



Whitehall

# Overview of Projects, Income & Expenditure

2021/2022, 2022/2023



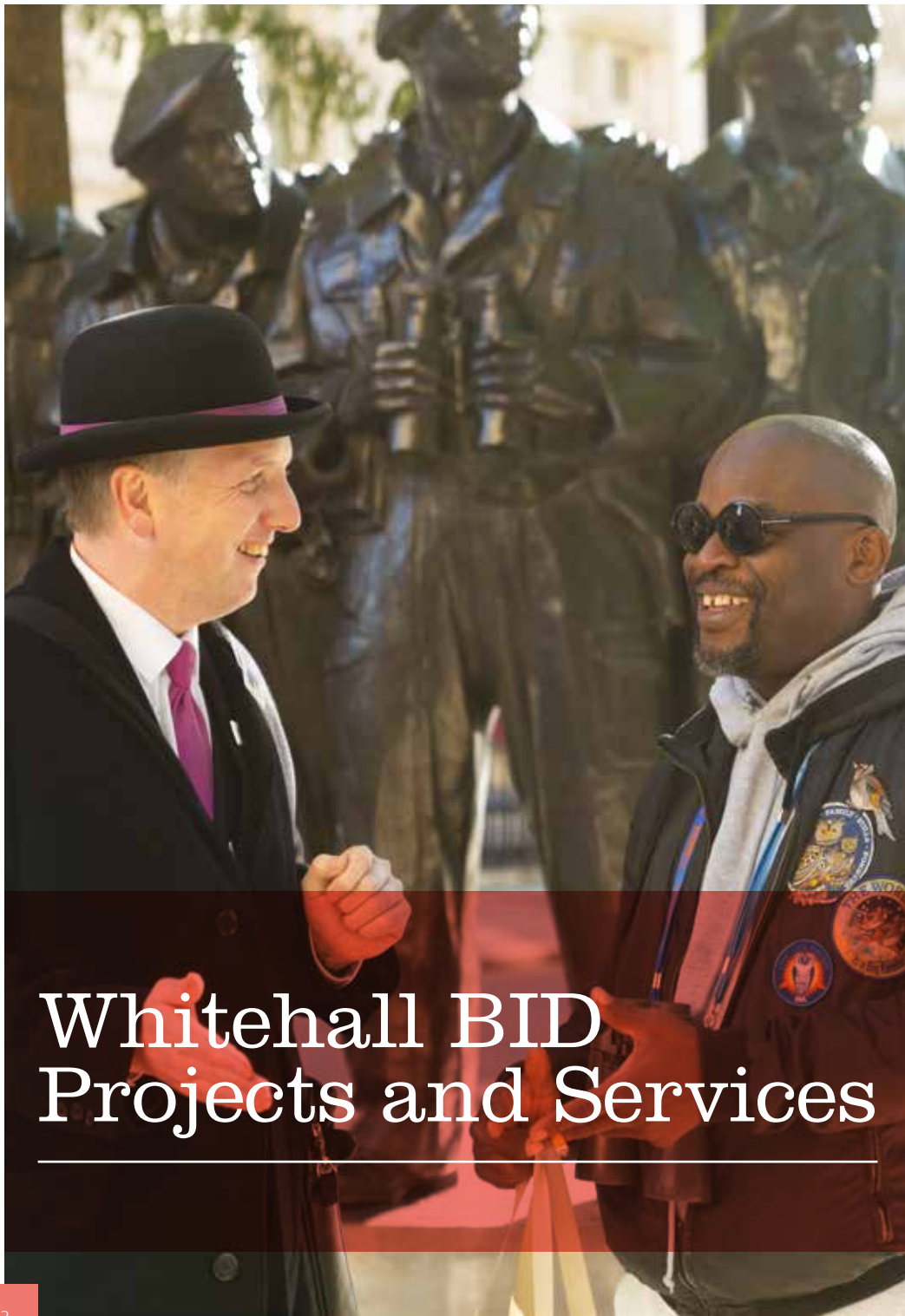
## Whitehall Business Improvement District (BID)

