



Annual Review 2021/2022

*Supporting Aldgate's businesses, locals,
workers and everyone in between.*

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**ALD GATE
CONNECT**

Welcome everyone

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Contents

Foreword	2
Spotlight Programmes	3
Appealing Area	9
Welcoming Area	11
Stronger Area	13
Protected Area	15
The BID Boundary	17
The BID Board	18
Income & Expenditure	19
Conclusion	21
Contacts	22

Foreword

It is a huge privilege to have been involved in the Aldgate Connect BID for many years - from the early days of the Partnership and now as a fully fledged BID since we secured a successful ballot result in early 2020. No one envisaged that we would launch our first term just as a global pandemic struck, but with resilience and determination we pulled together and I'm proud of what we have achieved.

Our collective achievements over the last 12 months have been among the most rewarding, demonstrating the continued resilience of businesses in this wonderful part of the capital and an appetite to seize growth opportunities with ambition. The sense of community we enjoy here in Aldgate, with our diverse business community, residents and wider stakeholders, is helping to drive the area's renaissance through collaboration and partnership.

London's response to the COVID pandemic, and the recovery that has got going in the last year or so, has been typically determined and resolute, and while we all still face challenges, I am optimistic about the future. The landscape remains somewhat uncertain, and of course we are not back to pre-pandemic levels, but workers are returning to offices, tourists are coming back to the capital and investment is strong. The commencement of Crossrail services earlier this year, and positive overtones from the Government about Crossrail 2, instils more confidence and against this backdrop we must redouble our efforts to push for further investment in major projects.

The capital continues to face headwinds following the pandemic, but also the impacts of Britain's exit from the European Union, the cost-of-living crisis and the climate emergency, and arguably partnership and collective action has never been more important. Not for more than a generation has the capital or its businesses needed more support, and the Aldgate BID is proud to be playing its part.

You will see from this Annual Report that our projects and programmes are varied and comprehensive. From the ongoing and vital work of our street teams, ensuring that we provide the best possible welcome to workers, visitors and local communities, to our rolling programme

of cultural events – our work is tangible and is designed to make a positive impact. Our collaborative work with our neighbouring City BIDs enables us to deliver more for the businesses in the Aldgate area.

As ever we continue to listen to you, our business community, to ensure our work reflects your priorities. As a BID we can adapt and pivot towards new issues, challenges and opportunities. I feel our approach and our delivery is as fresh as ever, thanks to the dedication and creativity of our Executive Team, and the ongoing dialogue and exchange with our levy paying community. We continue to work closely with the City of London Corporation and Tower Hamlets, supporting investment in our area and ensuring the business voice is heard by local policy makers.

We are eager to keep delivering and continuing with our programmes to support our communities: the workers, the visitors, the investors, the residents – together we are proving we are stronger and more resilient to the change that London continues to experience. I hope you can see from this Annual Report that we are on your side – able to respond to the big issues, as well as delivering the smaller scale, yet no less important, activity that supports your business day to day.

Special thanks to the BID Board and Steering Group members, without whom this would not be possible. Thank you all for your time and contributions. We look forward to continue working with you.

Liam Hayes
Aldgate Connect BID Board Chair



Spotlight Programmes

These are a few major programmes of BID delivery with excellent outcomes that touch on all the key themes. These projects have great significance and benefit for people living, working and visiting Aldgate.



One Voice

A key part of the BID is providing a co-ordinated platform for the business community. A successful BID will bring key stakeholders together to shine a light on key challenges and profile the future of the area.

Stakeholder Engagement

3 strategic political visits

Participation in Lord Mayor's Show and Beating of the Bounds

12 Steering Groups and 4 Boards



Digital and Print Media Communications

Our strategy offers free, authentic and clear communications support and advice from a local neighbourhood voice. This year's achievements include:

5 active social media channels

One stop shop website

16 newsletters

464 Combined Audience Growth

42.4% Increased engagement

Amplified by media relationships with CLA, City Matters, Evening Standard and City AM. Supported by One City and City BID's channels.

