



Northbank Business Improvement District

OVERVIEW OF PROJECTS, INCOME & EXPENDITURE

2025/2026, 2026/2027



LONDON HERITAGE QUARTER



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INTRODUCTION

Northbank Business Improvement District (BID) covers some of London's most recognisable locations, including Trafalgar Square, Strand, Aldwych and Villiers Street.

This year, we have continued to strengthen collaboration with our neighbouring districts Victoria, Whitehall and Victoria Westminster through the London Heritage Quarter brand, reinforcing our position as a premier destination and amplifying our collective voice. Through strategic partnership working, 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 2025 to March 2026 and demonstrates how our services and projects will continue to impact and support businesses in 2026/27.



4,700+
laps of an Olympic running track is the equivalent distance we swept and litter-picked across the year



5,100+
pieces of graffiti and flyposting removed from across the area

CLEANING & GREENING

Throughout the year, the BID area has remained a clean, attractive, and welcoming place for all who live, work, and visit, largely due to the tireless efforts of our Clean Team.

Their day-to-day work plays a vital role in maintaining high standards across our streets, courtyards and public spaces. From routine street sweeping and pavement cleaning to litter and graffiti removal, the team's proactive approach ensures the area consistently looks its best.

We have further enhanced our cleaning programme through the use of specialist deep-cleaning machinery and a street cleansing

vehicle with hot water technology, enabling more effective removal of stubborn marks and stains.

In addition, collaborative initiatives such as the Smarten and Sparkle community clean-up, delivered in partnership with local businesses, reinforced our shared commitment to creating an environment that can be enjoyed by residents, workers and visitors each day.

5,200+
bags of recycling and litter collected

4,100m²+
of pavement equivalent to 16 standard tennis courts was deep cleaned across the district

1,800+
jobs completed by our on-call Janitorial Service at the request of our business community



41,000+
security checks
carried out

7,700+
business welfare
checks carried out

300+
users of Emergency
Notification system received
over 100 operational updates
on events, road closures
and protests

COMMUNITY SAFETY & BUSINESS RESILIENCE

We have continued to work in close partnership with key stakeholders, including the Metropolitan Police, Westminster City Council, the Greater London Authority and British Transport Police, to improve safety and reduce crime across the Northbank area.

Our dedicated Patrol Team remains central to this work, addressing low-level crime and anti-social behaviour, supporting vulnerable individuals and acting as a visible deterrent to unlawful activity. Through consistent patrols, proactive business engagement and swift responses to incidents, we have strengthened day-to-day safety throughout the area.

Complementary initiatives, including the Emergency Notification System, counter-

terrorism training, the Night Safety Audit and ongoing community engagement programmes, further demonstrate our commitment to fostering a safe, secure and resilient environment for businesses, residents and visitors. We also hosted a homelessness education event for local businesses, providing guidance on responding appropriately and compassionately to rough sleeping while strengthening awareness of partnership support and available services.

300+
network radio calls
responded to



20m+
impressions of
MoreThan Monuments
at TfL underground
stations



303,000+
email communications
sent to subscribers,
sharing local news,
offers and events

DESTINATION

The BID has played a vital role in enhancing the area’s attractiveness for visitors, residents, workers and students through a diverse programme of events, installations, campaigns and initiatives.

From our ‘More Than Monuments’ campaign, which celebrated a vibrant mix of local businesses, to seasonal installations and targeted digital promotions, these activities have enriched the district’s cultural appeal and strengthened community connections.

We continued to promote the LHQ Hub App, which underwent a system upgrade this year, to further enhance the user experience. Alongside this, our digital campaigns and social media activity significantly boosted the district’s visibility and engagement, reinforcing London Heritage Quarter’s position as a must-visit destination in the capital.

