



Victoria Westminster Business Improvement District

# OVERVIEW OF PROJECTS, INCOME & EXPENDITURE

**2025/2026, 2026/2027**



LONDON HERITAGE QUARTER



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# INTRODUCTION

**Victoria Westminster Business Improvement District (BID) represents one of London's most prominent and internationally recognised districts, including iconic locations such as Parliament Square and St James's Park.**

partners and stakeholders, from improving the local environment and strengthening safety measures to advancing sustainability and providing targeted business support. Maintaining a strong commitment to safety, operational excellence, placemaking, sustainability and long-term economic resilience, this billing leaflet highlights the BID's work from April 2025 to March 2026 and sets out how these services and projects will continue to benefit local businesses throughout 2026/27.

Over the past year, the BID has delivered a wide range of effective programmes and initiatives designed to support businesses,



## CLEANING & GREENING

Throughout the last year, we have remained focused on maintaining high standards of cleanliness and creating a pleasant public realm across Victoria Westminster.

Working closely with Westminster City Council, our on-street team has operated five days a week to improve the local environment, helping to ensure the area is attractive for businesses, residents and visitors alike. Activities have included routine sweeping, litter removal and pavement deep cleans, as well as tackling graffiti, flyposting and waste issues. We have further enhanced the streetscape by effectively lifting chewing gum and ingrained dirt. Together, these efforts help to sustain a clean, safe and well-maintained area for everyone.

Our Ambassadors play a complementary and highly visible role in enhancing the visitor experience, providing a warm welcome and street concierge service seven days a week. They support wayfinding, share local information, gather business intelligence, provide real-time updates to partners, and monitor and report environmental issues to Westminster City Council and Transport for London. Collectively, these services help ensure Victoria Westminster remains clean, welcoming and well-maintained, supporting a positive experience for businesses, employees, residents and visitors.



# COMMUNITY SAFETY & BUSINESS RESILIENCE

Over the past year, we have strengthened our coordinated approach to safety by working closely with the Greater London Authority, Metropolitan Police, Westminster City Council, British Transport Police, outreach services and the Centre for the Protection of National Infrastructure.

London Heritage Quarter has continued to act as a strategic convening partner across Victoria Westminster, aligning the Metropolitan Police, Westminster City Council and key service partners around shared priorities, intelligence and coordinated delivery. This partnership-led approach has enabled targeted focus and investment over the past year, addressing antisocial behaviour, vulnerability and wider street-based challenges within the area.

Through intelligence-led operations and proactive interventions, we have reduced antisocial behaviour, supported vulnerable individuals and strengthened local security, ensuring Victoria Westminster remains safe, inclusive and welcoming. We have also

enhanced rapid-response capability during peak periods, enabling partners to respond swiftly and effectively to emerging incidents and operational pressures.

The Victoria Westminster Patrol Team has been central to this work, maintaining a visible daily presence, responding promptly to incidents and working closely with businesses to deter crime and provide reassurance. This activity has been supported by complementary initiatives including the Emergency Notification System, counter-terrorism training, a homelessness education event, Night Safety Audits and ongoing community engagement programmes, collectively enhancing resilience and confidence for businesses, residents and visitors.



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



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

# DESTINATION

We have continued to enhance the appeal of Victoria Westminster through a strong and coordinated programme of marketing and communications, supported by a diverse range of events, creative installations and engaging campaigns.

Under the London Heritage Quarter identity, we have delivered a programme of coordinated campaigns and activity designed to attract residents, employees and visitors, while actively supporting and promoting local businesses. This has included flagship campaigns such as More Than Monuments, seasonal and festive installations, cultural programming, business-focused events, and large-scale activations and partnerships. Together, these initiatives have strengthened the district's offer and helped foster stronger connections across the local community.

that have driven increases in followers, impressions and engagement. Continued investment in search engine and website optimisation has delivered sustained growth in search visibility and clicks, supporting improved online discovery of London Heritage Quarter content and local businesses. Targeted digital content, email marketing and online promotion have further supported both campaigns and individual business partners throughout the year.

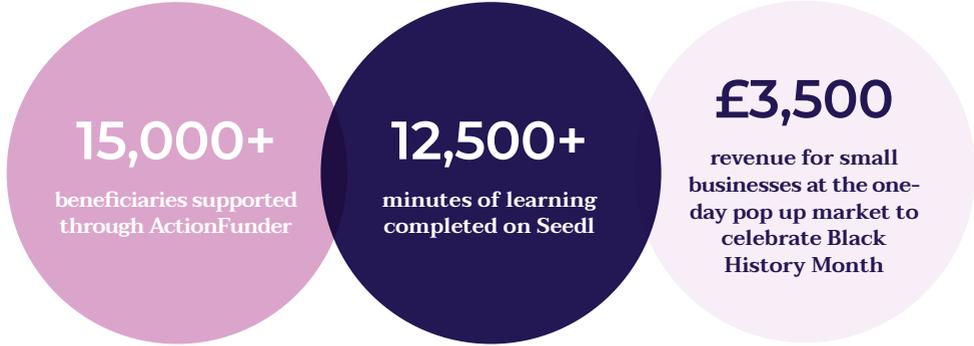
We have also continued to invest in our digital channels and visitor platforms to grow reach and engagement. The LHQ Hub App has been actively promoted following a system upgrade to enhance user experience, alongside ongoing digital campaigns and social media activity

Collectively, this activity has strengthened awareness of London Heritage Quarter and reinforced its position as a distinctive and compelling destination within the capital.

