

WHITEHALL BUSINESS IMPROVEMENT DISTRICT

BID PROPOSAL 2023 – 2028



Whitehall





“The Whitehall BID is a great way of bringing local businesses together, supporting them with raising their profiles through promotional activity, and creating a positive experience for those that live, visit or work here.”

Pedro Da Silva, General Manager, The Royal Horseguards Hotel

Contents

Foreword	4
Commitment to Our Community	5
What You Told Us	6
Our Aims	8
Core Themes & Deliverables	9
Cleaning & Greening	9
Community Safety & Business Resilience	10
Environmental, Social & Governance (ESG)	11
Destination	12
Placemaking	13
BID Governance	14
The BID Levy Explained	15
The BID Boundary & List of Streets	16
Budget	17
The Ballot Process	18



“The investment made by the business community will play a fundamental role in creating a stronger, more resilient, more vibrant Whitehall, and contribute to London’s wider renaissance.”

Foreword

The Whitehall BID is one of London’s newest, but already in just two years much has been achieved. Now, as we launch this new BID Proposal, we are looking forward to building on some early successes and securing an exciting, longer-term vision for the area.

By working with neighbouring BIDs and with local and London-wide partners, we have developed a set of proposals to support businesses within the Whitehall area, amplifying the priorities that matter to you and showcasing the area’s significant assets. The investment made by the business community will play a fundamental role in creating a stronger, more resilient, more vibrant Whitehall, and contribute to London’s wider renaissance.

As part of the renewal process, we are proposing that the footprint of the Whitehall BID expands southwards from its original boundary at the Palace of Westminster to incorporate Victoria Tower Gardens and Millbank as far as Tate Britain. It will give us the ability to scale up all of our services – promotion, events, public realm management, security, resilience, placemaking and supporting local charitable initiatives – therefore delivering greater impact and value for money.

This BID Proposal sets out our objectives for the next five years. In the face of the multiple challenges of the climate emergency, economic recovery, and the cost-of-living crisis there are more reasons than ever to work collectively. It has been informed by the engagement we have with you, our members, but it’s a dialogue that will continue so we are always able to adapt and reflect your changing priorities. Included are visionary schemes to enhance public spaces; improve links to the Thames, Victoria, the Northbank, West End and beyond; alongside projects to ensure the area is clean, safe and welcoming. The mix of long-term projects and the more tangible quick wins will ensure that the short and longer-term potential of Whitehall is realised, supporting businesses now and in the future.

It’s an ambitious but deliverable plan, and the investment made by the business community will continue to play a fundamental role in supporting London’s seat of democracy and major tourism hot spot whether as a worker, visitor or resident.

We are your champion and advocate. Our work is insight-led, guided by the unique mix of business sectors who call this part of London home, and we will happily challenge the status quo if we think the area needs new thinking and innovative ideas to support growth and bolster resilience. Our approach relies on partnership

to unleash the full potential of both the public and private sectors, and this applies to our hugely productive relationship with Westminster City Council with whom we’ll continue to collaborate – delivering our shared goals, area enhancements and helping to spread prosperity to all.

We will also play our part in supporting London’s wider renaissance, promoting the Central Activity Zone and ensuring that our capital’s reputation as a global economic powerhouse is enhanced. Working with neighbouring south Westminster BIDs under our new umbrella banner of London HQ, and with organisations such as London & Partners, BusinessLDN, the NLA and others dedicated to London’s vibrancy, will be a core theme of our next term. We recognise that London’s success equates to business success so it must be a priority.

Thank you for your support over the last two years and we hope that collectively the area seizes the opportunity this BID renewal offers, we look forward to continuing to work with you in the coming years.



Nigel Hughes
MBE
Chair,
Whitehall Business
Improvement District



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



What You Told Us

After 2 years of working for businesses in Whitehall we have gotten to know our community. However, we are not complacent and are committed to developing a BID Proposal that responds to the current needs of organisations across the BID area.

