A photograph of St Martin-in-the-Fields church in London, featuring its prominent white stone tower with a clock face and a golden spire. The church is set against a cloudy sky. In the foreground, there are ornate street lamps and people walking on a sidewalk. The overall scene is in a slightly desaturated, historical style.

The Northbank Business Improvement District

# OVERVIEW OF PROJECTS, INCOME & EXPENDITURE

2024/2025, 2025/2026



LONDON HERITAGE QUARTER



<b>Contents</b>	
Cleaning & Greening	3
Community Safety & Business Resilience	5
Destination	7
Environmental, Social & Governance	9
Placemaking	11
Our Priorities	14
What's new for 2025/26	15
Income & Expenditure	21

MORE THAN MONUMENTS



# INTRODUCTION

**The Northbank Business Improvement District (BID) covers some of London's most notable locations, including Trafalgar Square, Strand, Aldwych, and Villiers 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 strong collaboration, the BID has delivered transformative changes, raised the area's profile, and made it safer, cleaner, and more connected. 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.



**1,250+**  
janitor requests  
completed

**2,700+**  
bags of leaves  
collected

**4,300+**  
pieces of graffiti  
and flyposting cleaned  
or removed

**1,553km**  
of paving swept  
and litter picked



**3,255 sqm**  
of paving deep cleaned  
and flushed

# CLEANING & GREENING

**Over the past year, the BID area has remained a vibrant and welcoming destination, thanks to the dedication of our Clean Team.**

Their operations have ensured our streets, courtyards and public spaces are maintained to the highest standards. From sweeping streets and removing litter to tackling graffiti and deep cleaning pavements, their work has kept the area clean and inviting. This year saw the introduction of advanced cleaning equipment, including a deep cleansing machine and a street cleaning vehicle with hot water flushing, to remove tougher stains and keep our pavements shining. Community initiatives, such as our Smarten and Sparkle community clean up, with local businesses, further demonstrated our commitment to enhancing the area for visitors and residents to enjoy every day.

**60+**  
employees from local  
businesses participated in  
two community clean up  
events in the area

**6,000+**  
bags of recyclable  
and general waste  
collected

**154**  
environmental issues  
reported to Westminster  
City Council & Transport  
for London

\*Statistics from 1st April 2024 to 24th January 2025



**550+**  
radio calls attended

**4**  
Action Counters  
Terrorism (ACT)  
training sessions

**70**  
guests attended  
homelessness  
education event

**83**  
businesses signed  
up to the Northbank  
Radio Link

**50,900+**  
street patrol checks  
carried out



**7,500+**  
businesses visited

# COMMUNITY SAFETY & BUSINESS RESILIENCE

Over the past year, we have worked closely with key partners, including the Metropolitan Police, Westminster City Council, Greater London Authority and British Transport Police, to enhance safety and reduce crime in the Northbank.

Our dedicated Patrol Team has played a vital role in tackling low-level crime and anti-social behaviour, engaging with vulnerable individuals and deterring unlawful activity. Through regular patrols, business visits and rapid responses to incidents, we have strengthened safety across the area. Initiatives such as our Emergency Notification System, counter-terrorism training, Night Safety Audit and community engagement programmes have further reinforced our commitment to creating a safer and more resilient environment for businesses, residents, and visitors.

**1,500+**  
anti-social behavior  
incidents responded to

**6,000+**  
rough sleepers  
engaged with

**359**  
Emergency Notification  
system users



**21,300+**  
Engagements and  
8,800+ Followers on  
social media channels

**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

**30**  
children and their  
parents attended our fairy  
themed wing and crown  
workshops in celebration  
of our new lights

**155,000+**  
page views on  
the London Heritage  
Quarter website

**378,600+**  
users reached on  
Instagram and  
TikTok

## DESTINATION

**Over the past year, the BID has played a vital role in enhancing the area’s attractiveness for residents, workers and students through a range of events, installations, campaigns and initiatives.**

We unveiled our new London Heritage Quarter brand, marking a strategic transformation that has unified our campaigns and events under this distinctive identity. From interactive trails and a celebration of the area’s heritage to seasonal installations and digital promotions, these activities have enriched the area’s cultural appeal and strengthened community connections. The launch of new Christmas lights along Strand and Villiers Street was widely celebrated, while digital campaigns and social media engagement boosted the district’s visibility further. The introduction of the LHQ Hub App has also enhanced the experience for local workers, students and residents; reinforcing London Heritage Quarter’s position as a must-visit destination in London.

