A low-angle photograph of a historic building with a statue of a soldier in the foreground. The building is a multi-story structure with classical architectural features, including columns, ornate window frames, and balconies with black railings. The statue is a dark, weathered metal figure of a soldier in a wide-brimmed hat, holding a rifle. The sky is blue with some light clouds. In the background, a modern structure with spherical elements is visible.

The Whitehall Business Improvement District

OVERVIEW OF PROJECTS, INCOME & EXPENDITURE

2024/2025, 2025/2026



LONDON HERITAGE QUARTER



Contents

Cleaning & Greening	3
Community Safety & Business Resilience	5
Destination	7
Environmental, Social & Governance	9
Placemaking	11
What's new for 2025/26	14
Income & Expenditure	21

MORE THAN MONUMENTS



INTRODUCTION

The Whitehall Business Improvement District (BID) lies at the heart of a historic area that has been the seat of the nation's most influential institutions for almost a thousand years.

Framed by the Palace of Westminster and Trafalgar Square, it is home to some of the country's most iconic landmarks, including the Cenotaph, Horse Guards Parade and Downing

Street. This year, we underwent a rebrand to unite the BID districts in South Westminster under a single, stronger identity, reinforcing our position as a premier destination, strengthening our collective voice and enhancing collaboration across districts. Through targeted initiatives and business support, the BID continues to enhance Whitehall's global reputation while ensuring it remains an attractive and thriving hub for businesses, visitors and local workers. This billing leaflet outlines the BID's achievements from April 2024 to March 2025 and demonstrates how our services and projects will continue to impact and support businesses in 2025/26.



368

environmental issues
reported to Westminster
City Council & Transport
for London

176km

of paving swept
and litter picked

678

bags of general
waste collected

262

pieces of graffiti and
flyposting cleaned
or removed

CLEANING & GREENING

The BID ensures Whitehall's public spaces remain clean, welcoming, and well-maintained for businesses, residents, and visitors.

This year, our dedicated Clean Team has worked closely with Westminster City Council, carrying out regular street sweeping, litter picking, and waste collection five days a week, while also addressing graffiti and flyposting to improve the area's appearance. Seasonal leaf clearance and proactive reporting of environmental issues to the council and Transport for London further contributes to a safer and more enjoyable local environment.

344

bags of recyclable
waste collected

586

bags of leaves
collected





COMMUNITY SAFETY & BUSINESS RESILIENCE

Over the past year, the Whitehall BID has remained dedicated to addressing anti-social behaviour (ASB) and criminal activity in the area by collaborating closely with key partners such as the Metropolitan Police, Westminster City Council and Greater London Authority.

Our initiatives have focused on tackling rough sleeping, in collaboration with strategic partners and outreach teams, improving women's safety, and reducing ASB, while also providing support for local businesses and the community. We have conducted proactive street patrols and engaged with individuals in need of support. Security initiatives such as the Whitehall Radio Link scheme, Emergency Notification system and the launch of SentrySIS have enhanced communication, while our training sessions and counter-terrorism efforts have helped to prepare the community for potential threats. Additionally, we have continued to support the local night-time economy through workshops and other safety measures, fostering a safer and more secure environment for all who live, work and visit Whitehall.





7,935

visitors welcomed by
Street Ambassadors
and 48 businesses
visited

21,300+

Engagements and
8,800+ Followers on
social media channels

£1,000+

raised for charity at
our Sustainable
Fashion Frenzy

57,000+

entries and 60 prizes
for the London Heritage
Quarter Advent
Calendar



300m+

reached during
Journey Through Time
Summer trail: national,
broadcast, regional, and
trade coverage

DESTINATION

The Whitehall BID has played a key role in promoting this area as a vibrant and popular destination. Through various digital platforms, including our website and social media, we have highlighted events and initiatives that attract residents, workers, and visitors.

This year, we unveiled our new London Heritage Quarter brand, marking a strategic transformation that has unified our campaigns and events under this distinctive identity. In collaboration with our partners, we developed a year-round programme that showcases the area's rich heritage and unique offering. Highlights include the Journey Through Time Summer trail, which garnered wide attention, and the London Heritage Quarter Advent Calendar, which saw a record number of entries. The launch of the LHQ Hub App has also enhanced the local experience by offering exclusive offers and information. Additionally, our Street Ambassadors have been crucial in providing a warm welcome and enriching the overall visitor experience.