Memberships and Partnerships

Our strategic partnerships aim to amplify our voice and exposure for our businesses and community district. This year the BID has joined or renewed partnerships with the following organisations:

Central London Alliance

New London Architecture

City Matters

One City



A cleaner and more welcoming area

The Aldgate Ambassadors

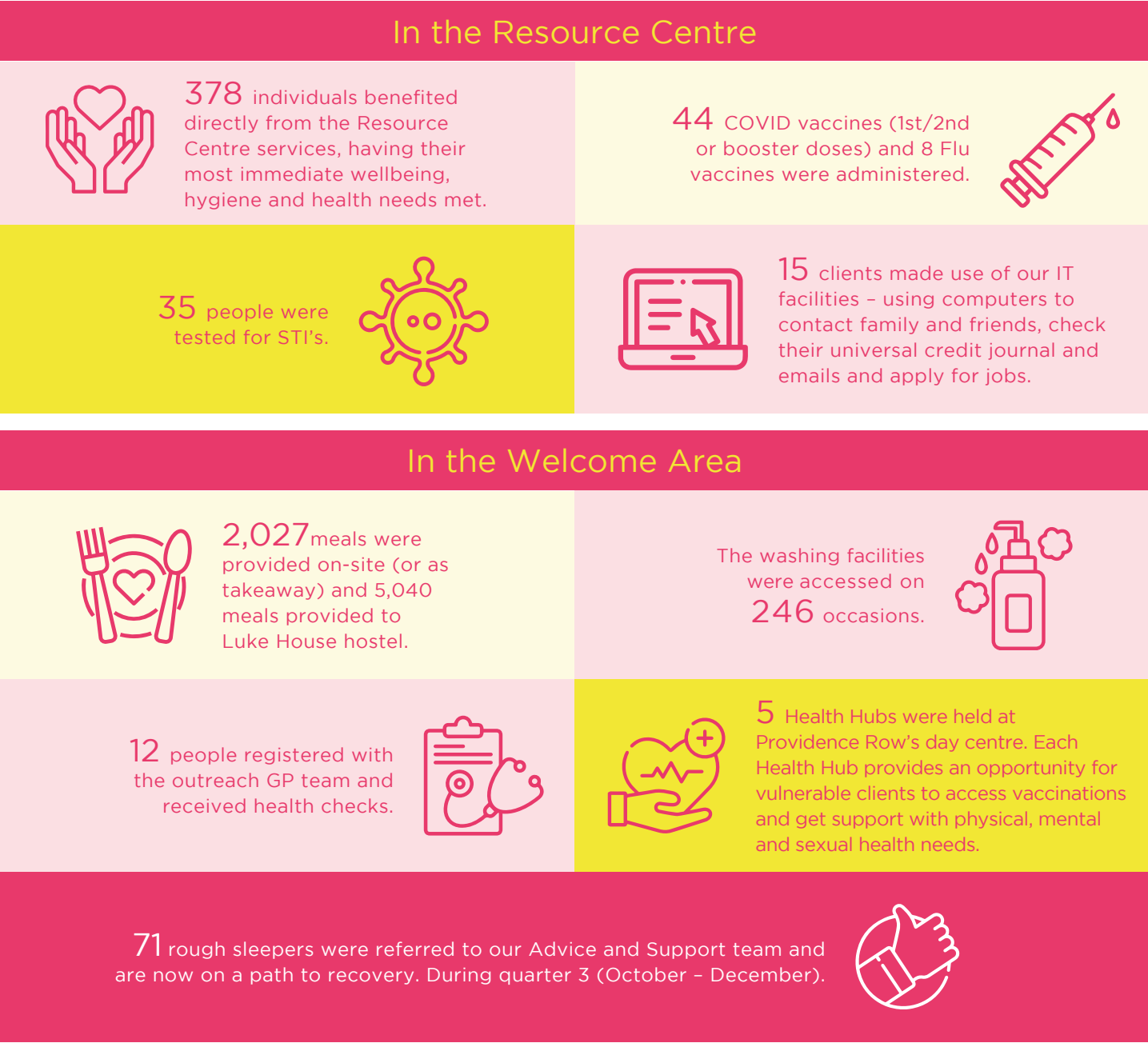
The Aldgate Ambassadors are dedicated street wardens working 5 days a week reporting to authorities, sharing businesses intelligence and neighbourhood communication as well as providing a welcome service to visitors, locals and workers..



