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VICTORIA BUSINESS IMPROVEMENT DISTRICT

Annual Report 2022/23







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Foreword

On behalf of our board members and the executive team, we are pleased to present the Victoria Business Improvement District's Annual Report 2022-23. Following the extraordinary years of the pandemic, this document updates Victoria BID members on another unparalleled year for central London and the country. Joyous celebrations for Her Majesty The Queen's Platinum Jubilee gave way to a period of national mourning just months later while the BID executive and estate's team worked to support partners, agencies and our members throughout.

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

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

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

The once in a generation milestones of the past year have provided us with opportunities to work more closely with our neighbouring BIDs; Victoria Westminster, Whitehall and Northbank. The four BIDs work together under the brand 'London Heritage Quarter' which accurately reflects this area of central London's unrivalled heritage assets and globally-recognised historic locations. The four BIDs operate collectively

on a wide range of activities, from marketing to joint lobbying on shared strategic priorities, and will continue to develop collaborative working and explore opportunities for economies of scale in the coming year.

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

In the longer term, we continue to drive strategic projects that promise huge benefits for our area, including Project SWAN (South Westminster Area Network) and Future Victoria. The district-wide renewable heating scheme and the transformational vision for Victoria Station promise years of improvements ahead and would not be progressing at this pace without the independence and convening power of the BID.

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

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



Nigel Hughes MBE
Chair



Ruth Duston, OBE, OC
Chief Executive

Security & Business Resilience



Security & Business Resilience



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

BUSINESS CONTINUITY & COUNTER TERRORISM (CT)

OUTPUTS / ROI

- Three ACT and SCan training sessions were held.
- A survey was sent to businesses to map trauma packs in the Victoria footprint. 14 businesses requested a trauma pack for their premises.
- Membership of the West End Security Group (WESG) was continued.

COST: £7,114

COMMUNITY SAFETY AND ANTI-SOCIAL BEHAVIOUR (ASB)

OUTPUTS/ROI

- The Victoria 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 team engages with street population and share information with Westminster City Council and outreach teams to support rough sleepers into care and services.
- 24,185 proactive security checks carried out.
- 1,746 tents reported and monitored.
- 9,526 business welfare checks carried out.
- 7,532 issues relating to street population were responded to.
- 509 calls for assistance via the radio network were responded to.
- 364 incidents of anti-social behaviour were responded to.
- 21 incidents relating to drug and medical emergencies were responded to.

COST: £268,345

CRIME PREVENTION SEMINARS AND MATERIALS

OUTPUTS/ROI

- The BID continues to support key partners by disseminating crime safety information and campaigns, including communications from the Met Police, Westminster Council and Network Rail.
- The BID also meets with a network of Security Managers to address key issues across the footprint.
- During December the BID funded medics who were based at Victoria station to assist those who were vulnerable on a night out. Between 1 and 23 December 38 patients were treated.
- A Dr Bike session was held at the Nova complex where attendees could register their bikes with Bike Register and receive a small bike MOT.
- The BID signed up to and promoted the Shopkind Campaign which is supported by the Home Office and Crime Stoppers.

- Anti-drink spiking kits and personal alarms were purchased by the BID and distributed to venues across the footprint. Network Rail also have a box stored in their first aid room at Victoria Station.

COST: £26,433

EMERGENCY NOTIFICATION PLATFORM

- The BID's Sentinel crisis-communications platform continues to provide information to our members. This tool aims to alert businesses in case of a major emergency or disturbance in the area such as protests, attacks, road closures or serious incidents.
- The user base has increased by 110% to 575 and 71 alert broadcasts were made.
- The platform is continuing to evolve with training and advice documents being added under the category headings.
- Notifications of training sessions and street briefings have also been sent out using the notification platform.

COST: £3,600

RADIO SYSTEM AND BODY CAMERAS

- Victoria BID operates a radio system that allows our businesses to communicate with the BID patrol teams to share timely intelligence, report incidents and to ask for non-emergency assistance.
- 86 local businesses and security operatives are using 4G radio network. Radios are also carried by the BID's on-street teams.

