

Victoria Business  
Improvement District

# Perception Analysis 2019



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# Introduction

The Victoria BID was established as a formalised Business Improvement District (BID) following the successful initial ballot in October 2009. Since then, Victoria BID has had a pivotal role in facilitating improvements for the area, over the last 10 years. The BID is now moving towards a renewal ballot for a third term, which will run from April 2020 to March 2025.

The Victoria BID conducted a Business Consultation Survey in order to obtain a credible assessment of the business community's perception of the area and the BID's contribution. The recommendations from the survey will be used by the BID as a baseline that shapes the formal Business Plan setting out the agenda for the next 5 years. All businesses eligible to vote will be invited to vote on this document.

More than 280 businesses were invited to complete the survey. The stakeholders approached were the most senior personnel in the businesses and included Facilities Managers, Chief Financial Officers, Managing Directors, Chief Executive Officers and Office Managers.





## Background and Rationale

The Business Consultation Survey was carried out over a 6 week period, from 29th April 2019 until 7th June 2019. The document was circulated both in hard copy format and electronically to the business community who will be invited to vote in the ballot in early 2020.

The survey consisted of a range of questions, which were carefully selected in order to formulate an overview of the requirements for the area. The questions were limited in their content, however detailed enough to attain a meaningful insight into the business community's outlook of the area. The questions were designed to establish the opportunities available for improvement.

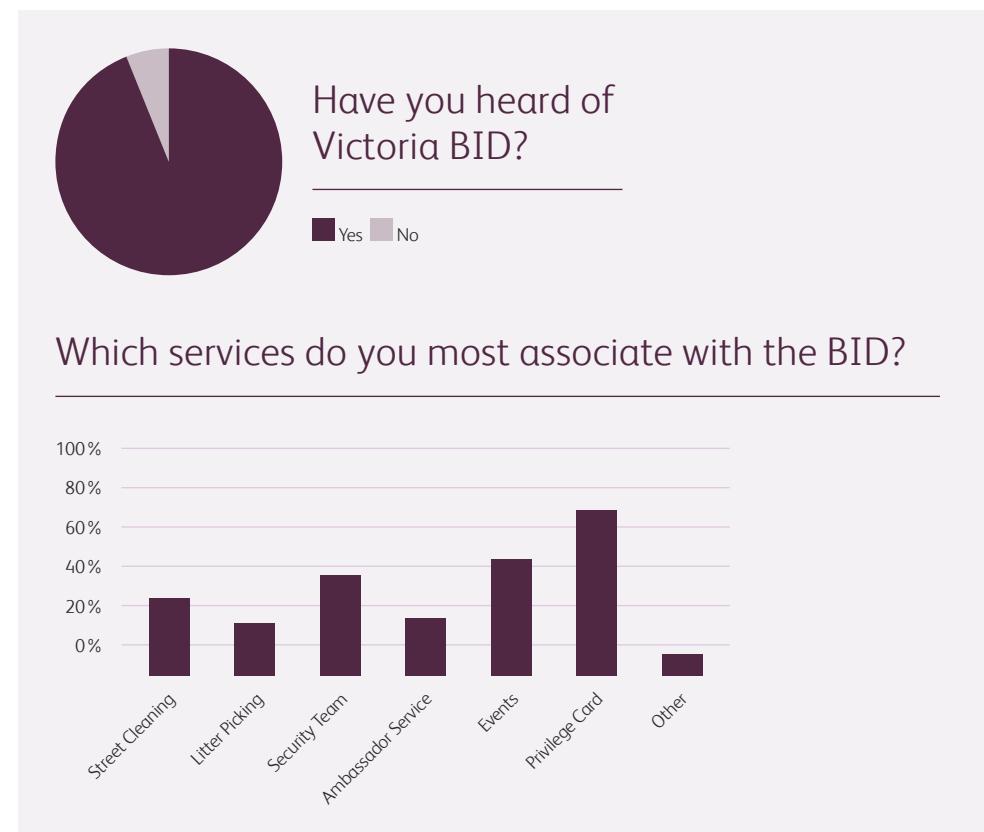
The survey was circulated to over 280 businesses. We received 178 responses, providing a response rate of 63 %, which was higher than the target of 50 %; this is considered a significantly good return rate. The average completion rate for the survey was 97 %.

## Key Findings

In this section, we will present an overview of the responses for the questions posed. For each segment of the survey, key findings and analysis will be provided, along with a visual of a chart/graph to portray the results.

The vast majority of the participants, 94 %, had previously heard of the BID, which demonstrates that Victoria BID is seen as an established and well-known entity.

