

2022/23

ANNUAL REPORT

THE
NORTHBANK



TRAFALGAR SQ · STRAND · ALDWYCH



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FOREWORD

On behalf of our board members and the executive team, we are proud to present the Northbank Business Improvement District's Annual Report 2022-23. In a year of national highs and lows with Her Majesty The Queen's Platinum Jubilee celebrations giving way to a period of national mourning just months later, the Northbank BID team has navigated these events carefully and supported our members throughout.

This year also marked the successful launch of the Strand Aldwych scheme and the Northbank BID's third ballot so, as you will see in the following pages, an enormous amount has been achieved in this final year of our second term.

Early in the year the Northbank team were focused on delivering a packed events agenda to mark the high visitor footfall expected back in central London following the end of all pandemic restrictions. The London Heritage Quarter BIDs hosted a much-loved Jubilee trail; 'The Queen and Her Corgis' which attracted over 44,000 active participants logging their finds onto the trail website.

Just weeks later the local community came together once more to mark another hugely significant and sombre event following the Queen's passing. The BID team worked swiftly with neighbouring BIDs to ensure clear communications with business members around logistics for The Queen's lying-in-state and supported police in ensuring public safety during the State Funeral.

The major events of the past year have provided us with opportunities to work more closely with our neighbouring BIDs; Victoria Westminster, Whitehall and Victoria. 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 activity from marketing to joint lobbying on shared strategic priorities and will continue to develop this collaborative working and explore opportunities for economies of scale in the coming year.

Following the past year's once in a generation milestones for London and the country, the Northbank BID was able to mark something we have been working on since our inception. December 2022 saw the unveiling of Strand Aldwych, a major new public space for London, converting one of the capital's most congested and polluted streets into a world-class destination. With a £22m investment from Westminster City Council, this project has embodied partnership working and instilled a sense of pride in all those involved. For a BID in only its second term to

drive a truly transformational scheme on this scale is an incredible achievement and provides a blueprint for future public realm projects.

Following the exciting launch of Strand Aldwych, Northbank BID's ballot for a third term took place. We are delighted with the results; over 94% of votes were in favour of a third term (over 98% by aggregate rateable value) which demonstrates the positive impact the BID is having locally and gives us a strong and clear mandate for the next five years.

As we look ahead, we are operating in an uncertain economic environment but are optimistic about London's performance as the driver of national growth. The ongoing effects of the COVID-19 pandemic are easing, 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 public spaces bustling with visitors once again.

In the longer term, we continue to drive strategic projects that promise huge benefit to our area, including further improvements on the Strand, the future of the riverfront and Project SWAN are all high on our agenda.

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



Andrew Hicks
Chair



Ruth Duston, OBE, OC
Chief Executive

STRATEGIC VISION

The Northbank is a truly unique district in central London with high-quality green spaces in a setting of historic architecture and unique streetscape. Our area has a rich mix of cultural destinations, academic institutions combined with world class hospitality and businesses.

Through collaborative work with local stakeholders and strategic partners, area regeneration has been implemented at Strand Aldwych and Villiers Street. We are dedicated to creating a world class district which is healthy, safe and attractive, where businesses and the local community can thrive. Our strategies set out ambitious area enhancements to support economic activity critical to building London's success.

Public Realm Strategy: Strand West

DELIVERY

- The Strand West Steering Group meets to guide the overarching strategic enhancement of the Strand West area, shaping work for future physical enhancement and improvement initiatives to deliver measurable outcomes.
- The BID worked to create a collaborative approach to progress the holistic enhancement of Strand West, to improve the pedestrian experience and area connectivity as a world class gateway to the West End.

OUTPUT

- Transportation and urban design experts were commissioned to prepare initial concept designs of key connecting side streets to improve area permeability and create healthy, welcoming streets.
- Enhanced provisions for walking and cycling was explored with a review of vehicle and transport needs to support sustainable city objectives and businesses operational needs for both day and night.
- Options for enhanced street greening which supports biodiversity, improved air quality, sustainable drainage and area resilience was also explored.
- Ways to develop public realm which reflects the areas heritage and culture for creative street activations was considered.
- Concept proposals have been discussed with asset owners, occupiers and the council to incorporate shared goals and priorities and ensure alignment with the development pipeline.
- Feasibility surveys and cost analysis were undertaken to help guide scoping and funding requirements.







£22m

invested into the Strand Aldwych project, in collaboration with Westminster City Council and other partners. The new public space opened in December 2022

Cross River Partnership

worked with the BID on the Riverfront Freight Pilot, bringing in goods to local businesses via the river



The VoiceLine

by Nick Ryan was commissioned, to launch the Strand Aldwych space, bringing the history of radio to life through a partnership with the BBC

- The BID commissioned a Ground Floor Uses Strategy and Leasing Guidance for the Strand West and Villiers Street area to explore measures which facilitate long-term value creation and assist in converting levels of market interest into leasing transactions. Through data analysis and engagement meetings, the developed guidance is intended to assist collaborative and holistic approaches to tenant mix and marketing strategies.
- A Lighting Masterplan has been commissioned to provide strategic direction and to develop an area wide approach for the Northbank district, through engagement with both the council and asset owners and occupiers.

The objectives are to:

- Address the climate emergency (energy consumption, waste and light pollution).
- Provide a strategic approach for heritage assets and views to support the area's unique identity and as a visitor destination.
- Support local communities with visual amenity and improved safety and comfort after dark.
- Provide practical guidance for occupiers and asset owners.
- Curate a series of thematic walks with enhanced pedestrian experience for: nature, culture and landmarks.
- In celebration of the King's Coronation, commemorative Union Jack and Coronation emblem flags were installed on the Strand as part of the London Heritage Quarter BIDs and wider West End activities.