In recent months we have undertaken a consultation exercise in the form of a Perception Analysis to ascertain the key priorities for our members and the corresponding projects you'd like us to deliver over the next 5 years.

This is what you said:

Commitment to Our Community

Understanding the value that each member of our community can contribute to projects is vital and we are committed to creating opportunities that bring our communities together, sharing success, solving problems and driving collective visions. Continued pressure on the public purse – alongside rising international competition and our ongoing post-pandemic recovery – is ushering in a new era of public / private collaboration, enabling us to achieve more and maximise the impact of our investment. Here are just a few examples from the last 2 years. We are proposing to continue a collaborative approach to delivery in our third term, going further and faster than ever before.

Hotel School

This initiative teaches hospitality skills to homeless and vulnerable people, matches them to sustainable employment and supports them in their first steps into work. We are proud to support this project by contributing financially and acting as the glue that connects charity partners, businesses and the wider community. As the hospitality sector recovers from the impacts of the pandemic a continued focus on supporting employment in the sector is vital.

comprising local 16-25 year olds from a variety of backgrounds, is a reflection of this commitment.

The Queen & Her Corgis

The trail held across south Westminster in the summer to mark the Platinum Jubilee was a great representation of partnership in action. With support from Westminster City Council, we were able to host 19 giant corgi statues across the London HQ footprint, including in the Whitehall area. Local businesses supported the campaign, and the corgis have been auctioned off for charity, raising over £35,000. The trail demonstrated that more can be achieved when all parties work together – a great model for future partnership work.

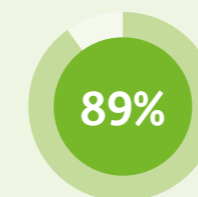
Youth Steering Group

We are committed to involving the next generation in how we shape our projects and programmes. Our new Youth Steering Group,

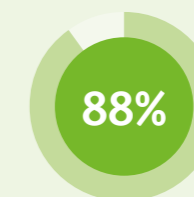
Cleaning & Greening



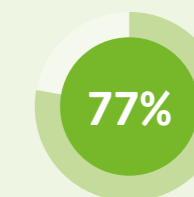
said pavement deep cleaning and jet washing was important or very important



rated additional litter picking & sweeping as important or very important

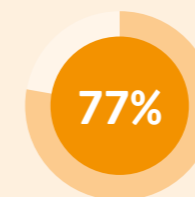


called for new public gardens and green spaces

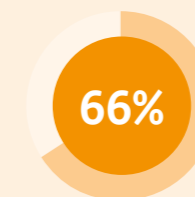


want on-street planters, hanging baskets and parklets

Strategic Placemaking



thought that wider pavements and more pedestrian space was important or very important



supported a redeveloped and improved Victoria Station



called for an improvement to cycling infrastructure such as cycle lanes, safe cycling routes and bike parking

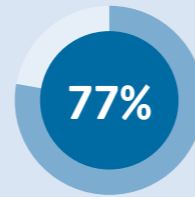
Community Safety & Business Resilience



rated our security patrol team as important or very important



said our Emergency Notification System (alerts regarding security incidents and disruptive events) was important or very important

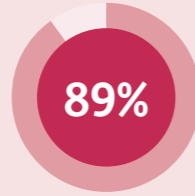


want training and support for licensed premises and night-time venues

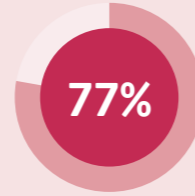
Destination



want the BID to organise networking events



said that our Privilege Card scheme was either important or very important



thought the visitor welcome and information service provided by our on-street Ambassadors was important or very important

Environmental, Social & Governance



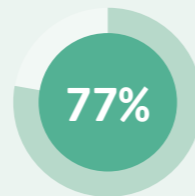
asked that we work to reduce waste and increase recycling in the area



said that providing an outreach and support service to the homeless and vulnerable on the streets was important or very important



called for the BID to run mental health and wellbeing events for local staff



said that the BID should support local charities with grant funding

Our Aims

From the survey responses and ongoing dialogue with businesses we have developed four overarching aims that underpin this BID Proposal and it's these that will guide our future work:

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 HQ' – a collaboration with neighbouring south Westminster BIDs – **to lobby for continued local and central government investment** in the Whitehall BID area, keeping London at the forefront of our economy.

