

2020 in Review

[beinvauxhall.com](https://beinvauxhall.com)



**MAKING**

**VAUXHALL**

**A DESTINATION**

**Vauxhall**  
LONDON



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Chairperson, Base Associates

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Treasurer, Vauxhall City Farm

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TfL

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Brunswick House, LASSCO

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Vauxwall Climbing Centre

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CLS Holdings

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James Lindsay  
Royal Vauxhall Tavern

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The Arch Company

Antonio Luis  
Casa Madeira

Jon Surtees  
Kia Oval

Kirk Harrison  
Black Prince Trust

## About Vauxhall One

Vauxhall One is the Business Improvement District (BID) for Vauxhall. We were established by local businesses to improve the area as a place to live, work and visit, providing services additional to those supplied by the council and other statutory providers.

Vauxhall One continues to support local businesses across its core project areas: Safer, Cleaner, Greener, Better and Destination.

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# VAUXHALL TOGETHER, APART



2020 has created unprecedented challenges for Vauxhall's businesses and local economy. COVID-19 changed the way we work, travel, and socialise with a large impact seen across all businesses in the area.

In these testing times, Vauxhall has become stronger than ever before. Businesses, developers, and community groups have come together to support each other during the pandemic, showcasing the unique and vibrant spirit of Vauxhall.

The area's progress has continued throughout the crisis, with internationally renowned names in property and smaller developers announcing innovative new projects and resuming construction.

Vauxhall One continued its work supporting businesses and transforming public spaces throughout the year with large-scale greening, cleaning and brightening projects. For destination marketing, Vauxhall, London received multiple awards in 2020, including Best Place Brand at the Transform Awards Europe. At the globally renowned City, Nation, Place Awards, the brand came highly

commended for Best Use of Design and was a finalist in the Place Brand of the Year category. Digital marketing has allowed us to engage thousands of people with what Vauxhall has to offer, even if they couldn't visit.

Despite the year's challenges, the team delivered its inaugural Classical Vauxhall event in February, with a sold out run of concerts in local venues and a successful education programme for Vauxhall primary schools. To support local venues between lockdowns, the team also created a COVID-secure beer festival, Vauxtoberfest, driving people to the area's lively pubs and bars. We have capitalised on the return to local theme and promoted Vauxhall as a true '15-minute' neighbourhood - a place with everything you need within a 15-minute walk or cycle ride.

In the following pages you will find an update on all the work that the team has delivered in 2020, as well as upcoming projects and events for 2021. Looking towards our re-ballot in November, the team is busy preparing our new 5-year plan, building on the year's challenges and success.

# VAUXHALL'S TRANSFORMATION

Attracting investment and a diverse amenity mix to the area is an important part of Vauxhall One's remit. As part of the BID's commitment to showcasing Vauxhall's innovative developments and businesses to local and international markets, we have created a new website dedicated to Vauxhall's transformation.

[vauxhallnow.com](https://vauxhallnow.com) is a hub of information for investors, including area demographics, local amenities, and a map of all major developments in the area. The site details new flexible workspaces, ever-improving transport links and the expanding housing offer, illustrating the bold and innovative future of Vauxhall.



Vauxhall Cross Island



Oval Village

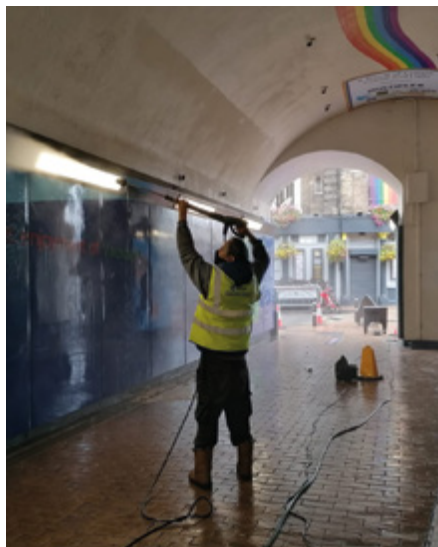


Paradise

# CLEANER

## 320 HOURS

320 hours cleaning and greening support within the BID boundary per month, supplementary to the council's work, including repainting, jet washing and minor repair work. A BID-led Community Pay Back team currently supply an extra 70 hours of additional street cleaning a week, including litter picking, clearing leaves and street sweeping.



