

An aerial view of a city skyline, likely London, featuring modern skyscrapers and older buildings. The image is overlaid with a semi-transparent pink and green color scheme. The text is centered in the upper half of the image.

**ALDGATE CONNECT**  
BUSINESS IMPROVEMENT DISTRICT

**YOUR OVERVIEW  
OF PROJECTS AND  
EXPENDITURE  
2020/2021**

# 2020/2021



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# DEVELOPING AN INSPIRING AND UNIQUE DESTINATION FOR ALL

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 a BID Proposal. The BID is funded by a local mandatory business levy and this in turn is spent by the levy payers on improvements in the local area.

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. **This fantastic outcome showed an enormous appetite for this offer and a really exciting opportunity.**

The purpose of a BID is to provide additonality above and beyond the

statutory duties of the Corporation, TfL and other public bodies. It gives the business community an opportunity to have a say in defining, funding and overseeing the projects that you feel will locally give added value.

**The BID will run from 1st April 2020 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. This document sets out our 4 strategic themes and projects for the next 12 months. The post Covid-era presents an enormous opportunity for us all to work together and progress, improve and stimulate the economy for all. We look forward to working with all the businesses and organisations in Aldgate and thank you for your continued support.

The full 5-year BID Proposal is online and can be sent to you hard or softcopy. Please email [info@thealdgatepartnership.co.uk](mailto:info@thealdgatepartnership.co.uk) for more information.

## COVID-19 MESSAGE

As we progress in phases from Covid-19 lockdown, the Aldgate district's local, national and international office-based businesses principally continue to operate and display a formidable resilience under the ever evolving 'new normality' that all organisations are having to adapt to – irrespective of scale or industry type.

Covid-19 will be a challenge for us to overcome and work together for our world-class educational, hospitality and leisure sectors, alongside our retail businesses.

While public confidence is reduced, transport use and tourism is limited and offices remain semi occupied, we find ourselves in a position that we must remain strong and confident. The BID offers a mechanism for this positive partnership approach and we will come through these times with a renewed sense of vigour and energy.

As a consequence of these unprecedented times, the Aldgate Connect BID Board and Executive Management have refocused the priorities and objectives in order to do absolutely everything and anything within our capacity to assist, advise and support our Members throughout these extraordinary times. We have developed a recovery actionable plan which is agile and will be able to adapt to changing business challenges with a keen eye on community needs to support this area to retain and revive its character and culture as we work together for a new future.

In April 2020, the BID chose to defer its invoicing to help the businesses access grants and loans. The levy rules are at the back of full **business plan** and explain more about how the levy is calculated and the full term of the bill.

## CONTACT DETAILS

0203 817 6295 ✉ [info@thealdgatepartnership.co.uk](mailto:info@thealdgatepartnership.co.uk)  
[www.thealdgatepartnership.co.uk](http://www.thealdgatepartnership.co.uk) 🐦 📷 @Aldgate\_A

# ALDGATE AS AN APPEALING AREA

The Aldgate area has seen a range of fast-paced changes and developments over the last 4 years with no signs of these slowing down. The landscape now includes high-rise developments, innovative architecture and improved versatile open space; all intermixed with existing listed, cultural and historical assets.

There are fantastic pockets of developed and potential shared, green space in Aldgate. This quality and sustainability of clean and green spaces should be at the heart of future designs and the BID will be driving this agenda forward.

The creation and maintenance of outdoor space is of up-most importance now with necessary safety measures put in place.

To maintain the urban grain of the area and improve an all-round experience of movement and aesthetically pleasing public realm, it is important that elegant and sophisticated new developments and designs are put in place, which joins the existing fabric to the diversity of the new emerging changes.



## IN 2020/2021 THE BID WILL

- Start developing an evidence based public realm masterplan in line with City of London (COL) and Tower Hamlets (LBTH) strategic and local plans to inform all strategic changes to the footprint
- Act as a consultative and advisory body for the regeneration activities for Petticoat lane market as well as general planning applications and other relevant consultations
- Progress lobbying discussions with TfL and the councils to explore increased access at Aldgate and/or Aldgate East station
- Implement clusters of green space for outdoor community use and to support the local businesses
- Showcase Aldgate’s resilience and the different uses of the area bringing diversity and inclusion to the forefront
- The installation of seasonal displays
- Create an environment that reassures and inspires confidence
- Build in capacity for additional cycle parking

# ALDGATE AS A WELCOMING AREA

There is an exciting variety and mix of use of the district, which brings its special character and diversity. It is important to harness this uniqueness and use it as a promotional tool in a joined up cohesive way showcasing the area for the vibrant, cultural and diverse offer it has.

Developing the Aldgate economy, its vibrancy and amenity offer is very important to the success of the area and therefore assisting with this must be addressed through the BID. The Aldgate Connect BID will focus its expertise on developing a strong marketing and events strategy and additional activities to build on this.

