



LONDON HERITAGE QUARTER

THE KING'S GALLERY

ROYAL PORTRAITS
A CENTURY OF PHOTOGRAPHY

ROYAL PORTRAITS
A CENTURY OF PHOTOGRAPHY

ANNUAL REPORT

2023/2024

VICTORIA DISTRICT



FOREWORD

We are delighted to present the Victoria Business Improvement District (BID) Annual Report for 2023/2024. This year has been one of significant progress and resilience for our district, against a backdrop of global attention during the Coronation of King Charles III and subsequent national political uncertainty.

The past year has seen Victoria cement its position as a vibrant destination; alongside the historic landmarks, the area is a centre for cultural entertainment and exceptional dining experiences. The BID's commitment to creating clean streets, inviting public spaces, and a safe, welcoming atmosphere has paid dividends, attracting workers, residents, and visitors alike to this bustling part of London.

Key achievements this year include advancing our public realm projects, delivering enhanced security measures and a diverse events programme that brought our community together. From our Nature Trail celebrating The Coronation of HM King Charles III to our popular Christmas initiatives, we've worked tirelessly to make Victoria an enjoyable place to be. Our focus on an inclusive economy has seen us support local charities, promote wellness initiatives, and expand our Privilege Card scheme. These efforts, combined with our ongoing commitment to sustainability and business resilience, have helped to ensure that Victoria remains an excellent place to do business, fostering growth and innovation for the future.

We are partnering on a strategic project with the 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, 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 sustainability goals.

Over the past year, CityID were commissioned to develop a Wayfinding Strategy framework to improve how people navigate our streets. It will enhance the visitor experience, promote accessibility and supports tourism and the local economy. The work brings together cultural organisations, educational institutions and transport providers.

Acknowledging some of the challenging anti-social behaviour experienced in the footprint, the BID supported the establishment of a joint working group with the Metropolitan Police and Westminster City Council focused on addressing offending in the area. This success of this group has led to Partnership Operation Group Meetings taking place across Westminster.

We have been working closely with the Victoria Neighbourhood Forum to advise and support the development of a local Neighbourhood Plan. The BID has facilitated area meetings, contributed to engagement workshops and provided detail on specific challenges and opportunities in Victoria. The Neighbourhood Plan will further promote 'good growth' with an emphasis on sustainability, greening and climate resilience.

We have continued to work with our neighbouring 'sister' BIDs in Victoria Westminster, Whitehall and Northbank and have this year worked to further promote our shared umbrella brand; '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.

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, Victoria is in a strong position with no vacancies for prime office stock and a positive development pipeline, emphasising investor confidence and the attractiveness of the area to occupiers. We remain committed to driving positive change and ensuring that Victoria 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 final year of this BID term, leading up to the next Victoria BID ballot for 2025-30.



Contents

| | |
|------------------------------------|----|
| Foreword & Introduction from Chair | 3 |
| The Year in Numbers | 4 |
| Public Realm & Greening | 6 |
| Security & Business Resilience | 8 |
| Destination | 10 |
| Inclusive Economy | 14 |
| BID Estate Team | 16 |
| Board members 2023/2024 | 18 |
| Boundary Map | 19 |
| Profit and Loss | 20 |



Nigel Hughes MBE
Chair



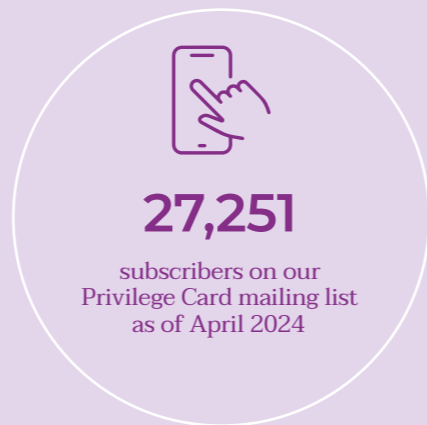
Ruth Duston, OBE, OC
Chief Executive

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.



