

The Victoria Business Improvement District

OVERVIEW OF PROJECTS, INCOME & EXPENDITURE

2024/2025, 2025/2026



LONDON HERITAGE QUARTER



Contents	
BID Estate Team	3
Destination	5
Inclusive Economy	7
Public Realm & Greening	9
Security & Business Resilience	11
Our Priorities	14
What's new for 2025/2026	15
Budget Analysis	21

MORE THAN MONUMENTS



INTRODUCTION

The Victoria Business Improvement District (BID) represents one of London’s most well-connected areas, encompassing Victoria Station, Buckingham Palace, Westminster Cathedral and iconic theatres such as the Apollo Victoria and Victoria Palace.

Through close collaboration with public and private sector partners, the BID has played a key role in enhancing the district’s safety, cleanliness, and vibrancy.

This year, we underwent a rebrand to unite the BID districts in South Westminster under a single, stronger identity: London Heritage Quarter. Reinforcing our position as a premier destination, strengthening our collective voice and enhancing collaboration across districts. In February 2025, 97% of businesses voted in favour of renewing the BID for a fourth term, representing 96% of the aggregate rateable value. This strong mandate ensures the BID can continue delivering valuable support for businesses in Victoria.

This billing leaflet highlights the BID’s achievements from April 2024 to March 2025 and showcases how our initiatives will continue to support businesses and improve the area in 2025/26.



BID ESTATE TEAM

Clean streets, attractive public spaces, and a friendly environment are a key priority for businesses in Victoria.

This year, working closely with Westminster City Council, our BID Estate Team have ensured our streets and public spaces are maintained to the highest standards for employees, residents and visitors. Significant efforts included enhanced street cleaning, waste collection and graffiti & fly-posting removal, alongside introducing new equipment such as the Gladiator deep cleansing machine and a street cleansing vehicle, equipped with hot water flushing. These initiatives help ensure Victoria continues to be a welcoming, well-maintained environment for employees, residents and visitors alike.



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



378,000+
users reached on Instagram and TikTok

1,200+
visitors took photos with Santa at our North Pole Express installation in Victoria Station

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

100,000+
Impressions on LinkedIn and X

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

57,000+
entries and 60 prizes for the London Heritage Quarter Advent Calendar

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

300m+
reached during Journey Through Time Summer trail: national, broadcast, regional, and trade coverage

DESTINATION

The BID has played a key role in enhancing the area's appeal through strategic marketing, a diverse range of events, creative installations and engaging campaigns.

These initiatives have helped strengthen Victoria's reputation as a vibrant and dynamic destination, attracting residents, employees and visitors year-round. 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. From interactive trails and seasonal activities to digital engagement and community-focused events, the BID has worked to create experiences while supporting local businesses.

17,000+
webpage views for our Heritage Summer activity

16,000
summer trail maps distributed to visitors and local employees

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

*Statistics from 1st April 2024 to 13th February 2025

49

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

£3,000+

revenue for small businesses over the two-day pop up market to celebrate Black History Month



470

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

INCLUSIVE ECONOMY

Our Inclusive Economy focus continued to prioritise Corporate Social Responsibility, with a strong emphasis on supporting local employees, advancing education and skills and fostering business networking opportunities.

Last year, through collaborations with businesses and charitable organisations, we championed community-driven projects while ensuring Victoria remains a thriving business hub. Key initiatives included a pop-up market, supporting small businesses, and a showcase of artwork to celebrate Black History Month, and the donation of Christmas hampers to vulnerable and elderly residents in Westminster. Additionally, our Community Outreach and Engagement Team, in partnership with The Passage, played a vital role in supporting those facing homelessness, providing outreach and vital services to improve the lives of local individuals. We continued our commitment to wellbeing by hosting events for business members and provided educational support through the launch of the Seedl e-learning platform, assisting local businesses and their employees with upskilling. London Heritage Quarter also supported a local school uniform drive for children in need and continued its work with ActionFunder, funding several local projects to benefit the wider Westminster community.

