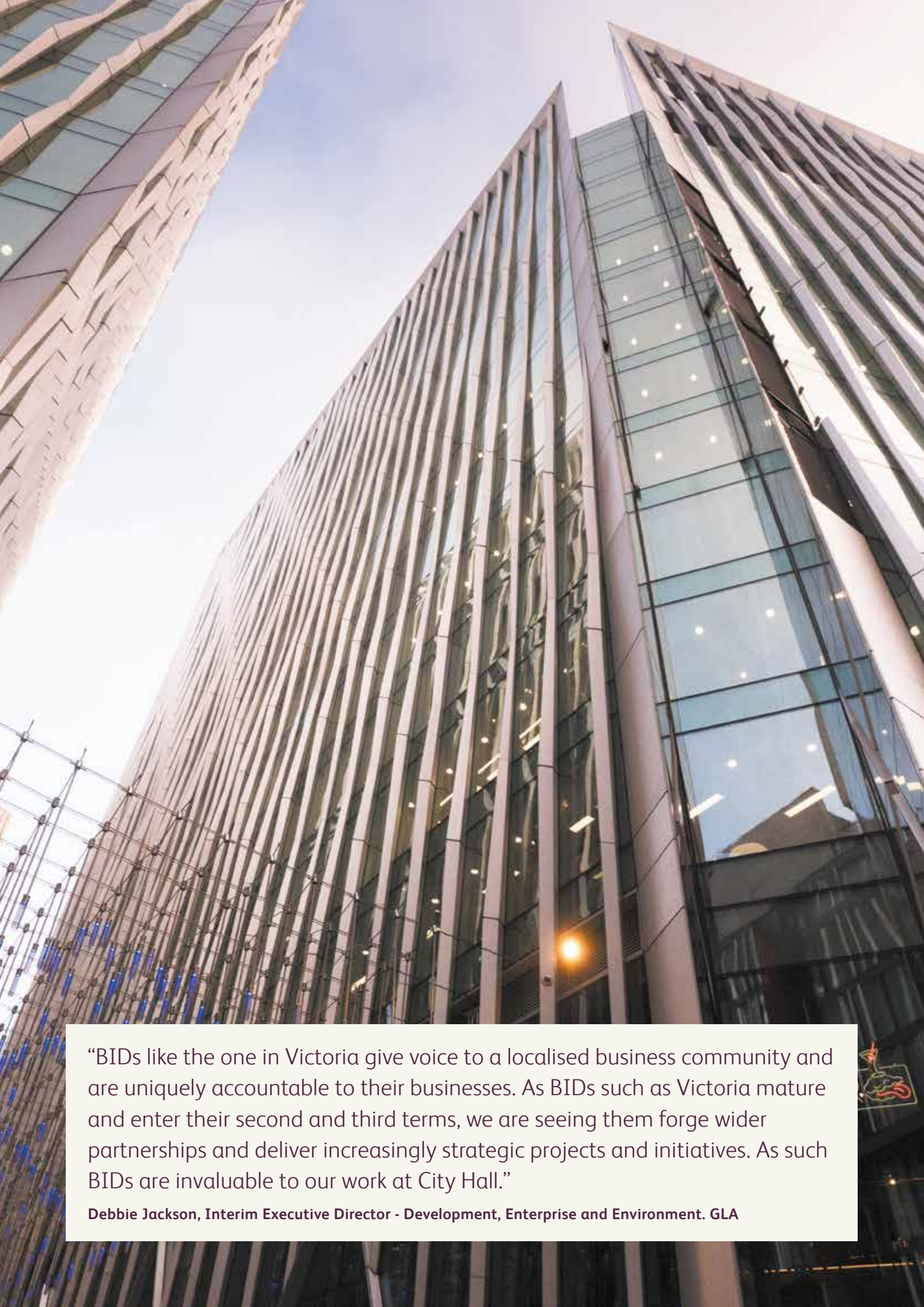


VICTORIA BUSINESS IMPROVEMENT DISTRICT 2020 – 2025

Business Plan

*The next chapter
for a vibrant Victoria*



“BIDs like the one in Victoria give voice to a localised business community and are uniquely accountable to their businesses. As BIDs such as Victoria mature and enter their second and third terms, we are seeing them forge wider partnerships and deliver increasingly strategic projects and initiatives. As such BIDs are invaluable to our work at City Hall.”

Debbie Jackson, Interim Executive Director - Development, Enterprise and Environment. GLA

*The next chapter
for a vibrant Victoria*

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Foreword

Ten years of change, ten years of delivery

It's hard to believe that a decade has passed since our first ballot and the Victoria BID was established. And what a decade it's been: we've seen the London Olympic and Paralympic Games, four Prime Ministers, three royal weddings, three General Elections, the 100th anniversary of World War One and partial women's suffrage, and of course, one Brexit Referendum.

Amid this fast changing political and social landscape, Victoria has been changing too. The area has undergone the biggest transformation since the Victorian era. It has evolved from being a place dominated by Government offices and civil servants to a vibrant commercial hub and leisure destination complete with Michelin starred restaurants, historic landmarks and ever improving public spaces.

