



LONDON HERITAGE QUARTER

VICTORIA BUSINESS IMPROVEMENT DISTRICT

ANNUAL REPORT

2024/2025

VICTORIA DISTRICT



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We are pleased to present the Victoria Business Improvement District (BID) Annual Report for 2024–2025. This has been a year of progress and strong delivery, capped off by an outstanding ballot result, with 97% of voting businesses supporting the renewal of the BID for a fourth five-year term.

Victoria is both a gateway to London and a destination in its own right, home to historic landmarks, renowned cultural venues and a seemingly ever-expanding cluster of global businesses. The area is evolving with new occupiers arriving and major works ongoing at 30 High, (formerly Portland House) and 105 Victoria Street (formerly House of Fraser) which will help to further vitalise the area once completed. One of our key focuses has been on unlocking that potential through high-impact public realm projects, environmental improvements and strategic placemaking.

Working with Victoria Westminster BID, we continue to develop proposals as part of The Arc programme to reshape an alternative walking route from Cardinal Place to St James's, improving accessibility and making the district more attractive. A new Sustainability Action Plan has been developed that will be integral to the BID's delivery across all areas of work for the next three years, and greening projects at King Scholar's Passage, Eccleston Street, and Pimlico Academy have supported our air quality aims.

Safety, resilience and cleanliness remain key priorities for the BID's operations team. Our dedicated cleansing team has delivered significant deep cleaning, graffiti removal and on-call services to businesses. Ambassadors have supported thousands of visitors and provided detailed reporting on the area. Our patrol team has carried out almost 40,000 security checks and dealt with thousands of incidents, while our outreach work with The Passage has provided vital support to those sleeping rough. In part due to the cost-of-living crisis, the area has suffered from an increase in rough-sleeping and anti-social behaviour which we have sought to mitigate through our partnership working with Westminster City Council and the Police.

Counter Terrorism training, night-time safety audits and emergency communication upgrades have strengthened resilience for businesses and the community.

We have continued to collaborate with our neighbouring BIDs in the London Heritage Quarter, which has undergone a full rebrand this year, and launched the new LHQ Hub App offering discounts for consumers and promotional opportunities for businesses in the area. Events and campaigns also continue to promote the area and drive footfall; from our easter egg event in Eccleston Yards to the successful 'Journey Through Time' sculpture trail, the BID has brought people together, supported local hospitality and celebrated the area's creativity.

Partnership working is at the heart of our approach. We work closely with Westminster City Council, the Metropolitan and British Transport Police, the GLA, Transport for London, the Victoria Neighbourhood Forum and local property owners and developers. Of course, engagement with business members is key to all the BID's work. As we move into our fourth term, we invite all BID members to continue to work with us, share their priorities, and be part of shaping Victoria's next chapter.



Nigel Hughes MBE
Chair



Ruth Duston, OBE, OC
Chief Executive

MORE THAN MONUMENTS



2024/2025 THE YEAR IN NUMBERS

As the year draws to a close, we reflect on the numbers that defined the past 12 months.



89,968

Visitors greeted by our ambassadors



17,835 m²

of paving deep cleaned



14,700+

engaged new users of the LHQ Hub App since launch in summer 2024



2,225

beneficiaries supported through ActionFunder



1,809

trees assessed to measure environmental benefits in The i-Tree survey



38,178

proactive security checks carried out



89,968

interactions
with visitors



1,580

environmental issues reported
to Westminster City
Council and Transport
for London



1,904

jobs completed
by our on-call Janitorial
Service



2,885

bags of litter and
933 bags of recycling
collected



1,364

business visits have
been carried out



1,783

km of paving has been
swept and litter picked

BID ESTATE TEAM

We're committed to maintaining a clean, welcoming and well cared for environment for everyone who lives, works, or visits the area. Our dedicated BID Estate Team works in partnership with Westminster City Council to keep public spaces vibrant and inviting, ensuring Victoria remains a destination people enjoy and return to frequently.

Our Ambassadors play a key role in enhancing the Victoria experience by offering a warm welcome and street concierge service to visitors 7 days a week.

They assist with wayfinding, gather information from local businesses, monitor environmental issues and provide important updates about the area.

In addition, the Ambassadors supported a range of events and marketing campaigns over the past year. They've also delivered information and promoted the LHQ Hub app.