PUBLIC REALM & GREENING



Collaborating with our members, local stakeholders, and partners



Over the past year...

we have continued to deliver strategic improvements, enhance public spaces, and promote environmental sustainability through collaborations with our members, local stakeholders, and partners like the Victoria Westminster, Whitehall, and Northbank BIDs, Westminster City Council, and Transport for London. We also held regular meetings with our Public Realm Steering Group and launched the Sustainability Steering Group to oversee sustainability projects and research.

There have been positive developments in relation to our strategic improvement projects, as we have completed the RIBA Stage 2 Concept Design Report for the Arc project and developed a prospectus outlining final proposals and costs. For King's Scholars' Passage, we completed the RIBA Stage 2 report, costed popular schemes, and discussed implementation with residents and the council.

The BID 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. We have also continued to further develop the Future Victoria project, with Network Rail, Westminster City Council, the Greater London Authority and design

consultants, Allies and Morrison, to produce a new place plan and vision for the Victoria Station area, which supports area sustainability, heritage-sensitive design and street enhancements that benefit the local economy and community.

To improve the local streetscape, we maintained the Belgrave Road parklet and added planters to King's Scholar's Passage, to increase the vibrancy of these underused pockets of public space. We also funded a falconer to address pigeon issues within public spaces in the BID area throughout the year, to make the area enjoyable during visitor, worker and resident's dwell time.

To support local environmental sustainability, we were a member of the Zero Emission Group for a second year. We also commissioned a freight pilot at 110 Buckingham Palace Road to reduce the number of deliveries to the building in collaboration with their tenants.



10,816

business welfare checks carried out

SECURITY & BUSINESS RESILIENCE



23,435

proactive security checks carried out



8,811

street population issues engaged with



Our collaboration with key partners...

including 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), has been instrumental in reducing crime and anti-social behaviour locally.

By working closely with these organisations, we have strengthened business resilience and minimised the risk of more serious incidents, ensuring a safer and more secure environment for everyone in the community.

We continued to address low-level crime and anti-social behaviour in the local area through the Victoria Patrol Team. Six officers patrolled the BID area in pairs from 6:30am to 11:30pm daily to carry out welfare checks, business visits and deal with safety incidents on the street, with body-worn cameras and radios used to aid their duties.

We enhanced the area's safety through various measures including the 4G 'Victoria Radio Link' network, which has been used by 93 local businesses, security operatives, and on-street teams to report non-emergency issues. The Victoria Emergency Notification System, crisis-communications platform, has continued to be a key resource for the BID with 351 users receiving 58 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 14 businesses and bike marking sessions were held at Cardinal Place and Victoria Station; marking 23 bikes.

We continued the vital work of the Community Intervention Team, which is funded by the BID and run by The Passage, over the past year to support those who are sleeping rough and to help them find a route off the streets. From April 2023 to March 2024 the team had 1,484 encounters with 994 clients, leading to various support actions and client engagement with homelessness services.

As part of our ongoing work to address evening and night time safety and violence against women and girls, we funded medics at Victoria 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 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. The BID also purchased anti-drink spiking kits and branded squeeze alarms, which were popular at crime prevention stalls, including a session at Victoria Station with Southern Trains, The Passage, and The Samaritans.

Ensuring a safer and more secure environment



628

calls responded to for assistance via the radio network



471K +

individual emails were circulated in over 32 campaigns*



3,410

subscribers on our News, Events and Offers mailing list as of April 2024



27,251

subscribers on our Privilege Card mailing list as of April 2024

DESTINATION

*These were sent to subscribers who opted to receive information about News, Events and Offers, and Privilege Card Offers. Both had an average open rate of 37%.



Promoting Victoria as a top choice for visitors and locals

We actively promote...

the area through our website, social media and targeted campaigns, to highlight Victoria as a vibrant destination overflowing with cultural entertainment, theatre, and exceptional dining and hotel experiences. Through close relationships with our business partners in the local community we have ensured that we continue to promote Victoria as a top choice for visitors and locals seeking dynamic cultural and leisure opportunities.

