



 **Victoria
Westminster**



Victoria Westminster Business Improvement District

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*A destination for
business and culture*

VICTORIA WESTMINSTER BUSINESS IMPROVEMENT DISTRICT

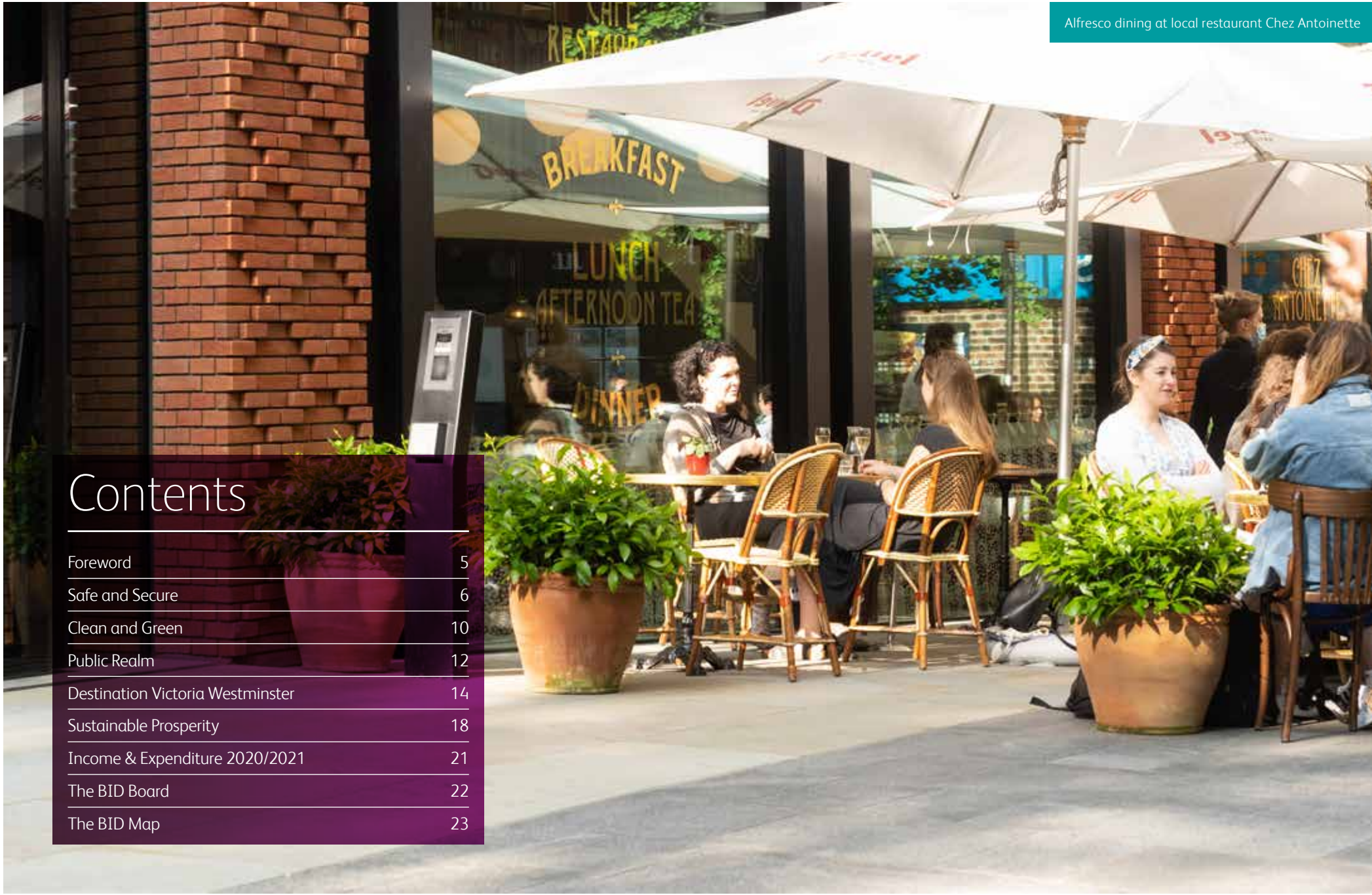
ANNUAL REPORT 2021/22



Our Ambassadors help people navigate to local destinations



Alfresco dining at local restaurant Chez Antoinette



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Foreword

It is a huge privilege to have been involved in the development of the Business Improvement Districts in this part of South Westminster for many years. I started my BID journey in the early days of the Victoria Partnership more than 12 years ago, and there have been many moments of great pride for me and what has been achieved across the area.

