

**Summary of the Victoria Westminster BID Proposal****STRATEGIC VISION FOR VICTORIA WESTMINSTER**

The development of a BID represents an incredible opportunity for businesses situated across SW1, to drive forward a powerful agenda that ensures Victoria Westminster remains one of central London's most significant districts. Working collaboratively, the BID offers local stakeholders an outstanding opportunity to invest in a better future, through a more united voice for business, enabling all sectors to benefit from the investment and commercial growth of the wider area. Anchored by the seat of Government and our Sovereign, complemented by culture, heritage and commerce, Victoria Westminster is a key contributor in maintaining London, as a competitive, global city. Over the last decade Victoria Westminster has seen this part of central London transform, repositioning this district as a new mixed use quarter of commerce, leisure and residential. At the heart of Victoria, over £4bn of investment has been made into the area, transforming it into a vibrant and dynamic destination. Businesses in areas neighbouring Victoria, have established BIDs and are already working to promote and improve these areas. Now is the time for Victoria Westminster businesses to seize this opportunity to ensure this area keeps pace as London continues to grow and competition among districts increases.

The proposed footprint for the Victoria Westminster BID area spans from Buckingham Gate to Parliament Square and as far south as Page Street. As a location, the area suffers from pockets of poor public realm, poor pedestrian connectivity and inadequate signage. Through a collective partnership we will see over £5.6m of investment spent on a range of tactical and strategic projects, highlighted by you, the business community, as interventions you would like to see implemented.

During the development phase a Management Committee was established from the business representatives based within the proposed footprint. The partnership brought together a number of key stakeholders who have all made a financial contribution to provide "seed" funding to develop the BID. The committee has been supported by the Victoria BID Board, with Victoria BID being responsible for the financial management of the BID and will work collectively to oversee to agree the strategic plan for the BID. The strategic leadership will be provided by the BID CEO with place management and marketing/public affairs integrated into the overall team and benefitting from economies of scale. This brings a level of expertise and experience that will ensure the BID works towards the success and outcomes set out within this BID proposal.

The Victoria Westminster development team, guided by the partnership has been undertaking an extensive consultation exercise in the form of a perception analysis to ascertain what Victoria Westminster needs.

The survey was carried out over a period of 6 weeks, during which 80% of businesses expressed their support of a BID. This consisted of an online questionnaire that was promulgated to all the business community who would be eligible to vote in the upcoming ballot.

The perception analysis results have driven the key objectives going forward over the 4.5-year term: **Public Realm, Clean and Green, Destination Victoria Westminster, Safe and Secure and Sustainable Prosperity.**

The BID will only provide services that are identified and determined by the local business community. The Victoria BID will not affect level or quality of services provided by the local authority and all levy generated is purely for added value.

Beneficial overlap of projects will be evident but the BID will strive to achieve outcomes for each individual sector as below:

#### **All sectors**

- Safe, green and clean environment
- Annual events programme
- CSR activities
- Improved procurement
- Policy lobbying voice

#### **Retail Sector**

- Improved wayfinding
- Retail Promotion
- Privilege card scheme

#### **Leisure & Hospitality Sectors**

- Holistic marketing strategy
- reduction in operating costs
- Destination website and social media

#### **Corporate/Office Sectors**

- Business directory
- High level business advice and work place brokerage for businesses within the corporate/office sectors.

## **VICTORIA WESTMINSTER BID PROPOSAL OBJECTIVES 2018-2023**

### **Place Making - £729,000 Investment**

Public realm within the Victoria Westminster footprint is in need of improvement to ensure congestion is relieved and a smoother pedestrian flow is achieved. Equally with the fast approaching completion of the enhancements to the Victoria station, coupled with inadequate signage and narrow footpaths it is easy to understand why over 60% of businesses consulted with deemed public realm an important issue and therefore the Victoria Westminster BID will ensure that the public realm theme sits high on all agendas.

Public realm is the first visual view to all visitors, the BID will develop a public realm strategy that will ease these challenges and play a role in developing Victoria Westminster as an area that gives an enhanced and lasting 'experience' to all whom live, work and visit.

#### **BID Project Focus**

- Improved signage and way finding of the area
- Vehicle and freight management congestion initiatives
- Encouraged provision of walking programs
- Improvement of street furniture
- Respond to all planning applications shaping the future of the area
- Partnership work and/or lobbying of statutory partners ensuring additional investment is for the benefit of Victoria Westminster
- Respond to all planning applications shaping the future of the area

### **Clean and Green - £729,000 Investment**

Victoria is home to well maintained, green spaces. The perception analysis findings clearly indicate that an improved environment is a core component of what businesses feel is needed for the area.

Victoria Westminster has the potential to utilise and make the most of its existing green spaces yet also has the scope for new greening opportunities to really bring the area to life, encouraging staff and visitors to experience a greener, healthier place to relax and enjoy. The expertise of the BID will allow for a wealth of innovative, cost effective and green projects to be brought to the area to make this possible.

