



**Victoria**  
LONDON STARTS HERE

London starts here



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VICTORIA BUSINESS IMPROVEMENT DISTRICT

# Annual Report 2021/22



Our 'Everyday Kings and Queens' local heroes



Westminster Cathedral



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A collaboration with University of the Arts London (UAL) to showcase their graduates work in 2021

## Foreword

I have been involved with the Victoria BID since the early days of the Victoria Partnership more than 12 years ago, and there have been many moments of great pride for me and what has been achieved in Victoria.

Arguably though, our collective achievements over the last 12 months stand out as the most rewarding, demonstrating the continued resilience of businesses in this wonderful part of the capital.

London's response to the COVID pandemic, and the recovery that has got going in the last year or so, has been typically determined and resolute, and while we all still face challenges, I am optimistic about the future. The landscape remains somewhat uncertain, and of course we are not back to pre-pandemic levels, but workers are returning to offices, tourists are coming back to the capital and investment is strong. The commencement of Crossrail services earlier this year, and positive overtones from the Government about Crossrail 2, instils more confidence and against this backdrop we must redouble our efforts to push for further investment in major projects.

The capital continues to face headwinds following the pandemic, but also the impacts of Britain's exit from the European Union, the cost-of-living crisis and the climate emergency, and arguably partnership and collective action has never been more important. Not for more than a generation has the capital or its businesses needed more support, and the Victoria BID is proud to be playing its part.

You will see from this Annual Report that our projects and programmes are varied and comprehensive. From the ongoing and vital work of our street teams, ensuring that we provide the best possible welcome to workers and visitors, to our rolling programme of cultural events – our work is tangible and is designed to make a positive impact.

This year we have also seen progress on some of our major strategic projects, including Future Victoria, which was understandably paused at the height of the pandemic. This transformational project is about future proofing Victoria for workers, residents and investors in the long term, ensuring that the area is supported by a modern, 21st century transport hub that meets the needs of travellers and the wider community. The project is still in relatively early days, but we are seeing a commitment from all parties, public and private, to work together to secure a sustainable future for Victoria.

As ever we continue to listen to you, our business community, to ensure our work reflects your priorities. As a BID we can adapt and pivot towards new issues, challenges and opportunities. As we approach the midpoint of our third term, I feel our approach and our delivery is as fresh as ever, thanks to the dedication and creativity of our Executive Team, and the ongoing dialogue and exchange with our levy paying community.

We are eager to keep delivering and continuing with our programmes to support our communities: the workers, the visitors, the investors, the residents – together we are proving we are stronger and more resilient to the change that London continues to experience. I hope you can see from this Annual Report that we are on your side – able to respond to the big issues, as well as delivering the smaller scale, yet no less important, activity that supports your business day to day.

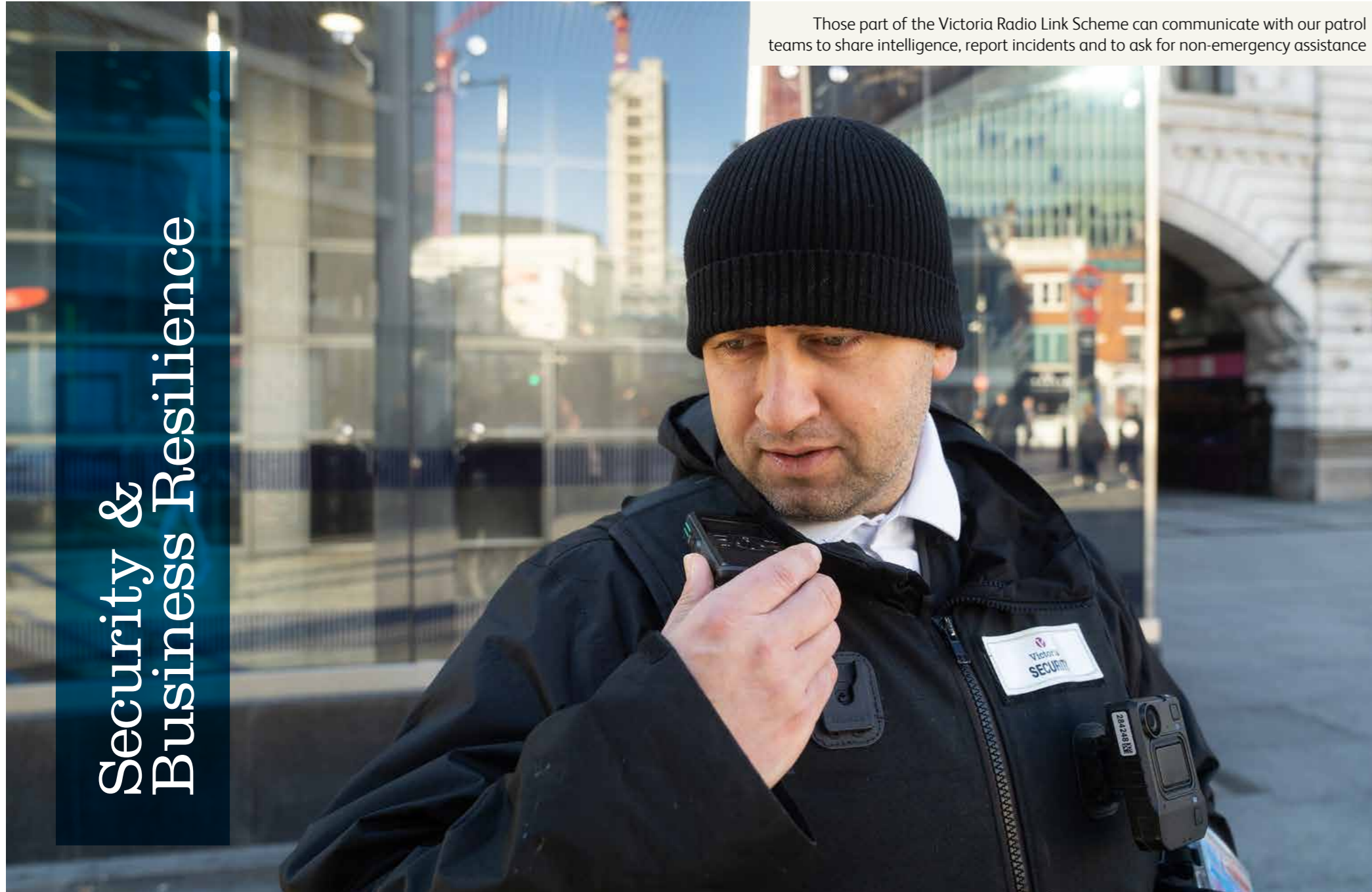
As we look to the future we continue to adapt and evolve to deliver the best for our communities. Our work under the new London HQ banner, with the four South Westminster BIDs working collectively on big cross cutting issues, is vital as the COVID recovery continues and we work to ensure London remains globally competitive.