COST: £7,688

DEPRECIATION COST

COST: £19,884

RENEWAL OF POC AND VODAFONE BUNDLE

COST: £2,540

BODYCAM REPAIRS

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 engage with homelessness services and find a route off the street. 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 engaged with 440 clients, which led to 1,672 interactions. Individuals had on average 4 interactions meaning they were either taken into accommodation, signposted into other services or started interacting with The Passage.

COST: £82,500





Public Realm
& Greening



Public Realm & Greening

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

STRATEGIC IMPROVEMENTS

THE ARC

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

COST: £179,239

KING'S SCHOLARS' PASSAGE

OUTPUT/ROI

- We allocated funding for a project that will result in a RIBA Stage 2 Concept Design and other materials being produced for King's Scholar's Passage – a back street close to Victoria Station.

- We worked with BDP to create designs, informed by community engagement, for a more pleasant and welcoming environment that also addresses incidences of anti-social behaviour.

COST: £45,508

PUBLIC SPACE ENHANCEMENTS

OUTPUTS/ROI

- As part of the Zero Emission Group we explored ways to tackle carbon emissions and promoted and helped launch Westminster City Council's Sustainable City Charter.
- We continued to maintain the parklet on Belgrave Road and bought plant bulbs for the perimeter planters at St Peter's Eaton Square C of E School.
- We funded a falconer to tackle pigeon problems within the BID footprint.

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

COST: £18,659

FOOTFALL INSIGHTS

We continued the consumer insights project with Colliers for a second year and provided pedestrian movement data, for selected streets in the BID footprint, to our local business community.

