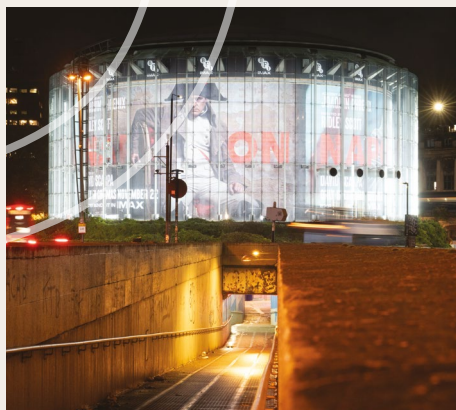


SOUTH BANK
BUSINESS IMPROVEMENT DISTRICT



**BUSINESS
PLAN**
2025/26



South
Bank
BID



WELCOME

Welcome to South Bank Business Improvement District's (BID) business plan for the 2025/26 financial year. This is the first full year of the BID's third term, which commenced on 1 October 2024 and will run to 30 September 2029. This follows the BID's very successful ballot, which was held in January and February 2024 and resulted in a resounding endorsement for the BID's proposal, with over 99% of businesses voting yes. This year, through the BID, South Bank businesses will be investing £1.5m in the area – an annual amount that it set to be sustained over the remaining years of the third term. We thank all levy-paying businesses in the BID area for their continued support.

As stated in the ballot proposition document, South Bank BID's main purpose is to ensure that the needs of its levy-paying businesses are met, and that South Bank remains one of central London's most desirable neighbourhoods for business and commerce. Unified by the BID's continuing vision of "A World Class South Bank for Everyone" our plans and activities for the third term are structured around the four strategic themes of South Bank being: Safe & Welcoming; Vibrant & Promoted; Sustainable & Resilient; and Supported & Connected.

At the start of the BID's third term, the BID Board held an away-day to ensure that its work reflects the needs of the area and its business community. This built on the Board's ambitions to review aspects of its ways of working and its governance to ensure that it is serving what is a dynamic and evolving business community. This work included research into the type of businesses that call South Bank home – their size, tenure, and the economic and commercial sectors that they are operating in.

The Board also reviewed aspects of its governance, including its members and structure, and agreed to establish a Finance Committee, and better define role profiles for Board members. This work was aligned with the Board's submission to British BIDs for formal Accreditation, and we are delighted that the BID has secured official Accreditation for a second time, one of a very small number of BIDs in the UK to have achieved this.

We thank Govert Deketh for his work and commitment over many years as Chair of the BID Board, and we wish him well in his future endeavours. Govert has overseen two very successful ballots and has successfully guided the BID's evolution and growth.

In delivering to the plans and ambition for its third term, the BID will maintain a focus on mitigating and addressing the impacts of climate change through practical projects and action, whilst ensuring that the area is resilient against ongoing economic pressures and challenges.

Our place management and marketing services are key to the latter, and these will benefit from the approach to research, data and insight that we are committed to in the third term. Indeed, our business plan for the year ahead demonstrates how the BID's services, projects and programmes will benefit from the investment that we are collectively making in these areas.

The BID welcomes the publication of the London Growth Plan – many of the priority areas identified in the Plan are core to South Bank's identity: the experience economy; the creative industries; international education; "frontier" innovation such as medical and climate technology; and professional and business services, including those businesses that are working in AI, fintech, and data consultancy. We look forward to working with the Mayor of London and his team, the Greater London Authority (GLA), our local councils, and our businesses to achieve the aims of the Plan.

Alongside the publication of the London Growth Plan came the welcome inclusion of the Waterloo Station masterplan in the Opportunity London Prospectus. This helps to put the shared ambitions of the masterplan – which South Bank BID made a financial contribution to – in the broader context of London's investment opportunities.

Taken together, these set the broad economic and policy context that South Bank BID is working with over the next five years, and we are well positioned to benefit from both – the Growth Plan is very positive about the work of BIDs and the positive contribution that they make to London and its diverse neighbourhoods.

As always, please do get in touch if you would like to discuss any aspect of the BID's work and what we plan to deliver in the year ahead.

Nic Durston
Chief Executive



2024-25 IN REVIEW



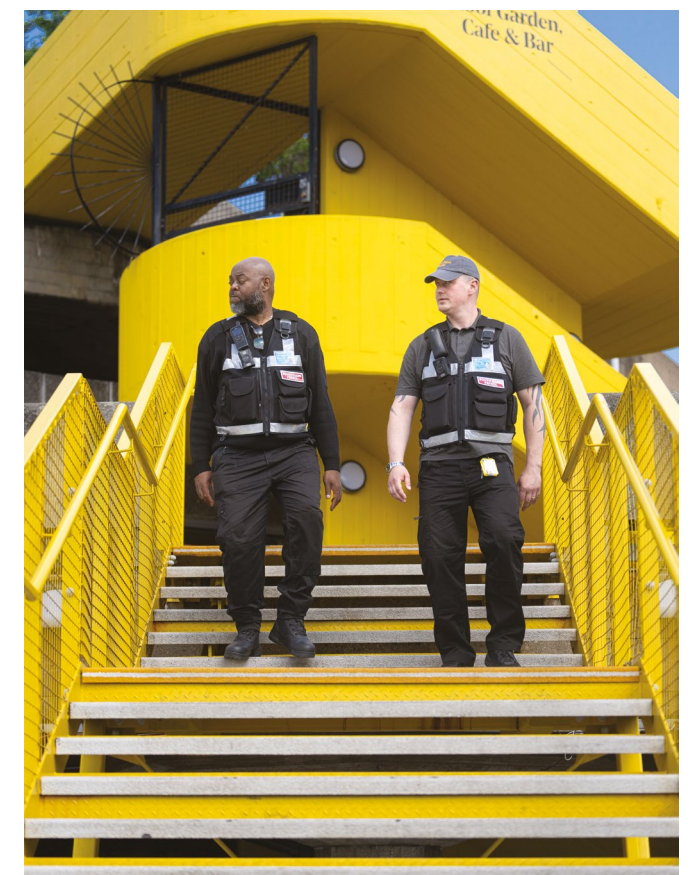
Welcoming over 34 million¹ visitors in 2024, South Bank remains one of central London's most popular destinations. The BID's work over the last 12 months has been anchored in our vision of a World Class South Bank for Everyone. The strong mandate from our third term ballot in February 2024, demonstrated the South Bank business community's ongoing support for our work, especially those aspects that focused on safety and security, cleaning, sustainability, and area promotion and marketing.