COST

£149,848

Public Realm Strategy: Villiers Street + Riverfront

DELIVERY

- The Villiers Street Project Group meets to guide local area enhancement for one of London's busiest streets and an important gateway to the West End.
- The group is working in close partnership with Westminster City Council to support improving the highway and street management.
- The Northbank's riverfront presents a unique set of opportunities and challenges with its combination of green spaces, cultural heritage, panoramic view of London, connectivity from bridges and side streets and essential transportation function of the Victoria Embankment highway.
- The Riverfront Steering Group is working collaboratively to shape a shared ambition for a well-connected, world-class riverfront which supports local community and commerce.

OUTPUT

- The Villiers Street Project Group met regularly to support the Villiers Street enhancement scheme and feed into the detail design.
- The BID worked in partnership with Westminster City Council to support the street upgrade and inform the design priorities for the scheme with suitable operational management, safety, and community initiatives.
- Highway upgrade implementation commenced in May 2022 and is anticipated to be an 11 month construction programme.
- The BID is working to ensure suitable communication between the construction team and businesses to reduce the impact of the works.
- Street signs have been installed to let people know that businesses are open as usual.
- Data insights is provided to over 100 businesses with weekly footfall reports.
- Photography have been commissioned to capture construction phases and monitor works.
- The Riverfront Project Group meets to coordinate and oversee the overarching enhancement of the Riverfront area. The group brings together representatives from river and riverside businesses with strategic partners including the GLA, TfL, Westminster City Council and City of London Corporation.
- Four workshops, four walking tours with additional listening sessions and individual business briefings have fed into the proposals.
- The proposals will provide a cohesive design approach for the curve of the river from Westminster Bridge to Blackfriars bridge, nearly 1.5 miles or 2km. Enhancing pedestrian environment, wayfinding and providing stepping-stones of interest.
- Five project locations have been identified to develop design concepts to RIBA Stage 2 designs for early implementation. The BID has worked to develop ambitious longer-term transformation proposals for a thriving connected riverside which support the economy and city resilience.

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COST

£43,779

Aldwych

DELIVERY

- The Strand Aldwych scheme has been supported by local area insights, data gathering, and on-going monitoring to provide an evidence base of the benefits of changing the busy gyratory system to a new public space.

- Area performance and analysis will help guide future projects and the business case for further investment for continuous high quality and welcoming public realm with all project areas: Villiers Street, Strand West and Riverfront.

OUTPUT

- In partnership with King's College London and Westminster City Council the BID funds an air quality monitor which provides continuous, detailed area data and gives a robust evidence base which the BID has used to lobby for support for public realm enhancements, traffic improvements and active travel projects.
- Our membership of London's Air Quality Network (LAQN) provides the BID with specialist expertise, analysis, and website resources to guide and inform our work to improve local air quality through public realm design, sustainable business operations and guides for walking and cycling.
- The BID supports the Breath London network which is funded by the Mayor of London and administered by the Imperial Colleges' Environmental Research Group.
- Data is used to provide site specific information, trends and comparisons with other central London areas and UK averages.

COST

£13,317

Public Realm Strategy

DELIVERY

- The Strand Aldwych project has seen the transformation from a congested and polluted gyratory to a world-class new public space which is safe and inclusive for the community to enjoy.
- Through over 10 years of collaboration, a space in the heart of London has been created to welcome people and nature and host cultural events.
- Partners are committed to working together to ensure the future success of the scheme with a holistic area management model and partnership opportunities.

OUTPUT

- The Aldwych Joint Project Board represents local stakeholders providing over-arching guidance.
- 5 separate project groups have been created to guide and feed into the management model themes: Place and Identity, Curation and Activation, Smart City, Sustainability, Operations, Maintenance with Security and Safety.

- The scheme has enhanced Health Streets scoring of 29 points which has been delivered by:
- 5,572m2 pedestrian space with 3 improved pedestrian crossings and 2 new crossings.
- 1,370m2 of greening with year-round colour as well as support for biodiversity
- 41 trees with spring flowers and autumn interest, shade in the summer and year-round environmental benefits which support wildlife including pollinators and cooling urban heat.
- 88 single chairs and seating cubes.
- 349 meters of wood sculptural benches
- 5 activations spaces, parklet spaces on school street, community time-capsule.
- Cycle infrastructure, improved highway, widened pavements and street safety gates.
- Water management, drainage and drought planning have been incorporated for future resilience.
- Air quality monitoring has been continuous since 2017 with new King's College monitoring being installed prior to the traffic switch. Data shows a reduction in NO2 of 56%, from 76µg/m³ in 2019 to 34µg/m³ in 2022 - significantly below the target of 40 µg/m³.
- On 6 December, 100 members of the local community came together to celebrate the launch of Strand Aldwych with a live demo of The VoiceLine and a drinks reception.
- The Northbank BID commissioned The VoiceLine, an immersive audio installation, by Somerset House resident artist Nick Ryan, to launch Strand Aldwych. The project was one of the Artist Commissions selected by local stakeholders.
- The installation was funded through CIL and S106, embedding art and culture into the space to support placemaking and encourage people to visit the area and find out about the area's history. The BID also provided guidance throughout content generation, creating unique collaborative opportunities for the audio element.
- The installation was in place from 8am-8pm for 3 months with a 6 week extension granted to allow the installation to stay in place for the Easter holidays. Three additional audio commissions were also produced as part of the programme and one partner commission with 180 Strand. There were 2,600 QR code scans to visit The VoiceLine's website from the base of every other speaker tower.
- The BID advocates the scheme through BusinessLDN's West End Streets (WEST) Steering Group which brings together business leaders to promote the delivery of public realm improvements.

- Smart City area monitoring and analysis is tracking the area to provide evidence of how the area performs. 5 footfall monitors and timelapse footage will provide material for on-going communications.
- St Mary Le Strand church is now the centerpiece of the newly pedestrianised space as a sanctuary; a public democratic space and place of engagement, providing connectivity with the communities around.