COST: £2,457

PEOPLE WANTED WHITEHALL

OUTPUT/ROI

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

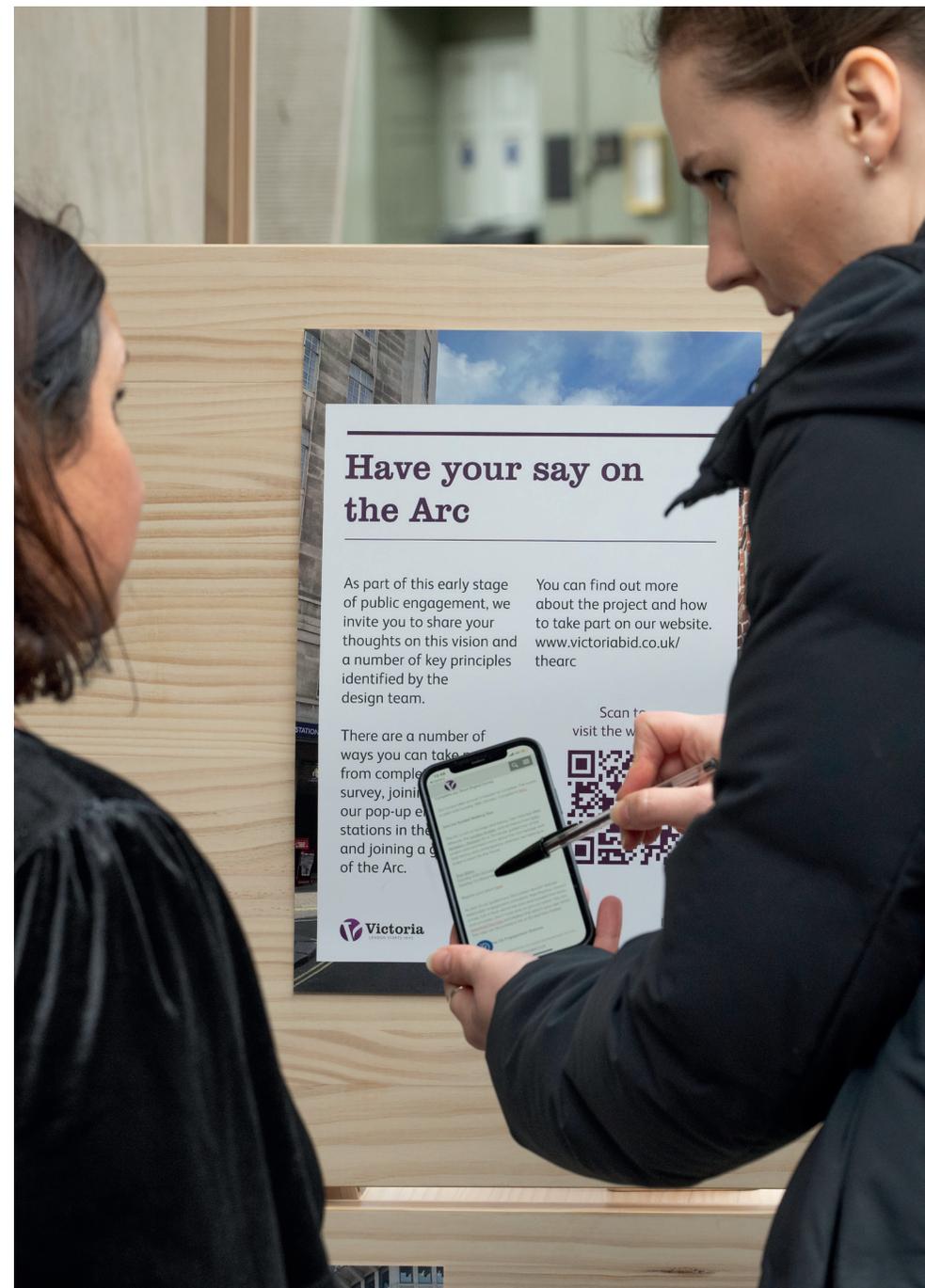
COST: £25,574

VICTORIA WAYFINDING STRATEGY

OUTPUT/ROI

We commissioned City ID to undertake a wayfinding audit in the Victoria BID footprint and create a wayfinding strategy to help visitors feel oriented and confident about their location in Victoria, and when making decisions to move within and on from the BID area. Site studies, stakeholder engagement sessions and workshops were progressed for this project.

COST: £39,000





Destination Victoria





Destination Victoria

Through our marketing activities and communications, the BID showcases Victoria as a vibrant destination offering cultural entertainment, theatre, restaurant and hotel experiences.

We actively market the area, through our website, social media and campaigns, by maintaining close relationships with our business partners during the year.

ONLINE PROMOTION

OUTPUTS/ROI

- We received 335,141 page views to the Victoria BID website, which is an increase of 69% YoY, with the Privilege Card being the highest viewed webpage with 41,861 views.

- 75% of website users found the website organically.
- 89,472 visits to the website were new users, which is 89% of all acquisitions.
- We worked to enhance our social media presence with a regular programme of engaging updates on local activity over Twitter, Facebook, Instagram and LinkedIn. We received 194,343 impressions on all platforms and 8,901 engagements. We've also received a net audience growth of 4,432.
- We circulated over 44 e-mail campaigns, which equates to over 125,599 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 32%.

COST: £52,033

EVENTS PROGRAMME

OUTPUTS/ROI

- To kickstart the Platinum Jubilee Celebrations we hosted the Great Victoria Garden Party in Lower Grosvenor Gardens.
- Activities throughout the 2-day event included afternoon tea provided by the Taj Hotel, biscuit decorating, floral workshops, theatre drop-ins for children, giant garden games and live musical performances.
- There was also a life-size gold carriage in the gardens for attendees to take photos in. Over 500 members of the public attended the event.
- We celebrated the Queen's love of corgis with a trail of giant corgi sculptures that were installed for the Queen's Platinum Jubilee. Giant Corgi statues were placed in the Victoria footprint, at Lower Grosvenor Gardens, Cardinal Place and Victoria Station and in other areas across the London Heritage Quarter BIDs' footprints.
- As part of the trail four Corgi Walking Tours were hosted, with 53 members of the public taking part.
- Engagement for the trail included 25,000 Corgi Trail maps, which were handed out to the public over the summer.
- There were 15 pieces of local, national and international press coverage for the trail and 44,242 visits to our website via QR codes that were placed on the bases of the corgis.
- Once the trail ended, we auctioned the corgis using an online auctioning site and £35,700 was raised and donated to local charities including the Cardinal Hume Centre and The Passage.
- Victoria BID, in collaboration with the three other BIDs within the London Heritage Quarter, was a destination during the celebrated London Festival of Architecture (LFA), drawing visitors and participants to immerse themselves in the rich history of architecture across the area.

