



**VICTORIA 2020**  
**A VISION FOR A VIBRANT VICTORIA**

**Victoria Business Improvement District (BID)**  
**Five year Business Plan 2015-2020**

# **A VISION FOR A VIBRANT VICTORIA 2020**

## **Victoria Business Improvement District (BID)**

### **Five year Business Plan 2015-2020**

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## Introduction

***“Victoria’s transformation will see an increase by approximately 147% in new public space.***

***Victoria is shaping up to be an unparalleled destination to live, work and visit in London”***. The Victoria Vibrancy Report 2014

Over the next decade, more than £4bn worth of investment will unlock in excess of 3m sq ft of new office, commercial and residential space in Victoria. The scale and calibre of this development is unprecedented in the history of Victoria and exceptional in a central London location. New audiences are discovering a revitalised, exciting and stylish area that has a rich heritage.

Working with our business partners, by 2015, the Victoria BID will have invested more than £7m in Victoria, improved local safety and contributed to a significant reduction in crime. We have increased the amount of green infrastructure, introduced innovative environmental programmes, and helped establish one of London’s largest living walls (currently 450m<sup>2</sup>) on the side of The Rubens at the Palace Hotel.

Victoria will become all the more attractive over the next five years for businesses, residents and visitors based on the continuing trend that reported local crime over the past two years has reduced from 8.5% down to only 3.5% across the City of Westminster. In our own footprint there has been a reduction in crime of 17% over the past four years.

## Sustainable ways to live and work

The Central Government buildings that dominated Victoria Street have given way, for the first time in over a century, to new prime residential property. New residents and new employment opportunities will drive the local economy while also attracting overseas investors. Victoria provides a new centre of gravity to the office market in London’s West End offering relatively affordable Grade A high quality, new offices balanced by the conversion of old commercial space to residential. A third of the office buildings that changed ownership in 2012 were earmarked for conversion into homes and this trend has continued. Sustainability is at the heart of these new developments. New buildings can deliver reduced occupational costs and lower environmental impacts.

## Exciting retail district and transport hub

A revolution is taking place in Victoria’s retail and restaurant scene. Big brands and emerging eateries are choosing Victoria. There is nearly 3m sq ft of retail space in Victoria of which around 30% is occupied by restaurants, cafés and bars. The challenge is to broaden the retail and eating offer while providing a blend of multiples with independent operators. Network Rail’s £15m refurbishment and expansion of the Victoria Place shopping centre adds an additional 10,000 sq ft of new space to the centre, taking its total amount up to 93,000 sq ft of retail across 40 units. The arts are also thriving in Victoria with the opening of the St James Theatre, the first new theatre in 30 years and the multi-million pound

refurbishment of the Victoria Palace Theatre. The Curzon five-screen cinema has attracted a loyal following.

### **The Victoria BID has a unique role to play**

Victoria's transformation will see an increase by approximately 147% in new public space. Victoria is a major visitor destination. The £700m upgrade of Victoria Underground Station is Transport for London's biggest since King's Cross Station to the network due for completion 2018. It will increase capacity by up to 50% alongside Network Rail's Mainline Station improvements. The approximate annual footfall for London Victoria is 137million and it is the second busiest London terminus. Key to these developments is creating a public realm that allows people to move seamlessly about the area.

We believe the Victoria BID is uniquely placed to help facilitate a holistic approach to creating a strong, identifiable vibrant Victoria. The new Victoria has something for everyone for all life stages and lifestyles, from quick and easy family friendly days out and great value retail to cool night clubbing hotspots; iconic British institutions to top class fashion; high-end exclusive and historic world-class hotels and dining to calm green and inclusive infrastructure. We believe that Victoria is poised to become one of the most exciting districts in London.

**Tom Foulkes, Chairman Victoria BID**

**Ruth Duston, CEO Victoria BID**

## What is a Business Improvement District?

A Business Improvement District is business-led membership organisation funded by a mandatory levy on all eligible businesses following a successful ballot. The levy contribution is determined by the rateable value (RV) of the business. All eligible businesses are given the opportunity to vote on the proposals and if there is a majority “Yes” vote, the BID is deemed successful and all businesses are be charged the additional levy. The basic foundation of the BID concept is based on the premise of local businesses jointly funding ‘additionality’ beyond the statutory and other discretionary services within a location. All income generated is spent directly in the defined area and spent solely on projects determined by the local business community.