## 20 PIECES OF GRAFFITI

Every week, an average of 20 pieces of graffiti are removed in Vauxhall, ranging from 20cm tags to large scale vandalism over 5m. This is removed from public spaces and on request from Vauxhall businesses.



## ALBERT EMBANKMENT RIVER WALL

Spring 2020 saw the deep clean of 800m of the Vauxhall riverside, jet washing, clearing debris and removing graffiti to bring the Albert Embankment river wall back to life. The project took 20 weeks to complete and included the cleaning of 30 Victorian style lampposts and repainting of wall signage.



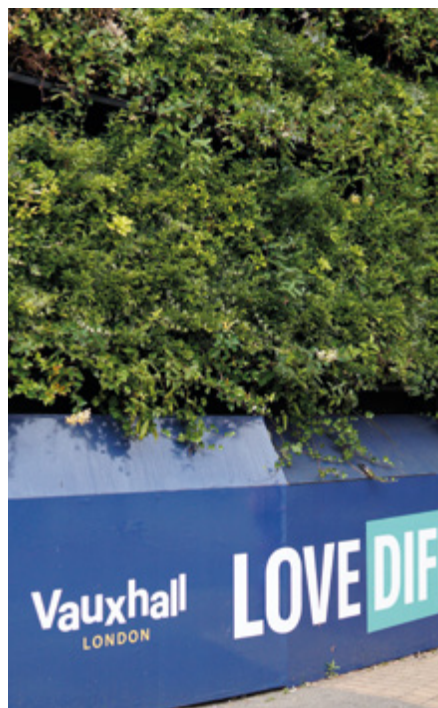
## PLEASURE TUNNEL

In Autumn 2020, the cleaning team revitalised the affectionately named 'Pleasure Tunnel' connecting Albert Embankment to the Royal Vauxhall Tavern and Kennington Lane. The project involved repairing water damage, clearing debris and repainting the tunnel's iconic rainbow ceiling. As well as being a key pedestrian and cycleway in Vauxhall, the tunnel also plays host to the RVT and Duckie tunnel takeover for Pride.

# GREENER

## SOUTH LAMBETH PLACE GREEN WALL

In March 2020, Vauxhall One installed the first living wall on Network Rail's infrastructure in London. Comprising 25m<sup>2</sup> of biodiversity enhancing plants, the wall nurtures local wildlife, improves air quality and brings vibrancy to South Lambeth Place, with prominent Vauxhall, London branding.



## ALBERT EMBANKMENT PLANTING

November 2020 saw the installation of a series of bright planters on Albert Embankment, promoting the Vauxhall, London message to 'love different'. The 13 eye-catching planters use evergreen Buxus planting to give a year-round pop of colour and extra greening to one of Vauxhall's main pedestrian walkways.

## WANDSWORTH ROAD POCKET GARDEN

Working in partnership with TfL, a small site between Wandsworth Road and Bondway was transformed into a pocket garden in June. Using a mixture of shrubs and perennials to create an oasis of green space by Vauxhall bus station, the space now boasts 300 plants, with an additional 200 geraniums grown locally by the Vauxhall One team.



## NEW GREEN WALL (COMING SOON IN 2021)

Following the success of Vauxhall One's first green wall, plans are underway to add a second installation next to Vauxhall station.



## CYCLING IN VAUXHALL

In line with the surge in popularity of cycling during the COVID-19 pandemic, Vauxhall One increased its support for local cyclists. In addition to 15 Dr Bike cycle maintenance events, the team installed 10 free to use public bike pumps, new bike parking facilities, and created a cycling guide for the area.

# SAFER

## CCTV

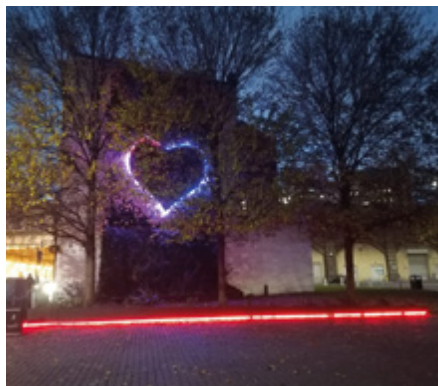
Since 2013, the BID has installed 9 CCTV cameras in partnership with Lambeth Council and local businesses, with 5 state-of-the-art cameras fitted along Albert Embankment, Kennington Lane and Vauxhall Street in 2019/20. Footage from Vauxhall One cameras has provided vital evidence in local, high profile cases.

