



Whitehall

2023/24

Overview of Projects,
Income & Expenditure

2024/25



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Introduction

The Whitehall Business Improvement District (BID) was established in February 2021. In March 2023, 81% of businesses overwhelmingly voted in favour of renewing the BID for a second term, representing 93% rateable value, and supported the expansion of the BID footprint to Millbank.

The BID encompasses an area that has housed the nation's most influential institutions since the 11th Century. Positioned between the Palace of Westminster and Trafalgar Square, this area includes notable landmarks such as the Cenotaph, Horse Guards Parade, the Cabinet Office, and Downing Street.

The BID aims to ensure Whitehall remains a world-renowned business and visitor destination, through catalysing the revitalisation of the area, enhancing its unrivalled status in London, and developing the experience of working, living, doing business and visiting the area.

The Whitehall BID 2023-28 BID Proposal set out a refocus for some of the BID's themes with activity over the next 5 years being delivered against five key themes: Cleaning and Greening; Community Safety and Business Resilience; Destination; Environmental, Social & Governance (ESG) and Placemaking.

Over the past 12 months we have undertaken a large amount of activity in each of our 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 the upcoming year.



Illustrative sketch view of Craig's Court showing greening with potential for seating - People Wanted Whitehall

Placemaking

Creating a welcoming and accessible public realm is crucial for positive perceptions of the Whitehall area. We aim to ensure that the spaces between buildings are designed and maintained in a way that benefits all, and we are dedicated to implementing strategic initiatives and improvements that enhance the overall experience for residents, workers, and visitors.

We published '**People Wanted: Whitehall**', a vision for the Whitehall area, in July. **Nine public spaces across Whitehall were highlighted**, including the construction of a Whitehall River Walk connecting St James' Park and the Thames, and the development of Parliament Square and Bridge Street to bring wider pavements and a new tube exit



We identified locations for new, **on-street air quality monitors** as part of an initiative to capture PM2.5 and NO2 data and share this via an air quality portal

City ID embarked on a detailed **wayfinding audit for the BID area** and began **identifying priority projects** to take forward in 24/25



We supported The Northbank BID's extensive **riverfront strategy** which was completed this year

We attended the Zero Emissions Group to explore ways to **tackle carbon emission in the BID footprint**

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



The footfall and consumer metrics project with Colliers provided **pedestrian movement insights** and supporting data for Whitehall which is shared with the business community online



Destination

The Whitehall BID takes an active role in promoting the area through various digital platforms, including our website and social media channels. Through collaboration with our partners, we showcase an extensive range of events and activities which builds a diverse and exciting year-round calendar that appeals to residents, workers, and visitors, and contributes to the overall vibrancy of the Whitehall area.

6,900+ visitors welcomed to Whitehall by our multilingual team of Ambassadors who work 8 hour shifts Monday – Friday

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

£1,682 raised for charity at our Coronation Dinner



For the first time, a **Christmas Tree** was displayed in **Victoria Tower Gardens**. A Christmas tree light switch on event was also held in our neighbouring BID in collaboration with Victoria BID, Victoria Westminster BID and the Councillors of St. James's Ward



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

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



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



Security & Business Resilience

Whitehall BID continues to combat anti-social behavior (ASB) and low-level crime through collaboration with various public service partners including 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). Initiatives in the past year include addressing rough sleeping, women's safety, and ASB.

448 hours a week the BID footprint was patrolled by the Security Team from 10am to 6pm Monday to Sunday



1,400+ business visits carried out by our Security Team

521 users of the Emergency Notification System

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



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

The BID has supported and promoted the Met and BTP's campaign of Violence Against Women and Girls

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



74 bikes marked at our Dr. Bike marking sessions



Cleaning & Greening

Our Cleaning and Greening theme ensures Whitehall's open spaces remain inviting for businesses. Through collaboration with Westminster City Council (WCC), our street team enhances the area for a better place to live, work, and visit.

116km of paving cleaned by our Clean Team who work Monday to Friday 7am - 5pm



541 bags of rubbish collected



22 pieces of graffiti and flyposting removed



15 janitor requests completed



Environmental, Social & Governance (ESG)

Our Environmental, Social, and Governance theme aims to encourage a thriving local economy in our area. We actively encourage businesses to collaborate through various initiatives, including corporate social responsibility (CSR) projects, education and skills programmes, networking opportunities, and wellbeing activities for staff. By promoting a holistic approach to business practices, we seek to create a vibrant and sustainable community that benefits both our local economy and the overall wellbeing of individuals and organisations within it.

