

CURRENT PROJECTS PORTFOLIO

Promoting South Bank

For Londoners and tourists alike, South Bank is a must visit destination for shopping, eating and culture attracting over 25 million visits a year. However, it has not always been like this. SBEG has worked hard with local stakeholders to create an identity for the area and to promote it as a top visitor destination throughout the year.



South Bank Marketing Group

Our marketing activity is overseen by South Bank Marketing Group (SBMG), a highly successful and active consortium of cultural venues, attractions and hotels committed to promoting South Bank as a top London visitor destination. The Group was established over fourteen years ago to encourage visitors to the area, increase dwell time and spend and to tackle seasonality. The Group is linked effectively with statutory tourism bodies and closely networked with neighbouring destinations.

South Bank Venues

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South Bank Venues (SBV) is a subgroup of SBEG, launched in 2010 which promotes the destination for meetings, incentives, conferences and events hire. The Group aims to work collectively to increase enquiries and bookings for members businesses. The venue directory is available to download at www.southbanklondon.com/venues



www.southbanklondon.com

Our popular website is the gateway into South Bank. It promotes the area as a must-visit destination and meets the needs of regular visitors as well as those planning a first trip. The website features the latest what's on listings, map, eating, drinking and shopping directories, foreign language pages, offers and competitions, user-generated picture library and videos and is actively supported by our popular social media channels [Twitter](#) and [Facebook](#). The website won Gold at the 2007 Visit London Awards, for Best Visitor Information Initiative and was shortlisted for the 2010 Lambeth Business Awards



InfoBikes

The InfoBike service is an innovative mobile information unit that distributes South Bank Marketing Group members' promotional collateral, area maps, Summer Guides and visitor guides along the riverfront throughout summer weekends, the Easter Bank Holiday and the Royal Wedding weekends. The InfoBikes were the first of their kind and are a joint project between SBEG, Better Bankside and Team London Bridge Business Improvement Districts providing essential tourist information across the riverside.



South Bank Visitor Guide

In 2011, the first South Bank Visitor Guide was launched and distributed throughout London, in key transport hubs and in London and regional Tourist Information Centres. The Guide provides comprehensive information about everything to do and see in the area as well as a useful map and travel information.



Posters

We design and print quarterly 'What's On' posters and monthly 'Free Events' posters, including eye catching visuals and key information about the best events in the area. These posters are displayed in prime positions on outdoor poster structures owned by SBEG along the riverfront and in key positions such as the exit to Waterloo Station.



Engaging with Employees

More than 50,000 people work in South Bank and we actively engage with their employers to encourage them to make the most of the area on their doorstep. Content, from listings, eating and drinking offers to competitions, is fed through to the intranets of the area's large organisations whilst relevant marketing materials, such as the South Bank Summer Guide, are distributed in their receptions.



Riverside London Mobile Application

In Summer 2011, SBEG will launch a mobile application for iPhone and Android Smartphones. The Application will offer a real-time events listing guide and will feature an augmented reality element. The App will also feature eating, drinking, shopping and hotel information and will be free to download.

Residents in South Bank

We see improving the area as not just about the physical space but about the people who live there. We work with a wide range of partners to ensure residents can have their say about local issues and to involve them directly in regenerating their area.



South Bank Forum

The South Bank Forum allows local residents to express their views, influence decisions about their neighbourhood and ensure decision-makers fully understand the community's priorities.

The Forum meets three times a year and is chaired by local MPs – Kate Hoey (Vauxhall) and Simon Hughes (North Southwark & Bermondsey). Local Ward Councillors from Lambeth and Southwark also attend. The Forum is organised and run by the South Bank Partnership, and part-funded by Waterloo Community Coalition (WaCoCo).



South Bank News

South Bank News is community newsletter produced three times a year which keeps residents and employees up to date with what is happening in their neighbourhood.

Published by SBEG, the magazine aims to increase awareness of local issues and to encourage new levels of community engagement. Typical content includes updates on a diverse range of capital and community regeneration projects, news from community organisations and diary dates for local events. The magazine is part-funded by WaCoCo.

PAST PROJECTS PORTFOLIO

Promoting South Bank



Riverside Bus (RV1)

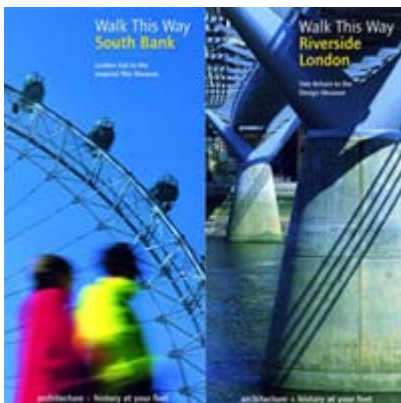
South Bank lies at the heart of London, yet promotion of the area used to be hindered by the perception that it was 'south of the river' and therefore time-consuming to travel to. SBEG decided to actually demonstrate how central South Bank is by lobbying for, marketing and financially supporting the creation of a brand new bus service. Running from Covent Garden to Tower Gateway, the service crosses the river and connects all the attractions in South Bank, Bankside and London Bridge. The environmentally-friendly service is fully integrated with the Transport for London network.



South Bank Banners

Public art has successfully been used by SBEG to revitalise and regenerate the South Bank, making it a more attractive and appealing place to visit. As part of the project to transform Upper Ground and Belvedere Road, architects Lifschutz Davidson designed streetlights from which hang 6 metre high, internally-illuminated banners.

Two open competitions were held in 1997 and 1999 attracting over 6,000 entries. The winning designs were transformed into these superb banners which continue to animate the streets today.



Walk This Way

The Walk This Way series of five walking guides encourages Londoners and visitors alike to explore the history and architecture of the river on foot.

Commended by the Mayor of London in the London Tourism Action Plan, the printed guides were extremely popular with visitors. All the titles are available to download at www.southbankwalks.com



Signage

Wayfinding is a critical element of managing visitors to the South Bank. The current system was originally devised as part of an overall strategy to promote a single identity for the area. The stainless steel signs are just one part of a range of bespoke street furniture, ranging from street lights and cycle racks to litterbins, which creates a distinctive, coherent identity for South Bank and improves the quality of the public realm. This signage system was replaced by the Legible London pilot scheme, installed late Autumn 2009.

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