



Victoria
LONDON STARTS HERE

2023/24

**Overview of Projects,
Income & Expenditure**

2024/25



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Introduction

The Victoria Business Improvement District (BID) was established in April 2010, and in February 2020, 93% of businesses voted in favour of renewing the BID for a third term, representing 97% aggregate rateable value.

Through collaboration, partnerships, and strategic projects, the BID has been instrumental in driving development and prosperity for the area over the past 13 years, stimulating economic growth and empowering the local community.

In the last 12 months, we have engaged in extensive initiatives within each of

our four strategic themes. This billing leaflet provides a summary of the accomplishments of the BID from April 2023 to March 2024 and demonstrates how our services and projects will continue to impact and support businesses in 2024/25.



Security & Business Resilience

Through collaboration with the Greater London Authority (GLA), Metropolitan Police Service (MET Police), Westminster City Council (WCC), Outreach teams, British Transport Police (BTP), and crucial partners like the Centre for the Protection of National Infrastructure (CPNI), we persist in our joint efforts to diminish crime and anti-social behavior, enhance business resilience, and mitigate the risk of more serious incidents in the local area.

5,950 hours
the BID footprint was
patrolled by the **Victoria
Security Team** from
6:30am to 11:30pm
Monday to Sunday

22,008
business visits carried
out by our Security Team



640 radio calls
attended as part of the
**Victoria Radio Link
scheme** and 84 businesses
currently signed up

7,533 rough
sleepers engaged with

521 users of the
**Emergency Notification
System**



The BID has
commissioned **Six Till Six**
to support safety in the
**evening and night time
economy (ETNE)**

220 anti-social
behaviour incidents
responded to

3 medical responders
funded for **6 nights a
week** in December at
Victoria Station

Continued our **Community
Intervention Team (CIT)**
which is a dedicated
outreach and support
service for those living on
the streets

96 attendees at our
**Action Counters Terrorism
(ACT) training sessions**
and **Counter Terrorism
table top exercise** in
partnership with the West
End Security Group

74 Bikes marked at
our **Dr. Bike sessions**





Concept design for Buckingham Gate – The Arc

Public Realm & Greening

Throughout this year, we have consistently implemented strategic improvement projects, enhanced public spaces, and undertaken environmental and sustainability initiatives in collaboration with BID members and local stakeholders. Our partners include the Victoria Westminster and Whitehall BIDs, Westminster City Council, Transport for London, and local residents.

14 concept design proposals for 10 streets between Storey's Gate and Palace Street were finalised as part of the **Arc project**

2 designs out of **13** concepts selected for King's Scholars' Passage



We developed several underlying strategies for **traffic and movement, trees and planting**

Working with AECOM and the Department of Energy Security and Net Zero an **outline business case was created for Project SWAN**, a low-carbon heat network proposed to be developed within South Westminster



For **18** weeks of the year, our falconer tackled **pigeon problems** within the BID footprint

Tables and chairs were placed out on Westminster Cathedral Piazza 210 times to provide seating during the day

A comprehensive pilot **project** was completed which explored **reducing freight and servicing** at 110 Buckingham Palace Road



An **in-depth wayfinding audit** was completed with City ID with recommendations to be taken forward by the BID team



Destination Victoria

Through our comprehensive marketing efforts, the BID effectively promotes Victoria as a vibrant destination offering a rich blend of cultural entertainment, theatre, renowned restaurants, and high-quality hotels. We are committed to actively engaging and supporting our business partners through targeted campaigns and promotion of their offerings on our website and social media.

24,300+
interactions with our
**Lifesize Gingerbread
House** in Victoria Station

25,000
Coronation Nature Trail
maps were distributed to
visitors and local employees

£1,682
raised for charity at
our Coronation Dinner



100,326
Impressions, **6,113**
Followers and **2,931**
Engagements on Victoria
BID Social media channels

30,945
monthly emails were
sent to Victoria BID
email subscribers

556,000
page views on the
Victoria BID website

96,000+
Victoria Privilege Cards
are now in circulation
across the SW1 area

41,000+
entries received for the
**London Heritage Quarter
Advent Calendar**, which
ran from 1-24 December,
with 57 prizes available
to win from businesses
in Victoria, Victoria
Westminster, Whitehall and
The Northbank BID areas



Inclusive Economy

Our Inclusive Economy theme prioritises Corporate Social Responsibility (CSR), focusing on the wellbeing of local staff, education, skills, and business networking. By collaborating with businesses and charities, we highlight community-oriented initiatives whilst ensuring Victoria remains an ideal place for business.