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



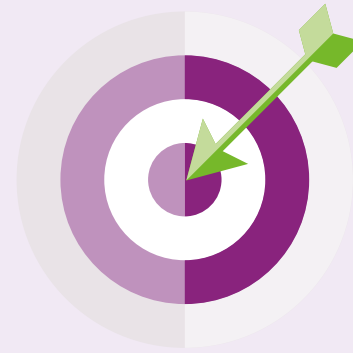
110 business members attended workshops throughout the year which marked **Mental Health Awareness Week**, Mental Health Awareness Day and seasonal moments such as Halloween and Christmas

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

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



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



Our Priorities

In line with our 2023-2028 BID Proposal our future work is guided by four overarching aims.

- 1.** Create a more **environmentally sustainable business** district and tackle climate change in line with the City of Westminster's ambition for a net zero borough by 2040.
- 2.** Drive the **continued postpandemic recovery** by supporting the return of office occupiers to the workplace, reviving international tourism, addressing recruitment challenges in the hospitality sector and helping the local economy adapt to new consumer profiles and behaviour.
- 3.** Maintain our role as an important bridge between the private and public sector, **enabling partnerships that drive positive change** not only in the BID area but also the wider community.
- 4.** Use the collective strength of 'London Heritage Quarter' – a collaboration with neighbouring south Westminster BIDs – to **lobby for continued local and central government investment in Victoria Westminster**, keeping London at the forefront of our economy.

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**.



Placemaking

- 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

- We will continue to **strengthen Whitehall'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.
- We will continue to provide the services of our **Ambassador team** to provide visitors with **wayfinding assistance** and to support businesses.



Cleaning and Greening

- 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**.



Environmental, Social & Governance

- 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 also be launching an **expanded ActionFunder** campaign, to reach a **broader range of charities** within the Westminster area.

Income & expenditure* 2023/24



Income

	Total £
BID Levy collection	529,000
Other income	11,000
TOTAL INCOME	540,000

Expenditure

PLACEMAKING	
Public space enhancements	25,000
Strategic improvements	57,000
CLEANING AND GREEN	
Enhanced street cleaning	67,000
Greening and environmental issues	29,000
DESTINATION	
Street Ambassador service	17,000
Marketing strategies	68,000
Cultural and promotional events	72,000
Public affairs and research	18,000
COMMUNITY SAFETY & BUSINESS RESILIENCE	
Community safety & anti-social behaviour	24,000
Business resilience	11,000
Crime prevention initiatives	20,000
ENVIRONMENTAL, SOCIAL & GOVERNANCE (ESG)	
Environmental sustainability	4,000
Charitable giving	14,000
Homelessness outreach and support	4,000
Wellbeing activities	9,000
Skills, employability & young people	11,000
BID team support	53,000
BID overhead costs	67,000
Contingency	25,000
TOTAL EXPENDITURE	595,000
Surplus /(Deficit)	-55,000
Brought forward from 2022/23	157,000
Carried forward to 2024/25	102,000

Anticipated Income & expenditure 2024/25

Income

	Total £
BID Levy collection	541,000
Other income	4,000
TOTAL INCOME	545,000

Expenditure

PLACEMAKING	
Public space enhancements	26,000
Strategic improvements	59,000
CLEANING AND GREEN	
Enhanced street cleaning	69,000
Greening and environmental issues	30,000
DESTINATION	
Street Ambassador service	14,000
Marketing strategies	64,000
Cultural and promotional events	65,000
Public affairs and research	20,000
COMMUNITY SAFETY & BUSINESS RESILIENCE	
Community safety & anti social behavior	26,000
Business resilience	12,000
Crime prevention initiatives	23,000
ENVIRONMENTAL, SOCIAL & GOVERNANCE (ESG)	
Environmental sustainability	7,000
Charitable giving	15,000
Homelessness outreach and support	7,000
Wellbeing activities	10,000
Skills, employability & young people	13,000
BID team support	57,000
BID overhead costs	51,000
Contingency	28,000
TOTAL EXPENDITURE	596,000
Surplus /(Deficit)	-51,000
Brought forward from 2023/24	102,000
Carried forward to 2025/26	51,000

* correct as at 31 December 2023 and forecast to 31 March 2024



Whitehall

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