Our street cleansing service operates Monday to Friday, 6:30 am to 5:30 pm, delivering street-sweeping, litter-picking, graffiti and sharps removal, and bin and pavement flushing. We also provide an on-call janitorial service with a 2-hour response time. Additionally, the team sets up tables and chairs on Westminster Cathedral Piazza year-round and deckchairs in Lower Grosvenor Gardens during the summer.

In June 2024, we hosted our second annual "Smarten & Sparkle" event, where over 40 local employees volunteered to help clean and green the area. In October, we hosted the winter edition of "Smarten & Sparkle" which saw 85 local employees take part.



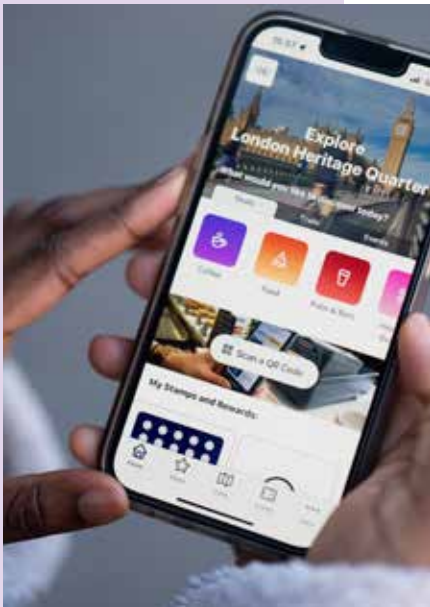
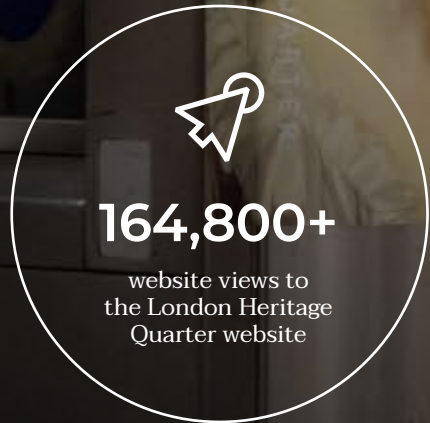
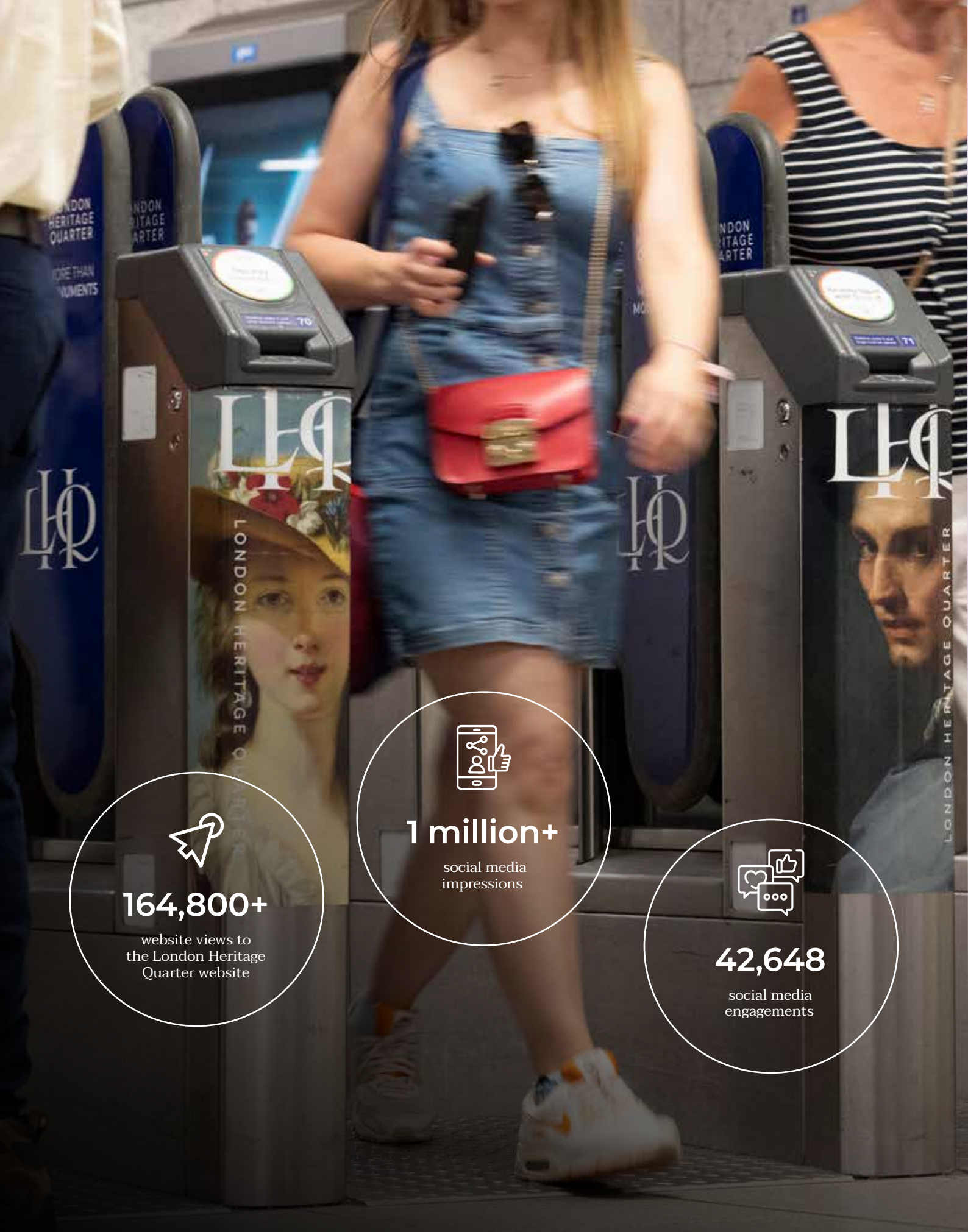
3,308

