



VICTORIA BUSINESS IMPROVEMENT DISTRICT

2014/15

ANNUAL REPORT


Victoria
LONDON STARTS HERE



IN PICTURES

1. The John Lewis Rain Garden at 171 Victoria Street has transformed the space into a little green haven.
2. Bistro-style tables and chairs make Westminster Cathedral Piazza an enjoyable space to have your lunch in the sun.
3. There is always a burst of colour to be discovered outside Channel 4 in Victoria.

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2014/15

ANNUAL REPORT

INTRODUCTION	4
SAFE AND SECURE	6
CLEAN AND GREEN	10
SHOWCASE VICTORIA	14
DESTINATION VICTORIA	18
PROSPEROUS ECONOMY	22
FINANCIAL INFORMATION	26
VICTORIA 2020	28
BOARD MEMBERS	29
VICTORIA BID BOUNDARY	30

Introduction

This has been a momentous year for the Victoria Business Improvement District (BID). Our high point was in February 2015 when you - our levy-paying business partners - voted for the renewal of the Victoria Business Improvement District for a second term with a resounding 85% yes vote. Administered by Westminster City Council, the ballot had a turnout of 62% of eligible businesses.



Tom Foulkes,
Chairman,
Victoria Business
Improvement
District



Ruth Duston,
Chief Executive,
Victoria Business
Improvement
District

We want to thank you for your confidence in us. Businesses in the area will invest over £8m in the Victoria BID's 110-acre footprint over the next five years. With this mandate, the Victoria BID is uniquely placed to help facilitate a holistic approach to creating a strong, identifiable and vibrant Victoria.

Businesses in Victoria are bold. The Victoria BID was established during a period of economic uncertainty yet local businesses rallied to give the Victoria BID a strong mandate to show that business can lead the way in innovation working with public sector providers.

We listen to our partners. A key exercise we undertook during our renewal campaign was the *Victoria BID Stakeholder Perception Survey* carried out over two months in the Summer targeting business occupiers in over 250 hereditaments. We asked for feedback on our performance over the past five years and for expectations of the second term. The survey results formed the basis of the BID's plans of activity for the next five years.

You told us that you want: more green spaces to enjoy, walk in and sit in; more targeted events in the area; more public art and cultural attractions; additional street cleaning on top of council-funded provision; more visible policing; increased community engagement; better signage and enhanced corporate investment in local communities. These are all themes that we have successfully addressed in our five work programmes over the past five years and we aim to continue them over the long-term.

Victoria continues to undergo transformation. There will be an increase of around 147% in the amount of publicly accessible space in the new Victoria. We want to ensure ease of access to this public realm space for pedestrians, cyclists and visitors plus a seamless interchange for everyone using Victoria as a transport hub.

We are currently consulting on the *Public Realm Vision for Victoria*, which comprises a set of 12 overarching principles that developers can sign up to designed to ensure that developments are sustainable and people-oriented. We welcome all responses to this pioneering document and all expressions of interest from businesses wanting to be represented on our steering groups to ensure the greatest opportunity for success in the public realm over the next five years.

The most important lesson of the past five years is that consistent business involvement is vital to enable and champion projects that make a genuine impact. We invite you and your business partners in the area to get involved with the Victoria BID for our exciting second term as we look to the new Victoria of 2020.

Tom Foulkes, Chairman, Victoria Business Improvement District
Ruth Duston, Chief Executive, Victoria Business Improvement District

"The Victoria Business Improvement District is playing a key role in the ongoing success and growth of an area that is undergoing a radical transformation. The BID is providing a stronger voice for businesses to support the changes happening there and over the next five years the BID team are set to focus on encouraging further economic growth and investment, enhancing the public realm and promoting the area as a key destination in the capital."

Boris Johnson, Mayor of London

"This result is a credit to Victoria BID Chief Executive, Ruth Duston, and her team in working closely with businesses in Victoria to deliver innovative programmes that measurably make a difference to enhance the area. With the third highest turnout for a BID ballot in London, we look forward to the contribution the Victoria BID is making in helping to transform the area."