## VAUXHALL ONE LICENSING PARTNERSHIP GROUP

Vauxhall One brings together local pubs, clubs and bars with Lambeth Council licensing officials and safety partners for quarterly forums, used to raise night-time economy security issues and licensing queries.

## LIGHTING VAUXHALL

Making the area feel safer at night, the team has installed lighting on Albert Embankment and Vauxhall Pleasure Gardens to increase visibility and pedestrian safety.



# VAUXHALL, LONDON MARKETING

In 2020 we used paid digital campaigns to engage people with the unique Vauxhall spirit, even if they couldn't visit. We complemented this by redoubling our efforts locally; we encouraged people to explore their area and support local businesses whilst creating a sense of community.

## CAMPAIGNS AND EVENTS FEATURED:



**1,000,000+**  
REACH IN PAID  
CAMPAIGNS

**309%**  
INCREASE IN AD  
ENGAGEMENT FROM 2019

**135%**  
FOLLOWER INCREASE  
ACROSS SOCIAL  
CHANNELS

**24K**  
WEB VISITORS

**30K**  
LOCAL REACH FROM  
ROYAL MAIL CAMPAIGNS

**100K**  
REACH OF TOP  
PERFORMING  
INSTAGRAM POST

# TRANSFORMING VAUXHALL'S PUBLIC SPACES

## NEW SPRING GARDENS WALK MURAL

Working in partnership with Network Rail, the team unveiled a mural on New Spring Gardens Walk in July, featuring Vauxhall, London's 'Love Different, Love Vauxhall' message. The mural promotes inclusivity and the unique off-beat spirit at the heart of the area, with a playful nod to its history. The hot air balloon represents 19th Century aeronaut Charles Green, who once flew a hippo across London in his balloon from Vauxhall Pleasure Gardens. He also held the world record for a long distance flight until it was beaten nearly 100 years later by an aeroplane.





### VAUXHALL STATION BRIDGE

Vauxhall One are behind the new piece of public art in central Vauxhall, on a major railway bridge next to the station. The design features Vauxhall Pleasure Gardens legends, Master of Ceremonies CH Simpson and tightrope walker Madame Saqui, with the positive message 'Vauxhall. You are one of a kind'.



### ALBERT EMBANKMENT GREENING

Bright planters on Albert Embankment, promoting the Vauxhall, London message to 'love different', create a colourful walkway for pedestrians travelling down one of Vauxhall's busiest streets.



### GODING STREET (COMING 2021)

Plans are underway for a food and drink street market on Goding Street, creating a new outdoor attraction for visitors and providing more F&B options for local workers.



### URINAL REVAMP (COMING 2021)

Always looking for playful ways to bring the Vauxhall, London brand to life, the team has redesigned Vauxhall station's public urinal to further brighten the area's public spaces.

### VAUXHALL STATION TUNNEL (COMING 2021)

A major update is planned for one of the key pedestrian tunnels of Vauxhall station, linking the station entrance/exit with Kennington Lane. The project includes the replacement of the tunnel wall panels, that will detail the rich history of Vauxhall Pleasure Gardens and its diverse mix of characters.



# DESTINATION

## COVID-19 IMPACT ON EVENTS

Due to COVID-19 lockdowns and restrictions, the team took the tough decision to cancel the summer event season of Summer Screens, Bearpit Karaoke, Beer Festival and Victorian Vauxhall. These events will return in 2021, with social distancing and increased hygiene as standard.



## CLASSICAL VAUXHALL

Working with highly regarded, young musicians, the inaugural Classical Vauxhall event took place in February 2020 to resounding success. The three sold-out classical concerts in St Peter's Church, Brunswick House and the Garden Museum, were designed to encourage new people into Vauxhall and bring classical music to new audiences. The event included a schools outreach programme delivered in partnership with the London Philharmonic Orchestra and will return as a primarily online event in March 2021.

## VAUXTOBERFEST

To support local pubs, bars and restaurants, Vauxtoberfest took place 8-18 October, encouraging customers to discover the quirky drinking establishments of Vauxhall. 9 businesses participated in the pub crawl of challenges to win prizes, and the event will return in 2021.