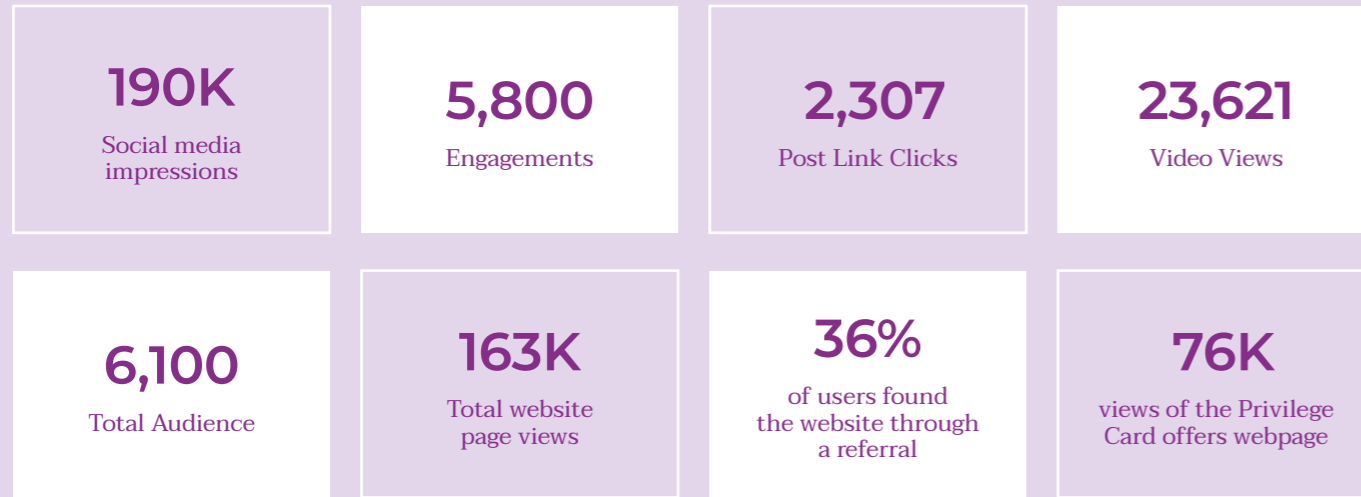
Digital Marketing is used to increase awareness of the BID's project work, promote companies within the footprint, as well as comment on important London themes. This year we have supported various companies through collaborations and competitions to increase brand awareness and social media following.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

Throughout the year, we continued to elevate our brand through collaboration with a communications agency to provide additional PR and media support. During this time, we produced various branded materials and published three issues of the "Victoria London Starts Here" magazine, each with a circulation of 25,000. We attended MIPIM to highlight the increasingly significant role BIDs play in London to increase inward investment, and to showcase our upcoming strategic projects such as Future Victoria and Project SWAN. We also collaborated with the Northbank, 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 Victoria, Westminster, Northbank, and Whitehall, illustrating the areas' transformation and future opportunities. Additionally, we sponsored the BusinessLDN BID Summit and worked with Colliers to analyse local footfall and consumer metrics and provide valuable pedestrian insights to our business partners, in collaboration with our Public Realm & Greening initiative.

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



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.

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 life-size gingerbread house to Victoria Station from 7-10 December, attracting over 2,000 photo groups and 4,000 interactions. We also distributed candy canes, 2,200 leaflets and a DIY Gingerbread kit competition garnered 85 social media engagements. Festive workshops for local employees returned, including biscuit decorating and wreath-making which proved extremely popular with 45 attendees and a 100% turnout.



We continued our annual Christmas tradition with a Christmas tree on Westminster Cathedral Piazza and lights along Victoria Street. Collaborating with our neighbouring BIDs, Victoria Westminster and Whitehall, we hosted a Christmas light switch-on event at Christchurch Gardens with over 40 attendees enjoying mulled wine, mince pies, and carols by St Matthew's Primary School.

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.



500

Christmas hampers donated to elderly and vulnerable residents

INCLUSIVE ECONOMY



120

attendees for the Wellness Day focused on women's health

Ensuring the local economy is prosperous

£40,000

contributed towards ActionFunder projects

Supporting our community...

with a Corporate Social Responsibility programme has been a main priority for Victoria BID since its inception. Initiatives this year have been focused on the wellbeing of local staff, education and skills development and business networking within the community. The BID is also committed to partnering with businesses to ensure the local economy is prosperous over the short, medium, and long term. This ensures that Victoria continues to be an excellent place to do business, fostering growth and innovation for the future.