2,225

Community Outreach and Engagement Team worked 5 days a week

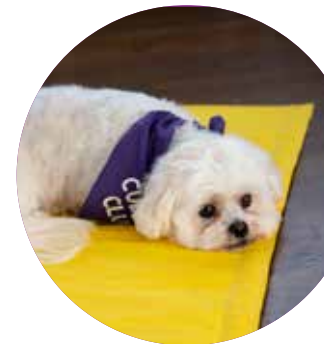
people across Westminster supported through 10 ActionFunder projects

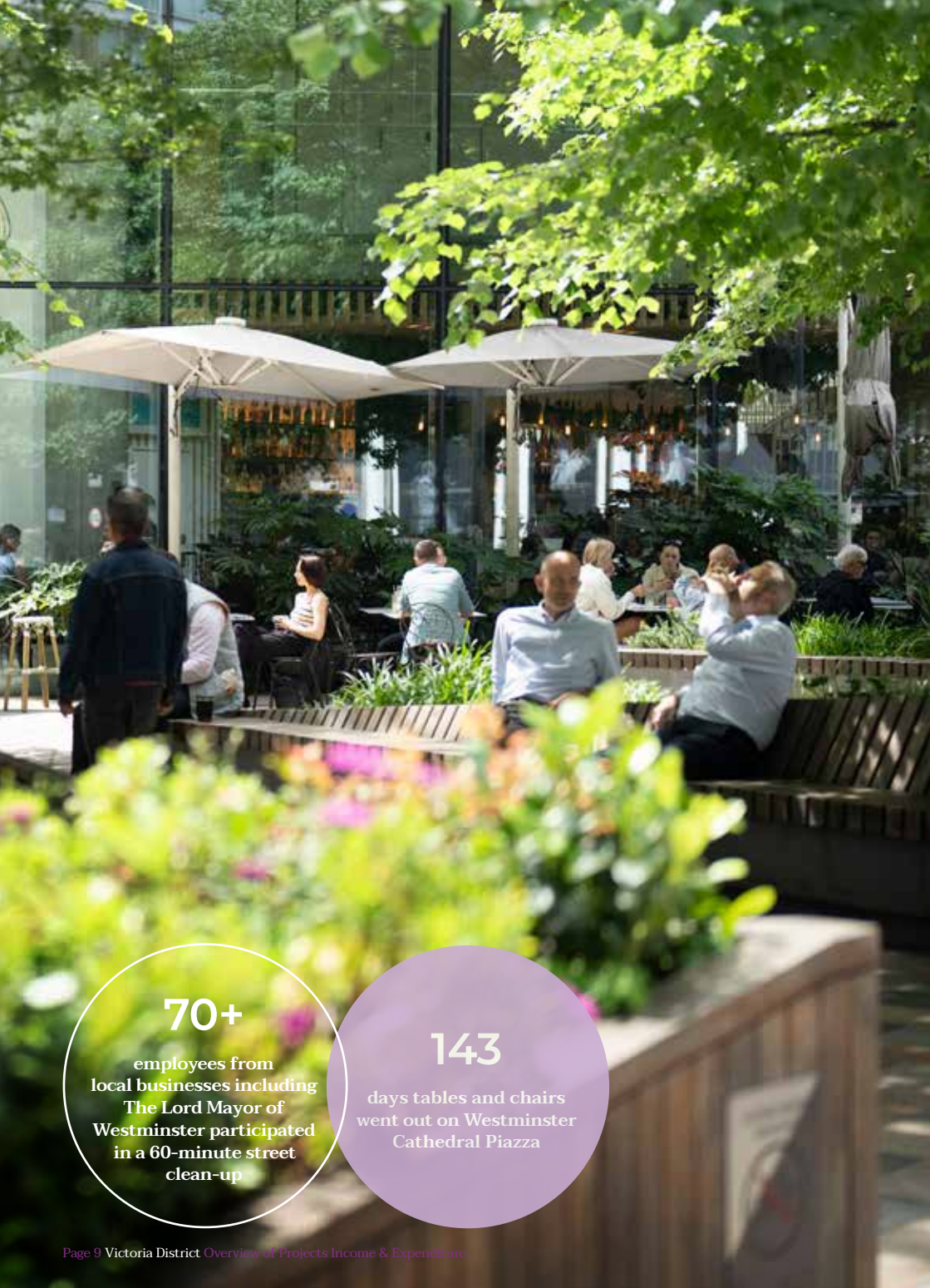
200+

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

200+

business members signed up and took part in wellbeing events

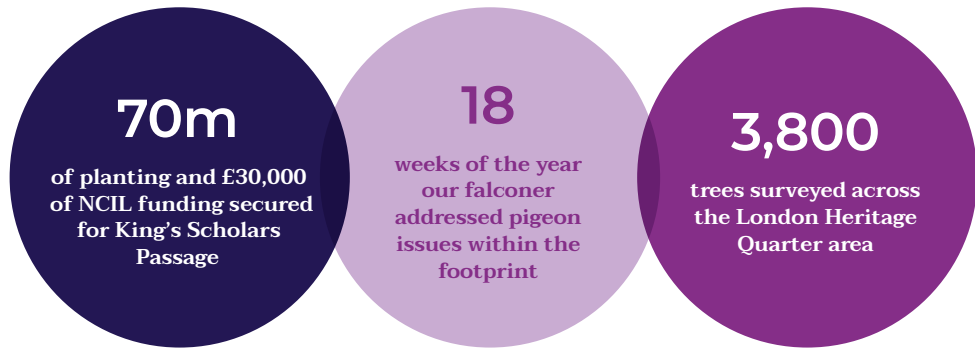


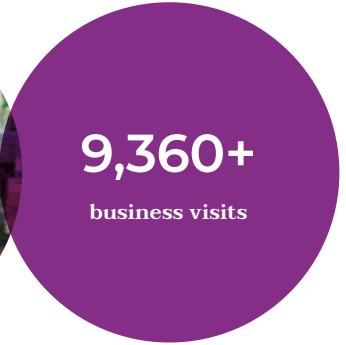


PUBLIC REALM & GREENING

Through our Public Realm and Greening work we deliver strategic improvements, upgrade public spaces, and advance sustainability efforts in collaboration with BID members and local stakeholders.

This year, key successes included additional planting and NCIL funding secured to improve King's Scholars' Passage, contributing to the Victoria Neighbourhood Plan, decluttering streets and re-establishing the Arc project group to drive a range of short and long-term improvements. Enhancements to Westminster Chapel's lighting were implemented and plans for Westminster Cathedral Piazza were developed, alongside expanded planting and green infrastructure projects. Sustainability initiatives progressed, including the Project SWAN low-carbon heat network and the BID's Sustainability Action Plan and Net Zero Roadmap. Visitor experience was improved through a new wayfinding map and discovery trails on our LHQ Hub app. Other efforts included pigeon control, tree surveys, and community clean-up events, reinforcing our commitment to a cleaner, greener, and more accessible district.

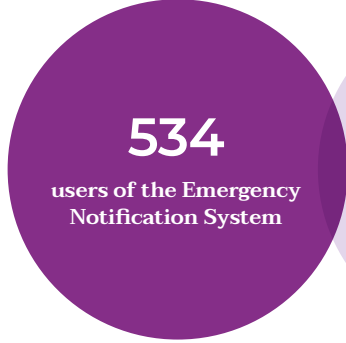




SECURITY & BUSINESS RESILIENCE

Victoria BID works closely with key partners, including the Greater London Authority, Metropolitan Police, Westminster City Council, British Transport Police, outreach teams, and the Centre for the Protection of National Infrastructure, to enhance safety across the area.

