



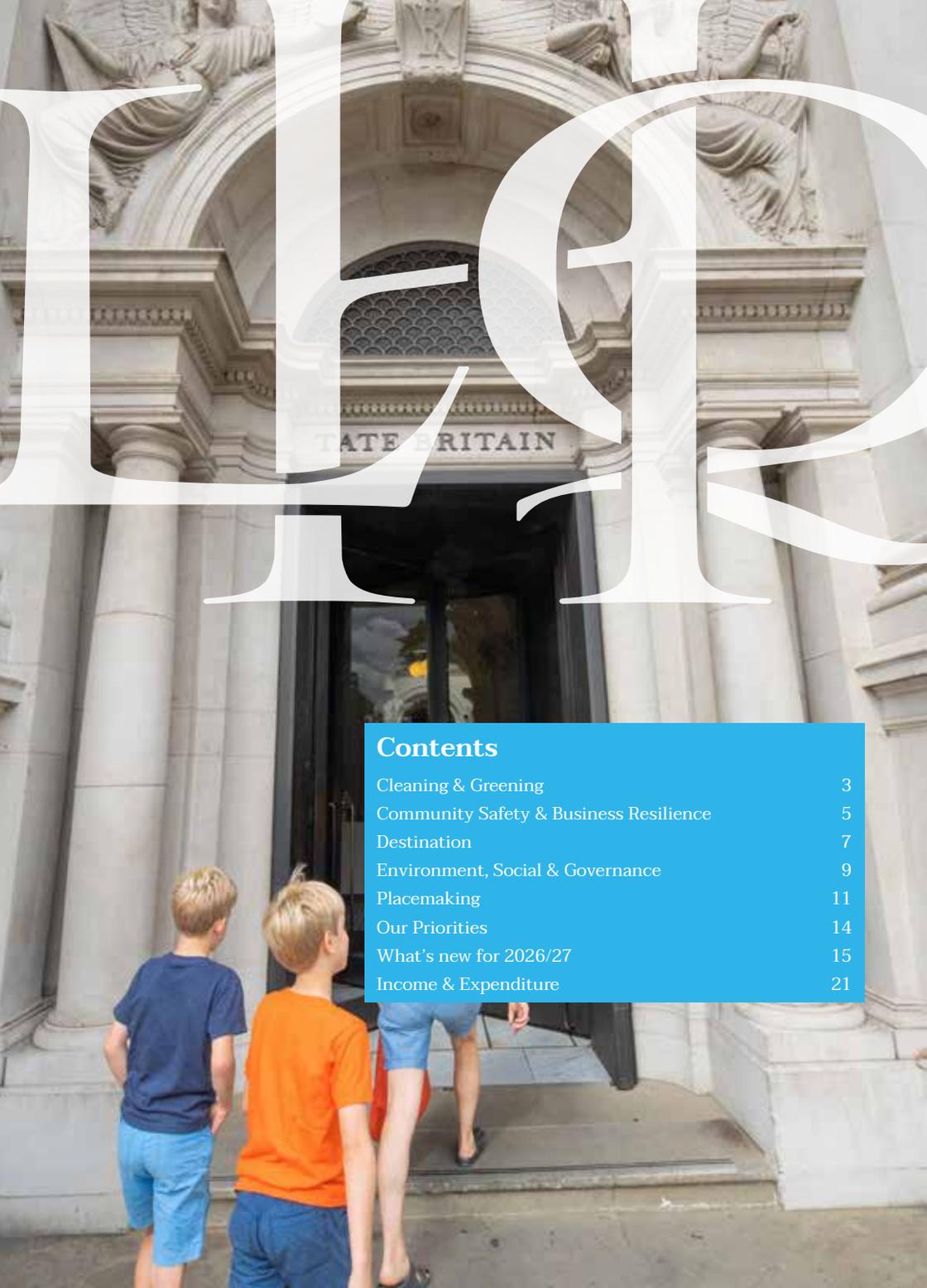
Whitehall Business Improvement District

OVERVIEW OF PROJECTS, INCOME & EXPENDITURE

2025/2026, 2026/2027



LONDON HERITAGE QUARTER



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INTRODUCTION

Situated at the centre of one of London’s most historic quarters, the Whitehall Business Improvement District (BID) operates within an area that has shaped national life for centuries.

Encompassing landmarks such as the Palace of Westminster and Trafalgar Square, the district includes world-recognised sites like the Cenotaph, Horse Guards Parade and Downing Street.