Charlie Parker, Chief Executive Westminster City Council

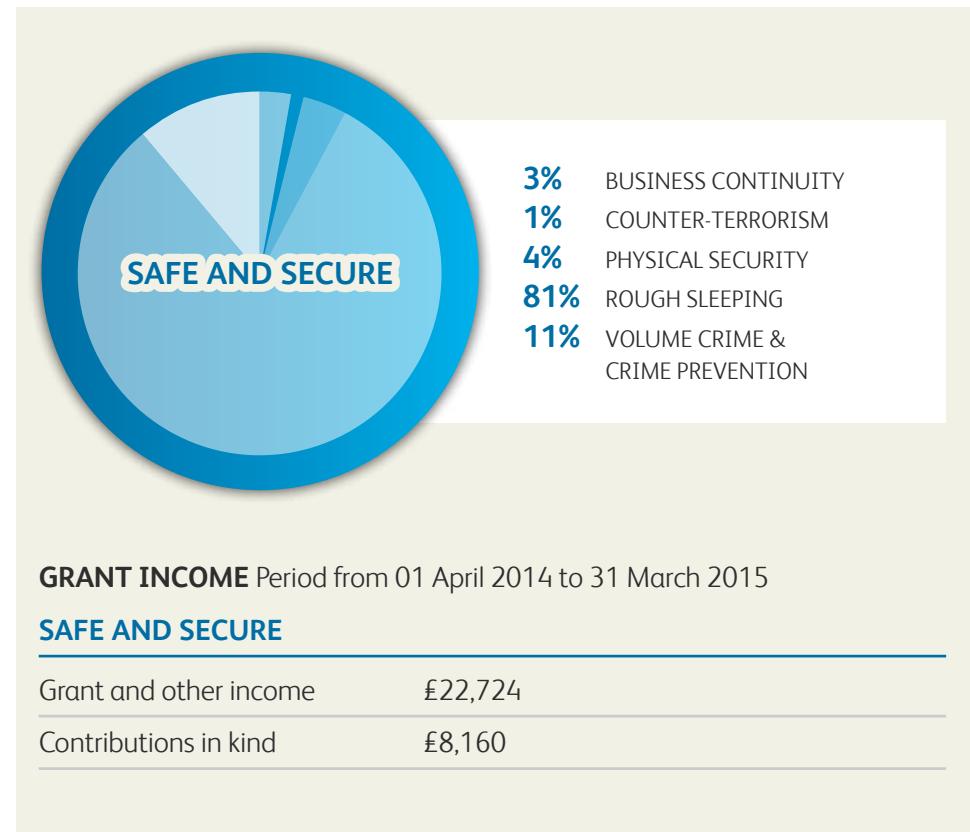


Safe and Secure

The final year in the Victoria BID's first term has seen the consolidation of the Safe and Secure programme that has set a precedent as the first of its kind in a British BID. The programme brings businesses and police services together to ensure best practice.

Together we have continued to build on the success of a range of policing initiatives developed in response to local business requirements across five main categories: Business Continuity, Counter-Terrorism, Physical Security, Volume Crime and Crime Prevention, Fraud and Economic Crime. Businesses are represented on a steering group that meets on a quarterly basis to determine and monitor our projects.

Key to our Safe and Secure programme is providing businesses with free access to a range of seminars, workshops and training events delivered by our professional partners. The Metropolitan Police Service and British Transport Police have continued to be our partners in delivering a safe and secure Victoria.



BUSINESS CONTINUITY

OUTPUTS / ROI

To deliver support to businesses to improve resilience in Evacuation Planning, Disaster Recovery and Business Continuity.

- 94 business representatives trained in evacuation planning in three seminars.
- 60 business representatives attended a Business Continuity event.
- 13 business representatives attended a City Security and Resilience Networks (CSARN) event.

COST

£4,056

COUNTER-TERRORISM

OUTPUTS / ROI

We work with local businesses to plan, prepare, prevent and protect against all forms of terrorism and improve training and awareness.

- 450 business representatives attended Project GRIFFIN seminars.
- 97 business representatives attended Project FAIRWAY events.
- 54 senior business staff attended a counter-terrorism Project ARGUS seminar.
- 53 business representatives attended a training event on recruitment fraud.
- 31 business representatives took part in EXPO explosives and bomb awareness training.
- 4 community safety seminars were held.

COST

£1,540

Project GRIFFIN was free of charge.

PHYSICAL SECURITY

OUTPUTS/ROI

We offer advice to businesses when planning and reviewing their security requirements via seminars, workshops and in-house training.

- 28 body cameras are currently in use by local police teams.
- 2 business based volunteers are signed up to the Metropolitan Police Volunteers (MPV) programme.
- 35 free Crime Prevention Design Assessments (CPDA) conducted.
- Supported a dedicated British Transport Police Christmas operation.

COST

£4,365



1



2



3



4

IN PICTURES

1. Working with local charities and other partners, we have helped significantly reduce homelessness in Victoria.
2. Crime rates have followed a downward trend in Victoria making it one of the safest areas in Westminster.
3. Physical security is high on our list of priorities.
4. Our free cycle safety merchandise is available to cyclists in Victoria.

ADDRESSING ROUGH SLEEPING

The Victoria BID works with local homelessness centres and other partners.

- 8,180 hours of security delivered by a private security contractor throughout the year.
- 12 South Westminster Street Population steering group meetings held.

COST

£95,319

VOLUME CRIME AND CRIME PREVENTION

OUTPUTS/ROI

Victoria is now one of the safest areas in the City of Westminster. Reported crime rates in Victoria have followed a downward trend including statistically high types of crime in the area.

- 11,600 crime prevention items distributed to local businesses and to members of the public in Victoria.
- 900 vehicle crime leaflets distributed.
- 820 Chelsea clips installed in bars, cafes and restaurants in Victoria.
- 88 new business members joined Facewatch; an online crime reporting and intelligence platform.
- 100 licensed premises engaged in the Westminster South Licensed Premises Group.
- 186 radios distributed to local businesses under the Radiolink.
- 36 Crime Prevention Surgeries held.
- 35 Counter Terrorism Security Advisors (CTSAs) surveys carried out.

COST

£13,069

CYCLE SAFETY

OUTPUTS/ROI

Cycle safety is a key issue for the Victoria area.

- 2,500 cycle safety leaflets distributed.
- 10 Cycle safety public events held.