#### **BID Project Focus**

- Improved tree planting and community seating
- Additional street cleansing above and beyond the statutory duty of the local authority
- Provision of monitoring and reporting of environmental issues.
- Improved utilisation of green space and/or encouragement for additional green space
- Business recycling scheme

- Partnership working to improve business sustainability
- Air quality pledge certificate

### **Destination Victoria Westminster - £970,000 Investment**

With an abundance of history, culture and activities on tap, Victoria Westminster really is a place that offers a full experience to staff and visitors alike. Nearly 60% of businesses consulted with expressed the importance of the area to allow work, rest and play. Therefore, it is crucial to ensure that both the retail offer and leisure offer are of the correct provision, continuing to build on the vibrancy and experience of the area. The BID will guarantee that we are capitalising on the existing historical appeal coupled with the offer of retail, leisure and culture, and ensure we are representing you around any table for key conversations to encourage further mix of use. With an already extensive successful marketing strategy and event activities taking place within the Victoria BID, the skills and expertise are already well placed to grow and develop these for Victoria Westminster.

#### **BID Project Focus**

- Development of marketing strategy and event programme
- Extension and growth of existing successful privilege card
- Replication of successful street ambassador programme in Victoria
- Production of a business directory showcasing business diversity
- Enhancement of dedicated destination website and social media

### **Safe and Secure - £729,000 Investment**

Emphasised even more in the current climate is that of the potential risks that can threaten a vibrant and highly visited area. Recent events throughout the UK and particularly in London have revealed the need for an area to not only be well protected by the police and security services but also from a well-planned safe urban design. For example, recent hostile vehicle mitigation measures have been installed in the area creating the first steps to making Victoria Westminster a place that can be enjoyed with reduced terror threat risks. More can be done though including providing businesses with the tools to safeguard themselves against any attacks.

The safe and secure strategic priorities will also focus on day to day issues that need to be addressed, including those highlighted by businesses in the perception analysis such as homelessness and anti-social behavior. With a positive ballot outcome, the BID will be in a strong position to work with many teams within the Met Police, including the Counter Terrorism and the Safer Neighborhood teams. Not only are we able to report back these issues and encourage distribution of police resources, but we can also have a role to play in tackling such issues.

### **BID Project Focus**

- Representation on safe and secure steering groups
- Ensure best practice through police and business engagement
- Fostering of positive community relations
- Offering of high level business advice on areas such as business continuity, counter terrorism, fraud and economic crime
- Development of bespoke local crime prevention initiatives
- Provision of safety information

### **Sustainable Prosperity - £485,000 Investment**

Keeping Victoria Westminster sustainable as an area with a core appeal of quality and vitality can only be done through a partnership approach. Short and long-term approaches need to be considered for a prosperous economy.

The perception analysis demonstrates that both this as well as corporate social responsibility (CSR), is important to the businesses. Although over a third of the businesses already support the local community by volunteering or taking part in CSR, it appears there is a drive for more activities along with many also expressing an interest in networking events as a development to a business sharing platform.

The BID has the expertise and knowledge to facilitate the projects aligned to these needs. Work placement brokerage schemes, business to business mentoring schemes, encouragement of investments in to the local community, among many others will be opportunities that are provided.

### **BID Project Focus**

- Commission of evidence based research to inform future policy decisions
- Implementation of a social corporate responsibility scheme supporting local community and volunteering engagement
- Development of a work placement brokerage scheme
- Development of an annual networking event plan
- Representation of a lobbying voice to influence Local and Central Government

## THE BID BUDGET

18/19		19/20	20/21	21/22	22/23	TOTAL	% OF TOTAL
<b>INCOME</b>	£	£	£	£	£	£	
Levy Income	510,000	1,046,000	1,073,000	1,099,000	1,127,000	4,855,000	100%
<b>Total</b>	<b>510,000</b>	<b>1,046,000</b>	<b>1,073,000</b>	<b>1,099,000</b>	<b>1,127,000</b>	<b>4,855,000</b>	<b>100%</b>
<b>EXPENDITURE</b>	£	£	£	£	£	£	% OF TOTAL
Public Realm	77,000	157,000	161,000	165,000	169,000	729,000	15%
Clean and Green	77,000	157,000	161,000	165,000	169,000	729,000	15%
Destination Victoria Westminster	101,000	209,000	215,000	220,000	225,000	970,000	20%
Safe & Secure	77,000	157,000	161,000	165,000	169,000	729,000	15%
Sustainable Prosperity	51,000	104,000	107,000	110,000	113,000	485,000	10%
Staffing *	66,000	136,000	139,000	142,000	147,000	630,000	13%
Overheads	35,500	73,700	75,000	77,000	79,000	340,200	7%
Contingency	25,500	52,300	54,000	55,000	56,000	242,800	5%
<b>Total</b>	<b>510,000</b>	<b>1,046,000</b>	<b>1,073,000</b>	<b>1,099,000</b>	<b>1,127,000</b>	<b>4,855,000</b>	<b>100%</b>