

A STRONGER,

GREENER,

HAPPIER

BANKSIDE

**BETTER BANKSIDE
2025 - 30 STRATEGY**



INTRODUCTION

Every five years Bankside businesses decide on whether **Better Bankside** should continue to serve the neighbourhood.

At our last ballot in November 2024, 91% of the business community voted yes to another five years of Better Bankside, supporting our vision for a Stronger, Greener, Happier Bankside.

During the three months of the ballot campaign the BB team met with 880 Bankside businesses, providing us with a deeper understanding of the diverse opportunities and challenges facing our business community. We thank you for your generosity of time, and invaluable insights, which have informed this 2025-30 strategy.

This document sets out how we will achieve our vision for a **Stronger, Greener, Happier** Bankside by 2030, articulated through **five ambitious goals**.

2025-30 GOALS

1

Better Bankside will amplify Bankside's distinct identity to attract investment, talent and visitors.

2

Better Bankside will foster a strong Bankside economy enabling businesses to thrive.

3

The benefits of growth in Bankside will be felt by everyone.

4

Bankside will be a neighbourhood resilient to the impacts of climate change.

5

Bankside will be a safe and welcoming neighbourhood with a unique sense of belonging.

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GOAL 1.

Better Bankside will amplify Bankside's distinct identity to attract investment, talent and visitors.

Bankside is London's **Other Side**, a world class neighbourhood with a special character and rich heritage.

With globalisation resulting in homogenous city cores, it is Bankside's distinct identity that makes this district stand apart.

Better Bankside is the custodian of the neighbourhood and uniquely placed to own Bankside's story, celebrate our difference and spirit of otherness to attract investment, new businesses, talent and visitors.

But with change apace, Better Bankside should not only shout about what's special but use levers to protect and nurture what makes it so, that being diversity in all its forms.

Agglomeration is key to attracting and retaining businesses, creating more job opportunities to attract workers and giving visitors more reasons to visit.



BANKSIDE IN 2030 - WHAT WILL BE DIFFERENT?

- ✔ Bankside will have a higher profile amongst Londoners and more of the local workforce will identify their place of work as Bankside.
- ✔ Bankside will be known for its otherness, a central London neighbourhood with an independent spirit.
- ✔ Better Bankside will not only own and be the authority on the Bankside story, but will enable local businesses, landowners and developers to celebrate our special neighbourhood through open source assets.
- ✔ People will want to work here, and will enjoy a positive work culture on the 'Bankside campus'.
- ✔ Businesses will want to be located here and once they land, they will enjoy collective success as part of a diverse mixed economy and feel supported and connected as a result of BB's work.
- ✔ Whether visiting, working, living or doing business in Bankside, all will have a positive experience of the neighbourhood - feeling safe, enjoying clean streets, having access to green spaces and enjoying experiences that are uniquely and authentically Bankside.

IMPACT MEASURES -

HOW WILL WE MEASURE SUCCESS?

-  **Increased footfall & spend**
-  **Stronger Bankside profile**
-  **Bankside good growth index**
(including reduced vacancy rates and diversity of business mix)

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THE SERVICES, ACTIVITIES & INITIATIVES TO EXPECT

- ✔ Only in Bankside experiences including cultural events and public art to make our neighbourhood stand apart.
- ✔ Creative campaigns and marketing support to help your business reach local audiences.
- ✔ A series of debates promoting Bankside as a district of thought leaders.
- ✔ Advocacy to protect Bankside's diversity.