COST

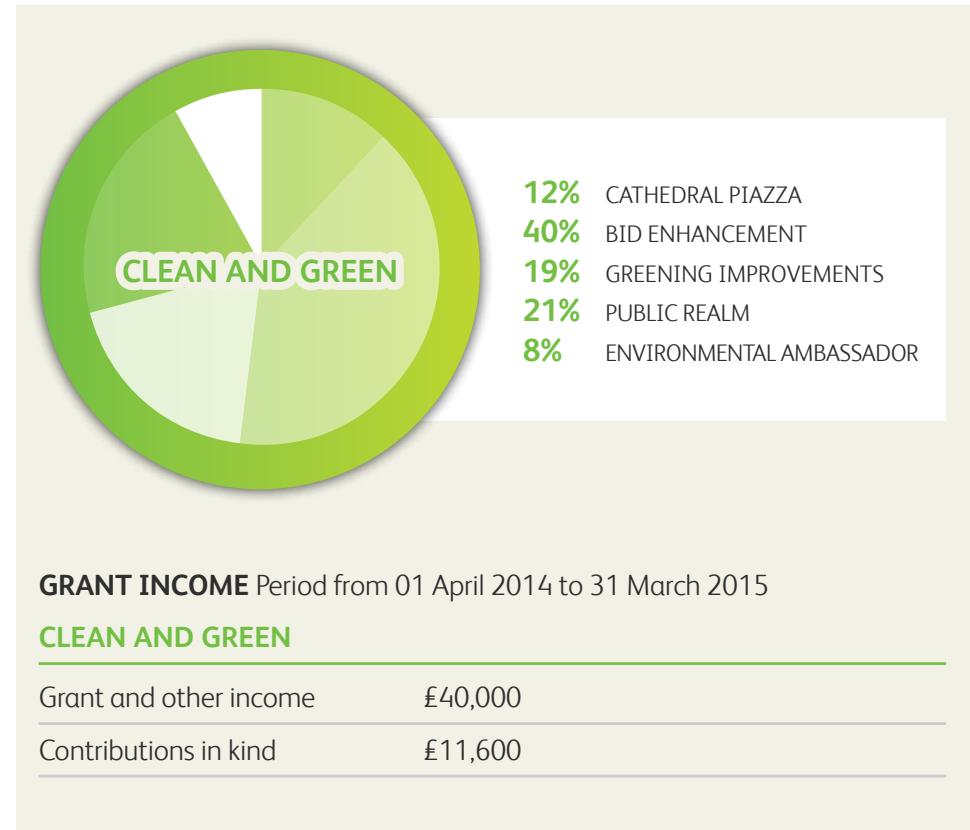
NONE

Clean and Green

In 2014/15 we took further steps to create a sustainable business environment in Victoria, broadening our approach to encompass the public realm and air quality whilst continuing to deliver essential practical projects in our Clean and Green work programme.

Working with Westminster City Council, businesses and developers, we have raised the importance of high quality public realm and green space. Our report *Public Realm Vision for Victoria* published in January 2015 was commissioned by us and generated by urban design company, Publica. They studied the local area identifying 12 overarching principles designed to ensure future upgrades to the public realm are both coherent and people-oriented. Our BID partners are signing up to these principles to ensure the physical landscape in Victoria becomes more accessible and pleasant for everyone using the area.

Air quality has moved up the political and policy agenda in London. We have taken a lead on this through one-to-one meetings with businesses to raise the profile of air quality and have produced *The Little Guide To Better Air Quality* a practical guide for businesses.



WESTMINSTER CATHEDRAL PIAZZA

OUTPUTS / ROI

The Victoria BID has taken a lead role in enhancing Westminster Cathedral Piazza. Daytime cleaning, falconry and provision of tables and chairs have helped boost the value of this priceless piece of public realm for local residents, workers and tourists.

- The BID provides, and our teams manage, the removable tables and chairs in Westminster Cathedral Piazza.
- 77 visits a year from our falconer with a Harris Hawk to deter pigeons from the Westminster Cathedral Piazza.

COST

£52,106

ENHANCING THE VICTORIA BID 110-ACRE FOOTPRINT

OUTPUTS/ROI

Area-wide cleaning each weekday and night helps ensure the area looks even better when passersby return the next day.

- 9,477 hours covered by our dedicated cleaning teams work from Monday to Friday between 6.30am and 7.30pm and pick up litter across the BID.*
- 4,459 hours a year between 10pm and 6am our night team removes chewing gum and general grime from Victoria's pavements.*
- 6 cleaning team members provided with branded clothing.**

COST

£171,306

*Annual leave/sick days not included, **branding and ***VPT falconry costs included in WCP costing.

GREENING IMPROVEMENTS

OUTPUTS/ROI

The Victoria BID and Defra supported research by the University of York and London Metropolitan University between 2012 and 2014. Emerging and interim pre-cleared findings suggest that over 85 % of those interviewed in Victoria in 2014 felt that it was important to have green spaces nearby.

- The innovative John Lewis Rain Garden installed covering 75 square metres.
- £15,000 contribution to the Wellington Barracks Memorial Garden.
- Contribution to Trees and Design Action Group's latest report, *Trees in the Hard Landscape*.

- 1 local tree ID walk delivered with WCC's tree officer.
- 1 gardening event with residents and workers saying how they want planters at Buckingham Gate enhanced.
- 1 environment map updated and re-published online.

- The Diamond Garden replanted.
- Bridge Place ivy screen maintained.
- 2 'Green Sky Thinking' events held.
- May 2014 first thermograph of The Rubens at the Palace Hotel living wall. The results show a cooling of around 10°C to the areas covered by the living wall.
- 4 Clean and Green Steering Group meetings held.
- A five-month long bat monitoring project and report delivered in partnership with the Bat Conservation Trust and Natural England.

COST

£79,922



1



2



3



4



5

IN PICTURES

1. Ebury Square Gardens is one of many green spaces listed and promoted on our Environment Maps.
2. Dedicated day and night cleaning teams make sure Victoria is looking good.
3. Regular visits by a Harris Hawk deter pigeons from roosting at key problem areas.
4. Our *Public Realm Vision for Victoria* report examines and sets out principles for improving the streets and open spaces of Victoria.
5. The Diamond Garden at The Queen's Gallery, Buckingham Palace has been replanted – ready for Summer.

PUBLIC REALM

OUTPUTS/ROI

Public Realm Vision for Victoria, generated for us by specialist consultants Publica, is a framework to inform future projects. It comprises a set of 12 overarching principles that developers can sign up to, to ensure that developments are coherent and people-oriented.

- Public Realm Workshop held in June 2014.
- Public Realm Summit held in December 2014.
- *Public Realm Vision for Victoria* report published in January 2015 following an in-depth research project by Publica, the London based public realm and urban design company.
- The Strategic Developer Group met twice.
- Air Quality booklet produced and distributed.