The BID's support provided:

- Refurbished lighting for the scheme launch.
- Festive lights were lit at the entrance.
- 'St Mary le Strand Speaks!', a sound and light installation celebrating the history and beauty of the Jewel in the Strand', launched in January and ran for 2 months and was attended by over 1500 visitors.
- Guidance and expertise for the churches Heritage Lottery fund for restoration and development.

COST

£289,654

Public Realm Strategy: Strand Aldwych

DELIVERY

- Our strategic projects provide overarching support for area enhancement schemes and the evidence base to demonstrate value for money.

OUTPUT

- Strand Aldwych time-lapse footage and photography was used to capture construction phases of the Strand Aldwych scheme and will be used to document the scheme and provide content for future area communications and publicity.
- Photography was commissioned to capture construction phases and of people using the space in the first few months of the schemes opening.
- Economic analysis of Strand Aldwych management model was commissioned to investigate the value for money of the schemes enhanced maintenance through:
 - Economic assessment of the costs and benefits of the enhanced maintenance regime, based on a Healthy Streets assessment.
 - Benchmarking of the enhanced maintenance regime costs with that of other schemes and managed areas.

- Northbank has some of London's highest footfall throughout the day and night. The BID works with Springboard to monitor footfall at 9 locations including Strand Aldwych and Villiers Street.

- The BID hosted a Riverfront Launch event with Cross River Partnership.
- The BID works with Westminster Property Association to promote the BID area and projects and advocate for future enhancements. The BID supported two events which explored the topics 'Transformation of Strand' and 'Sustainable City Charter'.

COST

£25,615

Healthy Sustainable Streets

DELIVERY

- The BID works with strategic partners to reduce the impacts of pollution with street greening interventions providing year-round interest and colour to attract people to less polluted walking routes.
- We work collaboratively with Westminster City Council, Cross River Partnership and suppliers to engage with businesses on ways to reduce air pollution through behaviour change for both individuals and businesses.

OUTPUT

- Membership of the Zero Emission Group supports the BID's work for sustainable cities with collaborative work between Westminster City Council and 14 other central London property and BID partners to prioritise a reduction in road traffic associated with Freight, Servicing and Deliveries (including Waste) in the West End to support the pathway towards a carbon neutral city.
- The Northbank newsletter has promoted Westminster City Council's Sustainable City Charter.
- A communications campaign was prepared for Clean Air Day 2023 with banners on the Strand and business information postcards for use in June and the rest of the year.
- 10 light timers were installed for the seasonal lights to reduce power use and costs.
- We maintain 40 planters which enhance six streets in the area with greening that supports biodiversity and brings year-round colour and interest. The street planters help screen people from pollution reducing exposure to air borne particulates.

- Feasibility work and permissions were completed for 2 new planters and 10 new bike racks on Northumberland Avenue.
- An area map was installed at Strand Aldwych underground station to promote wayfinding and improved walking routes.
- Through our membership of the Wild West End we work collaboratively with 21 central London estates, ecological experts, and BIDs to align greening outcomes to support biodiversity, area enhancement, the urban heat island and making nature accessible with linked greening projects and a shared ambition.
- The BID is working with Cross River Partnership on initiatives and communications to tackle air quality, street environment and raise awareness.
- River Freight Pilot was part of the DEFRA funded, Clean Air Villages 4 programme delivered by Cross River Partnership. The program is supported by 26 project partners to improve the air quality across different London 'villages', where both air pollution and population density levels are high.
- For 6 weeks deliveries were made by boat to Woods Quay and on to their destination by cargo-bike.
- For Clean Air Day we partnered with Westminster City Council to promote low emission transport options and engage with the local community with an on-street pop-up event, and social media bulletins.

COST

£12,029



The King's
Coronation
was celebrated with
commemorative flags
installed on the Strand



PUBLIC REALM OPERATIONAL SERVICES

With iconic landmarks, streets, alleyways and courtyards in the BID area, we ensure that our Clean Team are dedicated to maintaining our streets to an exceptional level. Through working overnight and ensuring deep cleaning is undertaken, our team are improving our area and making it a place the public are happy to visit each day.

Environment and Sustainability – GI Green Infrastructure

DELIVERY

- Through the work of our dedicated street teams, along with Westminster City Council and local partners, the BID enhances the streets with green infrastructure supporting local biodiversity, horticulture and a community feel.

OUTPUT

- 23,000m² of pavement has been deep cleaned.
- 278,850m² of pavement has been cleaned by a new electric hydro flushing machine in between our deep cleaning programme.

- Over 2,400 jobs were completed by our rapid response Janitorial Service at the request of our business community.
- In May 2022, we introduced a week-long cleaning and greening event, called Smarten and Sparkle. 50+ local employees rolled up their sleeves and participated in a 60-minute makeover of Strand. We planted more than 200 new plants in the area during the event.
- Our street greening creates healthier and attractive pedestrian routes which encourage people to explore and enjoy the area by foot.

- The team collected over 1,200 bags of leaves and delivered 1,000 “I cleaned here” cards to local businesses.

COST

£433,876





COMMUNITY SAFETY AND BUSINESS RESILIENCE

Our work under the Community Safety and Business Resilience theme has delivered significant outcomes across the Northbank footprint. We remain committed to the reduction of low-level crime and anti-social behaviour (ASB), which can adversely affect those who live, work and visit our area. Through collaboration with partners such as the Greater London Authority (GLA), Metropolitan Police Service (Met Police), Westminster City Council (WCC), British Transport Police (BTP) and the Centre for the Protection of National Infrastructure (CPNI) we work to reduce crime as well as to minimise the risk from more serious incidents.

Westminster City Council, Met Police & Joint Operations

DELIVERY

- The BID continues to maintain positive working relationships with local outreach services, WCC and the Met Police, carrying out joint operations to reduce low-level crime and ASB.

