



Overview of Projects, Income & Expenditure

2022/23

2023/24



**Victoria
Westminster**



Contents

Public Realm	5
Destination Victoria Westminster	7
Safe & Secure	9
Clean & Green	11
Sustainable Prosperity	13
Income & Expenditure 2022/2023	15



Introduction

The Victoria Westminster BID covers one of the most distinguishable areas in London, with Parliament Square, St James’s Park and Wellington Barracks within its footprint. 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 in Victoria, Whitehall and The Northbank we have taken part in large scale projects and created a stronger lobbying voice on cross-cutting issues that are important to our business community.



Achievements for 2022/23 & Plans for 2023/24

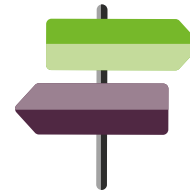
In February / March 2023, local businesses overwhelmingly voted 'Yes' (98 % by number and 99 % by rateable value) in favour of renewing the Victoria Westminster BID for a second term between 2023-28.

The Victoria Westminster 2023-28 BID Proposal sets out what will be delivered over the next 5 years and is split into the following themes: Cleaning and Greening; Community Safety and Business Resilience; Destination; Environmental, Social & Governance (ESG) and Placemaking.



Public Realm

A street scenario proposal for Palace Street alongside its existing condition shared during a recent consultation phase for The Arc. Credit: John McAslan + Partners



We funded a **falconer** to tackle pigeon problems within the BID footprint



We set out **tables and chairs** behind the Blewcoat School on **50 days** during the year, creating a new public piazza



We appointed a design team, led by John McAslan + Partners, to develop a public realm improvement strategy for a 'people-first' route between Storey's Gate and Cardinal Place – known as The Arc. This involved detailed site surveys, a number of stakeholder consultations and provisional designs for **10 spaces within the project area**

The **footfall and consumer metrics** project with Colliers entered its second year and provided local businesses with pedestrian movement data for streets in the BID area

Alongside Westminster City Council, major property owners and neighbouring BIDs we attended the **Zero Emissions Group** which explores local initiatives for carbon reduction

We worked with AECOM and the Department for Business, Energy and Industrial Strategy to explore the feasibility of **rolling out an area heating network** (a renewable energy source) across the BID footprint

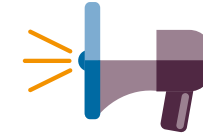
2023/2024

Under our new **Placemaking** theme, we will continue to develop and deliver projects to improve and enhance local public spaces, including The Arc project which will increase the quantum of **safe, healthy, accessible** and green walking route options in the area for workers, residents and visitors.



Destination Victoria Westminster

A **Corgi Trail** was held during the summer to celebrate the **Queen's Platinum Jubilee**



26k+ visitors welcomed to the area by our **multi-lingual team of Ambassadors**



25k Corgi Trail maps were distributed to visitors and local employees

513 attended our **2-day Garden Party** hosted before The Platinum Jubilee weekend

£35.7k was raised for charity in the **Jubilee Corgi Auction**



For the first time, a **Christmas Tree** was displayed in Christchurch Gardens



28k+ entries received for the **London Heritage Quarter Advent Calendar**, which ran from 1st to 24th December, with **50 prizes** to win from businesses in The Northbank, Victoria, Victoria Westminster and Whitehall BID areas

2023/2024

Under our new **Destination** theme we will continue to deliver marketing, communications and events activity which raises the **profile of Victoria Westminster**, hosting activities which engage with **local workers and visitors**.

Safe & Secure

2 security officers make up the **Victoria Westminster Security Team**, who patrol the BID footprint from 6:30am to 2:30pm Monday to Sunday



9.3k+ business welfare and security checks carried out by our **Security Team**

38 injured & vulnerable members of the public treated by our team of **medics** at Victoria Station in December

517 users on our **Emergency Notification System**

We provided regular updates and logistical support to businesses during **Operation London Bridge**



Our **Community Intervention Team (CIT)**, a dedicated outreach and support service for those living on the streets, had over **1.6k encounters with 440 clients**

84 local businesses and security teams continue to use the **Victoria Radio Link scheme**



1k anti-drink spiking kits and **750 personal attack alarms** have been given away by the BID in Victoria Station in support of BTP's campaign of preventing **Violence Against Women and Girls**

2023/2024

Under our new **Community Safety and Business Resilience** theme, we will continue to deliver projects which focus on women's safety and host more bike marking events next year. We will also continue to build on our established partnerships and organise joint operations with the police and council. We will be expanding the **Emergency Notification System** to introduce new app features for our members.



