



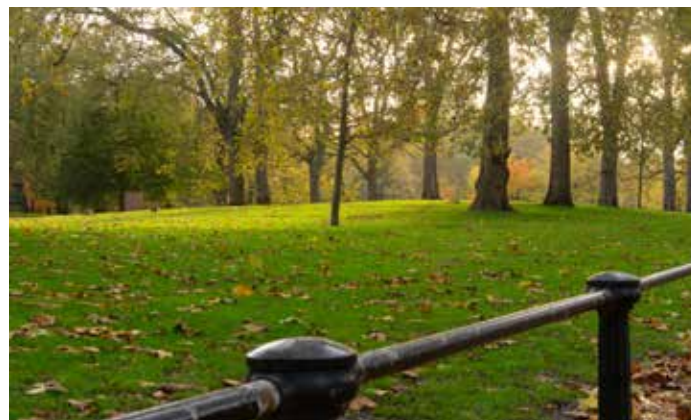
LONDON HERITAGE QUARTER

A large, intricate wicker sculpture of a sloth, constructed from many thin, brown wicker strands. The sloth is depicted in a standing position with its long, curved body and long limbs. It is placed on a wooden platform. In the background, there are green plants and purple flowers. A woman with long dark hair, wearing a black jacket and carrying a white tote bag, is standing to the right, looking at the sculpture.

ANNUAL REPORT

2023/2024

THE NORTHBANK DISTRICT



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We are delighted to present the Annual Report for the Northbank Business Improvement District (BID) for 2023-2024. This year has been one of significant progress and achievement for our district.

The Northbank continues to evolve as a vibrant and dynamic area, blending rich history with modern innovation. Our strategic projects have made impressive strides, with Strand Aldwych winning awards for its exemplary public realm design, sustainability, and heritage preservation. Driven by the Northbank, physical enhancements of Villiers Street progressed through implementation phases. Through our collaborative work £4.8m investment has been secured to improve one of London's busiest streets and a gateway to the West End. We have continued to work with partners throughout the highway works, minimising disruption to local businesses. These transformations are emblematic of our commitment to creating spaces that are not just functional, but truly inspiring for residents, workers, and visitors alike.

The BID is working with Department for Energy Security & Net Zero, Westminster City Council and AECOM to harness low carbon energy from the River Thames, TfL ventilation shafts and the London sewer system. The Business Case was submitted for Ministerial review in 2023 and approved in February 2024 and stakeholder engagement is progressing. The estimated programme is phased delivery with first heat on from 2027 to 2035 and capable of producing zero-carbon heat with a saving of 75,000 CO2 per year. This project presents an enormous opportunity for the BID to support low carbon delivery to our local businesses and drive forward our sustainable goals.

Our focus on community safety and business resilience has yielded tangible results. Through close collaboration with local authorities and the Metropolitan Police, we've enhanced security measures and fostered a safer environment for all. The upgrade of our radio network and the continued success of our Emergency Notification System demonstrate our proactive approach to addressing potential threats and maintaining business continuity.

The Northbank's reputation as a premier destination in London continues to grow. Our diverse events programme, from the Coronation celebrations to our partnership with King's College London on the innovative Glowbot Garden installation, has drawn visitors and sparked imagination. These initiatives, coupled with our digital marketing efforts, have significantly boosted the area's profile and supported local businesses.

Sustainability and social responsibility remain at the heart of our mission. Our cleaning and greening initiatives have maintained the district's aesthetic appeal while supporting environmental goals. In October 2023, we introduced a 7-day street cleansing service across the BID which has been very well received and improved the street experience for those working and visiting the area. Additionally, our partnerships with local charities and focus on community wellbeing underscore our commitment to creating a district where everyone can thrive.

We have continued to work closely with our neighbouring 'sister' BIDs in Victoria, Victoria Westminster and Whitehall and this year launched a shared umbrella name; 'London Heritage Quarter' which reflects the world-renowned nature of the BID footprints. We hope to build on the visibility and recognition of this name and continue to share in the increased impact and economies of scale this shared brand brings.