A BID ballot has a five year lifespan, at the end of which, businesses are re-balloted to determine whether they would like the BID to continue. The Victoria BID will go through a Renewal Ballot in February 2015.

*“Business Improvement Districts (BIDs) make an excellent contribution to our overall economy and contribute a great deal towards achieving my vision of London as the best big city on earth. I am very proud of London’s record on BIDs, and would like to encourage the development of more BIDs across our great city.”* **Mayor of London Boris Johnson**  
[www.london.gov.uk/.../business-improvement-districts](http://www.london.gov.uk/.../business-improvement-districts)

## What you told us: Victoria BID Perception Survey Summer 2014

In July 2014 we sent a Perception Survey to our levy-paying stakeholders inviting them to comment on our work over the last five years. We asked for feedback on the priority areas that members want us to focus on over the next term of the Victoria BID starting on April 1<sup>st</sup> 2015 and taking us up to 2020.

The Perception Survey targeted key occupiers who are eligible to vote in the Victoria BID Renewal Ballot in February 2015. This amounted in total to 255 hereditaments. We received a 45.7% response rate which is above average for this type of survey. This feedback has helped shape and inform the Victoria BID business plan; ‘Victoria 2020’ that will be presented to Victoria’s business community ahead of the Renewal Ballot in February 2015.

## What would you like to see more of in Victoria in the future?

We asked our levy payers to select up to four out of a total of nine core programmes that we have developed over the past four years.

## Your told us your priorities for Victoria 2020.

- 73% want more green spaces
- 52% want more events
- 45% want more events and cultural attractions
- 37% want more street cleaning
- 32% want a better retail offer
- 31% want more visible policing

- 27% want increased community engagement
- 25 % want better signage
- 20% want enhanced corporate investment in local communities

### **What the Victoria BID offers businesses**

- Levy-paying businesses decide what they prioritise within the area. To date we have identified and delivered five key programmes and themes: Safe and Secure, Clean and Green, Prosperous Economy, Destination Victoria and Showcase Victoria.
- The Victoria BID has been working to create a cleaner, safer and greener Victoria. As our strap line says: London starts here.
- The Victoria BID has established Steering Groups with members from all sectors. Each Steering Group has a Chair, meets on a regular basis and helps decide what the BID focuses on.
- Businesses are represented and have a collective voice on issues arising in Westminster. The Victoria BID engages with Westminster City Council, Transport for London (TfL), Network Rail, Metropolitan Police Service (MPS), British Transport Police (BTP) and other public bodies to ensure they are aware of the needs of our levy-paying community.
- The Victoria BID works with diverse stakeholders on employee engagement, Corporate Social Responsibility (CSR) initiatives and community well-being through marketing, events and joint activities.
- We proactively market Victoria to encourage people to visit and stay in the area.

### **OUR PROGRAMMES**

#### **SAFE AND SECURE: Budget pa £232,023**

#### **Business benefits**

The Victoria BID was the first London BID to appoint a dedicated Business Policing Manager seconded from the Metropolitan Police Service (MPS) bringing a high level of professionalism to our range of services, all the more vital as Victoria is in within the Government Security Zone.

#### **Achievements to date**

- Contributed to 17% reduction in recorded crime in the Victoria BID footprint.
- Reduced rough sleeping in Victoria by 36% through working closely with outreach groups and homelessness centres like The Passage. The BID coordinated partners in finding venues for 67 soup kitchens within a dedicated building to provide a holistic approach to dealing with homelessness.
- Held 260 business crime prevention surgeries for local businesses.
- Dedicated business continuity advice provided to many businesses within the footprint.
- Over 170 businesses provided with radios so they are constantly connected with local police teams.

- More than 48,500 crime prevention and safety items have been distributed to local workers, residents and visitors (including handbag clips, personal alarms and high-visibility cycling equipment).
- Piloted facial recognition system through CCTV addressing anti-social behaviour through Facewatch.

### **You told us...**

- **49%** want additional patrols commissioned in conjunction with Metropolitan Police Service (MPS) and British Transport Police (BTP).
- **47%** want Community Accreditation Safety Scheme (CSAS) 15 specially trained security guards.
- **43%** want counter terrorism and fraud seminars.
- **43%** want crime prevention materials distributed.
- **36%** want Crisis Management and Business Continuity planning.