Over the 2024-25 period, we continued our investment in South Bank Patrol and our partnership with the Police, and their work that is focused in the South Bank area. By working closely with the Police, Lambeth Council's Enforcement Officers, local security teams, and other key partners, our efforts have resulted in prosecutions against prolific offenders of unlicensed street trading, as well as interceptions and arrests for phone and bag thefts in the area.

Given the importance of keeping South Bank a clean and welcoming place for all users, we have continued our investment into the South Bank Clean Team. Operating seven days a week the team deliver a range of services from jet washing to litter and graffiti removal.

Alongside South Western Railway, the BID continued to co-fund a dedicated team of Outreach Workers to support the homeless and the street community around Waterloo Station. This is a partnership-based approach, working with Lambeth Council and Thames Reach, and is illustrative of how the BID addresses complex issues in collaboration with others.

The BID's work on marketing and area promotion remains a priority for levy payers, and we continue to deliver a range of activity to promote South Bank as a top destination for arts, culture and spending leisure time. For the 2024-25 year, our southbank.london website saw over 750,000 site visits, providing users with an all-encompassing platform to see what's on, where to eat and drink, things to see and do, and ways to plan their visit.



Helping to drive awareness of key seasonal activity for the summer and festive periods, we curated and distributed over 90,000 printed booklets via local hotels and a doordrop to residents and businesses, as well as advertising in targeted tourist publications.

In December, we held another 'Miracle on Leake Street' event, in the Leake Street graffiti tunnel to help shine a spotlight on this area of the BID. In a slight change to previous 'Miracle' event programming, we worked with new business Lucky Voice in The Sidings to deliver a large singalong mass karaoke event along with performances from local choirs, dance troupes and drag cabaret. The hugely popular event generated great press and social media coverage, and saw a 40% increase in footfall against last year's event, as well as providing a great platform for businesses to engage with audiences on the night.

We remain a Tourism Partner member of London & Partners (L&P) and in November 2024, working in partnership with L&P, Network Rail and Studio Canal, we unveiled an 8m mural of Paddington Bear on Sutton Walk, opposite Waterloo Station. Officially unveiled by actor and voice of everyone's favourite bear, Ben Whishaw, the mural was created in honour of Paddington becoming Visit London's first ever Welcome Ambassador and provides a colourful welcome to the area as well as attracting visitors for picture moments.

¹Data from High Streets Data Service - Greater London Authority



Work towards the Fairer and Greener Neighbourhood (Net Zero) Strategy continued with the development of a structured programme of work to achieve the goals set out in 2023.

The initial focus centred around the creation of a new visual identity and clearer way of communicating the neighbourhood's ambitions, ensuring better engagement with businesses and residents. In October 2024, we launched the new 'South Bank and Waterloo Sustains Us' brand and website serving as a key resource with information on local projects and opportunities for businesses and residents to get involved in. This was formally launched at Sustainable Ventures in County Hall with a keynote speech from Mete Coban MBE - Deputy Mayor of London for Environment and Energy, who highlighted the critical role of the community in building a fairer and greener neighbourhood.

In November 2024, working in partnership with Lambeth Council, we jointly secured £130,000 from the Government to assess the feasibility of establishing a heat network serving the largest energy-using buildings in the South Bank. This project presents an exciting opportunity to collaborate on reducing the greenhouse gas emissions from the heating of buildings, removing fossil fuel-powered heating systems and replacing them with a shared system via the new heat network.

In partnership with the Environment Agency, in January 2025 we co-hosted a South Bank Flood Risk briefing and roundtable discussion, convening riverside landowners, local operators, and key partners to explore flood resilience challenges and agree on the next steps for protecting the area from future risks.

In June, we held our annual event for BID levy payers and partners at the Buffini Chao Deck, the stunning rooftop venue at National Theatre. The event highlighted the BID's activities and achievements, as well as a broader look ahead to our delivery plans for the BID's third term that commenced in October 2024. We're grateful to our speakers and the many guests that attended, including Sunny Jouhal, Divisional Director at Merlin and Cllr Marcia Cameron, Lambeth Council's Cabinet Member for Economic Inclusion.

In our Third Term Business Plan we committed to delivering a new Data & Insights Service for levy payers and in October 2024, just a few weeks into the BID's new term, we were pleased to host our first Data, Insights & Research showcase with a breakfast seminar at etc. venues in County Hall. Drawing on audience research commissioned in the summer alongside data from our subscription to the GLA's High Streets Data Service (HSDS), the event provided valuable insight into South Bank's current performance as an area.

