



LONDON HERITAGE QUARTER

TATE BRITAIN

FREE FOR ALL

ANNUAL REPORT

2023/2024

WHITEHALL DISTRICT

TATE BRITAIN
THE NATIONAL
MUSEUM OF
LONDON



FOREWORD



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We are delighted to present the Annual Report for the Whitehall Business Improvement District (BID) for 2023-2024. This year has been the first of a new term for the Whitehall BID and one of historic significance and global attention, with the area playing host to The Coronation Procession of King Charles III.

The successful ballot result for the 2023-28 term means the footprint now extends to include Tate Britain and its environs, bringing another world-class destination into the collective of landmarks in the Whitehall BID area. The display of British ceremony at the beginning of the year gave way to political uncertainty that hung over most major decision-making for business and government alike. Against this backdrop, the Whitehall BID has continued to play a crucial role in enhancing the area's appeal, safety, and vibrancy.

The Whitehall BID's efforts have spanned across various domains, from advancing public realm schemes and security initiatives to sustainability projects and community engagement. The BID engaged tens of thousands of people through digital platforms and events, including the highly successful Advent Calendar campaign. We supported local businesses through networking events, promotional activities, and the popular Privilege Card scheme.

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.

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.

In 2023-24, nearly 2,000 proactive security checks and over 850 business welfare checks were conducted by the BID's patrol team, ensuring a safer environment for all. This is alongside the extensive efforts of the cleansing team who jet-washed 172km of paving and collected hundreds of bags of litter and recycling in addition to what is delivered by public authorities. These initiatives all work to ensure the area remains a world-class visitor destination and a safe and welcoming environment for workers and residents alike.

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.

As we look to the future, we remain dedicated to ensuring this area remains a world-class destination and to building on the existing visitor experience to ensure greater permeability of Whitehall and access to the river and St James's Park. In order to deliver this, the Whitehall BID published 'People Wanted: Whitehall' a vision document outlining several key schemes and initiatives that could be explored to further enhance the public realm and create healthy streets.

We have continued to work closely with our neighbouring 'sister' BIDs in Victoria, Victoria Westminster and Northbank and 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, we remain committed to driving positive change and ensuring that Whitehall 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.



Nigel Hughes MBE
Chair



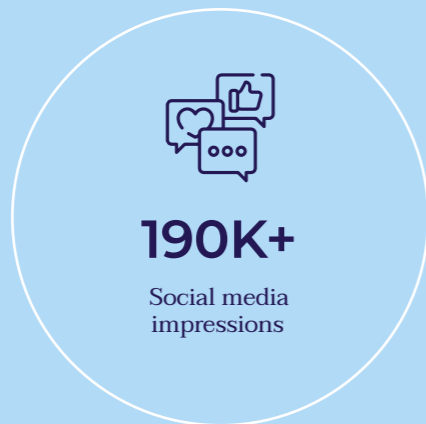
Ruth Duston, OBE, OC
Chief Executive

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.



PLACEMAKING



We continued to..

ensure that the spaces between buildings provide an experience that benefits all those who live in, work in, and visit Whitehall. A welcoming and accessible public realm creates a positive perception of the area, and this is what we will continue to implement.

Whitehall BID aims to create welcoming and accessible public spaces for all who live, work, and visit the area. We continue to enhance streets, public spaces, and walking routes while advancing sustainability initiatives in collaboration with BID members, stakeholders, Westminster City Council, and Transport for London.

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.

In addition, we published 'People Wanted: Whitehall' a vision document outlining nine public spaces across Whitehall that could be explored to further enhance the public realm. We also delivered phase two of our wayfinding strategy, with CITY ID auditing neighboring BIDs across the London Heritage Quarter to ensure strategic alignment.

To promote local environmental sustainability, we participated in the Zero Emission Group for the second consecutive year. As part of this effort, we launched a freight pilot at 110 Buckingham Palace Road in collaboration with tenants to reduce delivery volumes. We also partnered with Colliers to analyse local footfall and consumer data, providing valuable insights to our business partners as part of our Destination initiative. Regular meetings with the Public Realm and Sustainability Steering Groups ensured continuous oversight and enhancement of sustainability efforts within the BID.

COMMUNITY SAFETY & BUSINESS RESILIENCE




1,829
 proactive security checks carried out


55
 street population issues engaged with



We have provided..

services to reduce anti-social behaviour (ASB) and low-level crime in collaboration with our partners such as the Greater London Authority (GLA), the Metropolitan Police Service (Met Police), Westminster City Council (WCC), and Outreach teams.

The Whitehall Patrol Team, consisting of two officers, patrols the BID area in pairs from 7am to 4pm, Monday to Friday. They handle low-level crime and anti-social behaviour, using body-worn cameras and radios for their duties.

We enhanced the area's safety through various measures including the 4G 'Victoria Radio Link' network, which has been used by 2 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 and a bleed control kit was delivered to one business.

