



LONDON HERITAGE QUARTER

WHITEHALL BUSINESS IMPROVEMENT DISTRICT

ANNUAL REPORT

2025/2026

WHITEHALL DISTRICT



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FOREWORD

We are pleased to present the Whitehall Business Improvement District (BID) Annual Report for 2025–2026. Now in the third year of our second term, this has been another year of strong delivery, collaboration and investment. Working closely with our business members, public sector partners and stakeholders, we have continued to strengthen Whitehall as a welcoming, resilient and well-managed district at the heart of central London.

Whitehall occupies a unique position within the capital, bringing together some of the nation’s most significant political, cultural and historic institutions. Throughout the year, we have focused on enhancing the experience of those who work in, visit or pass through the area. Investment in placemaking initiatives, accessibility and wayfinding has helped create a more attractive and connected environment, while a new riverside banner programme from Tate Britain to Temple has encouraged exploration and promoted walking routes along the Thames. Sustainability and greening have also remained central to our work, supporting our ambition to create a greener and more sustainable district.

We have continued to showcase Whitehall’s unique character through a programme of marketing, events and destination promotion. Through our digital channels, campaigns, activations and collaboration with partners across London Heritage Quarter, we have celebrated the area’s rich heritage, hospitality offer and cultural attractions while supporting local businesses and engaging new and existing audiences. Our ‘More Than Monuments’ campaign encouraged visitors to look beyond Whitehall’s world-famous landmarks and discover the experiences, businesses and attractions that make the area unique. The ‘LHQ Hub’ app and ongoing promotional activity have also helped strengthen awareness of Whitehall’s offer and its role within one of London’s most historically significant areas.

Creating a safe, clean and welcoming environment remains fundamental to Whitehall’s success. Our cleansing, Ambassador and patrol services have continued to provide essential support across the district, while increased targeted patrols in identified hotspots have helped us respond to rising levels of anti-social behaviour and crime. Working closely with Westminster City Council, the Metropolitan Police Service, British Transport Police and other partners, we have continued to address local concerns and strengthen safety across Whitehall. Counter Terrorism training, emergency communications and other business resilience initiatives have supported organisations in preparing for, and responding to, potential disruption. Alongside this, our partnership with The Passage has continued to provide vital outreach support to people experiencing homelessness across Whitehall. Funded by the BID, the outreach team engages directly with people sleeping rough, helping to build relationships and connect individuals with specialist services and longer-term support.

Supporting the wellbeing and resilience of the wider Whitehall community has also remained a key priority. Through our Environmental, Social and Governance programme, we have delivered initiatives focused on employee wellbeing, skills development, youth engagement, community participation and support for vulnerable groups. Our ‘Royalties London’ pilot provided young people with opportunities to develop creative skills, build confidence and make connections with the creative sector, supporting the development of future talent. We have also created opportunities for businesses to connect, learn and collaborate, while continuing to represent the interests of Whitehall through engagement with government departments, policymakers, businesses and strategic partners and ensuring the priorities of our business community are reflected in discussions about the future of central London.

As we look ahead, we are focused on building on this year’s progress and continuing to shape Whitehall’s future for the better. From improving the public realm and strengthening safety and resilience, to supporting businesses, promoting the area as a destination and investing in the wider community, our work will remain focused on delivering practical improvements with lasting impact. We want to continue working closely with our business members, listening to their priorities and creating opportunities for them to help shape and deliver the initiatives that matter most to Whitehall. Together, we can help the district evolve as a thriving, welcoming and sustainable place to work, visit and invest, while protecting the distinctive identity and heritage that make Whitehall unique.



Nigel Hughes MBE
Chair



Ruth Duston, OBE, OC
Chief Executive

MORE THAN MONUMENTS



2025/2026 THE YEAR IN NUMBERS

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



34+ million

visits to Whitehall District between April 2025 and March 2026



40+ million

times our More Than Monuments campaign was seen at Victoria and Embankment London Underground stations



2 million

views of our More Than Monuments TV advert on Channel 4 and 4 On Demand



15,000+

beneficiaries reached through ActionFunder



16,000+

deals redeemed through the LHQ Hub App



CLEANING & GREENING

Maintaining clean, welcoming and well-managed public spaces remains a key priority for Whitehall's businesses and stakeholders. Working in partnership with Westminster City Council (WCC), we continued to invest in enhanced street cleansing and Ambassador services to support the day-to-day appearance, safety and overall experience of the area. Together, these services provide a visible presence across the district, helping to ensure Whitehall remains an attractive place to work, visit and spend time.