## MAPS AND MAILOUTS

Moving to a hyper local approach to promote the area's businesses during the pandemic, the team produced local area maps that were posted to 30,000 local homes: a family activities map during the first lockdown with children's activities and Vauxhall quiz, a guide to businesses reopening, an online lockdown map for November and an alternative Christmas gift guide.

## VAUXHALL'S ILLUSTRIOUS PAST

Vauxhall One curated a history book exploring the raucous and illustrious history of the Vauxhall Pleasure Gardens, the birthplace of outdoor entertainment. The book delves into Vauxhall's culture, fashion and entertainment, as well as its huge cast of flamboyant characters. The book is available for free online, with hard copies available for businesses on request.

'Fun is for everyone'  
by Chi-chun Chang



# COVID-19 SUPPORT

## #SAVEVAUXHALLNIGHTLIFE

One of Vauxhall's core sectors is hospitality and the night-time economy. The forced closure of venues and the following imposed restrictions was a massive blow and financial support was vital to keep Vauxhall businesses afloat. Vauxhall One and Vauxhall, London's online marketing campaign #SaveVauxhallNightlife, supporting the national Raise the Bar campaign, put pressure on local and national authorities, helping businesses in the hospitality, retail and leisure sectors to access government grants.

## SOCIAL DISTANCING

During the COVID-19 pandemic, the Vauxhall One team installed a series of quirky social distancing notices in public spaces, reminding Vauxhallians to 'Be Together, Apart'. The vinyls featured characters from the Vauxhall Pleasure Gardens' history, wearing face masks, promoting social distancing.

**THE VAUXHALL ONE TEAM WERE ON HAND THROUGHOUT THE YEAR, OFFERING SUPPORT, LOBBYING AND PROMOTING ALL THE AMAZING WORK UNDERTAKEN BY OUR BUSINESSES DURING THE PANDEMIC.**

## CLEANING & PUBLIC SAFETY

Adhering strictly to government guidelines, the Vauxhall One team provided ongoing services to keep Vauxhall clean, with regular jet washing, graffiti removal and gardening throughout the year. In addition to this, they regularly disinfected central Vauxhall to help protect those making essential journeys through the area, and distributed reusable face masks to customer facing businesses.

## ONLINE SUPPORT

Vauxhall One increased email comms to weekly updates, giving essential grant and restriction news, as well as supporting businesses with increased online promotion and social media output.

## LOCAL FORUMS

Licensing partnership meetings moved online this year, acting as a forum to share COVID-19 strategies, vital information on grants and area updates. New for 2020, the team created the Vauxhall Marketing Group, a place for local businesses to network, collaborate and promote their work.

# CORPORATE SOCIAL RESPONSIBILITY

Throughout the year Vauxhall One has funded a number of CSR Projects including donations and support for:

- The Boury Academy
- Neon Performing Arts
- Archbishop Tennison School
- St Peter's Church
- Oval Learning Cluster
- Gasworks
- Vauxhall City Farm
- St Stephen's C of E Primary School
- Vauxhall Primary School
- St Andrew's C of E Primary School
- Walnut Tree Walk Primary School
- St Mark's C of E Primary School