OUTPUT

- The BID joined regular conference calls with the Council and Met Police via the West End Security Group.
- The BID provided updates to businesses during Extinction Rebellion and Just Stop Oil protests, the Queen's Jubilee, the funeral of her Majesty the Queen and New Year's Eve planning with daily calls and updates via our Emergency Notification platform.
- The BID attended monthly problem-solving meetings with WCC, Met Police

and Outreach teams to tackle ASB and environmental issues in the area.

- Joint targeted onsite meetings took place with the BID, the Met Police, WCC and building management for a hotspot area within the footprint.
- The BID has worked with the Met Police to get hotspot doorways boarded up to stop ASB and street drinking.
- Joint patrols took place to tackle difficult issues that needed a partnership response.
- Two community banning orders (CBO's) and one community protection notice warning (CPNW) were issued by the Police.
- Monthly on street security briefings took place on the third Thursday of each month with the Met Police, providing businesses with an opportunity to receive security updates from the BID and provide feedback.

COST

£0





Street Patrol Team

DELIVERY

- The Northbank Security Team, which comprises six security officers, patrol the BID footprint in pairs from 6:30am to 11:30pm Monday to Sunday.
- 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 to share information with Westminster City Council and outreach teams, to support rough sleepers into care and services.

OUTPUT

- 37,118 proactive security checks carried out.
- 5,696 tents reported and monitored.
- 7,014 business welfare checks carried out.
- 9,048 issues relating to the street population were responded to.
- 488 calls for assistance via the radio network were responded to.
- 880 incidents of anti-social behaviour were responded to.
- 31 incidents relating to drug and medical emergencies were responded to.

COST

£275,360

Crime Prevention Seminars and Materials

DELIVERY

- 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.
- This year the BID focussed on Night Safety and tackling vulnerability and violence against women and girls through the implementation of a training scheme for businesses.

OUTPUT

- During December the BID paid for medics who were based at Charing Cross station to assist those who were vulnerable on a night out. Between 5 and 22 December 14 patients were treated.

- The medics received good feedback and Network Rail have requested the BID to continue the scheme for Christmas 2023.
- Two Dr Bike sessions were held at London School of Economics, with 62 bikes registered with Bike Register and 65 bikes undergoing a small bike MOT.
- The BID continued to sponsor the WCC Night Stars volunteer programme. The volunteers support those who are vulnerable on a Friday night in the West End, including the Strand.
- Anti-drink spiking kits and branded squeeze alarms were purchased by the Northbank BID and distributed to venues across the footprint. The Night Stars volunteers also carry these items as part of the programme.

COST

£11,950

Community Intervention Team

- 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 in order for them to find a route off the street, in close collaboration with local homelessness services. 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 1,093 encounters with clients. Individuals had on average 4 interactions meaning they were either taken into accommodation, signposted into other services or started interacting with The Passage.

COST

£91,667

Business Continuity

DELIVERY

- Three ACT and SCan training sessions were held for local employees.
- A survey was sent to businesses to map trauma packs in the Northbank footprint. 25 businesses requested a trauma pack for their premises.
- Membership of the West End Security Group (WESG) was continued.

COST

£6,714

Radio System

The Northbank operates a radio system that allows businesses in the footprint to communicate with the patrol teams, share timely intelligence, report incidents and to ask for non-emergency assistance.

The Radio Link scheme was relaunched in January 2022 with new radios issued to businesses. 86 local businesses and security operatives are now using the 4G radio network. Radios are also carried by the BID's on-street teams.

COST

£29,358

Emergency Notification Platform

- The BID's Northbank Emergency Notification System 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 310 in the past year and 72 alert broadcasts were made.
- The platform is continuing to evolve with training and advice documents now available to download. Notifications of training sessions and on-street security briefings are also now sent out using the notification platform.

COST

£4,832



86

local businesses
and security operatives
are now using the 4G
radio network

37,000+

proactive security
checks carried out



7,000+

business welfare
checks carried out

MARKETED AND PROMOTED

The Northbank is a vibrant and important destination for visitors and locals alike. It is home to some of the city's most iconic landmarks, such as the National Gallery and Trafalgar Square, and is renowned for its cultural offerings, including numerous theatres, galleries, and museums. With its rich mix of history and culture, the Northbank is an exciting destination for anyone visiting London.

The BID plays a crucial role in amplifying the area's appeal to those who live, work, and study here, through various events, installations, campaigns, and activations. These initiatives help to enhance the Northbank's reputation as a must-visit destination in London.

Digital

DELIVERY

- We work with a web developer to undertake monthly maintenance of our website.

OUTPUT

- Total page views were 95,083.
- 70% of website users found the website organically.
- The Privilege Card was the highest viewed webpage with 19,326 views.
- 22,679 visits to the website were new users, which is 80% of all acquisitions.

COST

£9,867

Social Media

DELIVERY

- Social media is used to raise awareness of the BID's project work,

themes of interest and area-wide activity, as well as to comment on important London themes.

- Social media allows us to run effective campaigns to support our various London partnerships and promote business members.

- The Digital Marketing Manager Scheduled and created content across all BID social media channels.

OUTPUT

Social Media Statistics:

- Impressions on all platforms - 185,254.
- Engagements - 7,501.
- Post Link-Clicks - 3,481 - 166% + compared to last year
- Video Views - 5,869
- Total Net Audience Growth - 4,259

COST

£14,525





Marketing materials & stakeholder engagement

DELIVERY

- Steering groups which include representatives from local businesses are held on a quarterly basis before each Board meeting, to drive the BID's communications strategy forward.
- We continue to send regular e-newsletters and social media posts to maximise communications with our stakeholders.