CORE THEMES & DELIVERABLES

Cleaning and Greening – £615k

First impressions count and ensuring that Whitehall’s public spaces are reflective of such a prestigious location is of the utmost importance to our business community. Our dedicated street cleaning team provides an additional service that enhances the area and ensures environmental issues are resolved swiftly. Our work with urban landscape designers BDP is currently identifying how and where we can introduce a network of on-street planting that brings life and colour to our streets; creating a more attractive place to work, live and visit.

Objectives for 2023-28:

- Ensure that Westminster City Council delivers their baseline cleaning service through regular monitoring.
- Increase the frequency of our additional litter-picking, pavement cleansing and graffiti removal service.
- Identify opportunities for specialist cleaning to heritage assets and street furniture.
- Provide an on-call street cleaning service that addresses urgent issues reported by our members at their premises.
- Monitor, report and resolve environmental issues and street defects on a daily basis.
- Increase our network of on-street planting to improve the biodiversity, tranquillity and aesthetic appeal of our public spaces.
- Commission area-wide green infrastructure and biodiversity surveys – identifying opportunities for street trees, enhancing the ecological value of existing green spaces and introducing sustainable urban drainage measures.



Community Safety and Business Resilience – £481k

The safety and resilience of the Whitehall area has always been a top priority for the BID and its members. During our first term we’ve worked with the police, local authority, private security teams and other key stakeholders to reduce crime and anti-social behaviour. An area with so much political significance makes it a key location in the Government Security Zone, bringing with it a range of security issues. This means we need to build resilience to major incidents such as terrorism, protests and civil emergencies – something we achieve by planning and exercising, providing free training opportunities to members and rapidly disseminating critical information.



Objectives for 2023-28:

- Introduce a security patrol team for the BID area.
- Support local police teams in tackling crime and anti-social behaviour through intelligence gathering and joint operations.
- Continue to operate our Emergency Notification System, providing businesses with fast, accurate intelligence and information during security incidents, protests and other disruptive events.
- Collaborate with the Metropolitan Police, British Transport Police, Westminster City Council, West End Security Group, BID members and landowners to enhance our resilience to terrorism and civil emergencies.
- Incorporate design-out-crime principles into our placemaking schemes.
- Work with our businesses to improve safety and reduce vulnerability in the night-time economy.
- Use our position on the steering group to help deliver the Women’s Night Safety Charter in partnership with our members and the Greater London Authority.
- Continue to provide a free business-to-business radio scheme – creating an instant line of communication with one another and our security team.
- Continue to provide businesses with an array of free training and resources on topics such as personal safety, business continuity & resilience, counter-terrorism and crime reduction.
- Promote and encourage the use of the Business Resilience Toolkit – a resource developed by Westminster City Council and the West End Security Group to support SMEs.

Environmental, Social and Governance – £495k

It has become clear through our consultation that Environmental, Social & Governance (ESG) values have become fundamental to local businesses. Whilst these are threads running through all of our work, we have developed a specific set of ESG initiatives to implement on an area-wide scale over our next 5-year term: tackling environmental issues and adapting our city to climate change; improving the health & wellbeing of the local workforce; and supporting the wider Westminster community around us, particularly with regards to skills and employment opportunities.