pieces of graffiti and
flyposting removed from
across the area



17,835 m²

of paving have
been deep cleaned



DESTINATION

We champion Victoria as a vibrant destination through our website, social media and targeted campaigns, showcasing its world-class theatres and outstanding dining options. By working closely with local business partners, we consistently position Victoria as a go-to location for both visitors and residents seeking dynamic cultural and leisure experiences.

Digital Marketing is used to increase awareness of the BID's project work, promote companies within the footprint, as well as comment on important London themes.

This year, we have supported BID member companies through collaborations and competitions, to increase brand awareness and social media following. Regular content was scheduled and distributed across our social media channels including Instagram, LinkedIn and TikTok, as well as on our website and through email communications.

In May 2024, we launched the new London Heritage Quarter website, ensuring continued access to all BID information. At the same time, Victoria BID's social media channels were consolidated with those of our sister BID, The Northbank, bringing all platforms together under the London Heritage Quarter brand.

Throughout the year, we continued to promote LHQ through collaboration with a communications agency to provide us with additional PR and media support. During this time, we produced various branded materials and published three issues of the "Victoria 'London Starts Here'" magazine, each with a circulation of 25,000.

We attended MIPIM to highlight the increasingly significant role BIDs play in London to increase inward investment, and to showcase our upcoming strategic projects such as Future Victoria and Project SWAN.

The BID held memberships with BusinessLDN, London & Partners, Central London Alliance, Westminster Property Association, Opportunity London and the NLA to join conversations and other relevant policies and investment in London. Additionally, we continued to work with Colliers to analyse local footfall and consumer metrics and provide valuable pedestrian insights to our business partners, in collaboration with our Placemaking theme.

We completed an Investment Strategy with Arup, which provided an evidence-based approach to driving economic success, highlighting key growth opportunities and activities the BIDs can undertake to drive inward investment.





Events Programme

To celebrate Easter, we delivered a **community Easter egg display** and competition in Eccleston Yards. Pupils from four local schools designed six giant eggs, which received 546 public votes. The winning pupil and their school were each awarded a local gift voucher.

The four districts organised **seven showcase events in collaboration with local hospitality venues**. Each event welcomed 10–20 EAs, PAs and event bookers and offered booking incentives to encourage future business.

We launched the **LHQ Hub App** with a combined **summer networking event at IET London**: Savoy Place, attended by 106 guests from over 60 organisations. To boost awareness and downloads, we also delivered 14 lunchtime pop-ups in office lobbies, distributing London Heritage Quarter branded merchandise to raise awareness of LHQ.

Throughout the summer, we delivered the **'Journey Through Time' sculpture trail**, featuring 11 British-themed artist designed sculptures. The trail secured national, regional and broadcast media coverage with a reach of over 300 million, alongside 17,000 webpage views and 6,390 QR code scans.