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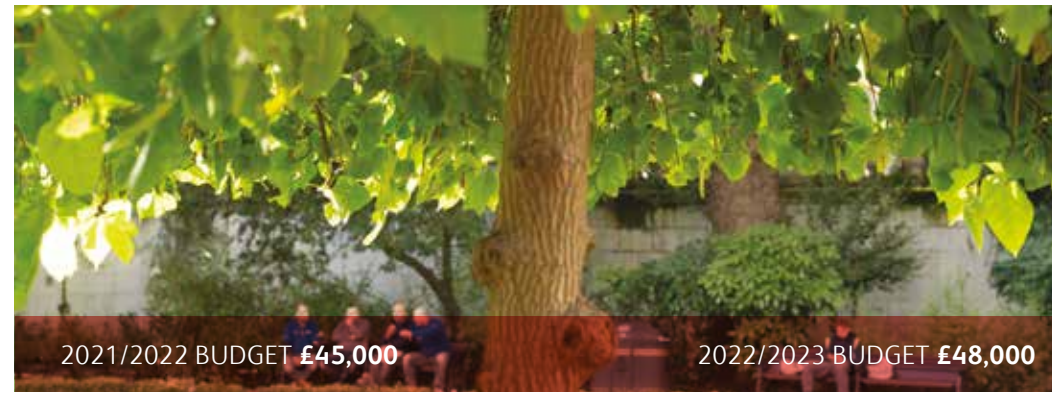
The Whitehall BID covers an area that has been home to the country's most powerful institutions since the 11th Century. Flanked by the Palace of Westminster and Trafalgar Square, the footprint includes the Cenotaph, Horse Guards Parade, the Cabinet Office and Downing Street.

After a successful 'yes' ballot in January/February 2021, the BID is about to enter the second year of its first term.

Over the past year, the team have strived to work towards the objectives set out in our BID proposal, and have been working closely with our sister BIDs in Victoria, Victoria Westminster and The Northbank to develop a voice on cross-cutting issues that are important to our business community.



# Whitehall BID Projects and Services



2021/2022 BUDGET £45,000

2022/2023 BUDGET £48,000

## Public Realm

Public Realm is a vital element to people’s perceptions of the area and this theme explores and delivers strategic improvements, public space enhancements and environmental and sustainability projects. Collaboration with local stakeholders such as the Victoria, Victoria Westminster and Northbank BIDs, Westminster City Council (WCC), Transport for London (TfL) and the Victoria Neighbourhood Forum is key to informing and strengthening our work.

- This year we embarked on the preparation of a public realm strategy aligned to the ‘People Wanted’ strategy, which was published by Victoria BID and Victoria Westminster BID in 2020. We held initial engagement meetings with organisations including Historic England and the Government Property Agency to help shape the methodology.
- We participated in the review of tender submissions for the Northbank BID’s riverfront project. This project aims to enhance the riverfront along the Thames and part of the study and delivery area spans the Whitehall BID.
- 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.
- We held regular Public Realm Steering Group meetings comprising BID members and other stakeholders.
- We commissioned Atkins to begin exploring the feasibility of the BID area in supporting an area heating network.
- We responded to WCC’s Draft Early Community Engagement Guidance which will inform our future stakeholder engagement activity.
- 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.
- Over the next year we will continue to represent Whitehall’s businesses in developing and delivering public realm projects. The Whitehall strategy project has the potential to provide a solid foundation for future public realm activity across the footprint.



2021/2022 BUDGET **£61,000**

2022/2023 BUDGET **£70,000**



2021/2022 BUDGET **£45,000**

2022/2023 BUDGET **£51,000**

## Destination Whitehall

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

- We launched our popular street ambassador scheme in Whitehall, offering a street concierge service.
- Our Christmas activations included working with local partners to host three Christmas Chalets and Domes throughout our sister BID areas. 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 across the Whitehall area.
- We published four issues of our local magazine: Victoria, London Starts Here, with a circulation of 25,000 per issue. The distribution area of the magazine was extended to include the Whitehall BID and the magazine was also available digitally on our website.
- We will continue to deliver a host of promotional and cultural events that amplify Whitehall as a destination to live, work and play, building on our active engagement with the local business community. We will also continue with our ambassador services to welcome and guide visitors in our footprint.

## Clean and Green

A team of cleaning operatives work to provide additional cleaning services in the Whitehall area, along with on-street janitorial services for local businesses, to create a cleaner and greener area for those who live, work and visit.

