

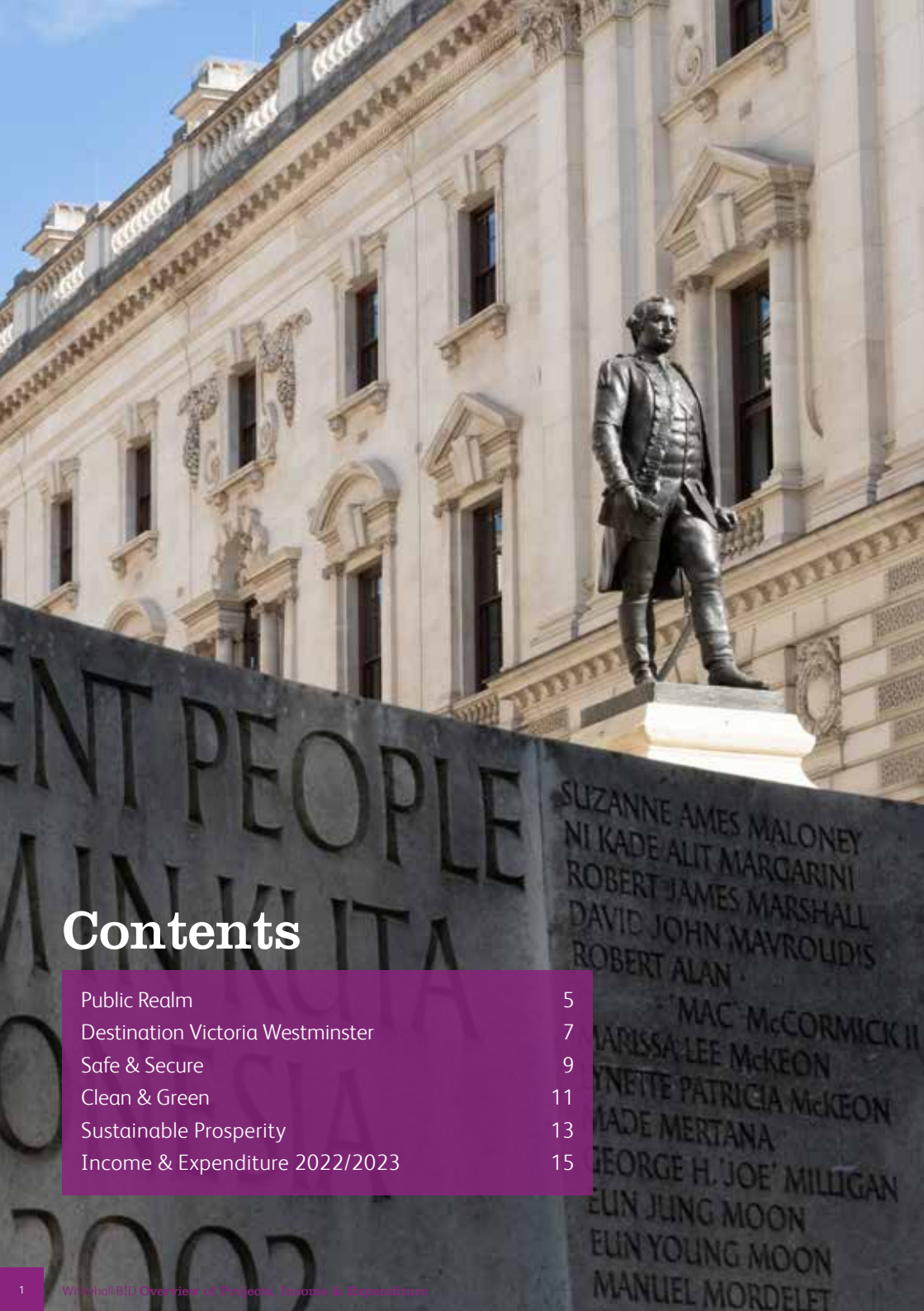
Overview of Projects, Income & Expenditure

2022/23

2023/24



Whitehall



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Introduction

The Whitehall BID covers an area which 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.

In February / March 2023, local businesses overwhelmingly voted ‘Yes’ (81 % by number and 93 % by rateable value) in favour of renewing The Whitehall BID for a second term between 2023-28 and expanding its footprint.