- 37 events were hosted by local businesses within the footprint as part of the LFA's South Westminster programme, including a walking tour which focused on activating a greener city and green infrastructure in the Victoria area.
- As London Pride ended we celebrated Brighton Pride with a one-of-a-kind photo wall to greet those who were travelling to Brighton from Victoria Station.
- In conjunction with the activation, we ran a social media competition for passers-by to interact with the installation. Over 680 people interacted with the display during its 5-day installation period.
- During the summer we hosted a 7 day Pitch 'n' Putt pop-up in Lower Grosvenor Gardens.
- A bespoke mini golf course was created and open from 12 – 8 pm each day. Groups of up to 6 were able to book online for a free 20-minute game slot each day using Eventbrite, or walk-ins were welcomed on the day. Over 1,300 people attended across the 7 days.
- We partnered with local business, Vagabond, to serve drinks throughout the week-long activation. We also partnered with The Cardinal Hume Centre, to raise funds for their charity. Over £200 was raised for The Cardinal Hume Centre.
- We organised an event as part of the annual Open House Festival which explored the hidden history of Christchurch Gardens and the landscaping project undertaken in 2020.
- Due to the passing of Her Majesty the Queen, we had to postpone the talk. However, members of the public were able to view exhibition information boards that were placed in the gardens from 8 –21 September. The boards showcased the hidden history of Christchurch Gardens, including the site's connection to the Suffragettes and Ignatius Sancho, the first Black Briton to vote.
- To honour the passing of Her Majesty the Queen, we displayed 29 boards in business windows along Victoria Street as a gesture of gratitude for her years of service. These boards remained in place throughout the national mourning period.

- The first event of the new year was a venue showcase event to launch The Network, an initiative to connect our corporate and hospitality sectors through VIP events and experiences. Neighbouring partner venues showcased their event facilities and met and networked with EA's, PAs, Office Managers and event bookers in the local area.
- Over 150 members and partners attended the evening and the showcase led to valuable connections. As a result, over £69,000 in revenue was generated by business partners that took part.
- For Valentine's Day, we partnered with the Central London Alliance by taking part in their 'Love for London' campaign.
- Multiple bespoke Love Letters for London post boxes were placed across various locations throughout central London, including Victoria Station.

COST: £170,731

FESTIVE ACTIVITY

OUTPUT/ROI

- Victoria BID continued its annual Christmas tradition and placed a Christmas tree on the Westminster Cathedral Piazza and lights along Victoria Street.
- We hosted a Festive Wish Tree in Victoria Station for members of the public to make a wish for the festive season. Over 7,500 visitors to the station interacted with the Wish Tree.
- We also worked with a choir from Westminster City School who performed in Victoria Station over a lunchtime whilst the Wish Tree was in place.
- To celebrate the successes of 2022, Victoria BID partnered with the Victoria Westminster and Whitehall BIDs to host a Festive Networking Event for the local businesses in our footprint. Over 60 business members attended.
- To support engagement with the local community, the BID hosted a series of festive workshops including wreath and bauble making, as well as biscuit decorating with Biscuiteers. Over 75 local workers attended these sessions.

COST: £81,015





PR AND LOBBYING

OUTPUT/ROI

- We appointed a communications agency during the year to provide us with additional PR and media support and worked with them on polling for thought leadership events.
- In collaboration with the Northbank, Victoria Westminster and Whitehall BIDs, we hosted an event to launch a new report, with WPI Economics, on levelling-up in the context of cities, and unveiled a new umbrella brand, London Heritage Quarter, for the 4 BIDs in south Westminster. Over 80 guests attended on the evening.
- In collaboration with the Northbank, Victoria Westminster and Whitehall BIDs, we partnered with Peter Murray and Lord Peter Hendy for one of their famous Route Master Bus Tours through South Westminster.
- The tour explored the Victoria footprint, as well as the Northbank, Victoria Westminster and Whitehall footprints, taking in the major developments and public realm initiatives that are set to significantly enhance the future of the area.

- A drinks reception for attendees was held at The Soak Bar.
- We joined the Opportunity London initiative, which promotes sustainable investment into real estate, regeneration and green infrastructure across London’s boroughs and communities.
- We sponsored thought leadership events with Centre for London and BusinessLDN during the year.
- We sponsored the Chairman’s breakfast and an event with Onward at the Conservative Party Conference, working alongside other central London BIDs, to present a united, powerful message about the role of the private sector in the capital.
- In partnership with our Public Realm & Greening theme, we contributed to the footfall and consumer metrics project with Colliers to provide insights on local footfall.