As part of London Fashion Week, we hosted a **sustainable fashion show** at 55 Broadway. The event included a panel discussion, pop-up shops and a charity auction. It attracted 111 attendees, raised over £1,000 for charity, and gained visibility on City AM's homepage. Brands showcased included Dress for Success and the world's first sustainable sari.

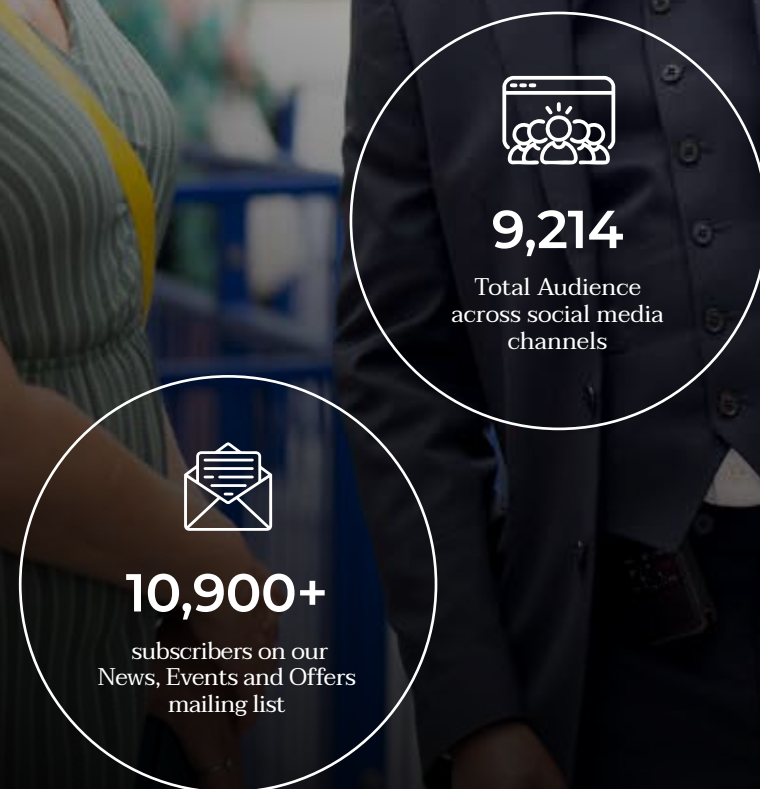
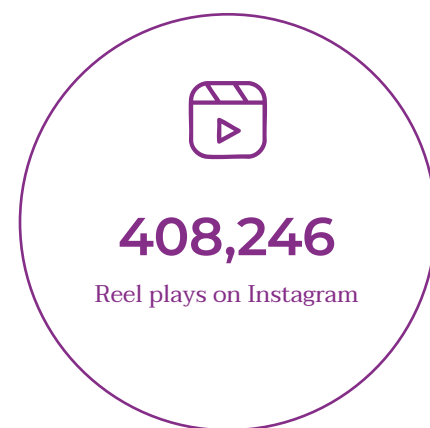
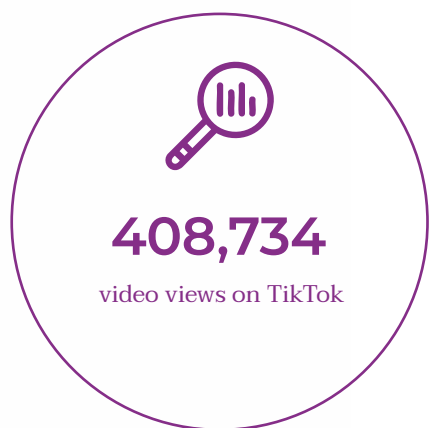
In October, we held an **event to launch our 2025–2030 BID proposal**. The event was hosted at Bam Karaoke to showcase the new opening and attended by 84 levy payers and local businesses.

We delivered a range of festive initiatives, including **our annual Online Advent Calendar**. Featuring 57 prizes from local businesses, it achieved record participation with 54,000 entries, up from 41,000 in 2023. The Advent Calendar also became the most visited page on the London Heritage Quarter website, attracting 40,000 views, followed by Heritage Summer with 17,500 views and the homepage with 14,800 views.

We continued our annual Christmas traditions with a **30ft Christmas tree in Westminster Cathedral Piazza** and **lighting along Victoria Street**, both featuring new London Heritage Quarter branding.

To mark the start of the festive season, we hosted a **Christmas light switch-on in Christchurch Gardens** with St Matthew's Primary School. There were over 100 attendees at the event, including local councillors and the Lord Mayor.