**20m+**  
impressions of More Than Monuments at TfL underground stations

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

**74,000+**  
online advert calendar entries



# ENVIRONMENT, SOCIAL & GOVERNANCE

Over the past year, we have deepened our commitment to Corporate Social Responsibility through close collaboration with businesses, partners and charitable organisations, helping to ensure Victoria Westminster continues to flourish as a responsible and resilient business community.

Initiatives such as Seedl, our digital learning platform, enabled continued professional development and skills enhancement for the local workforce, complemented by a programme of wellbeing events for member businesses. London Heritage Quarter also maintained its support for the wider community through ActionFunder and seasonal initiatives, including festive hamper donations for vulnerable and elderly residents.

Our Community Outreach and Engagement Team remained instrumental in assisting individuals experiencing homelessness, working alongside local agencies to facilitate

outreach and access to essential support services. Broader ESG activity across the district included youth engagement delivered with Royalties London, a pilot inspired by a long-established Copenhagen model that supports diverse young creatives through mentorship, collaboration and public performance. Additional activity included apprenticeship networking with Capital City College, wellbeing workshops hosted within office buildings and cultural initiatives such as community installations, heritage tours and Black History Month programming, all contributing to a more inclusive and connected neighbourhood.





40+

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

59

days of tables and chairs set out behind Blewcoat School, with deployment managed by our street teams

170+

building teams engaged through Project SWAN engagement

## PLACEMAKING

We have continued to make strong progress in enhancing public spaces, delivering strategic projects and advancing sustainability, working in partnership with BID members, Westminster City Council, Transport for London and the local community.

This year, we launched the Urban Vision, setting out a long-term framework to guide the future development of the London Heritage Quarter. The vision outlines comprehensive improvements for Victoria, the Northbank, Victoria Westminster, Whitehall and the riverfront, guided by clear principles designed to improve the area's performance and respond to the evolving demands of urban life.

Alongside this, we have progressed work relating to The Arc, Petty France and the surrounding streets, with funding secured for a feasibility study to explore the future implementation of a timed access street. Enhancements to wayfinding were completed across the district, with over 40 banners installed along the riverfront to strengthen place identity. The illumination of Westminster Chapel tower has also supported both navigation and the evening environment.

Community-led improvements have been encouraged throughout the year, including local gardening initiatives, neighbourhood planning

and the continuation of air quality monitoring. We have also supported Transport for London and Westminster City Council with business engagement relating to the Parliament Square streetscape project.

Sustainability has remained central to our approach, with the development of the Sustainability Action Plan, continued support for the Project SWAN low-carbon heat network and pollinator pathways to enhance biodiversity and create connected green corridors across the district. We have also expanded Circular Economy engagement with businesses, promoting improved recycling practices and higher waste presentation standards across the area. Together, these initiatives are contributing to a more accessible, attractive and environmentally sustainable district.



## 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 2026/27



## CLEANING & GREENING

We will maintain consistently high standards of cleanliness across the district through our enhanced seven-day street cleansing operation. Delivered by a dedicated on-street team working closely with Westminster City Council and key stakeholders, the service includes routine sweeping, litter removal, pressure washing and deep cleaning to safeguard a high-quality public realm.

We will further strengthen oversight of statutory Council service delivery, ensuring

maintenance standards are consistently met and clearly evidenced. This will complement a proactive, intelligence-led approach to street-level issues, supported by rapid-response janitorial services and regular monitoring of priority locations. Alongside this, we will explore additional tree planting opportunities, promote green roofs and vertical greening, and integrate sustainable drainage measures to improve biodiversity and climate resilience, while continuing to escalate environmental concerns to the relevant authorities.

# WHAT'S NEW FOR 2026/27



## COMMUNITY SAFETY & BUSINESS RESILIENCE

We will continue to reinforce safety across Victoria Westminster through the Victoria Westminster Patrol Team and close partnership working with the Metropolitan Police, Westminster City Council, businesses and community stakeholders. Engagement with the Police and Council Tasking Team will support a coordinated response to antisocial behaviour, drug-related activity and environmental crime, underpinned by joint operations, intelligence-led activity and a visible on-street presence.