We collaborated with the other BIDs in London Heritage Quarter to host several wellness events and workshops for our members throughout the year.

To support mental health awareness and education, we hosted a week long programme of workshops for Mental Health Awareness Week, with Masterpeace, Jar & Fern and The Rubens Hotel. Each workshop aimed to boost creativity and mental clarity for 15 participants. On World Mental Health Day in October, we hosted a Winter Wellness webinar with The Wellbeing People for 50 members, focusing 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 January Blues, we ran a January Blues After Calendar, offering daily wellness prizes and attracting over 1,000 entries.

During Black History Month, we ran two days of pop-up markets at Cardinal Place, with 20 different vendors selling food, crafts, textiles and cosmetics. Collectively, the vendors made over £4,000 each day.

For the festive season, we ran popular Pumpkin Carving and Festive Wreath Workshops, each accommodating 15 members. 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.

At Easter, we ran an Easter Egg competition with local schools and youth clubs, in collaboration with Wonderworks, we displayed 6 giant eggs which they decorated

and displayed in Eccleston Yards for public voting. Winners received Amazon gift cards and prizes for their schools or clubs.

We continued to provide support to 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, to support both 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 support from businesses in our districts.

The BIDs also partnered with The Passage to offer Corporate Volunteering Opportunities to our business members. Teams of up to 8 business members completed a Kitchen Takeover which included preparing lunch and serving clients at The Passage. Further volunteering opportunities included working in their clothes store and assisting with Passage run events.

Our popular Privilege Card scheme grew further last year with over 9,000 additional cards being distributed across the SW1 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.

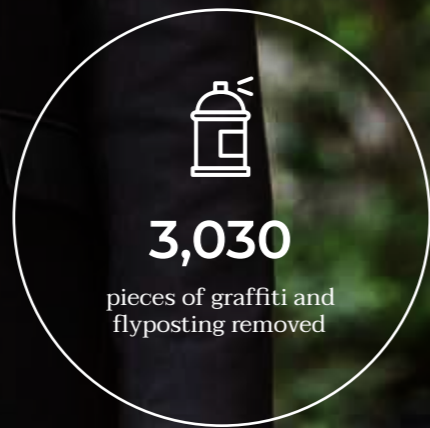
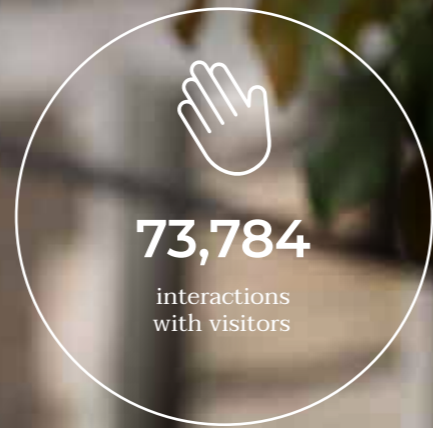


50

attendees for the Winter Wellness webinar hosted with The Wellbeing People



BID ESTATE TEAM



Victoria BID prioritises...

clean streets, inviting public spaces and a welcoming atmosphere for workers, residents, and visitors. To maintain this standard, our BID Estate Team collaborates closely with Westminster City Council (WCC) to ensure that this bustling area of Central London remains an attractive destination. Together, we strive to make Victoria a place where people love to spend their time.

Our Ambassadors play a key role in enhancing the Victoria experience by offering a warm welcome and street concierge service to visitors 7 days a week, which helps drive footfall into the local economy. They assist with wayfinding, gather information from local businesses, monitor environmental issues, and provide important updates about the area.

Our street cleansing service operates Monday to Friday, 6:30am to 5:30pm, delivering street-sweeping, litter-picking, graffiti and sharps removal, and bin and pavement flushing. We also provide an on-call janitorial service with

a 2-hour response time. Additionally, the team sets up tables and chairs on Westminster Cathedral Piazza year-round and deckchairs in Lower Grosvenor Gardens during summer.

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.