The development of the Victoria Westminster BID, and its successful establishment back in 2018, has been one of the standout moments. On top of that, our collective achievements over the last 12 months have been among the most rewarding, demonstrating the continued resilience of businesses in this wonderful part of the capital.

London's response to the COVID pandemic, and the recovery that has got going in the last year or so, has been typically determined and resolute, and while we all still face challenges, I am optimistic about the future. The landscape remains somewhat uncertain, and of course we are not back to pre-pandemic levels, but workers are returning to offices, tourists are coming back to the capital and investment is strong. The commencement of Crossrail services earlier this year, and positive overtones from the Government about Crossrail 2, instils more confidence and against this backdrop we must redouble our efforts to push for further investment in major projects.

The capital continues to face headwinds following the pandemic, but also the impacts of Britain's exit from the European Union, the cost-of-living crisis and the climate emergency, and arguably partnership and collective action has never been more important. Not for more than a generation has the capital or its businesses needed more support, and the Victoria Westminster BID is proud to be playing its part.

You will see from this Annual Report that our projects and programmes are varied and comprehensive. From the ongoing

and vital work of our street teams, ensuring that we provide the best possible welcome to workers and visitors, to our rolling programme of cultural events – our work is tangible and is designed to make a positive impact.

This year we have also seen progress on some of our major strategic projects, including taking forward some of the transformational projects set out in our rather portentously titled public realm vision 'People Wanted'. Published not long before the pandemic hit, our vision to transform parts of our footprint to attract more workers and visitors, took on an even greater importance as the recovery got going.

As ever we continue to listen to you, our business community, to ensure our work reflects your priorities. As a BID we can adapt and pivot towards new issues, challenges and opportunities. As we approach the end of our first five-year term, I feel our approach and our delivery is as fresh as ever, thanks to the dedication and creativity of our Executive Team, and the ongoing dialogue and exchange with our levy paying community.

We are eager to keep delivering and continuing with our programmes to support our communities: the workers, the visitors, the investors, the residents – together we are proving we are stronger and more resilient to the change that London continues to experience. I hope you can see from this Annual Report that we are on your side – able to respond to the big issues, as well as delivering the smaller scale, yet no less important, activity that supports your business day to day. Our renewal ballot campaign

will commence later this year, and we have ambitious plans for our second term – we hope you remain committed to join us on this exciting journey for Victoria Westminster.

As we look to the future we continue to adapt and evolve to deliver the best for our communities. Our work under the new London HQ banner, with the four South Westminster BIDs working collectively on big cross cutting issues, is vital as the COVID recovery continues and we work to ensure London remains globally competitive.

There is much to be proud of, and this Annual Report is a great opportunity to take stock of our collective achievements, but we do not stand still. I have great hope for the future of this area, this wonderful capital city, and look forward to continuing to work closely with all of you to ensure Victoria Westminster realises its full potential.



Nigel Hughes MBE, Chair
Victoria Westminster
Business Improvement District



Our Security Team patrol the BID footprint each day

Safe and Secure

Safe and Secure

Over the past year, the Victoria Westminster BID continued to provide services to drive down anti-social behaviour (ASB) and crime locally.

This year, initiatives that focus on rough sleeping, Women’s safety and ASB have been a priority for our local community, and we have begun an important program of work to develop a robust night-safety programme. We have also continued to support The Community Intervention Team (CIT), a team of three who work through The Passage, to focus on outreach and support services for the local rough sleeping community.

BUSINESS CONTINUITY AND COUNTER TERRORISM (CT)

OUTPUTS / ROI

- 6 Counter Terrorism, Cyber Security and business continuity briefings were held virtually this year in partnership with CPNI, NaCTSO, Met Police and City of London Police.
- Over 110 business representatives have attended counter terrorism, information security, document awareness training and business continuity seminars.
- The BID partnered with the Police Digital Security Centre (PDSC) to promote Cyber Security best practice and advice to the business community during the year.
- Memberships of Community Security and Resilience Network (CSARN), the National Association of Business Crime Partnerships (NABCP) and West End Security Group (WESG) were continued.

COST: £1,449

COMMUNITY SAFETY AND ANTI-SOCIAL BEHAVIOUR

OUTPUTS/ROI

- Each day a team of two security officers, patrol the BID footprint from 7am – 3pm, equipped with radios and body worn cameras, dealing with low-level crime and ASB.
- Weekly joint operations have been established with Met Police, WCC Inspectors and the Victoria Security Team to tackle ASB in the area.
- The BID Security officers collected intelligence which is passed on to the Metropolitan Police under our Information Sharing Agreement for counter-drug and illegal immigration operations.
- The team engage with the street population and share information with Westminster City Council and outreach teams to support rough sleepers into care and services.