This year, through proactive initiatives, we have tackled anti-social behaviour, supported vulnerable individuals and strengthened security measures, to create a safer and more welcoming environment. The Victoria Patrol Team played a crucial role during this time, responding to incidents and engaging with businesses daily to deter crime and provide support. Initiatives such as our Emergency Notification System, counter-terrorism training, Night Safety Audit and community engagement programmes further strengthened our commitment to fostering a safer and more resilient environment for businesses, residents, and visitors.





OUR PRIORITIES

In line with our 2025-2030 Business Plan, we develop project 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 by championing a quarter wide approach to adaptation and decarbonisation of local emissions, in line with the City of Westminster's ambition for a net zero borough by 2040.
- 2** Make London Heritage Quarter the destination of choice for emerging sectors by engaging with leaders to understand their priorities and working with partners to make sure that the office and after-work offer responds to their needs.
- 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 the wider community too.
- 4** Leverage the collective strength of London Heritage Quarter to lobby for sustained local and central government investment in the Victoria BID. This will help keep London driving the economy while consolidating the global relevance of the London Heritage Quarter by fostering relationships and knowledge sharing with organisations worldwide.

WHAT'S NEW FOR 2025/26

As outlined in our 2025-2030 Business Plan there will now be a refocus for some of our themes to deliver in five key work areas:



CLEANING & GREENING

As part of our new Cleaning and Greening theme, we will continue to maintain a high standard of cleanliness across the area providing enhanced street cleansing services five-days a week. Our dedicated street team will work in close partnership with Westminster City Council and other stakeholders to deliver this service.

Our dedicated team will carry out regular street sweeping, litter picking, pressure washing and deep cleaning to ensure the public spaces

remain pristine. This includes monitoring Westminster City Council's baseline agreement, to ensure their statutory duties for maintaining public spaces are met.