74,000+
online advert
calendar entries

8,000+
engaged users of
the upgraded LHQ
Hub App

700,000+
views were achieved
across our social
media channels



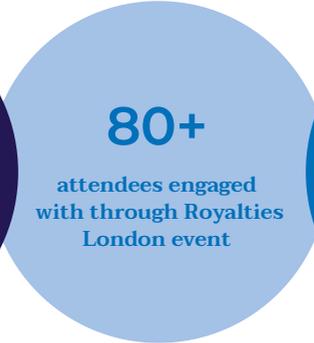
ENVIRONMENTAL, SOCIAL & GOVERNANCE

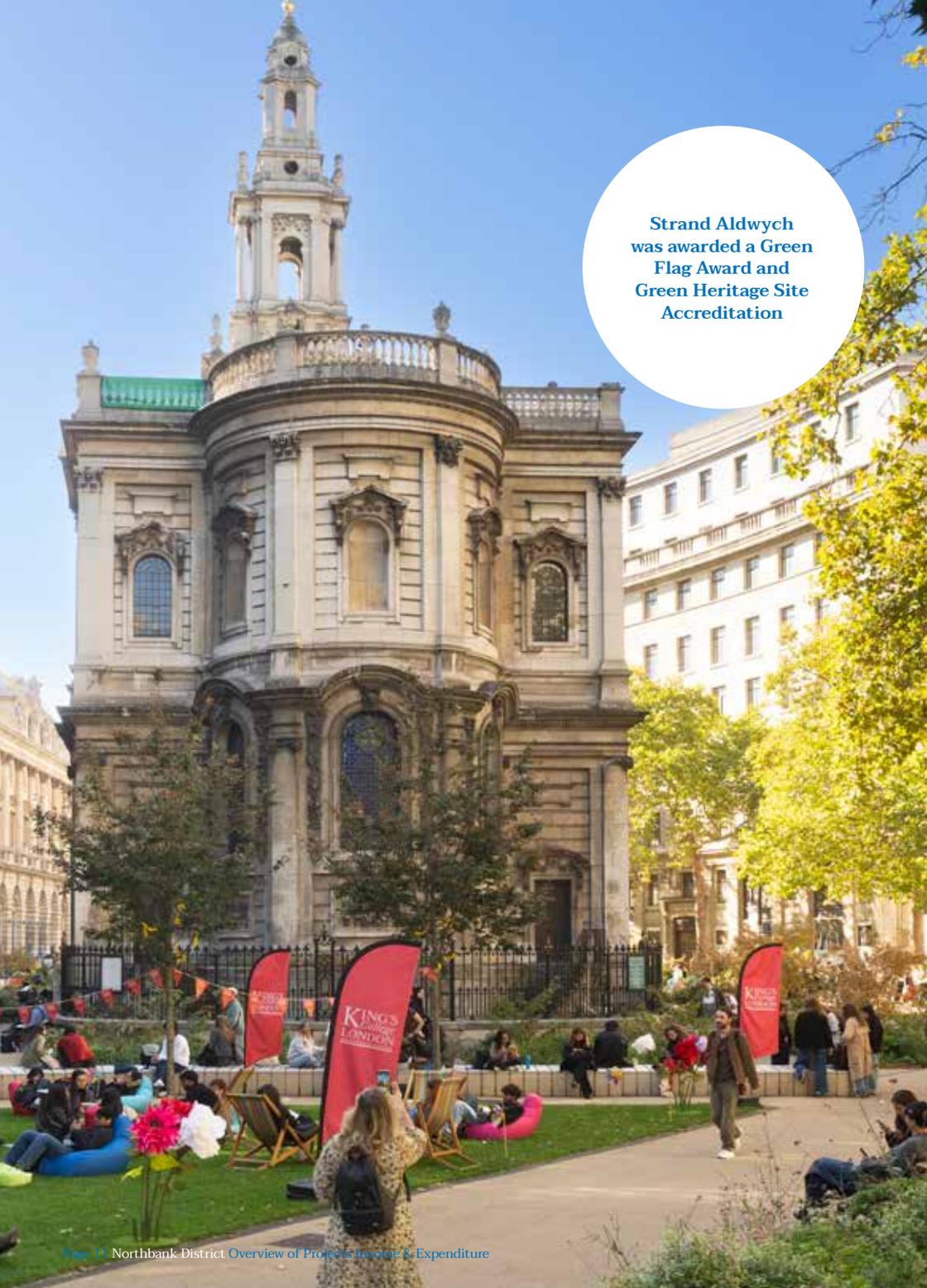
Our focus remains on building a resilient and dynamic business community across the Northbank, supporting sustainable economic growth while prioritising the wellbeing of local employees.

Over the past year, businesses engaged in a wide range of wellbeing and professional development opportunities, including strong participation in Seedl, our digital learning platform, helping to strengthen and upskill the local workforce.

London Heritage Quarter also continued to support the wider community through programmes including ActionFunder and Hotel School, alongside targeted support for vulnerable and elderly residents, through Festive hamper donations.

