



2018-23

BID PROPOSAL:
**CREATING A BETTER
NORTHBANK**

THE
NORTHBANK



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TRAFALGAR SQ · STRAND · ALDWYCH



THE NORTHBANK:

A 24-HOUR DESTINATION

From world-class culture to vibrant nightlife, The Northbank has it all. In recent years, we have worked with you to reinvigorate this extraordinary part of the capital. Now, as the ballot approaches to decide whether The Northbank Business Improvement District (BID) will continue to enhance our infrastructure and champion sustainable growth, it's time to review progress and plan for a prosperous future.



As Chairman of The Northbank BID, I am both proud of the progress we have made during our first term and inspired by the intelligence, creativity and sheer hard work of the people involved.

The achievements outlined in this proposal for a second term of the BID demonstrate that it is a highly effective vehicle for delivering transformational improvements to our area. It gives us a strong mandate to stimulate and influence exciting new developments and initiatives, many of which are instigated and led by you, the business community.

Much has been achieved, but our work is not yet done. New challenges arise each day that can only be tackled with your continuing support. With the UK facing political and economic uncertainty, it's especially reassuring to know that all income generated by The Northbank BID levy is spent directly in our area and spent solely on projects that you have identified as important, in turn bringing benefits to the community as a whole.

The Northbank has much to be proud of as a district. However, we must do more, in particular to improve our environment. While our area is cleaner and greener than it was five years ago, like the rest of the capital our air quality is unacceptable. The BID will continue to champion an enhanced public realm, improved road network and the consolidation of waste and freight to businesses in The Northbank and beyond, demonstrating how investment in local infrastructure will unlock growth across our capital.

Working together, we can make The Northbank one of London's most desirable destinations, and I trust you will continue to help us develop and deliver our vision for the next five years.