### **Future plans 2015-2020**

- We will continue delivering Safe and Secure programmes to a consistently high level.
- Counter terrorism – We will focus on penetration testing and target hardening for all venues in the area as well as implementing a new ‘buddy’ business scheme to share resources.
- Economic crime - We will expand our crime prevention strategies to include broader economic crime, including online fraud and cyber security and will offer businesses an annual fraud check-up.
- We will establish Victoria ONE Security working closely with the MPS and BTP to establish new crime reduction and prevention programmes to meet emerging threats.
- Business continuity - We aim to ensure all businesses in Victoria have a business continuity plan and are fully prepared for an emergency. We are establishing a new Business Continuity and Crisis Management best practice steering group.
- Physical security – we are setting up a new Safer Socialising scheme to raise standards in the hospitality industry.
- As the first BID to launch the scheme we will recruit more Community Safety Accreditation Scheme (CSAS) officers and expand the project.
- Volume crime – we will enhance communications and use of IT using new crime reporting tools.
- We will increase revenue to homeless services via an improved diverted giving scheme.
- Cycling – we will focus on strengthening all aspects of cycle safety in the area.

### **CLEAN AND GREEN: Budget pa £232,023**

#### **Business benefits**

An improved environment was noted as being a fundamental component of a regenerated Victoria in the original 2009 Business Plan. The same is true today with evidence that green infrastructure (i.e. trees, living walls, green roofs and other open spaces) provides business

as well as social and environmental benefits. The Victoria BID brings expertise and experience in strategic planning and the delivery of innovative, cost-effective, green infrastructure to the area.

### **Achievements to date**

- Our dedicated cleaning teams operate Monday to Friday to provide additional cleaning capability spanning litter picking, pavement cleaning and chewing gum removal. Our teams also manage the removable tables and chairs in Westminster Cathedral Piazza, and the branded deckchairs in Grosvenor Gardens. Our falconer makes 52 visits a year with Jessica, a Harris Hawk to deter pigeons from the Cathedral Piazza.
- Our dedicated Environmental Ambassador has reported to Westminster City Council on over 6,000 environmental issues.
- *The Green Infrastructure Audit Best Practice Guide* had input from 50 interviewees and 45 organisations in the area and is the standard other BIDs now follow.
- Publication of *'Green Benefits in Victoria Business Improvement District: An Analysis of the benefits of trees and other green assets in the Victoria Business Improvement District'*. The team effort was led by the Victoria BID with Treeco<sub>2</sub>nomics and support from The London Climate Change Partnership, Forest Research, the Greater London Authority, Natural England and Trees for Cities.
- We initiated the development of the living wall on the side of The Rubens at The Palace Hotel in Victoria, planted in August 2013 with 10,000 pollinator-friendly plants.
- The John Lewis rain garden, at the Head Office of the John Lewis Partnership on Victoria Street, is designed to manage localised surface water runoff and to reduce the risk of flooding during periods of heavy rain. The idea for a rain garden was first proposed in the Victoria BID Green Infrastructure Audit – the first ever completed by a BID.

### **You told us...**

- **73 %** want more green spaces in Victoria.
- **44%** want investment in future green spaces by developing green infrastructure projects.

### **Future plans 2015-2020**

- We plan to install more green space in the BID footprint working with our partners on public and private sites using innovative schemes and partnerships.
- We will clean the BID footprint during the day and night to maintain an attractive area that is welcoming and positively memorable for workers, residents and tourists.
- We will continue to report street issues to Westminster City Council via a dedicated Environmental Ambassador.
- We will work on further developments of green infrastructure such as this term's successful Diamond Garden adjacent to The Queen's Gallery.

### **Benchmarking excellence: Green Infrastructure Audit Best Practice Guide**

*"The sheer volume of positive collaborations that have arisen as a result of our GI Audit has been hugely rewarding. From property developers to landlords, and from facilities managers to estate teams, all have been involved in one way or another – and continue to be involved*

*– in planning, installing, and maintaining new green space in Victoria.”* **Martin Kelly,**  
**Director of Capita and Chair of the Trees and Design Action Group (TDAG)**

### **PUBLIC REALM: Budget pa £232,023**

The Public Realm incorporates streets, pathways, rights of way, parks and civic spaces accessible to the public.