Our dedicated street cleansing team operates seven days a week, delivering a range of environmental services including litter-picking, street sweeping and sharps removal. This consistent coverage helps maintain high standards across the district throughout the week, ensuring issues are identified and addressed quickly while supporting the area's busy streets, public spaces and key pedestrian routes.

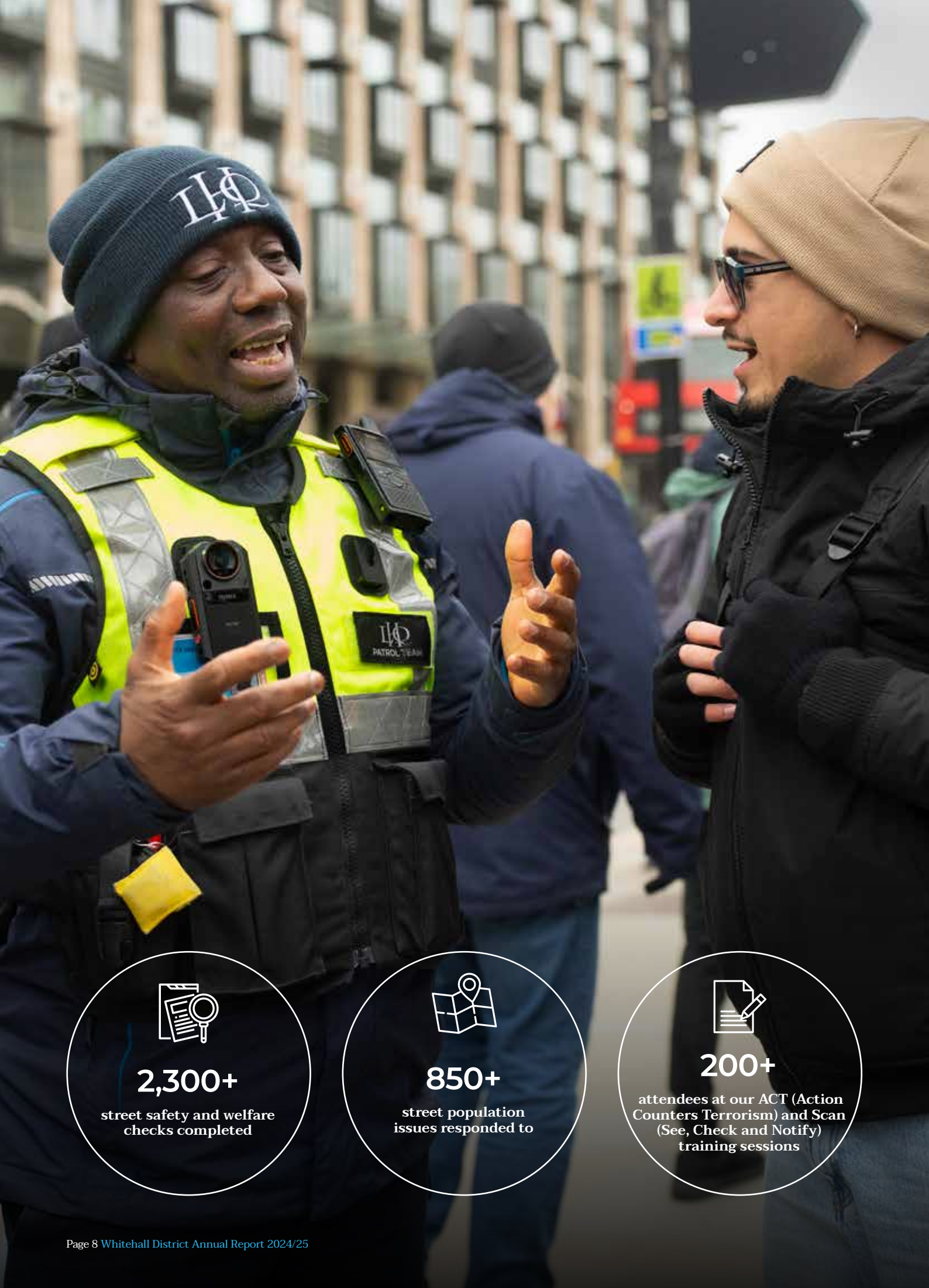
Complementing this work, our Ambassador team provides a visible and approachable presence across Whitehall seven days a week. Ambassadors assist businesses, employees and visitors with wayfinding, local information and concierge support, helping people navigate the area with confidence. They also play an important role in identifying and reporting environmental issues, acting as an