COST: £125,328

PROMOTIONAL MATERIALS

OUTPUT/ROI

- We published four issues of our local magazine: Victoria, London Starts Here, with a circulation of 25,000 per issue.
- The distribution area of the magazine was extended to include the Whitehall BID area and the magazine was also available digitally on our website.

COST: £53,392

BRANDING

OUTPUT/ROI

- Throughout the year, the BID have created various printable items, that have all represented the Victoria BID brand.
- Water Bottle, display boards and T-shirts were used for events and PR opportunities.

COST: £12,764

SOCIAL MEDIA

OUTPUT/ROI

- 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.

COST: £46,208

Inclusive Economy





Inclusive Economy

Our Inclusive Economy theme has an enhanced focus on Corporate Social Responsibility (CSR), which includes activities around wellbeing of local staff, education & skills & business networking within the local community. In partnership with resident businesses, stakeholders and charities, we highlight initiatives fitting for the local community.

The BID is also committed to working in partnership with businesses to sustain a local economy which is prosperous over the short, medium and long term. This ensures Victoria remains a good place to do business.

WELLBEING INITIATIVES AND CSR PRIORITIES

OUTPUTS/ROI

- In collaboration with the Northbank, Victoria Westminster and Whitehall BIDs, we hosted a series of workshops with The Wellbeing People across January for our business members.
- 15 of our business members attended an online and in-person workshop that covered “How to achieve anything” and “How to make and break habits”.
- In collaboration with the Northbank, Victoria Westminster and Whitehall BIDs, we hosted a series of Pumpkin Carving Workshops for our business members.
- In collaboration with the Northbank, Victoria Westminster and Whitehall BIDs, we hosted two weeks’ worth of events for Mental Health Awareness Week to allow members to take time out of their day to meet new people and enjoy local business in the footprint.
- We hosted a bath bomb and face mask workshop with Lush in The Rubens at the Palace Hotel. These events had a capacity of 10 people and were fully booked.
- We hosted a Suicide Intervention and Prevention Workshop with Chris Morgan.
- The workshop was attended by 25 of our business members who were taught triggers, scenarios, ways to help and helplines and contacts.
- We collaborated with Landsec and Pop-Up Africa to host a one day pop-up market in Cardinal Place to celebrate Black History Month. 11 black-owned businesses, including two food stalls, were showcased on the day.
- Victoria BID, along with the Northbank, 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.
- The BIDs donated 500 Hampers and provided an opportunity for local businesses to volunteer to distribute the hampers.
- In collaboration with the Northbank, Victoria Westminster and Whitehall BIDs, we ran a series of Festive Wreath Making Workshops with Jar & Fern for local businesses and clients of AgeUK Westminster. These were all fully booked with 15 slots per session.
- Victoria BID and The Northbank BID commissioned Giving Post Boxes which were placed in Victoria and Charing Cross Stations.
- The boxes had donation points attached to them where money was raised for two charities in each footprint; St Vincent’s Family Project and The Cardinal Hume Centre.

- We collaborated with Cuddle Club UK to host a dog cuddle session for our business members. The workshop ran for a full day and had drop-in sessions for up to 80 local workers. The day was fully booked and repeat events have been requested.
- In collaboration with the Northbank, Victoria Westminster and Whitehall BIDs, we ran Hidden Gems walking tour with Wide Eyed London. This introduced our business members to new places in the area they can go when they feel like they need space from the office, or a change of scenery.
- We collaborated with Wonderworks UK for an Easter installation in Eccleston Yards. We worked with local schools and St Andrew's Youth Club to design the Easter Eggs which each had a QR code on for the local community to vote for their favourite. The winners were gifted a £250 gift card.

- We partnered with Susan Heaton-Wright to host a Women in Leadership workshop for businesses that attended our International Women's Day event in 2022. Business members from five local organisations were in attendance and were provided the content from the session to roll-out within their businesses.

COST: £38,892

COMMUNITY SUPPORT

- We supported Eccleston Yard's summer market to provide a musician across the 6-week activation.
- The BID continued to be a sponsor for West End Live in Trafalgar Square. The two-day event is free to attend and over 50,000 guests attended over the weekend. 40 West End Shows were enjoyed by spectators including shows housed in Victoria.

