

VICTORIA BUSINESS IMPROVEMENT DISTRICT

THE VICTORIA **VIBRANCY** REPORT 2014



Victoria
LONDON STARTS HERE

About the Victoria Business Improvement District

The Victoria Business Improvement District (BID) is a business-led and business funded body formed to improve the Victoria area. The Victoria BID was established in April 2010 and is currently in its first five-year term of operation. The Victoria BID is governed by a board made up of BID levy payers representing the BID area and a small management team.

BIDs across the UK are funded through a BID levy, which is a small percentage of a businesses' rateable value. In common with most BID's, the charge is 1%. Once a ballot is successful the BID levy is mandatory for all eligible businesses. The BID levy is collected by the local authority into a ring-fenced account and passed to the Victoria BID for use on the projects and services set out in the Victoria BID proposal.

The past year has seen Victoria celebrate the arrival of several new developments, presenting Victoria BID with an unprecedented opportunity to act as the catalyst in bringing together businesses and partners to help shape and influence a new era for the area.

Change brings challenges which Victoria BID has sought to tackle head on ensuring its businesses as usual in Victoria for workers, residents and tourists. New developments are presenting opportunities for growth and investment as businesses in the UK and overseas seize the opportunity to be part of the story, as Victoria emerges as a major destination for London.

Together with all the businesses, stakeholders and partners Victoria BID is working hard to shape a prosperous and vibrant economy in Victoria.



A revolution is taking place in Victoria

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The Changing Face of Victoria

It is now 13 years since Westminster City Council recognised the opportunity to bring Victoria into the 21st century, reflecting its position as a major gateway for 195 million passenger movements every year whilst meeting our ambitions of making the area a major destination in its own right.

In 2001 these ambitions were encapsulated by the worthy objectives of providing 1,000 new homes and development capacity for 4,000 new jobs by 2031. What we could not have forecast at the time was quite how Victoria would become such a success story, growing exponentially, and meaning we are now confident of being able to outstrip these targets.

You just need to visit the area to see what has already been achieved and the steps we are taking towards creating a vibrant new commercial centre.

From the Pelli Clarke Pelli Architects' scheme at 62 Buckingham Gate, to the The Zig Zag Building and Kings Gate development, to the forthcoming Nova, Victoria scheme which will see the redevelopment of the 2.5 hectare site opposite the Station, the face of Victoria is rapidly changing.

To achieve this step-change in the area we have actively worked with developers, Land Securities, the Victoria Business Improvement District, and other key stakeholders to ensure that we can effectively accommodate new development whilst retaining many of the characteristics that make the area unique.

With the area flanked by iconic buildings such as Westminster Cathedral, The Houses of Parliament and Buckingham Palace, we have strived to ensure that new development complement this rich history, and have actively encouraged schemes to bring new life to old buildings such as the proposed conversion of Portland House to homes.

We have been working with key transport providers to increase capacity at the mainline and underground stations to ensure that developments are supported by sustainable infrastructure. Central to this is London Underground's £0.5 billion Victoria Station Upgrade scheme, due for completion in 2018, which will increase capacity and ease congestion at Victoria alongside Network Rail's improvements to the Mainline Station.

Meanwhile the proposed Crossrail Line 2 will see further development take place immediately to the west of the Station to integrate a new North-South rail-link which will further help alleviate pressure on the existing Victoria Line and link to the Government's High Speed 2 rail-link at Euston.

With so much going on, we have proactively sought to ensure that we do not lose sight of the needs of the many residents who live in the area, and that they have been able to have an active say in the future design of their community.

Residents, businesses and visitors have also been able to benefit from the delivery of new public spaces, using the principles and policies of the 2011 Planning Brief which has already seen the improvement works to Howick Place. In due course we hope these will be joined by a new 'beach' area to the front of Victoria Station and new spaces between the major development sites along Victoria Street. The provision of buses on Terminus Place is currently under review.

Finally, we have continued to ensure that the exciting new offer is holistic, a range of mixed uses to both encourage and retain visitors and commuters, underscoring why we have actively encouraged new cultural offers, from an enhanced dining experience to the opening of St. James Theatre, the first major new theatre in the centre of London for 30 years, and land secured for a major extension to the Grade II Listed 1911 Victoria Palace Theatre.

There are so many ways to evidence this success story, from the new business which includes the headquarters of Jimmy Choo on Victoria Street and Burberry on Horseferry Road; to the location of Google on Buckingham Palace Road and Microsoft in Cardinal Place; to the forthcoming regeneration of housing in the nearby Ebury Bridge Estate, there are genuine opportunities for everyone.

Through careful planning, Victoria is well on the way to becoming a major destination in its own right and a worthy addition to the heart of a global city.



Councillor Robert Davis
Westminister City Council

Introduction

This is an incredibly exciting time for Victoria. Massive change, major redevelopment and an extraordinary programme of infrastructure improvements will transform Victoria over the next decade. With such an exciting development pipeline already rolling out, all this is rapidly establishing Victoria as the most vibrant place in which to live, work or visit, and we are already beginning to experience the new energy and vibe that is re-creating Victoria!

The challenge for any successful city location is to instill the confidence that wins hearts and minds, and helps define the very essence of the place itself. Victoria has this special quality – the ability to stimulate imagination and through an appealing mix of ingredients to create its own unique charisma, making it a place where people want to be.

As Victoria embarks on this radical transformation from what was once seen as a drab and hard urban landscape, juxtaposed with some of the country's most iconic buildings, character is what makes Victoria stand out. Character is also what provides us with the opportunity to develop a very special and vibrant destination. As a district, Victoria embraces some of London's

most historic sites, one of its busiest transport interchanges, some of its finest prime real estate and a wealth of other hidden gems. All of this provides a huge boost to Victoria's vibrant diversity as its regeneration creates a radically new urban landscape and public realm.

This report is just the first phase in our series of publications that will progressively track the rejuvenation of Victoria, presenting a coherent and compelling message as we capture the spirit of Victoria's sensational story. We will systematically measure its changes, celebrate its progress and catalogue the factors that are already making it one of London's most vibrant districts!



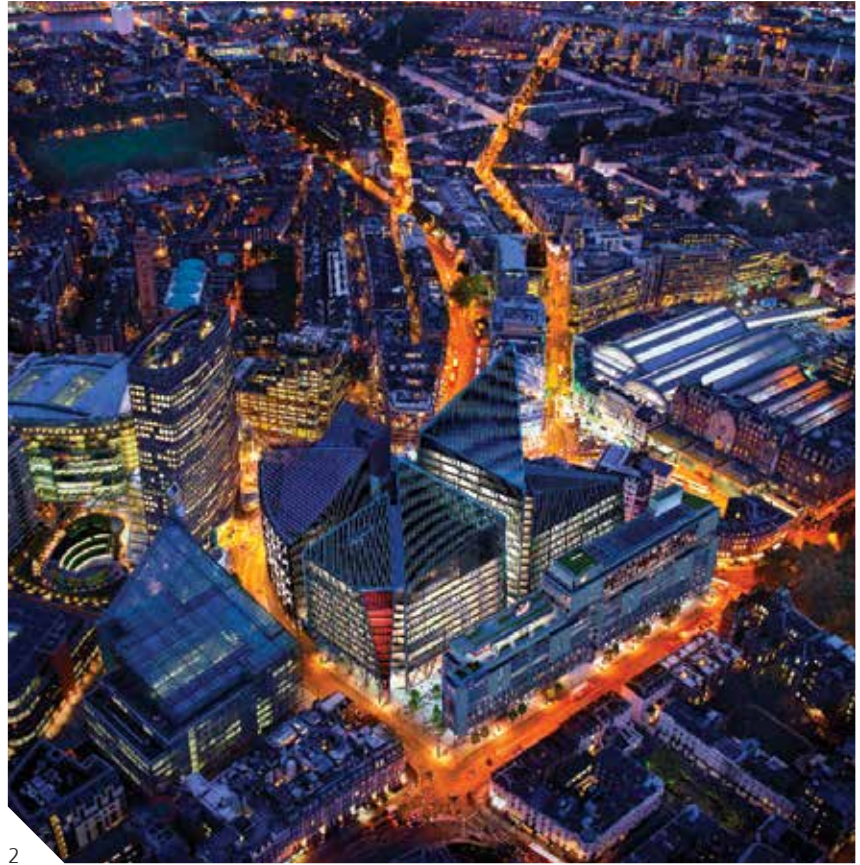
Tom Foulkes,
Chairman,
Victoria Business
Improvement
District



Ruth Duston,
Chief Executive,
Victoria Business
Improvement
District



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IN PICTURES

1. London Victoria Station
2. Nova, Victoria artist impression
3. The new Victoria Street after completion in 1854
4. Anthony Van den Wyngaerde's panorama from 1543 of Victoria

Victoria: The next chapter

Following the bold transformation underway, we will see the once harsh urban landscape become part of Victoria's history, replaced with the evolution of new development, re-creating a vibe and buzz that will make Victoria the destination!