COST

£87,757

ENVIRONMENTAL AMBASSADOR

Barry Cast, our Environmental Ambassador, walks the BID every weekday, noting and reporting issues such as graffiti, illegal advertising and damaged street furniture to Westminster City Council and TfL.

OUTPUTS/ROI

For the period of April 1st 2014 to March 31st 2015

- 2488 issues reported.
- 96.5% issues resolved

COST

£36,000

BEEKEEPING

OUTPUTS/ROI

Promoting beekeeping across the Victoria BID as part of a drive to counter the decline in the UK bee population.

- 30 volunteers supported the Bee Collective in Eccleston Place providing 30 hours of voluntary support. The Bee Collective processes honey and promotes habitats for honey bees and wild pollinators across London.

COST

£345

“With a falling national bee population, the bees in Victoria play a key role in showing that London is a healthy, liveable city.”

Ruth Duston, Chief Executive Victoria BID

“In Victoria there are over a dozen experienced beekeepers who have all been on an intense training course that focuses on the theory and practical training of urban beekeepers, successfully managing the hives for nearly two years.”

David Beaumont Operations Manager, Victoria BID

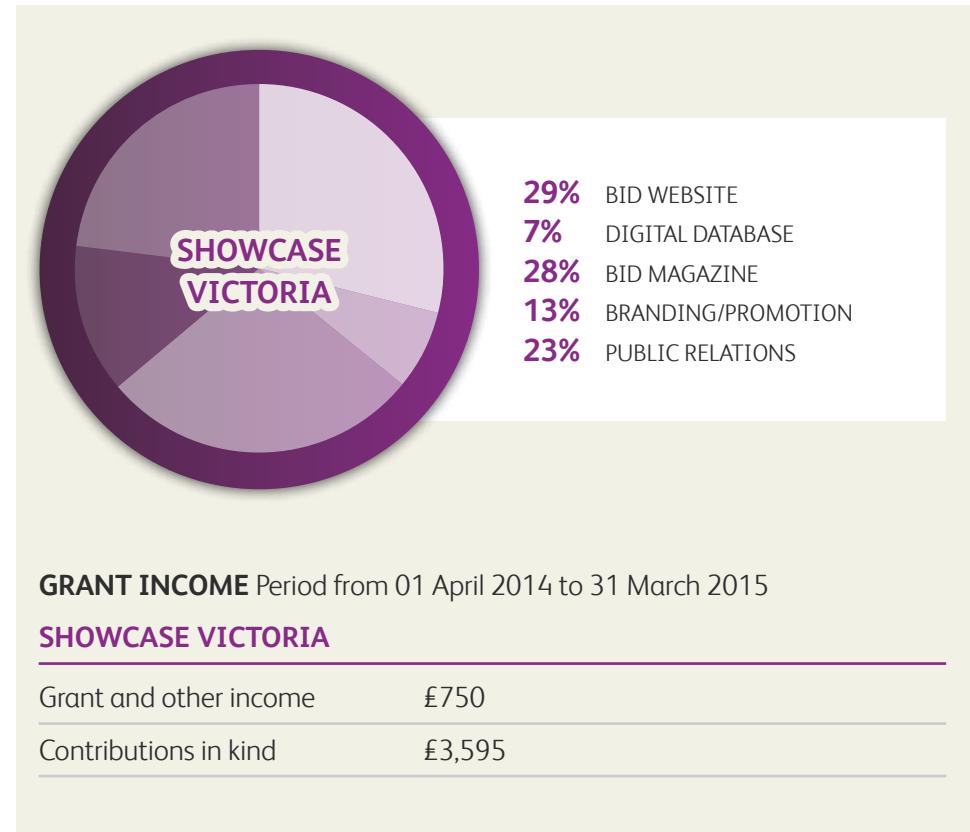
VICTORIA BID BEEKEEPING IN ACTION

We had 13 positive pieces of media coverage in May 2014 for our expertise on urban beekeeping, following a swarm of bees arriving in Victoria Street. The colony was safely moved to the hives on top of Westminster Cathedral’s roof by a team including Victoria BID-trained beekeepers and covered online in *The Telegraph*, *The Independent*, *The Guardian*, *Daily Mail*, *Daily Express*, *ITV News* and *BBC Newsbeat*.

Showcase Victoria

As the local voice of business, the Victoria BID markets and promotes Victoria as a destination. We want to attract workers and visitors to explore the area and to increase dwell time to support the local economy.

We generate a range of marketing tools and work on joint promotions and events with our business partners. Over the past year we have focused on developing our online, digital and print communication channels and capabilities to support our partners.



DESIGN & DEVELOPMENT**VICTORIA BID WEBSITE****OUTPUTS/ROI**

Developing an accessible and dynamic web portal promoting the Victoria BID brand and showcasing expertise and delivery across all our work programmes.

- New website launched April 2015 at [www.victoriabid.co.uk](http://victoriabid.co.uk)
- The site will feature the interactive Victoria BID Directory of hotels, restaurants, retail, fashion and beauty, health and wellbeing, financial and other services in the area.

COST

£26,891

SOCIAL MEDIA

To grow and establish a robust online and social media presence raising awareness of Victoria with relevant news and development pipelines.

OUTPUTS/ROI

- 1,230 Twitter followers.*
- 480 x Facebook likes.*
- 64,000 people reached through Facebook.*
- 23,700 video views on Vimeo.*
- 157,615 page views on the BID website.
- 35,451 unique visitors on the BID website.

COST

NONE

*Correct at time of going to print

DIGITAL IMAGES & VIDEO DATABASE**OUTPUTS/ROI**

To build up the digital database of photographs, images and video for marketing collateral and online promotion of the Victoria BID.