As we look to the future, we remain dedicated to fostering innovation, supporting our business community, and enhancing Northbank's position as a key destination in London's economic and cultural landscape. None of this would be possible without the dedication of our BID team, the support of our board and steering group members, and the engagement of our local businesses and community. As we look ahead, we remain committed to driving positive change and ensuring that Northbank continues to be a thriving, welcoming, and dynamic district. We continue to ask that the business members in the area engage with the opportunities on offer and communicate your priorities to us. We hope to see you at our upcoming events and look forward to working with you in the year ahead.

Andrew Hicks
Chair, Northbank BID



Ruth Duston, OBE, OC
Chief Executive



MORE THAN MONUMENTS

2023/2024

THE YEAR IN NUMBERS

As the year draws to a close, we reflect on the numbers that defined the past 12 months.



145M+

visitors to The Northbank BID area



38,514

proactive security checks carried out



2,055 sqm

of paving have been deep cleaned



6,712

business welfare checks carried out



485

calls responded to for assistance via the radio network



4,924

bags of litter and 2,890 bags of recycling have been collected



5,084

street population issues engaged with



102%

increase in subscribers to our News, Events and Offers mailing list



5,512

pieces of graffiti and flyposting have been removed



25,000

illustrated maps distributed to businesses and tourists



41,000

entries for our annual Advent Calendar, which featured 57 prizes from local businesses



500

Christmas hampers donated to elderly and vulnerable residents





60+

business agents attended
the Ground Floor Uses
Strategy Launch



12

months of Strand
Aldwych new public
space in December



SUPPORTING

the regeneration of
St Mary Le Strand church
as a community hub



WAYFINDING STRATEGY

being developed to
help visitors navigate
the area

PLACEMAKING



The Northbank is a truly one-of-a-kind district...

**in central London, featuring exceptional green spaces
surrounded by historic architecture and a distinctive
streetscape. Our area boasts a rich blend of cultural
destinations, academic institutions, and world-class
hospitality and businesses.**

This year we have continued to work on strategic projects such as Strand Aldwych, Strand West and Villiers Street. The public realm design, sustainability, and heritage of Strand Aldwych has been celebrated through various awards. The space was honoured with The Mayor's Award for Good Growth at the BusinessLDN Awards, as well as additional recognition from New London Architecture and Festival of Place – The Pineapples.

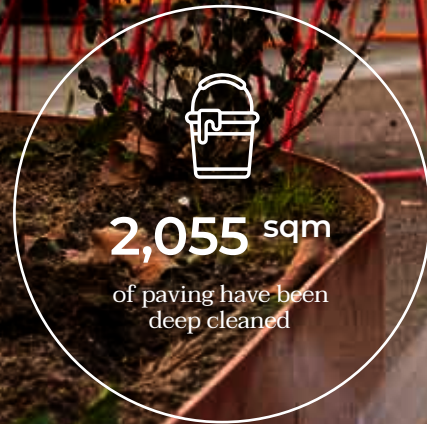
Our collaboration with local stakeholders on the project remains a priority as we continue to maintain the space, host engaging events, and support the regeneration of St Mary le Strand church as a vibrant community hub. Additionally, the BID's membership of the Global Cultural District Network is helping to elevate the project's profile and foster valuable international partnerships.

Our proposals at Strand West aim to make the area more attractive and welcoming as part of Northbank's Public Realm Vision, with urban design and transportation experts creating concepts guided by key stakeholders. Funding has been secured to advance these plans, including improvements to Southampton Street, Agar Street, and nearby areas. In October, over 60 business agents joined us at the Clermont Charing Cross for the launch of the Ground Floor Uses Strategy, which shares recommendations and insights for retail, leisure and hospitality in the Northbank.

Other significant milestones included upgrade works at Villiers Street, such as resurfacing, new safety gates, and green space enhancements. A Riverfront Vision and Strategy was completed and proposes potential improvements to make the riverside a safe, welcoming promenade, while a new Lighting Master Plan was created to enhance sustainability, heritage, and safety at night.