additional set of eyes and ears on the ground and helping to ensure concerns are escalated and resolved promptly.

The close coordination between our cleansing, Ambassador and partner teams creates a proactive approach to managing the public realm. By identifying recurring issues, responding quickly to emerging concerns and maintaining regular engagement with local stakeholders, the teams help support a cleaner, more welcoming and better-managed environment for everyone who uses the area.

This collaborative model is particularly important in Whitehall, which accommodates significant daily footfall and regularly hosts national events, ceremonies and public gatherings. Through continued partnership with WCC and local businesses, our enhanced services help protect the quality and reputation of the district, ensuring Whitehall remains a clean, welcoming and well-maintained destination throughout the year.





COMMUNITY SAFETY & BUSINESS RESILIENCE

Tackling anti-social behaviour (ASB) and low-level crime remains a core priority for Whitehall BID. Over the past year, initiatives focusing on women’s safety, night-time safety and support for those sleeping rough have been of particular importance to both our business and residential communities. These efforts are delivered in collaboration with key partners, including the Greater London Authority (GLA), the Metropolitan Police Service (Met Police), Westminster City Council (WCC) and dedicated outreach teams.

The Whitehall Patrol Team, consisting of two officers, patrols the BID area in pairs five days a week, operating from 10am to 6pm one week and 7am to 3pm the following week. Providing a highly visible security presence across the district, the team addresses low-level crime and anti-social behaviour while working closely with the Metropolitan Police Service and other partners to identify and respond to emerging issues. Equipped with body-worn cameras and radios, the officers help reassure businesses, employees and visitors, while providing an important link between the local community and wider security operations.