Improving lives of vulnerable people

Providence Row's Welcome Area and Resource Centre

The BID funded the Welcome area and Resource Centre at Providence Row, a charity that aims to combat the root causes of homelessness and poverty. Through this funding they achieved the following (6 monthly stats due to mid-way reporting):





Inspiring inclusive creativity

The Living Studio

The BID funded The Living Studio Project at the Whitechapel Gallery, a live maker space filled with inspirational artistic materials to prompt activity and creativity. this free space was specifically designed for people with neurodiversity. Through the BID funding, it provided space for families and people of all backgrounds to feel safe and creative in Aldgate.

This ran from 12th January – 8th May 2022.

The Living Studio welcomed 70,314 visitors in total, including:

Families with children	Under 5s workshops	Schools – over 400 students came for workshops	Duchamp & Sons Youth Forum	Numerous Public Talks	Community Day
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Whitechapel Gallery’s Social Media Campaign:



Co-creation of Aldgate Lantern Festivals

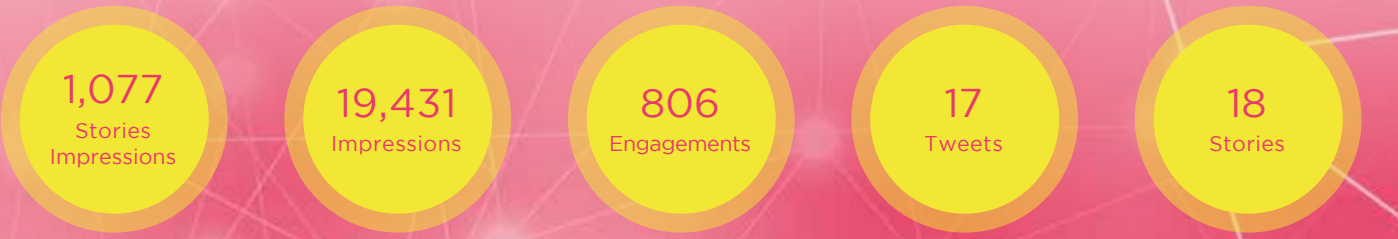
Nurturing a thriving and inclusive neighbourhood is at the heart of the BID values. The Aldgate Lantern Parade has become a tradition in the calendar enduring the changing Covid rules over the last few years. This year, we extended the programme to happen in summer and winter allowing for flexibility staying true to we wanted to achieve - an inclusive and sustainable programme of artistic and creative activity with the public showcase for all to see.

Aldgate Community Festivals

Over the year we saw:



Social Media combined statistics of the campaigns:





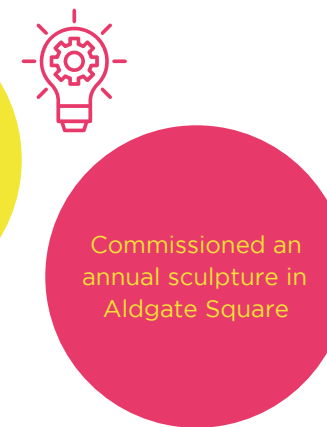
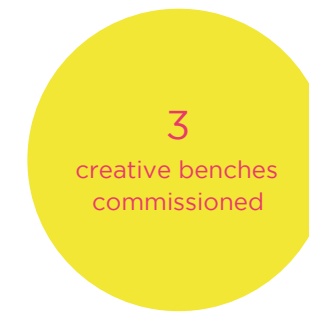
Appealing Area

Total spend: £209,816

OUR YEAR'S AMBITION: To demonstrate a strong desire to promote and unlock vital public realm improvements that suit the businesses and community. Helping to restore and reshape the area to be fit for people to move around safely and securely, whilst enlivening it as a place to be in and relax.

