

VICTORIA WESTMINSTER BUSINESS IMPROVEMENT DISTRICT

# ANNUAL REPORT 2022/23











# Contents

Foreword	5
Safe and Secure	6
Clean and Green	10
Public Realm	12
Destination Victoria Westminster	14
Sustainable Prosperity	18
Income & Expenditure 2021/2022	21
The BID Board	22
The BID Map	23







# Foreword

On behalf of our board members and the executive team, we are pleased to present the Victoria Westminster Business Improvement District's Annual Report 2022-23. Following the extraordinary years of the pandemic, this document updates Victoria Westminster BID members on another unparalleled year for central London and the country.

Joyous celebrations for Her Majesty The Queen's Platinum Jubilee gave way to a period of national mourning just months later while the BID executive and estate's team worked to support partners, agencies and our members throughout.

The outset of the year promised a packed events agenda ready to mark the end of all pandemic restrictions, a wider return of office workers and high visitor footfall in central London. The London Heritage Quarter BIDs hosted a much-loved trail; 'The Queen and Her Corgis' which attracted over 44,000 active participants logging their finds onto our website and garden parties were hosted throughout the footprint to mark the Jubilee festivities.

We could not have anticipated that just weeks later we would come together once more to mark another hugely significant and sombre event. The BID team worked swiftly to ensure clear communications with BID members around logistics for The Queen's lying-in-state and supported the police in ensuring public safety during the State Funeral, both of which took place in the heart of the Victoria Westminster footprint.

The major events of the past year, though vastly different in tone, showed London at its finest and Londoners at their respectful best.

The once in a generation milestones of the past year have provided us with opportunities to work more closely with our neighbouring BIDs; Victoria, Whitehall and Northbank. The four BIDs work together under the brand 'London Heritage Quarter'

which accurately reflects this area of central London's unrivalled heritage assets and globally-recognised historic locations. The four BIDs operate collectively on a wide range of activities, from marketing to joint lobbying on shared strategic priorities, and will continue to develop collaborative working and explore opportunities for economies of scale in the coming year.

The end of the financial year marked the end of the BID's first term and a ballot of members. We are delighted with the results as over 97% of voters supported the BID Proposal (99.8% by aggregate rateable value) which shows the impact this new BID is already having and gives a strong and clear mandate for the second term.

As we look ahead, we are conscious that the UK's economic position remains uncertain but are optimistic about London's performance as the driver of national growth. Thankfully, the impacts of the COVID-19 pandemic are settling, and we see increasing appetite to visit central London, including from international visitors. We have seen positive news from Transport for London about journeys on London Underground returning to near prepandemic levels and we have seen our parks and public spaces bustling once again.

In the longer term, we continue to drive strategic projects that promise huge benefits for our area, including Project SWAN (South Westminster Area Network) and Future Victoria. The district-wide renewable heating scheme and the transformational vision for Victoria Station promise years of

improvements ahead and would not be progressing at this pace without the independence and convening power of the BID.

With General and Mayoral elections on the horizon, board members and the BID team will continue to advocate for central London, ensuring all those seeking to represent the area are aware of the key issues affecting our members and we will further build on all the achievements outlined in this annual report.

We hope you enjoy reading about the BID's achievements over the last year and that you will continue to work closely with us in the coming twelve months and beyond. We look forward to delivering the BID's new five-year business plan in earnest, harnessing the power of collaborative working to ensure Victoria Westminster continues to be an exciting and vibrant place to live, work, visit and invest in the future.



**Nigel Hughes MBE**  
Chair



**Ruth Duston, OBE, OC**  
Chief Executive





Safe and Secure



# Safe and Secure

Through our work with the Greater London Authority (GLA), Metropolitan Police Service (Met Police), Westminster City Council (WCC), Outreach teams, British Transport Police (BTP) and key partners such as the Centre for the Protection of National Infrastructure (CPNI), we have continued to work in partnership to reduce crime and anti-social behaviour (ASB), increase business resilience and minimise the risk of more serious incidents.