During Black History Month, we ran two days of pop-up markets with 20 different vendors and companies. Collectively, the vendors made over **£4,000** each day



500 gift hampers donated to Westminster Connects for **vulnerable elderly residents** across Westminster



100 attendees at our **Wellness Day** which covered topics; Nutrition, Lifestyle and Women's Health

8 local charity projects, were supported through our **ActionFunder campaign**. This year we supported The Cardinal Hume Centre, Fair Shot, DreamArts, The Middle Eastern Women and Society Organisation, The Marylebone Project, Creative Futures, The St Marylebone Parish Church and Look Ahead

110 business members attended **workshops throughout the year** which marked Mental Health Awareness Week, Mental Health Awareness Day and seasonal moments such as Halloween and Christmas



22 businesses took part in **Kitchen Takeover and Food Store volunteering** which supported local charity The Passage



BID Estate Team

Clean streets, inviting public spaces, and a welcoming atmosphere remain a top priority for Victoria businesses. In collaboration with Westminster City Council (WCC), our BID Estate Team works to preserve the attractiveness of this bustling Central London area for workers, residents, and visitors.

78,500+

visitors welcomed to the area by our multilingual team of Ambassadors who work 8 hour shifts Monday – Friday and a 6-hour shift on Sundays. They have now greeted over **2.7m+ visitors in total**



882 environmental issues reported to Westminster City Council

1,726km

of pavements cleaned by our Clean Team who work Monday to Friday 7am - 5pm

59km

of paving **deep cleaned and flushed** by our Clean Team



1,100

businesses visited by our Ambassador team

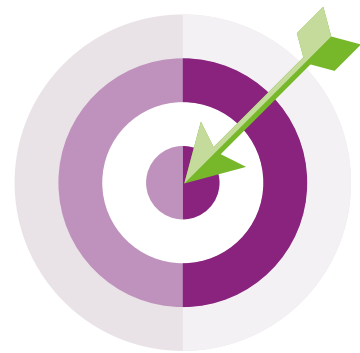
2,599 pieces of graffiti and flyposting removed

932 janitor requests completed

1,942 bags of rubbish collected



43 Businesses participated in our **May Makeover** 60-minute action-packed clean up event to **clean and brighten Victoria**. 1 mile of pavements was cleaned to highlight our historic buildings and enhance our environment ahead of The Coronation of HM King Charles III



Our Priorities

In line with our 2020-2025 Business Plan we develop projects and programmes across a range of core strategic themes, which were identified by the business community as priority areas.

Inclusive Economy



Security & Business Resilience



BID Estate Team



Destination Victoria



Public Realm & Greening



What's new for 2024/25



Security & Business Resilience

- We will **strengthen local partnerships** through **joint operations** and introduce **SentrySIS**, a data-sharing platform, to combat crime.
- Our focus includes expanding **Women's Night Safety**, the **Night Time Economy**, and supporting the **Night Stars volunteer group**.
- We plan to install **Defibrillators** in the footprint, host **two counter-terrorism exercises**, a homelessness seminar, and explore collaboration with the **Suzie Lamplugh Trust for Bystander Training**.



Public Realm & Greening

- We will **increase biodiversity** in green spaces in the BID area and **roll out sustainability projects**.
- Our future aim is that this quarter of Westminster continues to move toward **net zero**, become a **haven for wildlife**, and offers **safe, healthy and accessible street environments** for pedestrians and cyclists.



Destination Victoria

- We will continue to **strengthen Victoria's profile** through our marketing and communications strategy by hosting activities which **engage with local workers and visitors** all year round.
- We are set to celebrate **key moments of the year** such as **International Women's Day** and **Easter**, with plans underway for a **Summer of Heritage campaign**.
- Our ongoing initiatives such as the **online advent calendar**, and **Christmas installations**, will continue as part of our seasonal programmes.



BID Estate Team

- We will continue to provide the services of our Ambassador team to provide visitors with **wayfinding assistance** and to give local businesses support through a line of communication with the BID team.
- We will be continuing the hard work of our Clean Team and keeping the area pristine with **deep cleaning, sweeping and flushing of pavements**, using new advanced and sustainable equipment.
- We are exploring options to create a **simplified area-wide waste management scheme** that will help businesses cut costs and meet green objectives by **minimising waste and increasing recycling rates**.



