

A STRATEGIC VISION FOR THE NORTHBANK

Creating a high-quality public realm and environment has been a priority of The Northbank BID since its inception. The BID launched its Public Realm Vision and Strategy in 2015, identifying over 100 locations suitable for long and short-term improvement projects, sparking a host of positive developments over the years to come. The BID's forward-thinking Strand/Aldwych Vision is now being taken forward by the City Council, with Local Implementation Plans (LIP) funding for Aldwych, Arundel Street and Surrey Street public realm and highway improvements bringing a £30m investment into the area. Similarly, LIP funding for the BID's proposed public realm and highway improvements around Villiers Street will see £10m invested in the creation of an environment worthy of this bustling thoroughfare.

The BID's work with partners such as Westminster City Council and Transport for London is resulting in some of the most important enhancements to the area in a generation. If this transformational work is to continue, the foundations laid during the BID's first term will need to be built upon during a second five-year period of consultation, strategic planning and sustainable development.

Objectives for 2018-23:

- Support the delivery of a world class Strand/Aldwych project, now led by Westminster City Council
- Deliver a range of projects from within the Public Realm Vision
- Continue to engage with Villiers Street stakeholders and develop a vision to enhance the character of the street
- Work with the Mayor's Air Quality Fund and Vision to reduce air pollution in Central London through Delivery and Service Planning that builds on the BID's freight consolidation work and encourages cycling and walking through the Healthy Streets Approach.

CLEANING AND GREENING

In 2013 the BID introduced additional street cleaners, enhancing the public realm across the BID footprint. Today, a dedicated team works day and night to sweep, jet wash and remove graffiti and gum, ensuring the area is kept clean and safe for businesses and visitors. Street concerns are reported quickly and the BID is able to use its strong relationships to influence work by Transport for London and Westminster City Council to maintain roads, footways and trees.

As well as helping to care for the area's award winning parks and open spaces, the BID have routinely sought ways to promote biodiversity, better air quality and the pursuit of a smaller carbon footprint. The BID's Green Infrastructure Audit and subsequent Public Realm Vision and Strategy identified a number of greening opportunities, including Embankment Station. TfL has responded by implementing plans for a unique improvement project that will benefit all those who travel through

the busy station area. Air quality is a critical concern and in 2015 the BID installed an air quality monitor at King's College London's Strand campus, making information and comparisons with the London Air Quality Network scheme available on the BID website.

Each year, the BID and its partners enter the London in Bloom competition. As well as placing hanging baskets, planters and trees in tubs in key locations, the BID has also developed a comprehensive waste and freight consolidation plan to minimise traffic-related air pollution. In 2016, the result was a well-earned Silver Gilt Award. As the area's burgeoning success attracts more people to its public spaces, pressure will increase on the BID's cleaning and greening services.

Objectives for 2018-23

- Continue to provide a 24-hour additional cleansing service, offering a reactive response to businesses' needs while keeping the area clean and tidy
- Continue to monitor Westminster City Council's Baseline Agreement and report environmental issues on a daily basis through the Northbank Ambassadors

MAKING THE NORTHBANK SAFE AND SECURE

With safety and security an increasing concern across the capital, in 2016 the BID introduced The Northbank Security Patrol to provide invaluable street-level reporting and support. Wearing security video badges, which provide video and audio evidence during incidents, the team covers the BID area from 06:30 to 23:30, Monday to Friday. The key to the success of The Northbank Security Patrol has been a coordinated approach between the BID, the police, the City Council, local businesses and charities. Working together, we are delivering timely responses to low-level crime and antisocial behaviour. Sharing knowledge ensures swift and proportionate responses connected to longer-term strategies to design out the problems affecting the area's public spaces. To this end, the BID established a network of 75 digital radios to communicate between businesses, Northbank Ambassadors and the police.

A longer-term goal is to help reduce homelessness across Westminster. Through the Real Change campaign, the BID works with the City Council, charities and neighbouring BIDs to engage with homeless people and connect them with resources available through local organisations such as The Connection at St Martin's. Over the next five years, it's vital that businesses continue to have confidence in the BID to respond swiftly and appropriately to their concerns, while introducing programmes that will have a visible impact on the area.