For International Women's Day, we partnered with art agency Artiq to **exhibit works from four female artists** across four office lobbies in London Heritage Quarter. The displays explored topics including feminism, sustainability, women's health and technology.





INCLUSIVE ECONOMY

Supporting our community with a Corporate Social Responsibility programme has been a priority for Victoria BID since its inception. Initiatives this year have been focused on the wellbeing of local staff, education and skills development and business networking within the community. The BID is also committed to partnering with BID members to ensure the local economy is prosperous over the short, medium and long term. This ensures that Victoria continues to be an attractive place to do business, fostering growth and innovation for the future.



At Easter, we collaborated with our Destination theme to deliver a community Easter egg display and competition in Eccleston Yards. Pupils from four local schools designed six giant eggs, which received 546 public votes. The winning pupil and their school were each awarded a voucher.

Working alongside the BIDs in the London Heritage Quarter and local businesses, we delivered a variety of wellness events and workshops for our members throughout the year. During Mental Health Awareness Week in May, we ran a programme of events aligned with the theme 'Move More for Your Mental Health'. We hosted a Colour by Numbers activation in Victoria Station, where passers-by were invited to contribute to a bespoke community mural.

Over four days, the activation attracted over 700 participants. We also partnered with Wellbeing People to deliver a Movement Medicine webinar;

Brigit's Bakery to host a Colour and Chat Afternoon Tea; and Cuddle Club to offer 30-minute cuddle sessions with dogs. Across the week, over 97 business members attended the events.

In collaboration with our Destination theme, London Heritage Quarter delivered a Sustainable Fashion Show and Charity Auction at 55 Broadway in September, in partnership with Central London Alliance and Blue Orchid Hospitality, as part of the 40th anniversary celebrations of London Fashion Week.

The event promoted Victoria as a dynamic fashion and business district, reinforcing our role as a destination and championing sustainable fashion. A silent auction raised £1,037 for Integrity International Trust, Dress for Success and Oxfam, with 111 attendees from local businesses.



800

Christmas hampers donated to elderly and vulnerable residents



700+

people attended our 'Move more for Your Mental Health' colour by numbers event



Ensuring the local economy is prosperous over the short, medium and long term.

To celebrate Black History Month, we hosted two pop-up markets in Cardinal Place, supporting 15 Black-owned small businesses and generating over £3,000 in sales across the two days. We showcased artwork by three Black artists in neighbouring office buildings as part of the activity. For the festive season, we hosted a festive wreath workshop at Belgrave House, a cookie decorating workshop with Biscuiteers and a popular Festive Cuddle Club session. These events attracted over 100 business members in total, providing a joyful and relaxing opportunity to support their wellbeing during the colder months.

As part of our ongoing commitment to supporting disadvantaged communities, we partnered with The St Andrew's Youth Club, the Bessborough Family Hub and the Cardinal Hume Centre to support the School Uniform Fund. Our contribution provided school uniforms for 49 children living in low-income households. We continued our support for Westminster Connects for the fourth consecutive year, donating 800 Christmas hampers to elderly and vulnerable residents across Westminster, in partnership with the Sir Simon Milton Foundation. Business members also volunteered their time to assist with deliveries.

We continued to provide support to local charities this year through our partnerships with organisations including ActionFunder and Hotel School. Through ActionFunder we supported ten local charities with 2,225 beneficiaries, across the London Heritage Quarter, with top projects involving young people, economically disadvantaged people, women and/or girls and people experiencing discrimination. We supported Hotel School during the year and hosted a panel event, in partnership with The

Passage and Hotel School, to raise awareness among local businesses of the key challenges facing the homelessness sector and how businesses can drive meaningful, sustainable change. The event was attended by 69 guests and 38 pledge cards were completed, with the charities following up to continue the conversation and encourage action.

To support education and skills development, we launched a new online learning platform, Seedl, to provide local businesses and their employees with access to over 200 live courses on a range of topics including Sales, Project Management, Wellbeing and Leadership. The scheme has attracted over 200 business members within its first nine months and has seen 105 bookings for courses.

As part of our commitment to engage with underrepresented groups, particularly young people under 30, we began planning the pilot project Royalties London in partnership with Volcano. This education programme is designed for Londoners aged 18 to 30 and will launch in the new financial year. It will deliver four-day workshops over a six-week period for 25 young participants, culminating in the planning and delivery of an event for young creatives.