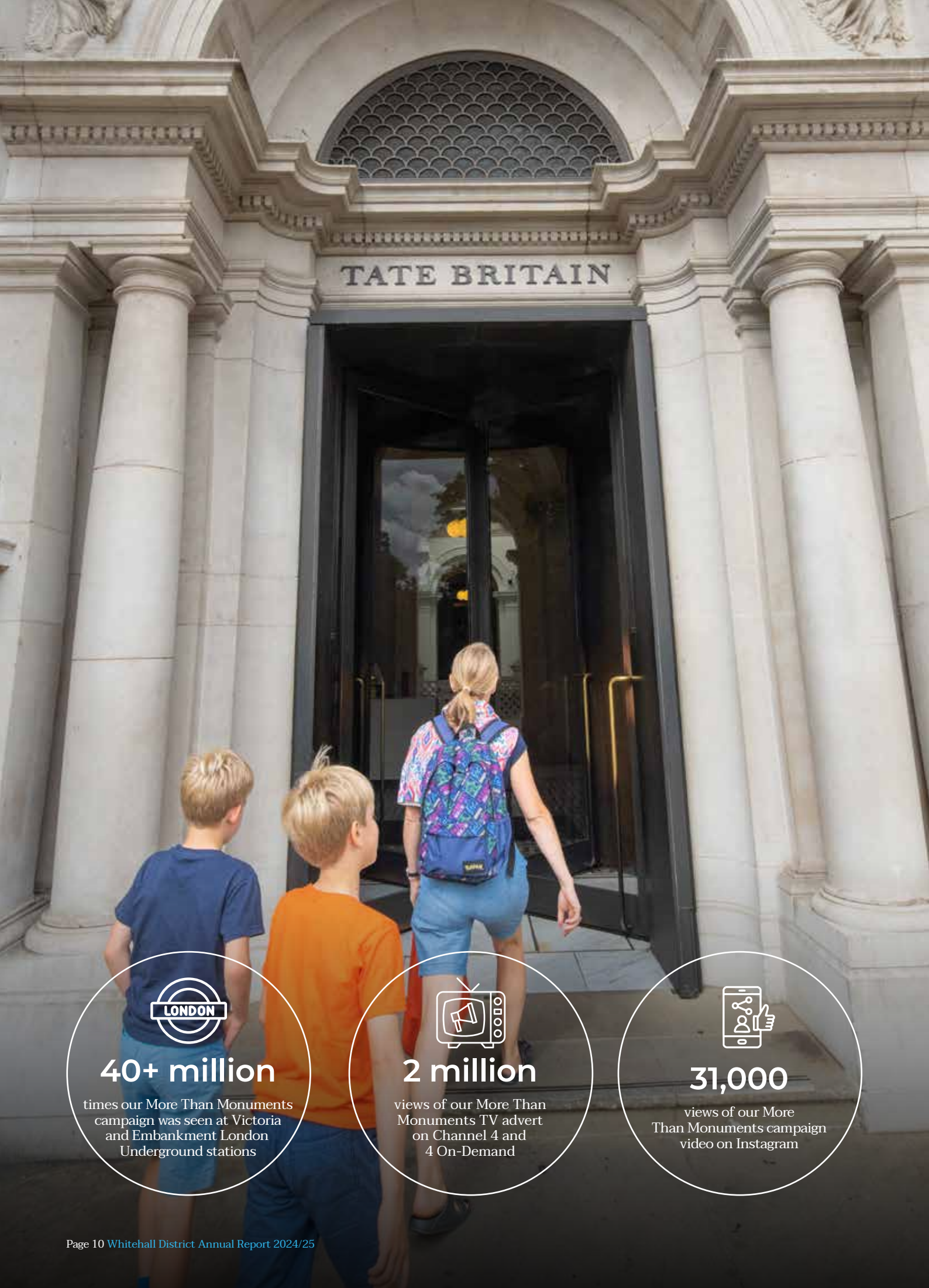
We continued to strengthen communication and safety through a range of initiatives, including the 4G Victoria Radio Link network. Used by four local businesses and on-street teams, the network enables the real-time reporting of non-emergency incidents and allows businesses to share information quickly when issues arise. This supports a coordinated response across the district and ensures intelligence can be shared efficiently between businesses and partner organisations.

The Emergency Notification System remained a vital communication tool throughout the year, issuing 59 alerts to 520 registered users on protests, road closures, crime prevention and

training opportunities. By providing timely information on incidents that could affect day-to-day operations, the system enables businesses to prepare for potential disruption and respond appropriately. We have continued to encourage businesses to register for and actively engage with the system, ensuring important updates can be shared quickly and effectively when needed.

To help businesses strengthen their security awareness and preparedness, we delivered three ACT (Action Counters Terrorism) and four Scan (See, Check and Notify) training sessions, attended by more than 200 people.

We also delivered a Homelessness Education event on 21 October, in partnership with our Environmental, Social & Governance programme, to increase understanding of homelessness within the local business community and the challenges faced by people sleeping rough. The event was attended by over 60 people and provided practical guidance on how businesses can respond appropriately and offer support. Together, these initiatives have strengthened resilience across Whitehall, contributing to a safer, more secure and welcoming environment for businesses, workers and visitors.





40+ million

times our More Than Monuments campaign was seen at Victoria and Embankment London Underground stations



2 million

views of our More Than Monuments TV advert on Channel 4 and 4 On-Demand



31,000

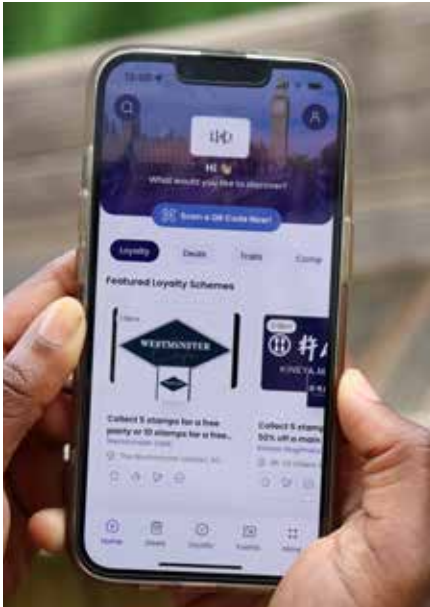
views of our More Than Monuments campaign video on Instagram

