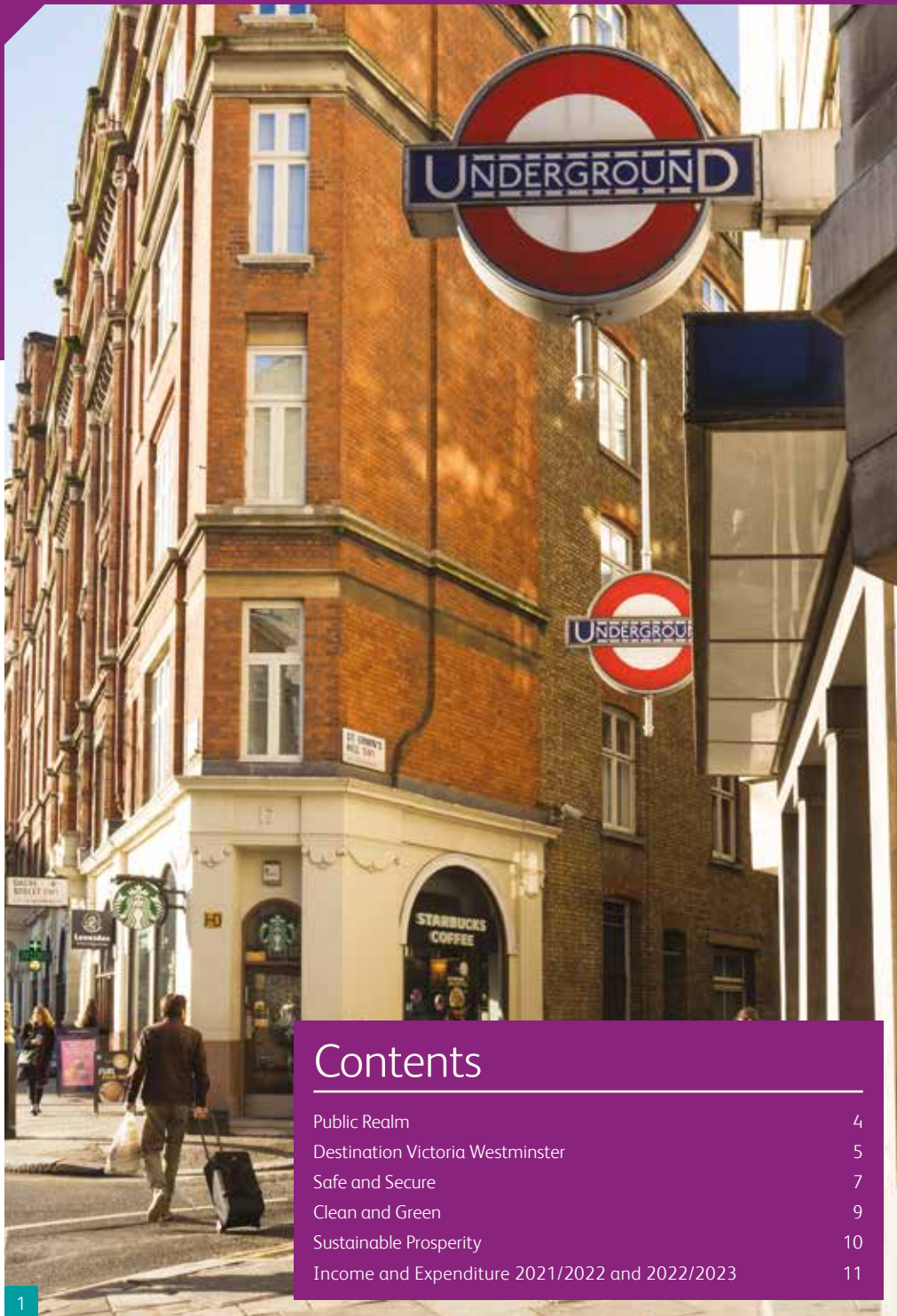




2021/2022, 2022/2023

Overview of Projects, Income & Expenditure



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Victoria Westminster Business Improvement District (BID)

The Victoria Westminster BID covers one of the most distinguishable areas in London, with Parliament Square, St James’s Park and Wellington Barracks sitting within its footprint.