We continued the vital work of the Community Intervention Team, which is an outreach team funded by the BID and run through The Passage, to support those who are sleeping rough and to help them find a route off the streets. From April 2024 to March 2025, the team had 206 encounters with known clients and 718 encounters with unknown clients. The Engagement and Outreach team completed 1,252 actions to provide support to those individuals during that period.





SECURITY & BUSINESS RESILIENCE

To help create a safer more secure environment for the whole community, we worked closely with key partners including Westminster City Council, the Metropolitan Police Service, British Transport Police, the Greater London Authority, Outreach teams and the Centre for the Protection of National Infrastructure. These collaborations have been vital in tackling crime and anti-social behaviour, while also strengthening business resilience and reducing the risk of more serious incidents.

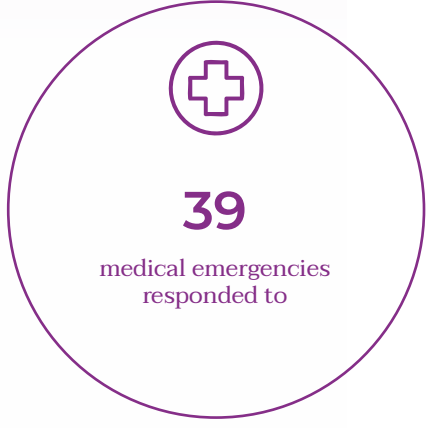


We continued to address low-level crime and anti-social behaviour in the local area through the Victoria Patrol Team. Six officers patrolled the BID area in pairs from 6:30am to 11:30pm daily to carry out welfare checks, business visits and deal with safety incidents on the street, with body-worn cameras and radios used to aid their duties. An additional patrol shift was introduced in January 2025 with teams working between 10:30 am and 6:00 pm due to the increase in anti-social behaviour in the BID area.

We introduced the 4G 'Victoria Radio Link' network, which is used by 104 local businesses and on-street teams, to support real-time reporting of non-emergencies. The Emergency Notification System remained a vital tool, issuing 52 alerts to 551 users between September 2024 and March 2025, covering protests, road closures, crime prevention and training.

We hosted crime prevention events including a Counter Terrorism tabletop exercise, supported by the West End Security Group, which simulated a critical incident within the London Heritage Quarter area. We delivered four ACT and four SCaN sessions and a cyber terrorism escape room training session. We hosted two bike marking events at Tate Britain, where 41 bikes were tagged and 38 were serviced. Diphoterine chemical attack kits were also distributed across the area, with three located within Victoria.

As part of our ongoing efforts to improve evening and nighttime safety, particularly in addressing violence against women and girls, we commissioned Publica to conduct a night safety audit. This included a "body mapping" exercise, where participants shared their emotional responses to specific locations to help assess perceptions of safety. The audit resulted in 19 recommendations, ten of which the BID has already begun addressing through public realm improvements.





90

metres of Wellington Barracks façade cleaned



1,809

trees assessed in an i-Tree survey to measure environmental benefits



120

metres of planting installed at King's Scholars' Passage

PUBLIC REALM & GREENING



Through strong partnerships with Westminster City Council, Transport for London and our neighbouring BIDs, we have continued to champion environmental sustainability, enhance public spaces and deliver impactful strategic initiatives. Over the past year, we launched a dedicated Sustainability Steering Group to lead on green projects and research, while our ongoing Public Realm Steering Group meetings have helped guide improvements across the area, in collaboration with our members and local stakeholders.

This year, we delivered a wide range of local projects focused on infrastructure, public realm improvements, environmental enhancements and street-level activation. These initiatives were shaped through close collaboration with neighbouring London Heritage Quarter BIDs, local stakeholders, Westminster City Council, Transport for London and the Victoria, Pimlico and Knightsbridge Neighbourhood Forums.

Through The Arc project, we developed improvement schemes for ten streets, including proposals to remove unnecessary street furniture to improve walkability. We also created a vision for Palace Street, which highlights the opportunity for a pedestrian-friendly school area.

Partnerships with Westminster Chapel, Wellington Barracks, the Guards Museum and other local businesses enabled us to deliver public art and lighting installations this year. Early design work began for a wall installation at Wellington Barracks, while final plans were completed to illuminate Westminster Chapel's tower. A traffic survey and decluttering study also identified further opportunities for enhancement.