Striving to make Victoria a place where people love to spend their time



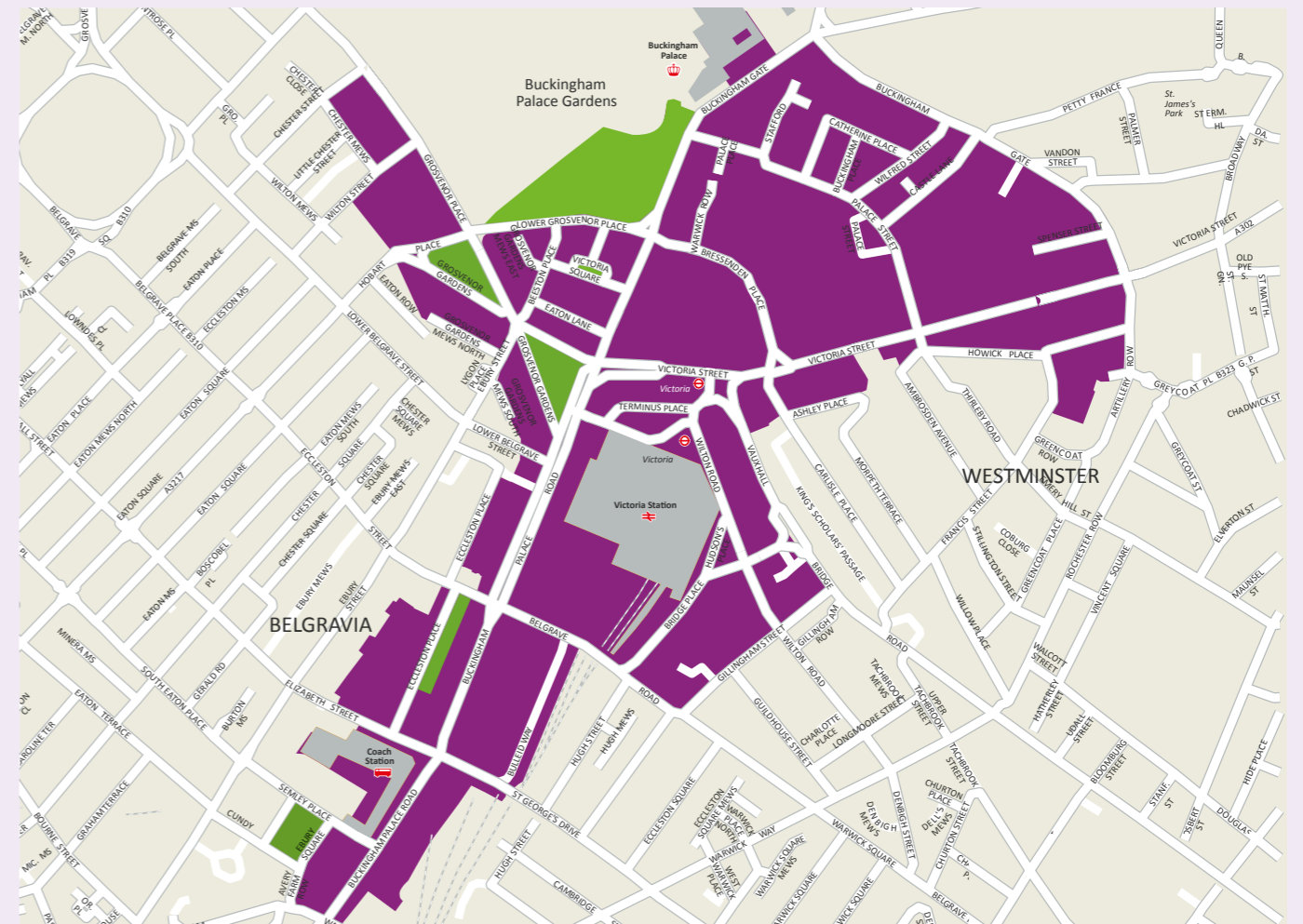


BOARD MEMBERS

| | |
|---------------------|---|
| Nigel Hughes MBE | Victoria, Victoria Westminster and Whitehall Business Improvement Districts (Board Chair) |
| Claudia Binkert | EDF Trading (Board Vice Chair) |
| Andrew Smith | John Lewis/Waitrose |
| Zoe Gilligan | Landsec |
| William Rowberry | Cleveland Clinic London |
| Ruth Duston OBE, OC | Victoria, Victoria Westminster and Whitehall Business Improvement Districts |
| Ruth Hart-Leverton | Orsted |
| Paul O'Grady | Grosvenor |