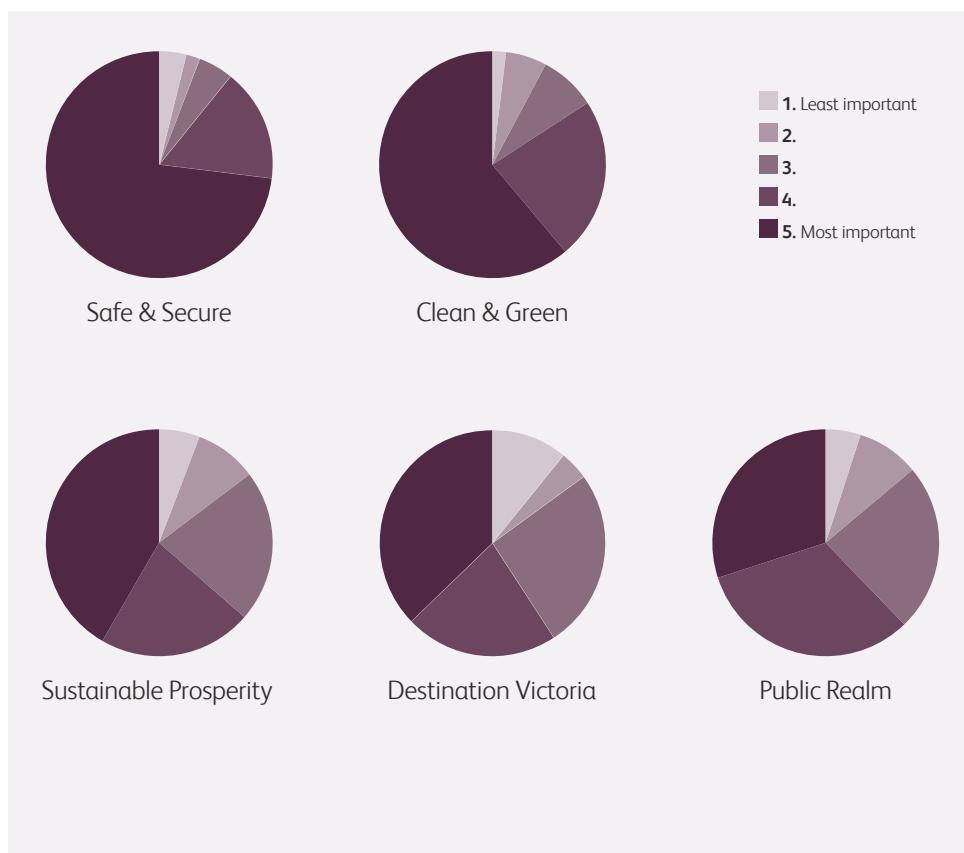
The respondents were asked what services do they most associate with the BID. The leading answers included the Privilege Card with 81.5 %, followed by Events (58.4 %) and the Security Team (50.6 %).



# Strategic Key Themes

There are 5 strategic key themes that the BID delivers upon, these are: Safe and Secure, Clean and Green, Sustainable Prosperity, Destination Victoria and Public Realm. The respondents were asked to evaluate how important the strategic key themes are to them and their businesses.

The Safe and Secure theme appeared to be the most important key theme to the business community, with 72.7 % giving it a number 5 on the scale. It was closely followed by the Clean and Green theme, which had 61.4 %. In third place was the Sustainable Prosperity theme, which received 42.1 %.



# Clean & Green

The Clean & Green strategic theme manages and maintains the cleanliness of the Victoria area, whilst also working on developing and making the best use of green spaces.

Over 99 % of the participants believed that litter picking was very or somewhat important to their businesses. This was followed by deep cleaning of the area, with 98.3 % stating that is very or somewhat important.



## Public Realm

Victoria BID is a major participant in the future development of the area and in facilitating effective public realm projects, such as, creating a public realm vision for Victoria and the air quality pledge.

The respondents of the survey found that the services provided by the Public Realm theme were of high importance. For example, 97% of local employees stated that the improvement of green spaces is either very or somewhat important. Furthermore, 96% also said that Air Quality Schemes were very or somewhat important.