We continue to support Project SWAN, a major low-carbon heat network for Victoria, Whitehall, Trafalgar Square and Strand. Our engagement team hosted two town hall events and engaged with over 170 buildings. Supported by Westminster City Council's Carbon Offset Fund and the Department for Energy Security and Net Zero, the project formally appointed Hemiko and Vital Energi to lead delivery in September 2024.

We collaborated with Northbank, Victoria Westminster and Whitehall BIDs, alongside Lord Hendy of Richmond Hill CBE, on a Routemaster Bus Tour through South Westminster.

The tour highlighted key developments and public realm initiatives in Victoria, Westminster, Northbank and Whitehall, illustrating the areas' transformation and future opportunities.

To promote active travel, we introduced digital guided history walks on the LHQ Hub app. We also collaborated with Footways London to create a new walking map and started plans to install riverside banners highlighting local attractions, which will both be launched in the new financial year.

Our greening work expanded with community gardening groups across six local sites, and we enhanced Christchurch Gardens for year-round interest and biodiversity, whilst an i-Tree survey assessed 1,809 trees to measure environmental benefits.

We continued to activate Westminster Cathedral Piazza through daily seating, creating a welcoming space for all. In collaboration with the Victoria Neighbourhood Forum, we are progressing plans to improve the Piazza and Victoria Street. Additional seating and planting were also maintained at the Belgrave Road parklet, enhancing the local environment and encouraging longer visits.

Guided by our Sustainability Steering Group, we partnered with Bioregional to develop a three-year Sustainability Action Plan, integrating environmental, social and economic priorities across all BID activity. As members of the Westminster Zero Emission Group, we supported a logistics analysis at 110 Buckingham Palace Road to help reduce vehicle movements and improve air quality in line with the Westminster Sustainable City Charter. We are also working with Breathe London to install air quality monitoring nodes across the area.

