

ALDGATE CONNEX

Welcome everyone

Supporting Aldgate for its
businesses and community

2022 / 2023 Delivery Plan



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Introduction

The Aldgate Connect BID Delivery Plan sets out the strategic and operational priorities for 2022/23. The BID’s main aim during the delivery period is to be an agile influence for the community and businesses, and to respond to the relaxation of restrictions, welcoming the hopeful return of normality and community & place wellbeing. It will be important for us to work in partnership to optimise movement of people and commerce as we re-balance.

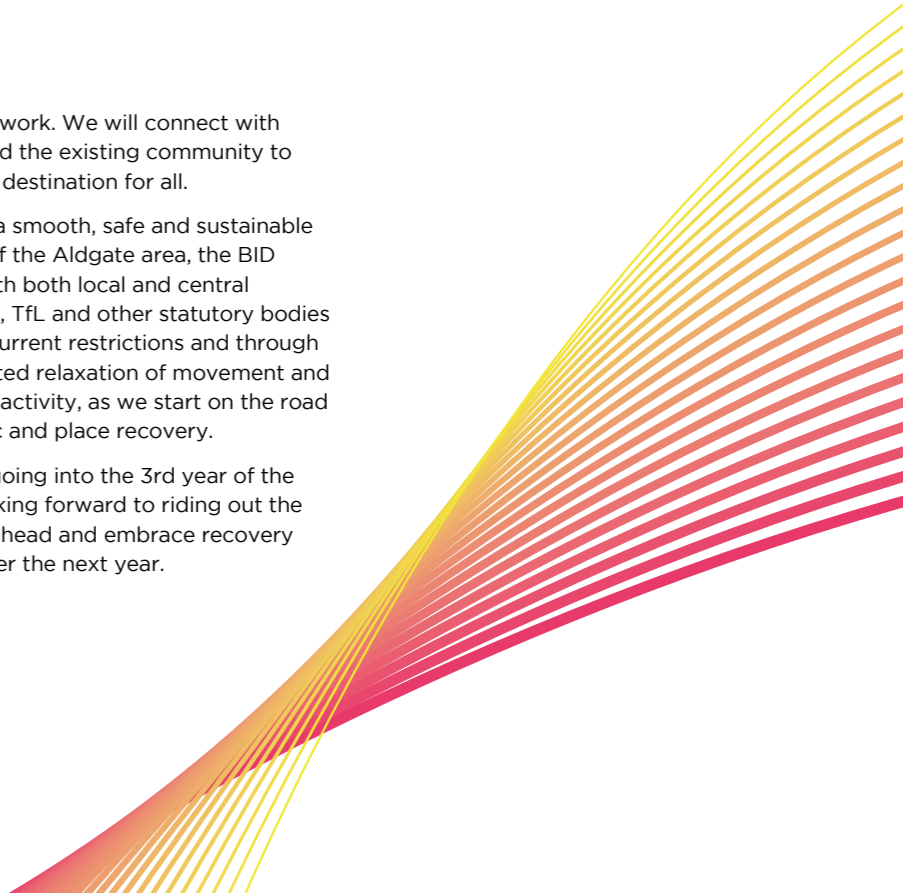
Last year, the Board agreed that the BID held a lobbying function to respond to consultations and actively put views forward on behalf of the businesses, the place and the community. This will continue as we go through the rest of this year to ensure Aldgate and its businesses views are heard.

The BID will use its resources to restore confidence in Aldgate, travelling to, through and around as a safe and secure place

to return to work. We will connect with residents and the existing community to ensure it’s a destination for all.

To support a smooth, safe and sustainable reopening of the Aldgate area, the BID will work with both local and central government, TfL and other statutory bodies during the current restrictions and through the anticipated relaxation of movement and commercial activity, as we start on the road to economic and place recovery.

We will be going into the 3rd year of the BID and looking forward to riding out the challenges ahead and embrace recovery together over the next year.



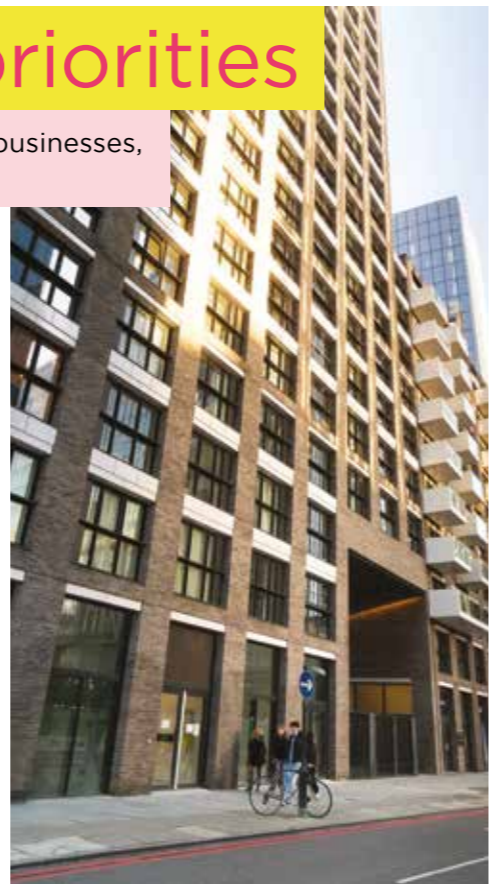
Strategic overview and priorities

The 2020 > 2025 Aldgate Connect Business Plan was approved by the businesses, through the ballot in February 2020 with a 92% yes vote.

