

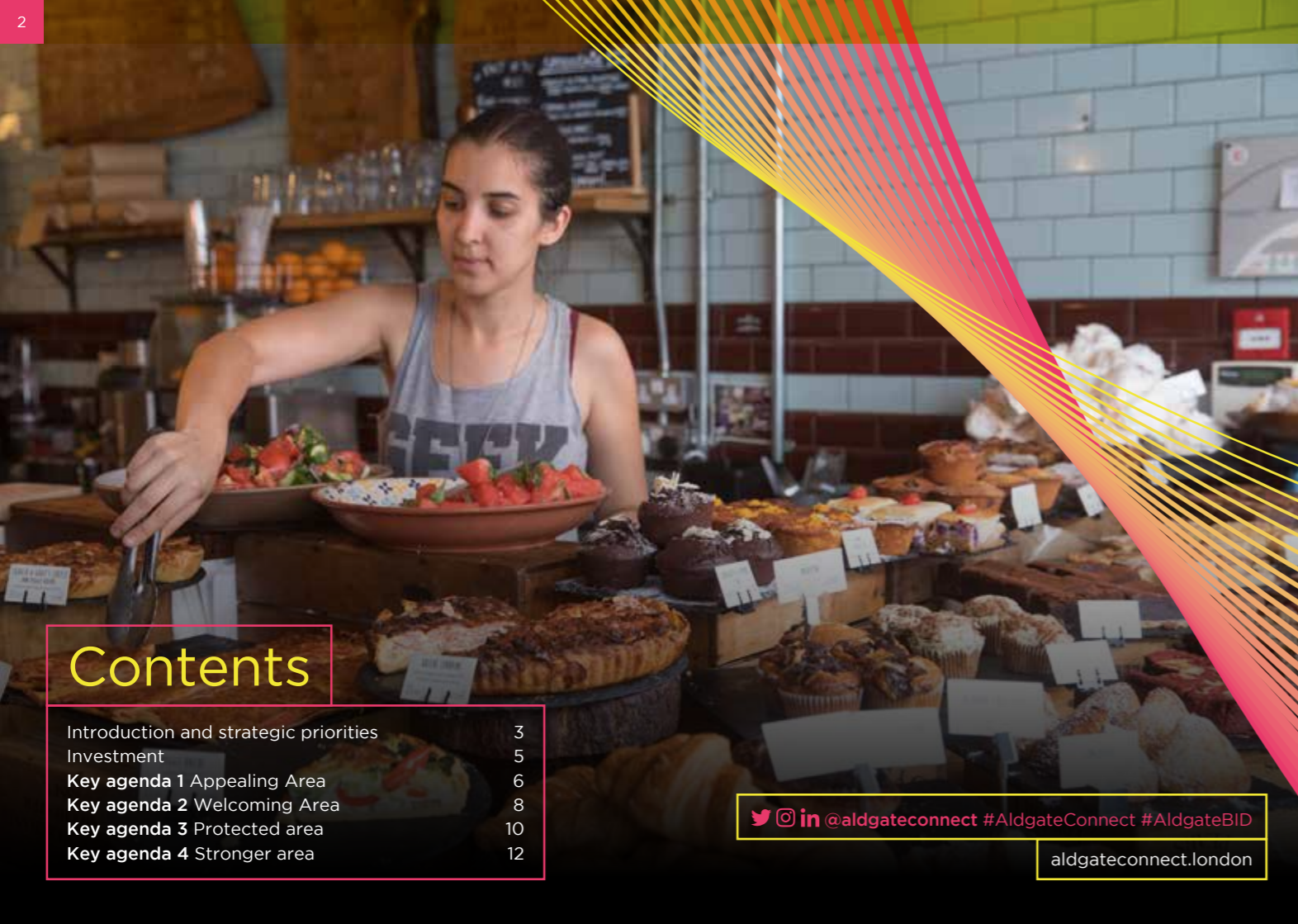
The logo for Aldgate Connect, featuring the words "ALDGATE" and "CONNECT" in a bold, pink, sans-serif font. The letters are stacked, with "ALDGATE" on top and "CONNECT" below it. The background of the entire page is a photograph of a night-time street scene with several large, heart-shaped lanterns made of paper. One prominent white lantern in the center has the word "ALDGATE" written on it in black. To its left is a pink heart-shaped lantern, and to its right is a yellow one. The background shows blurred lights from buildings and streetlights.

