



South Bank BID's purpose is to ensure that through meeting the needs of its levy-paying businesses, South Bank remains one of central London's most desirable neighbourhoods for business and commerce, and a first-class destination to live, work and study.

Our Work in 2021/22

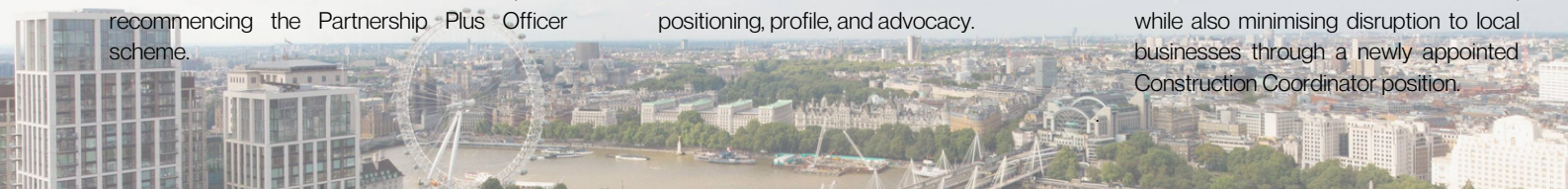
Throughout 2021/22, South Bank BID has continued to deliver its key services, while flexibly and proactively responding to the challenges posed to businesses and the area at large by COVID-19 as this evolved throughout the year. That work has included:

- Prioritising security in South Bank through the continuing work of South Bank Patrol, on the ground 7 days a week, but also through implementing Night-Time Marshals during the Summer period to manage heightened levels of ASB and crime.
- Ensuring that South Bank remains clean and well managed by South Bank Clean Team, and reacting proactively to public realm challenges posed by COVID-19 such as by delivering temporary facilities along the Queen's Walk while buildings remain closed.
- Being a member of the London Recovery Tourism Board to help direct the recovery of the city's tourism at a strategic level, alongside the being a high-level partner of London & Partner's Let's Do London domestic tourism campaign, which generated £70m of additional visitor spend in London and featured South Bank prominently.
- Area promotion through South Bank London, one of London's leading destination marketing sites which has a combined reach of 300,000 across its channels.
- Funded and launched a successful Business Crime Reduction Partnership in Waterloo Station designed to address business crime such as pickpocketing, shop theft and antisocial behaviour.
- High level stakeholder engagement, including working with both Lambeth and Southwark Council to leverage further economic support for South Bank, such as working with Lambeth Council to receive £500,000 in ERF funding designed to be spent across South Bank on initiatives that specifically support business recovery.
- Raising the profile of South Bank, and especially the vital role of its cultural industry, in National Media, through projects such as the Engine of Recovery Report in partnership with Lambeth Council.

Our Work in the year ahead

In 2022/23, South Bank BID will continue to prioritise business needs in the immediate context of COVID-19 recovery, including advocating for necessary financial support, creating a supportive and welcoming environment to help the return of employees to the office and encouraging on the return of international visitors to South Bank, alongside implementing initiatives that support the longer term, sustainable health of the area and look toward a post pandemic landscape. This year the BID intends to:

- Continue to prioritise security and cleaning in the area through delivering additional resources, such as a new Police Room in Southbank Place, an outreach officer in Waterloo Station, and recommencing the Partnership Plus Officer scheme.
- Deliver the relaunch of the STAR Card discount card, in partnership with We Are Waterloo, at a time employees begin to return to the office, to promote the best of all South Bank has to offer to its local audiences.
- Focus on the return of international visitors to South Bank through continuing our work with London & Partners and their International Tourism campaign
- Work towards providing area wide sustainability initiatives, including those that minimise freight traffic into the area and improve air quality, while also saving BID businesses money by working as a collective body.
- Initiate brand development work on South Bank London, to help expand the brand beyond destination marketing to meet the needs of the area in terms of positioning, profile, and advocacy.
- Deliver initiatives designed to overcome existing barriers to recruitment and skills shortages in the area, including working with local education bodies to do so.
- Continue to work and collaborate with local stakeholders on projects such as the Spine Route regeneration to ensure sufficient investment in Public Realm, while also minimising disruption to local businesses through a newly appointed Construction Coordinator position.