Over the past year, we continued to roll out our new brand identity for London Heritage Quarter, bringing the South Westminster BID areas together under a single, cohesive banner. This unified approach strengthens our profile as a leading destination, amplifies our collective influence and supports closer collaboration across the districts. Through focused business support and strategic projects, the BID continues to champion Whitehall on a global stage while ensuring it remains a vibrant and welcoming place to work, visit and do business.

This billing leaflet highlights key achievements delivered between April 2025 to March 2026 and sets out how our services and initiatives will continue to support businesses throughout 2026/27.



2,000+
bags of litter, recycling
and leaves collected

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

700+
environmental issues
reported to Westminster
City Council & Transport
for London

CLEANING & GREENING

The BID plays a key role in maintaining high-quality public spaces across Whitehall, ensuring the area remains clean, safe and inviting for businesses, residents and visitors alike.

Over the past year, our dedicated Clean Team has worked in partnership with Westminster City Council to deliver five-day-a-week street cleaning services, including litter removal, sweeping and waste management.

Alongside this, the team has tackled graffiti and flyposting, supported seasonal leaf clearance, and proactively flagged environmental issues to both the council and Transport for London. Together, these efforts help to enhance the look and feel of the district and contribute to a more pleasant and well-managed local environment.

Our Ambassadors play a complementary and highly visible role in enhancing the Whitehall 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 Whitehall remains clean, welcoming and well-maintained, supporting a positive experience for businesses, employees, residents and visitors.