We are proud that Victoria BID has played its part in the evolution of Victoria. For the last 10 years we have been working to support local businesses in the area, developing and implementing projects and programmes to support the economic development of the area.

Our work is varied and ambitious, from improving the public spaces and tackling air pollution to supporting young people into work and the most vulnerable people in our community and curating a compelling programme of events. Our lobbying work, to position Victoria favourably within London, has seen projects such as the enhancement of Christchurch Gardens get off the ground and the redevelopment of Victoria Railway Station gain momentum.

Today, over 25 % of people arriving in Victoria Station remain in our BID area; an area which now supports some 43,000 jobs and offers a genuine mix of places to work, live and relax. Victoria also makes an important contribution to London's economy and the wider UK, by generating some £3.1billion in GVA and contributing some £105million in business rates to the Exchequer every year.

And while much has been achieved over the past 10 years, our work is not done.



Research we commissioned, through the economic consultancy Volterra, in our second term showed that the area should aim to accommodate at least an additional 1,300 jobs per annum which is equivalent to adding approximately £100m in GVA and £30m in tax revenues each year. With the prospect of more growth in Victoria it's clear that businesses must continue to work together for Victoria to maintain its forward trajectory.

This Business Plan sets out our ambitious plans for our third term. The ballot – called an alteration ballot to take account of a slightly adjusted footprint – will commence in the New Year and now is the time for us to set out our plans. You will see that we are stretching ourselves to continue delivering the best for Victoria. Across our core strategic themes we will remain your advocate, a helping hand, an advice giver, a placemaker, a good times creator, a warm welcome, and a protector.

We are proudly pushing the boundaries, looking at all factors that need to combine to make a place vibrant and successful. Our work involves us engaging with all the communities of Victoria – residents, as well as workers and visitors – tackling issues that have an impact right across society. We are commissioning research on the impact of mental health in the workplace, we are looking at the barriers to growth, creating platforms to celebrate success, and supporting the vulnerable in society.

Integral to the success of Victoria and London is the station itself, and our work to date on the potential redevelopment of the station is a reflection of our approach to major projects in the area. Our vital partnership work, not only with Westminster City Council, but also with a range of other parties including Transport for London, the Mayor's Office, Network Rail and London First continues to be the catalyst for significant change across Victoria.

Our third term will see even more collaboration. We of course work closely with our 'sister' BID, Victoria Westminster, and increasingly we are joining up with The Northbank BID, and indeed other central London BIDs, on big, cross-cutting issues such as security and air pollution. This work will continue.

Operating under the banner of the 'South Westminster Business Alliance' this partnership approach will provide Victoria BID with an even louder voice on the issues impacting our business community. With a Mayoral election next year, and increasing competition across the capital, being able to push the priorities of Victoria's businesses is more vital than ever.

We hope you enjoy reading our Business Plan for the coming term. We believe that Victoria already means business, but we also know it has huge potential to grow further. Together, let's ensure this potential is realised for the benefit of everyone lucky enough to be involved in this wonderful part of London.



Nigel Hughes
MBE,
Chairman,
Victoria Business
Improvement District



Ruth Duston
OBE, OC
Chief Executive,
Victoria Business
Improvement District



10 years of change in Victoria

The last decade has seen the most significant transformation in the area since the Victorian era. New commercial occupiers, transport infrastructure upgrades, cultural phenomena, fashionable arrivals and much more have led to Victoria emerging as a leading destination in the capital. No longer dominated by Government offices, and with an improved retail, restaurant and cultural offer, Victoria is a vibrant and exciting place to work, live or visit.

Here are just some of the highlights from the last decade...

- Broadway hit musical Hamilton opens at the Victoria Palace Theatre
- The Cronut arrives in Victoria – Dominique Ansel opens his world famous bakery in Belgravia (the first outside of America)
- Victoria's Urban Connections garden wins a Silver Medal at Chelsea Flower Show
- More than £4bn worth of investment unlocking in excess of 3m sq ft of new office, commercial and residential space in Victoria, including the completion of landmark developments such as Landsec's Nova and Zig Zag and also Verde
- Market Hall opens in the former Pacha nightclub – the first one in central London. Spread across three floors, this new foodie destination offers a world class food hall, street food traders, two bars and a roof terrace
- Other new arrivals including The Other Palace Theatre, Eccleston Yards and Curzon Cinema have transformed the leisure offer in Victoria
- Major upgrade of the Victoria Underground Station – £700m invested to modernise the Victoria line. Since May 2017, Victoria line customers have been benefitting from a train arriving at platforms every 100 seconds during the busiest times – making the line one of the most intensive metro services anywhere in the world and increasing its capacity by an extra 3,000 customers an hour
- Transformation of the sector mix across Victoria, with Burberry, Tom Ford, Jimmy Choo and Armani all choosing to call the area home
- Wicked the musical celebrated 10 years in Victoria in 2016 – and has been seen by nearly 10 million people in London alone



A BID that has delivered for the area

The Victoria BID has now been established for almost 10 years – and we have been busy!