DESTINATION

Showcasing Whitehall as a welcoming destination remains a key priority for the BID. Throughout the year, we continued to champion the area through our website, social media channels and targeted campaigns, highlighting its unique blend of world-renowned landmarks, historic institutions, hospitality venues, cultural attractions and green spaces.



Digital marketing continued to play a key role in promoting the BID's work, supporting local businesses and showcasing the wide range of activity taking place across Whitehall. Through regular content on Instagram, LinkedIn and TikTok, alongside our website and email communications, we highlighted local businesses, events, initiatives and seasonal campaigns throughout the year. Collaborative content, competitions and targeted marketing campaigns further increased the visibility of local businesses, helping to drive engagement and encourage more people to explore the district's diverse offer.



A key focus during the year was our More Than Monuments campaign, which celebrated the breadth of experiences available across Whitehall and the wider London Heritage Quarter area. While the area is known internationally for its iconic landmarks and institutions, the campaign encouraged visitors and workers to discover its independent hospitality venues, cultural destinations, leisure opportunities and public spaces. By showcasing the area's wider offer, the campaign helped support local businesses and reinforced Whitehall's identity as a vibrant and evolving destination.

The LHQ Hub App continued to provide a platform for connecting businesses, workers, residents and visitors across London Heritage Quarter. Offering exclusive discounts, competitions and local promotions, the app recorded more than 16,000 deal redemptions during the year. The platform helped businesses reach new audiences, encouraged exploration across Whitehall and neighbouring districts, and created additional opportunities for users to engage with local businesses and attractions.

Throughout the year, we continued to strengthen the profile of Whitehall

through PR, media and destination marketing activity. Working with a communications agency provided additional support in promoting the area and its businesses, while three editions of the Victoria:London Starts Here magazine were published, each with a circulation of 25,000. London Heritage Quarter also promoted Victoria Westminster as a leading destination for investment and business growth at MIPIM, showcasing the area's ongoing transformation and strengthening relationships with investors, developers and public sector partners.

We maintained memberships with BusinessLDN, London & Partners, Westminster Property Association, Opportunity London and the NLA, ensuring Whitehall was represented in discussions on business, investment and policy and connected to wider conversations shaping London's future. Our partnership with Huq provided valuable insights into footfall and consumer behaviour, helping to inform placemaking and giving businesses a better understanding of how people use the area.

We also brought businesses and key stakeholders together through roundtables, creating opportunities to discuss shared priorities, exchange ideas and respond to emerging challenges. We commissioned Public First to explore why young Londoners are rethinking life in the capital, identifying affordability, fair pay and safety as key factors influencing whether young people choose to remain in London. The findings helped inform wider conversations around the future workforce and London's attractiveness as a place to live and work.

Throughout the year, our Ambassador team supported businesses, employees and visitors through wayfinding, local information and concierge services, helping to create a welcoming and well-connected district.



Events Programme

We delivered a varied programme of events and activations throughout the year, bringing businesses, residents and visitors together, supporting local businesses and showcasing Whitehall's vibrancy.

We participated in The Big Egg Hunt, bringing artist-designed egg sculptures to Whitehall and the wider London Heritage Quarter area as part of the city-wide trail. Easter storytelling workshops complemented the programme, engaging families and encouraging them to explore the area.

Celebrating Whitehall's unique heritage and national significance remained an important focus throughout the year. To mark the 80th anniversary of VE Day, we worked with partners across London Heritage Quarter to deliver commemorative installations and promotional activity, highlighting the area's pivotal role in Britain's wartime history and national story. We also supported Heritage Open Days, helping six organisations across London Heritage Quarter showcase their nationally significant heritage to more than 4,000 visitors.