### **Business benefits**

We believe the Victoria BID has a role in communicating the desires of local business to developers and planners to ensure the new environment meets their needs. We also want to keep businesses informed and updated on built environment developments. We want to ensure that all businesses know which developments are underway and the vision for the area.

### **Achievements to date**

- Successfully delivered an air quality pledge for Victoria with 14 key local businesses exploring, implementing and promoting joint procurement, electric vehicle use, building efficiency, walking, cycling and other measures.
- Established a Strategic Developer Group to ensure key parties are discussing their plans with each other.

### **You told us...**

- Keep BID members up-to-date on how the public realm and local skyline will be transformed.
- Communicate and generate discussion around the development of heavily used public spaces such as Terminus Place.
- Bring together developers and agencies regularly.
- Create and influence a joined up approach to place making.

### **Future plans 2015-2020**

- We will positively influence and facilitate dialogue among developers and agencies to create a coherent public realm strategy that will benefit local businesses and the community.
- We will create a Public Realm vision for Victoria to guide future projects and develop a set of overarching public realm principles that the BID and its partners can sign up to ensure Victoria remains a healthy and vibrant place in which to live, work and visit.
- We will publish our commissioned Publica research that will inform the Victoria BID’s strategic approach to tracking developments.
- We will work closely with TfL and Network Rail on their plans to transform the area around Victoria Station ensuring schemes take into account the views of businesses in the area.
- We will raise the profile of local air quality building on our successful first-term air quality project with 14 locally-based businesses and organisations by exploring, implementing and promoting joint procurement, freight consolidation, electric vehicle use, building efficiency, walking and cycling measures.

- We will set up an interactive development pipeline on our website at [www.victoriabid.co.uk](http://www.victoriabid.co.uk)

## **We work closely with business and civic leaders**

*“We have a once in a generation experience to fundamentally create an identity and space that Londoners, visitors and the public are going to enjoy in terms of landscaping and green living walls. The key focus is not to miss this opportunity. We need to pull together and there is a great opportunity for the Victoria BID to pull this together.”*

**Peter Frackiewicz, Project Director Land Securities**

*“Our vision is to transform Victoria into a 21<sup>st</sup> Century station and transport interchange that is fit for projected passenger numbers and customer expectations based on taking an integrated approach.”*

**Joelle Bailey Development Manager (Property), Network Rail**

*“The pedestrian matters more than anybody else passing through Victoria with the minimum inconvenience while also appreciating Victoria as a place in its own right.”* **Graham King, Head of Strategic Planning & Transportation, City of Westminster**

## **DESTINATION VICTORIA: Budget pa £309,364**

### **Business benefits**

Our integrated marketing activities and events calendar engages the local workforce and attracts visitors all-year-round showcasing Victoria as a vibrant destination offering cultural, entertainment, theatre, cinema, fashion, retail, restaurant and hotel experiences.

### **Achievements to date**

- Seven Victoria Street Ambassadors speak seven languages and work tirelessly seven days a week giving visitors a warm welcome to Victoria. They also provide commuters with valuable travel advice and directions. To date the Ambassadors have interacted with over 500,000 people. This is double our original target.
- The accessible information kiosk at Victoria Station provides up-to-date maps, travel advice and information on local road closures and events based in and around London’s second busiest transport hub.
- Events showcasing the area’s cultural diversity have attracted over 300,000 visitors. We directly market our own events to over 10,000 local workers and residents in our monthly electronic newsletter.
- We attracted visitors and encouraged longer dwell-time during the Festive Season with an annual festive lighting scheme and Christmas tree during November and December.
- We have reached out to over 500,000 people through over 75 events in five years.

- In the last year alone our website has had 32,000 unique visitors, our Vimeo has had 14,000 views and 43,000 people have been reached on Facebook. We also now have 880 Twitter followers.

#### **You told us...**

- **41%** want us to run marketing campaigns promoting Victoria as a destination
- **41%** want one-off public events
- **37%** want multi-lingual Ambassadors helping 400,000 visitors a year
- **26%** want us to promote the Victoria 'brand' through newsletters, corporate engagement events and marketing collateral.

