



**Victoria**  
LONDON STARTS HERE

# 2021/22, 2022/23

Overview of Projects, Income & Expenditure



1. Celebrating Everyday King's and Queen's hoarding outside Westminster Cathedral

- 2. Victoria Station
- 3. Cardinal Place



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# The Victoria Business Improvement District (BID)

The Victoria Business Improvement District (BID) was established in April 2010, to help support local partners through curating and delivering projects and programmes which support the economic development of the area.

In partnership with our stakeholders we've worked hard to restore our vibrant district after the effects of the Coronavirus pandemic, which began at the start of our third term.

This billing leaflet summarises what has been achieved by the BID from April 2021 to March 2022, and sets out planned activity till March 2023.

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# Achievements 2021/22 and Plans for 2022/23

Over the past 12 months we have undertaken a large amount of activity in each of our four strategic themes. The next few pages highlight our achievements in each area and explain how we anticipate to give continuity to our services and projects in the coming year.



1. Victoria Patrol Team

# Security & Business Resilience

The Security & Business Resilience theme aims to keep the local community safe and secure, to ensure those who live, work and visit here feel confident when in the area. The BID also aims to enhance resilience within the business district through collaboration with key partners such as the Centre for the Protection of National Infrastructure (CPNI), Metropolitan Police (MPS), British Transport Police (BTP), Westminster City Council (WCC) and local charities.

- The Victoria Security Team, which comprises 2 security offices, patrol the BID footprint from 6:30am to 11:30pm Monday to Sunday. The team respond to low level crime and anti-social behaviour (ASB) locally and are equipped with body-worn cameras and radios to fulfil their duties.
- The BID, as part of the West End Security Group (WESG), supported the purchase of three Haibike HardSeven E-Bikes to bolster the Metropolitan Police's new 2022 fleet. The bikes will be utilised to lead dynamic policing teams, and to provide officers with swift & efficient means of response.
- More than 120 local businesses and security operatives continued to use the Victoria Radio Link scheme, which consists of a 4G radio network, that serves as an information sharing platform between local businesses, the BID Security and local Police Team.
- Joint operations with MPS, BTP, WCC and Victoria Security Team have been reinstated to tackle ASB and low-level crime in the area.
- The BID continued to provide the Victoria Emergency Notification System (VENS), which was launched in January 2019. The platform is being used to keep Victoria and Westminster's thousands of visitors, commuters and workers informed in the event of a major incident. 258 businesses are currently signed up to the BID's Award-winning platform.
- The BID collaborated with the West End Security Group to respond to the Protect Duty consultation that was launched by the Home Office.
- 3 Counter Terrorism and business continuity briefings took place online this year and have been attended by over 50 business representatives. We will continue to host such awareness and information events for local businesses in the coming year.
- The BID delivered three (3) Tabletop Exercises this year:
  - Two Cyber Griffin with City of London Police - 52 business delegates attended.
  - One with the International Protect & Prepare Security Office relating to the Protect Duty legislation – 70 delegates attended.
- The BID actively supported Protective Security Operations (PSO) with the deployment of the Project Servator Teams, who are trained to detect and deter hostile reconnaissance and criminal activity. There were over 20 deployments during the year.
- The BID supported and promoted MPS campaigns on Knife Crime, Night Time Safety and Domestic Abuse. In addition, the BID delivered 6 Days of Actions raising awareness on Violence Against Women and Girls (VAWG)
- 5,000 StreetSafe leaflets and 6,000 branded Crime Prevention items were handed out to local businesses and members of the public during the BID's crime prevention surgeries in partnership with BTP and the MPS
- The BID, in partnership with The Passage, provide the Community Intervention Team (CIT). The CIT is a dedicated daytime street engagement team who look for, and support, individuals sleeping rough in the area in order for them to find a route off the streets, in close collaboration with local homelessness services.
- We will continue to deliver our projects and services as above to focus on reducing ASB and rough sleeping in the area whilst increasing business resilience locally.