There is much to be proud of, and this Annual Report is a great opportunity to take stock of our collective achievements, but we do not stand still. I have great hope for the future of this area, this wonderful capital city, and look forward to continuing to work closely with all of you to ensure Victoria realises its full potential.



**Nigel Hughes MBE, Chair**  
Victoria Business Improvement District

# Security & Business Resilience



Those part of the Victoria Radio Link Scheme can communicate with our patrol teams to share intelligence, report incidents and to ask for non-emergency assistance

## Security & Business Resilience



We have continued to work closely with local businesses, charities and partners such as the Greater London Authority (GLA), Metropolitan Police Service (Met Police), Westminster City Council (WCC), Outreach teams, British Transport Police (BTP) and the Centre for the Protection of National Infrastructure (CPNI) to enhance business resilience and tackle anti-social behaviour (ASB) locally.

With rough sleeping, Women's safety and ASB initiatives being a high priority for both our business and residential communities we began an important program of work to promote night-time safety and tackle violence against women and girls, and have been developing a robust night-safety programme. The Victoria Community Intervention Team (CIT), a team of three who work through The Passage, also continue to be supported by the BID to focus on outreach and support services for the local rough sleeping community.

We have also continued to use The Victoria Emergency Notification System (VENS) as a digital resource to keep thousands of visitors, commuters and workers informed in the event of a major incident.

### BUSINESS CONTINUITY & COUNTER TERRORISM (CT)

#### OUTPUTS / ROI

- 6 Counter Terrorism, Cyber Security and business continuity briefings we held virtually this year in partnership with CPNI, NaCTSO, Metropolitan Police and City of London Police.
- Over 110 business representatives have attended counter terrorism, information security, document awareness training and business continuity seminars.
- The BID partnered with the Police Digital Security Centre (PDSC) to promote Cyber Security best practice and advice to the business community during the year.
- Memberships of Community Security and Resilience Network (CSARN), the National Association of Business Crime Partnerships (NABCP) and West End Security Group (WESG) were continued.

COST: £7,206

### COMMUNITY SAFETY AND ANTI-SOCIAL BEHAVIOUR

#### OUTPUTS/ROI

- Each day a team of six security officers, patrol the BID footprint from 6.30am – 11.30pm, equipped with radios and body worn cameras, dealing with low-level crime and ASB.
- Weekly joint operations have been established with Met Police, WCC Inspectors and the Victoria Security Team to tackle ASB in the area.
- The BID Security officers collected intelligence which is passed on to the Metropolitan Police under our Information Sharing Agreement for counter-drug and illegal immigration operations.
- The team engage with the local street population and share information with Westminster City Council and outreach teams to support rough sleepers into care and services.
- Last year the team carried out 31,347 proactive security checks and 6,710 business welfare checks.

- Responded to 402 calls for assistance via the radio network.
- Responded to 104 incidents of anti-social behaviour.
- 102 drug and medical emergencies attended and ambulances called.

**COST: £224,622**

### CRIME PREVENTION SEMINARS AND MATERIALS

#### OUTPUTS/ROI

- The BID continues to support key partners by disseminating crime safety information and campaigns. These may include communications from the Met Police, Westminster Council or Network Rail. The BID also meets with a network of Security Managers to address key issues across the footprint.

- This year we focussed on Night Safety and tackling vulnerability and violence against women and girls through the implementation of a training scheme for businesses.
- The BID supported and promoted MET Police campaigns against Knife Crime and theft.
- We supported the roll out of the “Ask for Angela Campaign” to night-time venues.
- We ran 6 Welfare and Vulnerability Training Sessions, attended by 125 people across the hotel, theatre and licensed premises sector.
- More than 80% of venues participate in the “Ask for Angela Scheme” to ensure females can get support on a night out.