**ALDGATE
CONNECT**

Welcome everyone


Supporting Aldgate for its
businesses and community


2023/24 Delivery Plan



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Introduction and strategic priorities

The Aldgate Connect BID Delivery Plan sets out the strategic and operational priorities for 2023/24. The BID’s main aim during the delivery period is to be an agile influence for the community and businesses that will continue to deliver relevant activities to make the area more welcoming, appealing, protected and stronger.

Last year, we focused on destination activation, hospitality support and looked strategically at the public realm. With specialist partners, we were well placed to respond to the cost-of-living crisis, treating our role in the local community seriously. We will continue to build on this fantastic work and make further impact through these relationships. This year will be exciting to work with 4 other BIDs in the City and will provide a £9million boost per year to the City as the economic power. The Aldgate BID and its communities will benefit from this ongoing collective voice.

This year, the BID’s activities have been designed to support conditions to bring workers back to the office, strengthen local small businesses, the economy, and the community around us. After seismic change to the way that we interact with each other and our environment, we’re proud of our carefully curated creative delivery and interventions knitting the area, cultures and people together.

The emphasis on creating a ‘Joy Factor’ that was introduced in 2021 will continue to ripple through all projects. Employers have told us that certain priorities remain Business As Usual with staff wellbeing, social impact and community investment being among the top priority of business leaders. The BID is an ideal mechanism to support this.

It will be important for us to work in partnership to optimise movement of people and commerce as we re-balance and navigate the larger priorities that filter down to a local level.

This Delivery Plan will be overseen by our steering groups, local authorities and the BID board.

Thank you for all your support.

Our Public Realm and Built Environment

Last year saw the completion of the first Public Realm Vision and Strategy for Aldgate. This will lead the way for further improvements and developments in the area combining to reach for a unified goal; **‘To Establish Aldgate in its Iconic Location as a well-connected, Cohesive Community known for its intricate Network Of Green Spaces, and celebration of its unique Artistic and Cultural Heritage.’**

For this to happen, the strategy defines 4 fundamentals:

A well-connected district supported by multiple active modes of transport

Spaces for art, culture and social exchange

Improve the quality of existing open spaces and introduce new public areas to form a meaningful green-space network

Enhanced settings and celebrate heritage assets

This has been part of a collaborative approach between local businesses, communities along with the City of London Corporation and Tower Hamlets council. This Public Realm Vision and Strategy will act as a binding blueprint for the area to recover with strength for years to come. Please contact the BID for a copy.





Key Agenda

Appealing Area

OUR AMBITION: Promote and implement public realm improvements that align to the Vision set out in the Public Realm Strategy. Provide place making initiatives which enliven Aldgate as a place to visit, enjoy and relax responding to local need.

Delivering the Public Realm Vision and Strategy:

Gateway to Aldgate Priority Project 1: We will work together the City of London, Tower Hamlets, Network Rail and neighbouring businesses and landowners to take forward a railway activation strategy. This will see our railway arches and tunnels along the southern boundary begin to be opened up making the entrances and exits from the area safer, brighter and more welcoming.

Petticoat Lane Priority Project 2 - Middlesex St South: We will explore the design principles set out in the Middlesex Street South feasibility strategy which aims to support the area as a well-designed shared space. We look forward to joint-working with the City and Tower Hamlets to proceed with these new ambitions for the street design.

Petticoat Lane Priority Project 2 - Petticoat Lane Digital: We will complete the development and go forward with the management of the digital channels for Petticoat Lane. This is a project that strives for increased visibility of the area, highlighting it's key anchors like the cultural and fashion trade, food and drink, the market and excellent connections. This will be one of our flagship projects delivering next steps of the Public Realm Strategy interventions.