The BID focused its resources to restore confidence in Aldgate through the changing restrictions, travelling to, through and around as a safe and secure place to return to work. We connected with residents and the existing community to ensure it's a destination for all.

By working in partnership with our neighbouring BIDs and Partnerships we've ensured that we have the greatest impact through collaboration.



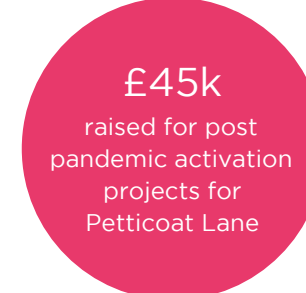
OUTDOOR CREATIVE AND CULTURAL PROGRAMMING

Throughout shifting work pattern restrictions we implemented a varied programme to enliven and enrich the area. We've had creative bench trails opening up Aldgate to sit and socialise outside, Summer live music in Aldgate Square, cultural feasts and world music evenings. The BID funded a community inspired sculpture as part of Sculpture in the City, an annual sculpture park that uses the urban realm as a rotating gallery space.



PETTICOAT LANE MARKET AND MIDDLESEX STREET INDEPENDENT BUSINESSES

The BID supported the independent businesses on Middlesex Street (Petticoat Lane) with cultural and festive events and continue the improvements to the alfresco environment. Working with the councils, we funded a temporary road closure which we will be investigating how to make this a more permanent intervention.



HIGH STREETS AND EUROPEAN RECOVERY FUNDING

The GLA funded a future proofing strategy for Middlesex Street post Pandemic. We delivered a report identifying short and long term projects that would bring alive the economic and social future of Petticoat Lane. This provided a clear vision for the area harnessing a brand that centres around food and sustainable fashion. This will be taken forward in 2022/23. We also received grant funding from LBTH and ERDF funding to see seasonal events, greening interventions and ambient lighting to Middlesex Street.

CLEANSING AND ENVIRONMENTAL REPORTING

The BID's Aldgate Ambassadors have reported 1,385 cleansing issues and 418 environmental issues. These include; uncollected waste, overflowing bins, graffiti, gum, street furniture, abandoned vehicles, broken paving and unkempt roadworks. These reports are sent directly to the council servicers to respond to when they can.

ALDGATE'S PUBLIC STRATEGY AND REALM VISION

The BID commenced a key strategic document laying out an in-depth place vision including realistic and visionary projects to drive forward the future for the area. The strategy document will be delivered in Q2 2022. Having established a major public realm works fund in 2020-2021, we will work to deliver some of the projects as agreed in the strategy.

CLIMATE AND NET ZERO

The BID promoted and aligned with the local authorities new climate change, biodiversity strategies and air quality aspirations, events and seminars. We sponsored the City of London's Plastic Free Awards, encouraging companies to be innovative in the way they implement plastic free business practices. We partnered with Too Good To Go, a food waste and sharing platform to help Aldgate's hospitality reach food waste targets. We're working together with the City to identify the key drivers to help with a delivery and resourcing consolidation to reduce congestion on the streets.



Welcoming Area

Total spend: £195,064

OUR YEAR'S AMBITION: Aldgate begins its recovery to be a strong, creative and entrepreneurial area for residents and businesses; a hotbed for new and emerging talent and businesses. Its creativity and vibrancy will blossom as people start moving around the area once more.

Through 2021/22 we've seen waves of public confidence travelling to and staying in the area. There is no denying that while public confidence has been reduced, transport use and tourism has continued to be limited and office occupancy was low. The BID set out with a clear Delivery Plan which was agile and able to adapt to changing business challenges keeping a keen eye on community needs. To establish a welcoming environment, the BID saw that it needed to look to the needs of the existing community and the small hospitality/leisure in the area, amplifying messages building a stronger more resilient economy.

