

2023/24

**Overview of Projects,
Income & Expenditure**

2024/25



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Introduction

The Victoria Westminster Business Improvement District (BID) was established in October 2018, and in March 2023 there was a resounding ‘Yes’ vote from local businesses, with 98% in terms of number and 99% by rateable value, in favour of renewing The Victoria Westminster BID for a second 5-year term spanning from 2023 to 2028.

The BID encompasses one of London’s most recognisable districts, with Parliament Square, St. James’s Park, and Wellington Barracks within its footprint. As a key tourist destination, the area offers a variety of historic and cultural assets, drawing visitors of all backgrounds and interests.

Through executing various activations and projects, the BID has successfully benefitted local partners and stakeholders, contributing to a thriving and dynamic community. The BID strives to create an area where businesses are eager to call home, while ensuring a safe and exciting environment full of energy for employers, employees, tourists, and local residents.

The Victoria Westminster BID 2023-28 BID Proposal set out a refocus for some of the BID’s themes with activity over the next 5 years being delivered against five key themes: Cleaning and Greening; Community Safety and Business Resilience; Destination; Environmental, Social & Governance (ESG) and Placemaking.

Over the past 12 months we have undertaken a large amount of activity in each of our strategic themes. This billing leaflet provides a summary of the accomplishments of the BID from April 2023 to March 2024 and demonstrates how our services and projects will continue to impact and support businesses in the upcoming year.



Placemaking

This year, we continued strategic improvement projects, public space enhancements, and environmental initiatives in collaboration with BID members, including the Victoria and Whitehall BIDs, Westminster City Council (WCC), Transport for London, and local residents.

14 concept design proposals for 10 streets between Storey's Gate and Palace Street were finalised as part of the **Arc project**



Working with AECOM and the Department of Energy Security and Net Zero an **outline business case was created for Project SWAN**, a low-carbon heat network proposed to be developed within South Westminster

Options were created to **improve the streetscape in Castle Lane** and submitted to Westminster City Council's Head of Public Realm



City ID embarked on a detailed **wayfinding audit for the BID area** and began **identifying priority projects** to take forward in 24/25

With the **Parliament Square Streetscape Project** underway again, we restarted our engagement with TfL, Westminster City Council and Parliament on this **heritage landmark project**



Tables and chairs were placed behind the Blewcoat School for 21 days to provide seating during the day



Destination

The Victoria Westminster BID actively markets the area through our website and social media, showcasing events and activities organised by us and local business partners. This collaborative approach ensures a vibrant and diverse range of offerings for residents, visitors, and businesses in the Victoria Westminster area.

Christchurch Gardens hosted its **first Christmas tree light switch on** in collaboration with the Councillors of St. James's Ward



21,200+ visitors welcomed to Victoria Westminster by our multilingual team of **Ambassadors** who work 8 hour shifts Monday – Friday

25,000+ Coronation nature trail maps were distributed to visitors and local employees



96,000+ Victoria Privilege Cards are now in circulation across the SW1 area

100,326 Impressions, **6,113** Followers and **2,931** Engagements on Victoria BID Social media channels

£1,682 raised for charity at our Coronation Dinner



41,000+ entries received for the **London Heritage Quarter Advent Calendar**, which ran from 1-24 December, with 57 prizes available to win from businesses in Victoria, Victoria Westminster, Whitehall and The Northbank BID areas



Security and Business Resilience

Working with partners such as the Greater London Authority (GLA), Metropolitan Police Service (MET Police), Westminster City Council (WCC), Outreach teams, British Transport Police (BTP), and the Centre for the Protection of National Infrastructure (CPNI), we continue to collaborate to reduce crime and anti-social behavior (ASB), enhance business resilience, and minimise the risk of more serious incidents.

448 hours a week the BID footprint was patrolled by the Security Team from 10am to 6pm Monday to Sunday

7,459 business visits carried out by our Security Team



462 rough sleepers engaged with

87 anti-social behaviour incidents responded to

84 local business and security teams continue to use the Victoria Radio Link scheme



521 Emergency Notification system users

96 attendees at our Action Counters Terrorism (ACT) training sessions and Counter Terrorism table top exercise in partnership with the West End Security Group

Supported Westminster City Council in promoting their new night safety initiatives

The BID funded **3 medical responders 6 nights a week in December** at Victoria station



74 bikes marked at our Dr. Bike marking sessions



Cleaning and Greening

Ensuring the area has clean and inviting open spaces is a top priority for Victoria Westminster businesses. Collaborating with Westminster City Council (WCC), our street team works daily to enhance the area, making it a nicer place to live, work, and visit.

422km of paving cleaned by our Clean Team who work Monday to Friday 7am - 5pm



22km of paving deep cleaned and flushed by our Clean Team

1,162 bags of rubbish collected



350 pieces of graffiti and flyposting removed



118 janitor requests completed



Environmental, Social and Governance (ESG)

Ensuring Victoria Westminster is a thriving business hub is crucial. The BID is dedicated to partnering with businesses, sustaining the local economy, and supporting staff through education, skills enhancement, and wellbeing initiatives.

500 gift hampers donated to Westminster Connects for **vulnerable elderly residents** across Westminster. In collaboration with The Northbank, Victoria and Whitehall BIDs



22 businesses took part in **Kitchen Takeover and Food Store volunteering** which supported local charity The Passage

8 local charity projects were supported through our **ActionFunder campaign**. This year we supported The Cardinal Hume Centre, Fair Shot, DreamArts, The Middle Eastern Women and Society Organisation, The Marylebone Project, Creative Futures, The St Marylebone Parish Church and Look Ahead

110 business members attended **workshops** throughout the year which marked **Mental Health Awareness Week**, Mental Health Awareness Day and seasonal moments such as Halloween and Christmas

Continued our **Community Intervention Team (CIT)** which is a dedicated outreach and support service for those living on the streets



Our Priorities

In line with our 2020-2025 Business Plan we develop projects and programmes across a range of core strategic themes, which were identified by the business community as priority areas.

