

VICTORIA UNDERGROUND STATION

Overview of Projects, Income & Expenditure

2022/23

2023/24



Victoria
LONDON STARTS HERE

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Introduction

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.

This billing leaflet summarises what has been achieved by the BID from April 2022 to March 2023.



Achievements for 2022/23 & Plans for 2023/24

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 our services and projects will continue to support local businesses over the coming year.

Security & Business Resilience

4 security officers make up the **Victoria Security Team**, who patrol the BID footprint from 6:30am to 11:30pm Monday to Sunday



117k+ business **welfare and security** checks carried out by our **Security Team**

Our Community Intervention Team (CIT), a dedicated outreach and support service for those living on the streets, had over **1.6k encounters** with **440 clients**

38 injured & vulnerable members of the public **treated by our team of medics** at Victoria Station in December

84 local businesses and security teams continue to use the **Victoria Radio Link scheme**



We provided regular updates and logistical support to businesses during **Operation London Bridge**

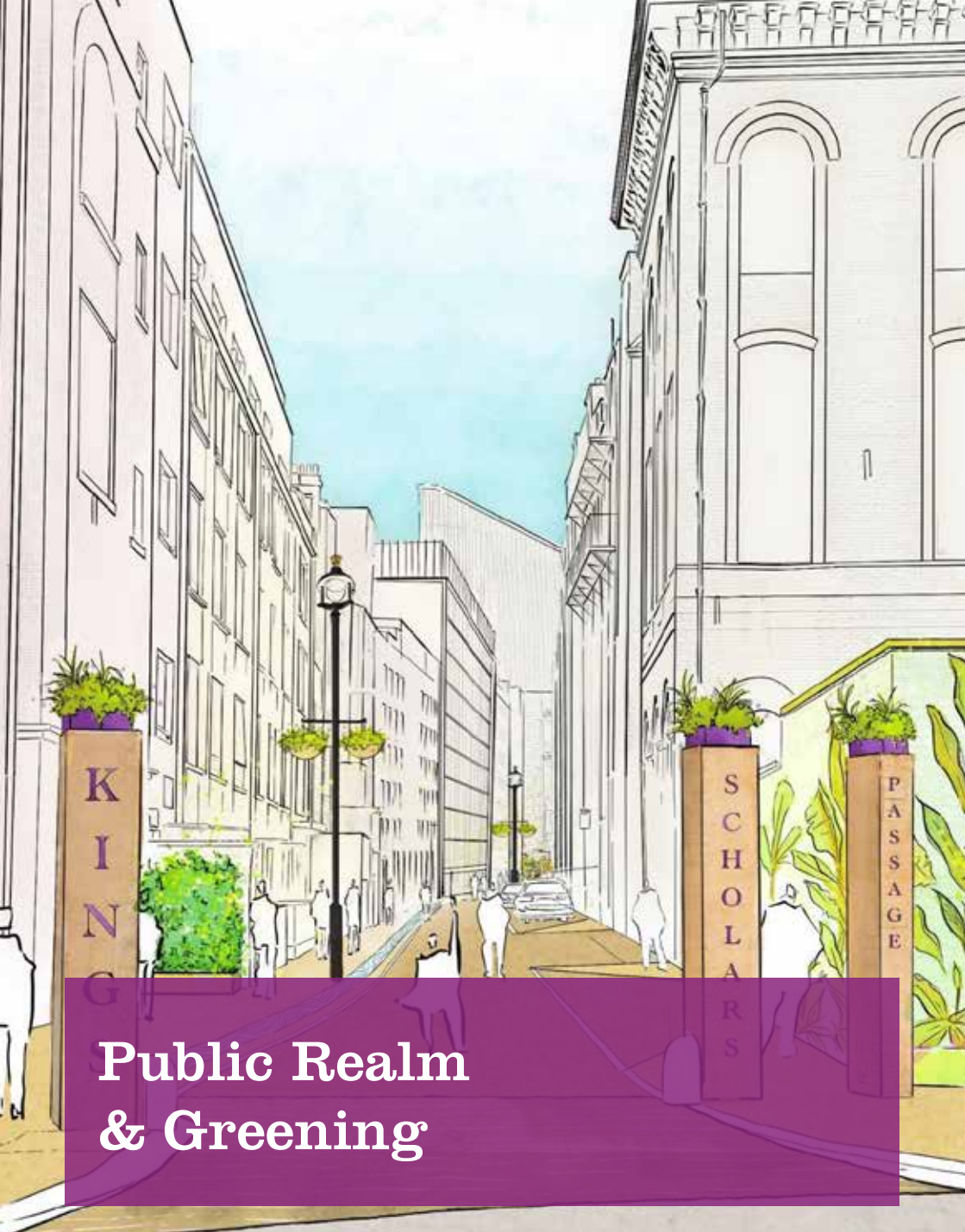
517 users signed up to our **Emergency Notification System**