Looking back

Victoria's railway terminus was completed in 1861 together with the street which connected it to Westminster. With station and street both given the name of the reigning monarch, 'modern' Victoria came into being. The new station was followed by an influx of residential developments side by side with the area's more commercial uses such as the Stag Brewery. Naturally, the proximity to Parliament meant the area soon developed as a prime office location for Central Government.

The next leap forward in the area's development came in the 1950s when most of the Victorian buildings that had survived sustained bombing during the war were demolished to make way for a new wave of modern office blocks.

Given the popular 'brutalist' style of architecture that prevailed in the 1960s and 1970s, Victoria became known for its rather sterile environment. Victoria Street, which had been conceived by the Victorians as a fashionable shopping district, felt more like a concrete wind tunnel.

A new era emerges

That chapter in Victoria's history ended in the first decade of this century when the Government decided to rationalise its property portfolio in central London and regionalise many of its offices which were based in the Capital. This departure from Victoria has created the opportunity to re-shape large areas of land in Victoria, currently occupied by old building stock with new, light modern architecture and innovative new spaces. New homes, offices, a mix of boutique and high street retail will complement the rich cultural and leisure offer, bringing to life the urban framework that will shape a new Victoria.

We will see an array of new public space, sensitively designed and landscaped to complement a wider vision that will be key to creating successful communities and revive Victoria as an outstanding location within central London.

Anxious to ensure that the mistakes of the past did not happen again, Westminster City Council has been supporting a coherent approach to development. This task has been made more straightforward by there being one developer – Land Securities – progressing the lion's share of the new development.

However, co-ordination remains of vital importance. Grosvenor have major landholdings in the area while Transport for London and Network Rail have major plans for the transport terminus and its environs.

Against this backdrop, the Victoria Business Improvement District was created in 2010 and has taken on the challenge of shaping the area as a destination of choice within London, showcasing all that Victoria has to offer, whilst attracting interest from the London and global economy.

Perhaps most importantly, it has brought together all the major stakeholders in Victoria into a development forum which will help co-ordinate the latest chapter in the area's development. The group will lead and facilitate the Public Realm Strategy for Victoria providing a coordinated approach to the creation of new public space.

While that vision takes shape, this report looks at the key drivers creating the new Victoria.

DID YOU KNOW?

Cask and Glass is one of London's smallest pubs

Cask and Glass pub, 39/41 Palace St, London, SW1 5HN

Victoria Station



Executive summary

£700m is being invested by TfL to radically improve access to Victoria Underground Station

The scale and calibre of new development is unprecedented in the history of Victoria and exceptional in such a central London location

The Victoria Station Upgrade will increase station capacity by up to 50%

Victoria is shaping up to be an unparalleled destination to live, work and visit in London

Central Government buildings are being given a new lease of life through careful conversion into prime residential space in the Capital

The recent opening of the St. James Theatre – London's first new theatre in 30 years – is being followed by a multi-million refurbishment of the Victoria Palace Theatre

More than £4bn-worth of development will create in excess of 3m sq ft of offices, shops and homes during the next decade

Victoria is undergoing change, unprecedented in its history, to become a major destination for London and give this part of SW1 back its glory

Victoria is providing a central and affordable location for independent retailers to flourish

London Victoria Station was built in 1861 and is one of London's busiest transport interchanges and will be upgraded to accommodate the forecast in increased passenger numbers and the fantastic change that's re-positioning Victoria as a London destination

Boutique Cinema Group – Curzon will be opening a 5 screen cinema at 62 Buckingham Gate in 2014

Victoria's transformation will see an enhanced public realm for people to move around. The public space will increase by approx, 147%, creating spaces which are not only useful but feel good to be in

Business space

THE OFFICE MARKET

Victoria is shaping up to become one of the most dynamic office locations in London, and an upcoming hotspot for international headquarters of luxury brands. The scale and quality of space that developers are providing is attracting a diverse range of businesses, which are seeing beyond the short-term disruption of development, to the massive potential of the new Victoria. Its future is already firmly in sight – public sector occupiers have moved out and high fashion headquarters have moved in.

At a glance:

- There are more than 12m sq ft of offices in Victoria
- Around 750,000 sq ft of offices are currently under construction in the area
- The area has been the target for sustained buying by overseas investors
- Notable office building sales include 151 Buckingham Palace Road (sold for £205m), 1-19 Victoria Street (sold for £180m) and 40 Grosvenor Place (sold for £107m)
- Formerly home to government offices, its occupier base is now broadening as a hub for creative industry
- Fashion, IT and TMT (Technology, Media and Telecoms) are among the business sectors which now have a substantial presence
- Businesses recently moving into the area include Burberry, Giorgio Armani, Jimmy Choo and John Lewis
- In 2012 office take-up was up 75% year-on-year and the trend has remained strong this year
- Top office rents now reaching a new record level of £70 per sq ft as businesses head for Victoria

Overview:

In the past, Victoria's proximity to Westminster meant that it was a natural home for government offices. However, a change in Government policy has led to an unprecedented opportunity for a new breed of business to make their home and headquarters in the area.

Occupiers are drawn by the scale and quality of office space, transport links and the lower rental profile. Acquiring space in the core West End locations of Mayfair and St James's is a

rarity and competitive. As a consequence, occupiers have for some time been looking at alternative locations where they can find what they need with many seeing Victoria as the answer.

Victoria, with its new buildings, improving environment and transport links, is increasingly becoming the chosen solution. Microsoft was among the first corporates to buy into the new vision for Victoria and has been rapidly followed.

The relative affordability of Grade A offices in Victoria is playing a part in the decision of businesses to move to the area. Large scale, high quality, new offices can command rents of up to £70 per sq ft, highly attractive pitched against the £120 per sq ft that the equivalent space would command in Mayfair or St James's.

Because of the scale and calibre of development, Victoria can provide a new centre of gravity to the office market in London's West End.

The supply of new office space is being balanced by the conversion of old commercial space to residential. A third of the office buildings that changed ownership in 2012 were earmarked for conversion into homes and this trend has continued during 2013.

Local property consultant, Tuckerman, comments: "Most of these sales were of period buildings reverting to their original use, but other larger scale developments are gradually having an impact on the available stock. However, many of these are former Government buildings in secondary commercial locations and have not been part of the commercial market for many years".

Good vibration:

The acid test of any office location is the rate of take-up and the diversity of businesses which are targeting the area.

The largest letting in 2012 was Burberry taking Derwent London's 127,000 sq ft refurbishment project at 1 Page Street. This year has seen lettings to John Lewis at 123 Victoria Street (37,500 sq ft), World Fuel Services at 62 Buckingham Gate (24,500 sq ft) and Giorgio Armani at Howick Place (20,000 sq ft).

The 2014 Vibrancy Report verdict:

The fact that top office rents in Victoria have now hit £70 per sq ft – considerably above competing locations such as King's Cross, the Southbank, and Canary Wharf – is testament to just how much businesses are buying in to what the area has to offer.