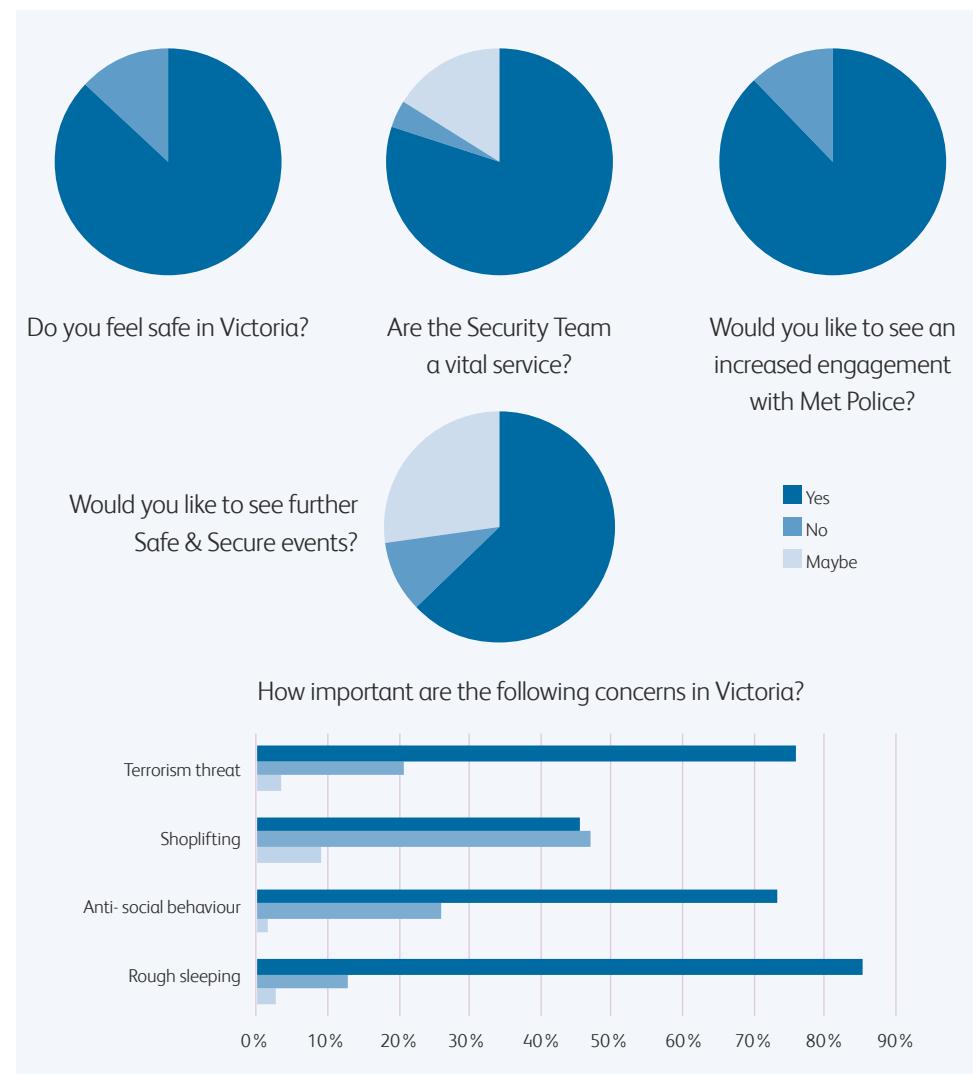
## Safe & Secure

The Safe & Secure theme has been given a high priority by the business community. Although the majority of respondents (87%) stated that they do feel safe in Victoria, the feedback stated that many local employees still feel that there are security issues present in the area.

The participants of the survey clearly highlighted that the most significant security concerns for the area are rough sleeping (85.4%), terrorism threats (75.8%), and anti-social behaviour (73.5%). These highly rated responses indicate that the business community believes there needs to be more put in place to tackle these concerns, as it provides a negative perception of area. However, the majority of the respondents (80.3%)

did agree that the Victoria BID Security Team are a vital service, which manages and handles such security issues effectively.

The respondents of the survey stated that they would like to see further Safe & Secure events (62.9%), which include counter terrorism training and business continuity sessions. Whilst a further 87.6% would like to see increased engagement with the Met Police.