Over the past year, the BID has continued to deliver a range of successful activations and projects, which support local partners and stakeholders.

Working closely with our sister BIDs, Victoria BID, Whitehall BID and The Northbank BID, we have been able to partake in larger scale projects and have created a stronger lobbying voice on cross-cutting issues that have been important to our business community.

1. St James’s Park Station – St Ermin’s Hill
2. Our Christmas bauble outside The QEII Centre

Achievements for 2021/22 & Plans for 2022/23

The following pages highlight our achievements in each area, and explain how we plan to build on this activity in the coming year with your support. Our stakeholders allow us to continue such amazing and necessary work in our district, to support one of London's most visited and respected areas.



1

Public Realm

This theme explores and delivers strategic improvements, public space enhancements and environmental and sustainability projects. Collaboration with local stakeholders such as the Victoria, Whitehall and Northbank BIDs, Westminster City Council (WCC), Transport for London (TfL) and the Victoria Neighbourhood Forum is key to informing and strengthening our work.

- We initiated the 'Arc' project from our 'People Wanted' public realm strategy from 2020, which has the potential to increase the quantum of safe, healthy, accessible and green walking route options in the area for workers, residents and visitors. This is the first step in our efforts to work with partners to create an enhanced walking route from Victoria Station to Broad Sanctuary (and vice versa).
- We progressed the 'Have a Seat' concept idea from 'People Wanted' which will provide additional, managed seating for people to enjoy. We met local stakeholders including local Ward Councillors to discuss a pilot tables and chairs project by the Blewcoat school, that we aim to deliver in 2022 subject to planning consent.
- We continued to work in partnership with Westminster City Council to embed Christchurch Gardens into the socioeconomic and environmental fabric of the area.
- We held regular Public Realm Steering Group meetings comprising BID members and other stakeholders.
- We surveyed BID members on their interest in participating in a suite of sustainability projects aligned to WCC's Climate Emergency Action Plan for Westminster and the Westminster Property Association's Statement of Intent: Delivering a Sustainable City Charter.
- The footfall and consumer metrics project with Colliers entered its first full year and provided pedestrian movement and other data for selected streets.
- We commissioned Atkins to begin exploring the feasibility of the BID area in supporting an area heating network.
- We funded a falconer to tackle pigeon problems within the footprint.
- We responded to WCC's Draft Early Community Engagement Guidance which will inform our future stakeholder engagement activity.
- We updated our map of cycle parking in the BID footprint, which is accessible online as a downloadable PDF file.
- We surveyed businesses on matters related to the Defra-funded Clean Air Villages 4 project.
- We developed a project to map the green benefits of the BID's green infrastructure using i-Tree. This project would support greening activity in the BID and provide a robust baseline against which future activity can be measured.
- We liaised with WCC to support tree planting in the BID footprint.
- We will continue to represent Victoria Westminster's businesses in developing and delivering public realm projects over the next year.



2

1. Christchurch Gardens
2. Victoria Street/Christchurch Gardens

Destination Victoria Westminster

Our integrated marketing and event activities ensure that the Victoria Westminster BID engages with local workers, residents and visitors all year round.

