

Delivering for the area

We want to keep you safe



#WestminsterTogether

THE
NORTHBANK



TRAFALGAR SQ. · STRAND · ALDWYCH

November 2020



thenorthbank.london

@TheNorthbankBID

Over the past seven months we have been working to support our local community through a range of different initiatives to keep you safe. Here's a snapshot of what we've delivered:



Street Teams

Our Cleaning enhancement teams have been delivering regular deep cleaning of the footways across the South Westminster area for heightened sanitation



Our Security Team haven't paused their activities at all throughout this period, with an additional night time patrol, to assist businesses with vacant units during lockdown and to support our partners in the Police and the local authority



Our Ambassador teams returned to the footprint in July to support visitors with wayfinding, visit our businesses and gain information on the ground as the gradual lifting of the first national lockdown began



On-street interventions

Communications & Marketing

We have been working with Westminster City Council and Transport for London to develop longer-term interventions that support social distancing: additional cycle parking, widening pavements and pop-up green spaces



We have installed enhanced signage across Northbank to help you adhere to social distancing measures, ensure safe queueing and promote local walking routes



We have installed hand sanitiser stations across Northbank where the public can have access to hand sanitiser for free, where hand washing may not be possible



Virtual Event Series



We have been running a Virtual Event Series since March



Events included wellbeing seminars, creative workshops, diversity and inclusion seminars, cooking masterclasses, yoga and educational workshops for adults and children



86 events have been held with 30 local businesses, Over 2,200 people attended virtually

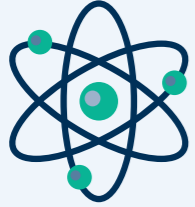


Many events were hosted by local businesses to ensure they were able to promote their activities despite decreased footfall

Business Support



Communications



A COVID-19 Business Information Hub was created on our website with official and trusted information, to ensure that our local business community is kept up to date with latest guidance, including return to work and security advice

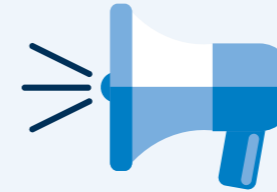


Direct Communications have been sent to our business members since March to inform them of COVID-19 business updates and guidance, news and events and business support



We utilised our digital platforms to support local businesses with a regular programme of engaging updates on Twitter, Facebook, LinkedIn and Instagram. Content promoted local initiatives and reopening communications

Public Affairs and Lobbying



We lobbied on behalf of our business community at the highest levels on the issues that are important to our business community. Our Chief Executive, Ruth Duston OBE OC, has been engaging in regular communications with our local MP Nickie Aiken and leaders at Westminster City Council



We carried out polling at key moments of the year relating to travelling in to places of work and appetite of returning to the area. This fed into a key news piece with a front page feature in the Evening Standard

In the news