In some instances, rapidly rising rents might be a warning sign that an area is getting too hot, but with a substantial development pipeline set to bring a steady flow of new Grade A offices onto the market, it looks likely that the upswing in rents for new space will continue. However, occupiers moving to new state-of-the-art offices are finding that the space is more efficient and therefore they have to occupy less of it so the cost-profile can be advantageous.

The trend of converting offices into residential is largely welcomed as it mostly involves either period buildings reverting to their original use or redundant office blocks finding a new purpose as homes. As such, these two factors are balancing – and refreshing – Victoria's office market.

“ Victoria offers the scale and configuration of floor space that modern businesses demand; whether it is a large occupier needing multiple floors or a small to medium organisation wanting to be on a single floor for ease of communication and collaboration. Occupiers recognise that Victoria is becoming one of London's hubs of culture, creativity and enterprise. It provides an enjoyable work space which, in turn, promotes business success.

Kaela Fenn-Smith, Head of Leasing,
Land Securities

“ I think Victoria's office market is actually well ahead of its market perception in many respects. It has got one of the most diverse occupier bases in London, but that's not widely acknowledged.

Phil Hoble, Head of West End Offices,
Knight Frank

“ I've always been charmed by the Belgravia area which made Elizabeth Street the perfect location for my third designer denim boutique four years ago. I love how each store is a specialist or an artisan; from Grosvenor Stationery Company, Vicki Sarge, and Philip Tracey and Poilâne to Walden Chemist, which I believe is the best chemist in London. The street has undergone a transformation from when we arrived; starting with newly resurfaced streets with beautiful trees and lights in keeping with the quaint cobbled village feel. Every year gets better and better with a real community feel, from flags at the Jubilee to the Summer Party which fills the streets and also the festive Christmas Sunday. It's the village feel in the heart of London that keeps everyone coming back to Elizabeth Street.

Jean Queen, Donna Ida Thornton

“ You have the best of both worlds really: the more modern feel of all that is going on in Victoria with Buckingham Palace on one border and Belgravia on the other. It's just incredibly well placed.

John Clark, Residential Investment Director,
Grosvenor



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IN PICTURES

- 5. 123 Victoria Street
- 6. Cardinal Place
- 7. Victoria Street
- 8. The Peak

Business space SHOPPING & EATING

A revolution is taking place in Victoria's retail and restaurant scene.

Big brands and emerging eateries expanding their presence in the Capital are choosing Victoria including Ibérica and Leon. Vibrant new independent retailers are also opening their doors and the choice of places to eat has been improved in the past year with room for growth.

Nova, Victoria alone will create 85,000 sq ft of exciting, high profile cafés, restaurants and retail while Network Rail is progressing a comprehensive refurbishment and expansion of the Victoria Place Shopping Centre.

In the past, retailing in Victoria was largely aimed at the needs of workers in the area, but these innovative new projects are turning it into a shopping destination in its own right.

At a glance:

- There is nearly 3m sq ft of retail space in Victoria of which around 30% is occupied by restaurants, cafés and bars
- The challenge is to broaden the retail and eating offer while providing a blend of multiples with independent operators
- Redevelopment of Victoria Place shopping centre will provide a major boost to the quality of shopping in the area
- The demand for cafés – from workers and visitors – is very high

Overview:

In any urban location, its shops, cafés and restaurants are not just amenities for people; they are a reason to go there in the first place and then perhaps linger a bit longer than they otherwise would have. They create the buzz which makes up part of an area's identity.

In past decades, Victoria's retail amenities have largely existed just to meet the day-to-day demands of local workers and the transitory population passing through the transport interchanges.

The main retail offer has been situated along Victoria Street and was dominated by national chains. There was little to draw shoppers from outside the area.

This began to change with the development of Cardinal Place which broadened the offer. The challenge now for the new developments springing up around Victoria is to take the opportunities to shop, eat and drink to a new level – attracting

independents, such as coffee house Iris & June and bakery Peggy Porschen, that will create the atmosphere and buzz that Victoria lacked for so many years.

The language that developers are using about their plans is indicative of how the retail scene will change. Talking about the retail element of its Nova, Victoria project which is currently under construction, Land Securities reports: "Nova will be a base for exclusive and eclectic restaurant and retail brands where the unexpected lies around every corner". It says the development will attract "coveted brands that push the boundaries of the dining and retail experience".

Eating and drinking outlets are arguably the strongest and most rapidly expanding areas of retail at present and they play a key role in shaping the wider mix.

In a recent survey by The Retail Group, nearly 50% of people canvassed in Victoria said they would be using a café in the area that day. However, in the past the streetscape has not been very conducive to creating a pleasant atmosphere for café society'.

This is now being addressed by the way in which new developments will create suitable environments and complementary areas of public realm. Recently The Royal Quarter Café – which already has a presence in Chelsea, the West End and Battersea – opened a new outlet at Wellington House on Buckingham Gate.

Good vibration:

Network Rail is undertaking a £15m refurbishment and expansion of the Victoria Place shopping centre. The centre lies directly above London Victoria Station and is spread across three levels. On completion in Spring 2014, the project will add an additional 10,000 sq ft of new space to the centre, taking the total amount up to 93,000 sq ft of retail across 40 units. The scheme provides improved access including the redesign of the entrances and extensive reconfiguration of the existing space.

Insights from retail footfall analysts Springboard indicate that retail sales during 2013 have been positive, and encouragingly above the national average despite disruption in the area due to construction. Footfall has also remained strong despite the works, and Springboard expects this trend to continue as the

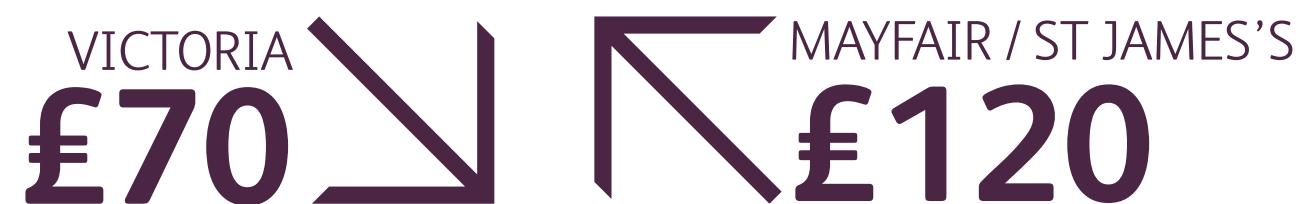
extensive development enters the final stages and changes to the public realm come into effect.

The 2014 Vibrancy Report verdict:

With some honourable exceptions, the shopping and restaurant scene in Victoria was pretty poor during the latter part of the 20th century. Now it is developing its own identity; an energetic mix of familiar faces and new concepts. Independents rub shoulders with some of the best known brands.

The new influx of Victoria residents will demand a broader base of retailing and leisure amenities. Developers will also have to be aware of this and create a mix which makes Victoria attractive to shoppers who are not just local workers or residents. It will be a tipping point for the area when it can attract shoppers from outside the immediate area.

CHEAPER RENTS on large scale, high quality new offices per square foot



FACT: Victoria is now above competing areas, such as King's Cross, the Southbank and Canary Wharf



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“ Since opening in May 2013, TOZI Restaurant & Bar has enjoyed growing success, with strong repeat business figures showing loyalty within the local Victoria area. TOZI customers have repeatedly commented that the Victoria area had long been in need of a wider range of places to eat and socialise, both for local residents and for the afterwork business crowd. Being seen as a successful, neighbourhood eatery which is valued within the Victoria community was a central goal for the TOZI team and we are proud to have achieved that and to continue to focus our efforts to build on this reputation. Recent new openings in the area, especially in the restaurant trade, mean both healthy competition, but also an increasing sense of a buzzing community in development.

Velio di Nolfo, Restaurant Manager, TOZI

“ We are excited about the new vibrant neighbourhood that is being created adjacent to our existing Cubitt Houses – The Orange, The Pantechnicon Rooms and The Thomas Cubitt. The creation of a new business and residential community will attract a range of new customers, which will add even further vibrancy to the Victoria area as a whole.

Stefan Turnbull, Director, Cubitt House

“ We have for a long time wanted to come to Victoria. We received more emails from customers wanting us to open there than for any other area. It is a vibrant area with a great past and, we believe, an even greater future.

