

Billing Leaflet 26/27

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ABOUT THE BID

WHAT IS A BID?

A **Business Improvement District (BID)** is a not-for-profit organisation, led and funded by businesses to improve a defined commercial area. Governed by legislation, BIDs operate over a fixed term to a maximum of five years and must then go through a ballot process to secure another term of up to five years.

A BID is funded through a levy which is calculated as a percentage of a business premises' rateable value and is mandatory for all eligible businesses following a successful ballot. For levy calculation purposes, business premises in the BID area are referred to as "hereditaments".

ABOUT SOUTH BANK BID

South Bank BID has been operating since 2014 and includes over 200 levy-paying businesses. It is currently in its third term, which will run until 30 September 2029.

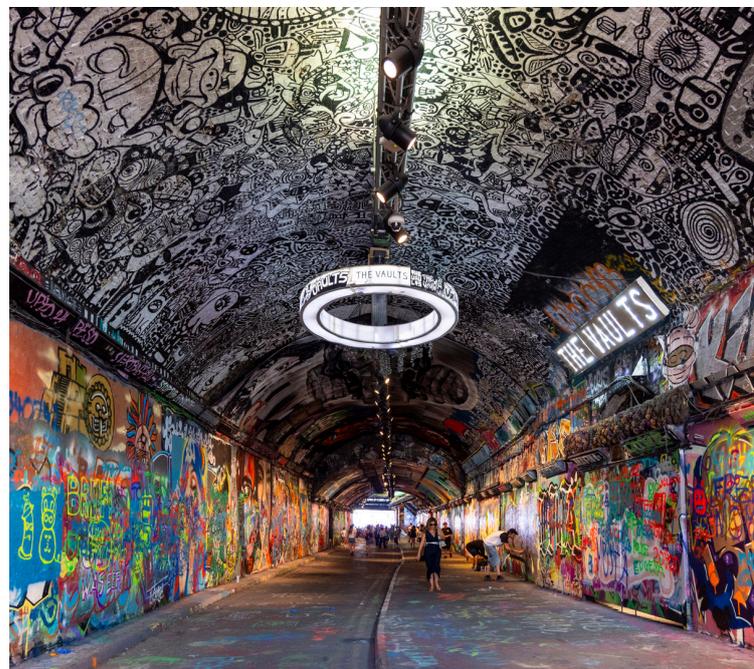
A mix of world-class cultural venues, leading tourism attractions, global businesses and pioneering independents, South Bank is a unique neighbourhood and destination in central London.

In response to the specific needs of this diverse business landscape, the BID delivers a programme of activity that ensures a world-class South Bank for everyone, including safety, security, and cleansing, sustainability, area promotion, and business advocacy.

The BID's programme of activity is detailed on the second page of this leaflet. To find out more and read our full business plan, visit our website at southbankbid.co.uk

WHAT AREA DOES THE BID COVER?

Please find a full map of the South Bank BID area [here](#). You can also find the complete rules and governance for the BID on our '[About Us](#)' page.



WHAT WE HAVE DELIVERED IN 25/26

Here is a short overview of the projects your levy payments went towards in the last 12 months – for a full breakdown of our delivery, please visit the BID website.



Safe & Welcoming

- Continual on-the-ground support from **South Bank Patrol**, seven days a week.
- Daily cleansing from **South Bank Clean Team**
- Strategic partnership work between South Bank Patrol, Met Police, and local authority teams to tackle ongoing issues such as phone snatching and bag theft – leading to the arrests of prolific offenders.
- Provision of Night-time Marshals during periods of the year with high levels of night-time activity, to help keep all visitors safe and secure.
- Introduced a pilot scheme for a dedicated Youth Outreach Worker – working alongside our Outreach Worker – helping to support young people experiencing homelessness, or situations leaving them vulnerable or at risk.

Vibrant & Promoted

- Continual delivery of **South Bank London**, one of London's leading destination marketing platforms – reaching online audiences over 500,000 and generating over 15,000 onward clicks to businesses.
- Promotion of businesses and destination marketing through our social media with over 2.3million views across our channels
- Distribution of over 80,000 seasonal 'What's On' booklets to key local audiences highlighting all that's happening in the area.
- Area promotion and seasonal advertising targeted at London tourists
- Targeted advertising through business titles to promote South Bank's venues to audiences of over 50,000 event bookers.

Sustainable & Resilient

- Continued coordination of the Sustains Us partnership programme, bringing together businesses, councils and community organisations to deliver local climate action.
- Over 400 residents, businesses and partners engaged with Sustains Us through events including the Shaping Our Future stakeholder workshop and the Wonderful Waterloo & South Bank community event.
- Expanded and maintained the neighbourhood air quality monitoring network, providing live data to better understand local pollution levels.
- Completed a major feasibility study exploring the potential for a low-carbon heat network across 39 large buildings in South Bank and Waterloo.

Supported & Connected

- Delivery of a quarterly report, detailing South Bank's footfall and spend to help levy payers to make data-informed decisions.
- Hosted a breakfast briefing with a keynote from Bernard Donoghue OBE, CEO of ALVA to share insight into footfall, spend and audience trends
- Worked with partners on a coordinated report in response to the impacts of marches, protests, and large gatherings in South Bank – advocating for more robust safeguards and policing for such events in future.
- Advocating for the South Bank business community to ensure representation in partner-led strategic documents such as Growth plans and Night Time Economy Strategies

WHAT WE WILL DELIVER IN 26/27



In the financial year 2026/2027, we will continue to deliver to the vision outlined in the third term business plan, building on all that's already been delivered in the first 18 months of the current term.

A complete business plan for 2026/2027 will be launched in April 2026 containing a detailed overview of our planned delivery. A summary of the key projects and services are listed below.

Given the continuing needs of the area, we will continue to prioritise the core services that businesses tell us matter most:

- Daily additional cleansing to keep South Bank clean and welcoming.
- Ongoing on-the-ground support from South Bank Patrol, working closely with the Met Police and local authorities on targeted action to tackle phone theft, unlicensed trading and anti-social behaviour.
- Regular footfall, spend and insight reports to support business planning and decision-making.
- Operation and promotion of the Star Card discount scheme to drive spend locally.

- Continued delivery of South Bank London – promoting the area through our digital channels, seasonal campaigns and targeted advertising.

In addition, we will:

- Deliver an enhanced summer marketing campaign to leverage the 75th anniversary of the Festival of Britain, driving awareness and footfall across the neighbourhood.
- Improve the Star Card website to enhance user experience and work with businesses to showcase more offers.
- Continue to represent businesses in relation to marches and protests in the area, working with partners to minimise disruption and protect trade.
- Develop a Green Infrastructure Strategy to identify priority greening projects and coordinate future investment across the neighbourhood.
- Continue working with building owners and partners to explore next steps for low-carbon heat and cleaner energy systems locally.

FORECAST SPEND 2026/2027

South Bank BID is funded through levy payments made annually by businesses: any business in the BID boundary with a rateable value of over £50,000 is a mandatory BID levy payer.

From April 2026 to March 2027, the BID forecasts to collect approximately £1,508,825 from around 300 hereditaments across Lambeth and Southwark.

The 2026/2027 levy charged to businesses is calculated as 1.65% of the rateable value of the property.

Levy income will be spent divided per the themes and other costs in the chart right.

For a more detailed breakdown of the budget, along with Levy Rules and Governance, see our 2026/2027 Business Plan at southbankbid.co.uk/publications