We continued our sponsorship of West End LIVE, one of London's largest free outdoor theatre events, which attracted around 70,000 attendees. Our involvement provided an opportunity to showcase London Heritage Quarter through event branding, advertising and promotional activity, while supporting one of the capital's major free cultural events.

We celebrated Christmas in Whitehall, with a Christmas Tree in Whitehall Tower Gardens. This was in addition to other Christmas activities which took place across London Heritage Quarter.

Our Online Advent Calendar continued to drive engagement with local businesses through daily competitions and exclusive prizes, generating 74,000+ entries, a 30% increase year on year.

Alongside this, our Christmas community programme delivered fully booked creative workshops for families, encouraging people to engage with Whitehall and its cultural offer during the festive season.

Our PA/EA Network continued to connect corporate event bookers with hospitality businesses through three networking events and the annual Network Showcase. The showcase brought together 63 Executive and Personal Assistants and generated a confirmed £10,000 corporate booking, alongside further enquiries and opportunities for collaboration.

In March, our Spring Reset wellbeing programme launched in partnership with Together Collective, delivering creative workshops including candle making, plant and paint and Gua Sha. The programme achieved strong attendance and supported our wider ESG and employee wellbeing objectives.

Together, these events and campaigns helped to drive footfall, support local businesses, celebrate Whitehall's distinctive identity and strengthen its appeal as a vibrant destination in central London.






15,000+
 beneficiaries reached
 through the ActionFunder
 Community Fund


100+
 people attended the showcase
 for our six-week Royalties
 London education
 programme, which engaged
 underrepresented young
 people aged 18–30


1,600+
 actions completed by our
 Community Intervention
 Team, supporting 345 unique
 individuals to access
 appropriate services and
 ongoing assistance

ENVIRONMENTAL, SOCIAL & GOVERNANCE



Supporting the wellbeing and development of Whitehall’s business community remained a key focus throughout the year, forming an important part of our wider Environmental, Social and Governance (ESG) approach. Our work focused on enhancing employee wellbeing, creating opportunities for learning and skills development, and providing platforms for businesses to connect, collaborate and share knowledge.