OVER **70,000**

Privilege Cards in circulation with over 200 businesses providing offers



395,000

Victoria 'London Starts Here' MAGAZINES PUBLISHED

50,000 SQM of the

Victoria BID footprint is covered by THE VICTORIA WIFI



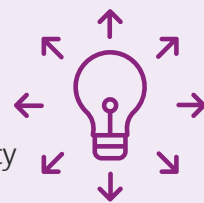
Since 2012, 482k Users have visited www.victoriabid.co.uk

1.7m PAGE VIEWS



1st BID in the

country to have an Emergency Notification platform in place



2.3 million PEOPLE

WELCOMED by our team of Ambassadors



Since 2017 the night time cleaning team have **DEEP CLEANSED AN AREA** equivalent to the size of almost 19 Trafalgar Squares!

Published three groundbreaking environmental reports: The Green

Infrastructure Audit (the first ever published by a BID), The Green Infrastructure Audit Best Practice Guide, and Green Benefits



344 DAYS OF

FREE EVENTS held in Victoria since 2011

Over **30**

Employability events, connecting local businesses with schools



Installed **ONE OF LONDON'S LARGEST LIVING WALLS** at over

350 square metres – covering the entire side elevation of the Rubens Hotel



OVER **17,000**

Christmas Gifts donated to local charities from the business community

6,637 ENVIRONMENTAL

REPORTS made to Westminster City Council (with a 98% completion rate)

44,400 PEOPLE



have used **VICTORIA BID DECKCHAIRS** at Lower Grosvenor Gardens during the Summer

Supported several major London events including Lumiere

London, London Design Festival, Chelsea Flower Show and West End Live



35 COUNTER

TERRORISM related briefings and Tabletop exercises (in 4 years)



6,200 HRS ANNUALLY

7 days a week **ON-STREET SECURITY** presence

27,800

CRIME PREVENTION AND CYCLE SAFETY items handed out to business workers (since 2015)

Our ongoing commitment to the communities of Victoria

For the last 10 years we have proudly worked to support growth and prosperity across Victoria.

As a BID, we primarily work on behalf of the business community in Victoria but our engagement does not begin and end there. We are committed to working closely with everyone who calls Victoria home. This means the BID plays a vital role in bringing businesses, residents, charities and public sector partners together - we understand that the best outcomes are achieved when we work together.

Our business community is increasingly engaged on the social welfare and local economic regeneration agenda. From greening and wellbeing projects and training and employment initiatives, to enhancing air quality and facilitating forums for local residents and businesses to shape the future growth and development of the area together - our work is varied and meaningful.

We help our business community to contribute to the local area, providing opportunities for engagement and involvement, building pride and delivering tangible benefits to both the businesses and the communities we are all proud to be part of.

Partnership In Focus...



Victoria Station

The BID is playing a vital role in bringing the right people to the decision table on a major infrastructure project.

The BID has long understood the importance of the mainline railway station in Victoria to the ongoing vibrancy of the area – research commissioned by the BID demonstrated that the lack of investment in the station would hinder the long term growth of the area.

In recent years the BID has established a series of working groups, bringing the right people to the table: Network Rail, TfL, GLA, Westminster City Council and local property owners.

The BID, acting as the voice of businesses in the area, is committed to ensuring that any station redevelopment works for all the people of Victoria and has been at the heart of the work to develop a new, innovative funding model for major infrastructure and redevelopment projects.

The project is moving forward and there are exciting times ahead. A consultant team will undertake a study – the Victoria Station Environs Strategy – which will consider core design principles, viability and deliverability, ensuring the benefits of a potential station redevelopment are shared across the area, and to all the people that live, work and visit this already vibrant part of London.





Christchurch Gardens

Located on Victoria Street, Christchurch Gardens is benefitting from an over £2.5 million pound investment scheme which will create a new, high quality public green space. Thanks to a project led by the BID and Westminster Council, the Gardens will be transformed into a welcoming space for all to enjoy, with additional features such as enhanced seating and elements that recognise the site's historical background.

Christchurch Gardens is one of the few green public spaces in Victoria for people to meet and socialise in, but over time the gardens have become run down and today it suffers from incidences of anti-social behaviour too.

A great example of public / private partnership, the BID has spearheaded the project to improve the Gardens, as part of its wider remit to make Victoria a desirable place to work, live and visit.

Consents are now in place from Westminster City Council, the Diocese of London and the Ministry of Justice to proceed with the enhancement project.



An early CGI of the design of the scheme

The Neighbourhood Plan

The BID initiated conversations with Westminster City Council back in 2013, following the Localism Act 2011, which introduced and encouraged the establishment of Neighbourhood Forums.

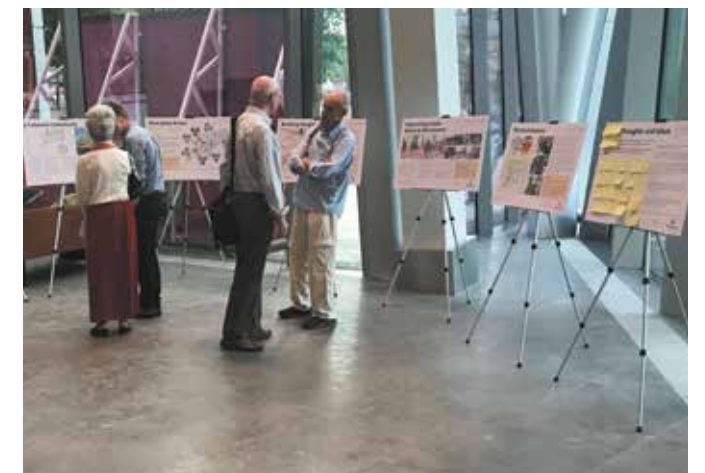
The BID then engaged with local business and local resident groups to share ambitions of creating the Victoria Neighbourhood Forum and subsequently a Neighbourhood Plan.