Our thanks to guest speaker, Diane Wehrle - CEO and Founder of Rendle Intelligence and Insights - who presented a deep analysis of footfall and spend trends in South Bank from the past few years. Our Senior Marketing Manager, Kelly Bliss, also shared highlights from a wider piece of audience research undertaken in the summer exploring current perceptions and motivations among visitors.

Developing our Data & Insight Service further, in February 2025 we issued the first of our new Quarterly Reports for Levy Payers, detailing footfall, spend and marketing insights over the October-December 2024 period.

The BID continued to participate in a wide range of South Bank activities, with representatives attending all meetings of South Bank and Waterloo Partnership, and of South Bank and Waterloo Forum, which are co-chaired by the area's two Members of Parliament.

Having made a financial contribution to the Waterloo Station masterplan, the BID remains actively involved in work to achieve its ambitions. We have contributed to a new Wayfinding Strategy for the Waterloo and South Bank area, which will be the first piece of work to be delivered as a result of the masterplan and which is set to be completed by summer 2025.

The year has been important in term of planning and development with work on 76 Southbank (the former home of IBM, who are now in Southbank Place) nearing completion. This scheme delivers over 300,000 sq ft of premium office space to the riverside, and the BID looks forward to welcoming new business tenants in due course. Adjacent to this, demolition work commenced in January 2025 on 72 Upper Ground / the London Studios. The 2.5 acre site is set to be a new mixed-use development with affordable workspace that is tailored to the needs of London's creative industries, a key sector identified in the London Growth Plan. The development will contain new cultural venues, cafes and restaurants and include open and green spaces that the public can access.

Phase 3 of the 'Spine Route' project commenced and when completed will comprise the pedestrianisation of Concert Hall Approach and the resurfacing of much of Belvedere Road. The transformation of this area and busy thoroughfare will not only vastly improve the experience for all users - especially pedestrians - but will help make the area more climate resilient with new planters and rain gardens as well as reduced emissions from vehicular traffic.



Completing in 2025, refurbished development, 76 Southbank will create over 300,000 sq ft of premium office space

SOUTH BANK INSIGHTS 2024

With the BID's investment in the GLA's data service, we're now able to take a more extensive look at South Bank's performance through detailed footfall and spend analysis. Furthermore, as a critical area for tourism in central London, South Bank BID was one of just a few partners selected to work with both the GLA and L&P to test and explore new data sets to give us even more valuable insight into London's domestic and international tourist markets.

Analysis of this data, coupled with ongoing sentiment research into what audiences think of South Bank, allows us to share a much deeper picture of how South Bank is working and performing as a business area and destination.

FOOTFALL

In 2024, footfall in South Bank totalled over **34.8million**, peaking in July at **3.6million** for the month when the area is buzzing with summer events and higher tourism.

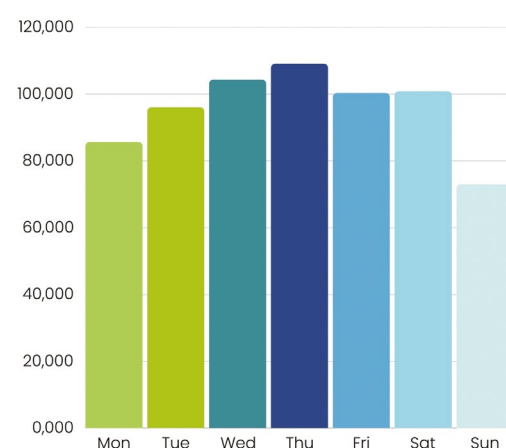
Using footfall data provided by BT, we can see that 2024's footfall saw a healthy uplift compared to 2023. While the first half of the year was on par, or at points lower than the year previous, clear uplifts in the second half of the year led to a **10% increase** in footfall to the South Bank BID area in 2024.

