

The Victoria Westminster Business Improvement District

OVERVIEW OF PROJECTS, INCOME & EXPENDITURE

2024/2025, 2025/2026



LONDON HERITAGE QUARTER

URBAN GREENS

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MORE THAN MONUMENTS



INTRODUCTION

The Victoria Westminster BID covers one of the most recognised areas of London, encompassing landmarks such as Parliament Square and St James's Park.

The BID has continually delivered impactful initiatives and projects that support local partners and stakeholders, from enhancing public spaces and improving safety to driving sustainability and business support.

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. With a continued focus on safety, operational delivery, placemaking, sustainability and economic resilience, 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.



483
environmental issues reported to Westminster City Council & Transport for London

1,660+
bags of recyclable and general waste collected

399km
of paving swept and litter picked

112
janitor requests completed

505sqm
of paving deep cleaned and flushed

CLEANING & GREENING

Over the past year, we have continued to prioritise the upkeep of clean and welcoming public spaces in Victoria Westminster.

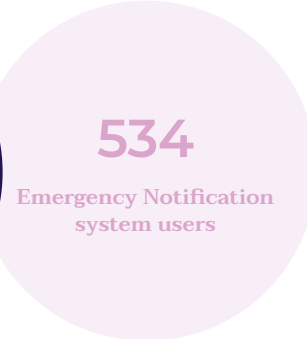
In partnership with Westminster City Council, our dedicated street team has worked five days a week to enhance the local area, ensuring it remains appealing for workers residents and visitors. This includes regular sweeping, litter picking and deep cleaning of pavements, alongside the removal of graffiti, flyposting and waste. New initiatives, such as the introduction of the Gladiator deep cleaning machine, have further improved the appearance of the area, effectively removing chewing gum and grime. These ongoing efforts contribute to maintaining a well-kept environment for all.

707
pieces of graffiti and flyposting cleaned or removed

340
bags of leaves collected



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



COMMUNITY SAFETY & BUSINESS RESILIENCE

Over the past year, we have worked closely with key partners, including the Metropolitan Police, Westminster City Council and the Greater London Authority, to tackle crime and anti-social behaviour while strengthening business resilience.

Our efforts have focused on proactive street patrols, engagement with rough sleepers, in partnership with outreach teams, and providing vital support during emergencies. Businesses have benefitted from security initiatives such as the Victoria Westminster Radio Link scheme, the Emergency Notification System and counter-terrorism training. We have also expanded crime prevention programmes with the launch of the SentrySIS security tool, workshops on crime prevention, and regular security briefings to keep the local community informed and prepared. Night-time safety has remained a priority, with initiatives such as the Night-Time Economy Audit and Workshop working towards a more secure area. Through these initiatives, we continue to enhance safety for all who live, work and visit Victoria Westminster.





21,300+
Engagements and 8,800+ followers on London Heritage Quarter social media channels

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

378,600+
users reached on Instagram and TikTok

100,600+
Impressions on LinkedIn and X

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

17,000+
webpage views for our Heritage Summer activity

DESTINATION

We have delivered a range of initiatives to enhance Victoria Westminster as a vibrant destination, engaging the community and supporting local businesses.

This year, we unveiled our new London Heritage Quarter brand, marking a strategic transformation that has unified our campaigns and events under a single distinctive identity. Our digital communications have played a key role in amplifying these efforts, with extensive reach across social media, websites and media. Campaigns such as the 'Journey Through Time' summer trail attracted visitors and showcased the area's rich heritage, while the Online Advent Calendar saw its highest participation since launch. Events such as the Sustainable Fashion Frenzy and community Christmas light switch-on, have fostered local engagement, while the LHQ Hub App has connected businesses with visitors and employees through exclusive offers and experiences. Additionally, our Street Ambassadors have provided a warm welcome, ensuring a positive experience for all who live, work or visit the area.

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

100+
people joined us for a community Christmas tree light switch on in Christchurch Gardens

20,000+
offer redemptions on the LHQ Hub App with 13,000+ registered users



2,225
people across Westminster supported through 10 ActionFunder projects



Community Outreach and Engagement Team worked 5 days a week

ENVIRONMENT, SOCIAL & GOVERNANCE

Over the past year, we have focused on promoting Victoria Westminster as a vibrant business hub, supporting economic growth, and fostering a strong sense of community.

The BID has worked closely with local businesses to provide valuable resources, including initiatives centred around employee education, skills development and wellbeing. We have hosted wellbeing events and offered opportunities for professional development through courses on the new e-learning platform Seedl. Community initiatives have been a key focus, including the Community Outreach and Engagement Team, in partnership with The Passage, which has provided vital support to those facing homelessness. Additionally, we donated Christmas hampers to vulnerable and elderly residents and supported local young people through a school uniform drive. ActionFunder has also assisted several community projects, positively impacting a wide range of people across the Westminster area.