OUTPUT

- We circulated over 59 campaigns, which equates to over 79,000 individual emails. These were sent to subscribers who opted to receive information on our news, events and offers, Privilege Card and street bulletin information. These had an average open rate of 39%.
- Subscribers to our news, events and offers mailing list, increased by 67%.
- Subscribers to our Privilege Card mailing list increased by 58%.

COST

£39,001

Cultural & Promotional Events

Queen's Platinum Jubilee Corgi Trail, flags & Auction

DELIVERY

- To celebrate the Queen's Platinum-Jubilee we celebrated her love of corgis with a trail of giant corgi sculptures that were placed across the Northbank footprint and in other BID areas: Victoria, Westminster and Whitehall. Corgi's in the Northbank footprint were in the Strand Palace Hotel, Victoria Embankment Gardens and Charing Cross Station.
- As part of the trail four Corgi Walking Tours were hosted, with over 50 attendees.
- Once the trail finished, we placed the Corgi's up for auction with proceeds donated to several charities including some in the Northbank area.
- We erected union jack flags throughout Strand and Villers Street.

OUTPUT

- 25,000 Corgi Trail maps were handed out over the summer to help visitors navigate their way around the trail.

- We received 44,242 web page visits via QR code scans that were placed on the bases of the corgis and 15 pieces of press coverages in local, national and international media.
- £35,700 was raised and donated to local charities through the online Corgi Auction including donations to local Northbank Charities Social Bite and The Connection at St Martin's.

COST

£67,451

Big Bus Tour

DELIVERY

- The Northbank BID along with the Victoria, Victoria Westminster and Whitehall BIDs partnered with Peter Murray and Lord Peter Hendy for one of their famous Route Master Bus Tours through South Westminster.
- The tour explored the Northbank footprint, as well as the Victoria, Victoria Westminster and Whitehall Business Improvement Districts, taking in the major developments and public realm initiatives that are set to significantly enhance the future of the area.
- Once the bus tour commenced, a drinks reception for attendees was held at The Soak Bar.

OUTCOME

- 55 local stakeholders attended the bus tour.

COST

£2,727

London Festival of Architecture

DELIVERY

- The Northbank BID, in collaboration with the Victoria, Victoria Westminster and Whitehall BIDs, became a destination during the celebrated London Festival of Architecture (LFA), drawing visitors and participants alike to immerse themselves in the rich history of architecture in the areas.

OUTPUT

- 37 events were hosted by local businesses within the footprint as part of the LFA's South Westminster programme, including a walking tour which was hosted by The Northbank BID focussing on public spaces and green infrastructure in the Northbank area.

COST

£4,763

Future London Pop-up

DELIVERY

- As part of our Platinum Jubilee celebrations, The Northbank BID hosted a pop-up exhibition for members of the public to envisage what the Northbank may look like in the next 70 years.
- The installation prompted visitors to make suggestions of what they think the Northbank needs in the area.
- We commissioned Justin Hawkes to capture aerial footage of The Northbank and wider Westminster.

OUTCOME

- The pop up was visited by over 180 visitors who engaged with the content and left feedback.

COST

£22,917

Operation London Bridge

DELIVERY

- To honour the passing of Her Majesty the Queen, we displayed 27 boards in business windows along the Strand as a gesture of gratitude for her service.
- These boards remained in place throughout the national mourning period.

COST

£4,112

The Northbank BID Proposal Launch

DELIVERY

- Hosted at The Savoy Hotel, the Northbank BID launched the upcoming business plan for the next BID term.

OUTPUT

- Members from our local businesses attended the launch and were able to ask questions about future plans in the BID area.

COST

£11,703



Love Letters

for London bespoke post boxes were placed across various locations

A pop-up exhibition for members of the public to envisage what the Northbank may look like in the next

70 years

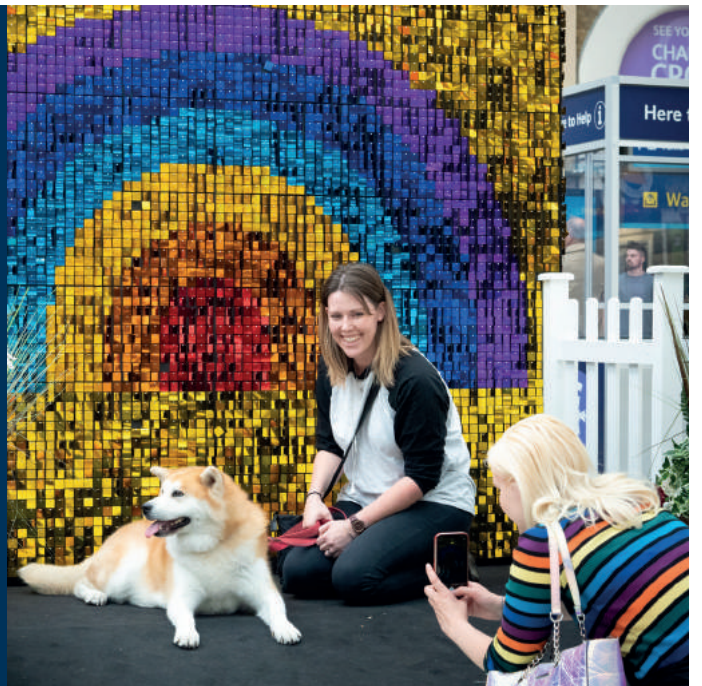


100+

local business members attended The Northbank BID Proposal Launch



3,400+
visitors interacted
with our Pride Wall



Launch Events

London Heritage Quarter Launch

DELIVERY

- The Northbank BID, along with the Victoria Westminster, Whitehall and Victoria BIDs, hosted an event to launch a report with WPI Economics, and a new umbrella brand, London Heritage Quarter, for the four BIDs in South Westminster.

OUTPUT

- 84 guests attended the evening.