We will also continue to proactively address street issues for local businesses, including quick responses to reports through our Janitorial Service, routine monitoring of key areas and the reporting of environmental issues to Westminster City Council and TFL.

WHAT'S NEW FOR 2025/26



COMMUNITY SAFETY & BUSINESS RESILIENCE

Under our new Community Safety and Business Resilience theme, the Victoria Patrol Team will continue their crucial role in the district, by responding to incidents and engaging with businesses. The BID will build on our key partnerships with local law enforcement, the council, businesses and community organisations, through ongoing joint operations and the expansion of the SentrySIS data-sharing platform, improving communication and bolstering our district's safety network.

The safety of our night-time economy is a top priority, and we are committed to investing in initiatives that foster a welcoming and secure atmosphere after dark. We will further develop our comprehensive Women's Night Safety programme, 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 counter-terrorism 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

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

Under our new Environmental, Social & Governance (ESG) theme, we will drive local skills development and learning by providing access to professional training opportunities and innovative educational resources, such as the Seed1 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 our Community Engagement and Outreach team, ActionFunder, and ongoing collaborations with local charities.

WHAT'S NEW FOR 2025/26



PLACEMAKING

Under our new Placemaking theme, we will continue to enhance our streets and public spaces, building on our rich heritage while creating greener, more sustainable environments with improved access to nature and public spaces. 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 King's Scholars' Passage, the Arc and developing 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	BID LEVY £	VOLUNTARY & OTHER INCOME £	TOTAL £
BID Levy collection	1,807,000		1,807,000
Voluntary contribution		150,000	150,000
Other income		183,000	183,000
TOTAL	1,807,000	333,000	2,140,000
Expenditure			
Destination Victoria			
Marketing strategies	218,000		218,000
Cultural events	224,000		224,000
Promotional activities	176,000		176,000
Inclusive Economy			
Research and economic improvement	22,000		22,000
Public affairs and research	22,000		22,000
Corporate social responsibility	93,000		93,000
Business networking events	26,000		26,000
Public Realm & Greening			
Public space enhancements	162,000		162,000
Strategic improvements	273,000	83,000	356,000
Security and Business Resilience			
Business continuity & counter terrorism	38,000		38,000
Community liaison outreach project	98,000		98,000
Crime prevention seminars/materials	51,000		51,000
Community safety & anti-social behavior	310,000		310,000
Public Realm – Future Victoria			
Victoria Station project	-	63,000	63,000
BID Estate Team			
On street services	153,000		153,000
Enhanced street cleaning	289,000		289,000
Overhead costs			
BID Team support	148,000	50,000	198,000
BID overhead costs	217,000	100,000	317,000
Contingency	10,000		10,000
TOTAL	2,530,000	296,000	2,826,000
Surplus /(Deficit)	-723,000	37,000	-686,000
Brought forward from 2023/24			1,351,000
Carried forward to 2025/26			665,000

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

ANTICIPATED INCOME & EXPENDITURE

Income	BID LEVY £	VOLUNTARY & OTHER INCOME £	TOTAL £
BID Levy collection	2,481,000		2,481,000
Voluntary contribution		150,000	150,000
Other income		109,000	109,000
TOTAL	2,481,000	259,000	2,740,000
Expenditure			
Destination			
Street Ambassador service	60,000		60,000
Cultural and promotional events	235,000		235,000
Marketing strategies	192,000		192,000
Public affairs and research	58,000		58,000
Environmental, Social & Governance			
Environmental sustainability	14,000		14,000
Charitable giving	116,000		116,000
Homelessness outreach and support	14,000		14,000
Wellbeing activities	63,000		63,000
Skills, employability & young people	73,000		73,000
Placemaking			
Public space enhancements	144,000		144,000
Strategic improvements	313,000	5,000	318,000
Community Safety & Business Resilience			
Community safety & anti-social behaviour	391,000		391,000
Business resilience	37,000		37,000
Crime prevention initiatives	48,000		48,000
Placemaking - Future Victoria			
Victoria Station Project	-	84,000	84,000
Cleaning and Greening			
Greening and environmental issues	96,000		96,000
Enhanced street cleaning	437,000		437,000
Overhead costs			
BID team support	161,000	75,000	236,000
BID overhead costs	157,000	75,000	232,000
Contingency	110,000	-	110,000
TOTAL	2,719,000	239,000	2,958,000
Surplus /(Deficit)	-238,000	20,000	-218,000
Brought forward from 2024/25			665,000
Carried forward to 2026/27			447,000



LONDON HERITAGE QUARTER

VICTORIA DISTRICT

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VIC 25-26