1k anti-drink spiking kits and **750 personal attack alarms** have been given away by the BID in Victoria Station in support of BTP's campaign of preventing **Violence Against Women and Girls**

2023/2024

We will continue to deliver projects which focus on women's safety and host more bike marking events next year. We will also continue to build on our established partnerships and organise joint operations with the police and council. We will be expanding the **Victoria Emergency Notification System** to introduce new app features for our members.



Public Realm & Greening

We progressed the **King's Scholars' Passage** project with urban designers BDP, developing short and long term improvement measures for the street which resulted from extensive community engagement



We appointed a design team, led by John McAslan + Partners, to develop a **public realm improvement strategy** for a 'people-first' route between Storey's Gate and Cardinal Place - known as The Arc. This involved detailed site surveys, a number of stakeholder consultations and provisional designs for **10 spaces within the project area**



Alongside Westminster City Council, major property owners and neighbouring BIDs we attended the **Zero Emissions Group** which explores local initiatives for carbon reduction



We placed **tables and chairs** on Westminster Cathedral Piazza for **90 days** during the year, enlivening this public space and encouraging visitors to dwell



We commissioned **City ID** to undertake a **wayfinding audit** which will identify steps we can take to better promote the area's assets, make our public spaces more accessible and improve the visitor experience

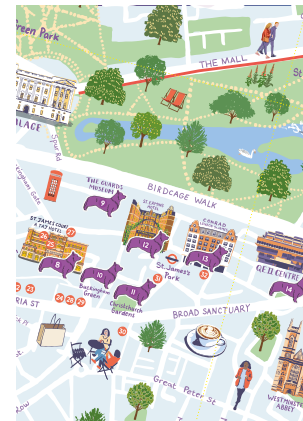
2023/2024

We will continue to enhance Victoria's streetscape through strategic improvements to its roads, footways and public gardens. We will activate **King's Scholars' Passage** and progress **The Arc** from concept to delivery; to increasing the quantum of **safe, healthy, accessible and green walking routes** in the area.

Destination Victoria

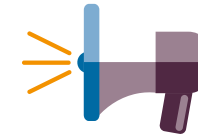
A **Corgi Trail** was held during the summer to celebrate the **Queen's Platinum Jubilee**

25k Corgi Trail maps were distributed to visitors and local employees



£35.7k was raised for charity in the **Jubilee Corgi Auction**

44.2k+ QR code scans to our Corgi Trail web page and **15 pieces of press coverage**



7.6k+ interactions with our **Festive Wish Tree** in Victoria Station



298k+ page views on the **Victoria BID website**

551k+ emails were sent to Victoria BID email subscribers



28k+ entries received for the **London Heritage Quarter Advent Calendar**, which ran from 1st to 24th December, with **50 prizes** to win from businesses in The Northbank, Victoria, Victoria Westminster and Whitehall BID areas

2023/2024

The BID's marketing and communications strategy aims to **raise the profile of Victoria**, and we will continue to do this through hosting activities which engages with **local workers and visitors** all year round.