Matthew Dixon, Chairman
Corinthia Hotel London

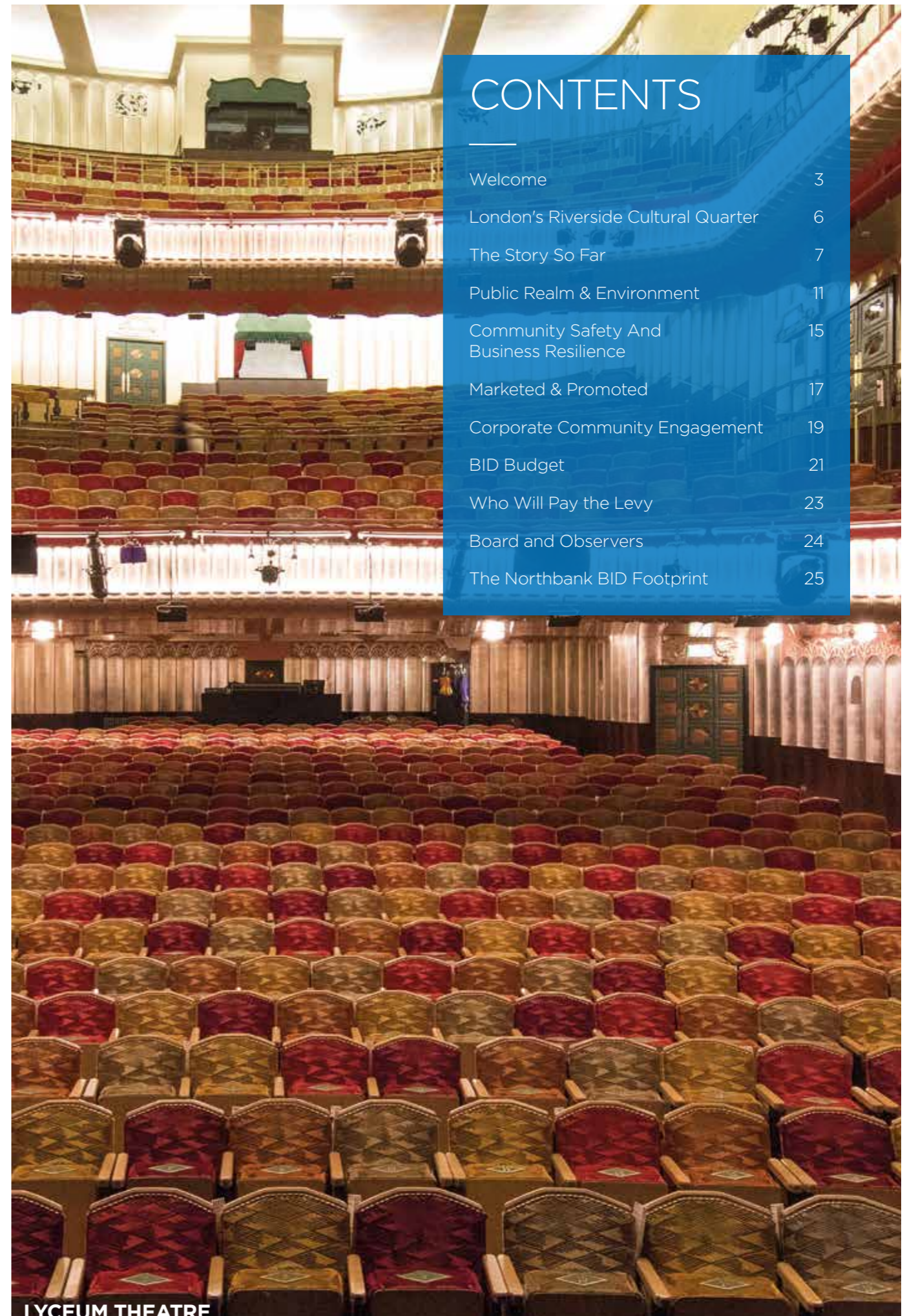


The Northbank BID has taken a holistic approach to developing one of London's most dynamic and vibrant districts. Our expertise and skill has enabled us to formulate a framework that encourages collaboration and the better integration of public and private spaces.

Our first term has served to demonstrate what can be achieved by a forward-thinking BID working closely with its stakeholders and key partners. I have witnessed both public and private sector coming together to deliver real change, with greater things on the horizon for this diverse and vibrant area. This is not a simple rebrand – our endeavours are focused on ensuring that this fascinating area remains a first-class destination, the value of its heritage harnessed and future growth opportunities secured.

This proposal for our next five years sets out a long-term vision for The Northbank, building on the significant achievements of the first term. I feel this is an incredible opportunity for the whole business community within The Northbank to invest in a better future, enabling all sectors and our wider community to benefit from the improvements and economic growth of the area.

Ruth Duston, Chief Executive
The Northbank BID



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VICTORIA EMBANKMENT GARDENS



THE NORTHBANK BID IS ONE OF THE CITY COUNCIL'S MOST TRUSTED PARTNERS AND THE WORK WE UNDERTAKE WITH THEM IS UNDERPINNED BY AN OPEN, WORKING PARTNERSHIP AS WELL AS A SHARED COMMITMENT TO DELIVERING LASTING IMPROVEMENT FOR OUR RESIDENTS AND BUSINESSES THAT LIVE AND WORK IN THE DISTRICT."

Councillor Robert Davis MBE DL
Deputy Leader and Cabinet Member
for Business, Culture and Heritage
Westminster City Council



THE NORTHBANK:

LONDON'S RIVERSIDE CULTURAL QUARTER

From high culture and world-class universities to spellbinding theatre and a flourishing street scene, via an excellent retail offer and great restaurants, bars and pubs, there's no shortage of reasons to spend time in this fine area of Central London.

Until relatively recently, however, The Northbank was widely regarded as a place through which people passed on their way to other parts of the capital. In response to this and other challenges to the wellbeing of the area, a diverse community from academia, the corporate world, and the culture and hospitality sectors united behind the shared goal of enhancing the area's integrity and appeal in the face of constant change and fierce competition. In 2013, The Northbank Business Improvement District (BID) was formed.

Several London BIDs, including Baker Street Quarter Partnership, Heart of London Business Alliance, New West End Company and The Northbank are working closely with Westminster City Council (WCC) to transform key areas of Central London and ensure that the capital remains a leading global destination.

By strengthening our area's identity, cleanliness and safety, The Northbank BID strives to continually improve the experience of people working, living and studying here, while attracting a higher number of business visitors and tourists.

Today, The Northbank is being transformed into a vibrant 24-hour destination through an ambitious programme of initiatives designed to complement the area's impressive cultural, entertainment and corporate assets. International tourists flock to see world-famous landmarks; domestic visitors, local workers, residents and students meet friends and explore historic – and increasingly pedestrian-friendly – streets and public gardens; and multinational organisations build a home for themselves here.

By working in partnership with WCC, Transport for London (TfL), the Metropolitan Police and others to upgrade daily operations and influence longer-term strategy, we have already taken great strides towards creating a brighter and more sustainable future for The Northbank.

But this is just the beginning. Read on to discover what we intend to achieve between now and 2023.

At street level, while many people can't say which initiatives and services are provided by BIDs, their absence would be obvious. Now, with more opportunity to move from 'branding, bins and baskets' to regeneration, planning and place-shaping, BIDs are poised to become truly integrated into the municipal landscape.