Once in place the Neighbourhood Plan will comprise the framework for change in the years to come, sitting alongside Westminster's City Plan, as a guide to ensure good growth in Victoria.

The aims of the Forum complement BID strategies, such as improving and promoting the social, economic and environmental wellbeing of the area.

Today, the BID acts a secretariat to the Forum, and it offers us the opportunity to work closely with Victoria residents and create further community cohesion.

Our work with the Neighbourhood Forum is the very definition of positive collective action and we will be proud to see the publication of Victoria's first Neighbourhood Plan soon.



Hotel School

The BID has proudly supported the work of Hotel School in recent years – a innovative, local project to support homeless and vulnerable people and share some of our area's world class hospitality expertise.

Hotel School is a joint venture between The Passage and The Goring Hotel, running a 10-week programme, teaching hospitality skills, finding sustainable employment, and in work support. This project has been highly successful, helping over 100 people and 75% of graduates to find employment. Hotel School is a fantastic example of collaboration and local community coming together.



The next chapter

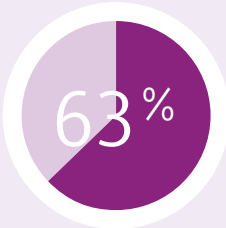
What you want from your BID...

After 10 years of working on behalf of businesses in Victoria, we have got to know our business community. However, we are not complacent and we are committed to developing a Business Plan that responds to the current needs of businesses across Victoria.

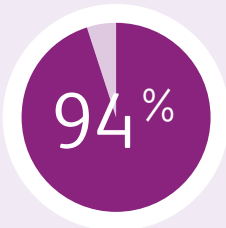
In recent months we have undertaken a comprehensive consultation exercise in the form of a Perception Analysis to ascertain what businesses in the area want.

The views of our business community underpin all the activities of the BID and have helped to shape this ambitious Business Plan. Here’s what you told us:

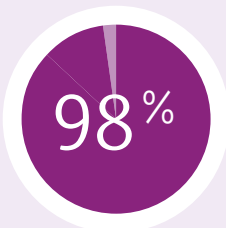
The Business Consultation was circulated to all businesses within the footprint



63% return rate
282 businesses received the survey. 178 returned



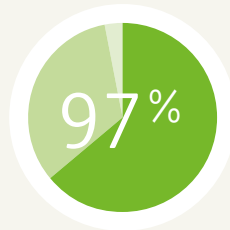
94% of respondents had heard of the BID
This is an increase of 8 % from 2015



98% of respondents said they were supportive of the BID continuing for another 5 years

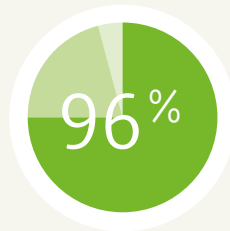


Things that are important to you



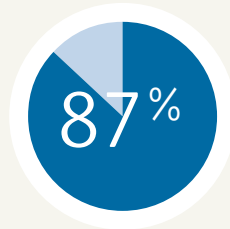
Public Realm & Greening

97% of respondents said improving green spaces is either very important or somewhat important



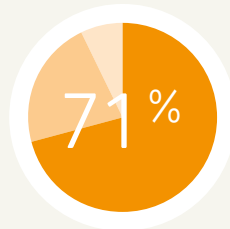
Public Realm & Greening

96% also said air quality schemes were either very important or somewhat important



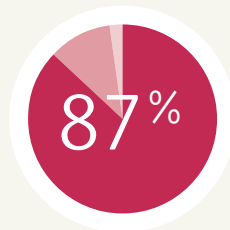
Security & Business Resilience

87% of respondents said they felt safe in Victoria



Inclusive Economy

71% of respondents said a CSR agenda is important to their business
22% said maybe. 7% said no



Destination Victoria

87% of respondents felt that by providing resources such as the website, events and social media the BID adds value to the business community
11% said maybe. 2% said no



“The Victoria Business Improvement District has been integral in bringing forward opportunities at and around Victoria Station, connecting the private and public partners to deliver important improvements for Victoria. They have added significant value in progressing transformational improvements to Victoria both in the short and long term. Network Rail will continue to work with the VBID as a key partner and I truly believe that BIDs have a fundamental role in the community.”

John Gill, Director of Business Development, South East Route, Network Rail



Core themes

Introduction

We develop projects and programmes across a range of core strategic themes, which have been identified by the business community as priority areas. Over the last ten years we have refined and evolved our work within these themes to ensure we continue to deliver the best outcomes for businesses.

For our third term we are proposing a refocus for some of our themes. Our core work remains the same, but with 10 years of delivery under our belt we have the experience to see where we need to evolve our work and refocus efforts.