We have also continued to support Project SWAN, a low-carbon heat network for the London Heritage Quarter area. Through our collaborative approach with Department for Energy Security and Net Zero, Westminster City Council, our members and partners, a sustainable energy network is being developed. Early feasibility stages have been undertaken by AECOM and an outline business case was created for the project.

Additionally, a Wayfinding Strategy is being developed to help visitors navigate the area confidently and sustainability remains a key focus, with ongoing greening efforts, coordination of freight activities, and participation in sustainable delivery pilots, including river freight, to promote cleaner logistics.



CLEANING & GREENING

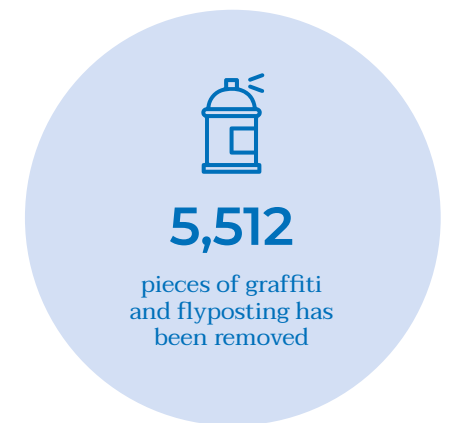


The BID area is home to iconic landmarks..

streets, alleyways, and courtyards, and we are committed to maintaining these spaces at an exceptional standard. Our dedicated Clean Team works tirelessly overnight to perform thorough deep cleaning, ensuring that the area remains pristine and inviting. Through these efforts, we are transforming our community into a place that the public is delighted to visit each day.

Our cleansing team provides street-sweeping, litter-picking, sharps and graffiti removal, bin emptying and pavement flushing. We also offer an on-call janitorial service with a 2-hour response time for business requests. Previously only servicing the area over a 5-day service, the Northbank increased its street cleansing by operating 7 days a week from 6:30 am to 5:30pm. Since the increase we have seen a 12% increase in rubbish and graffiti removed.

In May 2023, we hosted our second annual "Smarten & Sparkle" event, where over 50 local employees volunteered to help clean the area ahead of the Coronation of HM King Charles III.



COMMUNITY SAFETY & BUSINESS RESILIENCE



38,514

proactive security
checks carried out



6,712

business welfare checks
carried out



5,084

street population
issues engaged with

Reducing crime and minimising
the risk of more serious incidents



We are dedicated to...

reducing low-level crime and anti-social behaviour (ASB), which can negatively impact residents, workers, and visitors. By collaborating with partners like the Greater London Authority (GLA), Metropolitan Police Service (Met Police), Westminster City Council (WCC), British Transport Police (BTP), and the Centre for the Protection of National Infrastructure (CPNI), we aim to reduce crime and minimise the risk of more serious incidents.

The Northbank Patrol Team, responds to low-level crime and anti-social behaviour, using body-worn cameras and radios to perform their duties. Six security officers patrol the BID area in pairs from 6:30am to 11:30pm daily.

We enhanced the area's safety further through the 4G 'Radio Link' network, which has been used by 88 local businesses, security operatives, and on-street teams to report non emergency issues.

The Northbank Emergency Notification System, a crisis-communications platform,

has continued to be a key resource for the BID with 336 users receiving 63 broadcasts during the year in relation to protests, event road closures, crime prevention, and training opportunities. In April, the patrol team received training on the effects of Spice and how to react if they encounter individuals who have taken it.