#### **Future plans 2015-2020**

- We will devise an integrated marketing, media and branding strategy to showcase Victoria and develop our external communications and PR capability via a redeveloped website and use of social media to advertise local offers and events.
- We will launch a new quarterly magazine and will develop thought leadership with corporate partners. We will make our archive of high quality images of the Victoria area available to stakeholders.
- We will engage a range of businesses in a targeted, summer campaign building a continuous event calendar offering a range of exciting activities.
- We will update our guides, maps and directories to engage and encourage easy navigation around Victoria.
- Our Ambassadors will continue to be briefed to encourage all visitors to make use of our fantastic local amenities.

### **PROSPEROUS ECONOMY FOR ALL: Budget pa £154,682**

#### **Business Benefits**

Thriving local economies are at the heart of a competitive UK economy Victoria BID is committed to working in partnership with businesses to deliver a prosperous local economy over the short, medium and longer term. Building sustainable growth and prosperity requires co-ordinated action from all sectors.

#### **You told us...**

- **44%** want us to run the Privilege Card scheme providing offers and discounts exclusively to local employees and residents.
- **40%** want corporate social responsibility schemes supporting local employee volunteering and engagement.
- **29%** want us to undertake and publish research on economic, planning and social aspects of Victoria.
- **28%** want us to provide a free employment scheme to help place local people in new local jobs.

#### **Achievements to date**

- Put 20,000 Victoria Privilege Cards into circulation to attract increased spend in the area.

- Helped 290 local people find work in Victoria to ensure everyone shares the growing success of the area.
- We have been instrumental in the establishment of Victoria as a Neighbourhood Business Area.
- Completed the first study into the vibrancy of Victoria to establish a baseline with which to track the transformation of the area.
- Completed a study of the District which showed that the area's performance is far exceeding retail forecasts and shows potential for future sustainable growth.
- Supported local charities on behalf of our levy-payers including, amongst others, The Passage day centre for homeless and vulnerable people and The Cardinal Hume Centre.
- Helped local businesses donate over 14,000 Christmas gifts to charity and over 150 volunteers have supported our greening Victoria activities and other local projects
- Economic Impact Assessment of Victoria Coach Station completed to help inform discussion and debate amongst local decision-makers.

### **Future Plan 2015-2020**

- Networking Victoria: We aim to connect more of the BID footprint to free wifi for workers, visitors and residents.
- Digital Victoria: We aim to install a number of interactive information points throughout the area.
- We will provide levy payers with the latest policy information relevant to the area.
- We will create an online interactive development pipeline to keep businesses informed of the progress of the redevelopment in Victoria.
- We will develop a dedicated Small and Medium sized Enterprise (SME) network to help businesses get involved in local decision-making processes and show how they add to the vibrancy of Victoria and the rich character of the area. We aim to support SME's and ensure they remain a key part of the social and economic fabric of Victoria.
- We will represent businesses during public consultations and aim to influence Local Government in support of the business community.
- We will forge even stronger links with local training providers and educational institutions.
- We will undertake research into the changing nature of Victoria, including revisiting the vibrancy and retail performance reports, to further inform local businesses and decision-makers.
- We aim to increase the number of Victoria Privilege Cards in circulation to over 35,000.
- We will raise awareness of economic crime and work with our Safe and Secure team to tackle it.
- We will encourage and support local employment opportunities in coordination with Cross River Partnership.

- We will take a leading role in local neighbourhood planning with residents and businesses in mind.
- We will work closely with our twinned BID, 'Downtown DC' in Washington DC to share best practice and encourage visits to Victoria.

## The Victoria BID budget 1<sup>st</sup> April 2015 - 31<sup>st</sup> March 2020

The BID budget sets out the share of income and resources across each of the BID themes. Management and overhead costs will be funded as far as possible from voluntary contributions.

A BID levy collection rate is assumed to be 95%. The BID levy collection fees and BID running costs (such as legal and accountancy services) are also shown within the overheads section of the budget.

Once the BID is fully operational, changes to budget priorities can only be made at a BID Company Annual General Meeting, or an Extraordinary General Meeting, to which all Businesses will be invited.