17,000+

webpage views for our
Heritage Summer activity

13,000+

registered users and
20,000+ offer redemptions
on LHQ Hub App
launched in July

155,000+

page views on the
London Heritage
Quarter website



470

Christmas Hampers
donated to vulnerable
and elderly residents
across Westminster



2,225

people across Westminster
supported through 10
ActionFunder projects

ENVIRONMENT, SOCIAL & GOVERNANCE

Our Environmental, Social and Governance theme focuses on fostering a thriving local economy through collaboration between businesses and community initiatives.

This year, we have worked closely with local businesses to support corporate social responsibility initiatives, employee wellbeing activities and educational programmes, to promote skills development and networking. We've hosted wellbeing events and offered professional development opportunities through courses with a new e-learning platform, Seedl. Our community projects have included donating Christmas hampers to vulnerable and elderly residents and supporting local young people through a school uniform drive. Additionally, through ActionFunder, we've supported several community projects, making a positive impact on a wide range of people across the Westminster area.

200+

business members
signed up and took part in
wellbeing events


200+

business members
signed up in 9 months
to Seedl and completed
105 courses



49

children were recipients
of London Heritage
Quarter's School uniform
drive supporting St.
Andrew's Youth Club, the
Bessborough Family Hub
and the Cardinal
Hume Centre



People
Wanted: Whitehall
highlighted
construction of a
Whitehall Riviera Walk
connecting St James's
Park to the Thames and
the development of
Parliament Square
and Bridge Street

17
priority projects
identified in our
Wayfinding Strategy in
collaboration with
City ID



Activating the
Riverfront Strategy by
developing a Tate Britain
to Temple walking route
with seasonal banners

PLACEMAKING

Over the past year, we have focused on creating an inviting and inclusive environment in the Whitehall area, ensuring that outdoor spaces are thoughtfully designed and well-maintained to serve everyone.

Working with key partners, we have supported the development of projects such as the Whitehall Riviera Walk and improvements to Parliament Square and Bridge Street. We have also advanced sustainability work, including supporting Project SWAN, a low-carbon heat network and developing a Sustainability Action Plan and Net Zero Roadmap. Our work has also involved enhancing wayfinding and visitor experiences, including the creation of a new wayfinding map and strategy in collaboration with several local organisations. Additionally, we have installed air quality monitoring nodes to better understand local pollution levels. These initiatives are all part of our commitment to enhancing the area for those who live, work, and visit Whitehall.

3,800

trees surveyed across
the London Heritage
Quarter area



We developed
the BID Sustainability
Action Plan and Net
Zero Roadmap with
Bioregional



OUR PRIORITIES

In line with our 2023-2028 Business Plan, we develop projects and programmes across a range of core strategic themes, which were identified by the business community as priority areas:

1

Create a more environmentally sustainable business district and tackle climate change in line with the City of Westminster's ambition for a net zero borough by 2040.

3

Maintain our role as an important bridge between the private and public sector, enabling partnerships that drive positive change not only in the BID area but also the wider community.

2

Drive the continued post-pandemic recovery by supporting the return of office occupiers to the workplace, reviving international tourism, addressing recruitment challenges in the hospitality sector and helping the local economy adapt to new consumer profiles and behaviour.

4

Use the collective strength of London Heritage Quarter – a collaboration with neighbouring south Westminster BIDs – to lobby for continued local and central government investment in the Whitehall BID area, keeping London at the forefront of our economy.

WHAT'S NEW FOR 2025/26



CLEANING & GREENING

We remain committed to maintaining the highest standards of cleanliness in the area by delivering enhanced street cleansing services. This includes regular street sweeping, litter picking and deep cleaning to ensure that public spaces are well maintained, inviting, and pleasant for all who live, work, and visit here.

Our dedicated team will continue to focus on keeping streets, pavements and public areas in an excellent condition, while working closely with Westminster City Council to monitor and assess their baseline agreement, ensuring that their statutory responsibilities for street maintenance and waste management are met effectively.

WHAT'S NEW FOR 2025/26



COMMUNITY SAFETY & BUSINESS RESILIENCE

In the coming year, the Whitehall Patrol Team will continue their crucial role in the district, by responding to incidents and engaging with businesses, and we will build on our local partnerships to tackle crime and anti-social behaviour. Through joint operations and the expansion of the SentrySIS data sharing platform, we will work collaboratively with businesses, law enforcement and local stakeholders to improve safety across the area.

Our future plans also include proactive measures to address broader safety concerns. A key focus will be on advancing Women's Night Safety and supporting the Night-time Economy, working with partners such as Night Stars and Westminster City Council, who will launch a new 'After Dark' strategy in 2025. Additionally, we will continue to offer specialist counterterrorism training, host homelessness education sessions and provide bystander training with the Suzie Lamplugh Trust to enhance business resilience across our community.