**13,000+**  
registered users and  
20,000+ offer redemptions  
on LHQ Hub App  
launched in July

**£1,000+**  
raised for charity  
at our Sustainable  
Fashion Frenzy

**12%**  
increase in footfall on  
Strand, rising from 3.8  
million in 2023 to 4.26  
million in 2024

\*Statistics from 1st April 2024 to 26th January 2025

\*Statistics from 1st April 2024 to 14th January 2025



470

Christmas Hampers donated to vulnerable and elderly residents across Westminster in collaboration with Sir Simon Milton Foundation



200+

business members signed up and took part in wellbeing events

## ENVIRONMENTAL, SOCIAL & GOVERNANCE

**Our mission is to foster a thriving business environment in the Northbank that drives sustainable economic growth while prioritising the wellbeing of employees, visitors, and residents.**

This year, businesses actively participated in wellbeing events and professional development through the new learning platform Seedl, strengthening the local workforce. London Heritage Quarter supported the community through initiatives such as ActionFunder, which funded local projects, donated Christmas hampers to vulnerable and elderly residents, and supported a summer school uniform drive in partnership with community organisations. These efforts contributed to a stronger, more inclusive local community.

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

200+

business members signed up to Seedl and completed 105 courses since its launch

2,225

people across Westminster and 10 projects funded through ActionFunder



**3,800**  
trees surveyed, 36 planters and 37 hanging baskets maintained across the London Heritage Quarter area

**4**  
character areas highlighted in Lighting Masterplan to improve heritage buildings, local landmarks, and walking routes after dark

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

Strand Aldwych won 3 major awards including Gold at London in Bloom and Great Street Award 2024



Continued to restore St Mary Le Strand into a sustainable, accessible community sanctuary

# PLACEMAKING

**In partnership with local stakeholders and strategic collaborators, regeneration projects have transformed Strand Aldwych and Villiers Street this year, enhancing the area’s vibrancy, safety and appeal.**

Strand Aldwych received multiple awards and the restoration of St Mary Le Strand church has continued to develop a welcoming community space, while Villiers Street now boasts improved accessibility and a safer pedestrian experience. Efforts to revitalise Strand include reducing vacancies, improving shopfronts, and progressing enhancement plans for Southampton Street and Charing Cross Station. Green infrastructure has been prioritised, with tree surveys and park improvements shaping future developments. The Riverfront Strategy is activating key cultural routes, while a new Lighting Masterplan identified four-character areas for improvements. Sustainability initiatives have advanced, including the Project SWAN low-carbon heat network and local air quality monitoring. A new Wayfinding Strategy and visitor map have also been produced to improve navigation and reinforce the area’s role as a thriving district.



Villiers Street transformed with an improved Embankment Gardens entrance

**£64,000**  
NCIL funding secured from Westminster City Council for further development of Strand West



## 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.
- 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.
- 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.
- 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 Northbank**, keeping London at the forefront of our economy.



# WHAT'S NEW FOR 2025/26



## CLEANING & GREENING

We will continue to provide enhanced street cleansing services daily throughout the area, by our dedicated Clean Team in close collaboration with Westminster City Council and other partners, to ensure that our streets and public spaces meet the highest standards of cleanliness and maintenance.

Our dedicated team will carry out regular street sweeping, litter picking, pressure washing and deep cleansing treatments to

ensure the area looks its best. This includes monitoring Westminster City Council's baseline agreement, which they deliver as part of their statutory responsibilities to maintain public spaces. We remain committed to proactively addressing street-based challenges affecting our local business community. This includes prompt responses to reports through our Janitorial Service, regular monitoring of problem areas, and reporting environmental issues to Westminster City Council and TfL.

# WHAT'S NEW FOR 2025/26



## COMMUNITY SAFETY & BUSINESS RESILIENCE

We will continue the vital work of the Northbank Patrol Team and strengthen our partnerships with local law enforcement, the council, businesses and community organisations. Through ongoing joint operations, response to incidents and expansion of the SentrySIS data-sharing platform, we will enhance communication and strengthen our district's safety network.

The safety of our night-time economy remains paramount, with significant investment in

initiatives designed to create a welcoming and secure environment after dark. We will continue to develop a comprehensive Women's Night Safety programme working with partners including the Night Stars and Westminster City Council, who are launching a new 'After Dark' strategy in 2025. We will also continue to provide specialist counter-terrorism training and awareness events, host a homelessness education event and deliver bystander training with the Suzie Lamplugh Trust, to enhance business resilience within our community.

