

# media release

Victoria  
inSW1.com

BUSINESS IMPROVEMENT DISTRICT

24 June, 2010 **FOR IMMEDIATE RELEASE**

## **Visitor Destination**

## **Showcase Victoria**

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, **Visitor Destination**, is a strategic theme driven and supported by the Victoria BID. SW1 hosts some of the country's most iconic sites, 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 Showcase Destination agenda:

- 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 wayfinding, 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 Victoria goes to market, a series of seasonal markets designed to showcase fine foods from around the world. Further information on all events will be updated shortly. **For any queries, please contact [nina.provencal@insw1.com](mailto:nina.provencal@insw1.com).**

**Showcase Victoria** is a key theme that seeks to find innovative ways to support all initiatives within the BID proposal. This 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 the newly launched Twitter deck, provide a portal for discussion and concise updates on key developments of the BID [twitter.com/insw1](https://twitter.com/insw1).

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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