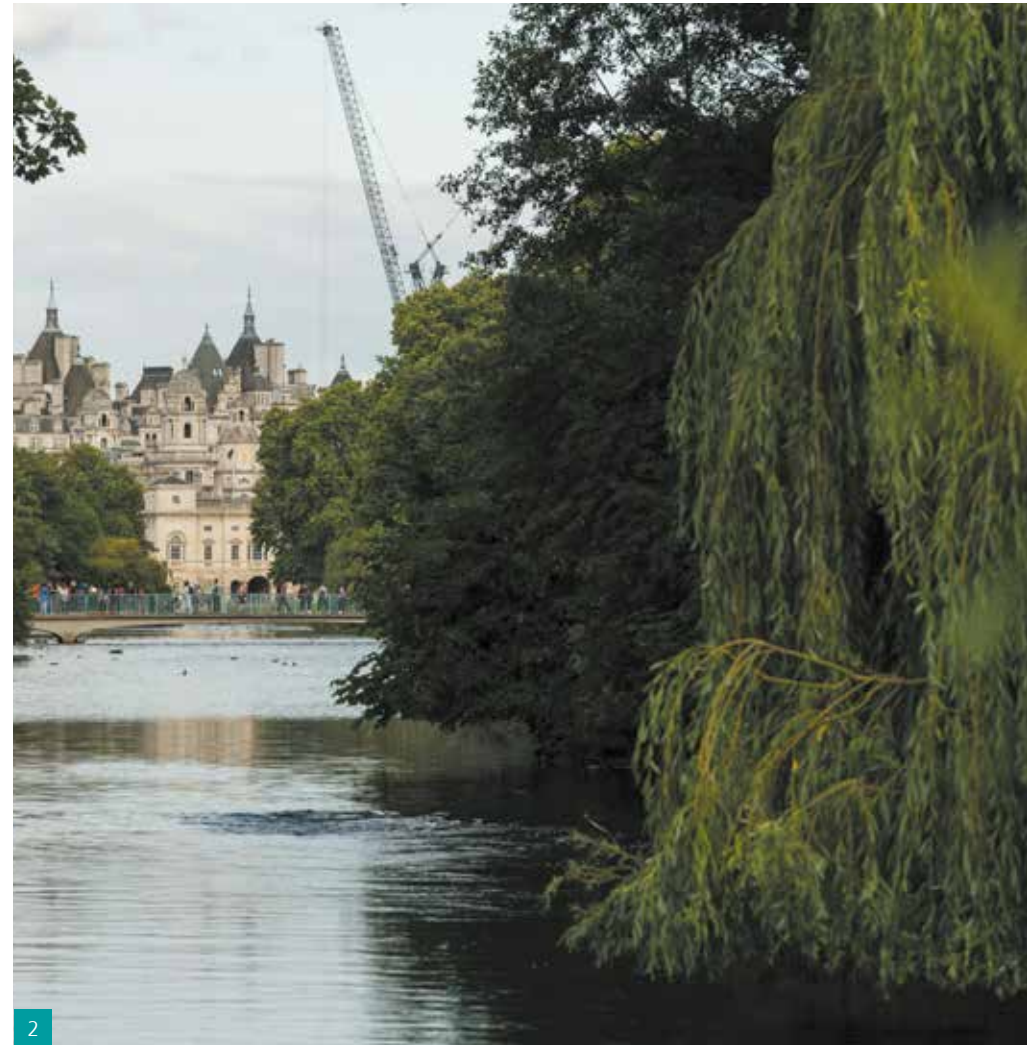
- The Victoria Westminster BID hosted over 100 online events in the past year to engage with the local community and promote the area's local businesses. The South Westminster BIDs worked together to produce the extensive Virtual Event Series. The events have been hugely popular with 5,527 bookings and 24,485 Eventbrite page views.¹
- We installed a festive bauble installation outside the QEII Centre in Westminster for 4 weeks where passers-by could interact with the BID on social media.
- We built on our previous year's Christmas activity with an online advent calendar. The calendar included business in the Victoria and Northbank BID footprints, and had 31 prizes available to win over 14 days from local businesses. Over 10,000 entries were received across all footprints.
- Working in partnership with The Victoria, Northbank and Whitehall BIDs, we hosted our Summer campaign 'Celebrating everyday Kings and Queens', which celebrated local heroes across the area from July to September 2021.
- Our Christmas activations included working with local partners to host three Christmas Chalets and Domes throughout our sister BID areas, and to support this activity we created an illustrated map which was handed out to the public, for them to follow the trail that led into other South Westminster BID areas.
- We hired 'Christmas Elves' to distribute these maps and bring joy throughout the Victoria Westminster area.
- Our multi-lingual team of Ambassadors work 8 hour shifts Monday – Saturday and a 6 hour shift on Sundays to help visitors, commuters, tourists and Londoners find their way around the immediate area and to London wide destinations. They have now greeted over 89k visitors since visitors since 2018. We will continue to provide this service over the next year.
- We will continue to deliver our marketing and communications strategy to amplify Victoria Westminster as a key destination in London, building on our active engagement with the local business community.