Other ESG-focused activity across the district included youth engagement through Royalties London, apprenticeship networking in partnership with Capital City College, seasonal wellbeing workshops hosted across office buildings and cultural activity such as community installations, heritage tours and Black History Month programming, contributing to a more connected and inclusive neighbourhood.





Strand Aldwych was awarded a Green Flag Award and Green Heritage Site Accreditation

170+ building teams engaged through Project SWAN engagement

40+ wayfinding banners installed across the Riverfront to improve visibility and place identity

Circular Economy workstream launched with webinars on food waste, plastics and packaging, and the built environment

PLACEMAKING

In partnership with local stakeholders and strategic partners, regeneration projects have continued to transform Strand Aldwych and Villiers Street, enhancing vibrancy, safety and accessibility.

Strand Aldwych received both Green Flag and Heritage awards this year, recognising the scheme’s quality and impact, while restoration at St Mary le Strand is reinforcing its role as a welcoming community space. Supported by National Lottery Heritage funding, the church’s Jewel in the Strand project will deliver vital conservation works and create more accessible cultural and community space. Improvements across the Strand have also enhanced pedestrian safety, reduced vacancies and upgraded shopfronts.

We launched the Urban Vision to provide a long-term framework for the London Heritage Quarter, guiding coordinated improvements across Victoria, the Northbank, Victoria Westminster, Whitehall and the riverfront. Underpinned by principles of connectivity, sustainability and high-quality design, it ensures projects across the Strand and Northbank contribute to a coherent and resilient urban environment.

The Ground Floor Use Strategy continues to strengthen Strand West, including Bedford Street, Southampton Street and Villiers Street, by curating a complementary mix of occupiers. Early results show new tenants, increased activity and greater vibrancy at street level.

We are advancing plans to regenerate Charing Cross Station forecourt, working with property teams, asset owners and Network Rail, and exploring targeted greening around Adelphi Terrace to address antisocial behaviour and improve the local environment.

Sustainability remains central, supported by street planting, Project SWAN, air quality monitoring, the Riverfront Strategy, Lighting Masterplan and updated wayfinding. An i-Tree Eco study by Treeconomics further strengthens our evidence-led approach, quantifying the carbon, air quality and wider ecosystem benefits of the district’s trees to inform future green investment.



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 2026/27



CLEANING & GREENING

Our On-street Cleaning Team will continue to play a strategic role in maintaining a high-quality public realm, supporting the area's reputation as a clean, safe and well-managed environment.

Through a dedicated programme of a 7-day street sweeping, litter picking, flushing and deep cleansing, the service will enhance street conditions while complementing Westminster City Council's statutory baseline provision.

This proactive approach enables us to address street-based challenges affecting the local business community, supported by regular monitoring of priority locations, swift responses via the Janitorial Service, and close coordination with Westminster City Council and Transport for London to resolve environmental issues effectively.

WHAT'S NEW FOR 2026/27



COMMUNITY SAFETY & BUSINESS RESILIENCE

We will continue to improve safety and security across the district through the work of the Northbank Patrol Team and strengthened partnerships with the Metropolitan Police, Westminster City Council, businesses and community organisations. This includes active engagement in the Police and Council Tasking Team (PACT), aligning partners to tackle antisocial behaviour and priority crime issues. Through joint operations, coordinated incident response and intelligence-led activity, we will maintain a visible and proactive presence across the area.

We will facilitate effective intelligence sharing between businesses and statutory partners, with the Emergency Notification System and SentrySIS platform supporting prevention and rapid response. Alongside this, we will explore enhancements to LHQ's CCTV provision and trial new approaches with the Met Police, including the potential lawful use of facial recognition technology and drones to strengthen monitoring, deterrence and rapid-response capability.

WHAT'S NEW FOR 2026/27



DESTINATION

In the year ahead, we will launch 'Pride in the Quarter', a new summer-long placemaking and engagement programme that celebrates community, connection and belonging, bringing together community pride, wellbeing and visual culture to animate the district and broaden audience reach.

We will continue to support high-profile cultural moments that define the area, including West End Live, alongside a year-round programme of seasonal activity such as our festive Christmas lights, encouraging visitor exploration of the area and repeat visits.

Local businesses will be supported through targeted digital communications and campaigns, including initiatives such as the online advent calendar and collaborative social media activity. Together, these initiatives will strengthen community connections and reinforce London Heritage Quarter's position as a must-visit destination in London.

