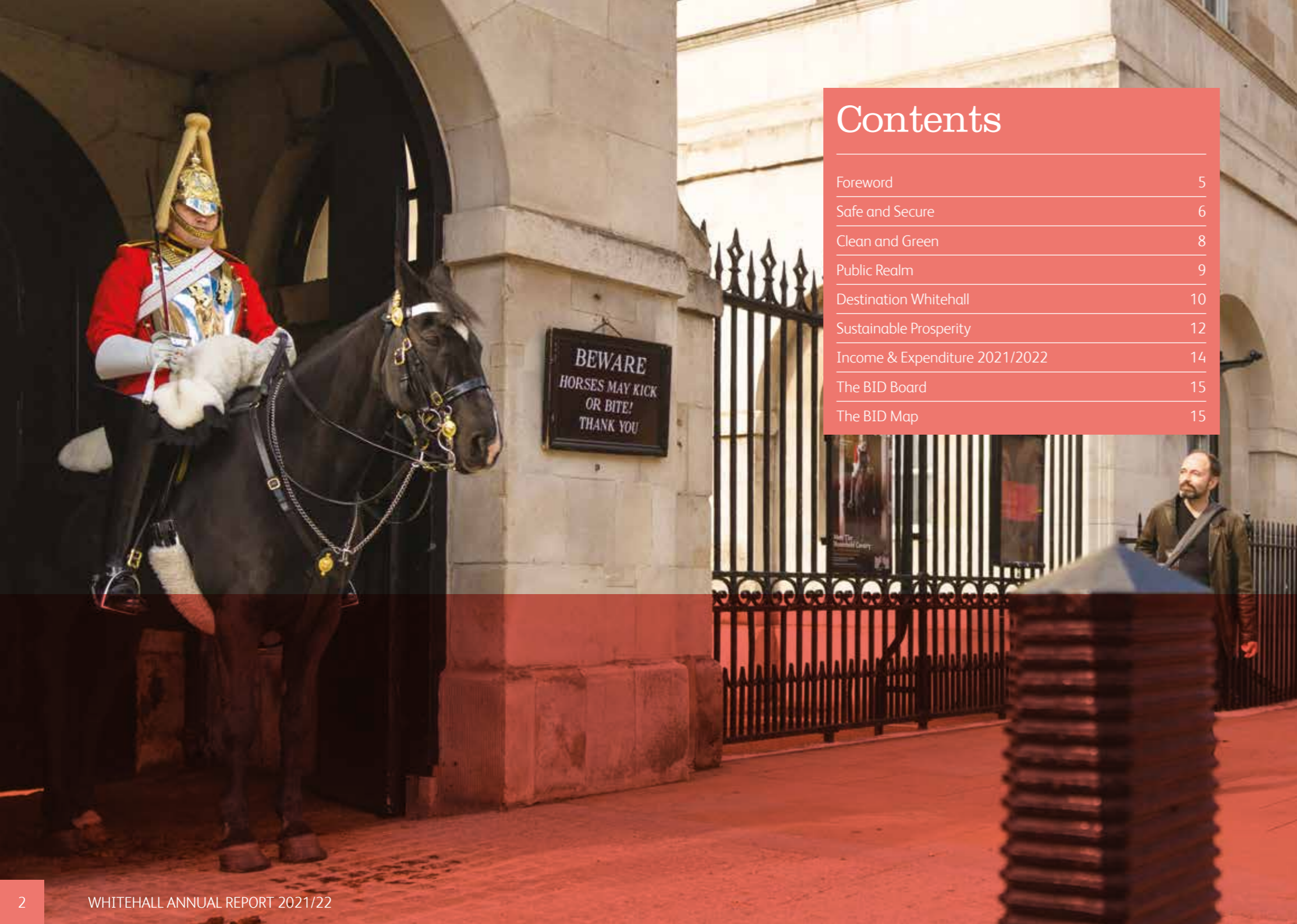




Whitehall Business Improvement District

ANNUAL REPORT 2021/22



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*Change, innovation
and investment*



“We are eager to keep delivering 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.” Nigel Hughes MBE

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 Whitehall BID, and its successful establishment during the pandemic, 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 Whitehall BID is proud to be playing its part.