1

1. Christmas elves in Victoria Westminster

2. St. James's Park



2

¹ Events running from April 2021 to February 2022

Safe and Secure

Keeping the area safe and secure is a key priority for the BID and our local business community as we want to give those who visit, live and work here confidence on their security. The BID aims to enhance business resilience within local businesses by working with key partners such as the Metropolitan Police (Met Police), British Transport Police (BTP), Westminster City Council (WCC) and local charities.

- The Victoria Westminster Security Team patrol the BID footprint 7 days a week. The team are equipped with body-worn cameras and radios which enable them to respond to low-level crime and anti-social behaviour (ASB).
- The BID, in partnership with The Passage, provide the Community Intervention Team (CIT). The CIT is a dedicated daytime street engagement team consisting of three experienced outreach workers that cover the BID footprint.
- More than 120 local businesses and security operatives continued to use the upgraded Victoria Radio Link scheme which consists of a 4G radio network.
- Joint operations with MPS, WCC and Victoria Westminster Security Team have been reinstated to tackle ASB and low-level crime in the area.
- The BID continued to provide the Victoria Emergency Notification System (VENS). The platform is being used to keep Victoria and Westminster's thousands of visitors, commuters and workers informed in the event of a major incident. 15 Broadcasts were made over the course of the last year. 258 businesses are currently signed up to the BID's Award-winning platform.
- 3 Counter Terrorism and business continuity briefings took place online this year and have been attended by over 50 business representatives.
- The BID delivered three (3) Tabletop Exercises this year:
 - Two Cyber Griffin with City of London Police - 52 business delegates attended.
 - One with the International Protect & Prepare Security Office relating to the Protect Duty legislation – 70 delegates attended.
- The BID actively supported Protective Security Operations (PSO) with the deployment of the Project Servator Teams, who are trained to detect and deter hostile reconnaissance and criminal activity.
- The BID supported and promoted MPS campaigns on Knife Crime, Night Time Safety and Domestic Abuse. In addition, the BID delivered 6 Days of Actions raising awareness on Violence Against Women and Girls (VAWG).
- 5,000 StreetSafe leaflets and 6,000 branded Crime Prevention items handed out to local businesses and members of the public during the BID's crime prevention surgeries in partnership with BTP and the MPS.
- The BID, as part of the West End Security Group (WESG), supported the purchase of three Haibike HardSeven E-Bikes to bolster the Metropolitan Police's new 2022 fleet. The bikes will be utilized to lead dynamic policing teams, and to provide officers with swift & efficient means of response.
- We will continue to deliver our projects and services as above to focus on reducing ASB and rough sleeping in the area whilst increasing business resilience locally.



Clean and Green

The BID's work to create a cleaner and greener Victoria Westminster focuses on solutions that improve the areas cleanliness and visual appeal.

- Our dedicated Clean Team works across the BID area from Monday to Friday carrying out additional cleansing duties to keep the area tidy, including removing stickers, flushing bins, and responding to janitorial requests from businesses in the area. The additional cleansing is a vital part of the BID's operational service and daily duties include maintaining parklets, green spaces and planters to keep the area safe and welcoming.
- In addition to daily duties, a dedicated team deep clean the BID area from April to November, adding a special sparkle to the streets. During the pandemic the team managed the maintenance and filling of hand sanitiser stations installed by the BID, offering reassurance to the public as they returned to the area.
- We will continue with the Clean Team's projects over the next year, to make Victoria Westminster a cleaner and more inviting area.

1. Victoria Westminster Clean Team

2. Christmas hampers were delivered to local residents

3. Over 79,000 Victoria Privilege Cards are in circulation



Sustainable Prosperity

The BID's Corporate Social Responsibility (CSR) programme is run in partnership with local businesses, stakeholders and charities. The activities highlight local wellbeing initiatives fitting for our local community.