Summer in Aldgate competition winner 2018, Eric Etrach



## IN 2020/2021 THE BID WILL

- Multi-functional Ambassador/s will join the BID team acting as a concierge meet and greet representative for the Aldgate area also facilitating intelligence gathering and reporting
- Develop a strong website and establish a social media and marketing platforms that will underpin the growth of the destination brand – ‘Absolutely Aldgate’
- Develop bespoke marketing collateral and campaigns such as food and drink guides, newsletters, walking guides and independent and night-time economy business campaigns
- Continue to grow and build on the successful Aldgate loyalty card, increasing offers, members and access platforms
- Hold and facilitate community and artistic events on Aldgate Square making it a convenient and stress-free place to host daytime, evening and weekend events open to all
- Support culturally significant artistic events like Nocturnal Creatures, the Whitechapel Gallery’s annual night-time festival, building Aldgate’s reputation and visitor economy
- Support businesses with extra communications and innovation to help people re-engage and stay engaged and connected in their area

# ALDGATE AS A PROTECTED AREA

Even more so in the current climate, the potential risks are regularly emphasised to us, which are threatening any vibrant and well-visited area. With sight of recent events and current policing priorities, the BID will work with the British Transport Police, City of London police and the Metropolitan Police as well as other safety providers for a joined up approach building the perception and reality of Aldgate as a safer place to be, work, and visit.

The BID can play a vital role in developing strategic area-wide priorities that can address both day-to-day issues such as homelessness, anti-social behaviour and street begging, but also in a strong position to work with many departments such as Safer Neighbourhood and counter terrorism teams. This coordinated approach offers tools for safeguarding and plays a role in encouraging effective distribution of resources and preventing such incidents from occurring in the future.



- IN 2020/2021 THE BID WILL**
- Develop a business crime partnership to allow intelligence sharing and joint initiatives between City Police, Met Police and British Transport Police
  - Work with developers to encourage designing out crime at initial planning stages
  - Build on successful free crime prevention surgeries offered to offices and buildings through the year
  - Offer high level business advice and training on areas such as business continuity, counter terrorism, fraud and economic and cybercrime delivered by authorities
  - Support existing projects such as Best Bar None and Safety First Awards by sharing the message with the Aldgate licensed premises
  - Host workshops on how businesses can assist with responsible giving campaigns led by professionals
  - Develop a safe and secure business network to facilitate information sharing between themselves and discuss local safety concerns

# ALDGATE AS A 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 and cohesion is met for all. Through such an approach, health and wellbeing can be achieved for the area as a whole, businesses, residents and visitors.

The BID recognises the depth and breadth of diversity in the area, from both a business

and economic aspect but also in terms of the skill set, culture and all stakeholders', including residents, perspectives. 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 WILL**

- Establish a strong, united 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
- Encourage and support new and established community cohesion projects through local events, competitions and co-ops, like the #summerinaldgate competition and the winter fete & lantern parade
- Continue our popular employee wellbeing lunchtimes programmes and annual networking events (this will be in line with Government messages on events and networking)
- Develop access platforms for local volunteering and support local charities with message sharing and cross collaboration
- Provide a united lobbying voice to influence local and central Government
- Encourage a smarter use of cafe/shops and the environment

# BID BUDGET FOR OUR FIRST YEAR: 2020/2021

The Aldgate Connect BID will operate as a not for profit company, limited by guarantee and thus is responsible to the businesses of the BID area for all activities and spend.

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

Management and overhead costs are met firstly through the voluntary contributions and sponsorship generated by the BID.

To remain agile in our response to Covid-19, activities listed in this billing leaflet may need to change by necessity or be subject to a degree of flexibility. This will be guided and governed by the business community and clearly noted in a report at the end of the year.



INCOME	TOTAL
<b>BID LEVY INCOME(ASSUMING 95% COLLECTION)</b>	<b>£484,138</b>
<b>VOLUNTARY INCOME AND SPONSORSHIP</b>	<b>£25,000</b>
<b>TOTAL INCOME</b>	<b>£509,138</b>
EXPENDITURE	
<b>AN APPEALING AREA</b>	<b>£141,708</b>
<b>A WELCOMING AREA</b>	<b>£100,523</b>
<b>A PROTECTED AREA</b>	<b>£72,793</b>
<b>A STRONGER AREA</b>	<b>£72,793</b>
OVERHEADS AND STAFFING	
<b>STAFFING *</b>	<b>£75,928</b>
<b>OVERHEADS**</b>	<b>£25,000</b>
<b>CONTINGENCY***</b>	<b>£20,394</b>
<b>TOTAL COSTS</b>	<b>£509,138</b>

This table shows the monies raised from the business levy in the City of London. The budget is apportioned from the total BID levy across both boundaries. Although the money raised across both boroughs will combine in most strategic areas, there are certain projects that will be costed into the budget spend from the money raised either side of the boundary. Total BID budgets can be found online in the full BID Proposal.

\* Executive team consisting of Project director, BID manager and project assistant

\*\* Includes Statutory collection/BID administration costs of the City of London Corporation

\*\*\* Comprises 5% provision in respect of irrecoverable Levy



# **ALDGATE CONNECT**

## BUSINESS IMPROVEMENT DISTRICT

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For businesses within the City of London

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