Aldgate Connect BID's Marketing and Promotion Strategy aims to raise the profile of the Aldgate area hosting activities which engage with local workers, residents and visitors all year round. Over the last year, the BID's adapted its strategy to provide relevant support to the local business community during the COVID-19 pandemic.



ACTIVATION OF ALDGATE SQUARE

The BID continued to fund an officer to activate Aldgate Square with more than 20 events and exhibitions, drawing footfall and dwell time in the area. The events proved significantly popular with the local community, workers and visitors alike, including the Music in the Square series, Mela in the City and Whitechapel Gallery's Nocturnal Creatures. The square was almost continually filled with exhibitions, including 'Football a Capital Game' and '10 Years of Sculpture in the City'.

ALDGATE AMBASSADORS

The BID's dedicated street steward service provides an on-ground welcoming presence, five days a week. Since April 2021, the ambassadors have welcomed 12,041 visitors and conducted 574 business visits. Including a series of walking tours to new recruits at the Canopy by Hilton Hotel.

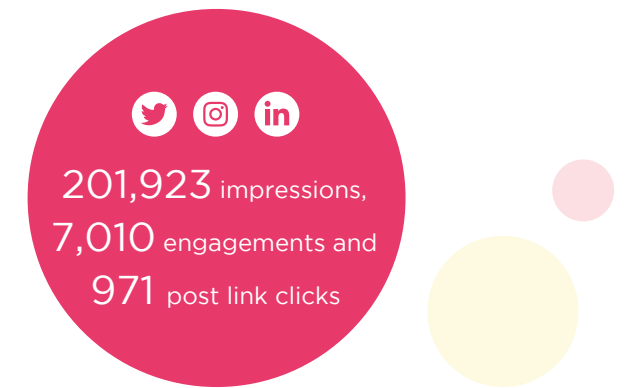


CITY GIFT CARD

The City Gift Card promotes local spending by encouraging businesses to reward their staff, whilst stimulating spend and footfall. For the period of April 2021 to March 2022, 3,056 cards were purchased into circulation, totalling to a value of over £65,335. For the same period, we on-boarded a total of 90 local businesses on to the scheme, across retail, hospitality and leisure sectors. In terms of redemption, the period saw 1,287 transactions at local participating businesses, totalling to £20,587 already invested back into the area.

BUSINESS AND PROMOTION ENGAGEMENT

Over the last year, the BID team has developed bespoke marketing campaigns to promote the offer in Aldgate, including, 'Outdoor Dining in Aldgate' and 'Aldgate = Festive Party Central'. The BID has monthly content in the City Matters newspaper to promote the area to a wider audience. The BID has continued our partnership with One City London, who promote Aldgate as a destination across their highly successful channels, which target the young working population.



MARKETING AND COMMUNICATION

For the period of April 2021-March 2022, the combined statistics for our Instagram, Twitter and LinkedIn channels showed 201,923 impressions, 7,010 engagements and 971 post link clicks, which is an average increase of 42.4% compared to last year. We have sent out 12 monthly newsletters with news, events & updates, as well as 4 Special Edition newsletters, including the In The City App Launch and Major Fire Incident update, to the total of around 1,000 subscribers.

NEW HUB FOR ALL THINGS ALDGATE

Developed and launched a one stop shop website, showcasing events, news, BID initiatives, venue hire & charity and local group directories. The website has dedicated pages for both local businesses and the community, ensuring the website is useful to all! Welcome Everyone has been developed as part of the BID's brand, representing our inclusive ethos and the celebration of diversity.

IN THE CITY APP

In partnership with the City BIDs, the BID has developed an App to digitalise and upgrade the Aldgate Advantage Card scheme. The In The City app provides offers and discounts to local businesses in Aldgate and the City, whilst also featuring events, blogs and a business directory. Since its launch in January 2022, for the reporting period until March 2022, the app had 670 user downloads and showcased 102 events in Aldgate and the City.