The Evolution of London's Business Improvement Districts
 A report by Rocket Science UK Ltd. and Future of London, 2016



35K+
 STUDENTS FROM
 3 UNIVERSITIES



**300-
 1,100**
 NET ADDITIONAL
 JOBS GROWTH



£38M
 ESTIMATED
 TRANSPORT
 BENEFITS

THE STORY SO FAR:

WHAT YOU ASKED FOR IN 2013



RECRUIT
AMBASSADORS TO
WELCOME VISITORS
AND HELP REPORT
ENVIRONMENTAL
ISSUES



TO BRING
BUSINESSES
TOGETHER TO
HELP MAKE A
POSITIVE IMPACT
ON THE AREA



PROMOTE THE
NORTHBANK AS A
LEADING LONDON
DESTINATION



WORK WITH THE
POLICE ON LOCAL
INITIATIVES TO
HELP BUSINESSES
FIGHT CRIME



UPGRADE THE
PEDESTRIAN
ROUTES AND MAKE
CYCLING A MORE
ATTRACTIVE OPTION



THE STORY SO FAR:

ACHIEVEMENT HIGHLIGHTS



Image credit: Pamela Raith

2,680+

MEMBERS OF THE HOMELESS COMMUNITY SUPPORTED

Safe & Secure



1ST

EVER CHRISTMAS LIGHTS ON THE STRAND

Marketed & Promoted



660K+

VISITORS AND BUSINESSES ENGAGED WITH BY AMBASSADORS

CSR

100

DOUBLE-DECKER BUSES OF RUBBISH AND RECYCLING COLLECTED

Public Realm & Environment



£1M

OF ADDITIONAL INCOME INTO THE AREA

Public Realm & Environment





OUR SERVICES: PUBLIC REALM & ENVIRONMENT

A STRATEGIC VISION FOR THE NORTHBANK



100+

LOCATIONS SUITABLE FOR LONG TERM IMPROVEMENT PROJECTS



£40M+

INVESTMENT COMING TO ALDWYCH, ARUNDEL STREET, SURREY STREET AND VILLIERS STREET



73%

OF SURVEY RESPONDANTS WOULD LIKE TO SEE PUBLIC REALM IMPROVEMENT TO VILLIERS STREET AND ALDWYCH*

With landmark architecture and a rich mix of cultural hotspots, The Northbank is a truly unique district in Central London. But to reach its full potential, even its most humble public spaces must play their part.

Creating a high-quality public realm and environment has been a priority of The Northbank BID since its inception. With the launch of our Public Realm Vision and Strategy in 2015, we identified over 100 locations suitable for long- and short-term improvement projects, sparking a host of positive developments over the years to come.

From essential infrastructure improvements to exciting new projects, the BID's role as a formal consultative body enables us to influence planning permission outcomes to ensure they are sympathetic to the area's heritage and history, and in the best interests of our stakeholders.

Our forward-thinking Aldwych Vision will now be taken forward by WCC, with Local Implementation Plans (LIP) funding for Aldwych, Arundel Street and Surrey Street public realm and highway improvements bringing a £30m investment into the area.

Similarly, LIP funding for our proposed public realm and highway improvements around Villiers Street will see £10m invested in the creation of an environment worthy of this bustling thoroughfare.

Today, our work with partners such as WCC and TfL is resulting in some of the most important enhancements to our area in a generation. If this transformational work is to continue, the foundations laid during the BID's first term will need to be built upon during a second five-year period of consultation, strategic planning and sustainable development.

OBJECTIVES FOR 2018-23

- Support the delivery of a world-class Aldwych project, now led by WCC
- Deliver a range of projects from within the Public Realm Vision
- Continue to engage with Villiers Street stakeholders and develop a vision to enhance the character of the street
- Work with the Mayor's Air Quality Fund and Vision to reduce air pollution in Central London through Delivery and Service Planning that builds on our freight consolidation work and encourages cycling and walking through the Healthy Streets Approach.

thenorthbank.london/making-progress/public-realm-and-environment



Image credit: Publica



CYCLE SUPERHIGHWAY



Image credit: Publica

“

THE NORTHBANK BID HAS BEEN INSTRUMENTAL IN DRIVING FORWARD INITIATIVES TO IMPROVE AIR QUALITY AND THE PUBLIC REALM - IN PARTICULAR IN VILLIERS STREET, STRAND AND ALDWYCH - WHICH WILL SUPPORT HEALTHIER WAYS TO TRAVEL AND MAKE THE NORTHBANK AN EVEN MORE ATTRACTIVE PLACE FOR BUSINESSES, VISITORS AND LONDONERS.”