Our Four Core Strategic Themes

Destination Victoria	Inclusive Economy
Public Realm & Greening	Security & Business Resilience

“London works best when different interests - businesses, civic bodies, boroughs and others – come together. The Victoria BID is a great example. It has come to play a vital role in bringing a network of local organisations together to improve an important and special bit of London. The difference it has made is plain for all to see. But the Victoria BID’s influence extends beyond Victoria. It is an important force in helping London up its game, and become a cleaner, greener and more successful city.”

Ben Rogers, CEO, Centre for London

“Over the last decade, our partnership with the BID in Victoria has seen us, alongside our BID members, make huge transformations to Victoria. Victoria has evolved from being a place that people pass through, to a bustling business and lifestyle hub. The BID provides a brilliant network for businesses to come together to share ideas for continued progress in the area, and engage with people in the local community to ensure Victoria remains a great destination.”

Marcus Geddes, Head of Property, London, Landsec

Destination Victoria

Amid rising competition, all districts in London are raising their game to compete for a greater share of tourist visits and domestic leisure spending. As Victoria's transformation into a leading leisure destination continues the BID promotes the area's strong assets, and develops compelling events to showcase the very best of the area.

Now with a thriving retail base, world class dining and drinking venues, numerous theatres, and a buzzing local atmosphere, the BID is heavily involved in efforts to secure the future of Victoria as a destination, and this includes lobbying for investment in infrastructure to support the growth of the area and being a strong voice for businesses in the capital.

Our strategic objectives for the next term are to:

- Develop a programme of activities to engage local employees, residents and visitors – showcasing the best of Victoria, celebrating its unique assets;
- Spearhead the campaign for the redevelopment of Victoria Station;
- Continue to position Victoria as a leading destination in the capital – host high profile events which attract a new consumer to the area and put Victoria on the map;
- Lobby local & central Government, working with partners, to give Victoria businesses a leading voice in London;
- Partner with respected cultural organisations and other institutions to bring great events to Victoria – broadening the scope of our activity programme and delivering value for money for levy payers.



Destination Team

Kiera Ryan, Jacqueline Chambers, Kate Hart, Lucy McNicholas

Inclusive Economy

Our Inclusive Economy theme will deliver a focus on research and projects which respond to the competing needs of Victoria's workforce, residents and visitors. We are increasingly seeing that BIDs occupy a pivotal position between the public sector and local communities, with the private sector playing a vital role in bringing different groups together to deliver benefits for all. This insight sits at the heart of this core theme for the BID.



Our strategic objectives for the next term are to:

- Focus on productivity, and staff retention in the workplace, particularly relating to mental health and wellbeing in the workplace;
- Continue our work with Westminster Council's employability teams to better connect job seekers to job opportunities in the area;
- Stay at the heart of the work to develop and implement Victoria's first Neighbourhood Plan – working closely with residents, businesses and the local authority;
- Develop the Victoria App to help broaden engagement and improve accessibility to information about the area, services and facilities;
- Commission further research to assess social issues affecting Victoria, and investigate ways in which the BID can assist;
- Partner with local charities to support community projects;
- Continue to provide employability skills events to local young people, to prepare the future workforce with transferable skills, and the knowledge of business sectors and roles;
- Continue to grow the already successful Victoria Privilege Card scheme.

Inclusive Economy Team

Ali Vigar and Claire Dumontier-Marriage

Public Realm & Greening

The Victoria BID has been a public realm pioneer over the last 10 years, setting ambitious and visionary plans with its 2015 Public Realm Strategy, which has been the blueprint for many endeavours since. Public spaces are vital to places – they knit new developments together, make individual buildings part of a community and ultimately, provide spaces for people to share experiences and enjoy being part of a ‘place’. Without doubt, Victoria is now a place in its own right – a thriving, vibrant place with many wonderful public spaces, but challenges still remain, in particular the dominance of traffic. To support Victoria’s sustainable growth, we must continue to make our public realm work for our many visitors, residents and workers, taking a long-term and strategic approach to planning, investment and future-proofing.

Our strategic objectives for the next term are to:

- Share, promote and publicise our new public realm strategy, People Wanted, to ensure that Victoria is best placed to optimise the capacity and benefit of this important resource for enhancing sustainable economic, social and environmental development;
- Create and deliver a series of short, medium and long term public realm improvement projects guided by the new public realm strategy – ultimately delivering more green spaces and green infrastructure in Victoria;
- Work closely with the Destination strategic theme to activate spaces such as Christchurch Gardens, drawing on public realm trends, insights and best practice from Victoria, the UK and worldwide;

- Work with Westminster City Council and Transport for London to promote and deliver the Inner Ring Road rerouting project, to reduce the impact of traffic and prioritise space for pedestrians and cyclists;
- Work with key stakeholders and businesses to create and deliver initiatives to consolidate deliveries and improve Air Quality in the area;
- Continue to work with Network Rail, Transport for London, Westminster City Council and other key stakeholders on the opportunity to transform Victoria Station and its environs.