- Our On-Street Team Manager works across the footprint to ensure our street teams work together effectively.
- In the past year 9,958 proactive security and 740 business welfare checks were carried out by the team.
- The team also resolved 38 incidents of anti-social behaviour and attended 8 incidents which involved a medical emergency and called an ambulance.

COST: £51,392



Members can contact our security team through the Radio Link scheme

CRIME PREVENTION SEMINARS
AND MATERIALS

OUTPUTS/ROI

- The BID continues to support key partners by disseminating crime safety information and campaigns. These may include communications from the Met Police, Westminster Council or Network Rail.
- The BID also meets with a network of Security Managers to address key issues across the footprint.
- Last year, the BID supported the roll out of the “Ask for Angela Campaign” to night-time venues through the implementation of a training scheme.
- We ran 6 Welfare and Vulnerability Training Sessions, attended by 125 people across the hotel, theatre, and licensed premises sector.
- We also supported and promoted Met campaigns against Knife Crime and theft.

COST: £0

EMERGENCY NOTIFICATION
PLATFORM

OUTPUTS / ROI

- This year we continued to provide the Victoria Emergency Notification System (VENS) to our business community.
- The crisis management tool, which was launched in 2019, is being used to alert businesses in the event of a major incident in the area in near real time.
- 274 users are currently signed to the platform and 18 broadcast alerts were made during the year.
- During the Autumn months, the platform was used to disseminate real time information on Extinction Rebellion protests, working in partnership with Westminster City Council, MET Police and West End Security Group.

COST: £1,250

RADIO SYSTEM

OUTPUTS / ROI

- Victoria Westminster BID operates a radio system that allows our businesses to communicate with the patrol teams to share timely intelligence, report incidents and ask for non-emergency assistance.
- The radios are provided free of charge for all members. 92 local businesses are using the radio system.

COST: £3,794

COMMUNITY INTERVENTION TEAM

OUTPUTS / ROI

- The Community Intervention Team (CIT) is a dedicated daytime street engagement team, funded by the BID and run through The Passage, consisting of three experienced outreach workers that cover the BID footprint. The team look for, and support, individuals rough sleeping in the area for them to engage with homelessness services and find a route off the street. Those who are bedded down in the area are invited into the Passage Resource Centre to be assessed and to get their basic needs met.
- Over the past year the CIT had over 1,513 encounters with over 304 clients. Individuals had on average 5 interactions meaning they were either taken into accommodation, signposted into other services, or started interacting with The Passage.

COST: £40,000



Local greening on Caxton Street by Jens Jakobsen

Clean and Green

Clean and Green

Clean and inviting open spaces are a key priority for businesses in Victoria Westminster. Through collaboration with Westminster City Council (WCC) our street team works to enhance the footprint daily to provide a nicer place to live, work and visit.

ENHANCING THE VICTORIA WESTMINSTER BID 108 ACRE FOOTPRINT

OUTPUTS / ROI

- The Victoria Westminster Cleaning Team consists of a dedicated day-time cleaning team to enhance the cleanliness of the streets, Monday to Friday between 6.30am and 5.30pm.
- The team provide services such as street-sweeping, litter-picking, sharpsremoval, graffiti-removal, and flushing. They also can perform ad-hoc nighttime duties, such as deep cleaning, and provide a Janitorial Service to the local business community.
- Last year, 11,632 street blocks were swept and litter picked with 980 bags of recycled waste and 1,140 bags of non-recyclable waste collected. 923 pieces of graffiti and fly-posting were removed and 262 incidents of on-street waste were reported.

COST: £69,618



Our team perform ad-hoc deep cleaning



Christchurch Gardens is enjoyed by local residents, workers and visitors during the day

Public Realm

A welcoming and accessible public realm is vital to creating positive place perceptions of the area. This year, among other activity, we embarked on an exciting and ambitious project to improve several streets in the BID area.

PUBLIC SPACE ENHANCEMENTS

OUTPUTS / ROI

- We delivered the ‘Have a seat’ pilot, including undertaking stakeholder engagement, to set out tables and chairs behind the Blewcoat School on Caxton Street to increase the provision of publicly available seating in the area. The project operationalises the concept idea of the same name first set out in our ‘People Wanted’ strategy from 2020.
- We updated our cycle map with the locations of all public cycle racks and bike hire locations in the area to help existing cyclists, and those taking up the transport

mode for the first time, plan their commute to and from Victoria Westminster.