## BUSINESS CONTINUITY AND COUNTER TERRORISM (CT)

### OUTPUTS / ROI

- Three ACT and SCaN training sessions were held.
- A survey was sent to business to map trauma packs in the Victoria Westminster footprint. There was also an opportunity for business to request a trauma pack.
- Membership of the West End Security Group (WESG) was continued.

COST: £765

## COMMUNITY SAFETY AND ANTI-SOCIAL BEHAVIOUR

### OUTPUTS/ROI

- The Victoria Westminster Security Team, which comprises six security officers, patrol the BID footprint in pairs from 6:30am to 2:30pm Monday to Friday.
- The team respond to low level crime and ASB locally and are equipped with body-worn cameras and radios to fulfil their duties.
- The BID engages with street population and shares information with Westminster City Council and outreach teams to support rough sleepers into care and services.
- 8,073 proactive security checks carried out.
- 44 tents reported and monitored.
- 1,724 business welfare checks carried out.

- 576 issues relating to street population were responded to.
- 19 calls for assistance via the radio network were responded to.
- 37 incidents of anti-social behaviour were responded to.
- 5 incidents relating to drug and medical emergencies were responded to.

COST: £93,810







## CRIME PREVENTION SEMINARS AND MATERIALS

---

### OUTPUTS/ROI

- The BID continues to support key partners by disseminating crime safety information and campaigns, including 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.
- During December the BID funded medics who were based at Victoria station to assist those who were vulnerable on a night out. Between 1 and 23 December 38 patients were treated.
- A Dr Bike session was held at the Nova complex where attendees could register their bikes with Bike Register and receive a small bike MOT.
- The BID signed up to and promoted the Shopkind Campaign which is supported by the Home Office and Crime Stoppers.
- Anti-drink spiking kits and personal alarms were purchased by the BID and distributed to venues across the footprint. Network Rail also have a box stored in their first aid room at Victoria Station.

---

**COST: £5,693**

## EMERGENCY NOTIFICATION PLATFORM

---

### OUTPUTS/ROI

- The BID's Sentinel crisis-communications platform continues to provide information to our members. This tool aims to alert businesses in case of a major emergency or disturbance in the area such as protests, attacks, road closures or serious incidents.
- The user base has grown to 575 and 71 alert broadcasts were made.
- The platform is continuing to evolve with training and advice documents being added under the category headings. Notifications of training sessions and the street briefings will also be sent out using the notification platform.

---

**COST: £1,200**

## RADIO SYSTEM AND BODY CAMERAS

---

### 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 and 28 radios were purchased last year for local businesses.

---

**COST: £1,536**

---

**COST: £651 DEPRECIATION COST**





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, sharps-removal, graffiti-removal, and flushing. They also can perform ad-hoc night-time duties such as deep cleaning and provide a Janitorial Service to the local business community.
- Last year, 7,082 street blocks were swept and litter picked with 1,546 bags of recycled waste, 4,055 bags of non-recyclable waste and 1,037 bags of leaves collected. 1,077 pieces of graffiti and flyposting were removed.
- 99 Janitorial Service requests and 7 incidents where needles and sharps were removed were completed.

COST: £93,073

## VICTORIA WESTMINSTER BID AMBASSADOR PROGRAMME (50%)

### 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 the Ambassadors interacted with over 28,199 visitors.
- They also actively engaged with businesses and carried out 401 business visits and a further 50 business checks, to provide a line of communication with the BID Executive Team to address any local concerns. The team also supported the Victoria Westminster ballot process through business engagement.

- 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 625 Environmental defects, including 156 graffiti and flyposting, 194 street furniture defects, 53 road and pavement issues, 7 defective streetlights, 19 blocked drains and 16 abandoned bicycles.

COST: £34,276



# Public Realm





# Public Realm

This year we continued to deliver strategic improvement projects, public space enhancement and environmental and sustainability projects with BID members and local stakeholders including the Victoria and Whitehall BIDs, Westminster City Council, Transport for London and local residents.

## FOOTFALL & CONSUMER METRICS

### OUTPUTS/ROI

The footfall and consumer metrics project with Colliers entered its second year and provided pedestrian movement data for selected streets.