# Public Realm & Greening

This theme explores and delivers strategic improvements, public space enhancements and environmental and sustainability projects. Collaboration with local stakeholders such as the Victoria Westminster, Whitehall and Northbank BIDs, Westminster City Council (WCC), Transport for London (TfL) and the Victoria Neighbourhood Forum is key to informing and strengthening our work.

- We met local stakeholders including local Ward Councillors and members of the King's Scholar's Passage gardening group about developing a public realm project within this link. We managed a tender process and appointed BDP to undertake a concept feasibility study for the project. This activity was initiated by the concept idea in our 'People Wanted' public realm strategy from 2020.
- We continued to support the Future Victoria project along with Westminster City Council, Network Rail, TfL, the Greater London Authority and other stakeholders.
- We responded to WCC's Draft Early Community Engagement Guidance which will inform our future stakeholder engagement activity.
- We continued to work in partnership with Westminster City Council to embed Christchurch Gardens into the socioeconomic and environmental fabric of the area.
- We updated our map of cycle parking in the BID footprint which is accessible online as a downloadable PDF file.
- We held regular Public Realm Steering Group meetings comprising BID members and other stakeholders.
- The footfall and consumer metrics project with Colliers entered its first full year and provided pedestrian movement and other data for selected streets.
- We funded a falconer to tackle pigeon problems within the BID footprint.
- We surveyed BID members on their interest in participating in a suite of sustainability projects aligned to WCC's Climate Emergency Action Plan for Westminster and the Westminster Property Association's Statement of Intent: Delivering a Sustainable City Charter.
- We surveyed businesses on matters related to the Defra-funded Clean Air Villages 4.
- We commissioned Atkins to begin exploring the feasibility of the BID area in supporting an area heating network.
- We liaised with WCC to support tree planting in the BID footprint.
- We placed tables and chairs on Westminster Cathedral Piazza once again to provide additional seating for local residents, workers and visitors wishing to dwell for a while in this historic setting.
- We continued to maintain the parklet outside the Passport Office with Windowflowers. This seating intervention continues to be well used.
- We explored a project to map the green benefits of the BID's green infrastructure using i-Tree to support greening activity in the BID and provide a robust baseline against which future activity can be measured.
- We provided compost and other support to a local, resident-led greening group who tend to four large planters on Buckingham Gate.
- A dedicated cleaner manages Westminster Cathedral Piazza, a vital public realm project for the BID. The team manages the operation of assembling the area daily, putting out tables and chairs. The BID will be purchasing a new electric vehicle for 2022 to assist with additional public realm projects such as "Have a Seat."
- We will continue to represent Victoria's businesses in developing and delivering public realm projects.

# Destination Victoria

The BID's marketing and communications strategy aims to raise the profile of Victoria, hosting activity which engages with local workers and visitors all year round. This year we have hosted virtual and on-street activity and provided support to our members through our established digital platforms.

- We published four issues of our local magazine: Victoria, London Starts Here, with a circulation of 25,000 per issue. The distribution area of the magazine was extended to include the Whitehall BID and the magazine was also available digitally on our website.
- The BID hosted over 100 online events in the past year to engage with the local community and promote the area's local businesses. The South Westminster BIDs worked together to produce the extensive Virtual Event Series. The events have been hugely popular with 5,527 bookings and 24,485 Eventbrite page views.<sup>1</sup>
- Working in partnership with The Northbank, Victoria Westminster and Whitehall BIDs, Victoria BID hosted our Summer campaign 'Celebrating everyday Kings and Queens', which included a bench installation within Nova from July to September 2021.
- Our Christmas activations included working with local partners to host three Christmas chalets in the BID area. A dome was also hosted in Eccleston Yards, which held a variety of Christmas lead activities. To accompany this campaign we created an illustrated map which was handed out to the public, for them to follow the trail that led into other South Westminster BID areas.
- We installed festive lights on Victoria Street and a Christmas Tree on Westminster Cathedral Piazza.
- We built on our previous year's Christmas activity with an online advent calendar on the BID's website. The calendar was extended across the South Westminster footprint, to include businesses within the Victoria Westminster and Northbank BID footprints and had 31 prizes available to win over 14 days from local businesses. Over 5,300 entries were received through our website.
- We will continue to deliver a host of promotional and cultural events that amplify Victoria as a destination to live, work and play, building on our active engagement with the local business community.