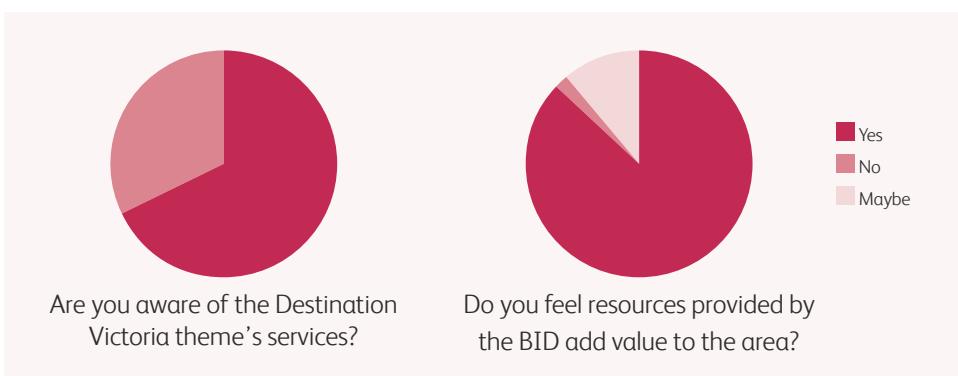


# Destination Victoria

Destination Victoria is a key theme for the BID. By using the historical and cultural aspects of the area, the BID ensures that Victoria is a destination of choice.

Under the Destination Victoria theme, the Victoria BID provides many services. The majority of the participants (68.2%) stated that they are aware of these services, including the newsletter, website, on-street events, and festive events (such as the Christmas lights). These services also received high ratings in the order of importance, with 97% agreeing that through these resources, the Victoria BID adds value to the area for the business community.

In addition to the services mentioned above, the BID provides the Ambassador programme across the footprint. Our Ambassadors provide a welcoming information service to those visiting Victoria and also report on various issues in the area, ranging from environmental to security. In the last year, the Ambassadors had a 95% completion rate on issues reported to Westminster City Council and Transport for London.

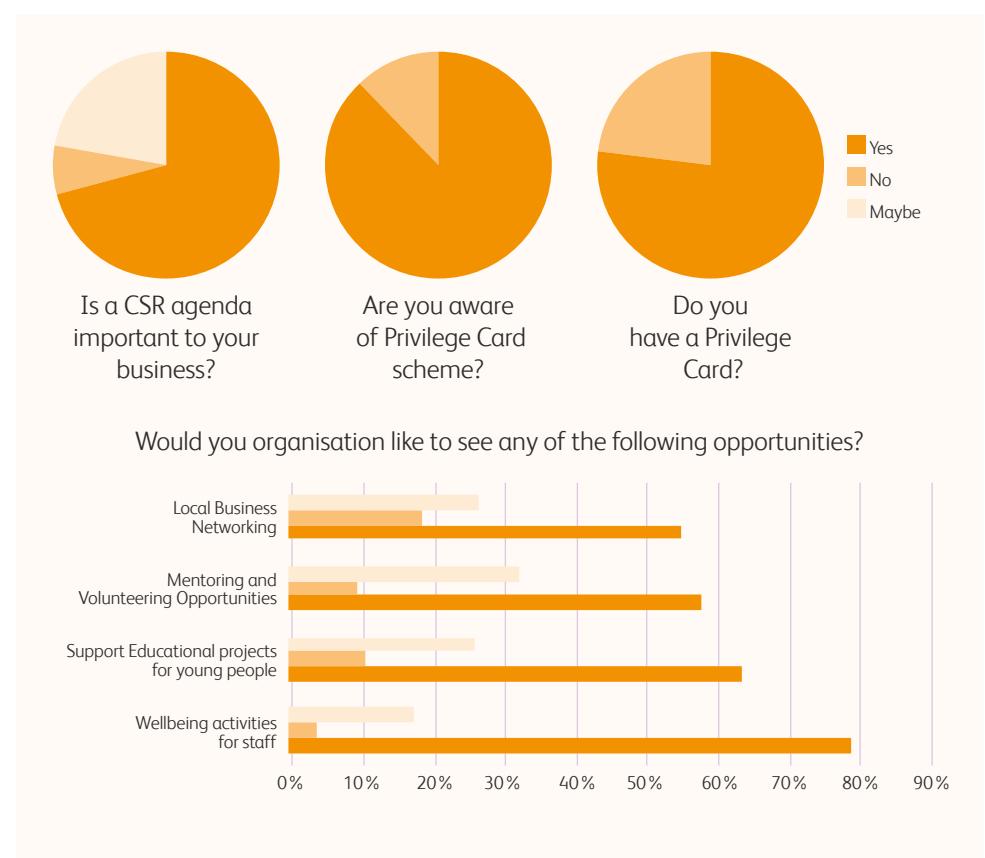


# Sustainable Prosperity

Through the Sustainable Prosperity theme, the BID supports various Corporate Social Responsibility (CSR) projects in order to support local businesses and the local community. 71% of local employees who participated in the survey, stated that a CSR agenda is

important to their business. The respondents were asked whether their organisation would like to see more of the opportunities that the Sustainable Prosperity theme offers, including mentoring, volunteering and networking opportunities. The leading answers demonstrated that the local business community were keen on further Wellbeing Activities for staff (79.1%), and to see support for Educational Projects for young people (63.4%).