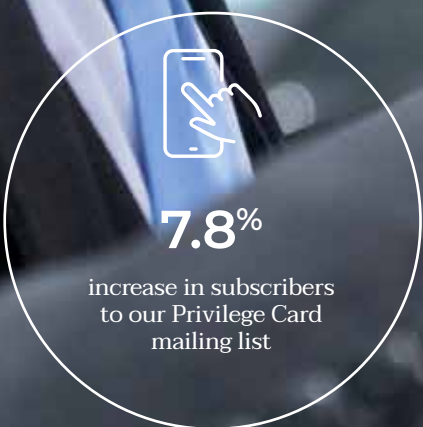
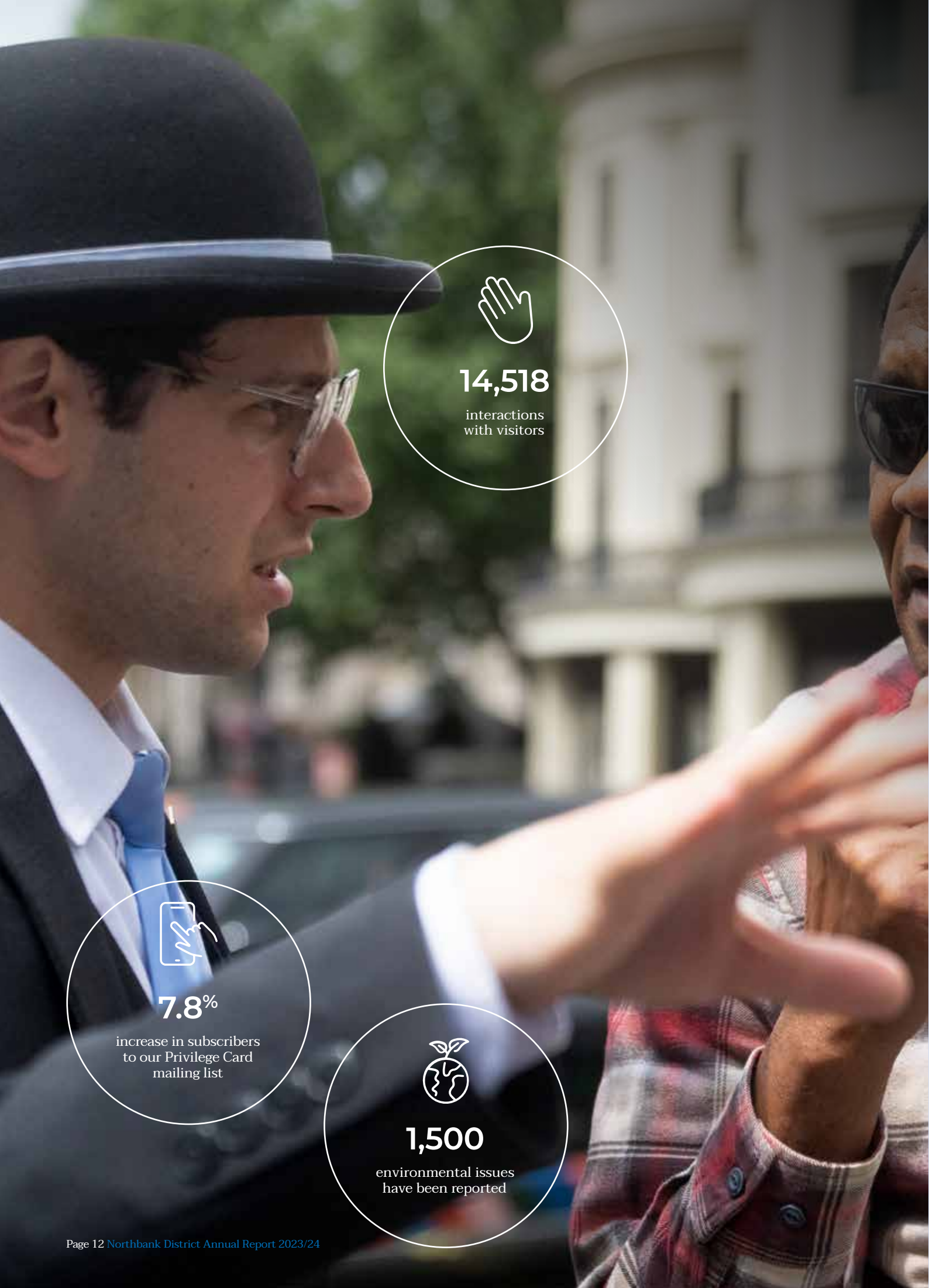
A Counter Terrorism tabletop exercise was held in May, supported by the West End Security Group (WESG), focusing on a realistic right-wing extremist attack scenario. Additionally, three ACT online sessions were conducted, bleed control kits were delivered to 9 businesses and bike marking sessions were held on Strand Aldwych and London School of Economics (LSE); marking 37 bikes.