<sup>1</sup>Events running from April 2021 to February 2022



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1. Our Celebrating Kings and Queen's campaign bench in Nova
2. Christmas Dome Workshop in Eccleston Yards

# Inclusive Economy

The Inclusive Economy theme works to ensure everyone in the area benefits from our Corporate Social Responsibility (CSR) programme which we run in partnership with local businesses, stakeholders and charities. The activities highlight local wellbeing initiatives fitting for our local community along with opportunities to sustain the economy in the short, medium and long term.

- At Christmas, the BID created 260 Christmas Gift Hampers that were delivered to local vulnerable elderly residents across South Westminster. The hampers were filled with items that had been purchased from local businesses.
- There are currently over 79,000 Privilege cards in circulation within the SW1 area, with over 200 offers and discount being provided for local shops, leisure, bars and restaurants. Businesses gave both in-person and online offers which helped accommodate card holders that couldn't get into the area due to Covid-19 restrictions or isolation.
- During our annual Christmas Gift Drop campaign, we were able to support three local charities. £300 was raised through an online donation form for Cardinal Hume Centre and we received physical gifts by local businesses for St Vincent's Family Project and The Passage.
- This year, we lobbied on behalf of our business community, at the highest levels, on issues of importance to our members. We also commissioned research on mental health in the workplace and economic analysis along with polling to support our lobbying efforts, within the wider context of South Westminster.
- The Victoria, Victoria Westminster and Whitehall BIDs were headline sponsor for The Passage's Night Under the Stars concert. Through ticket sales, donations and an auction, the Passage raised a total of £125,000 from the concert.
- Wellbeing has continued to be a high priority for the BID and local businesses. We have continued to deliver wellbeing events as part of a virtual event series.
- The BID also ran mental health training courses to give employees the skills to spot the signs of low mental health and support individuals in the workplace.
- We will continue to deliver CSR events and initiatives focusing on Education & Skills, Wellbeing and fundraising.



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# BID Estate Team

The BID Estate team aim to create a cleaner, welcoming area for those who live, work and visit. The team aids with wayfinding in the footprint as well as cleaning services.

- Our dedicated clean team works across the BID area from 7am – 5pm Monday to Friday carrying out additional cleansing duties to keep the area tidy, removing stickers, flushing bins and responding to janitorial requests from businesses in the area. The additional cleansing is a vital part of the BID's operational service and daily duties include maintaining parklets, green spaces and planters to keep the area safe and welcoming.
- In addition to daily duties, a dedicated team deep clean the BID area from April to November. During the pandemic the team managed the maintenance and filling of hand sanitiser stations installed by the BID, offering reassurance to the public as they returned to the area.
- Our multi-lingual team of Ambassadors work 8 hour shifts Monday – Friday and a 6 hour shift on Sundays to help visitors, commuters, tourists and Londoners find their way around the immediate area and to London wide destinations. They have now greeted over 2.5 million visitors<sup>2</sup> and since April 2021 the ambassadors have carried out 368 formal business visits. We will continue to provide this service over the next year.