Public Realm & Greening Team
Niall Tipping and David Beamont

Security & Business Resilience

For a place to thrive and be successful, our visitors, workers and residents must feel safe, welcome and at ease. Our business community needs to be provided with the right tools to be resilient in times of change, uncertainty, and unfortunately, the ever present security threat in London. Our Security and Business Resilience theme reflects the changing demands of our business community - in our next term we will take an ever more strategic approach which seeks to tackle the key security (and business) challenges facing businesses in our area.

A busy urban area such as Victoria has to manage a range of security and business critical issues, everything from the threat of terrorism and anti-social behaviour, to clean streets, rough sleeping and low level street crime. With the backdrop of ongoing public sector and police budget pressures, the role of the BID has arguably never been more vital in this area.

Our strategic objectives for the next term are to:

- Continue the high profile, professional on street presence of our on street security team;
- Enhance resilience of the business district by providing timely access to critical information, and reducing the impact of a crisis – to include workshops and tabletops exercises, for example;

- Continue our collaborative work with a range of partners including the Met Police, Westminster City Council, the GLA and TfL, with a view to instilling a security culture across the footprint;
- Continue our work to further reduce homelessness and rough sleeping; work to include lobbying central Government on a long term solution for this issue;
- Raise Victoria BID’s (VBID) profile in the security arena – VBID to be seen as an exemplar in this field and the ‘go-to’ BID for expertise / innovative ideas.



Security & Business Resilience Team
Chris Tsikolis, Katherine Fleming and Barry Cast



BID estate team

Our highly visible on street cleaning and Ambassador teams work hard to help provide the best welcome to Victoria.



Underpinning so many of the BID's core projects, from enhancing our public spaces to promoting Victoria as a leading leisure destination, our on street teams are a vital part of our efforts to ensure Victoria is a friendly, attractive and welcoming place to be.

In the next term this work will continue, with our teams implementing their excellent work across the whole of the Victoria footprint. This means them providing vital on street reporting of environmental issues, passing on their expertise to visitors, and working with our public sector partners to tackle cleaning hot spots and provide essential additional on street services.

The BID team

Victoria BID Governance 2020-2025.

Business Improvement Districts (BIDs) have numerous advantages for the area in which they operate including; economic growth and investment, improved social wellbeing for employees and residents and improved public realm through sustainable investment for capital projects and services. BIDs aim to create a more appealing environment, reduce crime, market the area and provide a voice for local businesses. There are over 300 formal BIDs in the UK and the Republic of Ireland and 60 in London alone.

The Victoria BID Board

The Victoria Business Improvement District is a not-for-profit company limited by guarantee led by a Board of Directors. The board is made up of representatives from across the sectors within the BID area to ensure balanced representation around the table. Directors will be appointed to serve on the Board to represent the various occupier sectors including:

Financial Services , Retailers, Hoteliers, Corporates, Theatre and Leisure, Restaurateurs and Property Owners. Observers will be invited from the Local Authority and other relevant local and public sector organisations. The Chairman will be nominated by the Board for a three year duration with the relevant break clauses.

The remaining Board members give their services on a voluntary basis. The Board will be supported by a number of steering groups which oversee the delivery of activity. The Steering Groups will be made up of representatives from the wider stakeholder community. It is proposed the BID Board will meet on a quarterly basis. Separately, the steering groups will also meet quarterly. There will also be an Annual General Meeting. The BID finances will be independently audited and reviewed each year and these will be presented at the AGM.

The Executive Team

The Board will be supported by an Executive Team. It is proposed that the Executive Team and associated costs are primarily met through voluntary contributions received and not from the core levy generated.

Strategic Advisory Group

This group has been established to provide strategic guidance and support to the Victoria and Victoria Westminster BIDs. Made up of thought leaders and influencers, the Advisory Group will meet twice a year with a view to move forward with progressive thinking and innovative ideas for the South Westminster area. The Chairs of Victoria, Victoria Westminster and also the neighbouring Northbank BID all sit on this group.

Legal agreements

It is important that the activities of the BID represent added value over and above the public services already provided in the area. For this reason, a baseline agreement will be entered into with Westminster City Council to clearly define the levels of service that can be expected from the Council and the BID.

There will also be a formal operating agreement between the BID and the Council that will define all of the contractual arrangements for collection and enforcement of the BID levy

There may be agreements with other neighbouring BIDs where such arrangements can lead to business efficiencies, cost savings and enhanced services.

The BID budget

	2020/21	2021/22	2022/23	2023/24	2024/25	TOTAL	
INCOME	£	£	£	£	£	£	% OF TOTAL
Levy Income	2,450,000	2,450,000	2,450,000	2,450,000	2,450,000	12,250,000	96 %
Voluntary Contributions	100,000	100,000	100,000	100,000	100,000	500,000	4 %
Total	2,550,000	2,550,000	2,550,000	2,550,000	2,550,000	12,750,000	100%
EXPENDITURE	£	£	£	£	£	£	% OF TOTAL
Destination Victoria	382,500	382,500	382,500	382,500	382,500	1,912,500	15 %
Inclusive Economy	255,000	255,000	255,000	255,000	255,000	1,275,000	10 %
Public Realm & Greening	382,500	382,500	382,500	382,500	382,500	1,912,500	15 %
Security & Business Resilience	490,000	490,000	490,000	490,000	490,000	2,450,000	19 %
BID Estate Team	530,000	530,000	530,000	530,000	530,000	2,650,000	21 %
Staffing	153,000	153,000	153,000	153,000	153,000	765,000	6 %
Overheads	229,500	229,500	229,500	229,500	229,500	1,147,500	9 %
Contingency	127,500	127,500	127,500	127,500	127,500	637,500	5 %
Total	2,550,000	2,550,000	2,550,000	2,550,000	2,550,000	12,750,000	100%

The BID budget sets out the share of income and expenditures across each of BID themes. The BID levy collection rate is assumed to be 95 %. The BID levy collection fees and BID running costs are shown within the overhead section of the budget.