Daniel Johnson, Transport for London



OUR SERVICES: PUBLIC REALM & ENVIRONMENT

CLEANING & GREENING



100

DOUBLE-DECKER BUSES OF RUBBISH AND RECYCLING COLLECTED



2.8K+

OCCASIONS OF SAME DAY GRAFFITI REMOVAL



IN 2016 WE EARNED A SILVER GILT AWARD FOR OUR GREENING CONTRIBUTIONS

As a thriving, 24-hour destination, The Northbank faces many challenges. The most visionary strategy can only be realised by responding to the day-to-day pressures exerted on our public spaces, making cleaning and greening central to the delivery of that strategy.

While WCC is responsible for keeping its pavements and street equipment safe and tidy, The Northbank BID monitors the extent and quality of maintenance works and in 2013 we introduced additional street cleaners, enhancing the public realm across the BID footprint.

Today, a dedicated team works day and night to sweep, jet wash and remove graffiti and gum, ensuring the area is kept clean and safe for businesses and visitors. Street concerns are reported quickly and the BID is able to use its strong relationships to influence work by TfL and WCC to maintain roads, footways and trees.

As well as helping to care for our award-winning parks and open spaces, we have routinely sought ways to promote biodiversity, better air quality and the pursuit of a smaller carbon footprint. Our Green Infrastructure Audit and subsequent Public Realm Vision and Strategy identified a number of greening opportunities, including Embankment Station. TfL has responded by implementing our plans for a unique improvement project that will benefit all those who travel through the busy station area.

Air quality is a critical concern for our stakeholders and in 2015 we installed an air quality monitor at King's College London's Strand campus, making

information and comparisons with the London Air Quality Network scheme available on the BID website.

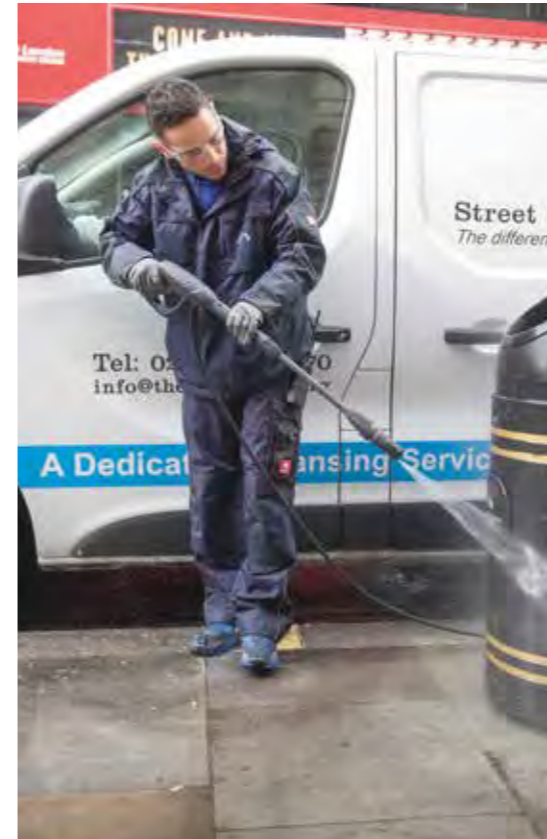
Each year, the BID and its partners enter the London in Bloom competition. As well as placing hanging baskets, planters and trees in tubs in key locations, we have also developed a comprehensive waste and freight consolidation plan to minimise traffic-related air pollution. In 2016, the result was a well-earned Silver Gilt Award.

As our area's burgeoning success attracts more people to its public spaces, pressure will increase on our cleaning and greening services. We must be prepared to respond to this challenge, and we trust you will lend us your support.

OBJECTIVES FOR 2018-23

- Continue to provide a 24-hour additional cleaning service, offering a reactive response to businesses' needs while keeping the area clean and tidy
- Continue to monitor WCC's Baseline Agreement and report environmental issues on a daily basis through our Ambassadors.

thenorthbank.london/making-progress/public-realm-and-environment



“

I ENJOY WATCHING LONDON WAKE UP IN THE MORNING AND I'M PROUD TO PLAY MY PART IN PREPARING THE CITY FOR ANOTHER BUSY DAY.”

Juan Pablo Valencia,
Northbank Clean Team



JOHN ADAM ST



OUR SERVICES: COMMUNITY SAFETY AND BUSINESS RESILIENCE

MAKING THE NORTHBANK SAFE AND SECURE



06:30 – 23:30

MONDAY TO FRIDAY SHIFTS OPERATED BY THE NORTHBANK SECURITY PATROL



75

DIGITAL RADIOS HAVE BEEN IMPLEMENTED



THE 'REAL CHANGE' CAMPAIGN ENGAGES WITH ROUGH SLEEPERS AND CONNECTS THEM WITH SERVICES AND RESOURCES

During our first term, we have worked closely with the police and other key players to reduce crime and antisocial behaviour, implementing sustainable policies with long-term beneficial effects.