You will see from this Annual Report, covering the first year of our inaugural term, 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. Our collaborative work with our ‘sister’ BIDs in Victoria and Victoria Westminster and neighbouring Northbank BID enables us to deliver more for the businesses in the Whitehall area.

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. 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.

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 Whitehall realises its full potential.



Nigel Hughes MBE, Chair
Whitehall Business Improvement District



Safe and Secure

Security and Business Resilience

The ‘Safe and Secure’ theme is guided by local businesses and organisations to help the Whitehall BID team strengthen the area as a safe and secure district for business to flourish.

Through working with partners such as the Greater London Authority (GLA) Metropolitan Police (Met Police, Westminster City Council WCC, Outreach teams, and the British

Transport Police (BTP) our partnerships aim to reduce crime and anti-social behaviour (ASB) and increase business resilience locally.

Business Continuity and Counter Terrorism (CT)

OUTPUTS / ROI

- 6 Counter Terrorism, Cyber Security and business continuity briefings we 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 established.

COST: £500

Community Safety and Anti-Social Behaviour

OUTPUTS/ROI

- Each day a team of 2 security officers, patrol the BID footprint from 7am – 3pm, equipped with radios and body worn cameras, dealing with low-level crime and anti-social behaviour (ASB).
- Weekly joint operations have been established with Met Police, WCC Inspectors and the Victoria and Victoria Westminster BID security teams 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.
- They engaged 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 1,784 proactive security and 335 business welfare checks were carried out by the team.
- The team also dealt with 25 issues relating to the street population and 1 incidents of Anti-social behaviour.

COST: £17,131

Crime Prevention Seminars and Materials

OUTPUTS/ROI

- The BID has supported key partners by disseminating crime safety information and campaigns. This includes communications from the Met Police, Westminster Council and Network Rail.
- The BID also meets with a network of Security Managers to address key issues across the footprint.
- This year, the BID focussed on Night Safety and tackling vulnerability and violence against women and girls through the implementation of a training scheme which supported the roll out of the “Ask for Angela Campaign”.

- 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 Police campaigns against Knife Crime and theft.

COST: £0

Emergency Notification Platform

OUTPUTS/ROI

- This year we expanded the Victoria Emergency Notification System (VENS) to our business community in the Whitehall BID area.
- The crisis management tool, which was launched in Victoria 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: £575



Clean and Green

The 'Clean & Green' theme delivers projects that keep the open spaces of Whitehall inviting for businesses. 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.

OUTPUTS / ROI

- We introduced a new cleaning service to the BID footprint which provides a dedicated day-time cleaning team to enhance the cleanliness of the streets, Monday to Friday between 6.30am and 5.30pm.
- The team also provides a janitorial service to businesses between the hours of 9am – 4pm Monday – Friday. Businesses can request a wash down of their business entrance or report a cleanliness issue by phoning 07934 845 503 during operational hours.
- Last year, 958 street blocks were swept and litter picked with 43 bags of recycled waste and 51 bags of non-recyclable waste collected. 24 incidents of on-street waste were also reported.

COST: £10,607



Public Realm

A welcoming and accessible public realm is vital to creating positive place perceptions of the area. Our 'Public Realm' theme seeks to ensure that the spaces between buildings provide an experience that benefits all those who live in, work in and visit Whitehall.

Strategic Improvements People Wanted Whitehall

OUTPUT/ROI

- We set up a project to develop a public realm strategy in Whitehall, aligned to the 'People Wanted' study published in 2020, which spans the Victoria and Victoria Westminster BIDs. These funds will be allocated to the project in the 2022/23 financial year.
- The project is being led by BDP and Urban Flow and who authored the 2020 'People Wanted' study.
- The strategy will guide activity in the Whitehall area over successive years and will complement the Northbank BID's riverfront strategy, strengthening the public realm for people as they move through these areas of Westminster as well as the Victoria and Victoria Westminster BIDs.

ALLOCATED BUDGET 21/22: £52,500 (TO BE SPENT 22/23)

The Riverfront Strategy

OUTPUT/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 Whitehall and The Northbank BIDs.

COST: £0



Destination Whitehall

The ‘Destination Whitehall’ theme covers our integrated marketing and event activities that ensure we engage with the local workforce and attract visitors to Whitehall all year round. The theme aims to showcase the various experiences Whitehall has to offer for all those to live, work and visit the area.