- 150 unique images added to the image database owned by the Victoria BID. The image gallery is available for partners to use. Seven unique videos produced exceeding the annual target of five and embedded in the new website.

COST

£6,811

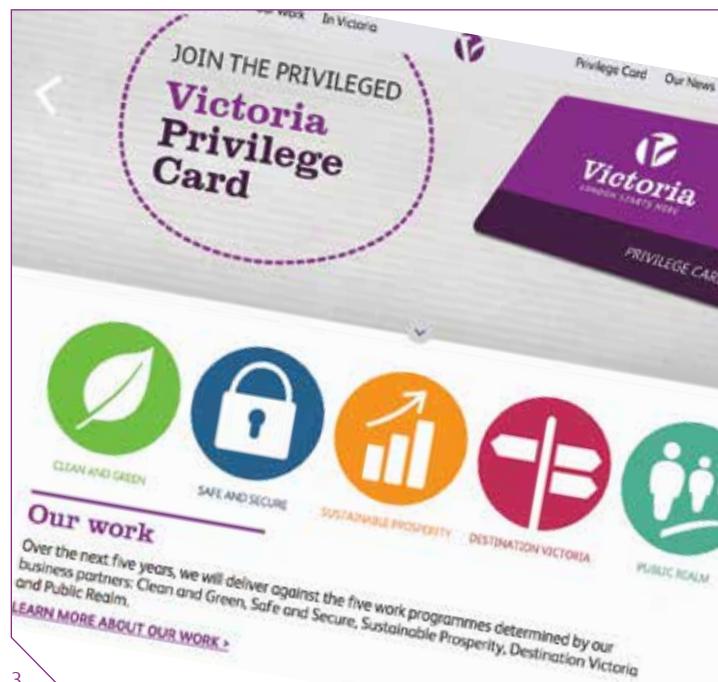
MAGAZINE LAUNCH**OUTPUTS/ROI**

Produced a high-quality seasonal magazine to communicate information and news to and about local businesses, BID projects and community activities to local stakeholders and levy payers.

- Two issues of *Victoria London starts here* produced for Christmas 2014 and Spring 2015 featuring local advertising, news and content.
- Each issue had a 20,000 controlled local distribution. BID members requested 1000 additional copies of the Christmas 2014 issue.

COST

£26,000



IN PICTURES

1. During the festive period, a Christmas tree and lights enhanced the look and feel of Westminster Cathedral Piazza and Victoria Street.
2. 20,000 copies of our seasonal magazine are distributed throughout Victoria.
3. Our brand new website promotes Victoria in an attractive and dynamic way.

BRANDING, PROMOTION & ADVERTISING

Promoted the Victoria BID brand and increased visibility in the area.

OUTPUTS/ROI

- Visitor information kiosk at London Victoria Station rebranded to align with and promote the Victoria BID website for 12 months.
- 2,000 branded Oyster Card holders distributed.
- 500 branded ponchos distributed.
- 500 branded hand fans distributed in the summer.
- 1,000 development brochures distributed.
- 1 branded Telephone Box produced

COST

£11,569

VICTORIA BID PUBLIC RELATIONS 2014/2015

OUTPUTS/ROI

Building media relations with key journalists and commentators to generate local, regional and national multi-channel coverage.

- Positive multi-channel media coverage of a number of issues including our 12 air quality partners being awarded voluntary certification in July 2014.

COST

£20,865

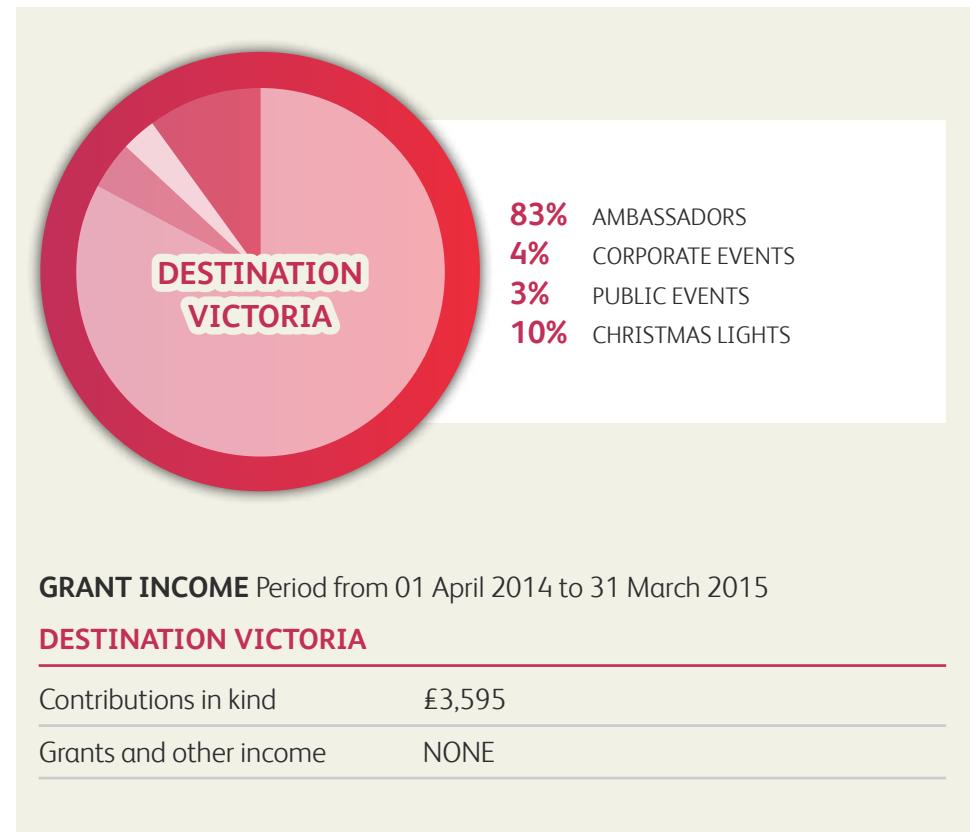
Destination Victoria

Victoria is increasingly a destination of choice that offers experiences for every lifestyle and budget from family-friendly heritage days out to world-class hotels, fine dining and cool clubbing. More than 130 million people pass through Victoria's public transport hubs each year.