Inclusive Economy

89k+ Victoria
Privilege Cards are
currently in circulation



We continued to offer a **Free Wi-Fi scheme** which covers a large area of the BID footprint

13 black-owned
businesses showcased
at a **pop-up market** in
Cardinal Place as part of
Black History Month



14 local Westminster
charities were supported
through our grant funding
programme with projects
focused on mental
health, environmental
sustainability, employment,
education and poverty



500 Christmas
Gift Boxes were delivered
to local elderly residents
across south Westminster

150+ business
members attended
**wellness, suicide
intervention and
prevention** and **women
in leadership sessions**



We arranged for **15**
members of our Youth
Steering Group to attend
a **Centre Stage workshop**
run by **ATG Theatres**
– providing the young
people with valuable soft
skills to improve their
employability

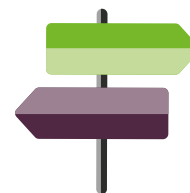
2023/2024

We will continue to deliver events and initiatives focused on Education & Skills, Wellbeing and Fundraising, to ensure **everyone in the area benefits** from our Corporate Social Responsibility (CSR) programme.

BID Estate Team

101k+

visitors welcomed to the area by our **multi-lingual team of Ambassadors** who work 8 hour shifts Monday – Friday and a 6-hour shift on Sundays. They have now greeted **2.6m+ in total**



Our dedicated **Cleaning Team** works across the BID area from **7am – 5pm Monday to Friday**



500+

businesses were visited by our **Ambassadors**

800+

environmental issues were reported to Westminster City Council by our **Ambassadors**

246k m²

of pavement has been cleaned by a new **electric hydro flushing machine** in between our deep cleaning programme



1.2k

jobs were completed by our **rapid response Janitorial Service** at the request of our business community

2023/2024

The BID will continue to provide the services of the **BID Estate team** including **additional on-street cleaning** and assistance with **wayfinding**, to make Victoria a cleaner and more welcoming area.

Income & expenditure* 2022/23



Income

| | BID Levy £ | Grant /Other Income £ | Total £ |
|------------------------|------------------|-----------------------|------------------|
| BID Levy collection | 2,250,000 | | 2,250,000 |
| Voluntary contribution | | 150,000 | 150,000 |
| Other income | | 27,500 | 27,500 |
| TOTAL INCOME | 2,250,000 | 177,500 | 2,427,500 |

Expenditure

DESTINATION VICTORIA

| | | | |
|------------------------|---------|--|---------|
| Marketing strategies | 123,000 | | 123,000 |
| Cultural events | 272,000 | | 272,000 |
| Promotional activities | 191,000 | | 191,000 |

INCLUSIVE ECONOMY

| | | | |
|-----------------------------------|---------|--|---------|
| Research and economic improvement | 65,000 | | 65,000 |
| Public affairs and research | 72,000 | | 72,000 |
| Corporate social responsibility | 103,000 | | 103,000 |
| Business networking events | 79,000 | | 79,000 |

PUBLIC REALM & GREENING

| | | | |
|--------------------------------|---------|--|---------|
| Public space enhancements | 196,000 | | 196,000 |
| Strategic improvements | 250,000 | | 250,000 |
| Environment and sustainability | 37,000 | | 37,000 |

SECURITY AND BUSINESS RESILIENCE

| | | | |
|--|---------|--|---------|
| Business continuity & counter terrorism | 78,000 | | 78,000 |
| Community liaison outreach project | 110,000 | | 110,000 |
| Crime prevention seminars/materials | 75,000 | | 75,000 |
| Community safety & anti-social behaviour | 320,000 | | 320,000 |

PUBLIC REALM - FUTURE VICTORIA

| | | | |
|--------------------------|---|--------|--------|
| Victoria station project | - | 25,000 | 25,000 |
|--------------------------|---|--------|--------|