Events Programme 2021/2022

COST: £20,762

Virtual Event Series

OUTPUTS/ROI

- Whitehall 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 Westminster and Victoria 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 the Victoria Station, and a highlight weekend with garden games, music, and circus-style acts, in Christchurch 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, Victoria Westminster, Whitehall and Northbank BID footprints and had 31 prizes available to win over 14 days from local businesses. Over 5,300 entries were received through our 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 being printed and distributed by a team of immersive elves in Whitehall.
- 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, Victoria, Victoria Westminster, Whitehall, and The Northbank BID were delighted to host its 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, Victoria Westminster 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 CEPR).
- 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 and Branding

- 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
- The Victoria Westminster and Whitehall 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.

- 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.

COST: £2,794

PR Support and Media

- We engaged various consultants and communication agencies during the year to provide additional communications, PR & media support to promote Whitehall and the wider area
- We sponsored thought leadership events with Centre for London, The Evening Standard, NLA and The Spectator during the year.

COST: £2,570

Ambassador Programme

OUTPUT/ROI

- Our visible 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 860 visitors. 13% of these queries were to help visitors to find their way to Buckingham Palace.
- They also actively engaged with businesses and carried out business visits, to provide a line of communication with the BID Executive Team to address any local concerns.
- The team worked closely with WCC and TfL to identify, record and monitor street cleanliness issues and street faults to maintain clean and safe streets for residents, workers, and visitors to the area. Last year they logged 425 Environmental defects including graffiti and flyposting, street furniture defects, road and pavement issues, defective streetlights, blocked drains and abandoned bicycles.

COST: £11,900



Sustainable Prosperity

The 'Sustainable Prosperity' theme focuses on encouraging a vibrant and rich local economy providing businesses with opportunities to work together through CSR initiatives, education and skills, networking opportunities and wellbeing activities for staff.

The BID also works to lobby the government where appropriate on Whitehall and London wide issues.

CSR Priorities and Wellbeing Initiatives

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 area, focused on LGBTQ+ projects, Green schemes and Education/Employability, in line with the Steering Group's priorities.

- We supported several events during the year including The Sword and the Crown Concert and Reception, The Passage 40th Anniversary Community Engagement Award and West End Live.

COST: £12,478

Education and Skills

OUTPUT/ROI

- As part of our Education and Skills CSR programme, we delivered three Dragon's Den themed workshops for young people across Westminster. We worked with three schools across the borough; Christ Church Bentinck CE Primary School, Westminster Academy and St Marylebone Bridge.
- Trapeze Media ran a three-part workshop series on Social Media training 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: £100

Research and Public Affairs

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 Centre for London and Volterra which explored topics such as productivity and economic analysis of the wider London HQ area.

- We sponsored a Women in Business reception at the Conservative Party Conference, creating a high-profile platform for our ongoing work to support equal opportunities in the workplace.

COST: £3,075

Privilege Card

OUTPUTS/ROI

- Our popular Privilege Card scheme has grown with over 81,000 cards now in circulation across the wider SW1 area.
- There are now over 200 offers to be redeemed at local businesses with the card.

COST: £494

Profit and Loss Account

For the year ended 31 March 2022

| TURNOVER | TOTAL 2021/22 £ |
|----------------------------|-----------------|
| BID Levy | 257,077 |
| TOTAL | 257,077 |
| COST OF SALES | |
| Safe and Secure | 27,942 |
| Clean and Green | 15,304 |
| Public Realm | 12,261 |
| Destination Whitehall | 49,172 |
| Sustainable Prosperity | 19,911 |
| TOTAL | 124,590 |
| GROSS PROFIT | 132,487 |
| ADMINISTRATIVE EXPENSES | |
| BID Team Support | 13,064 |
| Rent | 2,961 |
| Bank Charges | 243 |
| Audit Fees | 6,500 |
| BID Levy Collection Fee | 6,309 |
| BID Statutory Requirements | 750 |
| Taxation | - |
| TOTAL | 29,827 |
| Surplus brought forward | - |
| Profit/(Loss) for the year | 102,660 |
| Surplus carried forward | 102,660 |