Inclusive Economy

- We will continue our collaboration with The Passage, to provide additional **volunteering opportunities** to our corporate members over the next year.
- We will increase the number of **mental health awareness and wellbeing workshops** we host and look to introduce interactive installations to support local workers.
- We will be expanding our **Black History Month** activity across the London Heritage Quarter Business Improvement Districts (BIDs), with the goal of offering more **opportunities for small businesses** to participate.
- We will also be launching an **expanded ActionFunder** campaign, to reach a **broader range of charities** within the Westminster area.

Victoria BID 2025-2030



In early 2025 local businesses in the Victoria Business Improvement District will take part in **a ballot process to decide if the BID will deliver a fourth consecutive term** from April 2025 – March 2030.

Over the next year we will be looking to the future and preparing our **2025-2030 BID Proposal**, which will be launched later in the year, and outline our proposals for continuing to **support the area for another five years**.



We will be contacting all businesses in March to complete the **Victoria BID Business Consultation Survey**, to find out your thoughts on the BID's delivery over the past 5 years across our key themes, and to look ahead to what you would like to see delivered in the next BID term, to ensure we **continue to deliver the best outcomes for businesses**.

If you would like to speak to the BID team email: info@victoriabid.co.uk.



Income & expenditure*_{2023/24}



Income			
	BID Levy £	Grant /Other Income £	Total £
BID Levy collection	2,026,000		2,026,000
Voluntary contribution		200,000	200,000
Other income		145,900	145,900
TOTAL INCOME	2,026,000	345,900	2,371,900
Expenditure			
DESTINATION VICTORIA			
Marketing strategies	195,000		195,000
Cultural events	219,000		219,000
Promotional activities	167,000		167,000
INCLUSIVE ECONOMY			
Research and economic improvement	25,000		25,000
Public affairs and research	25,000		25,000
Corporate social responsibility	101,000		101,000
Business networking events	31,000		31,000
PUBLIC REALM & GREENING			
Public space enhancements	100,000		100,000
Strategic improvements	355,000		355,000
Environment and sustainability	70,000		70,000
SECURITY AND BUSINESS RESILIENCE			
Business continuity & counter terrorism	67,000		67,000
Community liaison outreach project	91,000		91,000
Crime prevention seminars/materials	72,000		72,000
Community safety & anti-social behaviour	248,000		248,000
PUBLIC REALM - FUTURE VICTORIA			
Victoria station project	-	100,000	100,000
BID ESTATE TEAM			
On street services	171,000		171,000
Enhanced street cleaning	285,000		285,000
BID team support	150,000	75,000	225,000
BID overhead costs	135,000	125,000	260,000
Contingency	50,000		50,000
TOTAL EXPENDITURE	2,557,000	300,000	2,857,000
Surplus /(Deficit)	-531,000	45,900	-485,100
Brought forward from 2022/23			1,242,000
Carried forward to 2024/25			756,900

Anticipated Income & expenditure _{2024/25}

Income			
	BID Levy £	Grant /Other Income £	Total £
BID Levy collection	1,976,000		1,976,000
Voluntary contribution		150,000	150,000
Other income		122,500	122,500
TOTAL INCOME	1,976,000	272,500	2,248,500
Expenditure			
DESTINATION VICTORIA			
Marketing strategies	144,000		144,000
Cultural events	162,000		162,000
Promotional activities	124,000		124,000
INCLUSIVE ECONOMY			
Research and economic improvement	27,000		27,000
Public affairs and research	27,000		27,000
Corporate social responsibility	109,000		109,000
Business networking events	34,000		34,000
PUBLIC REALM & GREENING			
Public space enhancements	81,000		81,000
Strategic improvements	286,000		286,000
Environment and sustainability	56,000		56,000
SECURITY AND BUSINESS RESILIENCE			
Business continuity & counter terrorism	36,000		36,000
Community liaison outreach project	74,000		74,000
Crime prevention seminars/materials	40,000		40,000
Community safety & anti-social behaviour	205,000		205,000
PUBLIC REALM - FUTURE VICTORIA			
Victoria station project	-	100,000	100,000
BID ESTATE TEAM			
On street services	172,000		172,000
Enhanced street cleaning	286,000		286,000
BID team support	161,000	50,000	211,000
BID overhead costs	119,000	100,000	219,000
Contingency	110,000	-	110,000
TOTAL EXPENDITURE	2,253,000	250,000	2,503,000
Surplus /(Deficit)	-277,000	22,500	-254,500
Brought forward from 2023/24			756,900
Carried forward to 2025/26			502,400

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📘 @VictoriaBID
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