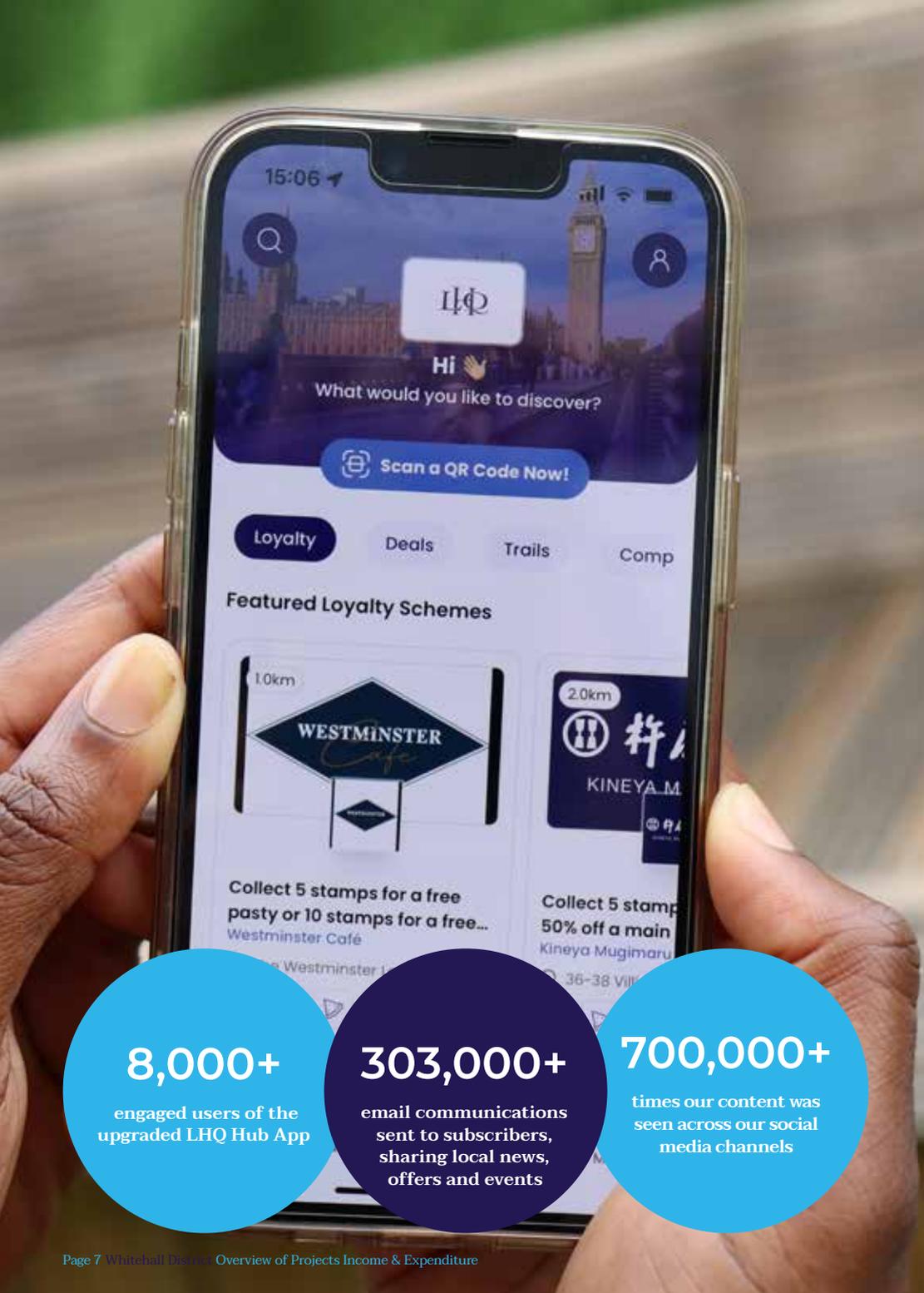
COMMUNITY SAFETY & BUSINESS RESILIENCE

Throughout the year, the Whitehall BID has continued to prioritise safety and security across the district, working in close partnership with organisations including the Metropolitan Police, Westminster City Council and the Greater London Authority.

London Heritage Quarter has continued to play a strategic convening role across Whitehall, bringing together the Metropolitan Police, Westminster City Council and key service partners to align priorities, intelligence and coordinated action. This partnership-driven model has enabled focused investment and targeted intervention to address anti-social behaviour, vulnerability and broader street-based pressures.

Through intelligence-led deployment and proactive engagement, we have mitigated antisocial behaviour, supported vulnerable individuals and enhanced local security, helping to ensure Whitehall remains safe, inclusive and welcoming.

The Whitehall Patrol Team has remained integral to this approach, providing a consistent on-street presence, responding to incidents and working closely with businesses to deter crime and provide reassurance. This has been complemented by the Emergency Notification System, Radio link scheme, counter-terrorism training, a homelessness education event, Night Safety Audits and sustained community engagement, strengthening resilience and confidence across the area.



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



74,000+
online advert calendar entries

DESTINATION

We have continued to enhance the appeal of Whitehall 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.

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

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

700,000+
times our content was seen across our social media channels



370+
business members signed up to Seedl and completed over 230 courses during the year

12,500+
minutes of learning completed on Seedl

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

15,000+
beneficiaries supported through ActionFunder

£3,500
revenue for small businesses at the one-day pop up market to celebrate Black History Month

ENVIRONMENT, SOCIAL & GOVERNANCE

During the past year, we have strengthened our Corporate Social Responsibility agenda through active collaboration with businesses, partners and charitable organisations, supporting Whitehall as a responsible, inclusive and resilient business district.

Programmes such as Seedl, our digital learning platform, have provided accessible training and professional development opportunities for the local workforce, complemented by a series of wellbeing initiatives for member businesses. London Heritage Quarter has also continued to champion community support through ActionFunder and seasonal giving, including festive hamper donations for vulnerable and elderly residents.

Our Community Outreach and Engagement Team has played a vital role in assisting those

facing homelessness, working in partnership with local partners to coordinate outreach and improve access to essential services. Wider ESG initiatives included youth engagement with Royalties London, drawing on a proven Copenhagen model to empower diverse young creatives through mentorship, collaboration and performance, alongside apprenticeship networking with Capital City College, workplace wellbeing workshops and cultural programming that fosters a more connected and inclusive neighbourhood.



170+
 building teams
 engaged through Project
 SWAN engagement



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

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.

Sustainability has remained a central focus this year, with the development of the Sustainability Action Plan and continued support for the Project SWAN low-carbon heat network in South Westminster. Together, these initiatives are contributing to a more accessible, attractive and environmentally sustainable local environment.

This work was complemented by the launch of the Urban Vision, which sets out a long-term framework to guide the future development of the London Heritage Quarter. The Vision outlines comprehensive improvements across Victoria, the Northbank, Victoria Westminster, Whitehall and the riverfront, guided by principles designed to enhance performance, strengthen connectivity and respond to the evolving demands of urban life.

To strengthen our evidence base and inform future greening priorities, LHQ commissioned Treeconomics to assess the financial and multifunctional benefits of the trees across the area through an i-Tree Eco study. This assessment provides a robust understanding of the environmental value of the existing

tree stock, including carbon storage, air quality benefits and wider ecosystem services, helping to shape long-term investment and stewardship decisions.

This programme of work has also been supported by the Riverfront Strategy, a new Lighting Masterplan and updated wayfinding and visitor maps. Street banners were installed along the riverfront to strengthen local identity and support visitor navigation. Pollinator pathways were progressed across the district, introducing targeted planting to enhance biodiversity and create connected green corridors that support urban wildlife.

Alongside this, we continued to advance the People Wanted Whitehall Strategy, working with partners to deliver a more connected, sustainable and legible public realm. In parallel, a dedicated project group is being established to progress improvements between Horse Guards Parade and the river, enhancing this area as a safe, high-quality visitor destination.