Delivery & Governance

The BID is run and overseen by South Bank BID Limited, a business-led not-for-profit company, limited by guarantee. South Bank BID's delivery agent is South Bank Employers' Group (SBEG), a not-for-profit company established in 1991 by organisations in the area to promote and improve South Bank for the benefit of employees, visitors and residents.

To minimise overheads and risk and make the best use of existing resources and expertise, South Bank BID does not directly employ staff. It delivers programmes and projects through SBEG under a service level agreement at agreed rates for staff time and overheads. This agreement runs for the duration of the BID term, and in the event of renewal, for future BID terms.

Members of the company elect a board of a minimum of 9 and a maximum of 17 members who are representative of the diversity of businesses in South Bank currently, and oversee the work of the delivery team to the benefit of levy payers.

Finance

In 2021/22, the BID forecast to collect levy payments totalling £1m from 367 hereditaments in the BID area covering both Lambeth and Southwark. By 1 January 2022, billing authorities had collected 90% of total levy.

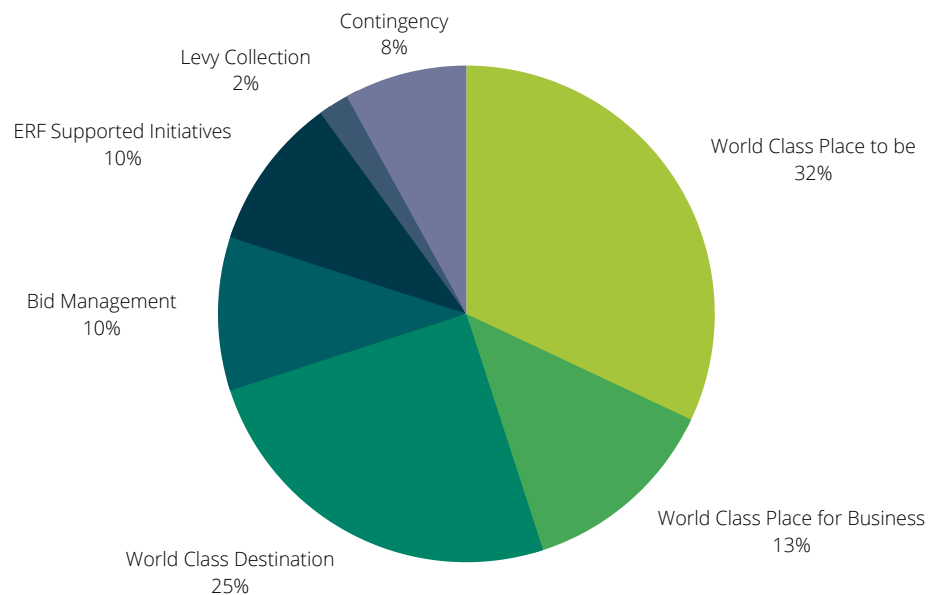
The BID will continue to engage with businesses and authorities for collection of levy in 2022/23, but recognises there may be delays due to evolving circumstances and government legislation concerning Covid-19 and its variants, it will therefore review its forecasts on an on-going basis and revise accordingly. The BID will aim to ensure services are not affected.

IFor 2022/23 the BID forecasts expenditure to be expended under three broad headings on a range of deliverables including World Class place to be, World Class for business and World Class destination, and additional collaborative work and projects.

Rules

The amount to be charged to business properties and the income to be derived through the BID levy is based upon a set of detailed rules set out in the BID Proposal, summarised as follows:

- The term of the BID will be for a period of five years from 1 October 2019 to 30 September 2024
- The BID levy will be applied to rated properties in the BID area with a rateable value of £50,000 or more
- Except as specified the levy will be a fixed rate of 1.12% of rateable value as at 1 October 2019, inflated by 3% year on year from April 2021 onwards
- The levy charged to any single hereditament shall not exceed £30,000
- The total levy paid by any single liable party in each Borough will not exceed £40,000



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Paying Your Bid Levy

South Bank BID recognises that businesses are still dealing with the impact of COVID-19, and we appreciate that so many businesses have recognised the vital contribution we make to the area and have paid their BID levy despite the challenges of the past two years. While the levy is a statutory charge, as we have done in 2021/22, we are happy to discuss the levy individually with businesses and will consider payment plans for businesses requiring support to pay their bill - the BID is also happy to discuss with businesses the possible areas of financial support they may be entitled, at a state and local council level. To discuss further, please contact bid@southbanklondon.com.