Objectives for 2018-23

- Maintain excellent relationships and ensure a coordinated approach with partners at Westminster City Council, the Met Police and British Transport Police

- Build on the success of the BIDs patrol scheme by providing daily security cover across the whole BID footprint
- Boost the BID's radio network to enhance communications between the BID, businesses and the police
- Continue to provide an Ambassador programme, engaging with the business community and carrying out daily inspections of the area
- Work with the police and other Westminster BIDs to deliver a programme of table-top exercises on fraud awareness, counterterrorism and crisis management

RAISING THE PROFILE OF THE NORTHBANK

The introduction in 2013 of Northbank Ambassadors signalled the BID's commitment to offering on-street support, information and a positive visitor experience. The first term of the BID was also marked by the creation of flagship events that quickly became established features of the cultural and social calendar. 2015 saw the inaugural Northbank Summer Festival, which brought big-screen tennis from Wimbledon and an outdoor market to Victoria Embankment Gardens. Later the same year, the first ever Christmas lights in The Northbank transformed the Strand, attracting London-wide attention. Since then, the BID's festive illuminations have spread to Villiers Street, gaining wide media coverage for being the capital's 'greenest' seasonal lights. In 2014, the BID's sponsorship of West End Live was the first step towards closer alignment with the capital's hot-ticket events. Attracting over 500,000 people to the area, this annual celebration of West End theatre vastly increases the reach of The Northbank brand. Other high-profile happenings with which the BID has shared the spotlight include the 2016 Tour of Britain and the 2017 London Festival of Architecture.

Digital communication has become a vital support system over the first term of the BID. The BID's website and newsletter are important sources of information for stakeholders, while social media is set to become an increasingly prominent feature of their communications strategy. The BID's goal for the next five years is to further elevate The Northbank brand by continuing to create and attract headline-making cultural events, making The Northbank synonymous with every great 'London moment' happening in the area.

Objectives for 2018-23

- Continue the BID's destination-building campaign through social media, e-bulletins, press and other marketing tools
- Deliver a programme of events that enable local employees, students, residents and visitors to enjoy The Northbank's unique open spaces
- Raise the profile of the Public Realm Vision for Strand/Aldwych by hosting cultural events and bringing key influencers into the area
- Develop destination branding through a single, identifiable message to enhance an area-wide marketing strategy

CHAMPIONING SUSTAINABLE GROWTH

From the launch in 2014 of the Small Business Network to the more recent Future of Apprenticeships event and the Northbank Employability and Careers fair, the BID is committed to empowering their business members to deliver positive outcomes in such critical areas as Employment, Education, Skills, Small Business Support, Charity Engagement and Wellbeing. Whether helping connect businesses with school leavers or ensuring organisations understand the impact of the new Apprenticeship Levy, the BID appreciates that a healthy local economy requires skilful leveraging of the academic and commercial expertise on their doorstep. During their first term, the BID hosted mental health and wellbeing seminars, encouraged community-based volunteering and created The Northbank Community Choir. Promoting inclusion and communication in the workplace promotes the BID's engagement agenda while helping to create a happier and more productive Northbank.

Launched in 2014, The Northbank Privilege Card gives local workers and residents special discounts and offers on eating, drinking, entertainment, leisure and more. With nearly 4,000 cards activated during the first term of the BID, this initiative continues to encourage local spending and support for neighbourhood businesses. Similarly, Northbank Magazine reaches 40,000 people each year, showcasing local businesses and personalities, and publicising upcoming events.

Objectives for 2018-23

- Deliver a programme of informative, activity-based events in support of initiatives such as Westminster Enterprise Week
- Promote workplace accessibility and up-skilling, and raise awareness of employment opportunities in the area for local job seekers
- Support events – such as British Science Week – that promote Science, Technology, Engineering and Maths (STEM) careers to young people
- Continue the Ambassador programme, offering a street concierge service and providing information to businesses
- Deliver a successful Privilege Card scheme to encourage local economic growth

Planned Expenditure by Priority Theme

Priority Theme	Total Budget Allocation 2018-23
Public Realm Operational Services	£2,014,000
Strategic Vision for Northbank	£775,000
Community Safety and Business Resilience	£1,554,000
Marketed and Promoted	£1,861,000
Corporate Community Engagement	£1,389,000