Intelligence sharing between businesses and statutory partners will be strengthened

through the Emergency Notification System, SentrySIS and the radio link network, supporting prevention and rapid incident management. We will also review opportunities to enhance CCTV provision and pilot new approaches with the Metropolitan Police, including the lawful use of facial recognition and drones.

This will be complemented by the Women's Night Safety programme, specialist counter-terrorism training and a homelessness education event to build resilience and confidence across the district.

# 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 celebrating community, wellbeing and belonging through visual culture, animating the district and broadening audience reach. Alongside this, we will continue to deliver landmark cultural events that define the area, including West End Live, as well as a year-round programme of seasonal activity. Festive delivery will remain a key focus, with Christmas lights, installations and switch-on events across all BID areas encouraging exploration and repeat visits.

Local businesses will be promoted through targeted digital campaigns, including the online Advent Calendar, collaborative social media activity and sustained promotion via newsletters, the website and the LHQ Hub App. We will also continue to develop The Network for office managers, EAs and venue bookers, delivering networking events and a dedicated venue showcase to support hospitality and events businesses. Together, this programme will strengthen community engagement, raise the profile of local businesses and further establish London Heritage Quarter as a distinctive destination within the capital.

# WHAT'S NEW FOR 2026/27



## ENVIRONMENTAL, SOCIAL & GOVERNANCE

We will continue to strengthen skills development across the district by widening access to professional training and flexible learning opportunities, including Seed1 and the rollout of a Skills Academy in partnership with Capital City College. Working closely with local businesses, schools, community organisations and Royalties London, we will support existing and emerging talent by addressing skills gaps, promoting apprenticeships and creating youth engagement pathways aligned with employer needs.

Alongside skills delivery, we will deliver a year-round programme focused on wellbeing, inclusion and community engagement, including seasonal workshops and events linked to Mental Health Awareness Week and key cultural moments. Our wider community commitment will continue through initiatives such as ActionFunder, collaboration with local charities and voluntary organisations, and the delivery of community-led projects. We will also continue to share air quality data and work with partners to support positive environmental outcomes across the London Heritage Quarter.