The Commuter Club had 3,580 website visits and the podcasts had around 600 listens

THE COMMUTER CLUB

The Commuter Club provides podcasts, long reads and playlists to commuting Londoners. It launched in October 2021 with a focus on all things Aldgate and for the reporting period up to March 2022, the Commuter Club website had 3,580 website visits and the Podcasts had around 600 listens.



Stronger Area

Total spend: £59,974

OUR YEAR'S AMBITION: Aldgate embarks on a strong, inclusive and sustainable economic growth, supporting equality of opportunities for SMEs and local people who have been severely impacted by recent events.

The Pandemic has shone a brighter light on the need for an inclusive approach on recovery, health and wellbeing of the residents, employers and the economy of the area.

Capitalising on Aldgate's diverse and mixed communities and economy, we've been able to implement programmes that level up and benefit all in the society, but also providing an opportunity for further corporate social responsibility and encouraging a liveable and accessible neighbourhood.

A 'Joy Factor' was introduced and was incorporated into every project we supported or implemented. This emphasis drove forward a sense of fun and creativity for the community, returning workers and new visitors alike at a time of great unease.

VOLUNTEERING AND RESPONSIBLE BUSINESS

Volunteering has been shown to be critical to people's wellbeing during the pandemic. Companies have come to the BID to divert giving and volunteering hours locally. We've acted as a broker between the charities and the businesses through direct links and via our online CSR portal.

8,050

people, and rising.
Approx residential
population



RESIDENTS AND COMMUNITIES

Continued to work with residents and vibrant communities to promote inclusiveness and opportunities for all. Examples of these included funding the Aldgate in Winter festival: lantern parade, winter market and exhibition, hosting a co-created float in the Lord Mayor's Show and various discount schemes.

Responded to
4 national consultations
and 2 planning
permissions



1

Aldgate Community
Float in the Lord
Mayor's Show with
BBC coverage

PROVIDED A VOICE FOR ALDGATE

Continued to act as a local voice where appropriate and relevant to do so, providing a collective voice for business members and the community restoring power from within. We've responded to 4 national consultations, 2 planning permissions, been involved in strategy, economic and planning forums helping guide and plan for our area.

VITAL SME MESSAGING

Continued to circulate messaging from Government and the authorities and update relevant signposting throughout the area, through the Aldgate Ambassadors and our digital channels.



7067 meals
through the
Resource Centre

LOCAL FOOD SHORTAGE

The Aldgate district has deprivation levels that are among the top 20% in the UK with local food shortage being highlighted as an issue even before Covid-19. The BID continued to utilise resources and corporate donations to aid food poverty assisting community initiatives like Food for Aldgate foodbank. Our sponsorship of the Welcome Centre at Providence Row facilitated 7067 meals.



Socio-economic
research
published

£2.2b

annual tax
revenue generated
by the Aldgate
economy

LOOKING AT THE DATA

The BID led some research that looked at the projected effects of the Pandemic and enabled a set of recommendations for enhanced recovery of our areas within the context of London as a whole. The recommendations for the area's recovery included – building on the experiential offer; knowledge sharing; active travel focus; or the need for mixed-use environments and public realm upgrade opportunities. These recommendations will form part of the Delivery Plan next year.

47,100

jobs (approx)
supported
in Aldgate, one of
the densest parts of
London



JOBS, SKILLS AND TRAINING

Supported a youth employment and skills programme at the Whitechapel Gallery demonstrating an ambitious commitment towards enhancing creative skills and employment. We're funding an interactive Living Studio with the Whitechapel Gallery which supports people with neuro-disabilities to engage with culture and art.



Protected Area

Total spend: £54,068

OUR YEAR'S AMBITION: Through a safe and secure network of businesses and community organisations coming together with the authorities, we will start to look at Aldgate being an owned space by the community; sharing knowledge and reporting crime and help support the area as one that people feel safe to be in and return to.