**COST: £7,648**

### EMERGENCY NOTIFICATION PLATFORM

#### OUTPUTS/ROI

- This year we continued to provide the Victoria Emergency Notification System (VENS) to our business community.

- The crisis management tool, which was launched in 2019, is being used to alert businesses in the event of a major incident in the area in near real time.
- 274 users are currently signed up to the platform and 18 broadcast alerts were made during the year.
- During the Autumn months, the platform was used to disseminate information on Extinction Rebellion protests, working in partnership with Westminster City Council, MET Police and West End Security Group.

**COST: £3,771**

### RADIO SYSTEM

- Victoria BID operates a radio system that allows our businesses to communicate with the patrol teams to share timely intelligence, report incidents and to ask for non-emergency assistance.
- The radios are provided free of charge for all members. 92 local businesses are now using the radio system.

**COST: £35,117**

### COMMUNITY INTERVENTION TEAM

#### OUTPUTS/ROI

- The Community Intervention Team (CIT) is a dedicated daytime street engagement team, funded by the BID and run through The Passage, consisting of three experienced outreach workers that cover the BID footprint. The team look for, and support, individuals rough sleeping in the area in order for them to engage with homelessness services and find a route off the street. Those who are bedded down in the area are invited into the Passage Resource Centre to be assessed and to get their basic needs met.
- Over the past year the CIT had over 1,513 encounters with over 304 clients. Individuals had on average 5 interactions meaning they were either taken into accommodation, signposted into other services or started interacting with The Passage.

**COST: £60,000**

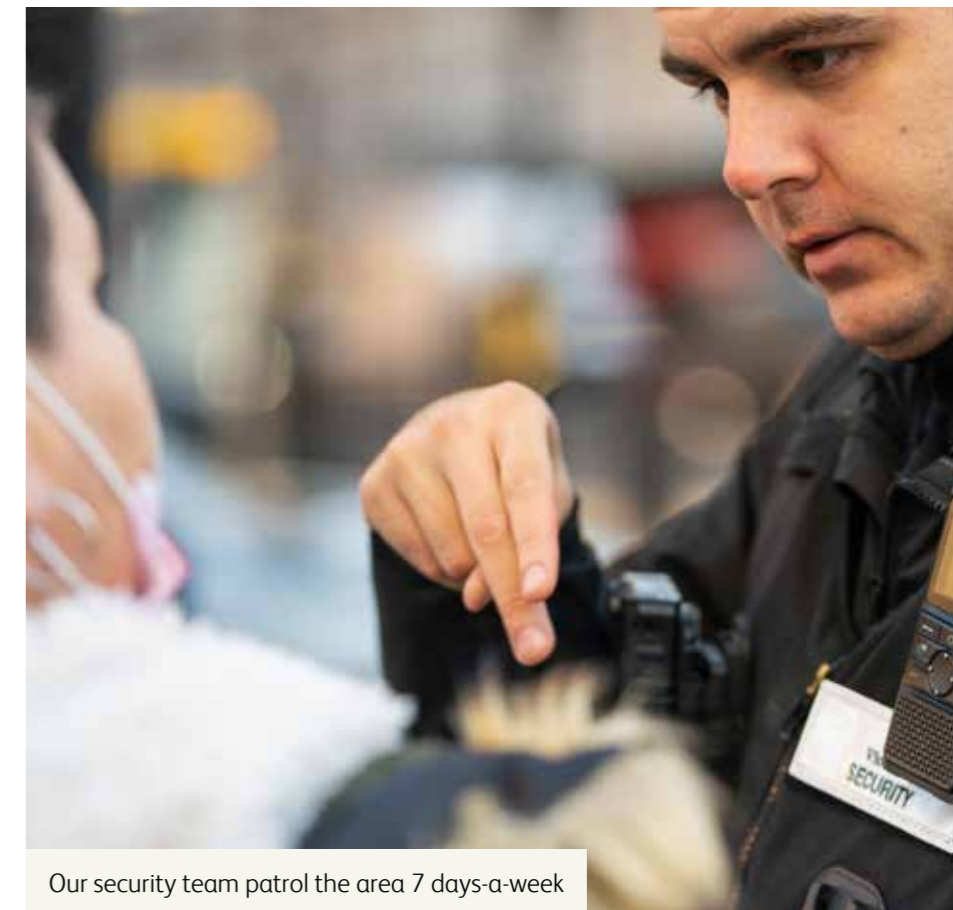
### SUBSTANCE MISUSE WORKER

#### OUTPUTS/ROI

- The BID and CIT recognised that two thirds of homeless people cite drug or alcohol use as a main reason associated with homelessness. The BID liaised with The Passage Resource Centre to introduce a Substance Misuse Worker to support the CIT and the street population in the area facing drug and alcohol addiction problems.
- From December 2021 to April 2022, CIT and a Substance Misuse Worker carried out 17 joint shifts to target rough sleepers in the Victoria area and consequently supported 27 people with complex support needs.

- During the winter period while conducting shifts, the Substance Misuse Worker encountered a growing issue with users across the footprint that coincided with an increase in dealing in the area. Recognising that individuals coming out of emergency accommodation would have a reduced tolerance and would be at an increased risk of overdose, the Substance Misuse Worker developed a breakfast club with Turning Point (the drug treatment provider) to introduce people to treatment. This was set up to be suitable for individuals that were newly engaged, and also, to maintain the engagement and link people into more sustained treatment options. There has been an average attendance of 5-7 people at the club since it was established, with harm reduction and treatment plans created for each individual.