# WHAT'S NEW FOR 2026/27

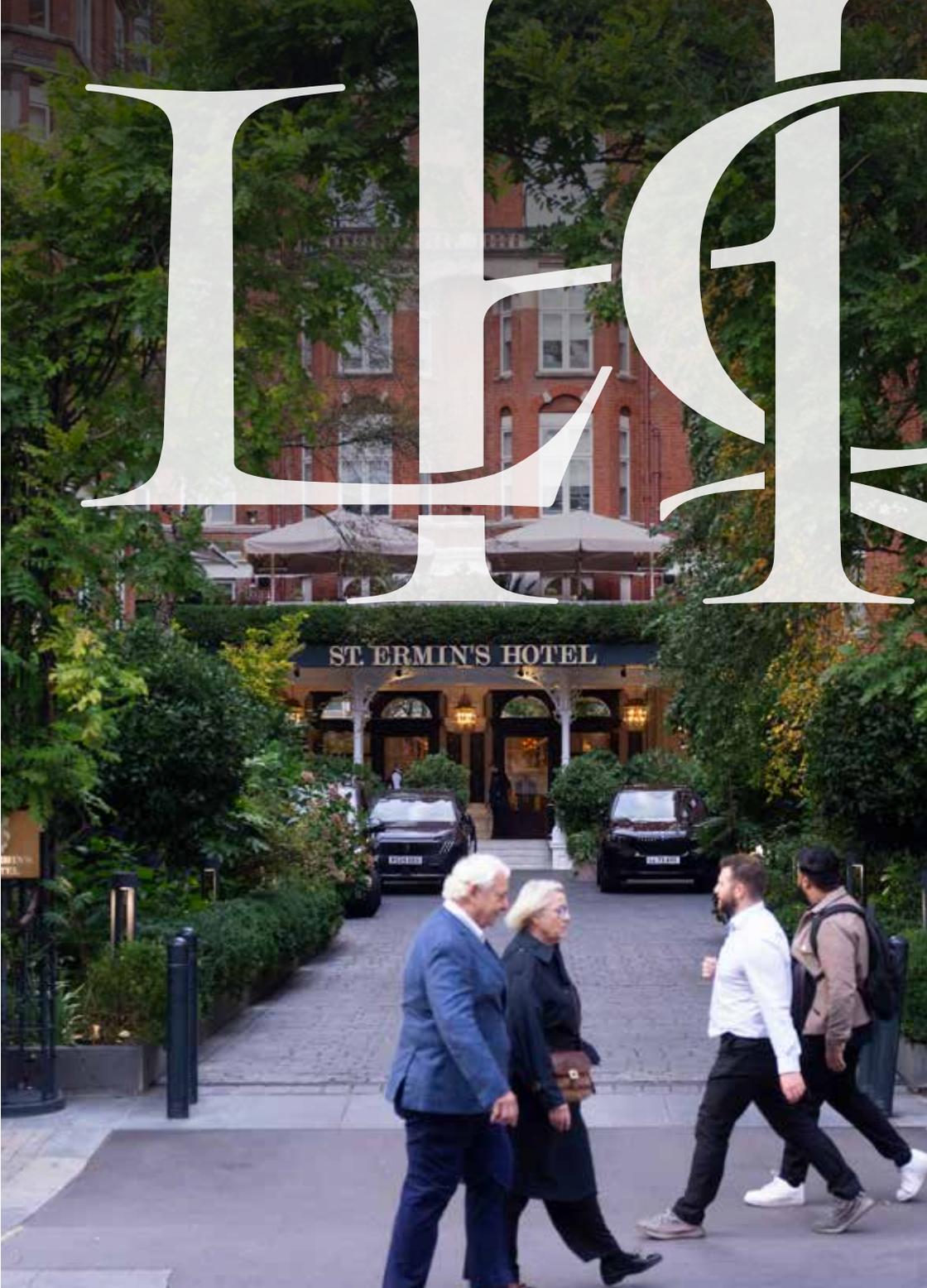


## PLACEMAKING

In the year ahead, we will focus on enhancing streets and public spaces to celebrate the area's heritage while creating greener, more accessible environments that better connect people to parks, and nature. We will continue to improve key routes across the district, progressing projects such as The Arc alongside wider work to strengthen gateways and arrival points including Parliament Square.

Our placemaking agenda will continue to advance flagship projects such as Project SWAN, a pioneering low-carbon heat network. Alongside this, we will progress greening

initiatives, including Pollinator Pathways and community-led planting to support biodiversity and environmental quality across the district. By prioritising green infrastructure, inclusive design and sustainable interventions, we will support progress towards net zero while improving the everyday experience of the area. Through close partnership working with local stakeholders, landowners and public sector partners, we will continue to bring forward projects that enhance the character, resilience and long-term vitality of the district.



# INCOME & EXPENDITURE\*

2025/26

Income	TOTAL £
BID Levy collection	789,000
Other income	30,000
<b>TOTAL</b>	<b>819,000</b>
<b>Expenditure</b>	
<b>Placemaking</b>	
Public space enhancements	71,000
Strategic improvements	191,000
<b>Cleaning and Greening</b>	
Enhanced street cleaning	156,000
Greening and environmental issues	37,000
<b>Destination</b>	
Street Ambassador service	23,000
Marketing strategies	92,000
Cultural and promotional events	104,000
Public affairs and research	34,000
<b>Community Safety &amp; Business Resilience</b>	
Community safety & anti-social behaviour	87,000
Business resilience	19,000
Crime prevention initiatives	21,000
<b>Environmental, Social &amp; Governance</b>	
Environmental sustainability	4,000
Charitable giving	32,000
Homelessness outreach and support	41,000
Wellbeing activities	18,000
Skills, employability & young people	20,000
<b>Overhead costs</b>	
BID Team support	95,000
BID overhead costs	109,000
Contingency	-
<b>TOTAL</b>	<b>1,154,000</b>
Surplus /(Deficit)	-335,000
Brought forward from 2024/25	656,000
Carried forward to 2026/27	321,000

\* correct as at 31 December 2025 and forecast to 31 March 2026

# ANTICIPATED INCOME & EXPENDITURE

2026/27

Income	TOTAL £
BID Levy collection	886,000
Other income	7,000
<b>TOTAL</b>	<b>893,000</b>
<b>Expenditure</b>	
<b>Placemaking</b>	
Public space enhancements	62,000
Strategic improvements	166,000
<b>Cleaning and Greening</b>	
Enhanced street cleaning	152,000
Greening and environmental issues	36,000
<b>Destination</b>	
Street Ambassador service	18,000
Marketing strategies	73,000
Cultural and promotional events	83,000
Public affairs and research	27,000
<b>Community Safety &amp; Business Resilience</b>	
Community safety & anti-social behaviour	103,000
Business resilience	23,000
Crime prevention initiatives	25,000
<b>Environmental, Social &amp; Governance</b>	
Environmental sustainability	4,000
Charitable giving	31,000
Homelessness outreach and support	39,000
Wellbeing activities	17,000
Skills, employability & young people	19,000
<b>Overhead costs</b>	
BID Team support	101,000
BID overhead costs	100,000
Contingency	40,000
<b>TOTAL</b>	<b>1,119,000</b>
Surplus /(Deficit)	-226,000
Brought forward from 2025/26	321,000
Carried forward to 2027/28	95,000



LONDON HERITAGE QUARTER

VICTORIA WESTMINSTER DISTRICT

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VW 26-27