With renewed priorities for the Police and other agencies in the recovery period, it was a priority for the BID to work alongside these agencies by sharing information; and with this partnership method create a safer neighbourhood that we can all feel comfortable and protected in.

Last year, the BID played a vital role in relaying and developing strategic areawide priorities that addressed business and resident concerns. With good links with the Safer Neighbourhood and policing teams, we've been able to look at issues around low level crime and raise the profile of these.



PARTNERSHIP WORKING

Through reporting and intelligence gathering, we've been able to highlight various crime and ASB hotspots and feed this intel into the relevant services. These have mainly been Braham Park and the Whitechapel High St / Commercial St junction. Through various partnership interventions, we've seen litter picks, joint patrols and CCTV operations to combat this activity.

NEW DEVELOPMENTS

We have worked with new developers to ensure crime prevention is incorporated at the design stage of their development, working towards crime reduction and public safety agendas.

WELCOME AREA AND RESOURCE CENTRE

The BID funded Providence Row's Welcome Area and Resource Centre providing immediate and focused care for the most vulnerable in society. This activity will run for a year and will support over 1,200 people. Clients have been provided with a warm safe space, where they can make contact with staff and volunteers, receive information and guidance and experience a sense of community. They were enabled to gain access to emergency housing and specialist support services.

LOCAL SAFETY FORUMS

The BID has established a Safe and Secure Steering group of businesses and City of London Police, Met Police and British Transport Police to facilitate information sharing. We host safe and secure training opportunities for employers and employees on our digital channels.

GLA WOMEN'S NIGHT SAFETY CHARTER

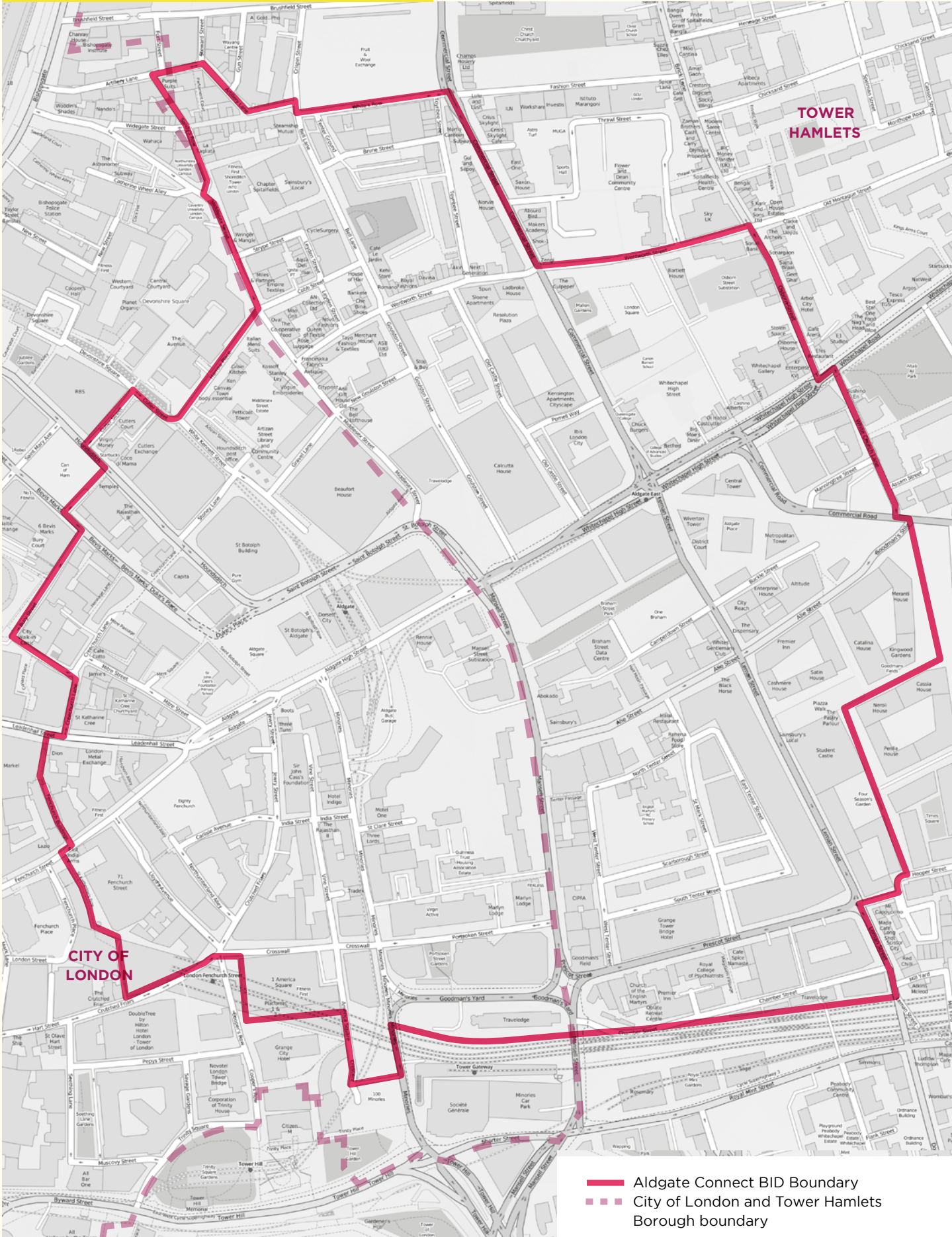
The BID has signed up to the GLA women's night safety charter, which offers best practice, training and advice to support employers and businesses to help keep their employees safe.