Objectives for 2023-28:

Environmental

- Continue to work with central Government on creating a district-wide renewable energy scheme for south Westminster.
- Support businesses and the general public to reduce waste and improve recycling rates in line with new regulations under the Environment Act.
- Provide businesses with professional guidance on how to reduce their energy consumption and environmental impact, for example Westminster City Council's Business Energy Audit Scheme.
- Identify opportunities for sustainable drainage schemes (SuDS) to improve surface water management and mitigate flooding.
- Improve air quality by reducing emissions from road traffic associated with freight, servicing and deliveries through our involvement with the Zero Emissions Group.
- Adapt our streets to reduce vehicle congestion and encourage sustainable, active travel by partnering with businesses, landowners, TfL, Westminster City Council and the Mayor of London.
- Commission further research to assess the environmental issues affecting Whitehall and investigate ways in which the BID can assist.
- Reduce the environmental impact of our BID activities and as an organisation become net zero by 2030.

Social

- Work with an outreach charity to fund a Community Intervention Team (CIT) for the Whitehall BID area which actively supports the homeless in finding a route off the streets.
- Provide a year-round programme of activities to support mental health and wellbeing in the workplace.
- Further develop our grant funding programme which supports local Westminster community projects and charities.
- Partner with our businesses and Westminster City Council to provide employment and training opportunities for the local community, particularly through the 'Westminster Works' programme.

Governance

- Continue to develop our Youth Steering Group, a group of 16 to 25 year-olds who help guide our work and increase the participation of young people in the local economy with career development, training and industry experience opportunities.



Destination – £647k

Book-ended by Trafalgar Square in the north and Tate Britain in the south – with the Palace of Westminster at its centre – the Whitehall BID footprint is arguably one of the most vital and unique districts in London. It is a destination on the global stage and should be celebrated further as a prime visitor destination. As competition rises for international tourism and domestic leisure spend, we'll promote the area's assets by delivering innovative events and marketing campaigns to showcase its offer.

With a stronger focus than ever before on the office as a social space for collaboration, we will support the return of employees to the workplace with a variety of initiatives to help them make the most of the leisure and hospitality on their doorstep. Whitehall must be a thriving destination for its workforce as well as visitors.

We are also heavily involved in strategic efforts to secure the future of the Whitehall BID area, including lobbying for investment in infrastructure to support its growth, and we'll continue to be a strong voice for businesses in the capital.



Objectives for 2023-28:

- Continue to grow the Privilege Card scheme – providing perks for staff and encouraging spend in our local retail, leisure & hospitality venues.
- Work with organisations such as London & Partners and BusinessLDN to revive international tourism and investment.
- Host and support high profile cultural events and activations in public spaces to drive footfall and increase consumer dwell time.
- Support our retail and hospitality members in their continued post-Covid recovery with marketing assistance and event opportunities.
- Participate in pan-London promotional campaigns such as Let's Do London and London's Love Affair.
- Organise seasonal lighting installations with associated promotional activity and events.
- Develop a mobile app for the BID as a comprehensive guide to the area with event listings, news, discounts & offers, itineraries and more.
- Organise a programme of events to help employees enjoy and explore their local area.
- Continue with our on-street Ambassadors who provide a multilingual welcome and information service to Whitehall's visitors.
- Collaborate with neighbouring south Westminster BIDs under the London Heritage Quarter (London HQ) banner to lobby central and local Government on issues affecting our community, and for investment in the BID area.
- Share footfall and economic insight data with our members, helping them adapt to changing consumer behaviour.
- Work with Westminster City Council's Investment Service to attract and support new businesses into the area that complement existing occupiers and add value to the local economy.

Placemaking – £476k

Creating high-quality public space and a strong sense of ‘place’ has been a central purpose for the BID since its inception. In our first term we completed our ‘People Wanted: Whitehall’ study where we commissioned urban design firm BDP to scope the potential for significant improvements to the area’s streetscape.

The study has identified projects for reducing traffic, improving air quality, adapting to climate change, enhancing public gardens & green spaces, providing safe walking & cycling routes, better wayfinding and activating public space. For our second BID term we want to take the study from theory to practice and implement many of these positive changes.

Our placemaking work will also consider Whitehall’s position in the wider context of London and enhance connections to the riverfront, West End, Victoria and South Bank.