- 1.** Create a more **environmentally sustainable business** district and tackle climate change in line with the City of Westminster's ambition for a net zero borough by 2040.
- 2.** Drive the **continued post pandemic recovery** by supporting the return of office occupiers to the workplace, reviving international tourism, addressing recruitment challenges in the hospitality sector and helping the local economy adapt to new consumer profiles and behaviour.
- 3.** Maintain our role as an important bridge between the private and public sector, **enabling partnerships that drive positive change** not only in the BID area but also the wider community.
- 4.** Use the collective strength of 'London Heritage Quarter' – a collaboration with neighbouring south Westminster BIDs – to **lobby for continued local and central government investment in Victoria Westminister**, keeping London at the forefront of our economy.

What's new for 2024/25



Security & Business Resilience

- We will **strengthen local partnerships** through **joint operations** and introduce **SentrySIS**, a data-sharing platform, to combat crime.
- Our focus includes expanding **Women's Night Safety**, the **Night Time Economy**, and supporting the **Night Stars volunteer group**.
- We plan to install **Defibrillators** in the footprint, host **two counter-terrorism exercises**, a homelessness seminar, and explore collaboration with the **Suzie Lamplugh Trust for Bystander Training**.



Placemaking

- We will **increase biodiversity** in green spaces in the BID area and **roll out sustainability projects**.
- Our future aim is that this quarter of Westminster continues to move toward **net zero**, become a **haven for wildlife**, and offers **safe, healthy and accessible street environments** for pedestrians and cyclists.



Destination

- We will continue to **strengthen Victoria Westminster's profile** through our marketing and communications strategy by hosting activities which **engage with local workers and visitors** all year round.
- We are set to celebrate **key moments of the year** such as **International Women's Day** and **Easter**, with plans underway for a **Summer of Heritage campaign**.
- Our ongoing initiatives such as the **online advent calendar**, and **Christmas installations**, will continue as part of our seasonal programmes.
- We will continue to provide the services of our **Ambassador team** to provide visitors with **wayfinding assistance** and to support businesses.



Cleaning and Greening

- We will be continuing the hard work of our Clean Team and keeping the area pristine with **deep cleaning, sweeping and flushing of pavements**, using new advanced and sustainable equipment.
- We are exploring options to create a **simplified area-wide waste management scheme** that will help businesses cut costs and meet green objectives by **minimising waste and increasing recycling rates**.



Environmental, Social & Governance

- We will continue our collaboration with The Passage, to provide additional **volunteering opportunities** to our corporate members over the next year.
- We will increase the number of **mental health awareness and wellbeing workshops** we host and look to introduce interactive installations to support local workers.
- We will also be launching an **expanded ActionFunder** campaign, to reach a **broader range of charities** within the Westminster area.

Income & expenditure* 2023/24



Anticipated Income & expenditure 2024/25

Income

	Total £
BID Levy collection	909,000
Other income	17,000
TOTAL INCOME	926,000

Expenditure

PLACEMAKING	
Public space enhancements	52,000
Strategic improvements	192,000

CLEANING AND GREENING	
Enhanced street cleaning	122,000
Greening and environmental issues	42,000

DESTINATION	
Street Ambassador service	22,000
Marketing strategies	79,000
Cultural and promotional events	91,000
Public affairs and research	25,000

COMMUNITY SAFETY & BUSINESS RESILIENCE	
Community safety & anti-social behaviour	66,000
Business resilience	17,000
Crime prevention initiatives	31,000

ENVIRONMENTAL, SOCIAL & GOVERNANCE (ESG)	
Environmental sustainability	7,000
Charitable giving	24,000
Homelessness outreach and support	26,000
Wellbeing activities	12,000
Skills, employability & young people	15,000

BID team support	81,000
BID overhead costs	100,000
Contingency	25,000

TOTAL EXPENDITURE	1,029,000
Surplus /(Deficit)	-103,000
Brought forward from 2022/23	398,000
Carried forward to 2024/25	295,000

Income

	Total £
BID Levy collection	901,000
Other income	8,500
TOTAL INCOME	909,500

Expenditure

PLACEMAKING	
Public space enhancements	36,000
Strategic improvements	148,000

CLEANING AND GREENING	
Enhanced street cleaning	127,000
Greening and environmental issues	47,000

DESTINATION	
Street Ambassador service	26,000
Marketing strategies	95,000
Cultural and promotional events	109,000
Public affairs and research	30,000

COMMUNITY SAFETY & BUSINESS RESILIENCE	
Community safety & anti-social behaviour	87,000
Business resilience	22,000
Crime prevention initiatives	41,000

ENVIRONMENTAL, SOCIAL & GOVERNANCE (ESG)	
Environmental sustainability	6,000
Charitable giving	21,000
Homelessness outreach and support	46,000
Wellbeing activities	13,000
Skills, employability & young people	15,000

BID team support	97,000
BID overhead costs	88,000
Contingency	50,000

TOTAL EXPENDITURE	1,104,000
Surplus /(Deficit)	-194,500
Brought forward from 2023/24	295,000
Carried forward to 2025/26	100,500

* correct as at 31 December 2023 and forecast to 31 March 2024

Victoria Westminster BID
54 Wilton Road,
London SW1V 1DE

✉ info@victoriawestminsterbid.co.uk

☎ 0203 872 7183

📘 @VictoriaBID

victoriawestminsterbid.co.uk