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 continue to maintain consistently high standards of cleanliness across the district through an enhanced street cleansing service operating five days a week. Delivered by a dedicated on-street team working closely with Westminster City Council and key stakeholders, the service includes regular street sweeping, litter removal, pressure washing and deep cleaning to ensure a high-quality public realm.

Alongside this, we will continue to monitor Westminster City Council's baseline agreement to ensure statutory maintenance standards

are met, while taking a proactive approach to addressing street-level issues. This will be supported by rapid-response janitorial services, routine monitoring of priority locations and the timely reporting of environmental concerns to Westminster City Council and Transport for London. We will also increase visible greenery across high-density streets through targeted planting and greening interventions, helping to soften the urban environment and enhance biodiversity. Together, these measures support local businesses and maintain a clean, well-managed and attractive district.

WHAT'S NEW FOR 2026/27



COMMUNITY SAFETY & BUSINESS RESILIENCE

We will continue to strengthen safety across Whitehall through the seven-day service of the Whitehall Patrol Team and close collaboration with the Metropolitan Police, Westminster City Council, businesses and local stakeholders. Engagement with the Police and Council Tasking Team will ensure a coordinated, intelligence-led approach to tackling antisocial behaviour, drug-related activity and environmental crime, supported by joint operations and a visible on-street presence.

Intelligence sharing between businesses and statutory partners will be enhanced through

the Emergency Notification System, SentrySIS and the radio link network, enabling prevention, deterrence and swift incident response. We will also explore opportunities to expand CCTV coverage and trial innovative methods with the Metropolitan Police, including the lawful and proportionate use of facial recognition technology and drones.

These measures will be complemented by the continued delivery of the Women's Night Safety programme, counter-terrorism training and a homelessness education event to strengthen resilience and confidence across Whitehall.

WHAT'S NEW FOR 2026/27



DESTINATION

Over the coming year, we will launch Pride in the Quarter, a summer programme of events and activations celebrating community, creativity and visual culture through curated trails, banners, installations and digital content across the district. Alongside this new initiative, we will continue to support and deliver the landmark cultural events that help define the area, including West End Live, as well as a programme of seasonal activity throughout spring, summer, autumn and winter. Festive delivery will remain a key focus, with Christmas lights, installations and switch-on events across all BID areas designed to encourage exploration and repeat visits.

Local businesses will continue to be promoted through targeted digital communications and 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 further 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 and compelling 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 Seedl 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, whilst strengthening 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	642,000
Other income	20,000
TOTAL	662,000
Expenditure	
Placemaking	
Public space enhancements	38,000
Strategic improvements	144,000
Cleaning and Greening	
Enhanced street cleaning	73,000
Greening and environmental issues	21,000
Destination	
Street Ambassador service	14,000
Marketing strategies	64,000
Cultural and promotional events	82,000
Public affairs and research	21,000
Community Safety & Business Resilience	
Community safety & anti-social behaviour	34,000
Business resilience	11,000
Crime prevention initiatives	12,000
Environmental, Social & Governance	
Environmental sustainability	3,000
Charitable giving	30,000
Homelessness outreach and support	27,000
Wellbeing activities	16,000
Skills, employability & young people	16,000
Overhead costs	
BID Team support	69,000
BID overhead costs	74,000
Contingency	-
TOTAL	749,000
Surplus /(Deficit)	-87,000
Brought forward from 2024/25	288,000
Carried forward to 2026/27	201,000

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

ANTICIPATED INCOME & EXPENDITURE

2026/27

Income	TOTAL £
BID Levy collection	623,000
Other income	4,000
TOTAL	627,000
Expenditure	
Placemaking	
Public space enhancements	36,000
Strategic improvements	138,000
Cleaning and Greening	
Enhanced street cleaning	83,000
Greening and environmental issues	24,000
Destination	
Street Ambassador service	13,000
Marketing strategies	58,000
Cultural and promotional events	74,000
Public affairs and research	19,000
Community Safety & Business Resilience	
Community safety & anti-social behaviour	45,000
Business resilience	14,000
Crime prevention initiatives	16,000
Environmental, Social & Governance	
Environmental sustainability	3,000
Charitable giving	31,000
Homelessness outreach and support	28,000
Wellbeing activities	16,000
Skills, employability & young people	16,000
Overhead costs	
BID Team support	79,000
BID overhead costs	70,000
Contingency	25,000
TOTAL	788,000
Surplus /(Deficit)	-161,000
Brought forward from 2025/26	201,000
Carried forward to 2027/28	40,000



LONDON HERITAGE QUARTER

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