Objectives for 2023-28:

- Commission a placemaking study for the new area of the expanded BID footprint, building on the current ‘People Wanted: Whitehall’ strategy.
- Deliver a series of short, medium and long-term public realm improvement projects to activate the riverfront and better connect it with the rest of the BID area and neighbouring districts.
- Reduce vehicle congestion and air pollution to create healthy streets; partnering with businesses, landowners, Transport for London, Westminster City Council and the Greater London Authority to do so.
- Focus initiatives on key gateways into the BID area such as Trafalgar Square, Parliament Square, St James’s Park and Lambeth Bridge.
- Work with local stakeholders to enhance the quality of public gardens and green spaces, making them more biodiverse, accessible and welcoming; exploring opportunities for creating more where possible.
- Partner with neighbouring BIDs and estates in Northbank, Victoria and Victoria Westminster to promote a co-ordinated approach to public realm improvements and placemaking.
- Work with developers to incorporate green infrastructure into their schemes and encourage sustainable design standards.
- Undertake an accessibility review for those with limited mobility and disabilities, explore solutions accordingly to create a more inclusive built environment.

Governance

There are over 300 formal BIDs in the UK with more than 70 of those in London alone. BIDs are a tried and tested model for generating private sector investment and supporting shared goals. It is a transparent model for delivering change with a clear governance structure.

The Whitehall BID Board

The Whitehall Business Improvement District is a private not-for-profit company limited by guarantee and led by a voluntary Board of Directors. This Board is made up of representatives from businesses within the BID area to ensure balanced representation.

The BID finances will be independently audited and reviewed each year, and these will be presented at the AGM.

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 Westminster, Victoria, Northbank and Whitehall 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.

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 Levy Explained

The Whitehall BID proposes to charge a levy on all eligible businesses occupying a property with a rateable value equal to or greater than £150,000.

Business Improvement Districts (BIDs) are business led collectives developed in order to improve a geographically specific area. They come in to being once a majority “yes” vote both on number of votes and aggregate rateable value is achieved from the business community. The BID process is governed by The Business Improvement Districts (England) Regulations 2004 and as such, once a majority vote has been achieved, the BID levy becomes mandatory for all defined ratepayers.



BID Levy Rules

1. The term of the BID will be for a period of 5 years from 1st April 2023 to 31st March 2028.
2. A BID levy of 0.9% of the rateable value will be applied to all eligible hereditaments (rateable business units) within the BID area in Year 1.
3. The levy will assume a growth rate for inflation of 2.5% applied on 1st April each year. As the BID will commence on the 1st April 2023, it is proposed that the inflationary rate is applied from 1st April 2024.
4. The BID levy will be based upon the rateable value in effect on 31st March 2023.
5. Hereditaments that come into the rating list during the BID term will be subject to the BID levy from the effective date that it's brought into the rating list and the rateable value effective at that time.
6. The BID levy will be applied to all hereditaments with a rateable value equal to or greater than £150,000.
7. The levy per hereditament will be capped at £44,000. The capped levy will assume a growth rate for inflation of 2.5% applied on 1st April each year.
8. All hereditaments with charitable status and in receipt of mandatory charitable relief from business rates will be fully exempt from the BID levy.
9. A ratepayer will be liable to pay the BID levy on an unoccupied hereditament without any void period or reduction in the BID levy.
10. All state-run schools will be fully exempt from the BID levy.
11. There will be no VAT charged on the BID levy.
12. Hereditaments rated at £0 but later re-rated to at or above the £150k threshold during the BID term will be subject to the BID levy from the effective date of that change and the rateable value effective at that time.
13. All hereditaments in the Parliamentary Estate (Palace of Westminster, Portcullis House, Richmond House, Norman Shaw Yard and Old Palace Yard) will be fully exempt from the BID levy.

