



Prosperous Economy

The purpose of the Victoria Business Improvement District (BID) is to provide a collective voice for business, driving forward positive change in the SW1 area. Within this agenda is Prosperous Economy, a strategic theme driven by the Victoria BID.

Over the course of the following 5 years, The Victoria BID will be taking innovative new steps in securing SW1 as a thriving commercial hub for business. Sustainable models to bolster increased footfall, development of small business networks and secured inward investment will all play a fundamental role within the overall strategy, further supported by:

- The development of a corporate agenda for work with corporate tenants
- Working in conjunction with the Business Crime Reduction officer in developing a strategic response to economic crime



- The provision of a collective voice for business on issues surrounding business rates and more effective delivery of public services
- The support and strengthening of local employment schemes, promoting additional spend in the area from the construction workforce and end user workforce.
- The Further development of the Small Business Network, providing a platform for small businesses to work as a collective, integrating their offering within Victoria's commercial profile whilst harnessing the momentum that Victoria's business hub provides

In light of a truly testing time for businesses nationwide, Victoria is on track to seize opportunities that will cement its commercial prosperity for the long haul, safeguarding a wealth of inward investment and viable opportunities to come.



Over the course of the next 5 years, The BID will position Victoria as a central business district, enriching its sense of place in the heart of Westminster, building stronger relationships between businesses and public sector providers.

The BID will showcase a sustainable model for investment, bringing the area to the attention of a local, national and global audience.

Ruth Dutson, Chief Executive for The Victoria BID comments: "Through working in partnership, the BID will bring a cross fertilization of ideas and enhanced levels of co-ordination and cooperation between partners. Working as one voice, with a can do attitude, the BID will bolster Victoria as a central location enriching its sense of place within the heart of Westminster."

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BUSINESS IMPROVEMENT DISTRICT