Strand Aldwych Launch

DELIVERY

- The Northbank BID celebrated the launch of Strand Aldwych by partnering with Westminster City Council to host an event.
- The event included guided tours of the new Strand Aldwych space, a demonstration of The VoiceLine activation, speeches from Westminster Councillors and an evening of networking at Bush House.

OUTCOME

- The event was a success with 110 individuals attendees.

The Network Launch

DELIVERY

- 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.

OUTCOME

- Over 150 local business members attended the event.
- The showcase led to valuable connections and, as a result, generated an over £69,000 in revenue for the partners who showcased their business.

COST

£14,372

Festive Activity

DELIVERY

- The Northbank BID continued its annual Christmas tradition with Christmas lights along the Strand.

- To support engagement for our local businesses and stakeholders, the Northbank BID hosted a series of festive wreath-making workshops in the biggest corporate buildings in the Northbank area.

OUTCOME

- The workshops were extremely popular and fully booked for each session. Over 45 local businesses attended.
- The Northbank BID was able to partner with buildings such as Eighty Strand, 1 Kings Way and Grand Buildings.

COST

£114,917

Love for London

DELIVERY

- 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 boxes were placed across various locations throughout central London, including Charing Cross Station and Strand Palace Hotel.

OUTCOME

- Visitors were enthusiastically urged to share their Love Letters to London, creating a beautiful outpouring of affection and appreciation for the city.

COST

NIL

Ambassador Programme

Joint: 50% Corporate Community Engagement & 50% Marketing & Promotion.

DELIVERY

- Branded Ambassadors provide a warm visitor welcome and street concierge service, enhancing the Northbank experience and driving footfall into the local economy.
- Our Ambassadors actively engage with businesses, offering a vital line of communication between the BID team to address local concerns. They also support the delivery of maps and Privilege Cards to local businesses.
- Our Ambassadors work 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.

OUTPUT

- 38, 801 visitors interacted with in The Northbank area.

- 1,321 Environmental defects logged to Westminster City Council including 403 incidents of Graffiti and Flyposting, 359 Roads and Paving Defects, 245 Signs and Street Furniture Defects, 96 Road Issues, 118 Defective Street Lights, 49 Blocked Drains and Gullies and 33 Abandoned Bicycles.

- 1,229 business visits and a further 320 business checks carried out.

- Supported The Northbank BID ballot process with business engagement events and delivering information.

- Guided visitors to 1,143 different venues.

- Carried out perception analysis for the Strand Aldwych public realm project and stewarded at BID events such as International Women's Day.

- Supported Christmas campaigns such as the Christmas gift drop box and promoted seasonal events.

COST

£59,904

Public Affairs and PR

DELIVERY

- We appointed a communications agency during the year to provide us with additional PR and media support.

- We sponsored thought leadership events with Centre for London and BusinessLDN during the year.

- We joined the Opportunity London initiative, which promotes sustainable investment into real estate, regeneration and green infrastructure across London's boroughs and communities.

OUTPUT

- With MHP we worked with them on polling for thought leadership events

COST

£76,226

Sensory Garden

DELIVERY

- For Chelsea Fringe Festival, we hosted a sensory Garden within St Martin in-the-fields courtyard

OUTPUT

- Over 750 members of the public were able to sit and relax within the garden throughout the day.

COST

£13,571

CORPORATE COMMUNITY ENGAGEMENT

The Northbank BID is committed to continuing its work with local business partners to promote best practices and provide a platform for knowledge-sharing in areas such as Employment & Education, Skills, Small Business Support, Charity Engagement, and Wellbeing. We are dedicated to providing appropriate support wherever it is needed and in whatever form is deemed most effective throughout the area.

We aim to ensure that all businesses in the Northbank area have access to the resources they need to thrive by working collaboratively with our partners to create a more supportive and inclusive business community.

Apprenticeship, Employment and Skills

Youth Steering Group

DELIVERY

- We partnered with Ambassador Theatre Group to host a workshop for our Youth Steering Group, to build confidence and give advice on how to speak in corporate spaces. The group was also taken to a showing of The Lion King at The Lyceum after the workshop, which was a first experience of West End theatre for some.

OUTPUT

- The workshop was hosted for 15 of the Youth Steering Group Members and was hosted by an acting coach.

- The group gained confidence and reusable skills. They also were able to see a theatre show at one of our local theatres.

COST

£4,375

Wellbeing

Mental Health Awareness Week

- The Northbank BID, along with the Victoria, Victoria Westminster and Whitehall BIDs ran two weeks' worth of events for Mental Health Awareness Week.

DELIVERY

- The Northbank BID ran a Colour & Chat Afternoon Tea at Brigit's Bakery and a Lunch & Learn at Champagne Plus Fromage.





OUTPUT

- Our business members were able to take time out of their day to meet new people and enjoy local business in the footprint.
- These events had a capacity of 10 people and were fully booked.

COST

£175

Wellness Workshops

DELIVERY

- The Northbank BID worked with Renner Wellbeing to run Wellness Workshops throughout the year.

OUTPUT

- Business members were able to learn how to develop their own wellness plan and were introduced to being a good wellness champion.
- These workshops were for 15 business members and were fully booked.

COST

£525

Further Wellness & Mental Health

Pumpkin Carving with Jar & Fern

DELIVERY

- The Northbank BID, along with the Victoria, Victoria Westminster and Whitehall BIDs and ran a series of Pumpkin Carving Workshops.

OUTPUT

- We partnered with the Adelphi building to host a workshop in the Northbank and 15 members attended.

COST

£1,350

Suicide Awareness

DELIVERY

- The Northbank BID ran a Suicide Intervention and Prevention Workshop with Chris Morgan for our business members.

OUTPUT

- The workshop was attended by 25 of our business members who were taught triggers, scenarios, ways to help and assist and given helplines and contacts.