Achievements for 2022/23 & Plans for 2023/24

The Whitehall 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



We supported and liaised with The Northbank BID team on their **riverfront strategy** to ensure it complements 'People Wanted Whitehall'



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



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



This year we published a new **public realm strategy** and vision 'People Wanted Whitehall' with **BDP and Urban Flow** which will set out potential future economic, social and environmental improvements

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

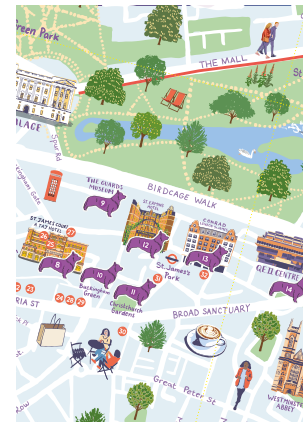
2023/2024

Under our new **Placemaking** theme, we will continue to identify and deliver projects which enhance the local public realm in Whitehall.

Destination Whitehall

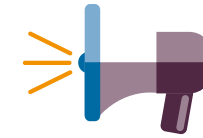
A **Corgi Trail** was held during the summer to celebrate the **Queen's Platinum Jubilee**

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



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

44.2k+ QR code scans to our Corgi Trail web page and **15** pieces of press coverage



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



For the first time, **Christmas decorations** were installed at the entrances of Whitehall Gardens

4.6k+ visitors welcomed to the area by our **multi-lingual team** of 2 Ambassadors, who work 8 hour shifts Monday – Friday and a 6-hour shift on Sundays



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 and events** activity which **engages with local workers and visitors all year round** and collaborate with local partners to amplify their offering.



Safe & Secure

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



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



517 users signed up to our **Emergency Notification system**

84 local businesses and security teams continue to use the **Victoria Radio Link scheme** which serves as an information sharing platform between local businesses and the BID security team



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



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 be expanding the Emergency Notification System to introduce new app features for our members.



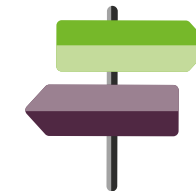
Clean & Green



This year an **electric flushing machine** was introduced to keep the streets clean in-between our deep cleaning programme



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



6.5k+ 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 and deep cleaning, to keep the **area clean and welcoming**.



Sustainable Prosperity



89k+ Privilege
Cards are currently in
circulation



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



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**



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	375,000
Other income	700
TOTAL INCOME	375,700

Expenditure

PUBLIC REALM	
Public space enhancements	24,000
Strategic improvements	83,000
CLEAN AND GREEN	
Enhanced street cleaning	59,000
Greening and environmental issues	5,000
DESTINATION VICTORIA WESTMINSTER	
On street services	15,000
Marketing strategies	22,000
Cultural and promotional events	52,000
SAFE AND SECURE	
Community safety & anti-social behaviour	37,000
Business continuity	9,000
Crime prevention seminars/materials	10,000
SUSTAINABLE PROSPERITY	
Research and economic improvement	4,000
Corporate social responsibility	13,000
Business networking events	23,000
BID team support	19,000
BID overhead costs	45,000
Contingency	10,000
TOTAL EXPENDITURE	430,000
Surplus /(Deficit)	-54,300
Brought forward from 2021/22	102,000
Carried forward to 2023/24	47,700

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

Anticipated Income & expenditure_{2023/24}

Income

	Total £
BID Levy collection	533,000
Other income	500
TOTAL INCOME	533,500

Expenditure

PLACEMAKING	
Public space enhancements	16,000
Strategic improvements	49,000
CLEANING AND GREENING	
Enhanced street cleaning	54,000
Greening and environmental issues	38,000
DESTINATION	
Street Ambassador service	12,000
Marketing strategies	32,000
Cultural and promotional events	51,000
Public affairs and research	25,000
COMMUNITY SAFETY & BUSINESS RESILIENCE	
Community safety & anti-social behaviour	24,000
Business resilience	19,000
Crime prevention initiatives	21,000
ENVIRONMENTAL, SOCIAL & GOVERNANCE (ESG)	
Environmental sustainability	23,000
Charitable giving	16,000
Homelessness outreach and support	22,000
Wellbeing activities	7,000
Skills, employability & young people	6,000
BID team support	50,000
BID overhead costs	38,000
Contingency	27,000
TOTAL EXPENDITURE	530,000
Surplus /(Deficit)	3,500
Brought forward from 2022/23	47,700
Carried forward to 2024/25	51,200



Whitehall

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