COST: £1,731

## THE ARC

### OUTPUTS/ROI

We appointed a design team, led by John McAslan + Partners, to work on the Arc project and create a people first route for all ages and abilities between Cardinal Place and Storey's Gate. Area analysis, traffic and movement surveys, stakeholder consultation, and the development of proposals for several streets and spaces within the project area were key activities delivered this year.

COST: £164,723

## ZERO EMISSIONS

### OUTPUTS/ROI

As part of the Zero Emission Group, we explored ways to tackle carbon emissions and promoted and helped launch Westminster City Council's Sustainable City Charter.

COST: £3,750

## THE RIVERFRONT STRATEGY

### OUTPUTS/ROI

We supported Northbank BID's riverfront project. This project will enhance the riverfront along the Thames and part of the study area spans the Whitehall BID adjacent to the Victoria Westminster BID.

COST: £6,211

## PEOPLE WANTED WHITEHALL

### OUTPUTS/ROI

We supported the development of the public realm strategy and vision for the Whitehall BID. Adopting a similar methodology to that used for the original People Wanted strategy for the Victoria and Victoria Westminster BID areas, it will be a framework for delivering exciting and coordinated public realm and placemaking activity in the coming years. It will also further strengthen the connection between these BIDs.

COST: £25,574

## GOVERNANCE & LEARNING

### OUTPUTS/ROI

We held regular meetings with the BID's Public Realm Steering Group and built our capacity through attending selected public realm training sessions.

COST: £1,032

## HAVE A SEAT

### OUTPUTS/ROI

We applied for and were granted planning consent for setting out tables and chairs behind the Blewcoat School by Buckingham Green following a successful pilot project thereby increasing the seating offer for workers and others in the Victoria Westminster BID area.

COST: £1,170



# Destination Victoria Westminster





# Destination 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 (50%)

### OUTPUTS/ROI

- Our Ambassadors provide a warm visitor welcome and street concierge service, and have now greeted over 120,000 visitors since their work started in the footprint.
- The team also provided 227 area updates to the BID team and supported 12 events including the Victoria Westminster BID Proposal Launch.

COST: £34,546

## EVENTS PROGRAMME 2022/2023

### OUTPUTS/ROI

COST: £44,821

- To kickstart the Platinum Jubilee Celebrations the Victoria Westminster BID hosted a Great Victoria Garden Party in Lower Grosvenor Gardens along with the Victoria and Whitehall BIDs.
- Activities across the 2-day event included an afternoon tea experience, biscuit

decorating workshop, floral workshops, theatre drop-ins for children, giant garden games and live musical performances.

- There was a life-size gold carriage in the gardens for attendees to take photos in. Over 500 members of the public attended the event.
- We celebrated the Queen's love of corgis with a trail of giant corgi sculptures that were installed for the Queen's Platinum Jubilee. The statues were placed in the Victoria Westminster footprint, including Christchurch Gardens, St Ermin's Hotel and The Guards Museum.
- As part of the trail four Corgi Walking Tours were hosted, with 53 members of the public taking part.
- Engagement for the trail included 25,000 Corgi Trail maps, which were handed out to the public over the summer.
- There were 15 pieces of local, national and international press coverage for the trail and 44,242 visits to our website via QR codes that were placed on the bases of the corgis.
- Once the trail ended, we auctioned the corgis using an online auctioning site and £35,700 was raised and donated to local charities including the Cardinal Hume Centre and The Passage.
- This year, a Christmas tree was placed in the Victoria Westminster BID area for the first time, bringing festive cheerfulness to Christchurch Gardens.
- To celebrate the successes of 2022, The Victoria Westminster BID partnered with the Victoria and Whitehall BIDs to host a Festive Networking Event for local businesses in our footprint. Over 60 business members attended.
- The first event of the new year was a venue showcase event to launch The Network, an initiative to connect our corporate and hospitality sectors through VIP events and experiences. Neighbouring partner venues showcased their event facilities and met and networked with EA's, PAs, Office Managers and event bookers in the local area.