34,838,195

TOTAL FOOTFALL IN 2024

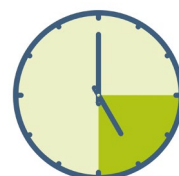


DAYTIME / NIGHT TIME PROPORTIONS

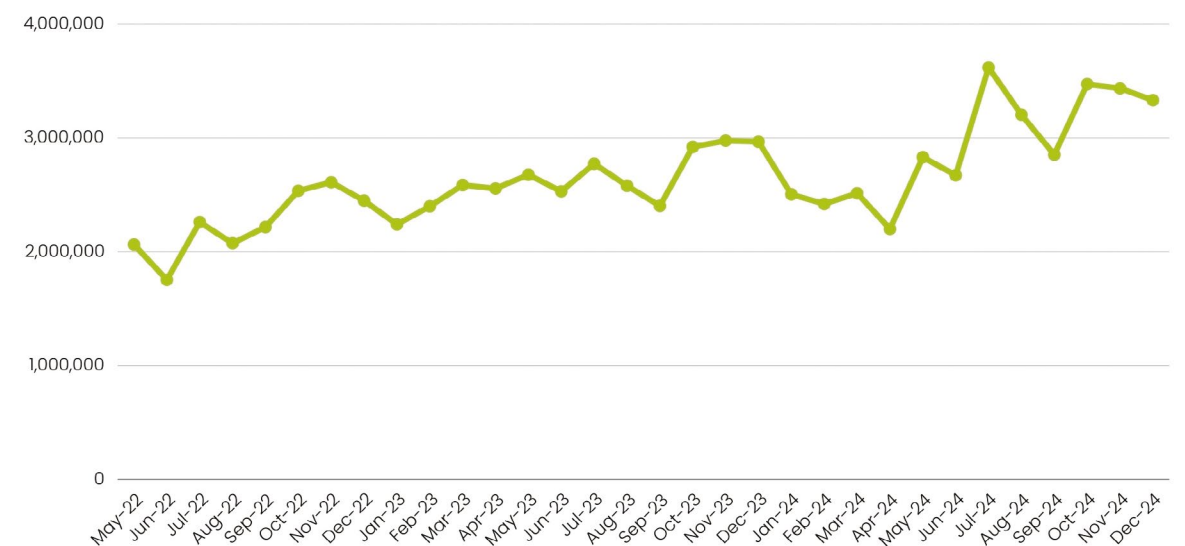


AVERAGE DAILY FOOTFALL IN 2024

PEAK TIME FOR
FOOTFALL
SATURDAYS
3-6PM



MONTHLY FOOTFALL - MAY 22 TO DEC 24



In comparison, footfall in the wider Central Activities Zone (CAZ) was up 8% on 2023, meaning the South Bank's year-on-year footfall growth outpaces that seen across central London. Our footfall data is supported by data available from TFL, which shows that travel into the area through Waterloo Station tube rose in 2024, with certain days now surpassing equivalent points in 2019.

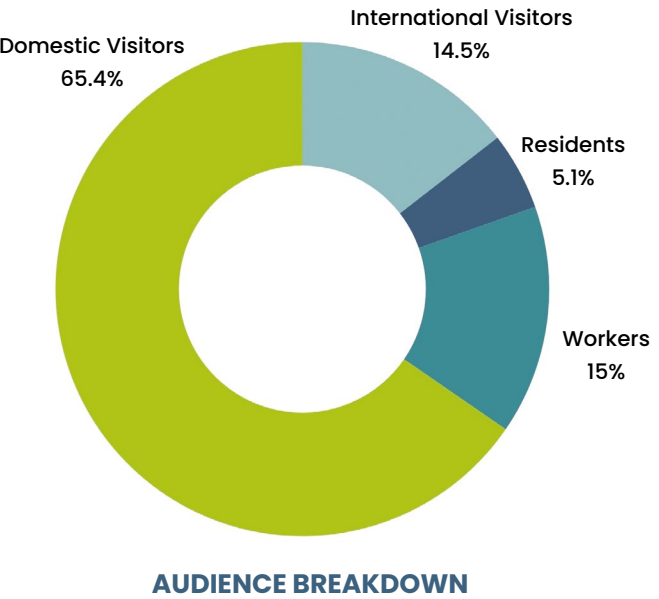
The data from 2024 highlighted the impact of seasonal activity in South Bank with increased levels of footfall in line with the months that see higher levels of outdoor activation taking place in the area. There is also an indication that footfall in South Bank is considerably impacted by the weather, especially in the summer months. June and August both saw lower than average temperatures for much of the month, and a large amount of rain, specifically

thundery storms in August, which could attribute to the reduced footfall in these months. This partial weather vulnerability, alongside other factors such as fluctuations in international travel, may account for why we see more clear peaks in summer, but an overall sustained higher level of footfall in the winter months.

The split between daytime and night-time footfall stayed consistent throughout the year with around two thirds visiting during the day (6am-6pm), and one third in the evening (6pm-6am), indicating that the night-time economy continues to play a significant role in the growth of the area. Visitors after 6pm tend to have longer dwell times, and spend at night-time accounts for nearly two fifths of total on-the-ground spend.

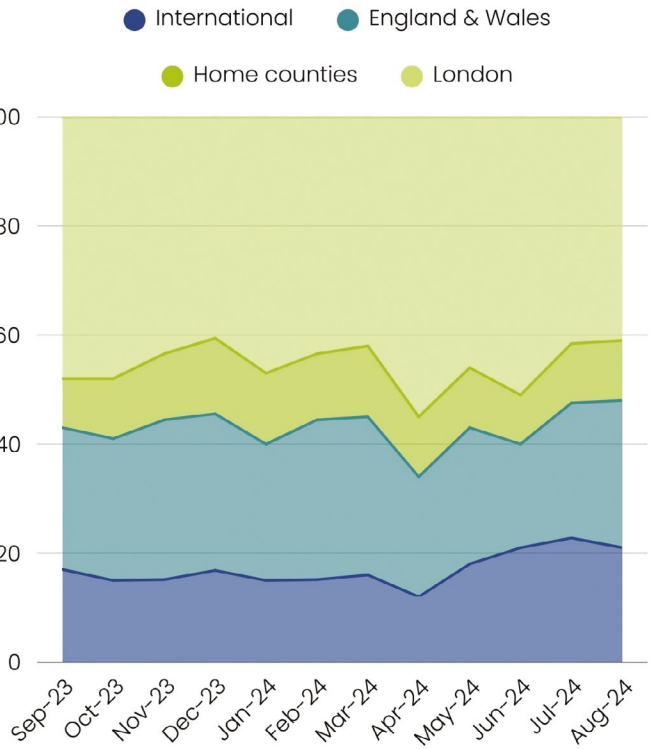
AUDIENCES

The largest audience segment in South Bank is our visitors, who across both international and domestic visitors made up almost 80% of traffic in South Bank in 2024. However, this is not to negate our important hyperlocal audiences including residents and workers, who travel through the area and support our local institutions on a daily basis. Compared to 2023, the only segment to see real change was international visitors, who grew in proportion by around 3%, as global consumer confidence in international travel rose and certain key markets began to return to London.