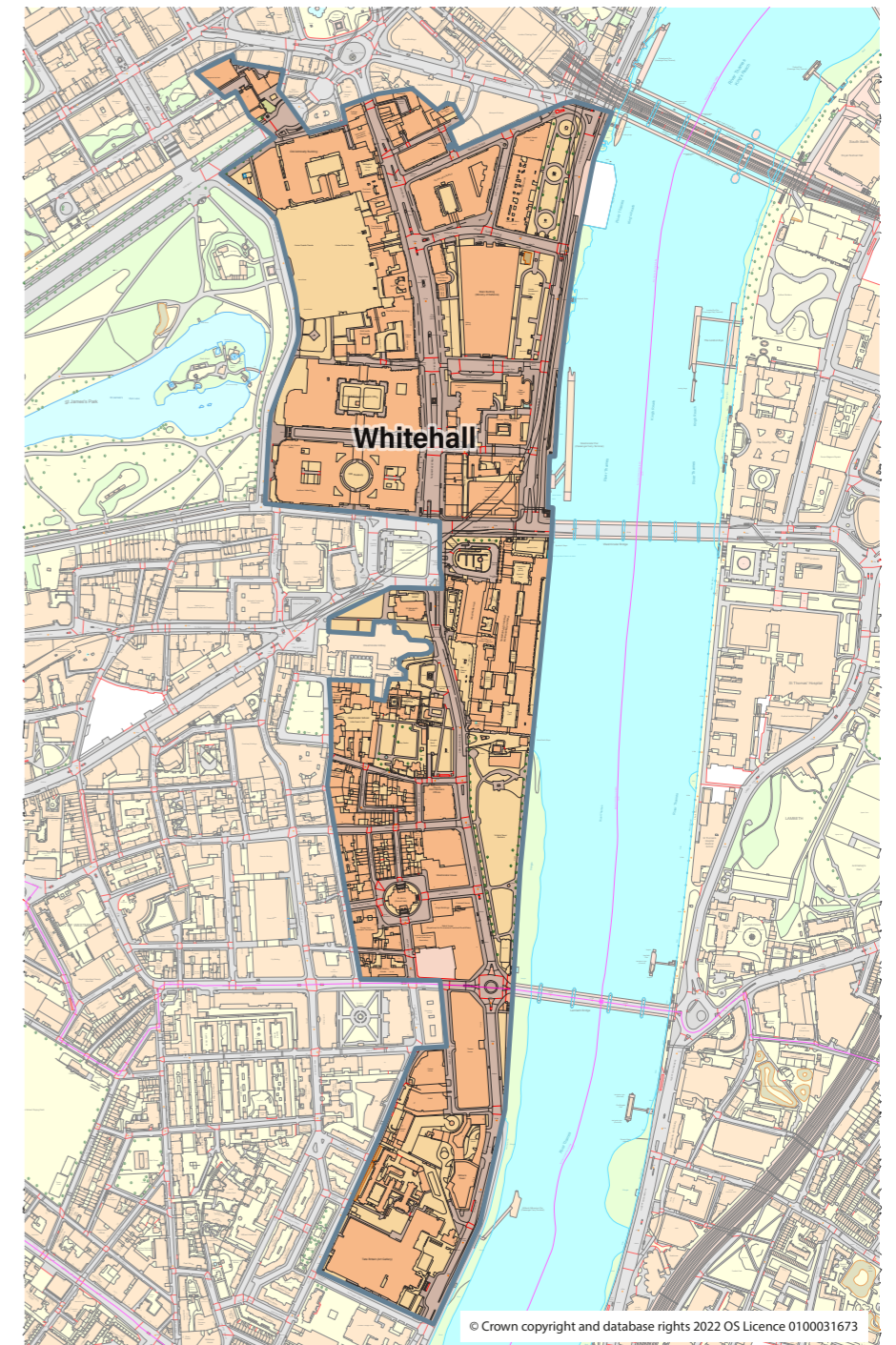
Closed Year Rule

Where the rateable value for a hereditament 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.