	15/16	16/17	17/18	18/19	19/20	TOTAL	% OF TOTAL
<b>INCOME</b>	£	£	£	£	£	£	
Levy Income	1,446,819	1,482,990	1,520,065	1,558,066	1,597,018	7,604,958	93.83%
Voluntary Contributions	100,000	100,000	100,000	100,000	100,000	500,000	6.17%
<b>Total</b>	<b>1,546,819</b>	<b>1,582,990</b>	<b>1,620,065</b>	<b>1,658,066</b>	<b>1,697,018</b>	<b>8,104,958</b>	<b>100%</b>
<b>EXPENDITURE</b>	£	£	£	£	£	£	% OF TOTAL
Safe & Secure	232,023	237,448	243,010	248,710	254,553	1,215,744	15%
Clean and Green	232,023	237,448	243,010	248,710	254,553	1,215,744	15%
Public Realm	232,023	237,448	243,010	248,710	254,553	1,215,744	15%
Destination Victoria	309,364	316,598	324,013	331,613	339,404	1,620,992	20%
Prosperous Economy	154,682	158,299	162,006	165,807	169,702	810,496	10%
Staffing *	201,087	205,789	210,608	215,549	220,612	1,053,644	13%
Overheads	108,277	110,809	113,405	116,065	118,791	567,347	7%
Contingency	77,341	79,149	81,003	82,903	84,851	405,248	5%
<b>Total</b>	<b>1,546,819</b>	<b>1,582,990</b>	<b>1,620,065</b>	<b>1,658,066</b>	<b>1,697,018</b>	<b>8,104,958</b>	<b>100%</b>

**\* Majority of staffing costs will be met through voluntary contributions received by the BID.**

During the next term of the Victoria BID we will lower our BID levy from 1% to 0.85% of rateable value, making Victoria the cheapest BID in the country.

The Victoria BID levy will raise approximately £7.6 million (inclusive of Landlord contributions) to be spent exclusively in the BID area over its five year life. A levy of 0.85% will be applied to the rateable value of each defined ratepayer in the BID area, of which there are approximately 253 hereditaments, raising approximately £1.5million per year (inclusive of landlord contributions).

### **Calculating the Victoria BID levy**

To calculate the proposed annual BID levy, simply multiply the business rateable value by 0.0085. The BID levy rules are set out below but if you are unsure of whether your business is eligible or indeed if you don't know your rateable value, please contact the BID team.

All hereditaments with charitable status and state run schools are exempted from paying the levy.

### **Collecting the Victoria BID levy**

The BID levy will be due on 1st April each year and will be collected by the City of Westminster Council on behalf of the BID Company. The levy income will be collected into a ring-fenced BID Revenue Account and these funds will be regularly transferred to the BID Company.

### **Voluntary contributors**

The BID legislation does not currently provide a mechanism for a mandatory contribution from landowners for BIDs. Therefore, the BID executive will actively seek voluntary contributions from landowners. During its first term, Victoria BID raised approximately an additional 10% of total income through voluntary contributions from local land owners and grant income from various local government and non-government organisations. The BID has been successful in securing additional funds for its outstanding projects like the I-tree studies, Green Infrastructure Audit Best Practice Guide, Victoria Coach Station Study, Employment Charter and Work Place Coordinator program.

Apart from supplementing the BID income from other independent sources Victoria BID has also played a catalyst role in initiating local businesses to carry out high quality Public realm projects like The Green Wall and The Rain Garden.

### **Expenditure**

The Victoria BID Board will have the responsibility for agreeing and managing the budget. For the first year, the Board could decide to vary the budget by up to 10% for each area of expenditure. For subsequent years, the Board will set the budget on an annual basis.

### **Victoria BID Governance**

## **BIDS support economic development**

BIDs have numerous advantages for the area in which they operate including; economic growth and investment, improved social well-being for employees and residents and improved public realm through sustainable investment for capital projects and services. BIDs aim to create a more appealing environment, reduce crime, market the area and provide a voice for local businesses.

There are a total of **187** Formal BIDs in the UK and the Republic of Ireland of which **148** are based in urban city and town centres. Over the past year 2013/2014 there has been the most substantial membership growth to date, with an increase of 31% from the previous year. **Source:** <http://www.britishbids.info/BIDLocations.aspx>

## **Other Westminster Business Improvement Districts**

Baker Street Quarter Partnership [www.bakerstreetquarter.co.uk/](http://www.bakerstreetquarter.co.uk/)

Bayswater Village BID Established [www.bayswater-village.com](http://www.bayswater-village.com)

Heart of London Business Alliance [www.heartoflondonbid.co.uk/](http://www.heartoflondonbid.co.uk/)

New West End Company [www.newwestend.com](http://www.newwestend.com)

The Northbank BID <https://www.thenorthbank.org/the-northbank-bid>

Paddington BID [www.paddingtonbid.co.uk](http://www.paddingtonbid.co.uk)

