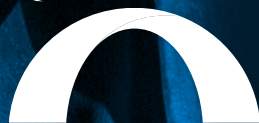


Overview of Projects
Income & Expenditure
2017/18



THE
NORTHBANK



TRAFALGAR SQ · STRAND · ALDWYCH

Introduction

The Northbank Business Improvement District, positioned in one of London's most iconic areas, is a strategic business partnership, striving to create a more valuable Northbank. The BID has delivered outstanding results working in partnership with public service providers, to transform the Northbank into a safer, cleaner, better connected and more vibrant district.

As we move into the final year of our first term, we are confident that The Northbank has positioned itself as one of central London's more prominent BID districts. Delivering tangible benefits to the levy paying community and facilitating ambitious and transformational projects across the BID footprint.

This billing leaflet summarises what has been achieved by the BID to date and sets out the planned activity in the run up to its renewal ballot in early 2018.

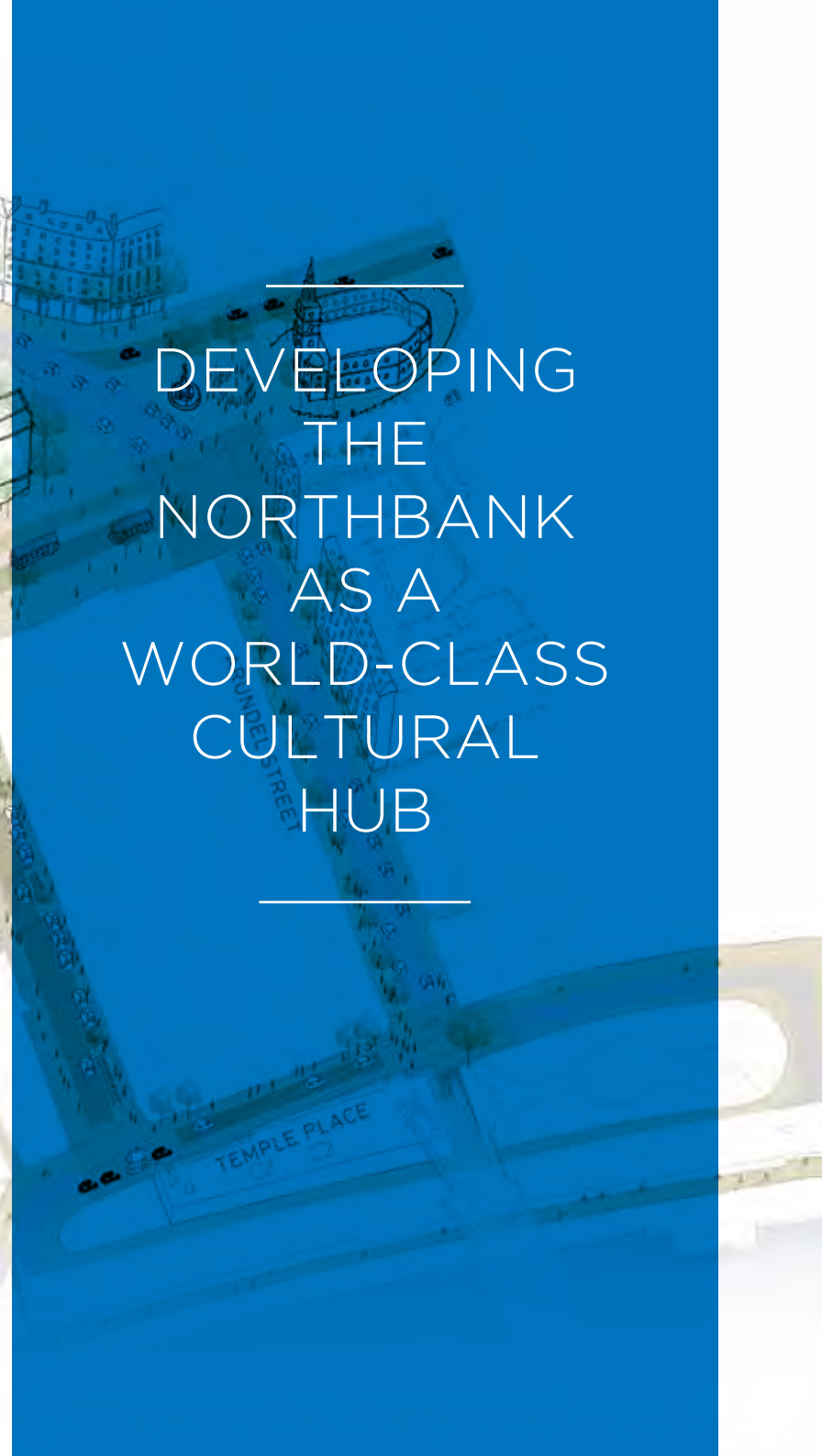
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DEVELOPING
THE
NORTHBANK
AS A
WORLD-CLASS
CULTURAL
HUB