We engage with commuters, workers and residents to build support for the changing face of Victoria and to ensure Victoria gets the maximum benefits from this change. Over the past year we have worked with partners to promote Victoria as a visitor, shopping, entertainment, cultural and business destination and as an attractive Central London location in which to invest.

“It’s about creating a wonderful and unique place and space that people want to spend time in.”

Ruth Duston, Chief Executive of Victoria BID



VICTORIA BID AMBASSADOR PROGRAMME

Our multilingual seven-strong team of Ambassadors help visitors, commuters, tourists and Londoners find their way about the immediate area and to London-wide destinations.

OUTPUT/ROI

- 370,687* visitors welcomed to Victoria which works out as an average of 1,000 per every day.
- Seven multilingual Ambassadors work in Victoria seven days a week.
- 974* recorded arranged store visits over the year to share local security information, support businesses and identify issues.
- 2761* ad hoc drop-in store visits where Ambassadors share up-to-date relevant information, discuss ways of supporting businesses and identify issues.

COST

£234,000

*Correct at time of going to print

EVENTS PROGRAMME 2014/2015

Over the past year we hosted 45 days of events. Total attendance across these events is estimated to be 183,047.

- 48 Victoria BID branded deckchairs are situated in Lower Grosvenor Gardens from May to September annually for local workers, residents and visitors to use to enjoy time outdoors.

VICTORIA BID FOOTBALL CUP 2014

OUTPUT/ROI

The objective was to reach out to businesses to engage their staff in competing in teams across the Victoria BID footprint in the build up to last summer's World Cup in Brazil.

- The four-week long five-a-side Victoria Football Cup tournament involved 350 players in 32 teams representing 53 levy-paying organisations.
- The winning team came from the John Lewis Partnership with Wellington Management International Limited in second place and NHS England in third place.
- 164,538 people were reached on Victoria BID social media channels during the tournament.

COST

£3,196

#UNEGBSPECTED PUBLIC ART OUTPUT/ROI

Installed seasonal pop-up public art in the form of a giant Easter egg on the Westminster Cathedral Pizza in Q1.

- 417 passersby entered the event competition on the day to win a prize donated by Hotel Chocolat.
- 7,551 passersby tweeted or shared images on Instagram using hashtag #unegbpected

COST

£3,146

VICTORIA WALKING TOURS 2014

Delivering a Summer programme of themed walks for local employees and residents to enjoy outdoor space in Victoria and raising the profile of the Victoria BID.

OUTPUT/ROI

- 120 people took part in 6 street-photography workshops combined with escorted walking tours of the area in Q1 posting their images on Instagram with a reach of 10,938.

COST

£5,345

IN PICTURES

1. A Summer barbecue on the 8th floor balcony of the Park Plaza Victoria London was the ultimate networking event.
2. A delightful Christmas Craft Market was hosted on Westminster Cathedral Piazza for the very first time.
3. From April to September, the free use of our purple deckchairs in Lower Grosvenor Gardens, is as popular as ever.
4. Our team of friendly Ambassadors help visitors, commuters and tourists find their way around Victoria.



1



3



2



4

SUMMER FITNESS VICTORIA 2014

OUTPUT/ROI

Partnering with local businesses to deliver a programme of free, tailored, physical activity for local workers, residents and visitors as part of health and wellbeing.

- 300 local workers took part in our lunchtime 21-day fitness programme arranged in partnership with Fitness First and Land Securities.
- Choice of 4 lunchtime activities: boot camp; legs, bums & tums; yoga and Zumba® that took place in the Cardinal Place roof garden.

COST

£1,635

SUMMER BBQ NETWORKING VICTORIA 2014

OUTPUT/ROI

Hosting a summer BBQ for the Victoria BID levy-paying business community to network.

- 100 local workers representing 47 levy-paying businesses attended our networking rooftop barbecue event hosted on the 8th floor balcony of The Park Plaza Victoria, London.

COST

£2,372

VICTORIA BID CHRISTMAS CRAFT MARKET 2014

OUTPUT/ROI

Delivering the first Christmas Craft Market on the Westminster Cathedral Piazza.

- Arranged the first ever Christmas Craft Market on the Westminster Cathedral Piazza in November 2014. With 20 stalls, the market attracted over 7000 local workers and visitors.

COST

£4,689

VICTORIA BID CHRISTMAS TREE & FESTIVE LIGHTS

OUTPUT/ROI

Enhancing the Victoria area during the festive season especially the Westminster Cathedral Piazza as a unique part of the public realm in Victoria.

- A 10 metres tall sustainably-sourced UK grown Christmas fir tree plus lights installed on the Westminster Cathedral Piazza over the festive period.
- Festive lights in Victoria BID brand colours were installed on Victoria Street.

