



# Visitor Destination

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 *Visitor Destination* and *Showcase Victoria*, a two pronged strategic theme driven by the Victoria BID.

SW1 is the location of some of the UK's most iconic visitor attractions, boasting a strong cultural offer amongst its assortment of restaurants, theatres, shops and galleries. The BID has developed and implemented a strategy that builds upon Victoria's rich offering, endeavouring to implement the following as part of the Showcasing Victoria:

- The introduction of Victoria Street Ambassadors, a team of local knowledge experts who will provide a uniformed presence within Victoria at designated locations. The team will assist visitors in way-finding, tourist and commuter information, as well as distributing visitor collateral such as BID travel wallets and visitor guides.

- A programme of events that represent Victoria's cultural activity, ranging from the Pimlico Proms, to a series of seasonal food and produce markets selling fine foods. To announce your events on our website, contact [nina.provencal@insw1.com](mailto:nina.provencal@insw1.com)

Supporting all initiatives within the BID proposal is a strategic plan of promotional and marketing activity, aligned to create a media presence that propels the stakeholder community to their local and wider audiences. Aimed at bolstering the commercial, tourist and visitor profile within SW1, the framework of activity will primarily surround the seasonal events programme, visitor collateral (including guides, maps and directories) and the newly launched BID website. Activity implemented will also place emphasis on securing and maintaining fluid and informative levels of communication with the stakeholder community. Platforms such as Twitter and You Tube, provide a portal for discussion and concise updates on key developments of the BID [twitter.com/insw1](http://twitter.com/insw1).



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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**Victoria**  
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BUSINESS IMPROVEMENT DISTRICT