Total Spend £290,500

The 'Safe and Secure' theme brings key partners together to drive down low level crime. To ensure a safe and trouble free experience for those visiting and working in the area, the BID has established a Safe and Secure Steering Group to ensure a co-ordinated approach between: the Metropolitan Police (Met Police), the Greater London Authority (GLA), Westminster City Council (WCC) and local charities.

This joined up approach has had significant results, with a clear reduction in rough sleeping, begging and drug dealing across the area.

It's important that we keep businesses informed of the services available to them by hosting information mornings. Last year the BID hosted its first such briefing session in association with WCC's 'Making Real Change' Campaign. Businesses had the chance to hear directly from Westminster outreach services, the Met Police, The Big Issue and local homeless charities about the work they undertake. The morning was a great success, with businesses learning how they can make a positive change by either volunteering or donating directly to charities. The BID aims to host similar briefings over the coming year.

The BID will continue to be robust in its focus to keep the area safe for businesses, international tourists and visitors to the Northbank by:

- Maintaining excellent relationships and ensuring a co-ordinated approach with its partners at WCC, The Met Police and The British Transport Police (BTP) on joint operations with the Northbank Patrol team.

- Building on the success of our patrol scheme by providing daily security cover across the whole BID footprint, five days a week, gathering intelligence through personal camera footage, and joint engagement with WCC outreach services, providing help where needed to vulnerable people on the streets.
- Continuing to reduce low level crime and anti-social behaviour by gathering and sharing information and intelligence with relevant agencies.
- Providing businesses with a radio network, enabling them to communicate with the BID and other businesses.
- Continuing to provide an Ambassador programme, engaging with the business community and carrying out daily inspections of the area to inform our patrol and cleansing teams of anti-social and environmental issues.
- Working with the Met Police and other Westminster BIDs to continue to deliver a programme of table-top exercises on fraud awareness, counter terrorism and crisis management, and to advise businesses of the coordinated approach to business continuity throughout the West End.



Total Spend
£710,500

Public Realm is a fundamental area of activity for the BID. With outstanding results already having been achieved, the Northbank now has cleaner, greener public spaces available for the local community.

HIGH QUALITY PUBLIC REALM

Our cleansing team has been extremely busy clearing streets of litter, graffiti, rubbish bags and the recycling over a 24 hour period throughout the working week. The responsive day time flushing service we provide has continued to be fundamental to the area, ensuring the cleaning of bins, phone boxes and critically, the flushing down of businesses' door wells and other 'hot-spot' areas.

The night time team has been working its way across the BID footprint, deep cleansing the public footways to ensure they are clear of built-up grime, spillages, urination and chewing gum, giving the area a much more pleasant look and feel.

The London in Bloom Awards champion local businesses and communities who take care of the area by having tidy streets, plants and floral displays, and who seek ways to encourage biodiversity. After our success of winning a Bronze award in 2015, we joined forces with even more businesses to bring greening projects and celebrate the wealth of good practice currently in the area. Our efforts were rewarded this year when we won the Silver Gilt award.