With safety and security an increasing concern across the capital, in 2016 we introduced The Northbank Security Patrol to provide invaluable street-level reporting and support. Wearing security video badges, which provide video and audio evidence during incidents, the team covers the BID area from 06:30 to 23:30, Monday to Friday.

The key to the success of The Northbank Security Patrol has been a coordinated approach between the BID, the police, WCC, local businesses and charities. Working together, we are delivering timely responses to low-level crime and antisocial behaviour.

Sharing knowledge ensures swift and proportionate responses connected to longer-term strategies to design out the problems affecting our public spaces. To this end, we established a network of 75 digital radios to communicate between businesses, Northbank Ambassadors and the police.

A longer-term goal is to help reduce homelessness across Westminster. Through the Real Change campaign, we work with WCC, charities and neighbouring BIDs to engage with homeless people and connect them with resources available through local organisations such as The Connection at St Martin's.

Over the next five years, it's vital that businesses continue to have confidence in the BID to respond swiftly and appropriately to their concerns, while introducing programmes that will have a visible impact on the area.

OBJECTIVES FOR 2018-23

- Maintain excellent relationships and ensure a coordinated approach with partners at WCC, the Met Police and British Transport Police
- Build on the success of our patrol scheme by providing daily security cover across the whole BID footprint
- Boost our radio network to enhance communications between the BID, businesses and the police
- Continue to provide an Ambassador programme, engaging with the business community and carrying out daily inspections of the area
- Work with the police and other Westminster BIDs to deliver a programme of table-top exercises on fraud awareness, counter-terrorism and crisis management.

thenorthbank.london/making-progress/community-safety-and-business-resilience



THROUGH OPEN COMMUNICATION AND SHARED INTELLIGENCE WITH THE BID - NOTABLY VIA ITS NORTHBANK PATROL TEAM AND AMBASSADORS - WE ARE BETTER ABLE TO PROTECT THE PEOPLE OF LONDON AND VISITORS TO THIS GREAT CITY."

Chief Superintendent Peter Ayling, Westminster Borough Commander, Metropolitan Police





OUR SERVICES: MARKETED & PROMOTED

RAISING THE PROFILE OF THE NORTHBANK



THE NORTHBANK SUMMER FESTIVAL BROUGHT A BIG-SCREEN, LIVE MUSIC AND AN OUTDOOR MARKET



500,000+ PEOPLE ENGAGED THROUGH THE WEST END LIVE PARTNERSHIP



THE CAPITAL'S 'GREENEST' SEASONAL LIGHTS ARE POWERED BY USED COOKING OIL COLLECTED FROM LOCAL BUSINESSES AND CONVERTED INTO BIOFUEL BY OUR PARTNERS

The Northbank has become one of the capital's leading destinations, harnessing the value of tourism spend, entertaining and enthralling workers from across the area, and helping to promote London's reputation as a global city. But there is much still to achieve.

The introduction in 2013 of Northbank Ambassadors signalled our commitment to offering on-street support, information and a positive visitor experience. The first term of the BID was also marked by the creation of flagship events that quickly became established features of the cultural and social calendar.

2015 saw the inaugural Northbank Summer Festival, which brought big-screen tennis from Wimbledon and an outdoor market to Victoria Embankment Gardens. Later the same year, the first ever Christmas lights in The Northbank transformed the Strand, attracting London-wide attention. Since then, our festive illuminations have spread to Villiers Street, gaining wide media coverage for being the capital's 'greenest' seasonal lights.

In 2014, our sponsorship of West End Live was our first step towards closer alignment with the capital's hot-ticket events. Attracting over 500,000 people to the area, this annual celebration of West End theatre vastly increases the reach of The Northbank brand. Other high-profile happenings with which the BID has shared the spotlight include the 2016 Tour of Britain and the 2017 London Festival of Architecture.

Digital communication has become a vital support system over the first term of the BID. Our website and newsletter are important sources of information for

stakeholders, while social media is set to become an increasingly prominent feature of our strategy. Our goal for the next five years is to further elevate The Northbank brand by continuing to create and attract headline-making cultural events. We hope you will share our ambition to make The Northbank synonymous with every great 'London moment' happening in our area.