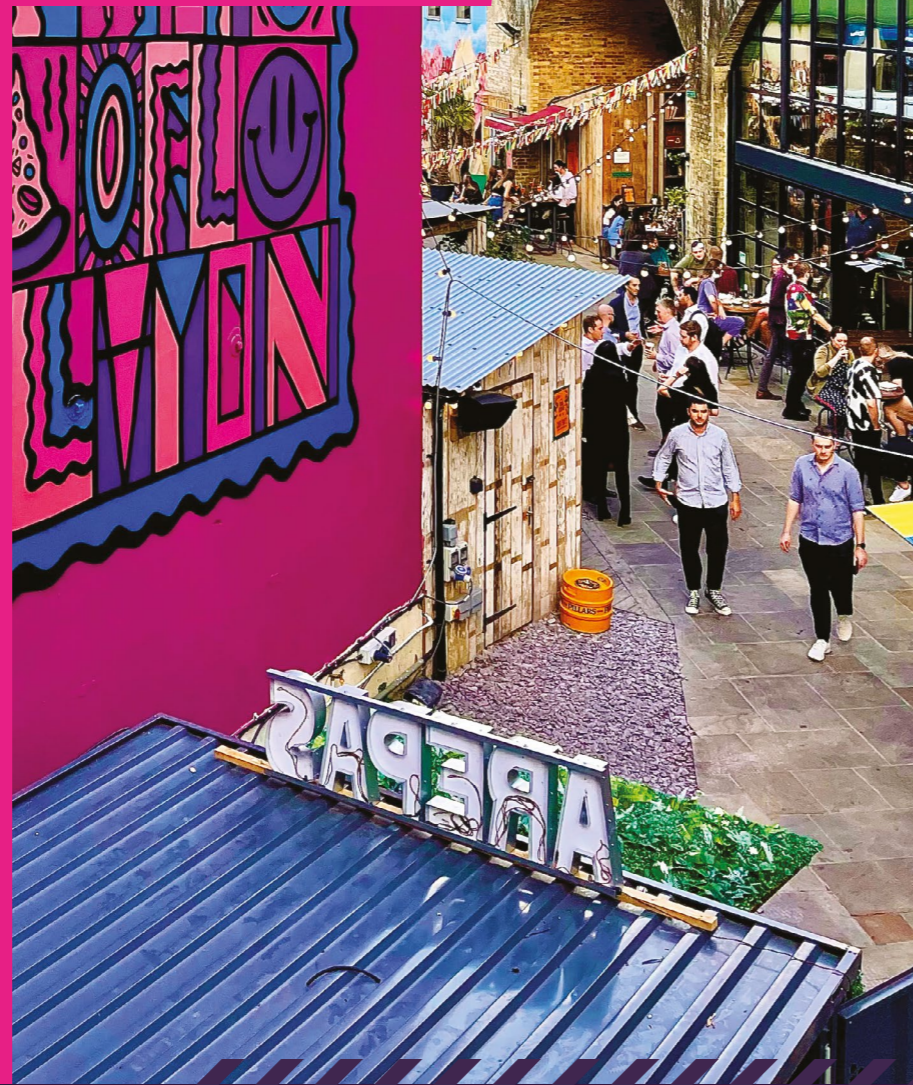
GOAL 2.

Better Bankside will foster a strong Bankside economy enabling businesses to thrive.

Bankside is a neighbourhood that has experienced constant reinvention and throughout history has been a place of industry and entrepreneurialism.

Recent events have layered challenges on business and the landscape continues to shift.

Better Bankside has a role to play in creating the local conditions to enable businesses to thrive in this neighbourhood ecosystem, ensuring that being located in Bankside is good for business.



BANKSIDE IN 2030 - WHAT WILL BE DIFFERENT?

- ✔ The Bankside business population has grown with new developments now complete and occupied. Against this backdrop of positive growth Bankside has retained a diverse mix of sizes and sectors.
- ✔ Better Bankside has continued to positively influence local trading conditions. Bankside is a super network, businesses are better connected, trading and collaborating with one another.
- ✔ The workforce is more skilled and free training is accessible for all.
- ✔ Bankside's hospitality, retail and experience economy is boosted by the spend of the local workforce and residents, a loyal customer base. The Bankside £ is circulating in the local economy.
- ✔ Better Bankside's programme has continued to evolve resulting in a more resilient business community.
- ✔ Member engagement is higher than ever, with businesses regarding Better Bankside as a vital support service.

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THE SERVICES, ACTIVITIES & INITIATIVES TO EXPECT

- ✔ A warm welcome for every business and enhanced member experience.
- ✔ Initiatives that enable Bankside businesses to trade with one another, and a reworked Buzz card - designed to keep the Bankside £ in Bankside.
- ✔ More opportunities to meet and connect with your business neighbours.
- ✔ Investment into data sources to provide your business with hyperlocal intel.
- ✔ Improved skills and training programmes for better staff retention and happy teams.
- ✔ New intelligence sharing platform to build business resilience and neighbourhood security.

IMPACT MEASURES -

HOW WILL WE MEASURE SUCCESS?



Better return on investment for business



Business connections brokered



A stronger local economy

GOAL 3.

The **benefits of growth** in Bankside will be felt by everyone.

Growth in Bankside is **inevitable**, with a number of major schemes in the pipeline and many more sites ripe for redevelopment, 10m sq ft over the next five years. But the notion of 'growth' is often synonymous with a sense of exclusion and division.

BB cannot control growth but can support the conditions to ensure the benefits of growth are enjoyed by all, meaning safer, greener and cleaner streets in Bankside, more opportunities to work, go out and be part of the local community.

BANKSIDE IN 2030 - WHAT WILL BE DIFFERENT?

- ✔ In the last five years Bankside has benefited from £14m investment in the neighbourhood.
- ✔ The change that this has brought is visible to and felt by the businesses that are based here and people that live and work in Bankside. The Bankside neighbourhood is safer, greener and cleaner. As well as higher quality public realm, neglected spaces have been transformed into places to meet and connect.
- ✔ BB is a bridge to opportunity, leveraging knowledge, skills and investment in Bankside to help address social/economic disadvantage in the neighbourhood.
- ✔ Businesses have the tools to act as responsible employers leading to good workforce wellbeing and communities beyond the Bankside boundary benefiting.
- ✔ BB's existence is making a meaningful difference to the lives of people in Bankside.