**COST: £12,923**



Our security team patrol the area 7 days-a-week



Christchurch Gardens

Public Realm & Greening

## Public Realm & Greening



Victoria’s public realm is vital to people’s perceptions of the area.

Much improvement has been made, with the redevelopment of Christchurch Gardens and upcoming plans for Kings Scholars’ Passage, and the BID is committed to highlighting further scope for future improvements, to ensure public realm spaces are attractive to those who live, work and visit the area.

### PUBLIC SPACE ENHANCEMENTS

#### CHRISTCHURCH GARDENS

##### OUTPUTS/ROI

- Since it’s reopening in 2020, after extensive landscaping works, Christchurch Gardens has rapidly become a green space beacon for the area. We commissioned ReardonSmith Landscape (the scheme’s lead designer) to review the site’s performance, and also submitted material for another award.
- The scheme has attracted multiple accolades since opening including winning Gold and being joint category winner with WCC for London in Bloom’s 2021 Small Park of the Year Group B category. ReardonSmith Landscape also won an award in the International or UK Communal Landscapes & Gardens category at the Society of Garden Designers Awards 2021.

COST: £1,367

### COVID-19 RECOVERY

##### OUTPUTS/ROI

We continued to deliver a consumer insights project with Colliers, which was set up in 2020. The project generated regular footfall and consumer metrics for several study areas within the BID area enabling us to track how the streets were being used over a full 12 months, thereby helping us to understand COVID-19 impacts on pedestrian movement.

COST: £8,645

### CYCLE PARKING MAP

##### OUTPUTS/ROI

We updated our cycle map with the locations of all public cycle racks and bike hire locations in the area to help existing cyclists, and those taking up the transport mode for the first time, plan their commute to and from Victoria.

COST: £250

**STRATEGIC IMPROVEMENTS**

**THE ARC**

**OUTPUTS/ROI**

- Following a competitive tender process, we allocated funding to a project, that is set to be delivered in the 2022/23 financial year, that will see a Design Team, led by John McAslan + Partners, generate a RIBA Stage 2 Concept Design and other materials for several streets in the area to create an enhanced walking route between Storey’s Gate/ Broad Sanctuary and Cardinal Place/ Victoria Station (and vice versa). This will increase the quantum of safe, healthy, accessible and green walking route options for workers, residents and visitors.
- The project spans the Victoria and Victoria Westminster BIDs and iterative design and community consultation are key features of the project’s approach. Prior to this we undertook extensive scoping activity.

ALLOCATED BUDGET 21/22: £136,995  
TO BE SPENT 22/23

**KING’S SCHOLARS’ PASSAGE**

- We allocated funding for a project that will result in a RIBA Stage 2 Concept Design and other materials being produced for King’s Scholar’s Passage – a back street close to Victoria Station.
- The project, led by BDP, will create designs, informed by community engagement, for a more pleasant and welcoming environment that tackle incidences of anti-social behaviour simultaneously. Implementation will commence in 22/23 subject to funding, planning and other consents.

COST: £7,000

**PEOPLE WANTED WHITEHALL**

- We contributed to the Whitehall BID’s public realm strategy project, to help link activities in this BID area with Victoria, to strengthen the public realm for people as they move across these areas of Westminster. We also allocated funding to this project, which will be delivered in the 2022/23 financial year.

- We also printed further copies of our ‘People Wanted’ 2020 study to generate dialogue around this new and exciting project.

ALLOCATED BUDGET 21/22: £27,025  
TO BE SPENT 22/23

**ENVIRONMENT AND SUSTAINABILITY**

**GREENING IMPROVEMENTS**

**OUTPUTS/ROI**

From maintaining and renewing consents for our first ever parklet, outside the Passport Office, to supporting the upkeep of the planters on Buckingham Gate, improving the areas’ green spaces is a continuing and important part of the BID’s activity benefiting people and wildlife.

COST: £5,398

**PUBLIC REALM STEERING GROUP**

**OUTPUTS/ROI**

This group, comprising BID members and observers, meets quarterly and guides and enhances the BID’s public realm projects from scoping through to delivery and beyond.

COST: £243

**PUBLIC REALM – OTHER**

**OUTPUTS/ROI**

We attended training and briefing sessions on planning and air quality as well as working with specialist advisers for our project appointments.

COST: £3,793



King’s Scholars’ Passage



#LoveVictoria Installation in Victoria Station

# Destination Victoria

## Destination Victoria

Our integrated marketing and communications activities ensure that we engage with the local workforce and attract visitors all year round, showcasing Victoria as a leading destination in London.

The BID also actively markets the area through our established digital platforms such as our website and social media to promote events and activities run by ourselves and local business partners.

This year, the BID has covered a wide range of events including International Women’s Day, a Christmas trail and our ‘Everyday Kings and Queens’ campaign.

### EVENTS PROGRAMME 2021/2022

COST: £159,970

#### VIRTUAL EVENT SERIES

##### OUTPUTS/ROI

- Victoria BID hosted over 100 online events in the past year to engage with the local community and promote the area’s local businesses. The 4 BIDs in the South Westminster area worked together to produce the extensive Virtual Event Series.
- The events were hugely popular with 5,527 bookings and 24,485 Eventbrite page views.