Clean & Green



Our dedicated Clean Team works across the BID area from Monday to Friday carrying out **additional street cleaning duties**



81k m² of **pavement** has been cleaned by a new **electric hydro flushing** machine in between our deep cleaning programme



1.2k+ pieces of **graffiti and flyposting** were removed by our team



9k+ different areas in the footprint have been **cleaned and enhanced** by our team

2023/2024

Under our new **Cleaning and Greening** theme we will continue to deliver **additional cleaning services** including litter-picking, deep cleaning, maintaining parklets, green spaces and planters to keep the **area clean and welcoming**.

Sustainable Prosperity



89k+ Privilege
Cards are currently in
circulation

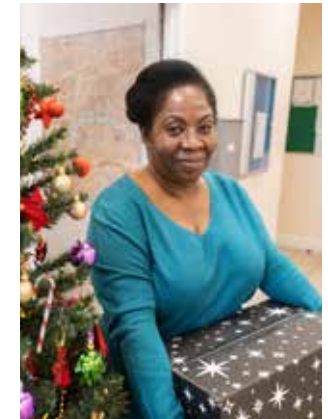


13 black-owned
businesses showcased
at a **pop-up market** in
Cardinal Place as part of
Black History Month

14 local Westminster
charities were supported
through our grant funding
programme with projects
focused on mental
health, environmental
sustainability, employment,
education and poverty



150+ business
members attended
**wellness, suicide
intervention and
prevention** and **women
in leadership** sessions



500 Christmas
Gift Boxes were delivered
to local elderly residents
across south Westminster

We arranged for 15
members of our **Youth
Steering Group** to attend
a Centre Stage workshop
run by ATG Theatres
– providing the young
people with valuable soft
skills to improve their
employability

2023/2024

Under our new **Environmental, Social & Governance** theme we will continue to deliver projects including CSR events and initiatives focused on Education & Skills, Wellbeing and Fundraising. We will also deliver projects to reduce carbon, tackle local air pollution and support active travel.

Income & expenditure*_{2022/23}



Income

	Total £
BID Levy collection	783,000
Other income	1,000
TOTAL INCOME	784,000

Expenditure

PUBLIC REALM	
Public space enhancements	25,000
Strategic improvements	247,000
CLEAN AND GREEN	
Enhanced street cleaning	138,000
Greening and environmental issues	21,000
DESTINATION VICTORIA WESTMINSTER	
On street services	35,000
Marketing strategies	83,000
Cultural and promotional events	143,000
SAFE AND SECURE	
Community safety & anti-social behaviour	112,000
Business continuity	23,000
Crime prevention seminars/materials	25,000
SUSTAINABLE PROSPERITY	
Research and economic improvement	30,000
Corporate social responsibility	76,000
Business networking events	7,000
BID team support	64,000
BID overhead costs	105,000
Contingency	20,000
TOTAL EXPENDITURE	1,154,000
Surplus /(Deficit)	-370,000
Brought forward from 2021/22	554,000
Carried forward to 2023/24	184,000

* correct as at 31 December 2022 and forecast to 31 March 2023

Anticipated Income & expenditure_{2023/24}

Income

	Total £
BID Levy collection	889,000
Other income	1,000
TOTAL INCOME	890,000

Expenditure

PLACEMAKING	
Public space enhancements	49,000
Strategic improvements	219,000
CLEANING AND GREENING	
Enhanced street cleaning	110,000
Greening and environmental issues	48,000
DESTINATION	
Street Ambassador service	19,000
Marketing strategies	41,000
Cultural and promotional events	65,000
Public affairs and research	35,000
COMMUNITY SAFETY & BUSINESS RESILIENCE	
Community safety & anti-social behaviour	62,000
Business resilience	22,000
Crime prevention initiatives	24,000
ENVIRONMENTAL, SOCIAL & GOVERNANCE (ESG)	
Environmental sustainability	26,000
Charitable giving	28,000
Homelessness outreach and support	37,000
Wellbeing activities	11,000
Skills, employability & young people	9,000
BID team support	75,000
BID overhead costs	62,000
Contingency	43,000
TOTAL EXPENDITURE	985,000
Surplus /(Deficit)	-95,000
Brought forward from 2022/23	184,000
Carried forward to 2024/25	89,000

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