OBJECTIVES FOR 2018-23

- Continue our destination-building campaign through social media, e-bulletins, press and other marketing tools
- Deliver a programme of events that enable local employees, students, residents and visitors to enjoy The Northbank's unique open spaces
- Raise the profile of the Public Realm Vision for Aldwych by hosting cultural events and bringing key influencers into the area
- Develop destination branding through a single, identifiable message to enhance an area-wide marketing strategy.

thenorthbank.london/making-progress/marked-and-promoted



Image credit: Pamela Raith



© The National Gallery, London



THE STRAND



OUR SERVICES: CORPORATE COMMUNITY ENGAGEMENT

CHAMPIONING SUSTAINABLE GROWTH



4K+

PRIVILEGE CARDS ACTIVATED DURING THE FIRST TERM OF THE BID



200K+

COPIES OF THE NORTHBANK MAGAZINE PUBLISHED



30

BUSINESSES PLEDGED TO CHANGE BUSINESS POLICY ON AIR QUALITY EFFORTS

Our understanding of the challenges facing the diverse businesses, organisations and communities in our area has deepened over the first term of the BID, enabling us to tailor our offer to their changing needs.

From the launch in 2014 of the Small Business Network to the more recent Future of Apprenticeships event and the Northbank Employability and Careers fair, we are committed to empowering our business members to deliver positive outcomes in such critical areas as Employment and Education, Skills, Small Business Support, Charity Engagement and Wellbeing.

Whether helping connect businesses with school leavers or ensuring organisations understand the impact of the new Apprenticeship Levy, we appreciate that a healthy local economy requires skilful leveraging of the academic and commercial expertise on our doorstep. During our first term, we have hosted mental health and wellbeing seminars, encouraged community-based volunteering and created The Northbank Community Choir. Promoting inclusion and communication in the workplace promotes our engagement agenda while helping to create a happier and more productive Northbank.

Launched in 2014, The Northbank Privilege Card gives local workers and residents special discounts and offers on eating, drinking, entertainment, leisure and more. With over 4,000 cards activated during the first term of the BID, this initiative continues to encourage local spending and support for neighbourhood businesses. Similarly, the Northbank Magazine reaches

20,000 people each year, showcasing local businesses and personalities, and publicising upcoming events.

With your support, we intend to continue this vital work, bringing businesses together to make a positive impact on our area.

OBJECTIVES FOR 2018-23

- Deliver a programme of informative, activity-based events in support of initiatives such as Westminster Enterprise Week
- Promote workplace accessibility and upskilling, and raise awareness of employment opportunities in the area for local job seekers
- Support events – such as British Science Week – that promote Science, Technology, Engineering and Maths (STEM) careers to young people
- Continue the Ambassador programme, offering a street concierge service and providing information to businesses
- Deliver a successful Privilege Card scheme to encourage local economic growth.

thenorthbank.london/making-progress/corporate-community-engagement

“

THIS IS SUCH A FANTASTIC PART OF THE CITY, I LOVE THAT MY ROLE IS TO WELCOME VISITORS AND HELP THEM DISCOVER ALL THAT NORTHBANK HAS TO OFFER.”

Rafal Mlot, Ambassador



THE NORTHBANK BID: BID BUDGET

The BID budget sets out the share of income and resources across each of the BID themes.

	2018/2019	2019/2020	2020/2021	2021/2022	2022/2023		
Income	£	£	£	£	£	Total £	% of total
BID Levy collection 95%	1,810,000	1,860,000	1,890,000	1,955,000	2,010,000	9,525,000	97
Voluntary contribution	30,000	60,000	60,000	60,000	60,000	270,000	3
Total	1,840,000	1,920,000	1,950,000	2,015,000	2,070,000	9,795,000	100

Expenditure	£	£	£	£	£	Total £	% of total
Public Realm Operational Services	390,000	394,000	400,000	410,000	420,000	2,014,000	21
Strategic Vision for Northbank	120,000	165,000	165,000	165,000	160,000	775,000	8
Community Safety and Business Resilience	295,000	302,000	307,000	320,000	330,000	1,554,000	16
Marketed and Promoted	350,000	358,000	364,000	385,000	404,000	1,861,000	19
Corporate Community Engagement	265,000	270,000	274,000	285,000	295,000	1,389,000	14
BID Team Support	160,000	163,000	166,000	170,000	173,000	832,000	8
Overhead	145,000	150,000	154,000	158,000	163,000	770,000	8
Contingencies	115,000	118,000	120,000	122,000	125,000	600,000	6
Total	1,840,000	1,920,000	1,950,000	2,015,000	2,070,000	9,795,000	100

Management and overhead costs will be funded as far as possible from voluntary contributions. A BID levy collection rate is assumed to be 95%. The BID levy collection fees and BID running costs (such as legal and accountancy services) are also shown in the budget. The budget is based on the BID's second term running for 5 years from the start of the April 2018 financial year. It is proposed that the BID goes live on the 1st April 2018. Once the BID is fully operational, changes to budget priorities will be made by the BID Board General Meeting, or an Extraordinary General Meeting, to which all Businesses will be invited.