### ‘EVERYDAY KINGS & QUEENS’ CAMPAIGN

##### OUTPUTS/ROI

- Working in partnership with the Northbank, Victoria Westminster and Whitehall BIDs, Victoria BID hosted a summer campaign entitled ‘Everyday Kings and Queens’, which included a bench installation in Nova.
- The campaign was held from 21st June – 20th September and celebrated local heroes who continually supported our community during the pandemic.
- There was a combination of imagery of our local heroes with King and Queen playing cards, providing a colourful and warm welcome to the area.
- The activity included street installations, a GIF photo booth in Victoria Station, and a highlight weekend with garden games, music, and circus-style acts in Lower Grosvenor Gardens and Christchurch Gardens.

### FESTIVE ACTIVITY

##### OUTPUTS/ROI

- We built on our previous year’s Christmas activity with an online advent calendar on the BID’s website. The calendar was extended across South Westminster, 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 hosted a Christmas Winter Chalet Trail from 8th – 12th December which included 9 pop up Chalets and domes in various venues around the Victoria and wider South Westminster footprint.
- This activation included working with local partners to host Christmas Chalets and a dome, in Eccleston Yards, which held a variety of Christmas lead activities for local employees to attend.





- To accompany this campaign, we created an illustrated map to hand to the public, for them to follow the trail that led into other South Westminster BID areas.
- It was a successful event with 1,000 Chalet maps being printed and distributed.
- We also hosted a Christmas PA Showcase, which was an event exclusively for PAs, office managers and bookers to tour local hospitality venues. The event gave attendees the opportunity to hear about local Christmas networking and party packages for 2021.
- Guests invited were able to see a range of spaces on offer and sample festive food and beverages. Those who attended were also offered an early booker incentive.
- We also collaborated with Network Rail and Victoria Place Shopping Centre on an interactive 20ft bespoke advent tree which was in Victoria Station during December. Each day, the tree had a new QR code with an offer for visitors to redeem, which encouraged sales.

**SPRING EVENTS**

**OUTPUTS/ROI**

- For Valentine’s Day we hosted a #LoveVictoria activation in Victoria Station. This included a Valentine’s Day themed frame where participants could personalise notes for loved ones and add them to the frame. Those who inserted a note were also given the chance to win a romantic dinner for 2, at a local restaurant.
- 1,758 accounts were reached on Instagram during this time, with a +3.8% increase in followers.
- For Mother’s Day we hosted a bouquet workshop at St. Andrew’s Youth Club. Attendees were taught how to make their own hand-tied bouquet with Jar & Fern. They learned the art of spiralling, flower preparation, care and wrapping for seasonal bouquets.
- After postponing our Christmas Networking Event, we collaborated with Victoria Westminster, Whitehall, and The Northbank BIDs to host our first networking event since the pandemic.

- The event was well-attended with over 70 guests and an opportunity for the Taj Hotel to showcase their new restaurant, TH@51.

**INTERNATIONAL WOMEN’S DAY**

**OUTPUTS/ROI**

- Our International Women’s Day (IWD) ‘Break the Bias’ panel event was held at Banqueting House on 8th March 2022, in collaboration with Victoria Westminster, Whitehall, and The Northbank BIDs. The event was well attended with over 300 guests.
- Five well-respected businesspeople took part in a wide-ranging panel discussion, which was chaired by Marverine Cole, a multi-award-winning journalist, and broadcaster.
- The panellists included Liz Bingham (ambassador for Diversity and Inclusion), Rico Jacob Chace (activist and speaker on Intersectionality and Trans/Non-Binary Equality), Flavilla Fongang (Entrepreneur and brand strategist), and Vicky Pryce (Chief Economic Adviser at CEBR).

- On the day entertainment included a live performance from Combination Dance. They premiered a specially commissioned dance, ‘Sisterhood’, choreographed by artistic director Anne-Marie Smalldon.
- The event was partnered with Women’s charity, Young Women’s Trust, and a raffle was held which encouraged attendees to make a voluntary donation of £20 or above. Prizes were donated by our local businesses, and over £200 was raised in total.

**FESTIVE LIGHTS**

**OUTPUTS / ROI**

- We installed festive lights on Victoria Street and a Christmas tree on Westminster Cathedral Piazza.

**COST: £32,549**



International Women’s Day Event at Banqueting House



Advent Calendar Christmas Tree in Victoria Station

**ONLINE PROMOTION**

**OUTPUTS/ROI**

- We circulated monthly electronic newsletters to over 3,000 people about events and news in Victoria.
- We worked to enhance our social media presence with a regular programme of engaging updates on local activity over Twitter, Facebook, Instagram and LinkedIn.
- The Victoria BID website and our database was maintained over the year. We also commissioned a website audit at the end of the financial year to help us improve our user experience.
- Total page views were 197,655.
- 84% of website users found the website through referrals and 45% found the website organically or through Google.
- 33,626 visits to the website were new users, which is 83% of all acquisitions.
- Impressions on all platforms – 486,833. 27%+ YoY.

- Engagements on social media platforms was 13,767. 20%+ YoY.
- Total Net Audience Growth was 489.33% YoY.