COST: £2,686

STRATEGIC IMPROVEMENTS

THE ARC

OUTPUTS / ROI

- Following a competitive tender process, we allocated funding to a project, which will be delivered in the 2022/23 financial year, that will see a Design Team, led by John McAslan + Partners, generate a RIBA Stage 2 Concept Design and other materials for several streets in the area to create an enhanced walking route between Storey’s Gate/ Broad Sanctuary and Cardinal Place/ Victoria Station (and vice versa). This will increase the quantum of safe, healthy, accessible and green walking route options for workers, residents and visitors.
- The project spans the Victoria and Victoria Westminster BIDs and iterative design and community consultation are

key features of the project’s approach. Prior to this we undertook extensive scoping activity.

ALLOCATED BUDGET 21/22: £136,000
TO BE SPENT 22/23

PEOPLE WANTED WHITEHALL

OUTPUTS / ROI

- We allocated funding to the Whitehall BID’s public realm strategy project, which will be delivered in the 2022/23 financial year. The project will help to link activities in the Victoria Westminster BID with the Whitehall BID, strengthening the public realm for people as they move across these areas of Westminster.

ALLOCATED BUDGET 21/22: £26,000
TO BE SPENT 22/23

THE RIVERFRONT STRATEGY

OUTPUTS / ROI

- We contributed to the Northbank BID’s project that will generate a placemaking

strategy for the riverfront and nearby spaces adjacent to the river within their footprint. This will strengthen the public realm for people as they move to and from the Victoria Westminster and Northbank BID.

COST: £0

COVID-19 RECOVERY

FOOTFALL AND CONSUMER INSIGHTS WITH COLLIERIES

OUTPUTS / ROI

- We continued to deliver a consumer insights project with Colliers, which was set up in 2020. The project generated regular footfall and consumer metrics for several study areas within the BID area, enabling us to track how the streets were being used over a full 12 months, thereby helping us to understand COVID-19 impacts on pedestrian movement.

COST: £8,045



Our Christmas bauble outside the QEII Centre

Destination Victoria Westminster

Destination Victoria Westminster

Our integrated marketing and communications activities ensure that we engage with the local workforce and attract visitors to Victoria Westminster.

The Victoria Westminster BID actively markets the area using our digital platforms such as our website and social media to promote events and activities run by ourselves and local business partners.

VICTORIA WESTMINSTER BID AMBASSADOR PROGRAMME (60%)

OUTPUT/ROI

- Our branded Ambassadors provide a warm visitor welcome and street concierge service, enhancing the Victoria Westminster and Whitehall experience and driving footfall into the local economy.
- Last year they interacted with over 11,000 visitors. 13 % of these queries were to help visitors find their way to Buckingham Palace.
- They also actively engaged with businesses during the year, and carried out 785 business visits and a further 249 business checks, to provide a line of communication with the BID Executive Team.

- The team worked closely with WCC and TfL to identify, record and monitor street cleanliness issues and street faults. Last year they logged 523 Environmental defects including graffiti and fly-posting, street furniture defects, road and pavement issues, defective streetlights, blocked drains and abandoned bicycles.
- The team also provided 227 area updates to the BID team and supported 12 events including the South Westminster BIDs Festive trail.

COST: £64,988

EVENTS PROGRAMME 2021/2022

COST: £52,846

VIRTUAL EVENT SERIES

OUTPUTS/ROI

- 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 4 BIDs in the South Westminster area worked together to produce the extensive Virtual Event Series.
- The events were hugely popular with 5,527 bookings and 24,485 Eventbrite page views.

'EVERYDAY KINGS & QUEENS' CAMPAIGN

OUTPUTS/ROI

- Working in partnership with The Northbank, Victoria and Whitehall BIDs, we hosted a summer campaign entitled 'Everyday Kings and Queens'.

- The campaign was held from 21st June – 20th September and celebrated local heroes who continually supported our community during the pandemic.
- There was a combination of imagery of our local heroes with King and Queen playing cards, providing a colourful and warm welcome to the area.
- The activity included street installations, a GIF photo booth in Victoria Station, and a highlight weekend with garden games, music, and circus-style acts, in Christchurch Gardens and Lower Grosvenor Gardens.