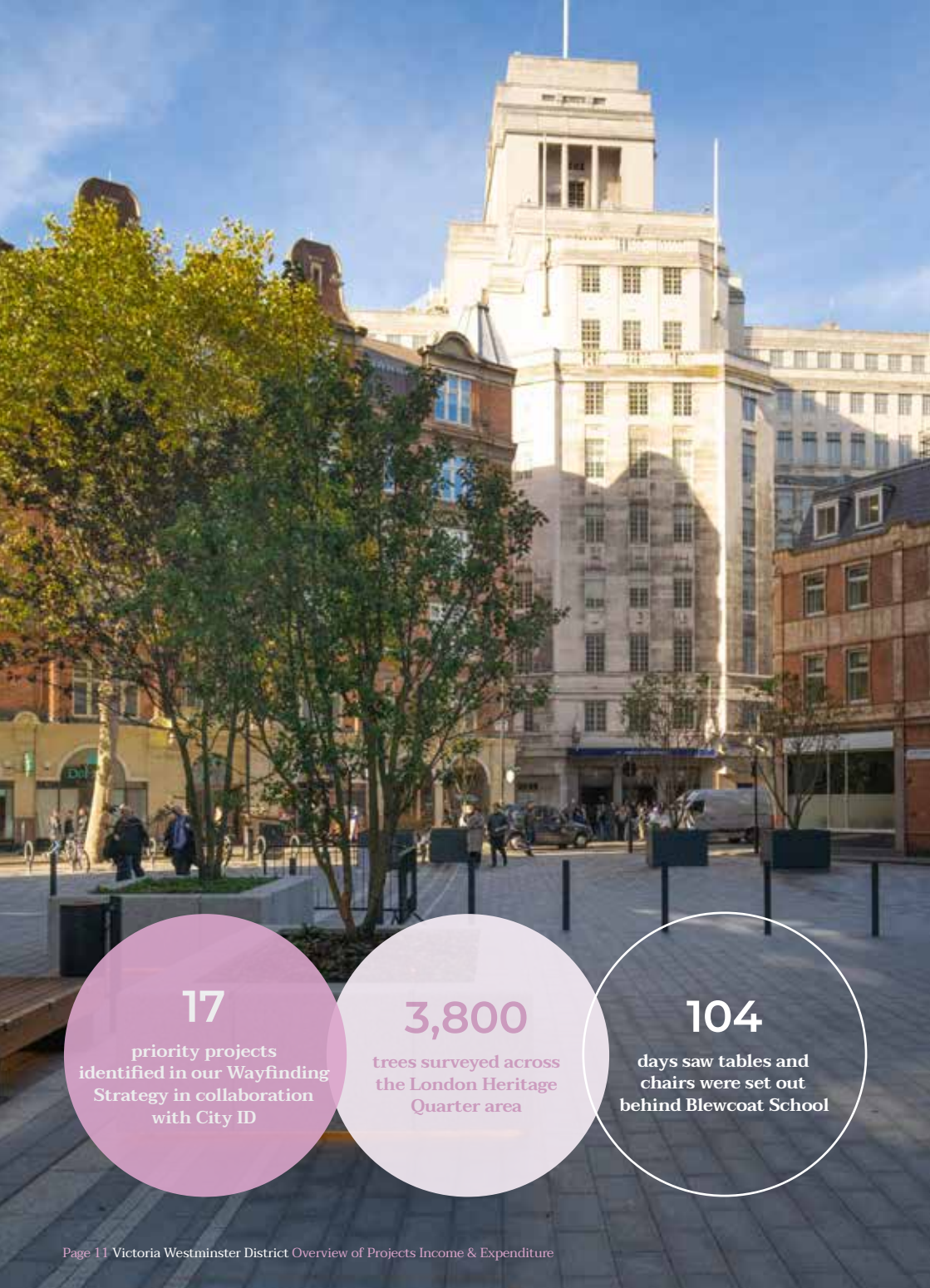
470
Christmas Hampers donated to vulnerable and elderly residents across Westminster in collaboration with Sir Simon Milton Foundation

200+
business members signed up and took part in wellbeing events

200+
business members signed up to Seedl and completed 105 courses since its launch

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





65
 items were identified and 17 prioritised for action in a decluttering audit carried out with Westminster City Council and local businesses



16
 local stakeholders were part of a reformed Arc project group to drive short and long-term enhancements

PLACEMAKING

Over the past year, we have made progress in enhancing public spaces, advancing strategic projects, and promoting sustainability in collaboration with key partners, including BID members, Westminster City Council, Transport for London and the local community.