**COST: £82,033**

**MARKETING MATERIALS AND BRANDING**

**OUTPUTS/ROI**

- We circulated 1,000 Christmas Chalet Maps to the general public across the Christmas period.
- We supported the Ukraine Crisis by creating a map of Victoria to help refugee's entering the area.
- Materials including informative leaflets about the BID, insights and polling were produced during the year and uploaded to our website.

- 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 area and the magazine was also available digitally on our website.
- We appointed Reggie London to create a brand identity for the South Westminster BIDs, to help us align as a collective BID alliance. We launched the joint brand London HQ/London Heritage Quarter in April 2022.

**COST: £53,125**

**PUBLIC RELATIONS AND LOBBYING**

**OUTPUTS/ROI**

- We appointed two communications agencies during the year to provide us with additional PR and media support and worked with them on polling for thought leadership events.

- Memberships of the Central London Alliance and NLA were held to support the post-pandemic recovery of London.
- Research and polling was commissioned during the year and published online to support on thought leadership events and recovery planning.
- We sponsored thought leadership events with Centre for London, The Evening Standard, NLA and Spectator during the year.

**COST: £70,920**



Giant Easter Egg Competition in Eccleston Yards

Inclusive Economy

## Inclusive Economy



This year the Inclusive Economy theme has seen an enhanced focus on Corporate Social Responsibility (CSR) including activities around wellbeing of local staff and education & skills, in partnership with local businesses, charities and schools.

### WELLBEING INITIATIVES AND CSR PRIORITIES

#### OUTPUTS/ROI

- In a joint initiative with Victoria Westminster, Whitehall and Northbank BIDs, we worked with partners on wellbeing workshops as part of our Virtual Events Series.
- We ran a three-part series across Men's Mental Health Week with Rener Wellbeing, exploring topics such as Walking Mindfulness, Physical Activity for Good Mental Health and Tools to Help Improve and Maintain Mental Health.
- We also ran a year's long wellbeing strategy with Rener Wellbeing, which was a mixture of physical workshops such as HIIT and wellbeing workshops.
- We ran workshops during the year with Charlotte Wiseman including 'Making Stress Your Friend'.
- We ran interactive workshops for managers and HR professionals on Equality, Inclusion & Diversity with Inclusion 365.
- We hosted a Wreath Making Workshop with Jar and Fern and AgeUK, for their elderly clients in Westminster.
- Collectively there were 300 Attendees throughout all the BID's wellbeing virtual events.
- During our annual Christmas Gift Drop campaign, we were able to support two local charities. Through an online donation form, we were able to raise £300 for the Cardinal Hume Centre, and we were given physical gifts by local businesses for St Vincent's Family Project.
- At Christmas, the BID was able to contribute to 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.
- Grants were given to 5 local charities to deliver projects within the Victoria area, focused on LGBTQ+ support, Green schemes and Education/Employability, in line with the Steering Group's priorities.
- West End Live made its return in September 2021, after a brief hiatus due to the Coronavirus Pandemic. We supported the two-day event, which takes place in our wider London HQ area, in Trafalgar Square. The event was attended by over 50,000 guests with 40 West End Shows performing over the weekend.

COST: £65,264

#### SUPPORTING LOCAL CHARITIES

- The BIDs sent fresh fruit and vegetable parcels from Fruit4London to Westminster Chapel's Foodbank throughout the year.
- We were headline sponsors for The Passage's Night Under the Stars annual gala concert.
- We supported several charitable events during the year, including the Met Police Christmas Carol concert, The Sword and the Crown Concert and Reception and SouthWestFest.

- We supported The Passage’s BIG GIVE match funding campaign.
- We sponsored the launch of Westminster Wheels, an initiative set up by Westminster City Council.
- We made a contribution to provide essential items to Afghani Refugees, who were being housed locally.

**COST: £39,635**

**VICTORIA WIFI PROJECT**

**OUTPUTS/ROI**

We continued to provide our free Victoria BID WiFi scheme. The WiFi can be accessed on parts of Victoria Street, Terminus Place and Lower Grosvenor Gardens up to Victoria coach station by connecting to \_VictoriaBIDFreeWiFi.

**COST: £7,060**

**EDUCATION AND SKILLS**

**OUTPUT/ROI**

- As part of our Education and Skills CSR programme, The BIDs in South Westminster delivered three Dragon’s Den themed workshops for young people across Westminster.
- We worked with three schools: Christ Church Bentinck CE Primary School, Westminster Academy and St Marylebone Bridge, and we held a competition for the winners to receive gift cards.
- We delivered a four-part Mental Health First Aider training course to 12 of our business members, which qualified participants as MHFA England certified Mental Health First Aiders.
- The BID continues to support the work of Hotel School – an innovative local project to support homeless and vulnerable people by teaching hospitality skills to find sustainable employment, in collaboration with the Passage and local hospitality partners.

- Trapeze Media ran a three-part social media training series for smaller businesses. 36 business members attend the series, with Engagement being the most popular session.
- We worked with Enterprise Nation on the ‘Hello South Westminster’ Programme. Over 160 business members attended over the four-day series, with the most popular event being ‘How to structure a strategy for e-commerce & online marketplaces’.

**COST: £11,634**

**PUBLIC AFFAIRS AND RESEARCH**

- The BID held memberships with BusinessLDN and the BID Foundation to join conversations relating to Business Improvement Districts and other relevant policy.
- The BID commissioned research through King’s College London, Centre for London and Volterra to focus on Mental health in the workplace and economic analysis of the wider London HQ area.