# VAUXHALL ONE ONLINE

OVER  
**6000**  
FOLLOWERS ON  
VAUXHALL ONE SOCIALS

**42**  
NEWSLETTERS, PERK  
DISCOUNTS AND BUSINESS  
UPDATE EMAILS

**NEW WEBSITE**  
LIVE IN DECEMBER 2020



**24**  
ARTICLES ON THE VAUXHALL  
ONE WEBSITE

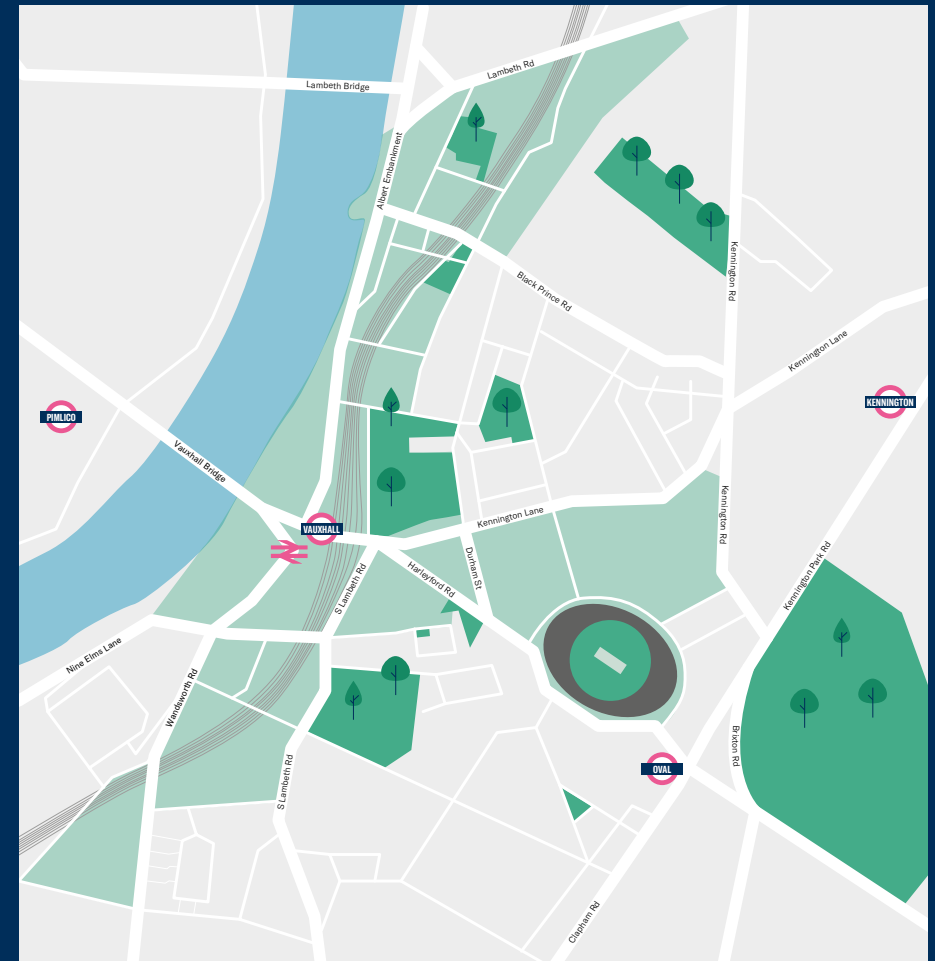
**3.5K**  
FOLLOWERS ON TWITTER

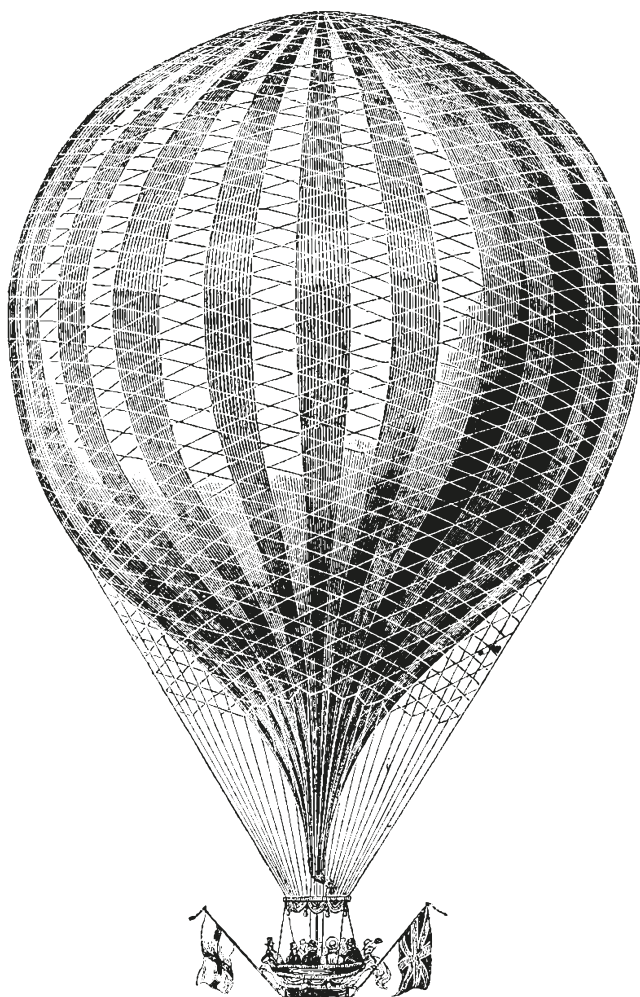
**440+**  
NEWSLETTER SIGN UPS

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