Finance Team
Anjana Shrestha and Christine Westbrook



The BID levy explained

The Victoria BID proposes a 0.95 % levy, fixed for 5 years, charged to all businesses with a rateable value equal to or greater than £150,000.

The quantum paid by the landlord is negotiable, so it is estimated that we will generate an additional £100,000 per annum – providing £500,000 over the lifetime of the BID.

The BID process is governed by Government legislation and regulations. As such, once a majority vote has been achieved; the BID levy becomes mandatory on all defined ratepayers.

Paying the levy

The BID levy will be based upon the Rateable Value in effect on 1st April 2020.

The term of the BID will be for a period of five years from 1st April 2020. The BID levy will be applied to all ratepayers with a rateable value equal to or greater than £150,000.

Properties that come on to the rating list during the BID term will be subject to the BID levy from the effective date that the property is brought on to the rating list.

All hereditaments with charitable status and in receipt of mandatory charitable relief from business rates will be fully exempt from the BID levy. All schools other than Independent Schools registered as such with the Department for Education will be fully exempt from the BID levy.

The owners of empty hereditaments will be liable for the BID levy with no void period allowed.

There will be no VAT charged on the BID levy.

The levy per hereditament will be capped at £45,000.

Retail units in dedicated shopping centres that operate in Victoria – Cardinal Place; Victoria Place Shopping Centre; and London Victoria Station will have a levy multiplier that is 25 % reduced.

Investment created by the Victoria BID to 2025

As outlined above, the Victoria BID will generate approximately £12.75 million over the next five years. In addition, the BID board and executive team will endeavour to increase the income through grants, voluntary contributions and other sources of income.

The ‘closed year rule’

Where the rateable value for a hereditament (rateable business unit) changes and results in a lower BID levy, this comes into effect only from the start of the financial year in which the change is made and no refunds of the BID levy will be made for previous years.

For further information please visit www.victoriabid.co.uk

Boundary map

The rationale for the BID boundary has been calculated to ensure we include all major landholdings in Victoria with the inclusion of the London Victoria Train Station and Victoria Coach Station. Since our second term we have extended our BID boundary slightly to align more with the neighbouring Victoria Westminster BID and take account of some new large commercial arrivals in the area. Officially, this makes the ballot an ‘alteration ballot’ rather than a ‘renewal ballot’.

For more information on the proposed footprint visit: www.victoriabid.co.uk/victoria-bid-2020-2025-ballot

Artillery Row	Grosvenor Gardens Mews East
Beeston Place	Grosvenor Gardens Mews South – part (north side only)
Belgrave Road – part	Grosvenor Gardens Mews North
Bressenden Place	Grosvenor Place – part
Bridge Place	Grosvenor Gardens Mews South
Buckingham Gate	Hobart Place – part
Buckingham Mews	Howick Place – Part
Buckingham Palace Road	Hudsons Place
Buckingham Place	Kingsgate House
Bulleid Way	Lower Belgrave Street – part
Cardinal Place	Lower Grosvenor Place
Cardinal Walk	Lygon Place
Castle Lane	Neathouse Place
Cathedral Walk	Palace Place
Catherine Place	Palace Street
Chester Mews	Phipps Mews
Chester Street – part	Semley Place – part
Dorset Mews – part	Sir Simon Milton Square – all Nova Buildings
Eaton Row	Spenser Street
Eaton Square – part	Stafford Place
Ebury Street – part	Terminus Place
Eccleston Bridge	Vauxhall Bridge Road
Eccleston Place	Victoria Square
Eccleston Square – part corner 84-89	Victoria Station
Eccleston Street	Victoria Street
Elizabeth Bridge	Warwick Row
Elizabeth Street	Wilcox Place
Fountain Court	Wilfred Street
Francis Street – part Francis House	Wilton Road
Gillingham Street – part	Wilton Street – part



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What happens next?

Businesses in Victoria will now be asked to vote ‘yes’ or ‘no’ to endorse this BID proposal.

Taking all this information, and the results of the perception analysis into account, this is your opportunity to make your vote count. The City of Westminster is responsible for managing the process and sends out a ballot paper to each eligible business. Members of the BID team will contact businesses within the BID boundary to discuss the business plan.

It is important that each business nominates a named contact who will receive the ballot paper and is authorised to vote on behalf of that organisation.

For any BID to proceed, two independent outcomes must be satisfied:

- Those voting in favour must exceed those voting against, in essence 51 % yes votes at turnout;
- The total rateable value of those properties/hereditaments voting in favour must exceed the total rateable value of those voting against - ie the aggregate rateable value must also be 51 % or above.