Drawing on data available from BT through L&P’s Visitor Data trial, we can see that the biggest proportion of visitors travelling into the area from September 2023 to August 2024 were local Londoners, followed by visitors from wider England and Wales. While percentage levels fluctuate, with higher percentages of international visitors in the summer, and higher levels of visits from those in the Home Counties² during Christmas, these proportions remain mostly consistent throughout the year.

The balance of these four audiences is spread more evenly than many other comparable areas in central London, highlighting that South Bank is not reliant on and does not attract an overwhelming majority of one audience over another. Owing to the presence of Waterloo Station and close connections to other major transport hubs, the South Bank BID area has one of the highest levels of Home County visitors in comparison to other CAZ BIDs, alongside strong levels of both domestic and international visitors. This diverse spread of audiences engaging with the area on a daily basis has strengthened the need to improve wayfinding and accessibility throughout the BID area, under frameworks such as the Waterloo Station Masterplan.



PROPORTIONATE VISITOR BREAKDOWN

²Home Counties refers to the counties immediately surrounding Greater London including: Berkshire, Buckinghamshire, Essex, Hertfordshire, Kent, Surrey, and Sussex.

SPEND

While footfall has on the whole increased, on the ground domestic spend³ has seen challenges and dips in comparison to 2023. Using indexed spend data sourced from Mastercard, we can see how wider ongoing economic challenges have reflected themselves in consumer behaviour in South Bank. Mastercard’s Spend Index, which is aggregated based on factors including transaction counts and spend, has been overall slightly lower than 2023.

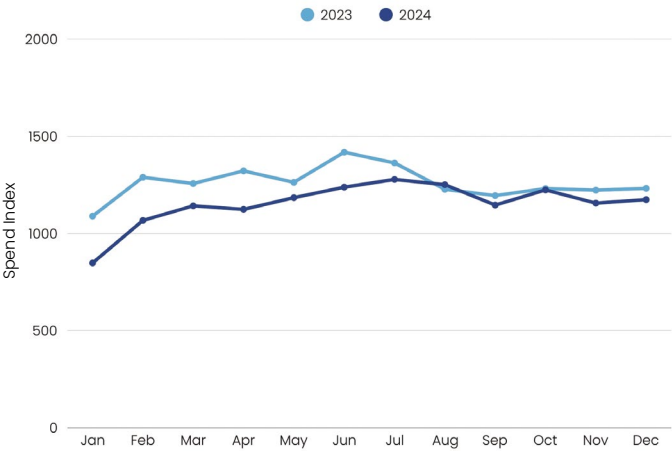
There has been a larger decrease in night-time spend than daytime spend, indicating how visitors and consumers have altered their approaches to discretionary spend in light of smaller household budgets.

International spend, while lower than 2023 in the first half of 2024, began to outpace the year previous during the autumn and winter periods. Spend from UK visitors accounted for approximately 80% of on the ground spend from January to November 2024 – however transaction amounts from international visitors were on average twice as high as those of UK visitors. This spend predominantly came from European and American visitors, who were also the key markets targeted for the Let’s Do London campaign to which South Bank BID invested.

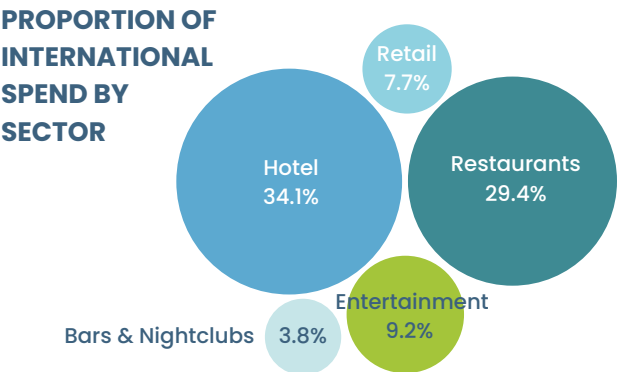
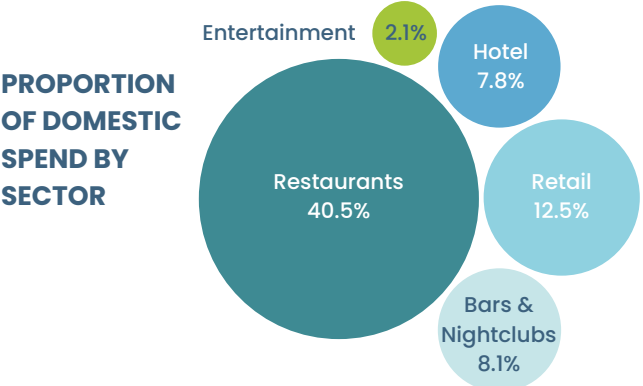
With a number of leading hotels all in close proximity, a significant portion of international spending in 2024 was with accommodation providers, vying for highest proportion of overall spend with restaurants.

The partly diverging approaches to footfall and spend highlights how audiences, despite these economic challenges, still choose to travel to South Bank and spend time here. A repeated sentiment in our audience research was how visitors are drawn to the area’s ambience and riverside setting. 30% of our on the ground visitors profiled through the audience research, and 70% of previous visitors, came to South Bank for the purpose of just spending time in the area as a whole. Their visits are characterised by socialising, and spending time with their families, friends and community, and the sense that this is a South Bank for all, regardless of background. The strength of this feeling speaks to the important role the area continues to play as a third space for Londoners, domestic and international visitors alike.

³All spend data reflects on-the-ground card spend provided by Mastercard. This does not reflect pre-bookings or online purchases such as tickets.