Piccadilly & St James's BID [www.heartoflondonbid.co.uk/about-us/piccadilly-st-jamess-bid-area](http://www.heartoflondonbid.co.uk/about-us/piccadilly-st-jamess-bid-area)

Victoria BID [www.victoriabid.co.uk](http://www.victoriabid.co.uk)

Source: <https://www.westminster.gov.uk/bids-business-improvement-districts>

## **The Victoria BID Board**

The Victoria Business Improvement District (BID) is a not-for-profit company limited by guarantee led by a Board of Directors made up of representatives from across all sectors within the BID area to ensure balanced representation around the table. Between 10 and 12 directors will be appointed to serve the board with the proposed constitution as follows:

- Multiple Retailers
- Large Hotelier
- Small independent retailer
- Corporate tenant
- Theatre representative
- Restaurateur/Bar
- Financial Services
- Public Sector
- Landlord/Property Owners

Observers will be invited from the Local Authority and other relevant local organisations.

The chairperson will be nominated by the board on an annual basis with services on the board from all directors, made on a voluntary basis. The board will be supported by a number of theme groups to oversee the delivery of activity. The theme groups will be

represented by the wider stakeholder community, chaired by a board member with an allocated budget for expenditure.

It is proposed that both the BID board and theme groups meet on a quarterly basis with an Annual General Meeting. The BID finances will be independently audited and reviewed each year and this will be presented at the AGM.

### **The executive team**

The board will be supported by an executive team. It is proposed that the executive team and associated costs are met through voluntary contributions received and not from the core levy generated.

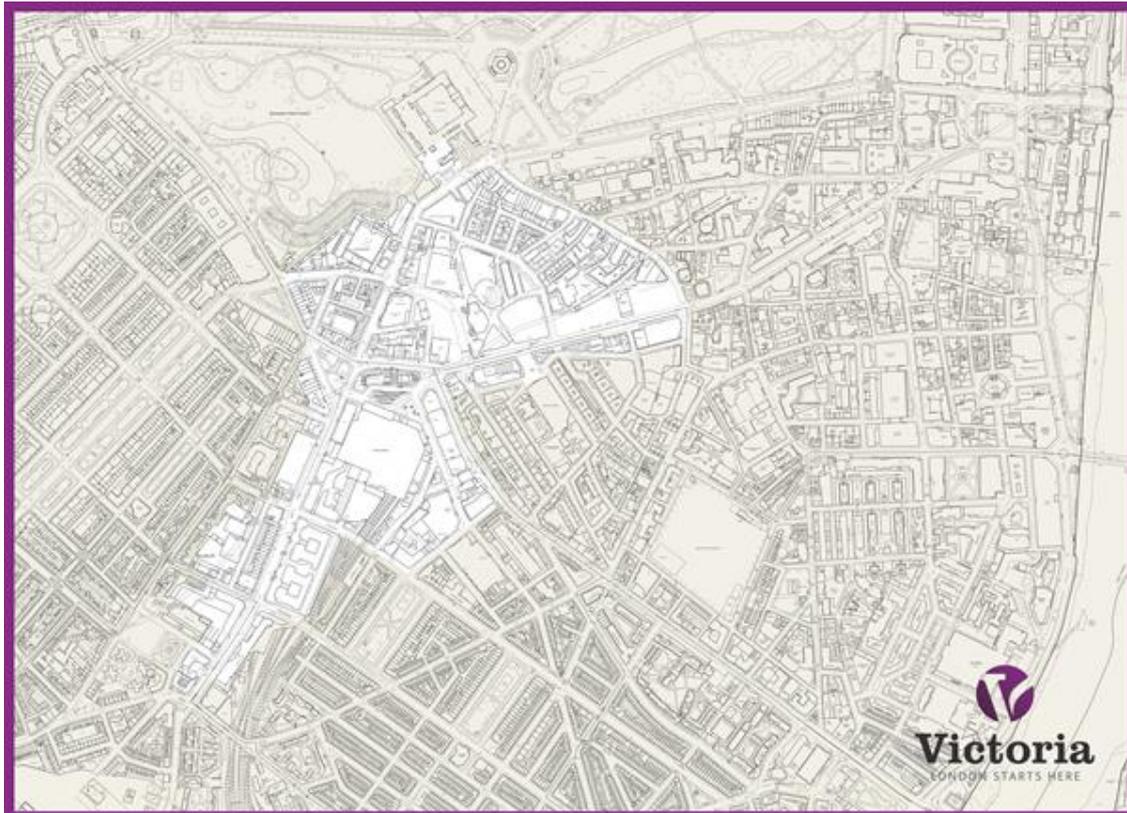
### **Legal agreements**

It is important that the activities of the BID represent added value over and above the public services already provided in the area. For this reason, a baseline agreement will be entered into with Westminster City Council to clearly define the levels of service that can be expected from the Council and the BID.