John Vincent, Leon

IN PICTURES

9. The Colonnade

10. Portland House

Living in Victoria

Victoria presents a remarkable opportunity to create a desirable environment for living in central London. The conversion and redevelopment of redundant office buildings have created the opportunity for the development of large numbers of new homes. Combined with new office development, this is prompting better retail and leisure amenities which, in turn, are making these premium residential spaces more attractive to Londoners. This 'virtuous circle' has the potential to profoundly transform the community in Victoria, broadening the base of its 24/7 population and driving a night-time and weekend economy.

At a glance:

- Extensive residential development signals a new influx of population
- Londoners are alive to the changes in the area and are targeting Victoria as a place to live
- Properties now selling for prices reflecting £1,600+ per sq ft
- High-end development is being balanced with affordable housing and student accommodation
- Period buildings are returning to their original use
- Initiatives in place tackling homelessness and rough-sleeping issues

Overview:

In its London Hotspots residential report which was published in Autumn 2011, property agents Knight Frank predicted: "The redevelopment of Victoria Underground Station and the new Victoria Transport Interchange development will give the area a well-needed facelift, and engender more interest from buyers keen to take advantage of the area's proximity both to the West End and West London.

"International commuters can reach Gatwick in 30 minutes from the train station. Prices in the area will not catch up with those in neighbouring Belgravia, but they could see a significant bounce".

In 2011, capital values for new Victoria apartments were running at around £1,300 per sq ft but have now already passed £1,600 per sq ft with Knight Frank's prediction of £2,000 per sq ft by 2016 looking well within reach. That would represent a five-year uplift in values of nearly 50% and is a graphic illustration of the momentum in the Victoria residential market.

It could be argued that the watershed for Victoria's residential property market was the development of Wellington House. It was among the first substantial developments to be completed in London after the downturn and was also something of a departure for Land Securities which is predominantly known for its commercial projects.

It contains 59 private apartments, ranging from one to four bedrooms – all of which virtually sold ahead of completion. This signalled the latent demand for high quality homes in Victoria and has encouraged a spate of schemes to start in its wake.

The scheme is also dispelling the myth that the majority of new prime London homes are being sold to 'absentee overseas owners' and left empty. Of the apartments at Wellington House, more than half are owner occupied and the rest are let to tenants who need to live and work in the capital.

The same developer has another 400+ homes either under construction or on the drawing board and there is a myriad of smaller schemes from new-build through to the widespread conversion of period buildings from offices back to their original use as homes.

While homes in neighbouring Knightsbridge and Belgravia hover at prices reflecting capital values of £5,000+ per sq ft, Victoria's prime properties can be bought for around £1,600 per sq ft. Not surprisingly, the area is being targeted by Londoners who want a central base. Although there is some investment buying by overseas buyers, the general consensus is that Victoria can supply a much broader range of homes than London's 'super-prime' areas.

Homelessness and rough-sleeping have been an issue in Victoria for more than 100 years. As a transport hub, it has always been a point of arrival in London for many people and some end up without work or somewhere to stay.

Much is now being done to address this through joint initiatives by Westminster City Council in partnership with charities including The Passage, Police and Victoria BID.

Good vibration:

The Passage is a charity which has been helping Victoria's homeless since 1980. Its focus is to find people a permanent home away from the streets. Its mission is to provide resources which encourage, inspire, and challenge homeless people to transform their lives. This is as much about helping people address issues such as unemployment and loneliness as it is about putting a roof over their heads. Its Chief Executive Mick Clarke explains: "We are committed to helping homeless people to change their lives through the services we provide. We meet basic needs and offer advice. We help with resettlement and rehabilitation, including help with housing, literacy and numeracy, mental and physical health".

Co-ordinated initiatives to address rough-sleeping in areas such as the piazza in front of Westminster Cathedral are yielding very positive results and breaking the cycle of homelessness, rough-sleeping and low-level crime.

The Passage is also working with authorities in Eastern European countries on the 'Before you go' initiative which is focused on people thinking of migrating to London and stressing the importance of having real work to go to and plans for accommodation.

DID YOU KNOW?

St George's Tavern – transformed in 1840 into a saloon with entertainment by Charles Morton, the Godfather of Music Hall

St George's Tavern, 14 Belgrave Rd, London SW1V 1QD

The 2014 Vibrancy Report verdict:

Central London's residential market has been notoriously hot for more than a decade. The perception is that 'ordinary people' cannot access the market. Victoria is fortunate that through prudent development, sensible planning controls and a vision of what the housing mix should be, it can offer a more varied stock of housing. This will in turn complement the aspirational residential offering in neighbouring Belgravia and help shape this part of London as a desirable place to live, work and visit.

The influx of new residents into the area will bring life and activity into Victoria and support its business, cultural and leisure sectors.

“ You need high quality residential, retail and offices to bring a place to life, so that it is busy day and night.

Tom Eshelby, Residential Director,
Land Securities

“ We like office locations where you've got that live/work environment, where you have a retail offering and residential.

Julian Gabriel, Head of Real Estate,
London, Doughty Hanson

“ I think there is a difference between Victoria and perhaps other areas where new residential has been built in that the offices and employment is on offer in the Victoria area and within walking distance. So I would hope that it will encourage more people to actually live and work in the area.

Nigel Hughes, Estate Surveyor,
Grosvenor

MOMENTUM IN THE RESIDENTIAL MARKET

prices for top apartments per square foot



RESULT: 5-year uplift in values of nearly 50%

New development

Over the next decade, more than £4bn worth of investment will create in excess of 3m sq ft of commercial and residential space. The scale and calibre of this new development is unprecedented in the history of Victoria, and exceptional in such a central London location. In essence, a new city is being created between Belgravia and Buckingham Palace. Billions of pounds are being spent to deliver an integrated environment of buildings, public realm, transport and amenity.

At a glance:

- Major development players: Land Securities, Grosvenor, Doughty Hanson/Terrace Hill and Network Rail
- Conversion of redundant office buildings into homes and other alternative uses is bringing back a sense of community to the area, and driving the local economy
- Enhanced access to London Victoria Station will bring significant benefits to commuters

Overview:

You only have to walk the streets of Victoria to see that the area is currently a 'work-in-progress'. Large-scale construction will continue as development accelerates Victoria's renaissance.

Land Securities alone is developing close to 2m sq ft of offices, around 250,000 sq ft of retail and hundreds of new homes. This hub of new buildings has triggered improvements and refurbishments across the area. New projects are sweeping away the former offices of government departments and bringing in a new diverse range of businesses ranging from finance to fashion.

Unlike the previous wave of developments in the decades following the Second World War, this era of development is not about creating a mono-culture of offices.

Completed schemes such as Cardinal Place, 123 Victoria Street and Howick Place already show what can be achieved, and are leading the way for a new raft of development which will provide a mix of offices, shops, leisure and homes.

The increasing diversity of the area is being fostered by the conversion of many redundant office buildings into homes and hotels. This is softening the environment; making it more vibrant and bringing life to Victoria outside normal business hours.

The largest scheme in the development pipeline is Nova, Victoria. The project is described by Land Securities as the "defining moment" of its £2bn+ investment into Victoria.

This game-changing 897,000 sq ft scheme will deliver 603,000 sq ft of world-class Grade A offices, 193,000 sq ft of contemporary high-quality apartments, 85,000 sq ft of exciting, high profile retail, cafés and restaurants and 16,000 sq ft of public realm.

The transformation of this 5.5 acre island-site will deliver a new seven-day-a-week destination that will encourage the 130m people who use London Victoria Station each year to engage with this part of the West End. Construction started in June 2013 and Phase 1 is scheduled for completion in 2016.

In parallel to these developments, major upgrades of Victoria's underground station will vastly improve the passenger experience.

Development throughout Victoria will cause disruption for the short-term but at the end of the road the area has the opportunity to establish itself with a new, energetic, affluent and cultural 21st century identity.