- The Victoria, Victoria Westminster and Whitehall BIDs supported 'A Military Music Spectacular', a large-scale musical spectacular celebrating The Queen's Platinum Jubilee, which took place on Horse Guards Parade on 7 July.
- We also hosted a reception for our members across the London Heritage Quarter BIDs before the concert at The Guards Museum.

COST: £53,287

SUPPORTING LOCAL CHARITIES

ACTIONFUNDER

- In collaboration with the Northbank, Victoria Westminster and Whitehall BIDs, we worked with ActionFunder on a grant funding programme.
- ActionFunder created a website to meet new charities in 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.

- Victoria, Victoria Westminster and Whitehall BIDs supported the 2022 Passage Summer Garden Party, which took place in College Garden in Westminster.
- The BID continues to support the work of Hotel School – an innovative local project to support homeless and vulnerable people by teaching hospitality skills to find sustainable employment, in collaboration with the Passage and local hospitality partners.

COST: £75,146

EDUCATION AND SKILLS

OUTPUT/ROI

- We collaborated with the Ambassador Theatre Group to host a workshop for 15 members of our Youth Steering Group, that was aimed at building confidence and learning how to speak in corporate spaces. The group was also taken to a showing of the Lion King after the workshop, which was a first theatre experience for some attendees.

- We partnered with Trapeze Media to run a social media engagement skills event for smaller businesses in the BID areas. The workshop explored social media engagement leading up to the holiday season.

COST: £22,250

PUBLIC AFFAIRS AND RESEARCH

OUTPUT/ROI

- The BID held memberships with BusinessLDN, London First, London & Partners and the NLA to join conversations relating to Business Improvement Districts, other relevant policy and investment in London.
- Working alongside other central London BIDs, we sponsored a Fringe panel event at the Labour Party Conference which explored how the public and private sectors can work together to drive tech growth in our cities – with a particular emphasis on central London.

- Working alongside other central London BIDs, we partnered with Opportunity London and the Westminster Property Association to host a lunch at the real estate conference MIPIM, to discuss investment opportunities in London.

- The Sir Simon Milton Foundation hosted an Annual Dinner and the BID sponsored a table.

COST: £58,399

PRIVILEGE CARD

OUTPUT/ROI

- Our popular Privilege Card scheme has grown with over 89,000 cards now in circulation across the SW1 area.
- There are over 200 offers to be redeemed at local businesses with the card.

COST: £28,061







BID Estate Team

Clean streets, inviting public spaces and a welcoming area remain a high priority for businesses in Victoria.

Through collaboration with Westminster City Council (WCC), our BID Estate Team works to ensure this busy part of Central London remains attractive and a place that workers, residents and visitors enjoy spending their time in.

ENHANCING THE VICTORIA BID 110-ACRE FOOTPRINT

OUTPUTS/ROI

- The Victoria Cleaning Team consists of a team who enhance the cleanliness of the streets, between 6.30am and 5.30pm Monday to Friday, and provide an on-demand Janitorial Service to serve the local business community.

- The day-time team provide services such as street-sweeping, litter-picking, sharps-removal, graffiti-removal, bin and pavement flushing.
- The Janitorial Service uses an electric vehicle to respond to jobs within a 2 hour time window.
- Last year, 10,671 street blocks were swept and litter picked, this amounted to 7,364 bags of litter of which 609 were recycling. The team also removed 271 bags of leaves, 3,199 pieces of graffiti and flyposting and 1,268 Janitorial Service callouts were completed.
- A dedicated afternoon-time team work between 3pm and 11pm, Sunday to Thursday, to provide deep cleaning services, such as power jet-washing for footway areas, removing ingrained dirt and chewing gum.
- Last year 32,400 sqm of paving was jet washed and 203 bins and 28 phone boxes were washed. The team also removed 235 needles and sharps using specialist equipment.
- The Clean Team maintains two parklets in the BID footprint and these were cleaned over 400 times.
- The BID introduced a new electric flushing vehicle which successfully flushed 312,195 sqm of paving.

- We use an electric van to support the Janitorial Service and set out tables and chairs on Westminster Cathedral Piazza, outside the Blew Coat School and deck chairs in Lower Grosvenor Gardens over the summer months.
- Last year all vehicles were rebranded and new uniforms were issued for the teams.