As part of our ongoing work to address evening and nighttime safety and violence against women and girls, we funded medics at Charing Cross station during December, to help vulnerable individuals over the festive period. The team treated and provided welfare support to 14 patients over this time. We also commissioned Six Till Six to carry out a surveying exercise which has fed into the development of a strategic programme for delivery over the next financial year, with results presented in February 2024.



485

calls responded to for
assistance via the
radio network



DESTINATION



Renowned for its rich cultural offerings...

The Northbank boasts numerous theatres, galleries, and museums that showcase the city's diverse heritage. With its unique blend of history and culture, the Northbank is a must-visit for anyone exploring London. The BID plays a crucial role in enhancing the area's appeal to residents, workers, and students through various events, installations, campaigns, and activations. These initiatives significantly contribute to its reputation as one of London's premier destinations.

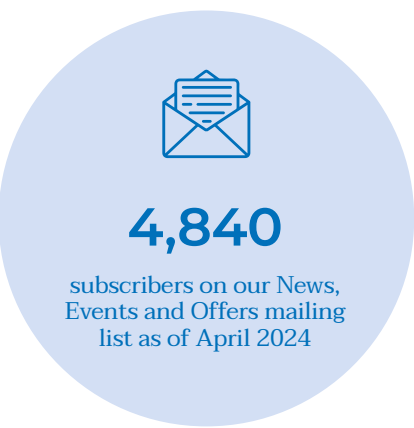


Digital Marketing is used to increase awareness of the BID's project work, promote companies within the footprint, as well as comment on important London themes. This year we have supported various companies through collaborations and competitions to increase brand awareness and social following. Frequent content was scheduled on our social media channels, across Instagram, X (Twitter) and LinkedIn, on our website and through email communications.

We attended MIPIM to highlight the increasingly significant role BIDs play in London to increase inward investment, and to showcase our strategic projects such as Strand Aldwych. We also collaborated with Victoria, Victoria Westminster, and Whitehall BIDs, alongside Peter Murray and Lord Peter Hendy, on a Route Master Bus Tour through South Westminster. The tour highlighted

key developments and public realm initiatives in The Northbank Westminster, Victoria, and Whitehall, illustrating the areas' transformation and future opportunities. Additionally, we sponsored the BusinessLDN BIDs Summit and worked with Colliers to analyse local footfall and consumer metrics in collaboration with our Placemaking theme.

The BID held memberships with BusinessLDN, London & Partners, Central London Alliance, Westminster Property Association, Opportunity London, and the NLA to join conversations relating to BIDs and other relevant policies and investment in London. We also completed two research projects; a 2040 Vision report with Arup and an economic assessment of the London Heritage Quarter with Volterra, to aid our future work.



DIGITAL MARKETING STATISTICS

121,385

Impressions

5,688

Engagements

2,116

Post Link Clicks

17,254

Video Views

5,081

Total Audience

198K

Total website
page views

46%

of users found the
website directly

24,735

views of the Privilege
Card offers webpage



EVENTS PROGRAMME

To kickstart the celebrations for The Coronation of HM King Charles III, the London Heritage Quarter Districts hosted a dinner at Banqueting House. The evening saw 200 guests from local businesses and charities enjoying a performance from the Household Division Band. On the night we raised £1,652 from our Charity raffle.



We continued to mark The Coronation over the summer by hosting a Nature Trail featuring six wicker animals, which symbolised The King's passion for the environment. We received over 2,900 web page views and distributed 25,000 illustrated maps to businesses and tourists via our Ambassadors. We also collaborated with Wide Eyed London on a walking tour highlighting stories of the monarch.

In June, South Westminster served as a 'Destination' for the London Festival of Architecture, which is a month-long celebration of architecture through a series of installations, exhibitions, workshops, talks and special events. A walking tour, talk, and 10 additional events by local businesses were hosted as part of our programme.

We hosted a week-long series of craft-making workshops on Strand Aldwych to activate the space over the Summer. 75 participants made tote bags and wooden coasters across the period.