INDEXED DOMESTIC SPEND – 2024 VS 2023



SERVICES & DELIVERY



In 2025–26, South Bank BID will fund and deliver the following services and projects under its four themes as set out in the third term business plan.

A Safe & Welcoming South Bank

A Vibrant & Promoted South Bank

A Sustainable & Resilient South Bank

A Supported & Connected South Bank

Over the next few pages you will find a more detailed breakdown of our plans under each theme for the next 12 months.

A SAFE & WELCOMING SOUTH BANK

The BID funds and provides a range of services oriented to safety and security, reflecting the importance of this issue to its levy payers. South Bank Patrol provides an important and reassuring presence across the South Bank BID area, working 364 days and into the night each year. The work of Patrol is varied and wide-ranging: tackling crime, illegal trading, Antisocial Behaviour, and violence against women and girls. Alongside engaging with and helping businesses, visitors, operators of pop-ups, residents, and students, Patrol Officers work with the police and other agencies on counter terrorism initiatives and focused operations. They also assist vulnerable members of public who need help.

In addition to financial support from South Bank BID, the service is funded through revenues from the London Eye S106 agreement, and private contributions from landowners and other organisations. In response to the growing demands on the South Bank Patrol team, a new Patrol Supervisor will be appointed, adding welcome resource on the ground to tackle crime and other issues.

The BID currently funds two Police Officers, who operate under the “Partnership Plus” scheme which is aimed at increasing police visibility in the BID area, facilitating targeted activity against crime and anti-social behaviour. Along with Lambeth Council, the BID is assessing the future viability of this investment, given the recent publication of the Mayor’s Police and Crime Plan which will run to 2029.

We will continue to support a dedicated Outreach Team to work with the homeless and members of the street population around Waterloo Station. This service is funded by the BID and South Western Railway and is delivered in partnership with Lambeth Council and Thames Reach.

The BID funds a dedicated Security Manager for the area who coordinates activity and ensures that there’s a partnership approach to all aspects of our work. This involves liaison with Business Watch (which brings together partners and security leads from businesses across the BID area), British Transport Police, the Safer Lambeth Business Crime Reduction Partnership (BCRP), and Lambeth Council’s Public Protection and Youth services.

Ultimately, given the importance of safety and security to levy payers, South Bank BID supports a security resource that operates within a complex network of information sharing and coordination, which helps to make the South Bank a safer and more welcoming place to work in and



visit. The collective team is responsive to requests for assistance and advice from South Bank businesses.

We will continue to fund a team of Night-time Economy Marshals who will work on the busiest evenings/nights in the summer between April and September. This team works evenings into the early hours to support the South Bank night-time economy, providing additional support, coordination, and reassurance. Our work with the GLA data service and the BID funded footfall counters has helped us to target this important resource on Thursdays, Fridays and Saturdays. Furthermore, we will expand the service to cover half term holiday and parts of the festive period.

The South Bank Clean Team play an integral role in maintaining a clean and welcoming place to visit. It provides extra cleaning services beyond those of local authorities, delivering a flexible and responsive approach to areas in need, including addressing requests and reports from BID levy payers. The team monitors key aspects of the area’s infrastructure, reporting defects to local authorities as necessary, and in assisting visitors with any queries. In addition to financial support from South Bank BID, South Bank Clean Team is funded through revenues from the London Eye S106 agreement, and private contributions from landowners and other organisations.

BUDGET ALLOCATION

Contribution to South Bank Clean Team	£101,736
Contribution to South Bank Patrol	£72,765
Security Manager	£60,864
Partnership Plus Police Officers	£51,000
Night-time Economy Marshalls	£56,229
Place Management	£11,576
Outreach Team	£79,007
SBEG delivery	£93,116
Waterloo Station BCRP	£50,716
Safe & Welcoming Total	£577,009

A VIBRANT & PROMOTED SOUTH BANK

Over 2025-26 we plan to build on our investment in the successful South Bank London brand and its associated channels and continue to promote South Bank and its many attractions to our key audiences.

Working with the insight collected over the last year through audience sentiment research and the GLA's footfall and spend data, we can see that footfall is growing and South Bank remains a top destination for enjoying arts and culture, and for spending leisure time. Over the next 12 months, we will focus on building a deeper engagement with our audiences, shifting activity from influencing people *to* visit, to *how* they spend their time here. We will explore ways to educate audiences on the wealth of things to see and do, dining options, and places to visit; all to support our levy payers in attracting custom.

We will continue to use an integrated approach to reach multiple audiences by featuring in appropriate media with adverts and curated editorial and will build on the successful seasonal campaigns in summer and winter. Working on feedback from local hotel concierges, we will create a handy printed map and area guide for encouraging visitors to explore the whole of the South Bank neighbourhood, beyond the riverside and Queen's Walk. To engage with the large audience of people working in the area, we will work with major employers to explore ways of reaching their workforces that add value such as bespoke area guides, events, and further development of the STAR Card scheme.

Supporting venues across the area, we will continue to promote South Bank as a prime location for meetings and events business. We will further develop the South Bank Venues section of our website to improve the user experience and will invest in targeted advertising to corporate audiences to encourage awareness of the varied offering.

All marketing activity will be underpinned by a strong online presence of our own, showcasing South Bank as a must-visit destination through our southbank.london website, social media channels, and email newsletter, utilising original content creation, curated editorial and video to engage our audiences.

