

## **Annex 1**

### **Summary of Victoria BID Renewal & Alteration Proposal Priorities**

Victoria BID deliver projects and programmes under four core strategic themes which after extensive consultation, have been identified as priority areas.

#### **DESTINATION VICTORIA**

(Total budget allocation for next term of £1,912,500, 15% of total budget)

Strategic objectives to retain Victoria as a destination, ensuring that it continues to showcase and demonstrate itself as a renowned place of tourism and leisure. The alteration to the existing Victoria BID footprint encompasses all major landholdings in Victoria, including Victoria train and coach stations.

Victoria is home to world class bars, restaurants, hotels and theatres. The ever - increasing competition of other districts within London to be a world-class destination applies pressure on Victoria BID to promote themselves as a destination and to maintain this stance for the future.

The Strategic objectives for the next term are as follows:

- Develop a programme of activity which engages and embraces the local community, including businesses, residents and visitors with a particular focus on embracing its strongest assets.
- Spearhead the campaign for the redevelopment of Victoria Station.
- Continue to enhance and promote Victoria as a leading destination in central London with the ability to host high-profile events providing a spot-light on Victoria
- Lobby local and central Government and work with strategic stakeholders to provide a strong voice for all businesses within Victoria
- Partner with trusted and established cultural organisations to broaden the scope of events and the wider activity programme which is to be delivered within Victoria in order to maximise the benefits for levy payers.

#### **Inclusive Economy**

(Total budget allocation for next term of £1,275,000, 10% of total budget)

Inclusive economy refers to undertaking research and delivering projects which address the needs Victoria's businesses residents and visitors. BIDs are a key player in bringing together local communities, the public and private sectors. This collaborative partnership is at the heart of this inclusive economy theme as it encompasses the needs of those within Victoria and ensures that results are delivered to benefit all.

The strategic objectives for the next term are as follows:

- Ensuring staff retention and workforce productivity by focusing on health & wellbeing within the workplace

- Improve relationship and set targets with Westminster City Council's Employment Service to ensure more unemployed residents into jobs
- Host and deliver more events around employment and skills in order to engage young local people and to prepare them for future employment opportunities
- Play a central role in the development of Victoria's first neighbourhood plan by working closely with businesses, residents and Westminster City Council
- Better utilising technology by developing an app to improve accessibility to information about the area, services and facilities
- Commission further research in order to better understand social issues within the area and how the BID can play a key role in helping to address these issues
- Developing a closer relationship with charities to support local community projects
- Continue promotion of the successful Victoria Privilege Card Scheme

### **Public Realm & Greening**

(Total budget allocation of £1,912,500, 15% of total budget)

Public realm has been at the heart of the agenda for the Victoria BID and as such, the formation of a Public Realm Strategy was seen as pivotal to the underpinning work needed to be undertaken around establishing places. Victoria has established itself as a 'place' in its own right and the work of the BID has played a significant role in making this happen over the years. The creation of new developments and introducing these into the community where workers, residents and visitors can enjoy experiences within these spaces is what makes a great place. However with the many challenges that lie ahead and in order to ensure sustainable growth, a more strategic and collaborative approach is required to future-proof and secure investment.

The strategic objectives for the next term are as follows:

- Share and promote Victoria' BID's new Public Realm Strategy in order to ensure that Victoria is able to leverage the benefits of it, particularly in order to enhance socio-economic and environmental development.
- Create and deliver a series of short, medium and long-term public realm projects guided by the Public Realm Strategy, with an ultimate focus on delivering more green spaces and green infrastructure
- Work closely with the objectives of the 'Destination' theme in order to activate great spaces, drawing on public real trends, insights and best practice, both from Victoria, nation and worldwide
- Work closely with Westminster City Council and TfL in order to promote and deliver the Inner Ring Road rerouting project
- Work more closely with the business community and key stakeholders in order to address traffic dominance and air quality issues

- Continue to work with Westminster City Council, Network Rail, TfL and other key strategic stakeholders with the aim to transform Victoria, the environment and its people

### **Security and Business Resilience**

(Total budget allocation of £2,450,000, 19% of total budget)

The requirement for a robust security and business resilience system within Victoria is evident now more than ever. With the increasing challenge of dealing with the threat of terrorism, anti-social behaviour, rough-sleeping and street-crime due to cuts to public sector and policing budgets, the role of Victoria BID has become elevated in helping to combat these issues. In order for this thriving and successful area to feel welcoming, safe and secure, the Victoria BID want to take a more strategic approach to security and business critical issues for this next term. These objectives for this theme reflect the changing demands on the business community.

The strategic objectives for the next term are as follows:

- Work even more closely with key strategic partners such as Westminster City Council, the Met Police, the GLA and TfL with the view to instil a more secure culture across the footprint
- Plan and deliver projects to tackle homelessness, including lobbying central and local government to produce a more sustainable solution for rough-sleeping
- Raise Victoria BIDs profile in the security arena such that Victoria BID will be an exemplar BID for others to learn best practice and be able to obtain innovative ideas.
- Continue the high-profile and professional work of the on-street security team
- Enhance resilience of the district by being able to provide timely access to critical information and mitigating the impact of a crisis when it occurs by ensuring preparedness. Part of this will include workshops and table tops exercises.