- At Christmas, the BID created 260 Christmas Gift Hampers that were delivered to local vulnerable elderly residents across South Westminster. The hampers were filled with items that had been purchased from local businesses.
- There are currently over 79,000 Privilege cards in circulation within the SW1 area with over 200 offers and discounts being provided for local shops, leisure, bars and restaurants. Businesses gave both in-person and online offers which helped accommodate card holders that couldn't get into the area due to Covid-19 restrictions or isolation.
- During our annual Christmas Gift Drop campaign, we were able to support three local charities. £300 was raised through an online donation form for Cardinal Hume Centre and we received physical gifts from local businesses for St Vincent's Family Project and The Passage.
- As part of our apprenticeships, employability and skills CSR programme the BID delivered two workshops in schools in the Westminster area for STEAM Week. The workshops were delivered in partnership with Westminster City Council's Careers, Skills and Enterprise team and were Dragon's Den themed. Students were asked to create businesses that could positively affect their community.
- This year, we lobbied on behalf of our business community, at the highest levels, on issues of importance to our members. We also commissioned research on mental health in the workplace and economic analysis along with polling to support our lobbying efforts, within the wider context of South Westminster.
- The Victoria, Victoria Westminster and Whitehall BIDs were headline sponsor for The Passage's Night Under the Stars concert. Through ticket sales, donations and an auction, the Passage raised a total of £125,000 from the concert.
- We will continue to deliver CSR events and initiatives focusing on Education & Skills, Wellbeing and fundraising. We will also continue to commission research and lobby on behalf of our business community.



Income and Expenditure* 2021/22

Income	Total £
BID Levy collection	885,000
Other income	200
TOTAL INCOME	885,200

Expenditure	Total £
PUBLIC REALM	
Public space enhancements	85,000
Strategic improvements	69,000
CLEAN AND GREEN	
Enhanced street cleaning	99,000
Greening and environmental issues	7,000
DESTINATION VICTORIA WESTMINSTER	
On-street services	79,000
Marketing strategies	52,000
Cultural and promotional events	99,000
SAFE AND SECURE	
Community safety & anti-social behaviour	112,000
Business continuity	28,000
Crime prevention seminars / materials	34,000
SUSTAINABLE PROSPERITY	
Research and economic improvement	19,000
Corporate social responsibility	22,000
Business networking events	33,000

Anticipated Income and Expenditure 2022/23

Income	Total £
BID Levy collection	783,000
Other income	200
TOTAL INCOME	783,200

Expenditure	Total £
PUBLIC REALM	
Public space enhancements	79,000
Strategic improvements	65,000
CLEAN AND GREEN	
Enhanced street cleaning	142,000
Greening and environmental issues	11,000
DESTINATION VICTORIA WESTMINSTER	
On-street services	73,000
Marketing strategies	47,000
Cultural and promotional events	91,000
SAFE AND SECURE	
Community safety & anti-social behaviour	92,000
Business continuity	23,000
Crime prevention seminars / materials	28,000
SUSTAINABLE PROSPERITY	
Research and economic improvement	24,000
Corporate social responsibility	29,000
Business networking events	43,000

OVERHEAD COSTS

BID team support	105,000
BID overhead costs	73,000
Contingency	52,000

TOTAL EXPENDITURE

TOTAL EXPENDITURE	968,000
Surplus /(Deficit)	-82,800
Brought forward from 2020/21	299,000
Carried forward to 2022/23	216,200



1. Victoria Westminster Street Ambassadors

OVERHEAD COSTS

BID team support	96,000
BID overhead costs	67,000
Contingency	48,000

TOTAL EXPENDITURE

TOTAL EXPENDITURE	958,000
Surplus /(Deficit)	-174,800
Brought forward from 2021/22	216,200
Carried forward to 2023/24	41,400



2. Alfresco dining at Buckingham Green

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 **Victoria
Westminster**