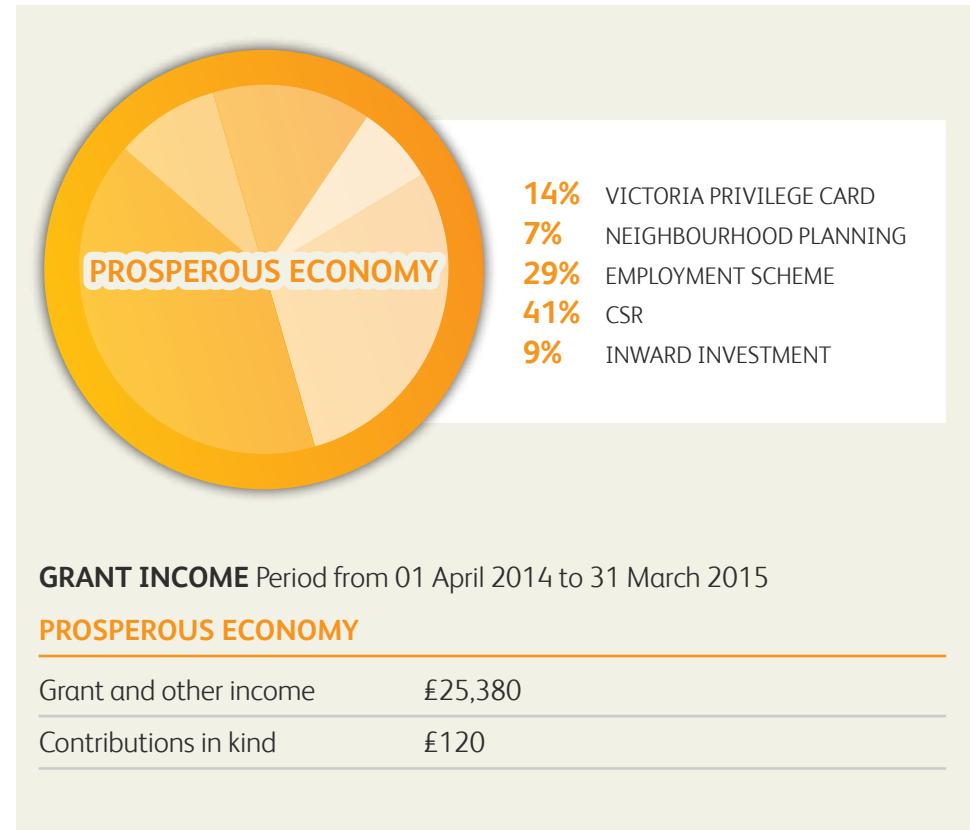
COST

£27,385

Prosperous Economy

The Victoria BID works to establish Victoria as a thriving commercial business hub and to enhance the economic prosperity of Victoria in a sustainable way.

We are addressing the diversity of the retail and leisure offers, our ability to support SMEs, the environmental impacts of change and ensuring the area's existing residential population shares in Victoria's success. Building sustainable growth and prosperity requires coordinated action from all sectors. Over the past year we have worked in partnership with businesses to deliver a prosperous local community over the short, medium and long-term. Key to our work over the past year has been working with our partners to ensure the Victoria BID secured a second term.



PRIVILEGE CARD

OUTPUT/ROI

We work with Victoria businesses to provide a great range of unique and exciting offers on eating, drinking, leisure, shopping, health and wellbeing opportunities in the area available with our free Victoria Privilege Card available for everyone living or working in Victoria, London SW1.

- 5,200 new Privilege Cards in circulation over the last year (approx. 28,000 cards in total)
- 4,400 Privilege Cards activated.
- 12 new businesses joined the scheme.
- 24 e-newsletters circulated.

COST

£16,226

NEIGHBOURHOOD PLANNING

OUTPUT/ROI

Working with WCC the Victoria BID has facilitated the planning of the Victoria Neighbourhood Forum engaging local residents.

- The Victoria Neighbourhood Forum Constitution was developed.
- Dedicated Victoria Neighbourhood Forum website set up and maintained.
- Two drop-in workshop sessions held open to local residents and businesses.
- An application to establish a Neighbourhood Forum was submitted to Westminster City Council.

COST

£8,603

POLICY

OUTPUT/ROI

Responding to local and national policies that have an impact on the Victoria BID.

- The Victoria BID submitted a response to the Airport Commission's Consultation on shortlisted options for a new runway in the South East of England in February 2015.
- The Victoria BID met with the Gatwick Community Engagement Team.
- The Victoria BID responded to 10 further consultations and planning applications that impact the Victoria area over the year.

COST

NONE



1



2



4



3

IN PICTURES

1. We facilitated the planning of the Victoria Neighbourhood Forum by engaging local residents.
2. Over 28,000 local workers and residents currently use their Victoria Privilege Cards to redeem great offers on shopping, leisure, food and drink in the area.
3. Our annual Christmas Gift Drop campaign collects gifts from local people in support of three local charities.
4. SMEs continue to play a key role in the make-up of a changing Victoria.

VICTORIA EMPLOYMENT SCHEME

OUTPUT/ROI

To provide and promote a one-stop recruitment service for Victoria BID business members by matching vacancies with local candidates, primarily in catering and retail.

- Five local businesses signed up to the scheme.
- 34 local individuals secured work through the scheme.
- Three events held to support the scheme bringing providers and candidates together.

COST

£33,941

CORPORATE SOCIAL RESPONSIBILITY

OUTPUT/ROI

To develop a suitable Corporate Social Responsibility (CSR) strategy for the Victoria BID with a focus on working with charity partners in the area who are engaged in the local community.

- 10 meetings held throughout the year and ongoing liaison with local charities.
- Draft CSR strategy produced and circulated to the Prosperous Economy Steering Group for discussion.
- 14 Gift Drop boxes distributed in businesses across Victoria – More than 1,200 gifts collected and donated to local homeless charities (e.g. The Passage, Cardinal Hume Centre).
- A dedicated project worker hosted by the Passage, who primarily focuses on supporting the insecurely housed service users to find a way back into employment or to explore training and educational options..

COST

£48,540

ATTRACTING INWARD INVESTMENT

OUTPUT/ROI

Participating in a targeted international property event promoting Victoria.