Good vibration:

A perfect example of how 'old Victoria' is giving way to a new vision is The Zig Zag building on Victoria Street; one of two buildings replacing Kingsgate House, which has since been demolished.

Once a concrete nest for civil servants, the building is being redeveloped into 180,000 sq ft+ of offices designed by Lynch Architects. The new scheme will have an imaginative take on traditional architectural values with every element of the building's design having been considered and crafted. It will become a 'new Victoria' landmark benefiting the public realm with new thoroughfares, gardens, restaurants and shops.

In keeping with the live-work-visit balance of the 'new Victoria', its next door neighbour will be Kings Gate: 100 luxury apartments over 14 storeys ranging from studios to penthouses and complemented by retail at ground and first floor levels including a new Jamie Oliver restaurant.

The 2014 Vibrancy Report verdict:

Victoria is currently in the throes of an overdue renaissance. When complete, the entire feel of the area and what it has to offer will be changed.

Despite the disruption, major businesses are moving to Victoria now. They see the potential it has and want to be 'in on the ground floor'. Given the number of competing business destinations in London, this is a tremendous endorsement.

Developers have the pivotal role in the process of delivering this 'new Victoria'. It is essential that they not only produce the buildings and public realm that will continue to attract businesses, shoppers and tourists, but also must work together to create an integrated streetscape.

DID YOU KNOW?

The Orange – dates back to 1776 when it was the Orange Coffee House and Tavern

The Orange, 37-39 Pimlico Rd, London SW1W 8NE

“ The last period of major development in Victoria was when you had buildings like Belgrave House and Cardinal Place being created. Because of the calibre of space and the price point, they ticked amenity and access boxes for corporates and their workforce. That was about 10 years ago really and it has taken since then for the next real scale and quality of pipeline to come back through again. What Victoria has is large-scale sites with the ability to deliver really impactful buildings. Very bold buildings, very intelligent buildings which we haven't seen much of in Central London.

Phil Hopley, Head of West End Offices,
Knight Frank

“ For most modern businesses, the potential to attract key talent is one of the biggest factors influencing where you choose to locate your business. It is our job to make Victoria desirable for businesses to locate there because their staff also want to be there.

Catherine Thomas, Head of Marketing,
London Portfolio, Land Securities

VICTORIA over the next decade

DEVELOPMENT
£4billion 

FACT: Creating in excess of 3m sq ft of offices, shops and homes



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IN PICTURES

11. Zig Zag and Kings Gate construction site

12. 62 Buckingham Gate

13. Aerial view of Victoria

The Changing Face of Victoria

When I first moved to Westminster – to work not live – I thought I was going to the Centre Of The Universe and it'd be wonderful. It so wasn't. Life around Chadwick Street, a tiny street off Great Peter Street, was quite epically boring. The local employment base, as it turned out – I should've known – was God and Government (with a certain number of really heavy corporate headquarters on Victoria Street). And God and Government, useful as they both are, aren't exactly famous for their visual sense. So nobody, for instance, seemed to notice that Victoria Street was the most ugliest major thoroughfare in the country. It didn't have enough shops, and those it had were completely High Street Suburban. And great chunks of it were taken up by early 60s Soviet Slab office buildings that presented anonymous alienating flat fronts to the street. No shop entrances, art or alleyways to divert you from the concrete canyons.

The old Victoria Street disobeyed the first rule of the great American 60s urban planning activist Jane Jacobs in her 'The Life And Death Of Great American Cities' – the rule that said developments shouldn't present long blank faces to the street because it reduced social cohesion and encouraged alienation and crime. Victoria Street then – we're talking Eighties – broke every rule in the book. It seems to me the planners had allowed a sort of defoliation. Nothing grew on Victoria Street. So anything would be better.

The new Victoria development – some complete, some underway – promises a lot more than that. There'll be a 'refreshed Victorian' Victoria Station, and a tube that's fit for purpose. There'll be a lot more shops with some smart new flats above them. And shabby old places will be given a wash and brush-up. It'll make people think differently about Victoria. It's creating great opportunities and I'm urging everyone to take them.

I'm aware, for instance, of some very smart corporate people that are newly moved in to the area. Phillips the auctioneers, in their big rooms – already the venue for my last-but-one book launch last year and GQ's 25th Anniversary party in November. Tom Ford's London headquarters and Burberrys'. This is a very different kind of corporate client from the oil companies and Government departments we used to see. The Big Basics are planned and underway. But what Victoria's Great Leap Forward needs now is to recognise that Victoria and Victoria Street only come alive when you factor in their fascinating hinterlands. Victoria is a very practical hub but round it are marvellous places with their own names and identities which make it all real. That's the human factor, the cultural factor.

Westminster (the residential area, not the Government machine) and Pimlico are what make the area round Victoria so potentially wonderful. I have an axe to grind here. With the architectural historian and former Country Life editor, Clive Aslet, I'm founding the Pimlico Society. We're there to protect and enhance Pimlico, its lovely stucco squares and terraces, its amazing history (developed by Thomas Cubitt for a 19th Century Duke of Westminster) and its clever, interesting inhabitants. The same goes for 'Westminster' the residential area (not the borough), stretching out in a best-kept-secret kind of way from Victoria Street down to the Embankment. These two coterminous areas, rich in architecture, history, people and institutions (Tate Britain, the Royal Horticultural Society, Channel 4 and much more) are the reason for people to stay in the area after they've knocked off work that little bit longer (or even move in, to live round here!).

Because that's where the specialist shops and restaurants are, just one street behind the Cathedral or just 100 yards up Wilton Road from London Victoria Station – past Passport Control into Pimlico.



Peter York
Author and Broadcaster

Arts & Culture

Victoria has a rich cultural history to match most areas of London, however this has become obscured in recent times. A key test of the new Victoria will be its ability to encourage arts and culture in all its many forms which play a pivotal role in shaping its perception as a visitor destination. The area's three theatres are a major cultural focus and are now being joined by private galleries and a proliferation of public art.

At a glance:

- Victoria is home to London's first new theatre in three decades: the St. James Theatre
- The Victoria Palace Theatre is scheduled for a multi-million pound upgrade
- New development is fostering public art including 62 Buckingham Gate and Nova, Victoria
- Westminster Cathedral is London's finest example of neo-Byzantine architecture
- Famous past residents include Mozart and James Bond creator, Ian Fleming
- Curzon to open five-screen cinema in the budding entertainment district in Victoria at 62 Buckingham Gate

Overview:

Home to Westminster Cathedral and also a neighbour to Buckingham Palace, Westminster Abbey and the Houses of Parliament, Victoria is a major gateway for visitors and tourists passing through to visit some of the country's most iconic sites.

Victoria has a long and very diverse cultural history. The eight-year-old Mozart wrote his first two symphonies when resident for a year during his triumphant tour of Europe while the creator of James Bond, Ian Fleming, lived the last years of his life at No 16 in the beautiful Victoria Square. It also boasts three of London's major theatres: the Apollo Victoria, the Victoria Palace and London's newest theatre in 30 years the St. James.

However, today Victoria is very much looking to the future. Developers are being encouraged to incorporate art into their schemes to visually enhance the area. Internationally acclaimed artist Yinka Shonibare has been commissioned by Doughty Hanson and Terrace Hill, the developers of One Howick Place, to create a new piece of public art on Wilcox Place opposite the main entrance to the scheme.

Developers are also realising the new purpose these buildings can assume as a setting for art. The recently completed 62 Buckingham Gate, part of the Land Securities' portfolio, is home to an impressive array of contemporary art, including a tapestry by Turner Prize-winner Grayson Perry. Nova, Victoria is also set to commission artwork by up and coming artists on rotation, much like the fourth plinth on Trafalgar Square.

As Victoria's cultural life begins to flourish, new art galleries are beginning to emerge. Perhaps most notably is the Edel Assanti Project Space on Vauxhall Bridge Road featuring work by many exciting contemporary artists such as Jodie Carey, Alex Hoda and Gordon Cheung.

Good vibration:

The Victoria Palace Theatre has been a landmark in the area for more than 30 years.