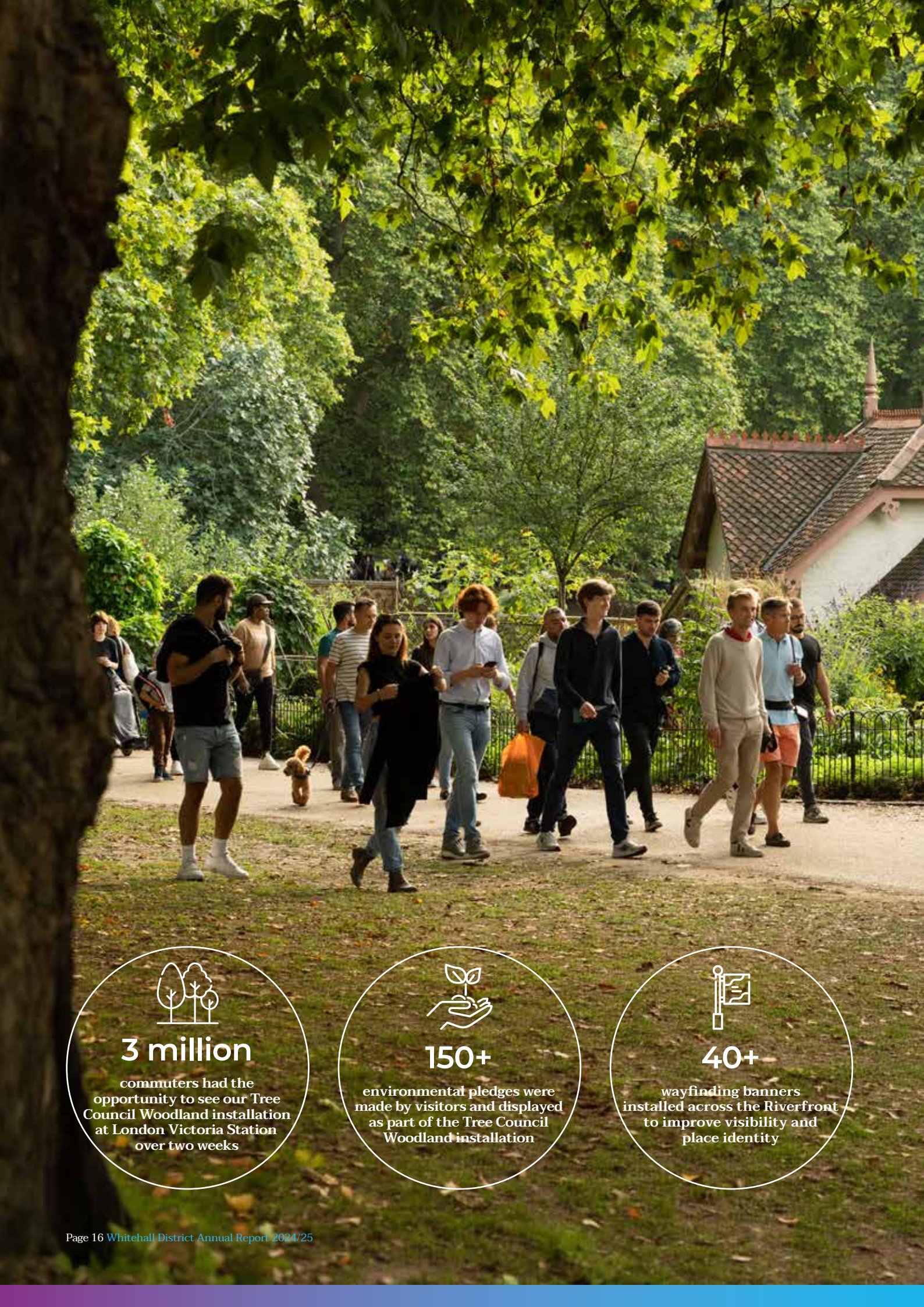
Employee wellbeing remained a key priority, with a varied programme of wellness events and workshops delivered throughout the year. These activities provided opportunities for employees to step away from the workplace, connect with colleagues and take part in activities supporting their physical and mental wellbeing. During Mental Health Awareness Week, we worked with businesses including Brigit’s Bakery to deliver a Colour and Chat Afternoon Tea and Cuddle Club dog therapy sessions, engaging almost 80 business members across the week.

Learning, skills development and supporting the next generation of talent were also important strands of our work. We continued to promote our online learning platform, Seedl, giving businesses access to more than 200 live courses covering areas including leadership, wellbeing and project management. Over the year, more than 1,000 hours of learning were completed through the platform. We also launched the Royalties London pilot with Volcano, providing 25 young people aged 18–30 with a six-week creative development programme that culminated in a showcase attended by more than 100 people. Following its success, the programme has been extended for a second year. Alongside this, our partnership with Hotel School continued to connect local businesses with opportunities to support people who have experienced homelessness, helping them develop skills and build careers in hospitality.

Our ESG work also extended beyond Whitehall’s business community, supporting local organisations and vulnerable residents. In partnership with the Sir Simon Milton Foundation and Westminster Connects, we sponsored and delivered 750 Christmas hampers for elderly and vulnerable residents, including 470 funded by London Heritage Quarter. Through the London Heritage Quarter ActionFunder Community Fund, we also supported seven local organisations delivering projects focused on homelessness, education, employment, climate, nature and mental health. This funding enabled community organisations to deliver practical initiatives that addressed local needs and created positive impact across the wider area.

Our Community Intervention Team, funded by the BID and delivered in partnership with The Passage, continued to provide targeted support to people sleeping rough. The team connected individuals with appropriate services and support, helping them access accommodation and longer-term assistance.

Together, these activities demonstrate how our wider ESG approach translates into practical support for Whitehall’s businesses, employees and communities. By investing in wellbeing, skills, opportunity and community initiatives, we are helping to build a more connected, resilient and inclusive district.



PLACEMAKING

Creating greener, healthier and more welcoming places remained a key priority for Whitehall BID throughout the year. Working with businesses, landowners, local stakeholders and public sector partners, we progressed a range of initiatives aimed at enhancing the public realm, supporting environmental sustainability and strengthening Whitehall's long-term role as a vibrant and connected part of central London.