In 2026, South Bank will celebrate the 75th Anniversary of the Festival of Britain, a key moment in the area's history that marked the beginning of a major transformation of South Bank to the thriving, cultural destination we know today. In the coming months, the BID will be a driving force behind the development of campaigns and initiatives that shine a spotlight on South Bank in its anniversary year. We will unite partners across the area to deliver a dynamic programme of activity that will refocus attention on South Bank, reigniting its legacy as a beacon of culture, leisure, innovation, and inspiration.

The BID will maintain its top-tier membership of L&P, and its Chief Executive will serve on the Tourism Advisory Group, which is run by L&P, and co-chaired by Kate Nicholls OBE and Bernard Donoghue OBE.



BUDGET ALLOCATION

Destination Marketing Campaigns	£65,000
South Bank London Digital Channels	£15,000
Festival of Britain 75th Anniversary	£58,000
Branding & Signage	£18,000
STAR Card	£4,000
Consumer PR	£25,000
Venues Promotion	£15,000
SBEG delivery	£148,382
Vibrant & Promoted Total	£348,382

A SUSTAINABLE & RESILIENT SOUTH BANK



South Bank BID remains committed to creating a fairer and greener neighbourhood through our partnership delivery approach of the [South Bank and Waterloo Sustain Us](#) programme, launched in October 2024. This initiative brings together residents, business and other organisations to take meaningful action on sustainability, focusing on five key priorities: improving energy efficiency in buildings, advancing smart energy systems, enhancing air quality, strengthening climate resilience, and reducing waste. This builds on the Net Zero Strategy for the area, which was funded by the GLA, and launched in 2023.

The BID continues to work in close partnership with our two local authorities, neighbouring BIDs, and South Bank and Waterloo Neighbours to deliver impactful projects at scale. Over the next year, the BID will invest in and support the following key initiatives:

- **Green Infrastructure Strategy** - bringing together landowners, businesses and statutory bodies to shape a vision for better-maintained and connected green spaces that enhance biodiversity and climate resilience.
- **Tree Planting & Greening** - expanding tree cover and urban greening, supported by funding from the Mayor's Air Quality Fund.
- **Thames Flood Resilience** - further to work done in early 2025, continue to collaborate with the Environment Agency and riverside stakeholders to design an approach to flood risk management from the Thames.

- **Heat Network Feasibility** - delivering a study assessing the potential for a low-carbon heat network in South Bank and Waterloo, with plans to secure further funding for project development and implementation.
- **Air Quality Monitoring** - management of South Bank BID's air quality monitoring network in partnership with Imperial College London's Environmental Research Group, with a focus on using data to support pollution-reducing interventions and sharing relevant data.
- **Freight & Servicing Emissions Reduction** - explore sustainable logistics solutions and reduce pollution from diesel-powered deliveries.
- **Stakeholder Engagement** - undertake stakeholder campaigns to raise awareness of climate change, air pollution, and environmental risks, encouraging local action to improve public health.
- **Annual Sustain Us Event** - building on the success of the 2024 launch event, the BID will host a second event in Autumn 2025 to showcase progress, strengthen partnerships, and encourage greater participation in sustainability initiatives.

To support this work, the BID's funding of the Sustain Us programme has helped secure funding from Lambeth Council's Neighbourhood Community Infrastructure Levy (£230,000), the Mayor's Air Quality Fund (£112,000) and Government's Heat Network Delivery Unit (£130,000) alongside financial contributions from the London Eye Section 106 and WeAreWaterloo BID. This combined funding will ensure the continued delivery of critical projects that contribute to a sustainable future for South Bank.

BUDGET ALLOCATION

South Bank and Waterloo Sustain Us	£57,055
Air Quality Monitoring	£22,100
Sustainable & Resilient Total	£79,155

A SUPPORTED & CONNECTED SOUTH BANK

Representing businesses of all sizes and sectors across the area, South Bank BID will continue to work with all politicians, whether local, London-wide, or national, to pursue its programme and agenda. It will also engage with the GLA, L&P, Opportunity London, London Councils, Business LDN, Centre for London, and others as part of this, and for strategic impact.

We will continue to work with Network Rail, Lambeth Council and all local landowners and businesses to deliver the Waterloo Station masterplan. Work against this has already commenced with the commissioning of the Waterloo and South Bank Wayfinding Strategy; a project in which the BID is involved and will be delivered this summer to help address permeability in and around Waterloo Station.

We will build on the strong foundations set with our new work around Data & Insights to deliver a series of meaningful reports to keep our business community informed with practical and useful data. This will utilise information from the GLA's data service and our footfall sensors, along with other available stakeholder data to help build a comprehensive picture into how South Bank is performing in areas such as footfall and spend. Complementing this, we will commission further audience

research to understand visitor sentiment and behaviour, enabling us to track visitors' perceptions on an annual basis and monitor trends that will inform the BID's short and medium term marketing strategy whilst also influencing longer term placemaking.

We will curate a programme of networking events around different topics of interest to help keep levy payers informed, whilst providing opportunities to meet with like-minded individuals. These will include data and insight briefings, drawing on the footfall, spend and audience research, as well as relevant sustainability seminars which relate to activities and projects that are being addressed through the South Bank and Waterloo Sustains Us programme.

BUDGET ALLOCATION

Networking Events	£23,000
GLA Data & Insight	£7,500
Visitor Research	£25,000
Pedestrian Footfall Counters	£46,507
Levy Payer Communications & Engagement	£8,000
External Memberships	£50,815
Professional Fees & Other Costs	£5,100
SBEG Delivery	£75,722
Supported & Connected Total	£241,644



BUDGET 25/26

The 2025/26 budget outlines the planned activities, services, and projects that the BID will deliver over the coming year. As with the previous year, planned expenditure exceeds income, and the BID will draw on its financial reserves to ensure delivery of all commitments.