- Over 150 members and partners attended the evening and the showcase led to valuable connections. As a result, over £69,000 in revenue was generated by business partners that took part.
- For Valentine's Day, we partnered with the Central London Alliance by taking part in their 'Love for London' campaign. Multiple bespoke Love Letters for London post The Westminster Hotel and The Conrad St James.

## PROMOTIONAL MATERIALS

### OUTPUT/ROI

- 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 covers Victoria, Westminster and Whitehall 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: £17,642

## ONLINE PROMOTION

### OUTPUT/ROI

- We circulated monthly electronic newsletters to over 300 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, Instagram and LinkedIn, with a collective 194,343 impressions and a net audience growth of 4,432 followers.
- 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.
- The Digital Marketing Manager scheduled and created content across all our social media channels.

COST: £41,611

## BRANDING, PR SUPPORT, LOBBYING AND MEDIA

### OUTPUTS/ROI

- We continued to work with a communications agency to provide 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.
- In collaboration with the Northbank, Victoria and Whitehall BIDs, we hosted an event to launch a new report, with WPI Economics, on levelling-up in the context of cities, and unveiled a new umbrella brand, London Heritage Quarter, for the 4 BIDs in south Westminster. Over 80 guests attended on the evening.
- In collaboration with the Northbank, Victoria and Whitehall BIDs, we partnered with Peter Murray and Lord Peter Hendy for one of their famous Route Master Bus Tours through South Westminster.
- The tour explored the Victoria Westminster footprint, as well as the Northbank, Victoria and Whitehall footprints, taking in the major developments and public realm initiatives that are set to significantly enhance the future of the area.
- A drinks reception for attendees was held at The Soak Bar.
- We joined the Opportunity London initiative, which promotes sustainable investment into real estate, regeneration and green infrastructure across London's boroughs and communities.
- We sponsored thought leadership events with Centre for London and BusinessLDN during the year.
- We sponsored the Chairman's breakfast and an event with Onward at the Conservative Party Conference, working alongside other central London BIDs, to present a united, powerful message about the role of the private sector in the capital.
- In partnership with our Public Realm & Greening theme, we contributed to the footfall and consumer Metrics project with Colliers to provide insights on local footfall.

COST: £54,647







# Sustainable Prosperity





# Sustainable Prosperity

Ensuring that Victoria Westminster is a good place to do business is vital to the future success of the area. Victoria Westminster BID is dedicated to working in partnership with businesses to sustain the local economy and support local staff in education and skills, improving their wellbeing and networking.

## WELLBEING INITIATIVES, & CSR PRIORITIES

### OUTPUTS/ROI

- In collaboration with the Victoria, Northbank and Whitehall BIDs, we ran a series of workshops with The Wellbeing People across January for our business members.
- In collaboration with the Northbank, Victoria and Whitehall BIDs, we ran a series of Pumpkin Carving Workshops for our business members.
- Victoria Westminster BID collaborated with Victoria BID to create a pop-up market for Black History Month with Pop-Up Africa. We collaborated with Landsec and held the one-day market in Cardinal Place.
- There were 11 vendors on the day and two of them were food stalls.
- West End Live took place in Trafalgar Square on 25th and 26th June. The BIDs continued to be a sponsor for the event with other BIDs in the London HQ area also supporting the event. A 30 second ad promoting London HQ was played on the big screen during the event.
- Victoria, Victoria Westminster, Whitehall and The Northbank BID worked with ActionFunder to as a Crowdfunding outlet.
- Victoria, Victoria Westminster and Whitehall supported the 2022 Passage Summer Garden Party.
- Victoria Westminster BID, along with the Northbank, Victoria and Whitehall BIDs partnered with Westminster City Council for the third year to provide Festive Christmas Hampers for vulnerable elderly residents across Westminster.
- The BIDs donated 500 Hampers and provided an opportunity for local businesses to volunteer to distribute the hampers.
- In collaboration with the Northbank, Victoria and Whitehall BIDs, we ran a series of Festive Wreath Making Workshops with Jar & Fern for local worker and clients of AgeUK Westminster. These were all fully booked with 15 slots per session.
- We collaborated with Cuddle Club UK to host a dog cuddle session for our business members. The workshop ran for a full day and had drop-in sessions for up to 80 workers to attend. The day was fully booked and repeat events have been requested.
- In collaboration with the Northbank, Victoria and Whitehall BIDs, we hosted a Hidden Gems walking tour with Wide Eyed London. This introduced local workers to new places in the area they can go when they feel like they need space from the office, or a change of scenery.
- We partnered with Susan Heaton-Wright to host a Women in Leadership workshop for businesses that attended our International Women's Day event in 2022. Five local businesses attended and were sent the slides after the event to roll out within their company.