The BID levy will raise approximately £9.5 million (inclusive of voluntary contributions) to be spent exclusively in the BID area over its 5 year life. A levy of 1% will be applied to the rateable value of each defined ratepayer in the BID area, of which there are approximately hereditaments, raising approximately £1.8 million per year (inclusive of voluntary contributions).

Calculating the BID levy

To calculate the proposed annual BID levy, simply multiply the business rateable value by 0.01. The BID levy rules are set out below but if you are unsure of whether your business is eligible or indeed if you don't know your rateable value, please contact the BID team.

Collecting the BID levy

The BID levy will be due on 1st April each year and will be collected by the City of Westminster Council on behalf of the BID Company. The levy income will be collected into a ring-fenced BID Revenue Account and these funds will be regularly transferred to the BID Company. Year 1 will commence in April 2018.

COST TO YOUR BUSINESS

The approximate costs to a small business will be £125.00 per week. The table below sets out the approximate annual BID levy for small, medium and large business:

Business Size	Rateable Value	Annual BID Levy
Small	£150,000	£1,500
Medium	£750,000	£7,500
Large	£2,500,000 (capped)	£25,000

Voluntary contributors

The BID legislation does not currently provide a mechanism for a mandatory contribution from landowners for new BIDs coming on stream. Therefore, the BID executive will actively seek voluntary contributions from landowners. The BID team has been successful in obtaining additional funding from property owners and will actively seek further voluntary contributions from other organisations and businesses outside the BID area who are interested in the BID. The Northbank BID will also have the potential to apply for grants, bringing in additional income into The Northbank area. Grant making bodies do regard BIDs and their company structure as a good source of private sector match funding.



£9.5M+

THE BID LEVY WILL RAISE APPROXIMATELY £9.5 MILLION (INCLUSIVE OF VOLUNTARY CONTRIBUTIONS)



1%

A LEVY OF 1% WILL BE APPLIED TO THE RATEABLE VALUE OF EACH DEFINED RATEPAYER IN THE BID AREA

WHO WILL PAY THE LEVY



5 years

THE LENGTH OF THE NEXT BID TERM



£10M

APPROXIMATE GENERATION OF FUNDS OVER THE LIFETIME OF THE BID TERM (5 YEARS)

The BID process is governed by Government Legislation and Regulations. As such, once a majority vote has been achieved, the BID levy becomes mandatory on all defined ratepayers.

The rules for the BID levy are as follows:

The BID levy will be based upon the Rateable Value in effect on 22nd December 2017. Properties that come into the Rating List during the BID term will be subject to the BID levy from the effective date that the property is brought into the rating list and the RV effective at that time.

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 2018, it is proposed that the inflationary rate is applied from 1st April 2019.

The term of the BID will be for a period of 5 years from 1st April 2018.

The BID levy will be applied to all ratepayers with a rateable value equal to or greater than £150,000.

Ratepayers in receipt of mandatory charitable relief from business rates shall receive a 80% discount on the BID Levy.

A ratepayer will be liable to pay the BID levy on an unoccupied property without any void period or reduction in the BID levy.

There will be no VAT charged on the BID levy.

The levy per hereditament will be capped at £25,000. The capped levy will assume a growth rate for inflation of 2.5% applied on 1st April each year.

It is proposed that the BID's management and overhead costs are met firstly through the voluntary contributions generated by the BID, minimizing as much as possible a commitment from the BID levy funds.

How much investment will it create?

As outlined above The Northbank BID will generate approximately £10 million over the lifetime of the BID term - 5 years. In addition, the BID board and executive team will endeavour to increase the budget through grants and other sources of income.

In the first term we successfully leveraged in large financial contributions from other funding sources and we plan to do the same again.

The 'closed year rule'

Where the rateable value for a hereditament (rateable business unit) 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.

For further information please visit www.thenorthbank.london/the-northbank-bid/road-to-renewal

BOARD AND OBSERVERS

The board is a cross-sector representation of the BID's levy-paying occupier base, with members re-elected annually at the company AGM.



Board Directors

Matthew Dixon
Chairman
Corinthia Hotel London

Julian Robinson
Vice-Chairman
LSE

Emma Knott
Ambassador Theatre Group

Geoff Smout
Bain & Company

Guy Hilton
The Waldorf Hilton

Jeremy King
Corbin & King

Jonathan Reekie
Somerset House

Paul Hewitt
Land Securities

Ralph Luck
King's College London

Ruth Duston
The Northbank BID

Scott Brodie
British American Tobacco

Steve Sherwood
PwC



Observers

Alistair Subba Row
Farebrother

Allyson Hargreaves
St Martin-in-the-Fields

Andrew Hicks
Capco

Lauren Preteceille
Transport for London

Fr Luke Miller
Archdeacon of London

Nikki Clarke-Rogers
Metropolitan Police

Cllr Robert Davis
Westminster City Council

Cllr Tim Mitchell
Westminster City Council

THE NORTHBANK BID FOOTPRINT

The BID boundaries

The Northbank Business Improvement District geographically sits in the centre of London. It runs near Admiralty Arch in the West, through Trafalgar Square, along the Strand and through Aldwych to Temple Bar. In outline it is bounded in the north by Chandos Place, Maiden Lane, Tavistock