COST: £377,448

VICTORIA BID AMBASSADOR PROGRAMME

OUTPUT/ROI

Over the past year our Ambassador team continued to support visitors with wayfinding and visited our businesses to gain information on the ground. They also logged and monitored environmental defects.

DELIVERY

- Our visible Ambassadors provide a warm visitor welcome and street concierge service, enhancing the Victoria experience and driving footfall into the local economy.
- Last year they interacted with over 100,000 visitors and guided visitors to over 1,300 different venues.

- They also actively engaged with businesses and carried out 604 business visits and a further 262 business checks, to provide a line of communication with the BID Executive Team to address any local concerns.
- The team worked closely with Westminster City Council and Transport for London to identify, record and monitor street cleanliness issues and street faults to maintain clean and safe streets for residents, workers, and visitors to the area. Last year they logged 886 environmental defects including graffiti and flyposting, street furniture defects, road and pavement issues, defective streetlights, blocked drains and abandoned bicycles.
- Our Ambassadors supported the BID at a range of events and with marketing campaigns over the past year.
- The team also provided a reassuring presence throughout the national mourning period and on the day of The Queen's funeral. They distributed over 20,000 maps to visitors to the BID footprints during this time.
- The Ambassadors also deliver and promote the Victoria Privilege Card.

COST: £188,017



Profit and Loss Account

For the Year ended 31 March 2023

	BID Levy £	Voluntary / Other Income £	Total 2022/23 £	Comparative BID Levy £	Comparative Voluntary £	Comparative Total 2021/22 £
TURNOVER						
BID Levy	2,521,866		2,521,866	2,399,505		2,399,505
Voluntary Contributions and Other Income		117,046	117,046		167,648	167,648
	2,521,866	117,046	2,638,912	2,399,505	167,648	2,567,153
COST OF SALES						
Security & Business Resilience	488,740		488,740	418,315	8,910	427,225
The BID Estate Team	603,488		603,488	560,617		560,617
Public Realm and Greening	405,726	11,125	416,851	100,613	30,057	130,670
Destination Victoria	646,245		646,245	494,364		494,364
Inclusive Economy	342,376	300	342,676	208,725		208,725
	2,486,575	11,425	2,498,000	1,782,634	38,967	1,821,601
GROSS PROFIT	35,291	105,621	140,912	616,871	128,681	745,552
ADMINISTRATIVE EXPENSES						
BID Team Support	85,749	100,000	185,749	60,714	128,508	189,222
Rent and Rates	69,125		69,125	63,639		63,639
Water and Electricity	1,285		1,285	2,039		2,039
Printing	3,622		3,622	2,281		2,281
Postage and Carriage	6,621		6,621	5,796		5,796
Telephone	7,339		7,339	4,468		4,468
Office Stationery	1,299		1,256	1,122		1,122
Legal and Professional Fees	22,986		22,986	27,340		27,340
Audit Fees	8,000		8,000	6,750		6,750
Office Consumables	13,822		13,820	10,861		10,861
Cleaning	0		0	5,771		5,771