Working in partnership with BID members, local authorities and key stakeholders, we continued to champion environmental sustainability, enhance public spaces and support greener, healthier ways to experience the district. Through our Public Realm Steering Group, we worked with Westminster City Council, Transport for London, neighbouring London Heritage Quarter BIDs and partners including the Victoria Neighbourhood Forum to shape investment priorities and deliver greening, placemaking and environmental improvements.

In Whitehall, we established a dedicated working group bringing together businesses, hospitality partners and local stakeholders to explore opportunities to improve the public realm and strengthen connections to the River Thames. The group is helping to inform a future transport and public realm review, with a focus on creating a greener, better-connected and more pedestrian-friendly environment.

Greening and biodiversity remained a key focus through our Pollinator Pathways initiative, development of a Greening Toolkit for businesses and projects with Westminster City Council's Parks team. We also supported youth engagement activities and, to mark World Environment Day, partnered with The Tree Council and Network Rail Southern on an immersive woodland installation at London Victoria Station, bringing nature into one of the capital's busiest transport hubs.

We continued to encourage sustainable and active travel through the distribution of Footways London maps and a new riverside banner programme from Tate Britain to Temple, promoting walking routes across the Riverfront and connecting Millbank, Whitehall, Northbank and Temple. The launch was supported by guided history walks with Westminster City Guides. We are now exploring a dedicated Whitehall walking map with Footways London to highlight the area's cultural attractions, green spaces and heritage.

Our wider sustainability programme was strengthened through the launch of our Sustainability Action Plan, setting out three strategic pillars and ten headline commitments for the Quarter. We published our Urban Forest report following our i-Tree study, installed three Breathe London air quality sensors monitored by Imperial College London, and delivered a circular economy programme of webinars and a showcase event attended by almost 60 participants.

We also continued to progress Project SWAN through stakeholder engagement with the joint venture, DESNZ and Westminster City Council, contributed our expertise to Wilder Westminster, supported the London Climate Ready Partnership's first Climate Costs Guide with insights from BID members, and launched Project Reshare to help keep valuable items in use for longer across the London Heritage Quarter community.





BOARD MEMBERS

Nigel Hughes MBE	Victoria, Victoria Westminster and Whitehall Business Improvement Districts (Board Chair)
Claudia Binkert	EDF Trading (Board Vice Chair)
Ruth Duston OBE, OC	London Heritage Quarter
Rob Flinter	The Westminster, Curio Collection by Hilton
Samual Jones	Tate
Laura Ewing	UK Parliament
Murray Quinney	Government Property Agency



BOUNDARY MAP



PROFIT & LOSS

	TOTAL 2025/26 £	COMPARATIVE TOTAL 2024/25 £
TURNOVER		
BID Levy	680,186	558,873
Voluntary Contributions and Other Income	23,062	83,291
TOTAL	703,248	642,164
COST OF SALES		
Cleaning and Greening	82,078	73,055
Community Safety and Business Resilience	55,958	48,872
Environmental, Social & Governance (ESG)	80,928	63,590
Destination	165,291	168,936
Placemaking	120,421	178,100
TOTAL	504,676	532,553
GROSS PROFIT	198,572	109,611
ADMINISTRATION EXPENSES		
BID Team Support	56,724	53,801
Rent and Rates	14,872	15,105
Estates Costs	1,507	1,115
Insurance	2,855	2,024
Office Consumables	2,553	2,279
Office Expenses	7,384	2,905
Subscriptions	219	187
Training Costs	190	261
Legal & Professional Fees	8,314	7,142
Audit Fees	9,655	8,615
IT costs	5,374	7,630
Telephone	486	808
BID Levy Collection Fee	8,994	8,650
BID Admin Costs	5,252	5,171
Bank Charges	578	589
Depreciation	1,346	1,231
Corporation Tax	2,339	2,058
TOTAL	128,642	119,571
Surplus brought forward	288,407	298,367
Profit/(Loss) for the year	69,930	(9,960)
Surplus carried forward	358,337	288,407





LONDON HERITAGE QUARTER

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london-hq.co.uk

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MORE THAN **MONUMENTS**