IMPACT MEASURES - HOW WILL WE MEASURE SUCCESS?

-  **Increased investment in Bankside**
-  **Positive social value generated by the Bankside business community**
-  **Opportunity**

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- ✔ High quality public spaces, with excellent standards of cleanliness and green spaces for all to enjoy.
- ✔ Stronger relationships with local schools, colleges, universities to help create opportunities for young people, whilst helping businesses access local talent.
- ✔ An enhanced volunteering offer that provides both short and long-term opportunities for member businesses and enables your employees to utilise their volunteering leave.

GOAL 4.

Bankside will be a neighbourhood resilient to the impacts of climate change.

Rapid and unpredictable change to our climate will impact cities more than any other areas.

Businesses in Bankside are likely to face increased heat, flash flooding, and poorer air quality.

London, however, is one of the greenest cities in the world and a recognised leader in combating climate change. With new opportunities created by devolution and London's established framework for local power, Better Bankside is well positioned to play an active role.

It is vital that Better Bankside works with local businesses and key stakeholders to take action on climate mitigation and resilience.



BANKSIDE IN 2030 - WHAT WILL BE DIFFERENT?

- ✔ Bankside will have a greater quantity and quality of green space, a network of nature-based solutions that improve biodiversity as well as the health and wellbeing of people.
- ✔ More businesses will have been supported to take action on decarbonising their operations through BB's sector leading programmes.
- ✔ More businesses will be supported by a commercially viable Better Bankside procurement framework, providing sustainable and efficient supply chains

IMPACT MEASURES -

HOW WILL WE MEASURE SUCCESS?



Biodiversity in Bankside increased



More businesses energised into climate action

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THE SERVICES, ACTIVITIES & INITIATIVES TO EXPECT

- ✔ New green spaces in Bankside to enhance the climate resilience of our neighbourhood.
- ✔ Projects and services to support businesses to decarbonise.
- ✔ Training on a range of sustainability subjects to increase carbon literacy and help businesses make informed changes.
- ✔ A green logistics solution to reduce freight and address poor air quality.
- ✔ Free recycling for all members to save money and the planet.

GOAL 5.

Bankside will be a safe and welcoming neighbourhood with a unique sense of belonging.

When people feel valued and connected, it boosts wellbeing, motivation and resilience.

Bankside, like the rest of London, faces significant challenges around policing, crime prevention and dealing with victims of crime.

BB is well placed to collaborate with a range of partners to deliver a robust and comprehensive response to crime and improve perceptions of safety.

Bankside is a community, home to a diverse and engaged mix of people and businesses.

BB has a real opportunity to build on this energy – creating meaningful ways for people to connect and contribute, and fostering an inclusive neighbourhood that people are proud of.



BANKSIDE IN 2030 - WHAT WILL BE DIFFERENT?

- ✔ Bankside is one of London's most welcoming and inclusive neighbourhoods, diverse in every sense and proud to show it.
- ✔ People feel safe here, connected to one another, and proud to belong.
- ✔ Better Bankside plays a key role in enabling strong social cohesion, with established partnerships between business and community delivering tangible, shared benefits.
- ✔ Bankside is a happy neighbourhood where everyone can contribute, connect, and thrive.

IMPACT MEASURES - HOW WILL WE MEASURE SUCCESS?

- ✔ Increased confidence in Bankside as a safe place to be
- ✔ The Bankside Happiness Index evidencing a happy workforce

A FLAVOUR OF THE SERVICES, ACTIVITIES & INITIATIVES TO EXPECT

- ✔ Seven day a week patrols by our community wardens for reassurance and improved neighbourhood safety.
- ✔ An innovative new study linking safety to placemaking to enable better, more equitable and inclusive design of Bankside streets and spaces.
- ✔ Transformed public spaces that create opportunities for connection.
- ✔ New Bankside Inclusion Networks, increasing in size and influence.
- ✔ Events to support workforce wellbeing.
- ✔ More opportunities to actively participate in the neighbourhood.

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Better Bankside is powered by the people of Bankside and this strategy has been co-created by our business leaders and community stakeholders.

There are ongoing opportunities for you or your business to play a part in turning this ambition into a reality. Talk to one of the BB team about how you can get involved with shaping the future of our neighbourhood.

Services and projects listed within this document are just a flavour of what to expect from our broad and diverse programme.

Visit our website for more information about the work we are doing to support business and improve the neighbourhood.

If you'd like to know more about how you and your business can benefit from being a part of Better Bankside, we'd love the opportunity to meet with you and discuss.

Call us

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Pop in and see us

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Visit the website

betterbankside.co.uk

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