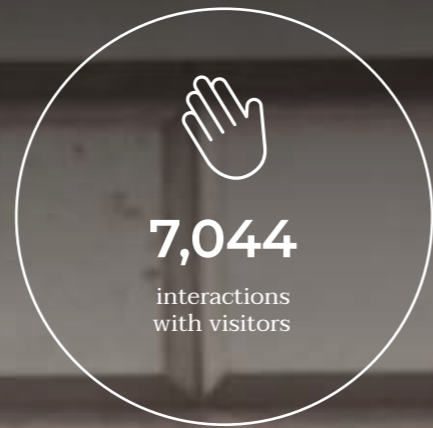
We continued the vital work of the Community Intervention Team, which is funded by the BID and run by The Passage, over the past year to support those who are sleeping rough and to help them find a route off the streets. From April 2023 to March 2024 the team had 1,484 encounters with 994 clients, leading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

As part of our ongoing work to address evening and night time safety 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.


852
 business welfare checks carried out

Ensuring a safer and more secure environment

CLEANING & GREENING



Whitehall BID delivers..

projects that keep the open spaces of Whitehall inviting for businesses. Through collaboration with Westminster City Council (WCC), our street team works to enhance the footprint to provide a nicer place to live, work and visit.

Our dedicated street cleansing service operates Monday to Friday between 6.30am to 5.30pm. The team provides services such as street-sweeping, litter-picking, and sharps-removal. We also provide an oncall janitorial service with a 2-hour response time.

Our visible Ambassador team provide a warm visitor welcome and street concierge service, enhancing the Westminster experience and driving footfall into the local economy. The team has continued to support visitors with wayfinding this year and visited our businesses to gain information on the ground. They also logged and monitored environmental issues.





3,410

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



42.4K +

individual emails were circulated in over 29 campaigns*

DESTINATION



27,251

subscribers on our Privilege Card mailing list as of April 2024

*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%.



We actively utilise...

digital platforms like our website and social media to promote events and activities organised by us and our local business partners.

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. We've supported companies through collaborations and competitions to increase brand awareness and social following. Frequent content was scheduled by the team for all social media channels, across Instagram, X (Twitter), and LinkedIn, on our website and through email.

This year we enhanced our brand by engaging a communications agency to provide additional PR and media support. During this time, we produced 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, and Victoria Westminster BIDs, alongside Peter

Murray and Lord Peter Hendy, on a Route Master Bus Tour through South Westminster to highlight key developments and public realm initiatives across the area.

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 Placemaking initiative.

We held memberships with various organisations throughout the year to join conversations relating to BIDs and other relevant policies and investment in London. These included BusinessLDN, London & Partners, Central London Alliance, Westminster Property Association, Opportunity London, and the NLA. 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.

For the first year we placed a Christmas tree in Victoria Tower Gardens to bring festive cheer to the public space. Collaborating with our neighbouring BIDs, Victoria and Victoria Westminster, 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 our online Advent Calendar's success 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.

Our Ambassadors have continued to play a key role in enhancing the Victoria Westminster experience by offering a warm welcome and street concierge service to visitors, which helps drive footfall into the local economy. This year they've assisted over 7,000 visitors with wayfinding, gathered information from local businesses, monitored environmental issues, and provided important updates about the area.



ENVIRONMENTAL, SOCIAL & GOVERNANCE (ESG)


500
Christmas hampers
donated to elderly and
vulnerable residents


120
attendees for the
Wellness Day focused
on women's health


£40,000
contributed towards
ActionFunder projects




50
attendees for the Winter
Wellness webinar hosted with
The Wellbeing People

We will continue to...

promote a thriving local economy by providing businesses with opportunities for collaboration through ESG initiatives, education and skills enhancement, networking opportunities, and employee wellbeing activities.

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.

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.

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

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 launched in the next financial year.



BOARD MEMBERS

Nigel Hughes MBE	Victoria, Victoria Westminster and Whitehall Business Improvement Districts (Board Chair)
Ruth Duston OBE, OC	Victoria, Victoria Westminster and Whitehall Business Improvement Districts
Dr Anne McCann	Government Property Agency
Laura Ewing	UK Parliament