With 2 years of worldwide shock caused by the Covid-19 Pandemic, we will do everything in our power to bring the inspiring and willing office worker population and visitors back into Aldgate and neighbouring districts and work to restore Aldgate's vibrancy. We will be anticipating a flexible work pattern that will have an effect on local spending but through brand to market initiatives such as, free digital and print exposure, pan London and wellbeing programmes, we will try and rebalance this for the neighbourhood.

Our place recovery strategy will be set out by an Aldgate Vision and this will be delivered early this year. We'll continue our programmes for resident communications and services to enhance a positive inclusive neighbourhood.

We work with governing bodies and our local community stakeholders to ensure we take into account the current economic climate and we will work towards supporting business recovery and ensuring ongoing operational delivery.
This Delivery Plan will be overseen by our steering and property groups, with the large spend on projects proposed to the board.



This year, we'll invest:
£450,000 to make Aldgate **APPEALING**
£220,000 to make Aldgate **WELCOMING**
£108,000 to make Aldgate **PROTECTED**
£108,000 to make Aldgate **STRONGER**





Key Agenda

Stronger Area

OUR AMBITION: Promote sustained, inclusive and sustainable economic and community growth, support equality of opportunities for SMEs and local people.

One Voice - Acting as One Voice for Aldgate, by communicating with local and central Government where appropriate and relevant to do so, providing a collective voice for business members and the community and restoring power from within. We will continue to organise political and ceremonial visits to businesses to reinforce and spotlight individual sectors in the district. We will support pan London campaigns and other BIDs to provide a louder voice at greater value.

SME Messaging - Continue to circulate messaging from the Government and local authorities and update relevant signposting throughout the area through our Ambassadors, website and social media.

Promoting Diverse and Inclusive Creativity - Partner with the Whitechapel Gallery to support The Living Studio project. The project provides an artistic space for all, with outreach programmes to specifically support those with neuro disabilities. This builds skills and provides an inclusive space for all.

Residents and Communities - Continue to work with residents and vibrant communities to promote inclusiveness and opportunities for all. We'll run and participate in events and programmes like Aldgate in Winter, Lord Mayor's Show, In the City App and festive events that build a cohesive neighbourhood.

Local Food Shortage - The Aldgate district has deprivation levels that are among the top 20% in the UK. Food shortage has been highlighted as an issue even before Covid-19. With unemployment and homelessness rates increasing, the BID will continue to utilise resources and corporate donations to aid this issue in a sustainable way.

Experience Aldgate - From commissioned research (Arup) that looked at economic recovery, a key recommendation was to highlight the experiential offer in a place. We will produce an Experience Aldgate 'Things To Do' guide, set up pop ups and events, use influencer and programming opportunities to amplify the existing hospitality and leisure and make way for new business and entrepreneurs.

Volunteering and Responsible Business - Volunteering has been shown to be critical to people's wellbeing during the pandemic. We will be looking at programmes to help transition and provide opportunities to reconnect and match the need in Aldgate through our dedicated web portal and direct brokerage service. This includes supporting Benk & Bo's Community Garden by providing volunteering opportunities for local employees.



Key Agenda

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Appealing Area

OUR AMBITION: Promote and implement public realm improvements that suit the businesses and community. Help 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.

Public Realm Vision - Publish a key strategic document laying out an in-depth place vision with long and short term projects to drive forward the future for the area. Begin to work through a priority list to deliver some short-term strategic projects.

Petticoat Lane Dining Quarter - Expand on supporting the restaurants and the independent shops on Middlesex St and the Petticoat Lane Area. We will build on the Dining Quarter's exposure, signage and event planning.

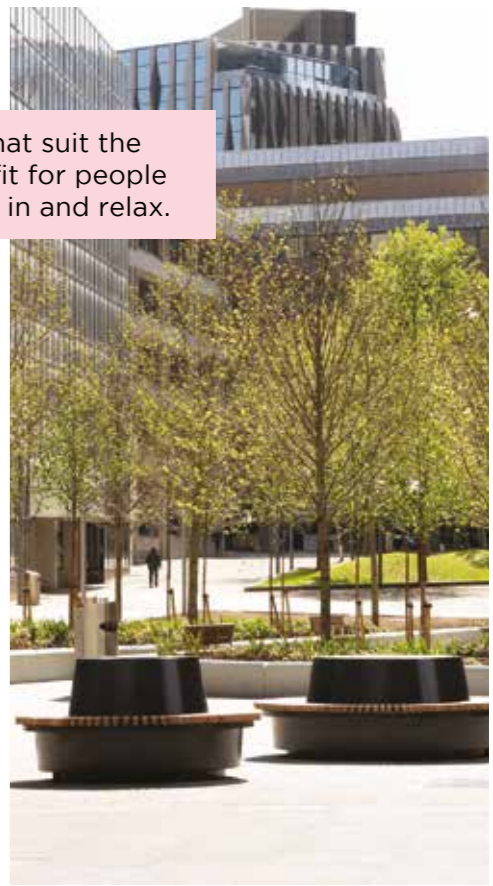
City of London Corporation and London Borough of Tower Hamlets - Continue engagement and support on local area recovery plans and projects and provide feedback from businesses.

