

media release

Victoria
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BUSINESS IMPROVEMENT DISTRICT

24 June, 2010 **FOR IMMEDIATE RELEASE**

Clean & Green

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. A pillar of growth within this agenda is **Clean and Green**, a strategic theme driven and supported by the Victoria BID. The BID is championing a sustainable green environment for the SW1 area, with a planned number of developments designed to mitigate the impact that a thriving commercial district can have on the green infra-structure of SW1.

Initiatives range from monitoring and reducing the city's carbon emissions, to reducing cluttered signage and promoting a cleaner, more accessible Victoria. Further initiatives forming part of the Clean and Green agenda include:

- Monthly environmental audits that maintain a clean, attractive area for businesses, tourists and residents.
- Working alongside Network Rail and Transport for London to explore passenger flow into, and out of Victoria station, developing methods to reduce commuter congestion and consequential impact on transport efficiency.
- Working with Victoria's corporate tenants to drive and develop the Victoria Carbon Charter, reducing and sustaining low carbon emissions.
- Implementing and driving walking tours for the visitor, tourist and business communities, generating an increased footfall for consumer related outlets, whilst also enabling workforces to relate to their wider setting in SW1.
- Determining the effects of higher temperatures within urban areas such as Victoria, investigating how green infrastructures can help reduce inner-city temperatures and our carbon footprint.
- Ensuring to deliver a 'current' thought/discussion platform surrounding relevant 'green' news agenda to the stakeholder community.

Victoria BID understands that to maintain a low carbon footprint for SW1, all organisations within the business community must be made aware of the effects of climate change and excessive carbon emissions. We intend to strengthen and develop this awareness by implementing measures that will secure and maintain SW1 as a leader in sustainable business environments.

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