## EDUCATION AND SKILLS

### OUTPUTS/ROI

- ActionFunder helped create a website to meet new charities in the Westminster area.
- The BIDs were able to work with 14 charities across the four BID footprints and it was a great opportunity to find new charities and programmes that may need the funds to start-up or continue sorting the community in the Westminster area.
- We supported a group of youths between 16-24 who live work or study in Westminster, with our Youth Steering Group. They have been able to attend various events to meet local stakeholders.

COST: £6,765

## PRIVILEGE CARD

### OUTPUT/ROI

- Our popular Privilege Card scheme has grown with over 88,000 cards now in circulation across the SW1 area.
- There are over 200 offers to be redeemed at local businesses with the card.

COST: £12,600

## PUBLIC AFFAIRS AND RESEARCH

### OUTPUT/ROI

- The BID held memberships with BusinessLDN, London First, London & Partners and the NLA to join conversations relating to Business Improvement Districts, other relevant policy and investment in London.
- Working alongside other central London BIDs, we partnered with Opportunity London and the Westminster Property Association to host a lunch at the real estate conference MIPIM, to discuss investment opportunities in London.

COST: £31,234





# Profit and Loss Account

For the year ended 31 March 2023

TURNOVER	TOTAL 2022/23 £	COMPARATIVE TOTAL 2021/22 £
BID Levy	885,914	885,369
Voluntary Contributions and Other Income	1,996	24,157
<b>TOTAL</b>	<b>887,910</b>	<b>909,526</b>
COST OF SALES		
Safe and Secure	136,631	128,068
Clean and Green	146,360	83,640
Public Realm	245,233	42,512
Destination Westminster	244,195	240,469
Sustainable Prosperity	105,692	68,364
<b>TOTAL</b>	<b>878,111</b>	<b>563,053</b>
GROSS PROFIT	9,799	346,473
ADMINISTRATIVE EXPENSES		
BID Team Support	77,972	52,257
Rent and Rates	29,468	11,844
Printing, Postage and Carriage	58	0
Legal and Professional Fees	13,467	743
Audit Fees	7,250	7,100
Office Consumables	770	0
Bank Charges	401	569
Insurance	1,035	483
IT Running Costs	343	0
BID Statutory Requirements	18,993	4,398
BID Levy Collection Fee	14,776	13,543
Depreciation	545	0
Taxation	379	229
<b>TOTAL</b>	<b>165,457</b>	<b>91,166</b>
Surplus brought forward	554,569	299,262
Profit/(Loss) for the year	(155,658)	255,307
Surplus carried forward	398,911	554,569