Around 10,000 theatre-goers pass through its doors each week to see musicals such as Grease, Kiss Me Kate and the current production in residence, Billy Elliot. The theatre is now on the verge of an exciting upgrade which will retain the magical atmosphere of the auditorium while bringing its staging capabilities and the backstage facilities into the 21st century.

The theatre's owner, Sir Stephen Waley-Cohen, explains: "We have permission for a larger, deeper stage which will enable us to present shows with greater technological demands. We are not going to touch the fantastic Frank Matcham-designed auditorium which is just wonderful, but we will improve the quality of the seats, the leg-room, and the air-conditioning to create a better audience experience.

"The front of house – bars, foyers, lavatories etc – will all be upgraded and a passenger lift will be installed to access the Grand Circle."

The 2014 Vibrancy Report verdict:

Encouraging Victoria's artistic and cultural life will be one of the most important strands in developing the area's new vibrant identity.

Building new offices, shops, homes and restaurants is vital to the area's transformation but it is Victoria's cultural personality which can do so much to differentiate it from other areas of the Capital.

Victoria's theatres bring thousands of people to the area every week. This 'cultural traffic' needs to be capitalised on. Victoria has huge potential for public art, galleries and other cultural outlets. It is essential that these are woven into the new fabric of the area.

“ I love the way Victoria is evolving – it was long overdue and finally, in every aspect, it will be returned to its original glory. It's going to be a new focus in the city. Location, architecture, art – it has it all.

Nathalie Hambro, Local Artist

“ With all these improvements, Victoria can become a magnet for people rather than a place of transit.

Sir Stephen Waley-Cohen, Victoria Palace Theatre

When scouting possible locations across the capital, Victoria stood out as the natural and fitting home for the newest theatre to enter London's arts scene in 30 years.

Close enough to the theatre heartland of the West End and on the doorstep of millions of visitors each year, it is the ideal location with a promising future thanks to the intense transformation underway.

Cultural landmarks play an important role in helping to diversify an area's appeal, and it is exciting that St. James Theatre has had an early role to play in giving Victoria an 'arts awakening'. Our hope is for the theatre to not only attract big West End style shows, but to also act as a crucible for new techniques, playwrights and productions from across the pond.



Lady Lucy French
Director of Development
St. James Theatre

DID YOU KNOW?

Old Star – Basement of this 300 yr old pub was once part of the Crown Vaults

The Old Star, 66 Broadway, London, SW1H 1DB



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IN PICTURES

- 14. Victoria Palace Theatre
- 15. The Queen's Gallery
- 16. Public Art by Patrick Heron
- 17. St. James Theatre

Social responsibility & the environment

Enhancing urban spaces with green space can boost local economies, have a positive impact on people's health and wellbeing, and better equip an area to cope with the anticipated effects of climate change. With this in mind and employing a sensitive yet innovative approach that shakes off reminders of the harsh 1960's urban environment, Victoria BID is enhancing the public realm and uniting the business community in shaping a 'greener' Victoria. In the process, the BID is setting the bar for green infrastructure schemes and initiatives. In adopting a coordinated approach with businesses and stakeholders across the area, Victoria is in a strong position to maintain a sustainable public realm rooted in a collective vision for the area.

At a glance:

- Sustainability placed at the heart of new developments
- Initiative to create 25ha of 'green roofs' in Victoria
- More than 100,000kg of paper was recycled in Victoria between April 2012 and February 2013 (the equivalent of 10 double decker buses)
- New buildings delivering reduced occupational costs and lower environmental impact

Overview:

In 2010, the Victoria BID undertook a pioneering project to audit the green and grey spaces in Victoria. Over several weeks a team mapped parks, verges, streets and rooftops with the aim of identifying options for installing new green spaces and enhancing existing areas. The resulting ground-breaking document, the Green Infrastructure Audit, was the first ever completed by a Business Improvement District in the UK. Since then several other BIDs in London have completed their own audits and more are likely following the publication of a Green Infrastructure Best Practice Guide by Victoria BID last year with support from Natural England.

The audit provided recommendations on how green features can reduce the risk of flooding and make Victoria more bio-diverse and attractive to visitors and businesses.

It found that there is considerable potential with key findings including:

- Creating over 25ha of green roofs
- Over 1ha of additional green infrastructure opportunities
- Enhancing over 1.5ha of existing green infrastructure

Shopping and business districts are much more attractive when green infrastructure – for example, living walls, roof gardens, and trees – is included. Together they provide the perfect combination for improving vibrancy within the local economy. The Victoria BID is working with the business community to create such an environment – for the first time in the area's history. One such example, identified in the audit and taken forward by the hotel's owners, Red Carnation Hotels, is the 68ft-tall living wall at The Rubens at the Palace Hotel. The Victoria BID initiated the scheme to transform the 350 sq m space into one of London's largest living walls comprising a diverse mix of plants including buttercups, crocuses and strawberries. The project has received support from the Mayor of London, Boris Johnson, through his Greening the BIDs programme.

As well as significantly increasing biodiversity in the area, the wall will improve air quality by trapping pollutants. The vegetation will also help make the street safer for pedestrians by acting as a giant sponge, in effect soaking up water that would have fallen onto the pavement below. The project involves an efficient yet simple water management scheme too where harvesting tanks collect rainwater which is then repurposed to irrigate the plants and top up the mains supply.

Good vibration:

The audit also identified a fitting tribute to mark the combined 60-year anniversaries of Her Majesty Queen Elizabeth II's accession to the throne and Coronation in the form of The Diamond Garden adjacent to The Queen's Gallery, Buckingham Palace. Working with Chelsea Flower Show Gold medallist Nigel Dunnett, and Buckingham Palace, the BID enhanced an existing space into a striking diamond-shaped floral display with high biodiversity value.

This year, attention will turn to converting a cobbled space at the front of John Lewis Partnership's head office on Victoria Street into a 'rain garden' that makes better use of rainwater, tackles surface water flooding and introduces more greenery to Victoria for the benefit of people and wildlife. The scheme has been granted planning permission and has also attracted support from Natural England and the Mayor of London via the regeneration agency, Cross River Partnership.

Developers are also playing their part in producing a new generation of commercial buildings with sustainability playing a key factor in their design and function – a marked departure from properties built just 10 years ago.

In the 1990s, a state-of-the-art office building would consume electricity and gas at a typical annual rate of £24 per square metre. By 2006, this had fallen to around £11 per sqm. Howick Place's projected energy running costs are £9 per sqm. This level of efficiency is delivering dramatic total occupation cost savings and can contribute directly to a business' bottom line, proving that being green also makes good business sense.

The Howick Place development by Doughty Hanson and Terrace Hill has been designed and constructed to an exceptionally high standard of sustainability, with low energy and carbon emissions at the heart of the building's engineering systems. Wider aspects of sustainability have been considered in the design and construction resulting in the building achieving an Excellent rating under the BREEAM assessment scheme.

The 2014 Vibrancy Report verdict:

Victoria is working hard to shake off its old image as a concrete jungle of windswept, traffic-ridden thoroughfares.

The creation of new areas of public realm, the enhancement of existing green assets and the progression of new environmental initiatives will soften the streetscape and make Victoria a place to linger rather than just hurry through from A to B. In Victoria, the importance of green infrastructure in making the area a more pleasurable space to visit, live and work in is fast being recognised.

DID YOU KNOW?

Strutton Arms – in 1951 Spike Milligan lived above the pubs – Jimmy Grafton set up a stage for the first performances of The Goon Show

Strutton Arms, 2 Strutton Ground, London, SW1P 2HP

“ Green space is hugely important. Victoria has been a very harsh urban environment since the 1960s. It's critical that the new developments do have good public space.