COST

£350

The Lord Mayor's Show

DELIVERY

- The Northbank BID participated in the 2022 Lord Mayor Show.

OUTPUT

- This float was designed to highlight the last ten years of the BID and the re-ballot for 2023.

COST

£30,062

ActionFunder

- The Northbank BID, along with the Victoria, Victoria Westminster and Whitehall BIDs worked with ActionFunder as a Crowdfunding outlet.

DELIVERY

- ActionFunder created a website to meet new charities in the Westminster area.

OUTPUT

- The Westminster area and the BIDs supported 14 charities across the four BID footprints with funding for projects focused on mental health, environmental sustainability, employment, education and poverty.

COST

£17,785

Christmas

DELIVERY

- The Northbank BID, along with the Victoria, Victoria Westminster and Whitehall BIDs partnered with Westminster City Council for the third year to provide Festive Christmas Hampers to vulnerable elderly residents across Westminster.

OUTPUT

- The BIDs contributed 500 Hampers and provided an opportunity for some local businesses to volunteer to distribute the hampers.

COST

£7,082

Festive Wreath Making Workshops

DELIVERY

- The Northbank BID, along with the Victoria, Victoria Westminster and Whitehall BIDs ran a series of Festive Wreath Making Workshops with Jar & Fern.

OUTPUT

- We hosted Festive Wreath Making Workshops with local businesses and with AgeUK Westminster. These were all fully booked with 15 slots per session.

COST

£750

Christmas Giving Boxes

DELIVERY

- The Northbank and Victoria BIDs commissioned two Giving Post Boxes which were placed in Victoria and Charing Cross Stations.

OUTPUT

- The Giving Boxes included donation points to fundraise for two charities in each footprint. The Northbank box raised money for Social Bite and The Connection.

COST

£3,675

Community / Charity Outreach / Sponsorship/ Engagement

The Hotel School

DELIVERY

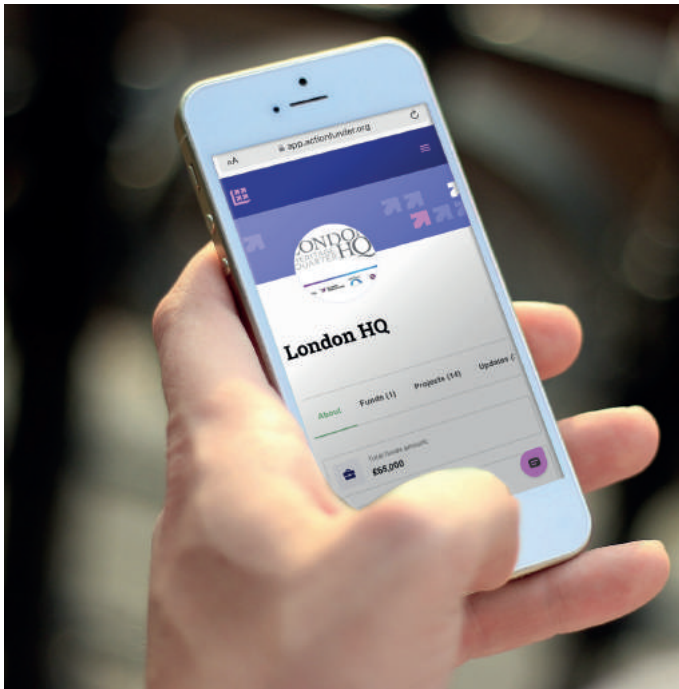
- The Hotel School teaches hospitality skills to homeless and vulnerable people, matches them to sustainable employment, and supports them in their first steps into work.

OUTPUT

- The Northbank BID supported The Hotel School's annual work.

COST

£15,000



14

local Westminster charities were supported through our grant funding programme

10

years of the BID's work was celebrated on a float that took part in The Lord Mayor's Show



500

Christmas Hampers delivered to the vulnerable elderly residents across Westminster

Sensory Garden

DELIVERY

For Chelsea Fringe Festival, we hosted a sensory Garden within St Martin in-the-fields courtyard

OUTPUT

Over 750 members of the public were able to sit and relax within the garden throughout the day.

COST

£13,571

Future London Pop-up

DELIVERY

- As part of our Platinum Jubilee celebrations, The Northbank BID hosted a pop-up exhibition for members of the public to envisage what the Northbank may look like in the next 70 years.
- The installation prompted visitors to make suggestions of what they think the Northbank needs in the area.

OUTCOME

- The pop up was visited by over 180 visitors who engaged with the content and left feedback.

COST

£7,519

This Bright Land

DELIVERY

- Somerset House hosted a month-long festival for the community to come and enjoy a variety of food stalls, retail vendors and carnival rides and different shows/entertainment.

OUTPUT

- The Northbank BID was able to support the festivals 'free meals' scheme which was for the benefit of disadvantaged families that attended.

COST

£5,000

Totally Thames Festival

DELIVERY

- The Northbank BID sponsored the 2021 Totally Thames Festival. The annual festival celebrates the culture, environment, and heritage of the River Thames.

OUTPUT

- With the support of our sponsorship, the festival was able to produce a panel event to members of the public.

COST

£5,000

West End LIVE

DELIVERY

- Taking place in Trafalgar Square, The Northbank continued to be a main sponsor for West End Live and supported the two-day event.

OUTPUT

- Over 50,000 guests attended over the weekend.
- 40 West End Shows were enjoyed by spectators including shows housed in the Northbank.

COST

£27,673

Covent Garden

Food Bank

DELIVERY

- We supported the Covent Garden Foodbank with a monetary donation.

OUTPUT

- The Foodbank was able to continue its support to families who are in need. This was specifically used for families during the Christmas period.

COST

£3,000

Break the Bias

DELIVERY

- Susan Heaton-Wright hosted a Break the Bias workshop for businesses that attended our International Women's Day event in 2022.