Street and Carey Street. The eastern boundary runs along Bell Yard and Temple Gardens. The southern boundary runs along the Embankment from Northumberland Avenue to Temple Pier. The streets and part streets contained within the BID area are as follows:

Northbank BID Street List

Adam Street	Exchange Court	Robert Street
Adelaide Street	Exeter Street	Savoy Court
Adelphi Terrace	Fleet Street (Part: 194-193)	Savoy Hill
Agar Street	Garden Court (Part: 3)	Savoy Place
Aldwych	George Court	Savoy Street
Arundel Street	Grange Court (Part)	Savoy Way
Bedford Street (Part: 1-9, 51-41)	Great Scotland Yard (Part)	Southampton Street (Part: 1-18, 32-39)
Bell Yard (Part: west side, 1-3)	Heathcock Court	Spring Gardens (Part: 1, 2, 3, 5, 7, 9)
Buckingham Arcade	Houghton Street	St Clements Lane
Buckingham Street	Hungerford Lane	St Martin's Place (Part: 1-8)
Bull Inn Court	India Place	St Martin's Street (Part)
Burleigh Street	Ivybridge Lane	Strand
Carey Street (Part: south side)	John Adam Street	Surrey Street
Carting Lane	Kean Street (Part: 2-6)	Tavistock Street (Part: 2-42)
Catherine Street (Part: 1, 3, 5, 15)	Kingsway (Part: 1-11, 2-20)	Temple Place
Chandos Place (Part: south side)	Lancaster Place	The Arches
Charing Cross	Little Essex Street	The Mall (Admiralty Arch)
Clements Inn	Lower Robert Street	Trafalgar Square
Clements Inn Passage (Part: 8-10)	Lumley Court	Victoria Embankment (Part)
Cockspur Street (Part: 1-4, 57-66)	Maiden Lane (Part: 1-25)	Villiers Street
Craven Passage	Maltravers Street	Water Street
Craven Street	Milford Lane	Watergate Walk
Devereux Court	Melbourne Place	Wellington Street (Part: 1-31, 2-26)
Drury Lane (Part: 71-Aldwych, Aldwych-109)	Montreal Place	Whitcomb Street (Part)
Duncannon Street	New Inn Passage	Whitehall (Part: 1-13, 2-10)
Durham House Street	Northumberland Avenue	Whitehall Place (Part: 10)
Embankment Place	Northumberland Street	William IV Street (Part)
Essex Street	Pall Mall East (Part: 13-17)	York Buildings
	Portugal Street (Part: 1-4)	York Place

Any streets or alleyways that are not shown in the above list will be deemed to be part of the BID area as defined by the map on page 26.

Find a full map of the area at www.thenorthbank.london

“

WITH ITS UNIQUE CLUSTER OF ARTS, CREATIVE INDUSTRIES AND HIGHER EDUCATION, THE NORTHBANK IS EMERGING AS AN IMPORTANT NEW CULTURAL QUARTER.”

Jonathan Reekie,
Somerset House



Alteration Ballot:

The proposed BID arrangements for The Northbank BID have been altered to include Admiralty Arch and St Clements Lane. For more detailed information, please go to www.thenorthbank.london. The following things have not been altered:

1. the works or services to be provided;
2. the persons to have responsibility for implementing the BID arrangements;
3. the existing baseline services provided by the council;
4. the way in which it is determined which non-domestic ratepayers in the geographical area will be liable to pay the BID levy;
5. the way the BID levy is to be calculated; and
6. the category of non-domestic ratepayer for which and the level at which any relief from the BID levy is to apply.

The alterations to the BID arrangements will commence on the same date as the renewal of the BID arrangements, namely 1 April 2018.

The way that the Board of The Northbank may alter the BID arrangements without an alteration ballot has not changed. Currently, such alterations are permissible so long as the Board consults on such alterations with the council and any alterations do not:

- alter the geographical area of the BID;
- cause anyone to pay the BID levy who was not liable to pay it before; or
- increase the amount of the BID levy for anyone.

Any such alterations to the BID arrangements must not conflict with the Local Government Act 2003 or the Business Improvement District (England) Regulations 2004.

The costs incurred in developing the BID proposals, holding the ballot and implementing the BID will be recovered through the BID levy during its current term.



THE SAVOY HOTEL

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