Nigel Hughes, Estate Surveyor,
Grosvenor

over **25HA** of **GREEN ROOFS**

over 1ha of additional **GREEN INFRASTRUCTURE**

ENHANCING OVER 1.5HA of existing green infrastructure


VICTORIA has London's largest living wall



68FT TALL
10,000 PLANTS 

FACT: 10,000 litres of rainwater caught to help combat urban flooding

ENERGY SAVING buildings, like Howick Place

SAVING  cuts carbon dioxide emissions
225,000kg of carbon dioxide **28%** Per year

FACT: 1990s office buildings consume electricity and gas at a rate of £24 per sq metre. Howick Place's projected energy running costs are £9 per sq metre

“ We have been working closely with Victoria BID as this exciting project has progressed. The rain garden will not only have a positive visual impact, but a positive environmental impact too. It is a privilege to be involved in the planning and implementation of this pioneering approach to conserving water.

Gary Merrick, Head of Facilities, John Lewis Partnership

“ Introducing a green element to deep urban settings does much more than change the look of an area. This 'green infrastructure' provides a range of benefits from flood management to cooling, and as part of a long term planning and development strategy creates market value and attracts inward investment. Victoria BID's approach of auditing the existing green elements of the district and creating new green features is pioneering, and is a project Natural England have been keen to support. Victoria's approach has now been adopted elsewhere, creating a green infrastructure legacy that supports growth, sense of place, quality of life and the natural environment in the Capital as a whole.

Andrew Wood, Natural England Executive Director, Science, Evidence and Advice



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IN PICTURES

- 18. Cardinal Place Rooftop Garden
- 19. The Rubens at the Palace Hotel living wall
- 20. Jasper (Harris Hawk) at Westminster Cathedral
- 21. The Diamond Garden

Transport

The current upgrade of Victoria Underground Station will be of significant benefit to residents, commuters and tourists alike. Customers will no longer face frustrating delays with easier and quicker access routes set to be launched for passengers to enter and exit Victoria Underground Station as they will not have to cross several busy roads. These improvements will be transformational for commuters and help enforce the perception of Victoria as an accessible destination.

At a glance:

- More than 130m people pass through Victoria's public transport hubs each year
- Upgrades to rail and underground stations are integral to the future of the transport infrastructure
- £700m is being invested by TfL to radically improve access to Victoria Underground Station
- Re-location of Victoria Coach Station under consideration
- Victoria remains outside the congestion charging zone
- Area would benefit from planned second phase of Crossrail

Overview:

For many Londoners and visitors to the capital, Victoria has been seen as a transit point rather than a destination to visit in its own right. In recent years, the interface between the railway and underground stations has become problematic with too few access points leading to congestion.

However, a £700m upgrade of Victoria Underground Station by TfL is now in progress and set to transform the way in which people can pass through Victoria, including a new exit outside Cardinal Place.

Whilst Victoria will not benefit directly from the opening of the West-East Crossrail line in 2018, there are plans for it to feature as one of the stations on the proposed 'Crossrail 2' line which would run from North East of the Capital and out to the South West.

Victoria Coach Station opened in 1932 and initially ran mostly tourist trips to the south coast. Today it is the sixth largest departure point in the UK and serves 1,500 destinations including 300 in continental Europe. Discussions are now underway between the many stakeholders involved in the Coach Station to determine if it should remain at its current location or whether its future, and that of Victoria, would benefit most from its location elsewhere in London.

Good vibration:

As part of TfL's multi-billion pound Investment Programme to improve and expand the transport network, it is creating a brand new ticket hall at Victoria Underground Station, doubling the size of the existing Southern ticket hall, installing new entrances, nine new escalators and step-free access.

The station redevelopment will result in quicker, easier, and less congested journeys for thousands of Londoners. London Underground's Director of Capital Programmes, David Waboso, comments: "The number of people using Victoria Underground Station in a year is more than those who pass through the whole of Heathrow Airport. So its capacity upgrade is essential to keep pace with the success of the city, the success of London, the success of London Underground and to support the regeneration of Victoria.

"There are two aspects to the project. The first is the Victoria Line upgrade where we have increased the train service to 33 trains per hour – one of the most frequent services in Western Europe. The second is increasing the size and facilities of the station itself".

Because London Victoria Station was constructed on what is essentially an old river bed of sand and gravel, the engineering work involves making 'grout injections' in around 2,200 locations to stabilise ground for tunnelling.

David Waboso observes: "This is a hugely challenging programme so we have put a lot of effort into making sure that whilst we are doing this extensive construction we keep the station operational because we realise how important the existing facilities are".

The upgrade works will begin to come online in 2016 and will be completed in 2018.

The 2014 Vibrancy Report verdict:

Victoria's exceptional transport links are one of its key attractions to businesses and their quality is crucial to being able to attract people to the area as a destination itself rather than just passing through.

Although it will not be a direct beneficiary from Crossrail, the improvements to the railway and tube station interface will transform the passenger experience of moving from overground to underground travel. Should Crossrail 2 go ahead, it could prove a game-changer for Victoria unlocking transport links to the North East and also the South West.

Whilst the future of Victoria Coach Station remains undecided, relocation would provide a further exciting opportunity to regenerate another major site in the area.

“ “ The upgrade of the Victoria Underground Station will be a huge benefit to residents, commuters and tourists. Customers will no longer face being held up by the station having to shut for several minutes in the rush hour because it is too full. It will also be much quicker and easier for passengers to enter and exit Victoria Underground Station as they won't have to cross several busy roads.

David Waboso, Director of Capital Programmes, London Underground

DID YOU KNOW?

Horse & Groom – traditional one bar pub was once Brian Epstein's local – Beatles allegedly held meetings with their manager here

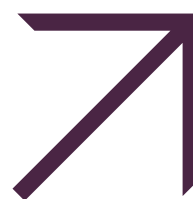
Horse and Groom, 7 Groom Pl, London SW1X 7BA

“ “ Anyone that's ever been near Victoria tube in the rush hour will know that these improvements cannot be made soon enough. It will make journeys easier for the hundreds of thousands of passengers that use the station and is exactly the type of investment I am determined to protect in the Capital.

Boris Johnson, Mayor of London

£700MILLION is being spent on tube station upgrade

130 MILLION
PEOPLE



FACT: More people pass through Victoria Underground Station than Heathrow Airport each year



“ In Victoria last year, The Passage prevented over 80% of people in housing crisis, but not yet sleeping on the streets, from ending up on the streets. For those that did, we helped over 90% off those streets. We couldn't do this without our many partners. Our partnership with Victoria BID (which last year also helped us get 53 former rough sleepers into employment) ensures that The Passage is truly a place where homelessness ends.

Mick Clarke, CEO, The Passage

“ Making over 250 businesses sing off the same hymn sheet is no easy task, yet since 2010 the BID has successfully ensured that buildings across the area are united and demonstrated best practice. Together, this has made Victoria a safer place for workers, tourists and residents.

John Gallagher, Security Contract Manager, Ultimate Security Services

“ Our initiatives and recent successes in working with rough sleepers to help them find accommodation and employment have been a testament to our partnership working with Victoria BID. In taking a creative approach to such a sensitive issue, the BID has ensured a cohesive message across the business community, showing how the council and financial sector is addressing this pertinent issue.

Dave Eastwood, Westminster Council's Rough Sleeping Commissioning Manager

Security & Crime

Encouraging over 250 businesses to sing off the same hymn sheet is no easy task, particularly when it comes to keeping an area and its people safe and secure. Since 2010, Victoria BID has taken a tactical and pioneering approach to business policing and developing a framework of liaison between local businesses and the Police to enhance the safety and security of the area. From preventing petty street crime through to minimising the risk of terrorist activity, Victoria BID has been at the forefront of working with businesses and the Police force to develop a safe and secure environment. The result is a 'joined-up' approach to policing across the area with the Metropolitan Police and British Transport Police working as one.

At a glance:

- Over the last two years, Victoria BID has overseen an 8.5% reduction in crime in comparison to 3.5% across Westminster
- New co-ordinated approach by Metropolitan Police, Westminster City Council, the Victoria BID and private security resources has resulted in a dramatic reduction in reported crime
- Innovative new policing initiative by Victoria BID is now being used as a model for best practice in other UK locations
- Working with partners to reduce rough sleeping by 50% over the past 12 months
- The Victoria BID are a consultative partner to The Mayor's Office for Policing and Crime (MOPAC) who, with other stakeholders, are helping shape and influence the first ever Business Policing Strategy for London

Overview:

Whilst Victoria has a low crime rate, like all urban areas – and concentrations of business – it has to address security challenges from minor crime through to counter-terrorism.