We supported St Mary le Strand in hosting an event to raise awareness of their Jewel in the Strand project in September.



During the year we hosted networking opportunities for the local business community including an EA/PA Network venue showcase ahead of Christmas, where 27 local venues exhibited to over 40 PAs and EAs. For International Women's Day, we hosted a Lunch and Learn at the Guards Museum, featuring three inspirational women from Wellington Barracks who shared their military experiences with over 40 local business delegates.

We delivered various initiatives to celebrate Christmas in 2023 including our annual Advent Calendar, which featured 57 prizes from local businesses and saw record participation with 41,000 entries, up from 25,000 in 2022. We brought a giant festive colour-by numbers map to Charing Cross Station from 13-16 December. 404 passersby coloured in the artwork, we received 1,404 engagements and over 1,800 maps and leaflets were distributed. We also received a radio shout-out on The Chris Evans Breakfast Show and 116 engagements on social media.

To celebrate the Christmas season and to raise awareness of our Winter Sensory Garden, in collaboration with our ESG theme, we hosted festive networking drinks at St Martin-in-the-Fields. 61 local businesses attended, and we ran 3 winter-themed sensory workshops to activate the space.



Following the success of our online Advent Calendar, in January, the four districts introduced an After Calendar from 15-19 January, coinciding with Blue Monday week. The calendar featured a wellness prize per day from local businesses and received over 1,000 entries.

We also partnered with King's College London to bring an installation of giant illuminated robots to Strand Aldwych in January. Glowbot Garden raised the profile of Strand Aldwych, drove footfall, and attracted new audiences to the area.

Our Ambassadors continued to play a key role in enhancing the Northbank experience by offering a warm welcome and street concierge service to visitors, helping to drive footfall into the local economy. They assisted with wayfinding, gathered information from local businesses, monitored environmental issues, and provided important updates about the area across the year.

ENVIRONMENTAL, SOCIAL & GOVERNANCE (ESG)



£40,000

contributed towards
ActionFunder
projects



346

business visits have
been carried out



120

attendees for the
Wellness Day focused
on women's health



We are dedicated to...

partnering with local businesses to promote best practices and foster knowledge-sharing in key areas like Employment & Education, Skills, Small Business Support, Charity Engagement, and Wellbeing. Our goal is to provide effective and tailored support throughout the area, ensuring that businesses have access to the resources they need to thrive. By collaborating with our partners, we strive to create a more supportive and inclusive business community in the Northbank area.

We collaborated with the BIDs in the London Heritage Quarter and local businesses to host several wellness events and workshops for our members throughout the year. To support Mental Health Awareness Week we held a week of events, including Northbank BID's popular Cuddle Club with One Aldwych, open to 80 members. On World Mental Health Day in October, we hosted a Winter Wellness webinar with The Wellbeing People, for 50 members, which focused on navigating the season and boosting immunity. We also held a Wellness Day focused on women's health with Dr. Apul Parikh from the Harley Street Clinic, attracting 120 attendees, at The Conrad Hotel. To combat the January Blues, we ran a January Blues After Calendar, offering daily wellness prizes and attracting over 1,000 entries.

For the festive season, we ran popular Pumpkin Carving and Festive Wreath Workshops, each accommodating 15 members, and we hosted a Winter Sensory Garden, open to the public from 13-17 November at St-Martin-in-the-Fields.

We also continued our support for Westminster Connects, donating 500 Christmas hampers to elderly and vulnerable residents, with business members volunteering to help with deliveries.

We assisted local charities this year through our partnerships with organisations including ActionFunder and Hotel School. With ActionFunder we supported eight local

charities across the London Heritage Quarter over the winter and began preparing a new fund with other BIDs across Central London, for existing and new charities in Westminster. We supported Hotel School and planned a 2024 'Meet the Charities' event with The Passage and Hotel School to encourage further engagement with businesses in our districts. We also partnered with The Passage to offer corporate volunteering during the year, allowing teams to assist with kitchen work, store operations, and events.

