL MOORED BOAT AND WESTMINSTER PIER
- THE MALL BETWEEN ADMIRALTY ARCH AND HORSE GUARDS ROAD ONLY
- WHITEHALL (PART) EXCLUDES 1-13 (ODD) AND 2-10 (EVEN)
- WHITEHALL COURT
- WHITEHALL GARDENS
- WHITEHALL PLACE (PART) SOUTHSIDE AND PART OF NORTHSIDE - 3-8 ONLY (EXCLUDES 10 OR METROPOLE BUILDINGS/ CORINTHIA HOTEL)
- VICTORIA EMBANKMENT (PART)





What happens next?

Businesses in Whitehall will now be asked to vote ‘yes’ or ‘no’ to endorse this BID proposal. Taking all this information into account, it is your opportunity to make your vote count.

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

The Whitehall Partnership team will contact businesses within the BID boundary to discuss the business plan. 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 essence 51% yes votes at turnout
- The total rateable value of those properties/hereditaments voting in favour must exceed the total rateable value of those voting against ie the aggregate rateable value must also be 51% or above

All you need to do now is:

- Take time to read, understand and consider what the business plan means to your business and the wider Victoria Westminster area
- Prepare for your notice of ballot which will be sent to you no later than Thursday 14 January 2021

- Your ballot papers will be sent to you by Electoral Reform Services, who run the ballot on behalf of Westminster City Council, on Thursday 28 January 2021 and will contain all voting procedure information and proxy or replacement paper information
- All voting papers must be returned to Electoral Reform Services (ERS) by 5pm on Thursday 25 February 2021. Remember voting YES will provide many services and projects to your business and to the area to secure the future potential of Whitehall
- The result will be announced on Friday 26 February 2021
- A resulting vote in favour will allow the pledges in this plan to be set in motion with a 2 year term commencing on 1 April 2021





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Email jacqueline.chambers@victoriabid.co.uk

Tel 0203 872 7183

Web victoriawestminsterbid.co.uk/whitehall-bid-proposal