Projects have included decluttering audits, improved wayfinding initiatives and the illumination of Westminster Chapel tower. We have supported community enhancements, such as gardening initiatives and neighbourhood planning, while also prioritising green infrastructure and air quality monitoring. Sustainability has been a key focus, with the development of a Net Zero Roadmap and support for the Project SWAN low-carbon heat network in south Westminster. These initiatives have helped create a more accessible, attractive and sustainable local environment.

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

3,800
 trees surveyed across the London Heritage Quarter area

104
 days saw tables and chairs were set out behind Blewcoat School



3
 trails were developed to help visitors discover the BID area on the LHQ Hub app

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.
- 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 Victoria Westminster, 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, by our dedicated Clean Team including street sweeping, litter picking, flushing and deep cleansing to complement Westminster City Council's baseline services, delivered as part of their statutory duty. The BID will continue to monitor this service to ensure our streets remain clean, safe, and inviting. We will also continue to provide a Janitorial Service for businesses to report issues to.

Additionally, we will continue to monitor and report street issues that impact our business community such as waste, graffiti and flytipping to Westminster City Council and TFL.

WHAT'S NEW FOR 2025/26



COMMUNITY SAFETY & BUSINESS RESILIENCE

We will continue the vital work of the Victoria Westminster 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.

A key focus of our work will be on advancing Women's Night Safety and supporting the nighttime 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 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

Over the next year, we will unveil *'More than Monuments'*, a campaign that will showcase the vibrant hospitality, entertainment and community across London Heritage Quarter. This initiative will highlight the area's unique experiences, 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 collaborations. These efforts will help strengthen community connections and solidify London Heritage Quarter as a must-visit destination in London.



ENVIRONMENTAL, SOCIAL & GOVERNANCE

We will continue to drive skills development and learning by expanding access to professional training opportunities and innovative educational resources, such as the Seedl e-learning platform. Through partnerships with local businesses and organisations, we will offer tailored programmes that enhance career growth, address the skills gap and improve workforce resilience.

In addition, we will host regular wellness workshops designed to support our members' mental and physical wellbeing and continue to support the wider community through initiatives such as ActionFunder and collaboration 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 developing the Project SWAN low carbon heat network, supporting the transition to a more energy-efficient and environmentally responsible district.

INCOME & EXPENDITURE*

Income	TOTAL £
BID Levy collection	897,000
Other income	95,000
TOTAL	992,000
Expenditure	
Placemaking	
Public space enhancements	56,000
Strategic improvements	265,000
Cleaning and Greening	
Enhanced street cleaning	131,000
Greening and environmental issues	36,000
Destination	
Street Ambassador service	24,000
Marketing strategies	112,000
Cultural and promotional events	121,000
Public affairs and research	24,000
Community Safety & Business Resilience	
Community safety & anti-social behaviour	74,000
Business resilience	16,000
Crime prevention initiatives	22,000
Environmental, Social & Governance	
Environmental sustainability	4,000
Charitable giving	35,000
Homelessness outreach and support	41,000
Wellbeing activities	19,000
Skills, employability & young people	25,000
Overhead costs	
BID Team support	98,000
BID overhead costs	112,000
Contingency	10,000
TOTAL	1,225,000
Surplus /(Deficit)	-233,000
Brought forward from 2023/24	696,000
Carried forward to 2025/26	463,000

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

ANTICIPATED INCOME & EXPENDITURE

Income	TOTAL £
BID Levy collection	783,000
Other income	15,000
TOTAL	798,000
Expenditure	
Placemaking	
Public space enhancements	43,000
Strategic improvements	201,000
Cleaning and Greening	
Enhanced street cleaning	153,000
Greening and environmental issues	42,000
Destination	
Street Ambassador service	18,000
Marketing strategies	86,000
Cultural and promotional events	93,000
Public affairs and research	18,000
Community Safety & Business Resilience	
Community safety & anti-social behaviour	85,000
Business resilience	19,000
Crime prevention initiatives	25,000
Environmental, Social & Governance	
Environmental sustainability	4,000
Charitable giving	32,000
Homelessness outreach and support	36,000
Wellbeing activities	17,000
Skills, employability & young people	23,000
Overhead costs	
BID Team support	97,000
BID overhead costs	99,000
Contingency	50,000
TOTAL	1,141,000
Surplus /(Deficit)	-343,000
Brought forward from 2024/25	463,000
Carried forward to 2026/27	120,000



LONDON HERITAGE QUARTER

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VW 25/26