Over the coming year, the BID will continue to work in partnership with TfL and WCC to maximise the benefits of major infrastructure projects across the West End. It will also be important to continue to lobby at a strategic level, driving forward our business case for further investment in the BID footprint.

To progress our vision for the Northbank, the BID team will:

- Commission a high level report to analyse the economic potential and uplift across business sectors and identify the opportunities, risks and challenges which will shape the area's future. The report will also consider the impact of infrastructure projects and the unique cultural and academic offer the Northbank has to offer.
- Deliver short and long term projects from within the Public Realm Vision across the BID footprint.
- Work in partnership with TfL to deliver a green wall project on Embankment Underground Station to improve air quality in the area.
- Enter London in Bloom, and work with businesses and residents once more to enhance the area's walking routes with greening and cleansing projects.
- Continue to provide a 24 hour additional cleansing service to the area, offering a reactive response to businesses' needs, whilst also keeping the area clean and tidy.
- Continue to monitor Westminster's Baseline Agreement and report environmental issues through our Ambassador Programme on a daily basis.





MARKETED AND PROMOTED

Total Spend
£287,000



The Northbank is a world class destination where iconic landmarks, hidden gems and green spaces come together amidst a diverse mix of the corporate, creative, entrepreneurial, academic and legal organisations, creating a heartland that is unique in the West End of London.

During the coming year, the BID and its partners, the GLA, WCC and local businesses, will host a programme of activity on the Northbank for visitors, tourists and staff to enjoy all that the area has to offer.

West End Live is now in its twelfth year of showcasing the magic of musical theatre on Trafalgar Square, and the BID is proud to have sponsored and celebrated this event for the past 3 years. The event generates significant media across all channels, along with the London Underground poster campaign and branding across Trafalgar Square.

The Northbank's second Summer Festival took place in the award winning Victoria Embankment Gardens. The festival, which included a weekend market, provided a full programme of events, bringing an estimated 40,000 people into the gardens, creating a relaxed and enjoyable space for staff working in the area as well as attracting tourists and visitors.

After successfully lighting the Strand for a second year, the BID has worked with its business partner PwC to deliver the first seasonal lights on Villiers Street, powered by recycled cooking oil from local businesses.

The BID will continue to position the area as a world class destination for businesses to flourish, in turn developing a distinctive offer that reflects the Northbank's heritage and identity. We will aim to do this by creating a programme of activity over the coming year by:

- Building on the BID's campaign for destination building through social media, e-bulletins, press and other marketing tools, informing businesses and tourists of the local offer.
- Working with our Communications Steering Group to bring arts and culture into the public realm, working together to deliver a collective Public Art Exhibition.
- Delivering a programme of events, building on the success of the annual Summer Festival, enabling local employees, students, residents and visitors to enjoy and celebrate the Northbank's unique open spaces.
- Raising the profile of our Public Realm Vision for the Aldwych by hosting an international conference, along with other local events, bringing key influencers into the area to gain support for this project.



CORPORATE SOCIAL RESPONSIBILITY



Total Spend
£405,000



The Northbank is home to a compelling mix of businesses, all of which recognise their employees as their greatest asset. As a collective representative, we will continue to encourage economic growth through opportunities for both employers and employees within the local area.

Last year the BID introduced its Wellbeing series, hosting a number of workshops for businesses focusing on depression, wellness, diversity, disclosure and reasonable adjustments within the workplace.

As part of our drive on wellbeing initiatives, the BID launched The Northbank Choir with its partner St Martin-in-the-Fields. The choir received an incredibly positive response from the local community when they performed at the Christmas lights switch-on on Villiers Street, and at the Trafalgar Square Christmas tree ceremony. This is a great initiative that will continue over the coming year.

Working with 5 of our local business partners, the BID held a Careers and Employability morning for Westminster's young people. Students learned about the diversity of companies in the area and were inspired by the wide range of career opportunities open to them.

Through the "Mayor's Clean Air Better Business" programme, the BID secured funding to contribute to the Mayor's Air Quality Agenda. Ongoing projects include greening on secondary streets to encourage alternative walking routes, working with King's College London to research personal impact from air pollution, and engagement with theatres to encourage sustainable transport use by guests and to rationalise the supply chain.