FESTIVE ACTIVITY

OUTPUTS/ROI

- We built on our previous year’s Christmas activity with an online advent calendar on the Victoria BID website. The calendar was extended across South Westminster, to include businesses within the Victoria Westminster and Northbank BID footprints and had 31 prizes available to win over 14 days from local businesses. Over 5,300 entries were received through the website.

- We hosted a Christmas Winter Chalet Trail from 8th – 12th December which included 9 pop up Chalets and domes in various venues around the wider South Westminster footprint.
- This activation included working with local partners to host Christmas Chalets and a dome, in Eccleston Yards, which held a variety of Christmas lead activities for local employees to attend.
- To accompany this campaign, we created an illustrated map to hand to the public, for them to follow the trail that led into other South Westminster BID areas.
- It was a successful event with 1,000 Chalet maps printed and distributed.
- We also hosted a Christmas PA Showcase, which was an event exclusively for PAs, office managers and bookers to tour local hospitality venues. The event gave attendees the opportunity to hear about local Christmas networking and party packages for 2021.

- Guests invited were able to see a range of spaces on offer and sample festive food and beverages. Those who attended were also offered an early booker incentive.

SPRING EVENTS

OUTPUTS/ROI

- After postponing our Christmas Networking Event, we collaborated with Victoria, Whitehall, and The Northbank BIDs to host our first networking event since the pandemic.
- The event was well-attended with over 70 guests and an opportunity for the Taj Hotel to showcase their new restaurant, TH@51.
- Our International Women’s Day (IWD) ‘Break the Bias’ panel event was held at Banqueting House on 8th March 2022, in collaboration with the Victoria, Whitehall and Northbank BIDs. The event was well-attended with over 300 guests.
- Five well-respected businesspeople took part in a wide-ranging panel discussion, which was chaired by Marverine Cole, a multi-award-winning journalist, and broadcaster.

- The panellists included Liz Bingham (ambassador for Diversity and Inclusion), Rico Jacob Chace (activist and speaker on Intersectionality and Trans/Non-Binary Equality), Flavilla Fongang (Entrepreneur and brand strategist), and Vicky Pryce (Chief Economic Adviser at CEBR).
- On the day entertainment included a live performance from Combination Dance. They premiered a specially commissioned dance, ‘Sisterhood’, choreographed by artistic director Anne-Marie Smalldon.
- The event was partnered with Women’s charity, Young Women’s Trust, and a raffle was held which encouraged attendees to make a voluntary donation of £20 or above. Prizes were donated by our local businesses, and over £200 was raised in total.

PROMOTIONAL MATERIALS

- 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 area and the magazine was also available digitally on our website.

- Materials including informative leaflets about the BID were produced during the year and uploaded to our website.

COST: £16,783

ONLINE PROMOTION

- We circulated monthly electronic newsletters to over 500 people about events and news in Victoria Westminster.
- We worked to enhance our social media presence with a regular programme of engaging updates on local activity over Twitter, Facebook, Instagram and LinkedIn
- The Victoria Westminster BID website and our database was maintained over the year. We also commissioned a website audit at the end of the financial year to help us improve our user experience.

COST: £35,319

BRANDING, PR SUPPORT, LOBBYING AND MEDIA

- We appointed Reggie London to create a brand identity for the South Westminster BIDs, to help us align as a collective BID alliance.
- Reggie hosted workshops to collect insight before presenting us with a final brand, which was launched in April 2022.
- We appointed two communications agencies during the year to provide us with additional PR and media support and worked with them on polling for thought leadership events.
- We sponsored thought leadership events with Centre for London, The Evening Standard and NLA during the year.

COST: £24,674



Summer Activity Weekend at Christchurch Gardens



A Flower Bouquet workshop

Sustainable Prosperity

Sustainable Prosperity

This year the Sustainable Prosperity theme has seen an enhanced focus on Corporate Social Responsibility (CSR) which includes activities around wellbeing of local staff, education & skills and business networking within the local community.