WHAT'S NEW FOR 2026/27



ENVIRONMENTAL, SOCIAL & GOVERNANCE

We will continue to strengthen local skills and learning by providing access to professional training and innovative resources, including the Seedl e-learning platform and a new Skills Academy delivered with Capital City College. Working with local businesses, schools, Royalties London and community partners, we will support structured youth engagement pathways, address skills gaps and create clear routes into employment through apprenticeships and targeted progression programmes.

Alongside this, we will deliver a year-round programme of wellbeing and inclusion-focused activity, aligned with key cultural moments and Mental Health Awareness Week, supporting the health and diversity of our community. Through initiatives such as ActionFunder, partnerships with local charities and voluntary organisations, and continued sharing of air quality data, we will strengthen community engagement and support positive environmental outcomes across London Heritage Quarter.

WHAT'S NEW FOR 2026/27



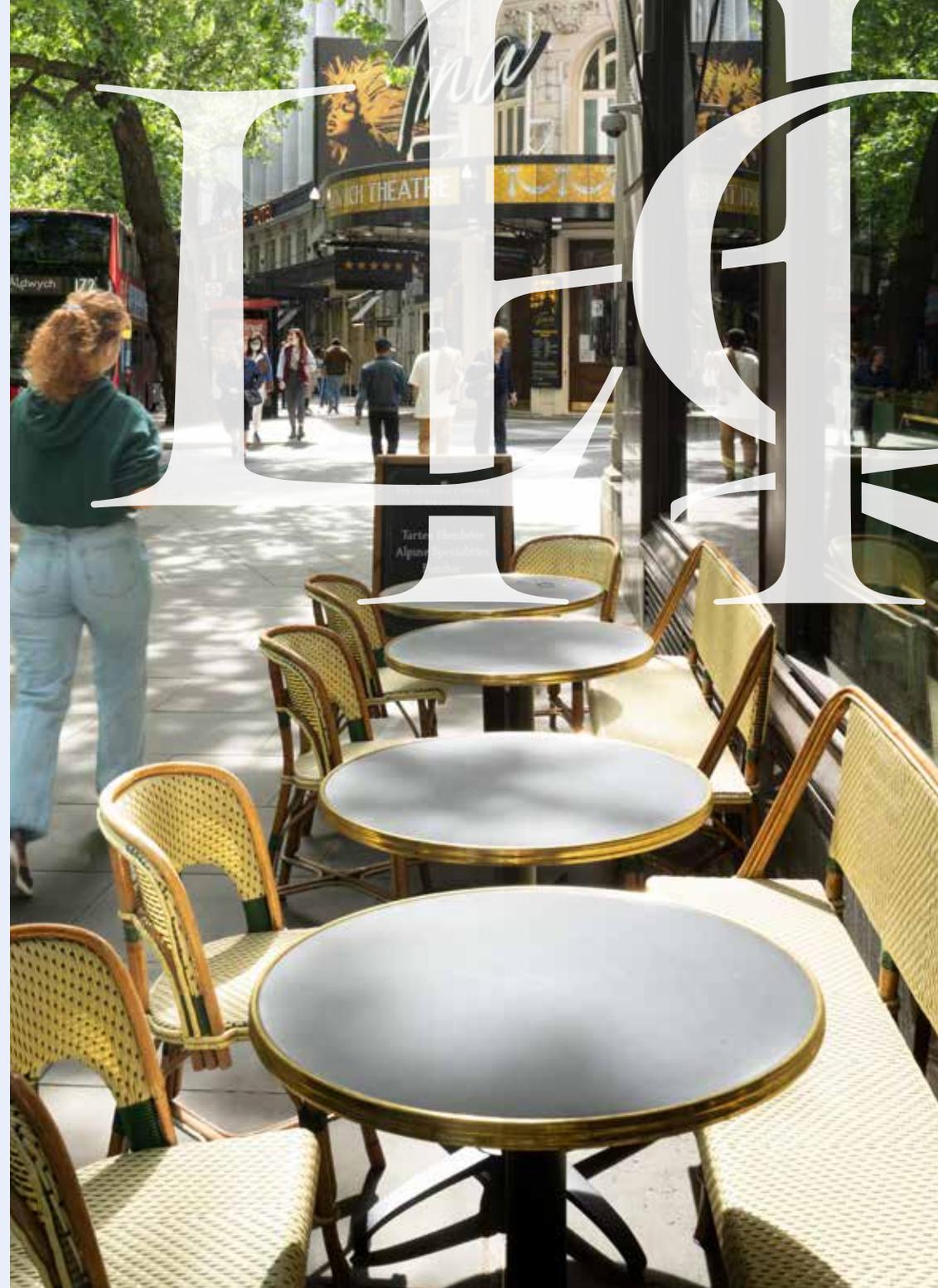
PLACEMAKING

In the year ahead, we will enhance streets and public spaces to celebrate the area's heritage while creating greener, more accessible environments that better connect people to parks and the river. Improvements across Strand, Aldwych, Villiers Street and Southampton Street will support safer movement and more welcoming routes for workers, residents and visitors, including continued progress towards a permanent scheme for Strand Aldwych.

We will advance a focused programme of greening, wayfinding and public realm

improvements to encourage walking and sustainable travel. Flagship initiatives such as Project SWAN, the low-carbon heat network, will progress alongside partnership work to strengthen key gateways including Charing Cross.

We will also develop a sustainable funding model to secure long-term maintenance. In addition, we will support the conservation and sensitive illumination of the historic Watergate in Victoria Embankment Gardens, strengthening the district's heritage and evening appeal while promoting biodiversity and resilience.



INCOME & EXPENDITURE*

2025/26

Income	BID LEVY £	GRANT & OTHER INCOME £	TOTAL £
BID Levy collection	2,218,000	-	2,218,000
Other income	-	28,000	28,000
TOTAL	2,218,000	28,000	2,246,000
Expenditure			
Cleaning and Greening			
Enhanced street cleaning	411,000	-	411,000