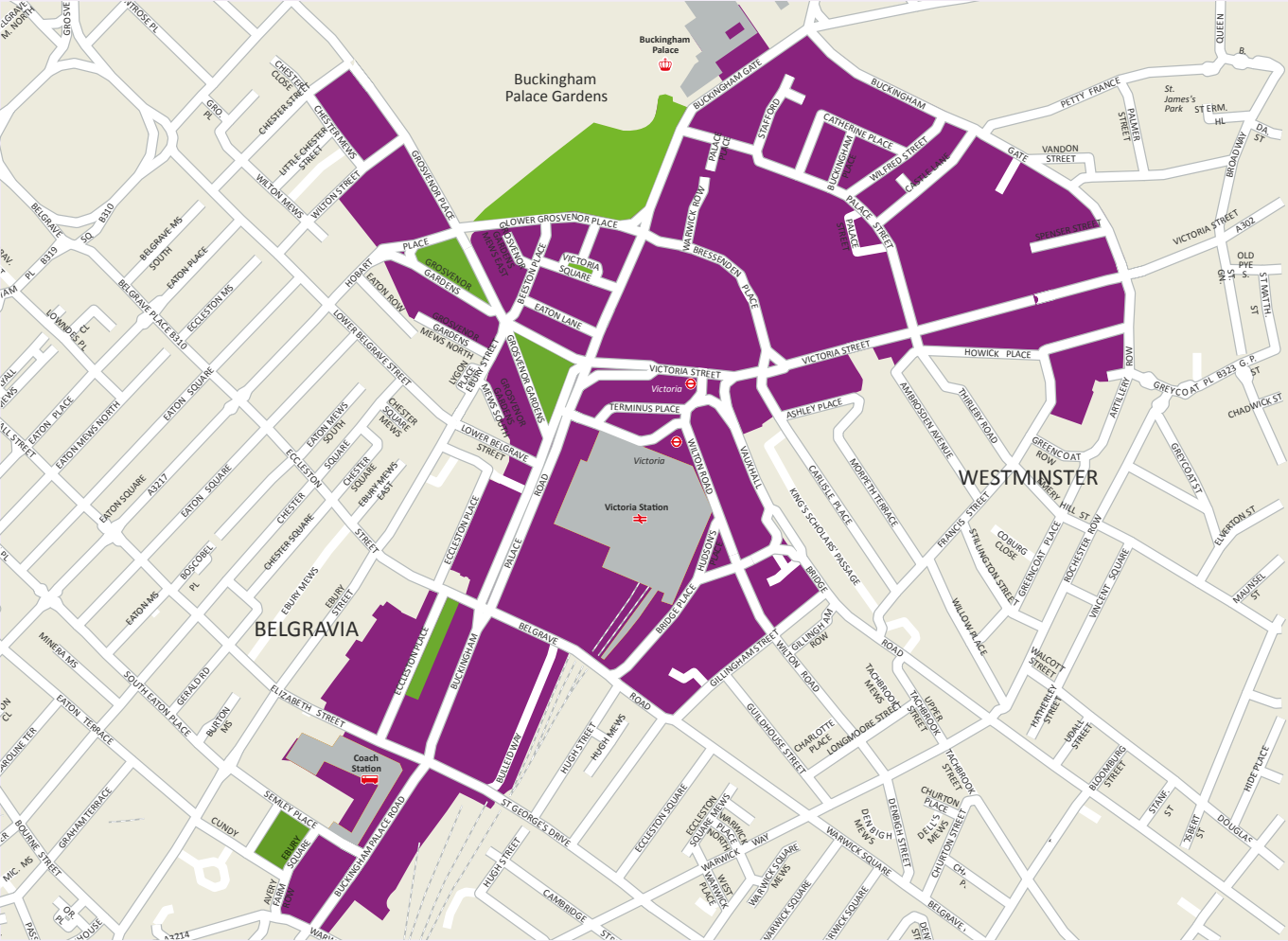


BOARD MEMBERS

Nigel Hughes MBE	Victoria, Victoria Westminster and Whitehall Business Improvement Districts (Board Chair)
Claudia Binkert	EDF Trading (Board Vice Chair)
Andrew Smith	John Lewis/Waitrose
Zoe Gilligan	Landsec
Piers Townley	Grosvenor Property UK
William Rowberry	Cleveland Clinic London
Ruth Duston OBE, OC	Victoria, Victoria Westminster and Whitehall Business Improvement Districts



BOUNDARY MAP



PROFIT & LOSS

	BID LEVY £	VOLUNTARY / OTHER INCOME £	TOTAL 2024/25 £
TURNOVER			
BID Levy	1,916,687		1,916,687
Voluntary Contributions and Other Income		345,884	345,884
TOTAL	1,916,687	345,884	2,262,571
COST OF SALES			
Security & Business Resilience	494,371	400	494,771
BID Estate Team	433,542		433,542
Public Realm & Greening	322,778	153,634	476,412
Destination Victoria	610,256		610,256
Inclusive Economy	161,698	645	162,343
TOTAL	2,022,645	154,679	2,177,324
GROSS PROFIT	(105,958)	191,205	85,247
ADMINISTRATION EXPENSES			
BID Team Support	36,149	188,705	224,854
Rent and rates	57,772		57,772
Estates Costs	4,177		4,177
Insurance	8,520		8,520
Office Consumables	8,661		8,661
Office Expenses	7,837		7,837
Subscriptions	703		703
Training Costs	841		841
Legal & Professional Fees	23,184		23,184
Audit Fees	9,899		9,899
IT costs	25,998		25,998
Telephone	3,071		3,071
BID Levy Collection Fee	33,942		33,942
BID Admin Costs	8,973	2,500	11,473
BID Renewal Costs	44,994		44,994
Bank Charges	1,090		1,090
Depreciation	8,664		8,664
Corporation Tax	7,952		7,952
TOTAL	292,427	191,205	483,632
Surplus brought forward			1,351,134
Profit/(Loss) for the year			(398,385)
Surplus carried forward			952,749

COMPARATIVE BID LEVY £	COMPARATIVE VOLUNTARY / OTHER INCOME £	COMPARATIVE TOTAL 2023/24 £
2,220,269		2,220,269
	354,653	354,653
2,220,269	354,653	2,574,922
455,940		455,940
384,145		384,145
255,032	127,820	382,852
583,894		583,894
167,747	280	168,027
1,846,758	128,100	1,974,858
373,511	226,553	600,064
16,163	200,919	217,082
77,055		77,055
2,485		2,485
4,012		4,012
5,116		5,116
6,056	20,000	26,056
3,366		3,366
558		558
40,427		40,427
11,235		11,235
34,648		34,648
3,992		3,992
32,395		32,395
11,710	5,634	17,344
0		0
829		829
4,668		4,668
10,457		10,457
265,172	226,553	491,725
		1,242,795
		108,339
		1,351,134



LONDON HERITAGE QUARTER

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London-hq.co.uk

[@londonheritagequarter](https://www.instagram.com/londonheritagequarter)

MORE THAN **MONUMENTS**