Showcase Aldgate's Open Spaces - Celebrate & promote open green spaces through events communication and award schemes.

Climate and Net Zero - Continue sponsorship of the Square Mile's and LBTH's best practice networks like the Clean City Awards Scheme. We will promote biodiversity in pocket parks and green spaces. We will support and align with the local authorities new Climate Change and air quality aspirations.

Recycling, Cleansing and Waste - Continue to do Monday-Friday environmental reporting through the BID Ambassadors which helps the council target hot spot areas. Consider TfL's Healthy Streets approach with high street businesses to look at improvements at the footway for pedestrians and other road users.

Petticoat Lane Goes Digital! - Develop and implement a digital strategy and presence for the heritage site of Petticoat Lane. Using it's established brand, highlight it's key anchors like the cultural and fashion trade, the market and excellent connections.





Key Agenda

Welcoming Area

OUR AMBITION: Aldgate carries forward a 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.

A one stop shop website and social media service – Build on the success of our website with excellent service directories to sectors in the community, events and news updates. Continually update and enhance sales and business engagement access through the website and social media channels. Continue with strategic digital promotion through partners such as One City London.

Street stewards – A dedicated street steward service to improve the welcoming factor and the reporting of on the ground issues back to the council, businesses and the Police forces.

Networking and Wellbeing Events – With people returning, build on a Health and Wellbeing workshops, including our regular Aldgate Gardening Club for local workers. and the successful Aldgate Eats events to support new hospitality and network building.

City Gift Card and In The City App – Support retail, hospitality and leisure through the City wide City Gift Card programme – promoting local spending and footfall to the area. With a renewed appetite for spend into the local economy, we will also continue to provide offers & discounts through the In The City App for businesses and residents to use.

Marketing, Promotion and Collateral – Produce high quality locally inspired creative materials across all project areas including App promotion, a Food & Drink Guide and creative maps. Implement strategic promotion and welcome back campaigns to support hospitality, retail, and leisure.

Annual Culture and Event Programming – Activate our key open spaces with exhibitions and events for businesses and community to enjoy, visit and relax. This includes the return of the Summer in the



Square series, as well as the installation of the Sculpture in the City community inspired commission. The BID will also sponsor the Whitechapel Gallery’s Nocturnal Creatures – a free nighttime art festival bringing art to everyone.



Key Agenda

Protected Area

OUR 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.

Business Crime Reduction – Enhance business intelligence sharing and communication with a formalised partnership and cross working with City Police, Met, BTP and the businesses. Provide a series of Business Crime Reduction pop ups offering free advice and take aways to help keep people safe, as well as training opportunities.

Extra Cycle Crime Prevention Operations – A big factor behind not cycling is the fear of theft in Aldgate. Whilst developing plans for more secure parking, we will continue to support the police forces’ extra patrol and specialist cycle crime prevention operations.

Placemaking / Greening – Support hospitality, retail and leisure sectors to investigate a medium to long term plan to enhance the street scape with outside space, to encourage visits and dwell time for workers and visitors whilst deterring ASB and litter.

Cross-District Partnership Working – Encourage joint working and foster stronger relationships and knowledge sharing with bordering BIDs and businesses delivering a strong recovery for all.

Providence Row Welcome & Resource Centre – The BID will support the local homelessness charity, Providence Row, by funding their Welcome and Resource Centre. The centre provides space for the most vulnerable in the area to come and access services for their most immediate needs.

Braham Park Working Group – Develop the network to collectively improve the safety of the Park and develop ways of enhancing it as a place to be and enjoy.

Night Safety – Incorporate night safety awareness aspects and assessments into any crime prevention, events and activities that we do.



2022/2023 Budget

	TOTAL (£)
Closing 2020-21 Reserves	407,276
BID Levy Income (assuming 95% Collection)	626,350
Voluntary Income Grants and Sponsorship	40,000
TOTAL INCOME	1,073,626
An Appealing Area	450,000
A Welcoming Area	220,000
A Protected Area	108,000
A Stronger Area	108,000
Staffing and Overheads**	156,000
Contingency***	31,626
TOTAL EXPENDITURE	1,073,626
2022-23 Closing Reserves	-



ALDGATE CONNECT

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