There will also be a formal operating agreement between the BID and the Council that will define all of the contractual arrangements for collection and enforcement of the BID levy. Copies of the baseline and operating agreements will be made available via our website [www.victoriabid.co.uk](http://www.victoriabid.co.uk).

### **The Victoria BID boundary**

The rationale for the BID Boundary has been calculated to ensure we include all major landholdings in Victoria with the inclusion of Victoria Train Station and Victoria Coach Station. Illustrated below is a map of the defined BID area followed by a comprehensive listing of all streets to be included within the BID boundary.



### Victoria BID street names

Allington Street
Artillery Row
Beeston Place
Bressenden Place
Bridge Place
Buckingham Gate
Buckingham Mews
Buckingham Palace Road
Buckingham Place
Bullied Way
Cardinal Place
Cardinal Walk
Castle Lane
Cathedral Walk
Catherine Place
Ebury Square
Ebury Street
Eccleston Bridge

Eccleston Place
Eccleston Street
Elizabeth Bridge
Elizabeth Street
Gillingham Street
Grosvenor Gardens
Grosvenor Gardens Mews East
Grosvenor Gardens Mews South
Hudsons Place
Kingsgate House
Lower Grosvenor Place
Neathouse Place
Palace Street
Phipps Mews
Semley Place
Spenser Street
Stafford Place
Stag Place

Terminus Place	Victoria Street
Vauxhall Bridge Road	Warwick Row
Victoria Square	Wilfred Street
Victoria Station	Wilton Road

**\*These streets are currently within the BID footprint. Any new streets arising from development schemes in this area will also be included.**

### **BID levy rules – who will pay the levy**

The Victoria BID proposes a 0.85 % levy charged to all businesses with a rateable value equal to or greater than £150,000.

The quantum paid by the landlord is negotiable, so it is estimated that we will generate an additional £100,000 per annum – providing £500,000 over the lifetime of the BID. The BID levy will assume a fixed growth rate of 2.5% per annum, applied each year on the 1<sup>st</sup> April. The BID ballot and all costs related to the BID process will be met by the BID proposer – Victoria Business Improvement District (BID).

The BID process is governed by Government Legislation and Regulations. As such, once a majority vote has been achieved; the BID levy becomes mandatory on all defined ratepayers.

The rules for the BID levy are as follows:

- The BID levy will be based upon the Rateable Value in effect on 1st April 2015. If there is no rateable value in effect on this date, the BID rules will determine the rateable value that shall be used.
- The levy will assume a growth rate for inflation of 2.5% applied on 1st April each year.
- The term of the BID will be for a period of five years from 1st April 2015.
- The BID levy will be applied to all ratepayers with a rateable value equal to or greater than £150,000.
- All new hereditaments entering the rating list after 1st April 2010 will be levied at 0.85%.
- All hereditaments with charitable status and in receipt of mandatory charitable relief from business rates will be fully exempt from the BID levy.
- All state run schools will be fully exempt from the BID levy.
- The owners of empty hereditaments will be liable for the BID levy with no void period allowed.
- There will be no VAT charged on the BID levy.
- The levy per hereditament will be capped at £40,000.

Retail units in dedicated shopping areas that operate in Victoria – Cardinal Place; Victoria Place Shopping Centre; Victoria Station, will receive **25%** relief on the levy. This will be collected from the landlord as retail units pay a service charge that includes security and cleansing.

It is proposed that the BID's management and overhead costs continue to be met firstly through the voluntary contributions generated by the BID, minimizing as much as possible a commitment from the BID levy funds.

### **Investment created by the Victoria BID to 2020**

As outlined above, the Victoria BID will generate approximately £7.6 million over the next five years. In addition, the BID board and executive team will endeavour to increase the budget through grants and other sources of income.