LICENSED PREMISES

The hospitality sector has been a huge part of the BID's support missions. On top of the promotional and marketing campaigns, the BID has worked to navigate crucial issues such as waste management, licensing, grant funding and alfresco dining regulations.



The BID Boundary



Governance and The BID Board

Governance

The BID is a not-for-profit company limited by guarantee led by a Board of Directors made up of representatives from across sectors within the BID area. The BID term started on the 1 April 2020 and runs until 31st March 2025. The BID’s activities are driven by a set of steering groups leading each theme of the BID. An Executive team manages the projects that deliver the BID ambitions.

The BID Board

Liam Hayes Chair of the Board	FT Squared
Jim Minton Vice-chair	Toynbee Hall
Karen Cook Vice-chair	PLP Architecture
Annie Sutton	Howden Group
Beatriz Orta	Canopy by Hilton
Ben Ridgwell	CDL
Julien Deslanges-Blanch	General Assembly
Lisa Recker	AECOM
Melanie Harvey	IBIS
Monica Yam	Whitechapel Gallery
Niel Pama	David Game College



Income and Expenditure 2021/22

Closing 2020-21 Reserves	£323,235
BID Levy Income	£731,191
Voluntary Income Grants and Sponsorship	£93,397
TOTAL INCOME	1,147,824
An Appealing Area	£209,816
A Welcoming Area	£195,064
A Protected Area	£54,068
A Stronger Area	£59,974
Staffing and Overheads*	£152,467
TOTAL EXPENDITURE	£671,388
2021-22 Closing Reserves **	£476,436

* Covered firstly by voluntary income

**75% of closing reserves will go to infrastructure projects in 2023 and 2024

**remaining 25% to be allocated to events - much of which were delayed by COVID





Conclusion

As we look to the future we continue to adapt and evolve to deliver the best for our communities.

There is much to be proud of, and this Annual Report is a great opportunity to take stock of our collective achievements, but we do not stand still. I have great hope for the future of this area, this wonderful capital city, and look forward to continuing to work closely with all of you to ensure Aldgate realises its full potential.

Thank you for reading.

Liam Hayes, Aldgate Connect BID Board Chair

Contact



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