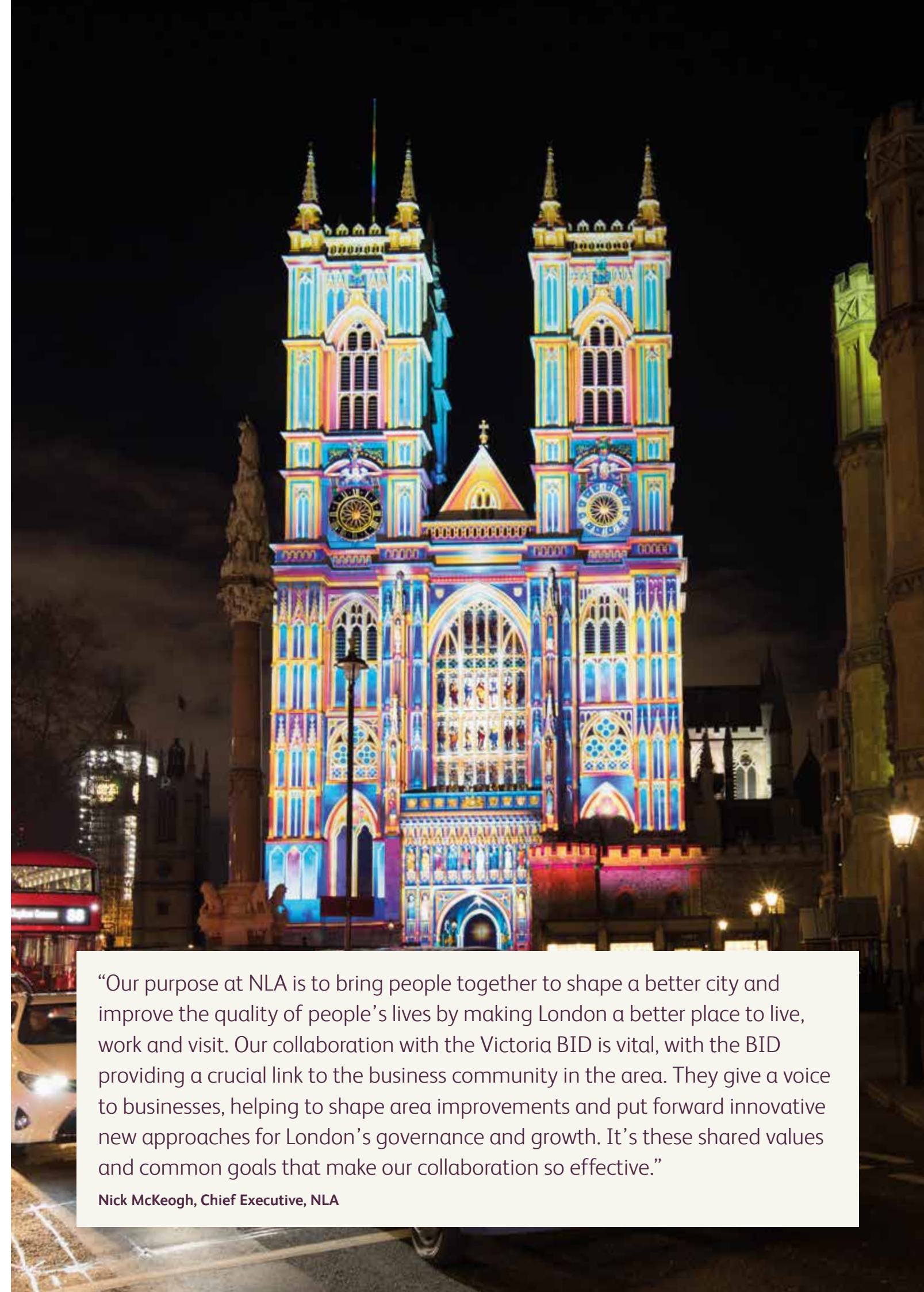
All you need to do now is:

- Take time to read, understand and consider what this Business Plan means to your business and the wider Victoria area;
- Prepare for your notice of ballot which will be sent to you no later than Thursday 16th January 2020;
- Your ballot papers will be sent to you by Electoral Reform Services, who run the ballot on behalf of Westminster City Council, on Monday 27th January 2020 and will contain all voting procedure information and proxy or replacement paper information;
- All voting papers must be returned to Electoral Reform Services (ERS) by Thursday 27th February 2020.

Remember voting YES will provide many services and projects to your business and to the area to secure the future potential of the Victoria area.

The result will be announced on Friday 28th February 2020.

A resulting vote in favour will allow the pledges in this plan to be set in motion with a 5 year term commencing on 1 April 2020.



“Our purpose at NLA is to bring people together to shape a better city and improve the quality of people’s lives by making London a better place to live, work and visit. Our collaboration with the Victoria BID is vital, with the BID providing a crucial link to the business community in the area. They give a voice to businesses, helping to shape area improvements and put forward innovative new approaches for London’s governance and growth. It’s these shared values and common goals that make our collaboration so effective.”

Nick McKeogh, Chief Executive, NLA