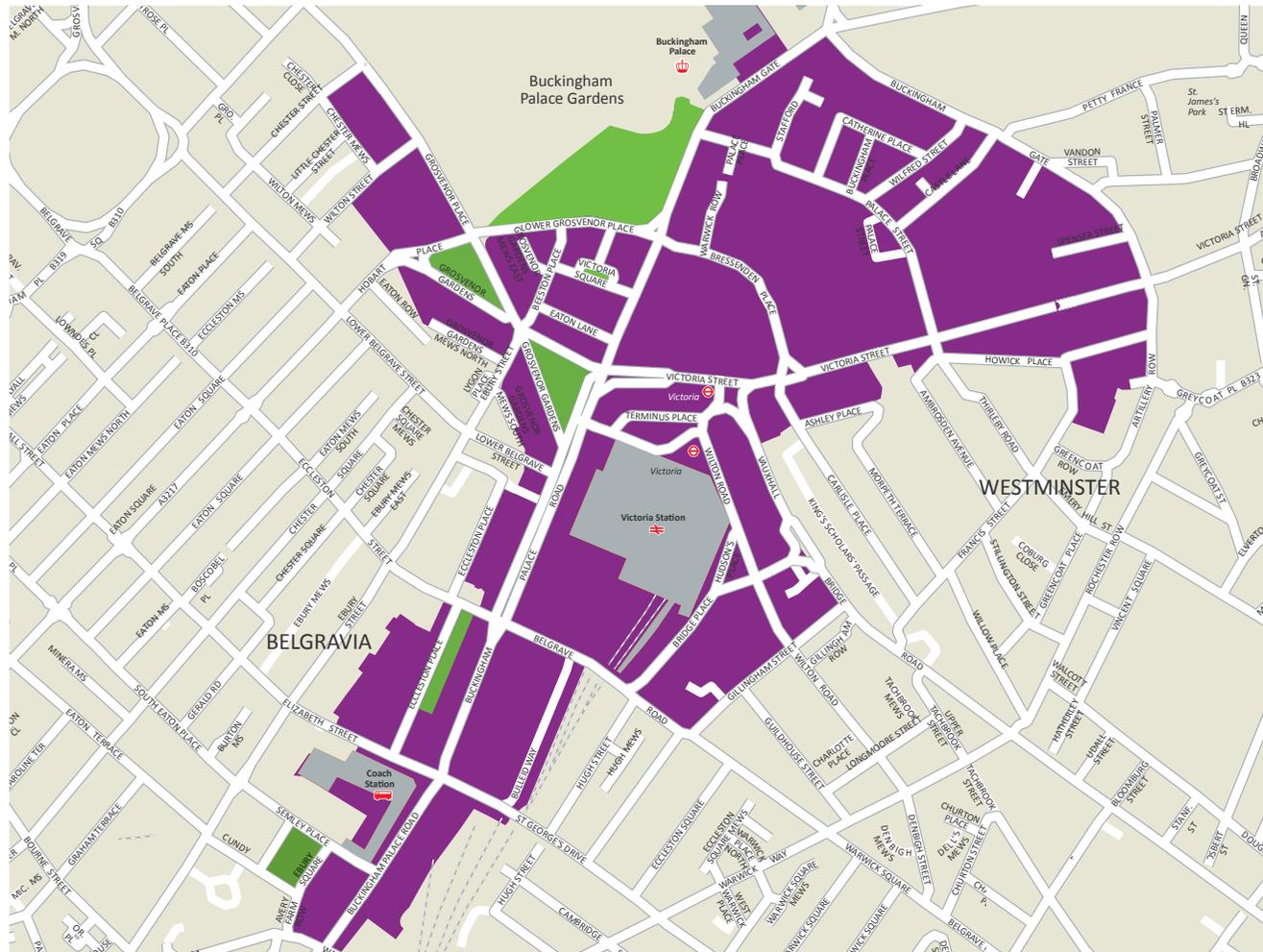
ADMINISTRATIVE EXPENSES (CONTINUED)	£	£	£	£	£	£
Bank Charges	735		735	783		783
Insurance	3,625		3,625	6,128		6,128
IT Running Costs	66,220		66,220	44,849		44,849
Repairs and Maintenance	0		0	613		613
BID Statutory Requirements	8,330	5,621	13,951	8,187	173	8,360
BID Levy Collection Fee	30,238		30,238	27,189		27,189
Taxation	1,068		1,068	33		33
Depreciation	7,762		7,762	13,255		13,255
	337,781	105,621	443,403	291,818	128,681	420,499
Surplus brought forward			1,545,285			1,220,232
Profit/(Loss) for the year			(302,490)			325,053
Surplus carried forward			1,242,795			1,545,285

The BID Board

Board Directors

Nigel Hughes MBE (Board Chair)	Victoria Business Improvement District
Claudia Binkert (Board Vice Chair)	EDF Trading
Paul O'Grady	Grosvenor
Andrew Smith	John Lewis/Waitrose
Zoe Gilligan	Landsec
Ruth Hart-Leverton	Orsted
Emma Potter	Ruffer
Caroline Hanson	Victoria Palace Theatre
Ruth Duston OBE, OC (Board Secretary)	Victoria Business Improvement District

The BID Boundary





London
starts
here



Victoria Business Improvement District

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

Email info@victoriabid.co.uk

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