# WHAT'S NEW FOR 2025/26



## DESTINATION

In the upcoming year, we are set to launch *'More than Monuments'*, a campaign that will celebrate the vibrant hospitality, entertainment and community across London Heritage Quarter. This initiative will highlight dynamic cultural experiences that make the area unique, with key events such as West End Live and Pride bringing people together.

We will continue to deliver a programme of seasonal activities throughout the year,

including our festive Christmas lights, creating opportunities for visitors to explore the local area. We'll also support local businesses through digital communications and campaigns, such as the popular online advent calendar and social media collaborations. These initiatives will further strengthen community connections and reinforce London Heritage Quarter as a must-visit London destination.

# WHAT'S NEW FOR 2025/26



## ENVIRONMENTAL, SOCIAL & GOVERNANCE

We will continue to drive local skills development and learning by providing access to professional training opportunities and innovative educational resources, such as the Seedl e-learning platform. Partnering with local businesses, schools and charitable organisations, we will educate the current and future workforce while addressing the skills gap, fostering career growth and strengthening workforce resilience.

In addition, we will continue to host regular wellness workshops designed to support our members' mental and physical wellbeing, throughout the year, and continue to support the local community through initiatives such as ActionFunder and collaborations with local charities.

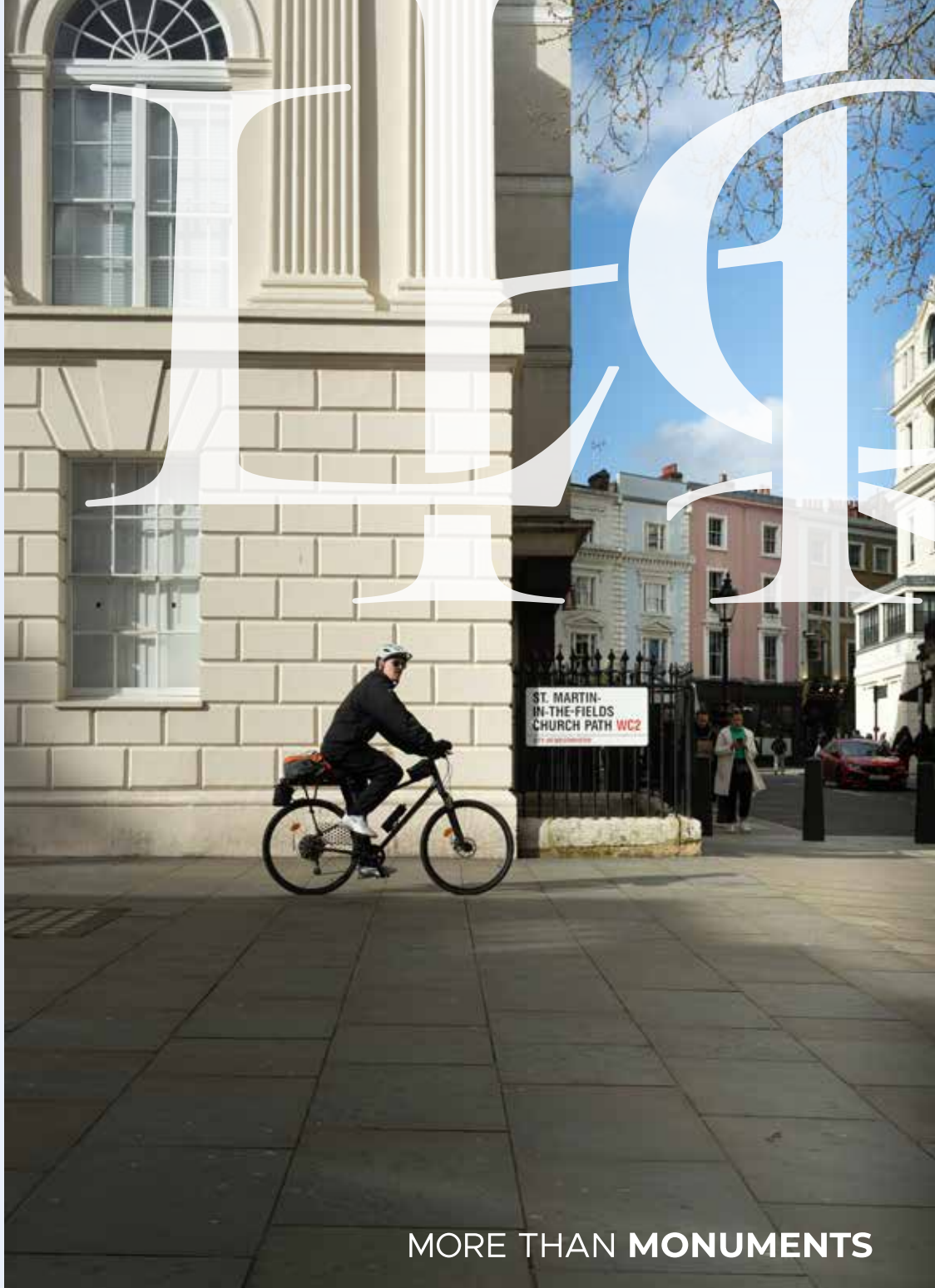
# WHAT'S NEW FOR 2025/26



## PLACEMAKING

We will continue to enhance and maintain our streets and public spaces such as Strand Aldwych and Villiers Street, while highlighting opportunities to further improve streets such as Strand and Southampton Street, improving accessibility and the surroundings for workers, residents, and visitors. 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 Riverfront Strategy and Project SWAN a transformative low-carbon heat network set to break ground in 2026, which will significantly reduce carbon emissions and support our sustainability goals.



## MORE THAN MONUMENTS

# INCOME & EXPENDITURE\*

Income	BID LEVY £	GRANT & OTHER INCOME £	TOTAL £
BID Levy collection	2,139,000		2,139,000
Other income		106,000	106,000
<b>TOTAL</b>	<b>2,139,000</b>	<b>106,000</b>	<b>2,245,000</b>
<b>Expenditure</b>			
<b>Cleaning and Greening</b>			
Enhanced street cleaning	338,000		338,000