- We sponsored a Women in Business reception at the Conservative Party Conference, creating a high-profile platform for our ongoing work to support equal opportunities in the workplace.

**COST: £45,046**

**PRIVILEGE CARD**

- Our popular Privilege Card scheme has grown with over 81,000 cards now in circulation.
- There are now over 200 offers to be redeemed at local businesses with the card and the ‘Current Offers’ page on our website received over 25,000 page views.

**COST: £15,633**



Dragon’s Den workshop at a local school

## BID Estate Team

Clean streets, inviting public spaces and a welcoming area remain a high priority for businesses in Victoria.

Through collaboration with Westminster City Council (WCC), our BID Estate Team works to ensure this busy part of Central London remains attractive and a place that workers, residents and visitors enjoy spending their time in.

### ENHANCING THE VICTORIA BID 110-ACRE FOOTPRINT

#### OUTPUTS/ROI

- The Victoria Cleaning Team consists of a dedicated day-time cleaning team to enhance the cleanliness of the streets, Monday to Friday between 6.30am and 5.30pm.
- The day-time team provide services such as street-sweeping, litter-picking, sharps-removal, graffiti-removal, and flushing. They also provide a Janitorial Service to the local business community.
- Over the past year, 14,405 street blocks were swept and litter picked with 987 bags of recycled waste and 591 bags of non-recyclable waste collected, 9,228 pieces of graffiti and flyposting were removed and 741 Janitorial Service call-outs were completed.
- A dedicated team work between 3pm and 11pm, Sunday to Thursday, to provide deep cleaning services such as power jet-washing for footway areas, removing ingrained dirt and chewing gum.

- 29,227 sqm of paving was jet washed and 203 bins and 28 phone boxes were washed over the past year.
- The BID will be introducing a new electric flushing vehicle with a plan to commence service in April 2022.

COST: £358,322

### VICTORIA BID AMBASSADOR PROGRAMME

#### OUTPUT/ROI

- Our visible Ambassadors provide a warm visitor welcome and street concierge service, enhancing the Victoria experience and driving footfall into the local economy.
- Over the past year, they interacted with over 54,000 visitors and guided visitors to over 1,100 different venues.
- They also actively engaged with businesses during the year, and carried out 973 business visits and a further 113 business checks, to provide a line of communication with the BID Executive Team.

- The team worked closely with WCC and TfL to identify, record and monitor street cleanliness issues and street faults to maintain clean and safe streets for residents, workers, and visitors to the area. They logged 412 Environmental defects including graffiti and flyposting, street furniture defects, road and pavement issues, defective streetlights, blocked drains and abandoned bicycles.

- Our On-Street Team Manager works across the footprint to ensure our street teams work together effectively.

COST: £161,607

### FALCONRY

#### OUTPUTS/ROI

A falconer visited several sites in the BID area including the Westminster Cathedral Piazza, Upper and Lower Grosvenor Gardens, and Ebury Square Gardens to discourage pigeons from settling.

COST: £7,875

One of our friendly Street Ambassadors



## Profit and Loss Account For the Year ended 31 March 2022

	BID Levy £	Voluntary / Other Income £	Total 2020/21 £	Comparative BID Levy £	Comparative Voluntary £	Comparative Total 2020/21 £
<b>TURNOVER</b>						
BID Levy	2,399,505		2,399,505	2,146,211		2,146,211
Voluntary Contributions and Other Income		167,648	167,648		735,125	735,125
	<b>2,399,505</b>	<b>167,648</b>	<b>2,567,153</b>	<b>2,280,459</b>	<b>481,991</b>	<b>2,881,336</b>
<b>COST OF SALES</b>						
Security & Business Resilience	418,315	8,910	427,225	562,958		562,958
The BID Estate Team	560,617		560,617	316,880		316,880
Public Realm and Greening	100,613	30,057	130,670	140,469	517,805	658,274
Destination Victoria	494,364		494,364	248,197	5,931	254,128
Inclusive Economy	208,725		208,725	93,611		93,611
Covid-19 Recovery	-		-	-	111,152	111,152
	<b>1,782,634</b>	<b>38,967</b>	<b>1,821,601</b>	<b>2,007,008</b>	<b>379,216</b>	<b>1,997,003</b>
<b>GROSS PROFIT</b>	<b>616,871</b>	<b>128,681</b>	<b>745,552</b>	<b>273,451</b>	<b>102,775</b>	<b>884,333</b>
<b>ADMINISTRATIVE EXPENSES</b>						
BID Team Support	60,714	128,508	189,222	81,347	100,000	181,347
Rent and Rates	63,639		63,639	42,797		42,797
Water and Electricity	2,039		2,039	7,024		7,024
Printing	2,281		2,281	3,594		3,594
Postage and Carriage	5,796		5,796	2,185		2,185
Telephone	4,468		4,468	2,604		2,604
Office Stationery	1,122		1,122	783		783
Legal and Professional Fees	27,340		27,340	1,645		1,645
Audit Fees	6,750		6,750	6,500		6,500
Office Consumables	10,861		10,861	4,545		4,545
Cleaning	5,771		5,771	4,813		4,813