OUTPUT

- Five of our businesses were in attendance and were sent the slides to rollout within their businesses.

COST

£219

Small Business

Networking

Memberships

DELIVERY

The BID held memberships with BusinessLDN to join conversations relating to Business Improvement Districts and other relevant policy.

COST

£15,983

Privilege Card

DELIVERY

We provide a local discount card to those who live, work and study in the area.

OUTPUT

Our popular Privilege Card scheme has grown with over 13,000 cards now in circulation. There are over 130 offers to be redeemed at local businesses with the card.

COST

£19,332

Ambassador Programme

Joint: 50% Corporate Community Engagement & 50% Marketing & Promotion.

DELIVERY

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- 1,229 business visits and a further 320 business checks were carried out.
- Supported the ballot process with business engagement events and delivering information.
- Guided visitors to 1,143 different venues.
- Carried out perception analysis for the Strand Aldwych public realm project and stewarded at BID events such as International Women's Day.
- Supported the Christmas campaign such as the Social Bite Tree, Christmas gift drop box and promoted seasonal events .

COST

£59,904

Public Affairs

DELIVERY

- The BID supported London & Partners with Let's Do London Campaign.
- Working with King's College London, we were able to complete some polling on the changing Nature of Work in London.
- The Sir Simon Milton Foundation hosted an Annual Dinner.
- We held a Membership with New London Architecture.
- We sponsored a lecture at King's College London which explored London's Government, economy and place within the UK.
- We commissioned Publica to complete a report on Women's Safety.

OUTPUT

- Multiple activation took place across London and within the Northbank footprint.
- The BID sponsored a table and hosted 10 attendees at the Sir Simon Milton Foundation Annual Dinner.

COST

£35,768

Pride Wall

DELIVERY

- As part of Pride, the Northbank BID took part in celebrating by installing a 'Pride Wall' in Charing Cross Station.
- The activation encouraged visitors to capture a memorable moment in front of the wall, presenting them with an opportunity to participate in a social media competition to win an extraordinary Film & Fizz experience at One Aldwych Hotel, followed by dinner at the Indigo restaurant.

OUTCOME

- During the week of the installation there were 3,414 interactions and a significant number of social media entries, demonstrating widespread engagement and interest.

COST

£17,793

55,000+

visitors attended
West End Live in
Trafalgar Square



PROFIT AND LOSS

Profit and Loss Account for the year ended 31 March 2023

	BID LEVY £	VOLUNTARY £	TOTAL 2022/23 £
TURNOVER			
BID Levy	2,134,906		2,134,906
Voluntary contributions and other income		130,365	130,365
	2,134,906	130,365	2,265,271
COST OF SALES			
Community Safety and Business Resilience	478,838		478,838
Strategic Vision for Northbank	450,563	115,000	565,563
Marketed and Promoted	522,418		522,418
Public Realm Operational Services	533,221		533,221
Corporate Community Engagement	347,798		347,798
	2,332,838	115,000	2,447,838
GROSS PROFIT	(197,932)	15,365	(182,567)
ADMINISTRATION EXPENSES			
BID Team Support	170,726	15,365	186,091
Rent and Rates	67,728		67,728
Printing, Postage and Carriage	2,206		2,206
Telephone	4,717		4,717
Legal and Professional Fees	18,611		18,611
Audit Fees	7,750		7,750
Office Consumables	9,428		9,428
Cleaning	0		0
Bank Charges	584		584
Insurance	5,619		5,619
Subscriptions	4,470		4,470
IT Running Costs	33,795		33,795
Repairs and Maintenance	0		0
BID Development costs	41,311		41,311
BID Levy Collection Fee	27,107		27,107
Depreciation	2,310		2,310
Taxation	1,019		1,019
	397,381	15,365	412,746
Surplus brought forward			1,404,486
Profit/(Loss) for the year			(595,313)
Surplus carried forward			809,173

COMPARATIVE BID LEVY £	COMPARATIVE VOLUNTARY £	COMPARATIVE TOTAL 2021/22 £
2,203,749		2,203,749
	55,186	55,186
2,203,749	55,186	2,258,935
329,712		329,712
151,337	7,526	158,863
495,093		495,093
396,590	20,000	416,590
285,074		285,074
1,657,806	27,526	1,685,332
545,943	27,660	573,603
153,681	27,660	181,341
45,049		45,049
1,798		1,798
1,906		1,906
0		0
7,600		7,600
15,698		15,698
247		247
677		677
7,190		7,190
17,111		17,111
27,752		27,752
104		104
5,770		5,770
25,334		25,334
9,072		9,072
35		35
319,024	27,660	346,684
		1,177,567
		226,919
		1,404,486

BOARD MEMBERS 2022/2023

BOARD DIRECTORS

Andrew Hicks (Chairman)	Shaftesbury Capital PLC
Julian Robinson (Vice Chair)	London School of Economics
Jonathan Reekie CBE	Somerset House Trust
Geoff Smout	Bain & Co
Guy Hilton	The Waldorf Hilton
Claude Abi-Gerges	Capital Arches Group
Michael Izzo	Corinthia London
Janine Marshall	One Aldwych
Caroline Hanson	Delfont Mackintosh
Kristina Spasic	Coutts
Nigel Hutchinson	PwC
John Gill	Network Rail
Ruth Duston, OBE, OC (Board Secretary)	The Northbank BID

BOARD OBSERVERS

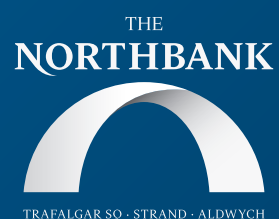
Xhola Cambridge (Co-opted Member)	CBRE
Clir Tim Mitchell	Westminster City Council
Clir Jessica Toale	Westminster City Council

BID BOUNDARY









The Northbank BID, 22a St James's Square, London, SW1Y 4JH
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