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1. Christmas Gift hampers were delivered by Victoria BID and Westminster City Council teams
2. Victoria BID Street Ambassadors
3. Over 200 offers can be redeemed locally with a Victoria Privilege Card



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<sup>2</sup> As of February 2021

# Income and Expenditure\*

## 2021/22

\*Correct as at 31 December 2021 and forecast to 31 March 2022

Income	BID Levy £	Voluntary and other income £	Total £
BID Levy collection	2,138,000		2,138,000
Voluntary contribution		150,000	150,000
Other income		30,000	30,000
<b>Total</b>	<b>2,138,000</b>	<b>180,000</b>	<b>2,318,000</b>

### Expenditure

#### Destination Victoria

Marketing strategies	110,000	110,000
Cultural events	165,000	165,000
Promotional activities	143,000	143,000

#### Inclusive Economy

Research and economic improvement	66,000	66,000
Public affairs and research	72,000	72,000
Corporate social responsibility	66,000	66,000
Business networking events	69,000	69,000

#### Public Realm & Greening

Public space enhancements	177,000	177,000
Strategic improvements	151,000	151,000
Environment and sustainability	83,000	83,000

#### Security and Business Resilience

Business continuity & counter terrorism	74,000	74,000
Community liaison outreach project	65,000	65,000
Crime prevention seminars/materials	47,000	47,000
Community safety & anti-social behaviour	304,000	304,000

#### BID Estate Team

On street services	350,000	350,000
Enhanced street cleaning	260,000	260,000

# Anticipated Income and Expenditure 2022/23

Income	BID Levy £	Voluntary and other income £	Total £
BID Levy collection	2,145,000		2,145,000
Voluntary contribution		150,000	150,000
Other income		250,000	250,000
<b>Total</b>	<b>2,145,000</b>	<b>400,000</b>	<b>2,545,000</b>

### Expenditure

#### Destination Victoria

Marketing strategies	117,000	117,000
Cultural events	176,000	176,000
Promotional activities	153,000	153,000

#### Inclusive Economy

Research and economic improvement	64,000	64,000
Public affairs and research	69,000	69,000
Corporate social responsibility	64,000	64,000
Business networking events	67,000	67,000

#### Public Realm & Greening

Public space enhancements	169,000	169,000
Strategic improvements	145,000	145,000
Environment and sustainability	79,000	79,000

#### Security and Business Resilience

Business continuity & counter terrorism	75,000	75,000
Community liaison outreach project	66,000	66,000
Crime prevention seminars/materials	48,000	48,000
Community safety & anti-social behaviour	310,000	310,000

#### BID Estate Team

On street services	317,000	317,000
Enhanced street cleaning	234,000	234,000

# Income and Expenditure\*

## 2021/22

\*Correct as at 31 December 2021 and forecast to 31 March 2022

Expenditure	BID Levy £	Voluntary and other income £	Total £
<b>Public Realm - Future Victoria</b>			
Victoria station project	30,000		30,000
<b>Overhead Costs</b>			
BID team support	137,000		137,000
BID overhead costs	274,000		274,000
Contingency	137,000		137,000
<b>Total Expenditure</b>	<b>2,780,000</b>	<b>-</b>	<b>2,780,000</b>
Surplus /(Deficit)	-642,000	180,000	-462,000
Brought forward from 2020/21			1,220,000
Carried forward to 2022/23			758,000



1. Victoria Street

2. Celebrating Everyday King's and Queen's stairs installation within Cardinal Place

# Anticipated Income and Expenditure 2022/23

Expenditure	BID Levy £	Voluntary and other income £	Total £
<b>Public Realm - Future Victoria</b>			
Victoria station project	250,000		250,000
<b>Overhead Costs</b>			
BID team support	55,000	50,000	105,000
BID overhead costs	136,000	100,000	236,000
Contingency	131,000	-	131,000
<b>Total Expenditure</b>	<b>2,725,000</b>	<b>150,000</b>	<b>2,875,000</b>
Surplus /(Deficit)	-580,000	250,000	-330,000
Brought forward from 2021/22			758,000
Carried forward to 2023/24			428,000





1. Victoria BID Clean Team

2. Interactive Christmas Tree activation within Victoria Station

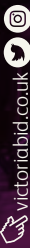


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