<b>ADMINISTRATIVE EXPENSES (CONTINUED)</b>	£	£	£	£	£	£
Bank Charges	783		783	884		884
Insurance	6,128		6,128	8,821		8,821
IT Running Costs	44,849		44,849	42,793		42,793
Repairs and Maintenance	613		613	699		699
BID Statutory Requirements	8,187	173	8,360	4,432	237	4,669
BID Levy Collection Fee	27,189		27,189	27,000		27,000
Taxation	33		33	45		45
Depreciation	13,255		13,255	17,413		17,413
	<b>291,818</b>	<b>128,681</b>	<b>420,499</b>	<b>259,924</b>	<b>100,237</b>	<b>360,161</b>
<b>Surplus brought forward</b>				1,220,232		696,060
<b>Profit/(Loss) for the year</b>				325,053		524,172
<b>Surplus carried forward</b>				1,545,285		1,220,232

## The BID Board

Nigel Hughes (Board Chair)

Victoria, Victoria Westminster and Whitehall  
Business Improvement Districts

Claudia Binkert (Board Vice Chair)

EDF Trading

Paul O’Grady

Grosvenor

Andy Smith

John Lewis/Waitrose

Zoe Gilligan

Landsec

Ruth Hart-Leverton

Orsted

Emma Potter

Ruffer

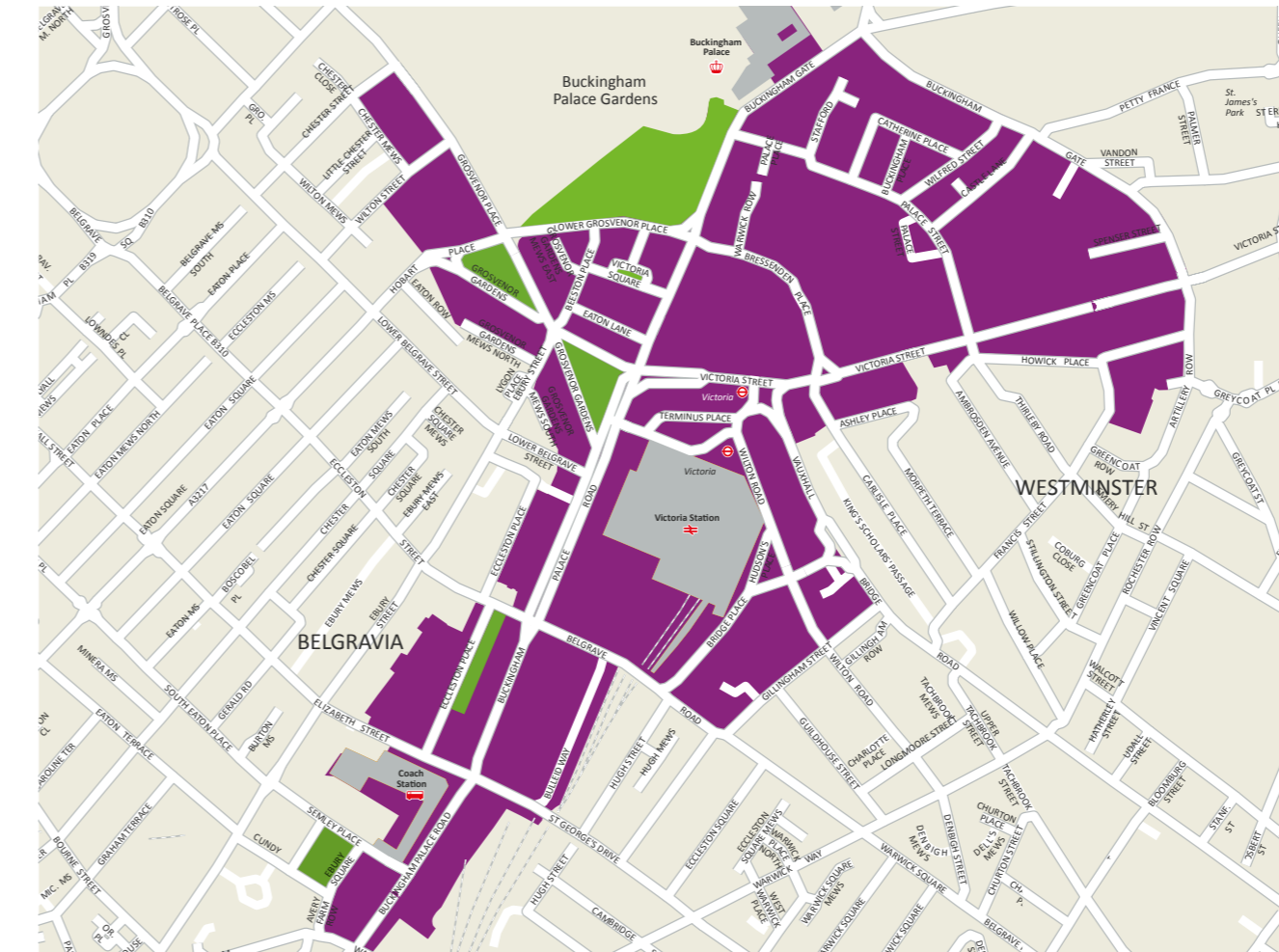
Caroline Hanson

Victoria Palace Theatre

Ruth Duston (Board Secretary)

Victoria, Victoria Westminster and Whitehall  
Business Improvement Districts

## The BID Boundary



A Mother's Day Bouquet Workshop held locally



Our Clean Team use an electrical vehicle to assist with their services