We held a suicide prevention workshop during the year for general managers and HR staff. Attendees were given information to take back to their businesses and give to their staff members. This included useful links and key numbers to call. We also supported the Westminster City Care Leavers team and sponsored the care leavers dinner. This was for youth members who were moving on from the service and into job roles within Westminster.

Our popular Privilege Card scheme grew further last year with over 2,000 additional cards being distributed across the WC2 area and over 200 offers available to be redeemed at local businesses. We also commissioned a developer to produce a bespoke new app to digitalise our Privilege Card scheme, cut our plastic production and provide offers across the whole London Heritage Quarter area. This app was launched in the next financial year.

Collaborating with our partners, we
strive to create a more supportive
and inclusive business community



BOARD MEMBERS

Andrew Hicks	Shaftesbury Capital PLC (Board Chair)
Julian Robinson	The London School of Economics and Political Science (LSE) (Board Vice Chair)
Geoff Smout	Bain & Company
Claude Abi-Gerges	Capital Arches Group Ltd
Micheal Izzo	Corinthia
Kristina Spasic	Coutts
Robin McIver	King's College London
Janine Marshall	One Aldwych
Nigel Hutchinson	PwC
Jonathan Reekie	Somerset House
Guy Hilton	Waldorf Hilton
BOARD SECRETARY	
Ruth Duston, OBE, OC	
CO-OPTED MEMBER	
Xhola Cambridge	CBRE
OBSERVERS	
CLlr Tim Mitchell	Westminster City Council
CLlr Jessica Toale	Westminster City Council



BOUNDARY MAP



PROFIT & LOSS

	BID LEVY £	VOLUNTARY / OTHER INCOME £	TOTAL 2023/24 £
TURNOVER			
BID Levy	1,867,273		1,867,273
Voluntary Contributions and Other Income		100,126	100,126
TOTAL	1,867,273	100,126	1,967,399
COST OF SALES			
Cleaning and Greening	367,412		367,412
Community Safety and Business Resilience	229,509		229,509
Destination	495,615		495,615
Environmental, Social & Governance (ESG)	199,380		199,380
Placemaking	534,624	40,299	574,923
TOTAL	1,826,540	40,299	1,866,839
GROSS PROFIT	40,733	59,827	100,560
ADMINISTRATION EXPENSES			
BID Team Support	72,147	59,827	131,974
Rent and rates	60,193		60,193
Estates Costs	1,952		1,952
Insurance	6,284		6,284
Office Consumables	4,230		4,230
Office Expenses	18,045		18,045
Subscriptions	5,591		5,591
Training Costs	439		439
Legal & Professional Fees	31,257		31,257
Audit Fees	10,628		10,628
IT costs	40,004		40,004
Telephone	2,409		2,409
BID Levy Collection Fee	30,617		30,617
BID Admin Costs	11,732		11,732
BID Renewal Costs	0		0
Bank Charges	630		630
Depreciation	3,145		3,145
Corporation Tax	7,567		7,567
TOTAL	306,870	59,827	366,697
Surplus brought forward			809,173
Profit/(Loss) for the year			(266,137)
Surplus carried forward			543,036

COMPARATIVE BID LEVY £	COMPARATIVE VOLUNTARY / OTHER INCOME £	COMPARATIVE TOTAL 2022/23 £
2,134,906		2,134,906
	130,365	130,365
2,134,906	130,365	2,265,271
533,221		533,221
478,838		478,838
522,418		522,418
347,798		347,798
450,563	115,000	565,563
2,332,838	115,000	2,447,838
(197,932)	15,365	(182,567)
170,726	15,365	186,091
67,728		67,728
0		0
5,619		5,619
9,428		9,428
2,206		2,206
4,470		4,470
0		0
18,611		18,611
7,750		7,750
33,795		33,795
4,717		4,717
27,107		27,107
41,311		41,311
0		0
584		584
2,310		2,310
1,019		1,019
397,381	15,365	412,746
		1,404,486
		(595,313)
		809,173





LONDON HERITAGE QUARTER

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london-hq.co.uk

[@londonheritagequarter](https://twitter.com/londonheritagequarter)

MORE THAN **MONUMENTS**