BID ESTATE TEAM

| | | | |
|--------------------------|---------|--|---------|
| On street services | 268,000 | | 268,000 |
| Enhanced street cleaning | 398,000 | | 398,000 |

| | | | |
|--------------------|---------|---------|---------|
| BID team support | 110,000 | 50,000 | 160,000 |
| BID overhead costs | 180,000 | 100,000 | 280,000 |
| Contingency | 50,000 | | 50,000 |

| | | | |
|--------------------------|------------------|----------------|------------------|
| TOTAL EXPENDITURE | 2,977,000 | 175,000 | 3,152,000 |
|--------------------------|------------------|----------------|------------------|

| | | | |
|------------------------------|----------|-------|-----------|
| Surplus /(Deficit) | -727,000 | 2,500 | -724,500 |
| Brought forward from 2021/22 | | | 1,545,000 |
| Carried forward to 2023/24 | | | 820,500 |

Anticipated Income & expenditure 2023/24

Income

| | BID Levy £ | Grant /Other Income £ | Total £ |
|------------------------|------------------|-----------------------|------------------|
| BID Levy collection | 2,311,000 | | 2,311,000 |
| Voluntary contribution | | 100,000 | 100,000 |
| Other income | | 202,000 | 202,000 |
| TOTAL INCOME | 2,311,000 | 302,000 | 2,613,000 |

Expenditure

DESTINATION VICTORIA

| | | | |
|------------------------|---------|--|---------|
| Marketing strategies | 122,000 | | 122,000 |
| Cultural events | 140,000 | | 140,000 |
| Promotional activities | 139,000 | | 139,000 |

INCLUSIVE ECONOMY

| | | | |
|-----------------------------------|--------|--|--------|
| Research and economic improvement | 46,000 | | 46,000 |
| Public affairs and research | 40,000 | | 40,000 |
| Corporate social responsibility | 73,000 | | 73,000 |
| Business networking events | 56,000 | | 56,000 |

PUBLIC REALM & GREENING

| | | | |
|--------------------------------|---------|--|---------|
| Public space enhancements | 147,000 | | 147,000 |
| Strategic improvements | 239,000 | | 239,000 |
| Environment and sustainability | 40,000 | | 40,000 |

SECURITY AND BUSINESS RESILIENCE

| | | | |
|--|---------|--|---------|
| Business continuity & counter terrorism | 55,000 | | 55,000 |
| Community liaison outreach project | 76,000 | | 76,000 |
| Crime prevention seminars/materials | 62,000 | | 62,000 |
| Community safety & anti-social behaviour | 270,000 | | 270,000 |

PUBLIC REALM - FUTURE VICTORIA

| | | | |
|--------------------------|---|---------|---------|
| Victoria station project | - | 200,000 | 200,000 |
|--------------------------|---|---------|---------|

BID ESTATE TEAM

| | | | |
|--------------------------|---------|--|---------|
| On street services | 140,000 | | 140,000 |
| Enhanced street cleaning | 359,000 | | 359,000 |

| | | | |
|--------------------|---------|--------|---------|
| BID team support | 159,000 | 50,000 | 209,000 |
| BID overhead costs | 170,500 | 50,000 | 220,500 |
| Contingency | 148,000 | - | 148,000 |

| | | | |
|--------------------------|------------------|----------------|------------------|
| TOTAL EXPENDITURE | 2,481,500 | 300,000 | 2,781,500 |
|--------------------------|------------------|----------------|------------------|

| | | | |
|------------------------------|----------|-------|----------|
| Surplus /(Deficit) | -170,500 | 2,000 | -168,500 |
| Brought forward from 2022/23 | | | 820,500 |
| Carried forward to 2024/25 | | | 652,000 |

*Correct as at 31 December 2022 and forecast to 31 March 2023

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