Greening and environmental issues	57,000		57,000
<b>Placemaking</b>			
Strategic improvements	271,000	69,000	340,000
Public space enhancements	146,000		146,000
Strand Aldwych	208,000		208,000
<b>Community Safety and Business Resilience</b>			
Northbank patrol team	238,000		238,000
Business resilience	36,000		36,000
Crime prevention initiatives	46,000		46,000
<b>Destination</b>			
Cultural and promotional events	306,000		306,000
Marketing strategies	174,000		174,000
Public affairs and research	54,000		54,000
<b>Environmental, Social &amp; Governance</b>			
Environmental sustainability	10,000		10,000
Charitable giving	60,000		60,000
Homelessness outreach and support	48,000		48,000
Wellbeing activities	35,000		35,000
Skills, employability & young people	49,000		49,000
<b>Overhead costs</b>			
BID Team support	137,000	10,000	147,000
BID overhead costs	223,000		223,000
Contingency	-		-
<b>TOTAL</b>	<b>2,436,000</b>	<b>79,000</b>	<b>2,515,000</b>
Surplus/deficit	-297,000	27,000	-270,000
Brought forward from 2023/24			543,000
Carried forward to 2025/26			273,000

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

# ANTICIPATED INCOME & EXPENDITURE

Income	BID LEVY £	GRANT & OTHER INCOME £	TOTAL £
BID Levy collection	2,057,000		2,057,000
Other income		20,000	20,000
<b>TOTAL</b>	<b>2,057,000</b>	<b>20,000</b>	<b>2,077,000</b>
<b>Expenditure</b>			
<b>Cleaning and Greening</b>			
Enhanced street cleaning	388,000		388,000
Greening and environmental issues	65,000		65,000
<b>Placemaking</b>			
Strategic improvements	174,000	5,000	179,000
Public space enhancements	80,000		80,000
Strand Aldwych	96,000		96,000
<b>Community Safety and Business Resilience</b>			
Northbank patrol team	242,000		242,000
Business resilience	37,000		37,000
Crime prevention initiatives	47,000		47,000
<b>Destination</b>			
Cultural and promotional events	249,000		249,000
Marketing strategies	141,000		141,000
Public affairs and research	44,000		44,000
<b>Environmental, Social &amp; Governance</b>			
Environmental sustainability	10,000		10,000
Charitable giving	57,000		57,000
Homelessness outreach and support	46,000		46,000
Wellbeing activities	33,000		33,000
Skills, employability & young people	47,000		47,000
<b>Overhead costs</b>			
BID Team support	159,000	-	159,000
BID overhead costs	200,000		200,000
Contingency	70,000		70,000
<b>TOTAL</b>	<b>2,185,000</b>	<b>5,000</b>	<b>2,190,000</b>
Surplus/deficit	-128,000	15,000	-113,000
Brought forward from 2024/25			273,000
Carried forward to 2026/27			160,000



LONDON HERITAGE QUARTER

THE NORTHBANK DISTRICT

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

NOR 25-26