The BID will utilise levy income from businesses within Lambeth and Southwark, alongside investment income and contributions from South Western Railway, to support delivery. Additional funding from the Economic Resilience Grant awarded by Lambeth Council in 2021 also continues to play a role in underpinning BID projects.

The Board has reviewed the financial position and is confident that available reserves can support the planned programme. At the end of the financial year, the projected reserve balance remains healthy, ensuring ongoing resilience.

INCOME	
BID Levy Lambeth	1,084,113
BID Levy Southwark	304,808
Investment Income	16,623
South Western Railway	11,627
Total Income	1,417,171
EXPENDITURE	
Safe & Welcoming	577,009
Vibrant & Promoted	348,382
Sustainable & Resilient	79,155
Supported & Connected	241,644
BID Administration	
Finance, Governance & Administration	140,957
Rent	60,833
Levy Collection	27,393
Contingency	45,168
Total BID Administration	274,351
Total Expenditure	1,520,541
Deficit in the year 25/26	-103,370
B/F reserves 24/25 - forecasted	441,000
Balance 25/26	337,630

GOVERNANCE

ESTABLISHMENT & BALLOTS

South Bank BID was introduced on 1 October 2014 following a ballot of eligible businesses which ran in May and June 2014. The BID was approved with over 90% of eligible hereditaments voting yes, representing over 95% of rateable value.

In May and June 2019, the BID held its ballot to secure support for its second term, to run from 1 October 2019 to 30 September 2024. It got exceptionally strong endorsement from the South Bank's business community, with a then UK record ballot result of 99% of voters – both in terms of overall majority and rateable value – supporting the proposition.

In January and February 2024, the BID held a ballot for its third term, to run 1 October 2024 to 30 September 2029. As with the previous ballots, the BID gained strong support from its eligible levy payers, with a 99.34% majority by number, and 99.55% by rateable value.

South Bank BID spans parts of Lambeth and Southwark, and the BID's boundaries are set out on the right.



THE BID COMPANY

South Bank Business Improvement District Ltd is a company limited by guarantee, number 09288782.

The Memorandum and Articles of the company provide for the following:

1. Company Membership Categories

- 1.1. BID levy payers: occupiers liable to pay the Business Improvement District levy.
- 1.2. Voluntary Members: those businesses with a rateable value lower than the £50k threshold will be invited to join on payment of a 1% voluntary contribution, enabling businesses below the threshold that wish to participate in BID programmes and activities to do so as members of the BID Company.
- 1.3. Associate Members: includes representatives of residents or public authorities, or others with a relevant interest who make an application to the Board and are admitted with the approval of the Directors.

2. Board of Directors

A minimum of nine and a maximum of 17 members, drawn from those representing larger business members, those representing smaller business members, voluntary and associate members. The Board can co-opt up to three further members. As at March 2025, the Board members are:

- 2.1. Representing larger business members
 - Duncan McKeich, British Film Institute
 - Simon Edward, Ambassador, London Tech Week
 - Alex Caetano, Park Plaza County Hall
- 2.2. Representing smaller business members
 - Alison Pinner, Coin Street Community Builders
- 2.3. Representing Associate and Voluntary members
 - Iain Corker, Network Rail
- 2.4. Local Authority Observers
 - Cllr Sarina Da Silva, LB Lambeth
 - Cllr Ibrahim Dogus, LB Lambeth
 - Cllr Irina Von Wiese, LB Southwark
 - Cllr John Batteson, LB Southwark

THE BID DELIVERY TEAM

To minimise overheads and risk and make the best use of existing resources and expertise, South Bank BID does not directly employ staff. Its programmes and projects is delivered by [South Bank Employers' Group](#) (SBEG), under a service level agreement for agreed rates for staff time and overheads. SBEG was established in 1991 to coordinate and deliver many of the improvements and initiatives that have made South Bank the vibrant and exciting place that it is today. Working with SBEG in this way ensures that those services and projects supported by South Bank BID are coordinated and joined up, to ensure maximum benefit to South Bank's business community. SBEG is a not-for-profit company, limited by guarantee and is an accredited London Living Wage employer.

The agreement between SBEG and South Bank BID Ltd runs for the duration of the BID terms. There is a provision for termination of the agreement in the event of unsatisfactory performance.

Nic Durston	Chief Executive
Indranie Sookdeo	Chief Operating Officer
Alex Valenzuela	Director of Place
Sara Harrison	Head of Place Management (on maternity leave)
Kevin Munnely	Interim Head of Place Management
Umer Khalid	Security Manager
Jackson Bylett	Net Zero Programme Lead
Olivia Bonifant	Programme and Project Officer
Kelly Bliss	Senior Marketing Manager
Emily Stedman	Communications and Engagement Manager
Louise Whitworth	Marketing and Communications Officer
Issie Ryans	Head of People and Business Performance
Shahrukh Bhatti	Financial Controller
Natanya Flack	Business Operations Manager
Simone Brown	Finance and Business Operations Officer

Please note that as employees of SBEG, members of the BID Delivery Team undertake other services and duties which are not funded by revenues from South Bank BID. This includes running SBEG as a not-for-profit membership organisation, the ongoing management and maintenance of Jubilee Gardens on behalf of Jubilee Gardens Trust, and the management and administration of services that are funded by revenues from the London Eye S106 agreement.

South
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BID

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SOUTH BANK
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STAR
CARD