BID Boundary and List of Streets

For 2023-28 we will be expanding our current BID boundary southwards to better align with the neighbouring Victoria Westminster BID and deliver larger-scale, more impactful services. Officially this makes the ballot an ‘alteration’ rather than a ‘renewal’ and means the BID will run from Trafalgar Square in the north to Tate Britain (Atterbury Street) in the south; bounded to the west by Horse Guards Road, Tufton Street and John Islip Street; and to the east by the River Thames. The streets included within the footprint are listed below:

Street	All or Part
Abingdon Street	All
Barton Street	All
Bridge Street	Part
Cannon Row	All
Carlton House Terrace	Part
Cowley Street	All
Craig’s Court	All
Dean Bradley House	All
Dean Bradley Street	All
Dean Stanley Street	All
Dean Trench Street	All
Deans Yard	Part
Derby Gate	All
Downing Street	All
Gayfere Street	All
Great College Street	All
Great George Street	Part
Great Peter Street	Part
Great Scotland Yard	Part
Horseferry Road	Part
Horse Guards Avenue	All
Horse Guards Road	Part
John Islip Street	Part
King Charles Street	All
Little College Street	All
Little Deans Yard	All
Lord North Street	All
Millbank	Part
Parliament Street	All
Richmond Terrace	All
Romney Street	Part
Scotland Place	All
Smith Square	All
Spring Gardens	Part
St Margaret Street	Part
Thorney Street	Part
Tufton Street	Part
Victoria Embankment	Part
Westminster Underground Station	All
Whitehall	Part
Whitehall Court	All
Whitehall Gardens	All
Whitehall Place	Part
The Mall	Part



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BID Budget

	2023/24	2024/25	2025/26	2026/27	2027/28	%
INCOME	£	£	£	£	£	£
BID Levy Collection 95%	£595,000	£610,000	£625,000	£641,000	£657,000	£3,128,000
Voluntary Contributions	£11,000	£11,000	£11,000	£11,000	£11,000	£55,000
Total	£606,000	£621,000	£636,000	£652,000	£668,000	£3,183,000
EXPENDITURE	£	£	£	£	£	£
Cleaning & Greening	£117,000	£120,000	£123,000	£126,000	£129,000	19%
Community Safety & Business Resilience	£92,000	£94,000	£96,000	£98,000	£101,000	15%
Environmental, Social & Governance (ESG)	£94,000	£96,000	£99,000	£102,000	£104,000	16%
Destination	£123,000	£126,000	£129,000	£133,000	£136,000	20%
Placemaking	£91,000	£93,000	£95,000	£97,000	£100,000	15%
Staffing	£37,000	£38,000	£39,000	£40,000	£41,000	6%
Overheads	£22,000	£23,000	£23,000	£24,000	£24,000	4%
Contingency	£30,000	£31,000	£32,000	£32,000	£33,000	5%
Total	£606,000	£621,000	£636,000	£652,000	£668,000	100%

We will produce public Annual Reports detailing precise service spend and delivery.



What Happens Next

Businesses in the Whitehall BID area will now be asked to vote on whether they endorse this proposal with a simple 'yes' or 'no' during a formal ballot.

Westminster City Council is responsible for managing the process and sends out a ballot paper to each eligible business.

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 terms of number of votes cast (essentially 51% of votes are 'yes').
- The total rateable value of those properties/hereditaments voting in favour must exceed the total rateable value of those voting against i.e. the aggregate rateable value of 'yes' votes must also be 51% or above.

All You Need To Do Now Is:

- Take time to read, understand and consider what this BID Proposal means to your business and the wider Whitehall area; members of the BID Executive Team will be in touch to discuss this further if you wish.
- Prepare for your Notice of Ballot which will be sent to you no later than Thursday 19th January 2023.
- Your ballot papers will be sent to you by Civica, who run the ballot on behalf of Westminster City Council, on Thursday 2nd February 2023 and will contain all voting procedure information and proxy or replacement paper information.
- All voting papers must be returned to Civica by 5pm on Thursday 2nd March 2023.

Remember that voting YES will deliver the services in this plan to your business and the area; a 'no' vote would see all of the current provision come to an end.

The result will be announced on Friday 3rd March 2023.



Whitehall

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