OUTPUT/ROI

- As part of a delegation of London BIDS and working with the Westminster Property Association, we showcased Victoria as an international investment destination at MIPIM 2015.

COST

£11,171

Profit and Loss Account

For the Year ended 31 March 2015

	BID Levy £	Voluntary £	Total 2014/15 £	Comparative BID Levy £	Comparative Voluntary £	Comparative Total 2013/14 £
TURNOVER						
BID Levy	1,793,842	–	1,793,842	1,516,970	–	1,516,970
Voluntary contribution and other income	–	189,503	189,504	–	142,998	142,998
	1,793,842	189,503	1,983,345	1,516,970	142,998	1,659,968
COST OF SALES						
Safe and Secure	167,039	22,724	189,763	160,533	15,447	175,981
Clean and Green	372,032	40,000	412,032	277,416	7,534	284,950
Showcase Victoria	183,790	750	184,540	149,363	7,500	156,863
Destination Victoria	278,398	–	278,398	285,872	750	286,622
Prosperous Economy	249,213	25,380	274,593	140,112	35,056	175,167
	1,250,471	88,854	1,339,325	1,013,296	66,287	1,079,583
GROSS PROFIT	543,371	100,649	644,020	503,674	76,711	580,385
ADMINISTRATIVE EXPENSES						
Core Salaries	82,074	100,000	182,074	99,736	75,000	174,736
Rates	18,562	–	18,562	15,840	–	15,840
Water and Electricity	4,127	–	4,127	5,222	–	5,222
Printing	2,715	–	2,715	1,187	–	1,187
Postage and Carriage	7,669	–	7,669	6,947	–	6,947
Telephone	3,657	–	3,657	3,793	–	3,793
Office Stationery	2,494	–	2,494	1,249	–	1,249
Repairs and Maintenance	577	–	577	608	–	608
Legal and Professional Fees	4,915	–	4,915	1,113	–	1,113
Audit Fees	5,000	–	5,000	4,800	–	4,800
Office Consumables	6,430	–	6,430	4,877	–	4,877

ADMINISTRATIVE EXPENSES (CONTINUED)	£	£	£	£	£	£
Cleaning	6,637	–	6,637	6,223	–	6,223
Bank Charges	396	–	396	364	–	364
Insurance	5,304	–	5,304	4,495	–	4,495
Subscriptions	–	–	–	594	–	594
IT Running Costs	13,412	–	13,412	13,063	–	13,063
Public Realm Development Costs	27,385	–	27,385	19,982	–	19,982
BID Renewal	51,384	–	51,384	–	–	–
BID development Costs	26,035	649	26,685	19,958	1,410	21,368
BID Levy Collection Fee	30,144	–	30,144	28,905	–	28,905
Depreciation	31,232	–	31,232	30,238	–	30,238
Taxation	119	–	119.40	60	–	60
	330,269	100,649	430,918	269,251	76,410	345,661
Surplus brought forward			340,008			105,396
Profit/(Loss) for the year			213,103			234,612
Surplus carried forward			553,111			340,008

Victoria 2020

This has been a momentous year for the Victoria Business Improvement District. Our high point was in February 2015 when you - our levy paying business partners - voted for the renewal of the BID for a second five-year term with a resounding 62% turnout and 85% yes vote.

For businesses in Victoria the next five years will be about managing growth at the centre of London as a global city. London is expected to continue to outpace European rivals including Paris and Frankfurt, with investments in infrastructure from the private and public sector expected to further boost growth.

In February 2015 the estimated London population reached 8.6 million people, the same as the last peak in 1939. The city's population is expected to grow to 10 million by 2030 and there are projections that it will reach 11.3 million by 2050. As a major transport and business hub the Victoria BID is a gateway to London and a vibrant commercial and historic destination with proximity to the centre of government. Increased footfall will give rise to opportunities to provide more services, products and facilities to businesses in Victoria.

We look forward to key milestones such as the completion of the 727,000 square feet first phase of Nova Victoria, comprising 480,300 square feet offices, 79,900 square feet retail and 170 luxury modern apartments in three landmark buildings. Plus London Underground's £700 million Victoria Station Upgrade which will be completed in 2018.

As we embark on our second term we have adjusted our activities to reflect the priorities you highlighted to us in the Victoria BID Perception Survey which were; more green spaces to enjoy, more targeted events in the area, more public art, continuation of the additional street cleaning programme, more visible policing and more corporate investment in local communities.

Via our new website we will demonstrate how the estimated £8 million that you are investing will improve and enhance the Victoria BID over the next five years delivering five work programmes: Clean and Green, Safe and Secure, Sustainable Prosperity, Destination Victoria and our newest, Public Realm. The Victoria BID has a unique role to play in providing a platform that brings together businesses with cross-sector influencers to create a voice in shaping a strong, vibrant Victoria. We look forward to working with you over the next five years.

Board Members

The Board

Tom Foulkes (Chairman)	Victoria BID
Ruth Duston (Chief Executive)	Victoria BID
Claudia Binkert (Vice-chair)	EDF Trading
Nigel Hughes (Vice-chair)	Grosvenor
Gary Merrick	John Lewis Partnership
David Morgan-Hewitt	The Goring Hotel
Lady Lucy French	St James Theatre
Benjamin Ridgwell	Land Securities
Caroline Brogan	Victoria Palace Theatre
Robert Flinter	Park Plaza Victoria London
Lorrie Dannecker	Telegraph Media Group

Board Observers

Steve Carr	Westminster City Council
Joelle Bailey	Network Rail
Fr Alexander Master	Westminster Cathedral
CI Sean McDermid	Metropolitan Police
Insp. Andrew Kermack	British Transport Police
Mick Clarke	The Passage





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