WHAT'S NEW FOR 2025/26



DESTINATION

Over the next year, we are set to launch 'More than Monuments', a campaign that will showcase the vibrant hospitality, entertainment, and community across London Heritage Quarter. This initiative will highlight the dynamic cultural experiences that make the area stand out, with key events such as VE Day and West End Live being celebrated.

We will continue to deliver a year-round programme of activities, including our festive Christmas installations, offering visitors opportunities to discover and engage with the local area. In addition, we will support local businesses through digital communications and campaigns, such as the popular online advent calendar and social media partnerships. These efforts will help strengthen community connections and solidify London Heritage Quarter as a must-visit destination in London.

WHAT'S NEW FOR 2025/26



ENVIRONMENTAL, SOCIAL & GOVERNANCE

In the year ahead, we will continue to champion skills development by expanding access to professional training opportunities and innovative educational resources such as the Seedl e-learning platform. Through partnerships with local businesses, schools, and organisations, we aim to empower both the current and future workforce, addressing the skills gap, fostering career growth and enhancing workforce resilience.

Additionally, we will host regular wellness workshops throughout the year to support our members' mental and physical wellbeing. We will also continue our commitment to the local community through initiatives such as ActionFunder, and ongoing collaborations with local charities.

WHAT'S NEW FOR 2025/26



PLACEMAKING

We will continue to enhance our streets and public spaces, preserving the area's rich heritage while creating a greener, more sustainable environment. Our focus will be on improving access to nature, fostering biodiversity and ensuring that public spaces remain welcoming and enjoyable for all. By integrating sustainability into our urban landscape, we aim to create a cleaner, healthier and more resilient city for future generations.

We will enhance wayfinding and connectivity in the area by improving signage and providing better digital information to encourage walking,

cycling, and healthy choices. These physical and digital upgrades will make it easier for people to explore and enjoy the area.

A key part of this vision includes advancing our green infrastructure projects, such as the Arc, Riverfront Strategy and highlighting improvement projects from People Wanted: Whitehall. Additionally, we will further develop the Project SWAN low-carbon heat network, supporting the transition to a more energy-efficient and environmentally responsible district.



MORE THAN MONUMENTS

INCOME & EXPENDITURE*

Income	TOTAL £
BID Levy collection	543,000
Other income	82,000
TOTAL	625,000
Expenditure	
Placemaking	
Public space enhancements	31,000
Strategic improvements	179,000
Cleaning and Greening	
Enhanced street cleaning	63,000
Greening and environmental issues	22,000
Destination	
Street Ambassador service	11,000
Marketing strategies	84,000
Cultural and promotional events	74,000
Public affairs and research	16,000
Community Safety & Business Resilience	
Community safety & anti-social behaviour	24,000
Business resilience	11,000
Crime prevention initiatives	16,000
Environmental, Social & Governance	
Environmental sustainability	2,000
Charitable giving	30,000
Homelessness outreach and support	2,000
Wellbeing activities	16,000
Skills, employability & young people	21,000
Overhead costs	
BID Team support	64,000
BID overhead costs	71,000
Contingency	10,000
TOTAL	747,000
Surplus /(Deficit)	-122,000
Brought forward from 2023/24	298,000
Carried forward to 2025/26	176,000

* correct as at 31 December 2024 and forecast to 31 March 2025

ANTICIPATED INCOME & EXPENDITURE

Income	TOTAL £
BID Levy collection	580,000
Other income	9,000
TOTAL	589,000
Expenditure	
Placemaking	
Public space enhancements	21,000
Strategic improvements	122,000
Cleaning and Greening	
Enhanced street cleaning	67,000
Greening and environmental issues	24,000
Destination	
Street Ambassador service	9,000
Marketing strategies	70,000
Cultural and promotional events	62,000
Public affairs and research	13,000
Community Safety & Business Resilience	
Community safety & anti-social behaviour	25,000
Business resilience	12,000
Crime prevention initiatives	17,000
Environmental, Social & Governance	
Environmental sustainability	2,000
Charitable giving	37,000
Homelessness outreach and support	2,000
Wellbeing activities	20,000
Skills, employability & young people	26,000
Overhead costs	
BID Team support	69,000
BID overhead costs	69,000
Contingency	25,000
TOTAL	692,000
Surplus /(Deficit)	-103,000
Brought forward from 2024/25	176,000
Carried forward to 2026/27	73,000



LONDON HERITAGE QUARTER

WHITEHALL DISTRICT

Whitehall BID, 54 Wilton Road, London, SW1V 1DE
london-hq.co.uk/whitehall-district
info@london-hq.co.uk
[@LondonHeritageQuarter](https://www.instagram.com/LondonHeritageQuarter)

W 25-26