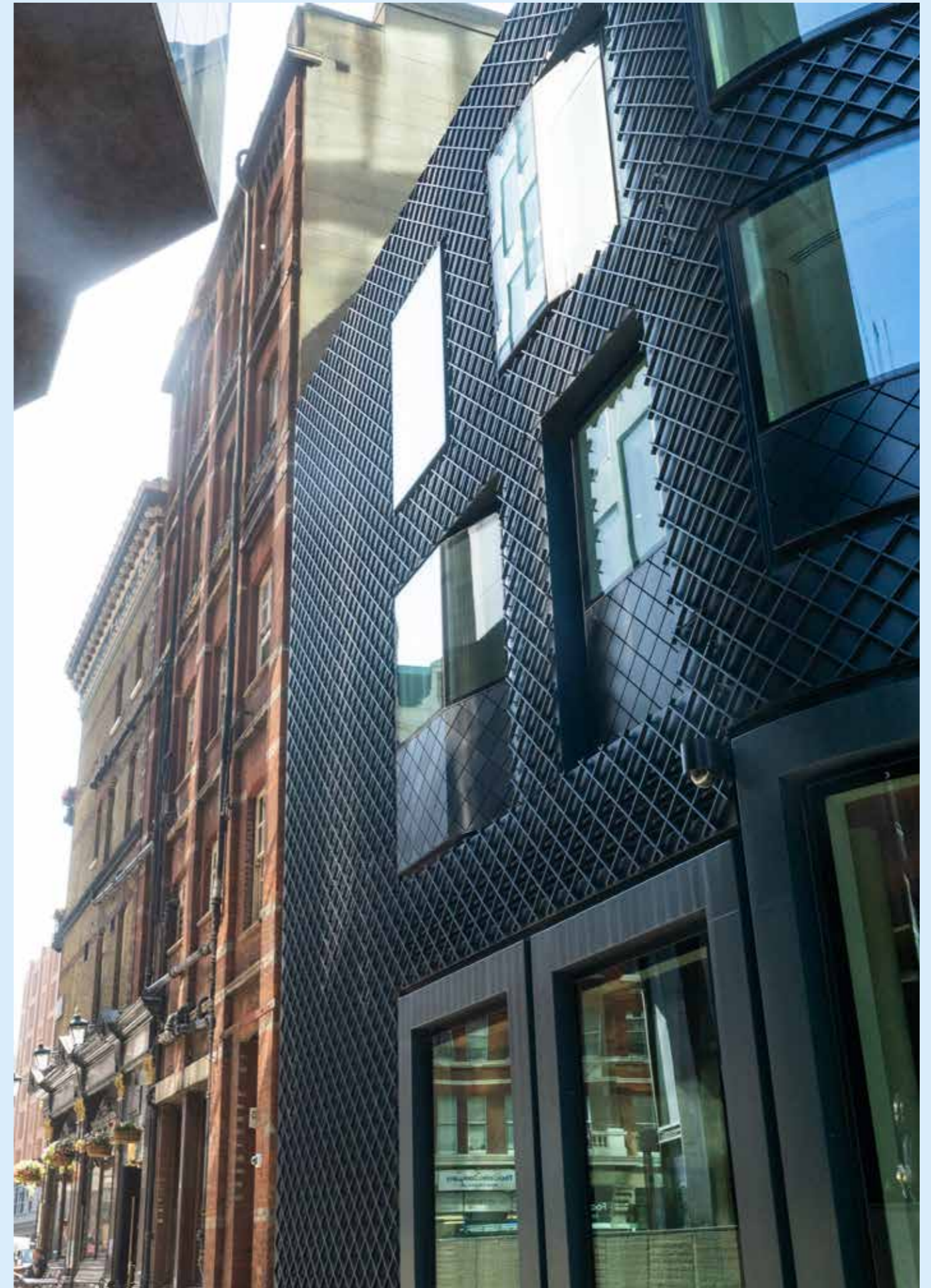


BOUNDARY MAP



PROFIT & LOSS

	TOTAL 2023/24 £	COMPARATIVE TOTAL 2022/23 £
TURNOVER		
BID Levy	605,716	409,533
Voluntary Contributions and Other Income	21,169	1,629
TOTAL	626,885	411,162
COST OF SALES		
Cleaning and Greening	74,189	62,472
Community Safety and Business Resilience	49,232	32,243
Environmental, Social & Governance (ESG)	30,501	32,199
Destination	141,152	77,040
Placemaking	61,836	87,105
TOTAL	356,910	291,059
GROSS PROFIT	269,975	120,103
ADMINISTRATION EXPENSES		
BID Team Support	51,911	19,559
Rent and rates	18,352	7,367
Estates Costs	591	0
Insurance	1,073	382
Office Consumables	1,214	567
Office Expenses	6,744	15
Subscriptions	135	0
Training Costs	133	0
Legal & Professional Fees	14,001	4,734
Audit Fees	8,295	7,250
IT costs	9,153	208
Telephone	951	0
BID Levy Collection Fee	8,329	6,771
BID Admin Costs	5,255	17,606
BID Renewal Costs	0	0
Bank Charges	505	431
Depreciation	326	0
Corporation Tax	2,203	310
TOTAL	129,171	65,200
Surplus brought forward	157,563	102,660
Profit/(Loss) for the year	140,804	54,903
Surplus carried forward	298,367	157,563







LONDON HERITAGE QUARTER

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london-hq.co.uk

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MORE THAN MONUMENTS