Our aims for the coming year include:

- Building on the success of our Wellbeing Series to deliver a programme of information mornings on key topics.
- Continuing to work with Westminster City Council to deliver a Careers and Employment morning, to raise awareness of employment opportunities available to young people in the borough.
- Continuing the Ambassador programme to offer a street concierge service to visitors and to provide businesses with valuable information on a daily basis.
- Publishing the Northbank Magazine in a more environmentally-friendly way
- Building on the success of our privilege card scheme for local businesses, employees and residents.
- Through the Mayor's Air Quality Programme, deliver a map that shows good walking routes to help change behaviours.
- Gathering waste materials like corks to be donated to the Coin Street nursery and raising awareness of recycling to the next generation.
- Ensuring the streets are clear of litter, recyclable materials and leaves. A reactive service ensures surfaces are clear of graffiti and fly posters.

Forecasted Income and expenditure*

2016/17

Income

	BID Levy £	Voluntary £	Total £
BID Levy collection 95%	1,553,000		1,553,000
Voluntary contribution		20,000	20,000
Grant and other income		422,450	422,450
TOTAL	1,553,000	442,450	1,995,450

Expenditure

Safe & Secure

Northbank patrol team	140,000	15,000	155,000
Street ambassador costs 60%	81,000		81,000
Business crime partnership	28,750	8,500	37,250
Crime prevention seminars / materials	17,250		17,250

High Quality Public Realm

Public realm strategies	80,000	370,400	450,400
Environment and sustainability	43,000	15,100	58,100
Cleansing and recycling	202,000		202,000

Marketed and Promoted

Cultural events	119,000	13,000	132,000
Marketing and PR	90,000		90,000
Promotional events	65,000		65,000

Corporate Social Responsibility

Street ambassador costs 40%	54,000		54,000
Knowledge quarter	26,000		26,000
Cleansing and recycling	201,500		201,500
Small business network	49,500		49,500
Corporate community engagement	74,000		74,000

Overhead costs

BID Team support	119,700	20,300	140,000
BID overhead costs	104,850	150	105,000
BID Admin costs	32,000		32,000
Contingency	50,000		50,000

TOTAL	1,577,550	442,450	2,020,000
Surplus/deficit	(24,550)	0	(24,550)
Brought forward 2015/16			32,682
Carried forward to 2017/18			8,132

Anticipated Income and expenditure

2017/18

Income

	BID Levy £	Voluntary £	Total £
BID Levy collection 95%	1,565,000		1,565,000
Voluntary contribution		20,000	20,000
Grant and other income		317,300	317,300
TOTAL	1,565,000	337,300	1,902,300

Expenditure

Safe & Secure

Northbank patrol team	155,000		155,000
Street ambassador costs 60%	81,000		81,000
Business crime partnership	41,500		41,500
Crime prevention seminars / materials	37,500		37,500

High Quality Public Realm

Public realm strategies	61,500	300,000	361,500
Environment and sustainability	56,200	15,000	71,200
Cleansing and recycling	157,300		157,300

Marketed and Promoted

Cultural events	103,000	2,000	105,000
Marketing and PR	108,000		108,000
Promotional events	65,000		65,000

Corporate Social Responsibility

Street ambassador costs 40%	54,000		54,000
Knowledge quarter	25,000		25,000
Cleansing and recycling	157,300		157,300
Small business network	35,700		35,700
Corporate community engagement	65,000		65,000

Overhead costs

BID Team support	129,700	20,300	150,000
BID overhead costs	105,000		105,000
BID Admin costs	32,000		32,000
Contingency	80,000		80,000

TOTAL	1,549,700	337,300	1,887,000
Surplus/deficit	15,300	0	15,300
Brought forward 2016/17			8,132
Carried forward to 2018/19			23,432

Contact

Ruth Duston, Chief Executive
The Northbank BID
Somerset House, Strand,
London, WC2R 1LA
Email: info@thenorthbank.london
www.thenorthbank.london

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