Statistically reported crime rates in Victoria have followed a downward trend in recent years, making Victoria one of the safest areas of Westminster. Through the implementation of a cohesive business policing strategy, Victoria is fortunate to only experience low-level crime with anti-social behaviour associated with rough-sleeping, handbag theft and pick pocketing being the most commonly reported incidents.

The Victoria BID has been at the forefront of encouraging co-ordination between all stakeholders in this process. Its initiatives

in this area are aimed at repositioning and strengthening the area as a secure district for business to flourish. Businesses are keen to make their contribution to ensure that any visit to Victoria is incident-free for both business and leisure visitors alike, which Victoria BID endeavour to realise on their behalf.

Good vibration:

To help drive the 'Safe and Secure' agenda forward, Victoria BID have taken an innovative approach by seconding in a Police Sergeant to oversee business policing at a strategic level for Victoria. In drawing on expertise within the field, Victoria BID have helped shape future development and strengthen the area as a whole, with safety and security key ingredients for helping Victoria become a vibrant community.

This appointment has enabled the team to take a more focused business policing approach, meeting the needs of business and identifying the concerns of employers and their workforces. He has also been closely involved with implementing new methods to try and break the cycle of minor crime associated with homelessness and rough-sleeping by working closely with The Passage and Westminster City Council.

Initiatives have been focused on 'hot-spot' areas in the location, and the concerted efforts of the various parties in Victoria and this is now yielding encouraging results. Working with Westminster City Council, Victoria BID are also partners in introducing 'exclusion zones' across the Borough to help map and monitor rough-sleeping patterns and provide intelligence on how to assist these people to be relocated, find help and ultimately get into employment.

To provide a robust surveillance and policing, Victoria BID formed its own unique security team, also referred to as the Community Safety Accreditation Scheme. Its purpose is to promote a safer, more secure environment for businesses, visitors and residents in reducing local crime and anti-social behaviour. Unique to this scheme, these security officers have also been granted Home Office powers to deal with low-level anti-social behaviour, and patrol as part of the wider policing family. Following its introduction, anti-social behaviour reduced by an astonishing 80% within the patrol zone and continues to act as a deterrent to future offences providing a counterbalance to any existing 'fear of crime' within the community.

The Victoria BID also recognises that personal and business security is a major consideration in making the area attractive. It has pioneered a Safe & Secure Group focused on delivering a series of unique initiatives that reduce criminal activity and improve business continuity standards. The initiative has seconded

a highly experienced police sergeant from the Metropolitan Police Service and established a security liaison platform which is being adopted as best practice in crime partnerships across the UK.

The 2014 Vibrancy Report verdict:

Through a co-ordinated approach between local businesses, residents, Westminster City Council, the Metropolitan Police and Victoria BID, crime and anti-social behaviour are on a rapid downward trend. It is a testament to the partnerships forged by Victoria BID with local businesses and stakeholders that Victoria only faces incidence of low-level crime and looks set to stay that way. By using the latest surveillance and detection technology, such as Facewatch, Victoria BID will continue to strive for reduction and prevention in low-level crime across the area.

The continued improvement of Victoria's built environment together with the continued commitment of local agencies can only enhance the area's safety and security.

Contributors

51 Buckingham Gate
62 Buckingham Gate
Armani
British Transport Police
Burberry
Cardinal Place
Councillor Robert Davis
Cubitt House
Curzon Cinema
Derwent London Plc
Donna Ida Thornton
Doubletree by Hilton Hotel
Doughty Hanson and Terrace
Hill
Duncan Lamb

Hotel 41 at the Rubens
Howick Place
Intercontinental London
Westminster Hotel
IPD
Iris & June
Jimmy Choo
John Lewis
Knight Frank
Lambert Smith Hampton
Leon
Land Securities
London Underground
Mayor of London
Metropolitan Police

Natalie Hambro
Network Rail
Park Plaza Hotel
Peggy Porschen
Peter York
Publica
Quilon
Royal Quarter Café
Springboard
St Ermin's Hotel
St. James Theatre
The Apollo Victoria Theatre
The Goring
Grosvenor
The Grosvenor Hotel

The Passage
The Retail Group
The Rubens Hotel
TOZI
Transport for London
Tuckerman
Ultimate Security Services
Veterans Aid
Victoria Palace Theatre
Westminster Cathedral
Westminster City Council
World Fuel Services

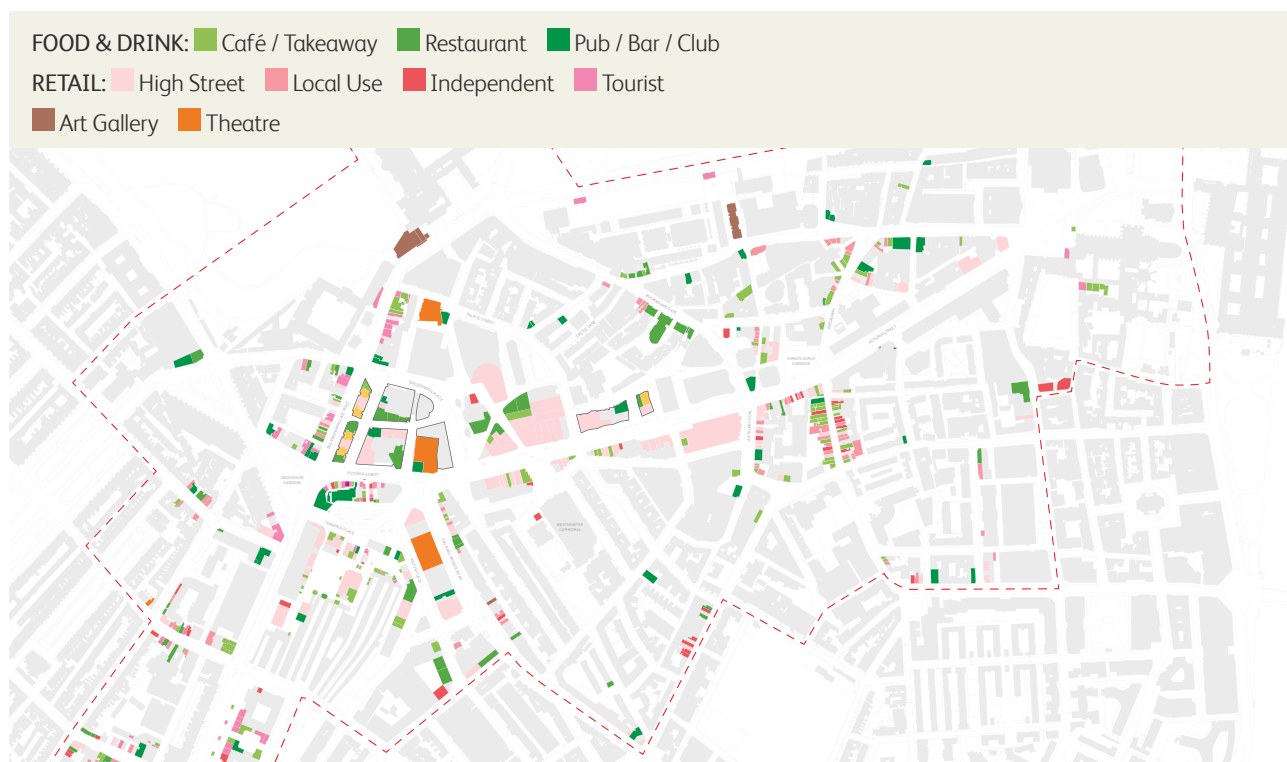
Media Enquiries

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Maps





Land uses shown were originally mapped between May and August 2013 based upon on-street surveying by Publica Associates for the Victoria Public Realm Strategy, commissioned by Land Securities. Original land use maps aimed for the greatest accuracy possible however may not be wholly comprehensive or up to date when later re-drawn. Maps have been re-drawn by Rain Communications in 2014.


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