

An aerial view of a city, likely London, with a pink and blue color overlay. The image shows a mix of modern glass skyscrapers and older brick buildings. A large pink triangle is in the top right, and a blue triangle is in the bottom left. The text is overlaid on the center of the image.

YOUR OVERVIEW OF PROJECTS AND EXPENDITURE 2021/2022

ALDGATE CONNECT BID

2022



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DEVELOPING AN INSPIRING AND UNIQUE DESTINATION FOR ALL

THE ALDGATE BID

In January 2020, businesses and ratepayers across Aldgate were asked to vote on whether they would like to see a Business Improvement District (BID) in the area to deliver on the projects and improvements set out in the BID Proposal. The BID is funded through a local business levy and this is put back into the area through a series of BID projects and improvements.

A BID is established based on two demands; a majority of actual votes and the majority of aggregate rateable value (RV). For the Aldgate Connect BID 92.4% businesses and 94% by RV were in favour of the BID.

The purpose of a BID is to provide additionality above and beyond the statutory duties of the councils, TfL and other public bodies. It gives the business community an opportunity to have a voice in defining, funding and overseeing the projects that you feel will locally give added value.

The BID began on 1st April 2020 and will run until 31st March 2025. The BID's activities are delivered through a not-for-profit company directed by a voluntary Board of local business leaders, to which our BID team is accountable.

THE BILLING LEAFLET

2020 was a challenging year for all of us, with the Covid-19 pandemic impacting on our economy and livelihoods and changing the way we live our lives and interact with one another.

This document reports on projects and programmes from our 4 strategic themes as set out in our business plan from the last 12 months. The BID has been an agile and responsive influence for the businesses and community in Aldgate fulfilling our pledges and more.

Throughout this difficult time, the Aldgate BID has focused on offering support, guidance and advocacy for the local business. The pivot this past year was to provide attention and support the wellbeing of the residential community. We have also focused on preparing the Aldgate area for office workers to return to once again.

As the restrictions on the lockdown begin to lift, the BID will play a fundamental role in supporting the area and its recovery for business and mobilising the workforce. Therefore, your BID levy will be pivotal in supporting interventions that will support the business community, residential community and domestic market in building consumer confidence, educating/ providing guidance on compliance and social distancing. Public realm provides an opportunity to cater for more enhanced pedestrian space; cleanliness of spaces and monitoring on how people move around the area safely. This will be further complemented through the promotion of activity to support mental health and wellbeing.

Please contact us for a Delivery Plan for 2021/2022 laying out forthcoming projects. **Thank you for your continued support.**

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The full 5-year BID Proposal is online and a hardcopy can be sent to you. Please email info@aldgateconnect.london

APPEALING AREA

The Pandemic has demonstrated changes in the use of public realm and the way that we all use Aldgate as a place to, work and visit. The BID has gone beyond its pledges this year delivering under difficult circumstances. There has been some clear changes to our objectives and outcomes to be able to respond proactively to the various business and

community challenges. We have more than ever before, worked closely with our local authority partners enabling them to put in place key transport and pedestrian measures enabling a safe and secure area. We've also worked with our neighbouring BIDs and Partnerships to ensure that we have the greatest impact through working together.



IN 2020/2021 THE BID HAS

- Acted as a voice for Aldgate and responded to 3 planning permissions and at least 20 surveys / consultations on Business rates, culture, hospitality aid, transport, VAT relief, homelessness and further extensions to Covid grants and funding support packages
- Commenced the development of an evidence based public realm vision in line with City of London (COL), Tower Hamlets (LBTH) and TfL strategic and local plans to inform all strategic changes to the footprint
- Set out a vision for Aldgate as a safer cycling destination. Audited the cycle provision in the area and identified 12 projects that can be addressed by the BID or in partnership with authorities as people return to the area by bike
- Co funded the 'Petticoat Lane Rug' and further alfresco measures improving the trading environments at the south end of Middlesex Street
- Through the aftermath of various lockdowns, promoted messages and events regarding climate change and air pollution
- Funded the installation of community made lanterns in Aldgate's public and private space in December 2020

WELCOMING AREA

Maintaining the area's business ecosystem has been very difficult over the last year. Our key priority is to maintain a strong link between the area and the corporate workforce who have been working remotely for much of the last year. We have also worked hard to support local leisure and hospitality businesses and the community throughout the pandemic – we developed a recovery action plan to adapt to changing business challenges keeping a keen eye on community needs.

Aldgate Connect BID's marketing and promotion strategy aims to raise the profile of the Aldgate area by hosting activities which engage with local workers and visitors all year round. Over the last year, the BID has adapted its strategy to provide

relevant support to the local business community during the COVID-19 pandemic. This has been led through virtual initiatives and events along with support through our digital platforms and a special focus on the use of third party amplification on social media expanding the reach further.

The Aldgate Connect BID will develop a strong marketing strategy, including an events and activities programme, with both virtual and in person sessions.

Next year we will continue to explore and deliver new enhancement projects, such as additional alfresco dining to increase dwell time.