The BID Board

Nigel Hughes (BOARD CHAIR)

WHITEHALL BUSINESS IMPROVEMENT DISTRICT

Ruth Duston (BOARD SECRETARY)

WHITEHALL BUSINESS IMPROVEMENT DISTRICT

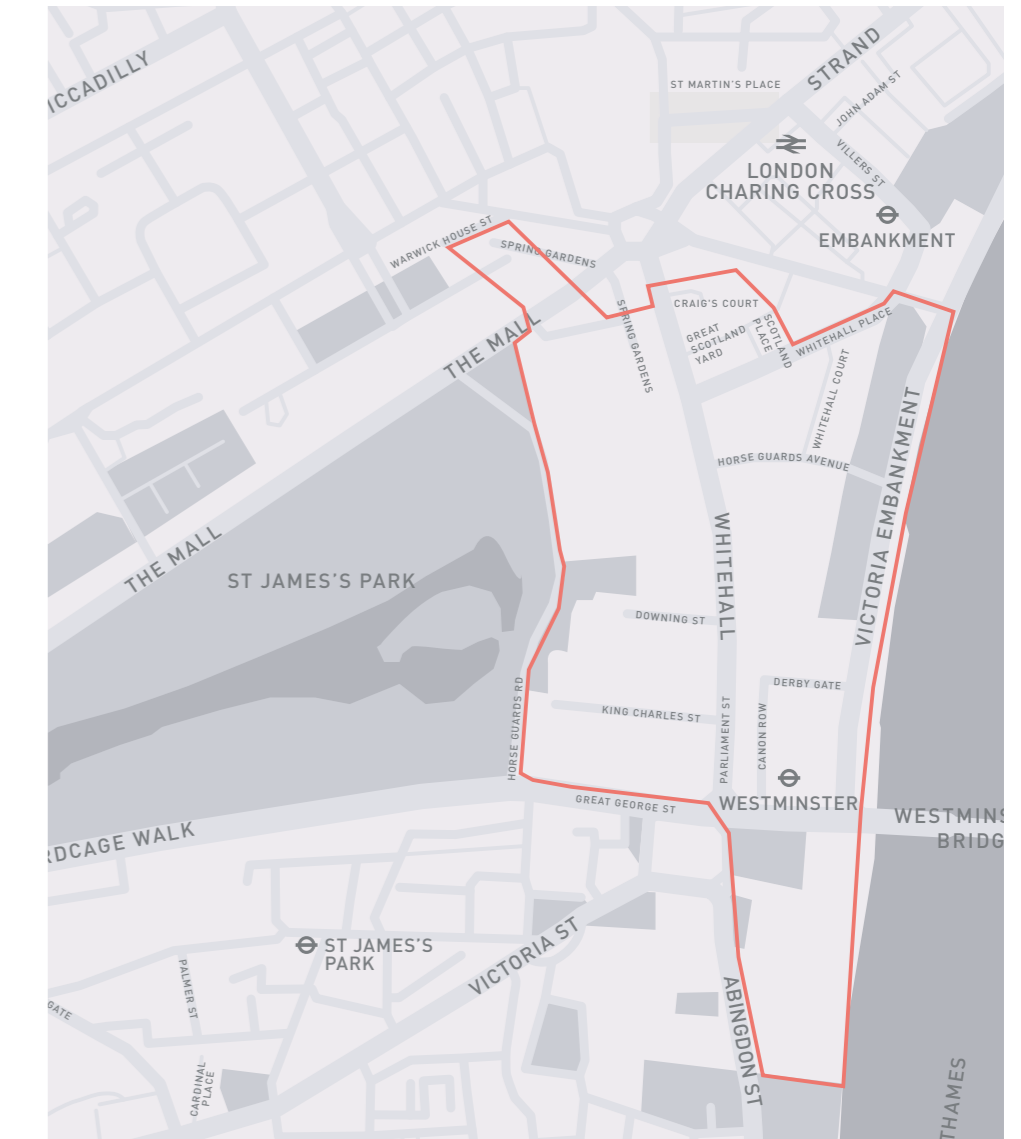
Anne McCann

GOVERNMENT PROPERTY AGENCY

Laura Ewing

HOUSE OF COMMONS

The BID Map





Whitehall