- A day-time cleaning operative works 9 hour shifts between 7am and 4pm Monday to Friday across the Whitehall BID footprint. The operative performs duties including street-sweeping, litter picking, sharps-removal, graffiti-removal and flushing. They also can perform ad-hoc night-time duties.
- An additional janitorial cleaning service is available to businesses between the hours of 9am and 5pm (with seasonal variations).



2021/2022 BUDGET **£45,000**

2022/2023 BUDGET **£48,000**

## Safe & 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 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 provided the Victoria Emergency Notification System (VENS), which was launched in January 2019, to members. The platform is being used to keep 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.
- The BID collaborated with West End Security Group to respond to the Protect Duty consultation that was launched by the Home Office.
- 3 Counter Terrorism and business continuity briefings took place online this year and have been attended by business representatives. We will continue to host such awareness and information events for local businesses in the coming year.
- The BID delivered three (3) Tabletop Exercises this year:
  - Two Cyber Griffin with City of London Police.
  - One with the International Protect & Prepare Security Office relating to the Protect Duty.
- 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.
- We will continue to build on our established partnerships with our local partners including taking part in joint operations.



2021/2022 BUDGET **£30,000**

2022/2023 BUDGET **£32,000**

## 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.
- The Victoria Privilege Card has been extended to the Whitehall BID area. The Privilege Card gives local workers and residents exclusive discounts and offers on eating, drinking, entertainment, leisure and more. Local businesses can also engage with Privilege card holders to readily promote their businesses offering and encourage local economic growth.
- 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 business community. We also commissioned research on mental health in the workplace and economic analysis 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 auction, the Passage raised a total of £125,000 from the concert.
- We will continue to partner with local businesses and charities to deliver incorporate social responsibility schemes within the local community.

## Income & Expenditure 2021/2022

INCOME	TOTAL £
BID Levy collection	302,000
Other income	-
<b>TOTAL</b>	<b>302,000</b>
EXPENDITURE	
<b>PUBLIC REALM</b>	
Public space enhancements	25,000
Strategic improvements	20,000
<b>CLEAN AND GREEN</b>	
Enhanced street cleaning	42,000
Greening and environmental issues	3,000
<b>DESTINATION WHITEHALL</b>	
On street services	21,000
Marketing strategies	14,000
Cultural and promotional events	26,000
<b>SAFE AND SECURE</b>	
Community safety & anti-social behaviour	29,000
Business continuity	7,000
Crime prevention seminars / materials	9,000
<b>SUSTAINABLE PROSPERITY</b>	
Research and economic improvement	7,500
Corporate social responsibility	9,000
Business networking events	13,500
<b>OVERHEAD COSTS</b>	
BID team support	39,300
BID overhead costs	21,000
Contingency	15,000
<b>TOTAL EXPENDITURE</b>	<b>301,300</b>
Surplus /(Deficit)	700
Brought forward from 2020/21	-
Carried forward to 2022/23	700

## Anticipated 2022/2023

INCOME	TOTAL £
BID Levy collection	339,000
Other income	200
<b>TOTAL</b>	<b>339,200</b>
EXPENDITURE	
<b>PUBLIC REALM</b>	
Public space enhancements	26,000
Strategic improvements	22,000
<b>CLEAN AND GREEN</b>	
Enhanced street cleaning	47,000
Greening and environmental issues	4,000
<b>DESTINATION WHITEHALL</b>	
On street services	24,000
Marketing strategies	16,000
Cultural and promotional events	30,000
<b>SAFE AND SECURE</b>	
Community safety & anti-social behaviour	31,000
Business continuity	8,000
Crime prevention seminars / materials	9,000
<b>SUSTAINABLE PROSPERITY</b>	
Research and economic improvement	8,000
Corporate social responsibility	10,000
Business networking events	14,000
<b>OVERHEAD COSTS</b>	
BID team support	32,000
BID overhead costs	22,000
Contingency	16,000
<b>TOTAL EXPENDITURE</b>	<b>319,000</b>
Surplus /(Deficit)	20,000
Brought forward from 2021/22	700
Carried forward to 2023/24	20,700

\*Correct as at 31 December 2021 and forecast to 31 March 2022



# Whitehall

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