Greening and environmental issues	54,000	-	54,000
Placemaking			
Strategic improvements	150,000	10,000	160,000
Public space enhancements	127,000	-	127,000
Strand Aldwych	114,000	-	114,000
Community Safety and Business Resilience			
Northbank patrol team	260,000	-	260,000
Business resilience	34,000	-	34,000
Crime prevention initiatives	30,000	-	30,000
Destination			
Cultural and promotional events	239,000	-	239,000
Marketing strategies	156,000	-	156,000
Public affairs and research	64,000	-	64,000
Environmental, Social & Governance			
Environmental sustainability	10,000	-	10,000
Charitable giving	38,000	-	38,000
Homelessness outreach and support	95,000	-	95,000
Wellbeing activities	24,000	-	24,000
Skills, employability & young people	27,000	-	27,000
Overhead costs			
BID Team support	159,000	-	159,000
BID overhead costs	226,000	-	226,000
Contingency	-	-	-
TOTAL	2,218,000	10,000	2,228,000
Surplus/deficit	-	18,000	18,000
Brought forward from 2024/25			194,000
Carried forward to 2026/27			212,000

ANTICIPATED INCOME & EXPENDITURE

2026/27

Income	BID LEVY £	GRANT & OTHER INCOME £	TOTAL £
BID Levy collection	2,129,000	-	2,129,000
Other income	-	8,000	8,000
TOTAL	2,129,000	8,000	2,137,000
Expenditure			
Cleaning and Greening			
Enhanced street cleaning	425,000	-	425,000
Greening and environmental issues	56,000	-	56,000
Placemaking			
Strategic improvements	120,000	-	120,000
Public space enhancements	95,000	-	95,000
Strand Aldwych	124,000	-	124,000
Community Safety and Business Resilience			
Northbank patrol team	272,000	-	272,000
Business resilience	36,000	-	36,000
Crime prevention initiatives	31,000	-	31,000
Destination			
Cultural and promotional events	225,000	-	225,000
Marketing strategies	148,000	-	148,000
Public affairs and research	61,000	-	61,000
Environmental, Social & Governance			
Environmental sustainability	10,000	-	10,000
Charitable giving	39,000	-	39,000
Homelessness outreach and support	97,000	-	97,000
Wellbeing activities	24,000	-	24,000
Skills, employability & young people	28,000	-	28,000
Overhead costs			
BID Team support	173,000	-	173,000
BID overhead costs	195,000	-	195,000
Contingency	60,000	-	60,000
TOTAL	2,219,000	-	2,219,000
Surplus/deficit	-90,000	8,000	-82,000
Brought forward from 2025/26			212,000
Carried forward to 2027/28			130,000



LONDON HERITAGE QUARTER

THE NORTHBANK DISTRICT

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

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