# The Board

April 2022 – March 2023

## Board Directors

**Nigel Hughes MBE** (Board Chair)

Victoria Westminster Business Improvement District

**Beverly Payne** (Board Vice Chair)

Conrad St James

**Stuart Burrows**

Office of Government Property

**Mark Taylor**

QEII Centre

**Mark Fisher**

Tuckerman

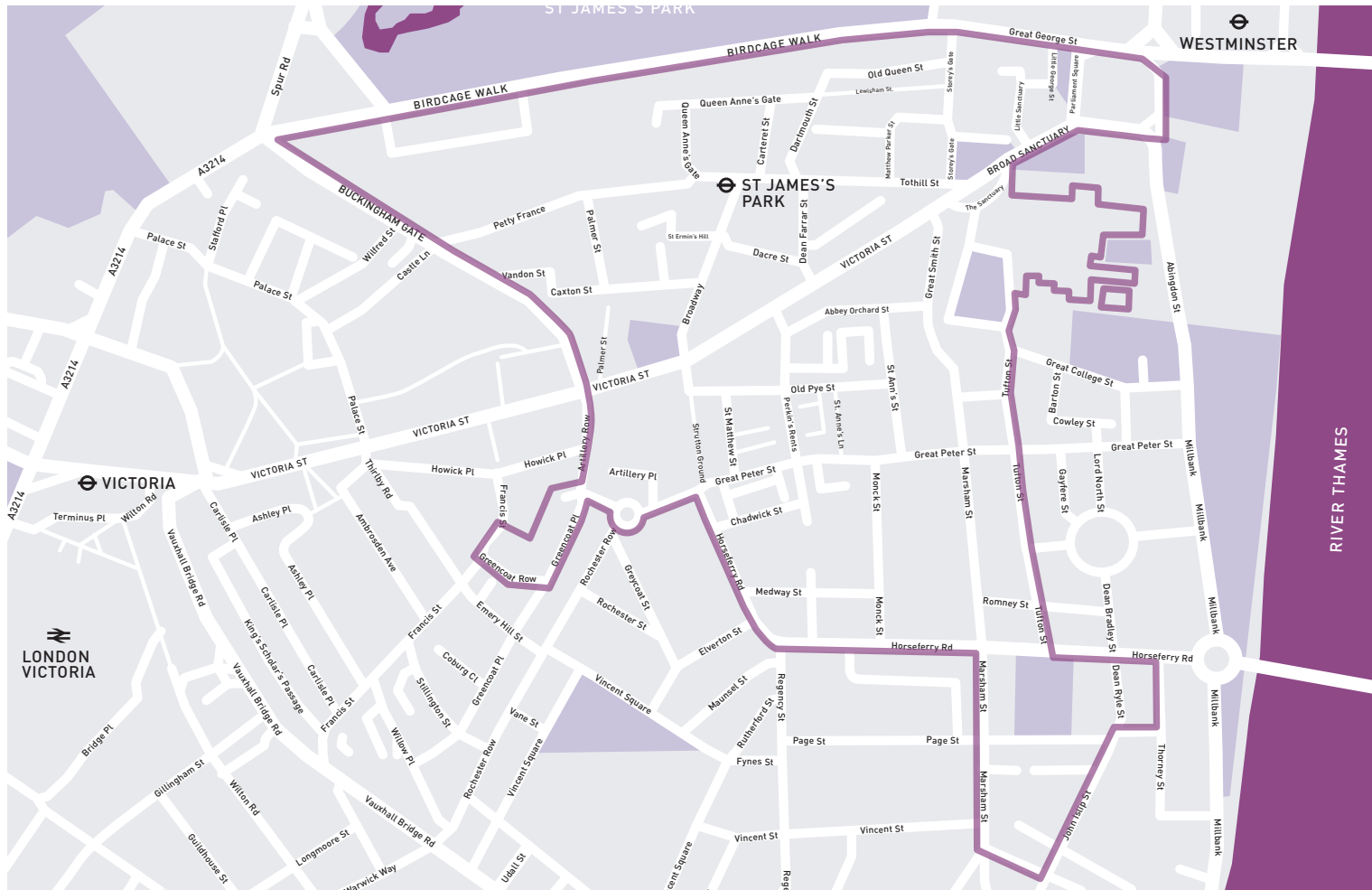
**Ruth Duston OBE, OC** (Board Secretary)

Victoria Westminster Business Improvement District





# The Boundary







**Victoria Westminster Business Improvement District**

**Address** 22a St James's Square, London, SW1Y 4JH

**Email** [info@victoriawestminsterbid.co.uk](mailto:info@victoriawestminsterbid.co.uk)

**Tel** 0203 872 7183 **Web** [victoriawestminsterbid.co.uk](http://victoriawestminsterbid.co.uk)

*A destination for  
business and culture*