BOUNDARY MAP



PROFIT & LOSS

| | BID LEVY £ | VOLUNTARY / OTHER INCOME £ | TOTAL 2023/24 £ |
|--|------------------|----------------------------|------------------|
| TURNOVER | | | |
| BID Levy | 2,220,269 | | 2,220,269 |
| Voluntary Contributions and Other Income | | 354,653 | 354,653 |
| TOTAL | 2,220,269 | 354,653 | 2,574,922 |
| COST OF SALES | | | |
| Security & Business Resilience | 455,940 | | 455,940 |
| BID Estate Team | 384,145 | | 384,145 |
| Public Realm & Greening | 255,032 | 127,820 | 382,852 |
| Destination Victoria | 583,894 | | 583,894 |
| Inclusive Economy | 167,747 | 280 | 168,027 |
| TOTAL | 1,846,758 | 128,100 | 1,974,858 |
| GROSS PROFIT | 373,511 | 226,553 | 600,064 |
| ADMINISTRATION EXPENSES | | | |
| BID Team Support | 16,163 | 200,919 | 217,082 |
| Rent and rates | 77,055 | | 77,055 |
| Estates Costs | 2,485 | | 2,485 |
| Insurance | 4,012 | | 4,012 |
| Office Consumables | 5,116 | | 5,116 |
| Office Expenses | 6,056 | 20,000 | 26,056 |
| Subscriptions | 3,366 | | 3,366 |
| Training Costs | 558 | | 558 |
| Legal & Professional Fees | 40,427 | | 40,427 |
| Audit Fees | 11,235 | | 11,235 |
| IT costs | 34,648 | | 34,648 |
| Telephone | 3,992 | | 3,992 |
| BID Levy Collection Fee | 32,395 | | 32,395 |
| BID Admin Costs | 11,710 | 5,634 | 17,344 |
| Bank Charges | 829 | | 829 |
| Depreciation | 4,668 | | 4,668 |
| Corporation Tax | 10,457 | | 10,457 |
| TOTAL | 265,172 | 226,553 | 491,725 |
| Surplus brought forward | | | 1,242,795 |
| Profit/(Loss) for the year | | | 108,339 |
| Surplus carried forward | | | 1,351,134 |

| | COMPARATIVE BID LEVY £ | COMPARATIVE VOLUNTARY / OTHER INCOME £ | COMPARATIVE TOTAL 2022/23 £ |
|--|------------------------|--|-----------------------------|
| | 2,521,866 | | 2,521,866 |
| | | 117,046 | 117,046 |
| | 2,521,866 | 117,046 | 2,638,912 |
| | | | |
| | 488,740 | | 488,740 |
| | 603,488 | | 603,488 |
| | 405,726 | 11,125 | 416,851 |
| | 646,245 | | 646,245 |
| | 342,376 | 300 | 342,676 |
| | 2,486,575 | 11,425 | 2,498,000 |
| | | | |
| | 35,291 | 105,621 | 140,912 |
| | | | |
| | 85,749 | 100,000 | 185,749 |
| | 69,125 | | 69,125 |
| | 1,285 | | 1,285 |
| | 3,625 | | 3,625 |
| | 13,820 | | 13,820 |
| | 11,499 | | 11,499 |
| | 0 | | 0 |
| | 0 | | 0 |
| | 22,986 | | 22,986 |
| | 8,000 | | 8,000 |
| | 66,220 | | 66,220 |
| | 7,339 | | 7,339 |
| | 30,238 | | 30,238 |
| | 8,330 | 5,621 | 13,951 |
| | 735 | | 735 |
| | 7,762 | | 7,762 |
| | 1,068 | | 1,068 |
| | 337,781 | 105,621 | 443,402 |
| | | | |
| | | | 1,545,285 |
| | | | (302,490) |
| | | | 1,242,795 |





LONDON HERITAGE QUARTER

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[@londonheritagequarter](https://www.instagram.com/londonheritagequarter)

MORE THAN MONUMENTS