WELLBEING INITIATIVES, & CSR PRIORITIES

OUTPUTS/ROI

- In a joint initiative with Victoria Westminster, Whitehall and Northbank BIDs, we worked with partners on wellbeing workshops as part of our Virtual Events Series.
- We ran a three-part series across Men's Mental Health Week with Rener Wellbeing, exploring topics such as Walking Mindfulness, Physical Activity for Good Mental Health and Tools to Help Improve and Maintain Mental Health.
- We also ran a year's long wellbeing strategy with Rener Wellbeing, which was a mixture of physical workshops such as HIIT and wellbeing workshops.
- We ran workshops during the year with Charlotte Wiseman including 'Making Stress Your Friend'.
- We ran interactive workshops for both managers and HR professionals on Equality, Inclusion & Diversity with Inclusion 365.
- We hosted a Wreath Making Workshop with Jar and Fern and AgeUK, for their elderly clients in Westminster
- Collectively there were 300 Attendees throughout all the BID's wellbeing virtual events.
- During our annual Christmas Gift Drop campaign, we were able to support two local charities. Through an online donation form, we were able to raise a total of £300 for Cardinal Hume Centre and we were given physical gifts by local businesses for St Vincent's Family Project.
- At Christmas, the BID was able to contribute to 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.

- Grants were given to 5 local charities to deliver projects within the Westminster area, focused on LGBTQ+ projects, green schemes and Education/Employability, in line with the Steering Group's priorities.
- West End Live made its return in September 2021, after a brief hiatus due to the Coronavirus Pandemic. We supported the two-day event, which takes place in our wider London HQ area, in Trafalgar Square. The event was attended by over 50,000 guests with 40 West End Shows performing over the weekend.
- We supported several charitable events during the year including The Sword and the Crown Concert and Reception and The Passage's 40th Anniversary Community Engagement Award.

COST: £31,614

EDUCATION AND SKILLS

- As part of our Education and Skills CSR programme, The BIDs in South Westminster delivered three Dragon’s Den themed workshops for young people across Westminster.
- We worked with three schools: Christ Church Bentinck CE Primary School, Westminster Academy and St Marylebone Bridge, and we held a competition for the winners to receive gift cards.
- Trapeze Media ran a three-part social media training series for smaller businesses. 36 business members attend the series, with Engagement being the most popular session.
- We worked with Enterprise Nation on the ‘Hello South Westminster’ Programme. Over 160 business members attended over the four-day series, with the most popular event being ‘How to structure a strategy for e-commerce & online marketplaces.

COST: £250

PUBLIC AFFAIRS AND RESEARCH

OUTPUTS/ROI

- The BID held memberships with BusinessLDN and the BID Foundation to join conversations relating to Business Improvement Districts and other relevant policy.
- The BID commissioned research through King’s College London, WPI Economics, Centre for London and Volterra which explored topics such as Mental health in the workplace, Levelling up and economic analysis of the wider London HQ area.
- We sponsored a Women in Business reception the Conservative Party Conference, creating a high-profile platform for our ongoing work to support equal opportunities in the workplace.

COST: £15,113

PRIVILEGE CARD

OUTPUTS/ROI

- Our popular Privilege Card scheme has grown with over 81,000 cards now in circulation.

- There are now over 200 offers to be redeemed at local businesses with the card.

COST: £9,066



Profit and Loss Account

For the year ended 31 March 2022

TURNOVER	TOTAL 2021/22 £	COMPARATIVE TOTAL 2020/21 £
BID Levy	885,369	811,727
Voluntary Contributions and Other Income	24,157	48,495
TOTAL	909,526	860,222
COST OF SALES		
Safe and Secure	128,068	144,840
Clean and Green	83,640	53,082
Public Realm	42,512	86,701
Destination Westminster	240,469	143,426
Sustainable Prosperity	68,364	49,325
Covid-19 Recovery	-	48,066
TOTAL	563,053	525,440
GROSS PROFIT	346,473	334,782
ADMINISTRATIVE EXPENSES		
BID Team Support	52,257	83,370
Rent	11,844	-
Insurances	483	631
Legal and professional	743	-
Audit Fees	7,100	6,500
Bank Charges	569	386
BID Levy Collection Fee	13,543	13,449
BID Statutory Requirements	4,398	3,020
Taxation	229	29
TOTAL	91,166	107,385
Surplus brought forward	299,262	71,864
Profit/(Loss) for the year	255,307	227,398
Surplus carried forward	554,569	299,262

The Board

April 2021 – March 2022

Board Directors

- Nigel Hughes** (Board Chair)
Victoria, Victoria Westminster and Whitehall Business Improvement Districts
- Beverly Payne** (Board Vice Chair)
Conrad St James
- Robert Selwyn**
Derwent London
- Stuart Burrows**
Office of Government Property
- Mark Taylor**
QEII Centre
- Mark Fisher** (Observer)
Tuckerman
- Ruth Duston** (Board Secretary)
Victoria, Victoria Westminster and Whitehall Business Improvement Districts



The Boundary