The Victoria BID Privilege Card scheme provides discounts and offers across the footprint, covering many categories including retail and restaurants. The Privilege Card scheme has proven to be a success with the business community, which can be evident through 88.2% of the survey participants being aware of the scheme, whilst a further 79.6% possess a Privilege Card.

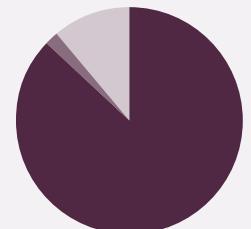




## Victoria BID Renewal Ballot

The majority of stakeholders, 88 %, were strongly in favour of Victoria BID continuing for a further 5 year term. This shows that throughout the 10 years since the BID was first established, it has successfully provided a range of benefits and enhancements to the area. The third term renewal will allow the BID to continue their work, and ensure that these improvements and opportunities are still available for the business community.

Would you be in favour of the BID continuing for a third term?



- Yes
- No
- Maybe

## Conclusions

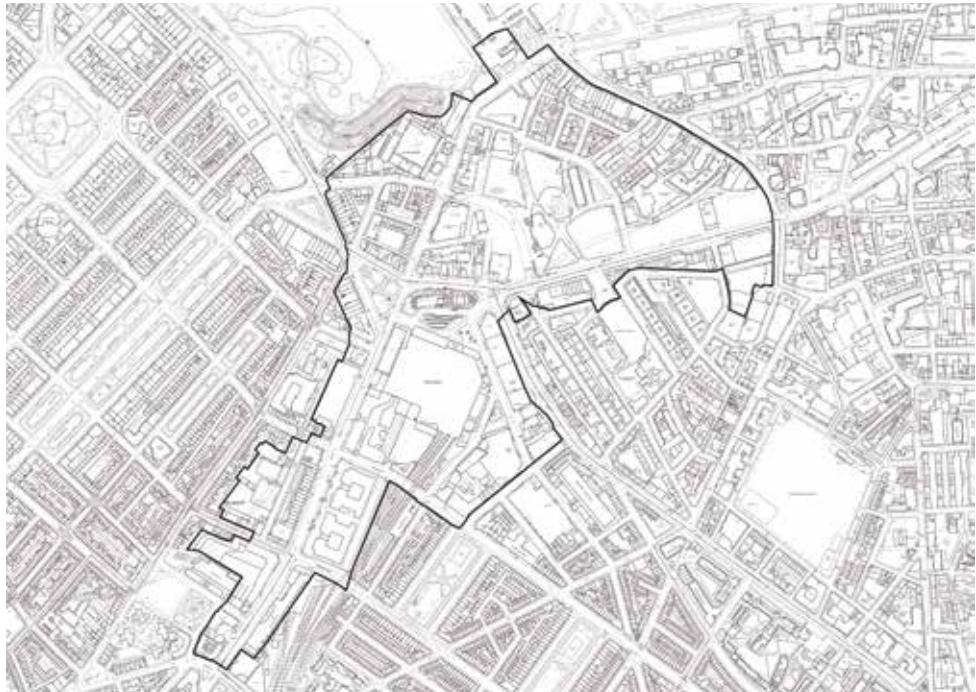
1. The majority of the participants are fully aware of the existence of the BID and of the services that it provides.
2. Local stakeholders are in favour of Victoria BID continuing for a further 5 year term.
3. Safety and Security was highlighted as important to the business community, with the majority stating that the Victoria BID Security Team were a vital service. The BID believes that a safe and secure environment enables businesses to flourish.
4. The participants of the survey believe that through services such as, the newsletter and on-street events, the BID adds value to the area for the business community.
5. Rough sleeping and anti-social behaviour are issues that need addressing and support.
6. Wellbeing activities for staff and deep cleaning of the streets are of priority to the local business community.

## Summary of Renewal Proposal

Within the past ten years we have seen the biggest transformation in the area since the Victorian era. The BID has been successful in delivering services which are widely recognised by the business community and needs to continue this momentum to drive further the evolution of Victoria.

The next five years will be of key importance for the BID as we will continue to be a key voice in the area, pushing boundaries and spearheading major projects such as Christchurch Gardens and the redevelopment of Victoria Station. It is also critical that the BID is persistent in its work with partners to find a sustainable, compassionate, long-term solution to rough sleeping. The BID is uniquely placed as a custodian of the area and can take a leading role in attracting investors, shaping both the physical and social landscape of the area, helping Victoria reach its full potential.

## BID Footprint



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