Summer in Aldgate competition winner 2018, Eric Etrach



IN 2020/2021 THE BID HAS

- Created a COVID-19 Business hub on our website as a go to for local businesses to check the latest information from the Government and local updates
- Sent 13 newsletters with over 1.5k circulation
- The City Gift Card was launched in December 2020 in partnership with Cheapside Business Alliance, Fleet Street Quarter and the EC Partnership. The card helps to encourage local spending to support the local businesses, stimulate spend and prompt footfall
- Over 50 businesses signed up through the lockdown and this feature will continue to grow once doors start to open again
- Held 3 competitions to launch the City Gift Card in December
- Held a range of Virtual Events – with over 500 attendees and partnered with a strong core of businesses to reconnect with a returning employee customer base
- Established a strong social media and marketing service to the hospitality and leisure businesses with One City promoting Aldgate as an exciting area to return to
- Developed bespoke marketing collateral and campaigns such as online food and drink guides via Instagram channels, newsletters, promoted high air quality walking guides reducing the reliance on public transport and promoting wellbeing

PROTECTED AREA

Even more so in the current climate, it is regularly emphasised to us the potential risks that are threatening any vibrant and well-visited area. With sight of recent events and current policing priorities, the BID will work in partnership with the British Transport Police, City of London Police and the Metropolitan Police to create a safer place to work and visit.

The BID plays a vital role in developing strategic area-wide priorities addressing issues such as homelessness, anti-social behaviour and street begging,

working in partnership with Safer Neighbourhood and counter terrorism teams. This coordinated approach offers tools for safeguarding and plays a role in encouraging effective distribution of resources and intelligence sharing.

With renewed priorities for the Police and other agencies in the recovery period, it will be for the BID to work alongside these agencies sharing information and to foster a safer neighbourhood that we can all feel comfortable and protected in.



- IN 2020/2021 THE BID HAS**
- Developed a Safe and Secure Steering Group made up of local businesses, City of London and Metropolitan Police as well as British Transport Police, with the aim of facilitating information sharing
 - Promoted high level business advice and training delivered by authorities – Cybercrime and Covid Fraud
 - Supported and championed Aldgate licensed premises with licensing and alfresco dining regulations
 - Funded specific cycle crime prevention operations to promote the area as a safe cycling destination
 - Lobbied at the highest levels, on street homelessness which was effective in securing Government funding

STRONGER AREA

It is vital to keep the Aldgate area sustainable and vibrant with a core appeal to all. This can only be achieved through a partnership approach, ensuring social inclusion. A community based approach is vital to best serve the needs of business, visitors and the local community.

Capitalising on this diverse and mixed economy will allow creative projects to be developed to assist in both sustainability of the area but also in providing an opportunity for further corporate social responsibility opportunities, encouraging a liveable and accessible neighbourhood.



IN 2020/2021 THE BID HAS

- Established a strong Board and Steering Groups to design and execute the BID's activities with a shared goal of evolving the vision for the BID – Developing an inspiring and unique destination for all
- Funded an at risk youth programme developing jobs and skills in the cultural industry through the Whitechapel Gallery
- Encouraged and supported new and established community cohesion projects through local events, social media, competitions and co-ops, like the Petticoat Lane Bunting Collective which came together to sew 1km of bunting to string over Petticoat Lane
- Supported the Aldgate in Winter community lantern festival which was enormously successful in combatting loneliness and isolation, connecting over 1000 people through virtual workshops, performances and crafting sessions
- Hosted an employee virtual wellbeing series working with local leisure and hospitality businesses to reconnect them with the office worker population
- Developed access platforms for local volunteering and supported local charities with message sharing and cross collaboration
- Over the Winter holidays, held a takeaway community feast for 40 of the most vulnerable local families
- Worked with volunteers and signposted food deliveries to local food banks
- Provided a united lobbying voice to influence local and central Government

PROJECTED FINANCIAL POSITION FOR 2020/2021*

The Aldgate Connect BID operates as a not for profit company, limited by guarantee and is governed by a Board of Directors from the local business community.

The BID finances are independently audited and reviewed each year. They are presented at Company meetings and the AGM.

INCOME	TOTAL
CLOSING 2019-20 RESERVES	17,141
BID LEVY INCOME(ASSUMING 95% COLLECTION)	498,300
VOLUNTARY INCOME GRANTS AND SPONSORSHIP	77,354
TOTAL INCOME	592,795
EXPENDITURE	
AN APPEALING AREA	75,703
A WELCOMING AREA	16,000
A PROTECTED AREA	11,000
A STRONGER AREA	56,000
STAFFING AND OVERHEADS**	163,772
CONTINGENCY***	—
TOTAL EXPENDITURE	322,475
2020-21 CLOSING RESERVES	270,320

2021/2022 BUDGET

INCOME	TOTAL
CLOSING 2020-21 RESERVES	270,320
BID LEVY INCOME(ASSUMING 95% COLLECTION)	657,400
VOLUNTARY INCOME GRANTS AND SPONSORSHIP	40,000
TOTAL INCOME	967,720
EXPENDITURE	
AN APPEALING AREA	460,234
A WELCOMING AREA	148,976
A PROTECTED AREA	80,312
A STRONGER AREA	85,912
STAFFING AND OVERHEADS**	143,898
CONTINGENCY***	48,387
TOTAL EXPENDITURE	967,720

* Based on forecasts made in February 2021 management accounts.

** Covered firstly by voluntary income.

*** Statutory contingency for unpaid levy-5%.

The Business Improvement District is cross borough and covers 2 boroughs – City Of London and L B Tower Hamlets.

Levy income derived from each borough equates to 69% and 31% respectively – spend is allocated to each borough accordingly.

Contained within staffing and overheads are statutory collection fees charged by both boroughs to administer BID Levy.

ALDGATE CONNECT BID