City of London Corporation and London Borough of Tower Hamlets: We will continue our strong partnership working and support on local area recovery plans and projects and provide feedback from businesses.

Recycling, Cleansing and Waste: We will continue our Monday-Friday environmental reporting through the BID Ambassadors which helps the council target hot spot

areas. These reports include uncollected waste, overflowing bins, graffiti, gum, street furniture, abandoned vehicles, broken paving and unkempt roadworks.

Climate and Net Zero: We will continue to sponsor best practice networks like the Clean City Awards Scheme and promote biodiversity in our green spaces. Through climate action projects funded by the Aldgate Community Fund in 2022, we will deliver outcomes that support climate change including climate education.

We plan to continue working with these climate ambassadors and creative partners to deepen understanding and knowledge giving local people more agency to make change happen. We will continue to work with the local authorities in striving to achieve their climate and net zero ambitions.



Key Agenda

2

Welcoming Area

OUR AMBITION: Aldgate will draw strength from its great connectivity and promote its creative and entrepreneurial identity as a hotbed for joyful activities that encourage dwell time and support new and emerging talent and businesses. Its creativity and vibrancy will blossom provide a sense of fun to people in the area.

The Aldgate Connect Website and Social Media Service: We will build on the success of our website and social media with excellent service directories to sectors in the community, events and news updates. We will aim to enhance business promotion through our digital channels. We will continue to use strategic promotion through partners such as CLA and One City London.

Street Stewards: We will continue the BID's dedicated street steward service, the Aldgate Ambassadors who provide an on-ground welcoming presence, help people find destinations and support in the promotion of events.

Networking and Wellbeing Events: We will continue on 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. We will also host free employee training to become qualified Mental Health First Aiders.

City Gift Card and In The City App: We will be improving functionality of our City wide City Gift Card programme, enabling a digital card – promoting local spending and footfall to the area. We will continue to work with the City BIDs with a bespoke marketing campaign to support and enhance the In The City App experience to users and businesses alike.

Marketing Collateral: We will produce high quality locally inspired creative area guides and distribute at strategic venues as well as local building. We will curate experiences, showcasing local characters, businesses and organisations broadcasted to London-wide audiences using platforms such as the Commuter Club.

Annual Culture and Event Programming: We will activate our key open spaces with exhibitions and events for businesses and communities to enjoy, visit and relax. This includes the return of live music with Aldgate Sounds and Petticoat Lane Thursdays through the Summer and sculpture and performance festivals like Nocturnal Creatures. These will be amplified by other events seeking national appeal like Morph's Epic Adventure. We would like to showcase the Crescent and Braham Park more this year hosting events in these spaces with partners. Aldgate in Winter festival will return this December to brighten up the sky.



Key Agenda



Protected Area

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

Business Crime Reduction: We will continue to our great joint-working with City Police, Met, BTP and the business members. We will issue a new safety perception survey to understand renewed priorities and perceptions of how people feel in the area. We will run and participate in a series of pop ups offering free safety advice and take aways to help keep people safe. We will run Dr Bikes sessions in our open spaces to support optimal conditions for safe, active travel to and from the area.

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. We will begin to host events in the space enhancing its cultural offer. We will look at developing a 'Friends of Braham Park' network working with the businesses, residents and authorities to provide guardianship of the Park and the new Tfl memorial.

Incident Response and Messaging: Continue the Aldgate incident messaging service through in App, SMS and Emails. This is a free service open to all and enables instant communication on travel, public disruptions and area wide urgent messaging allowing business continuity and employee awareness.

Night Time Economy and Night Safety: We will incorporate night safety awareness aspects and assessments into all crime prevention, events and activities that we do. We will be working with partners to share best practice in ways to mitigate violence and crime in the built environment. We will also look to high impact events or campaigns that challenge threatening and damaging behaviour. We will continue our signposting role for schemes and training like WAVE, Ask For Angela or the Walk and Talk events.



Key Agenda

Stronger Area

OUR AMBITION: Promote inclusive and sustainable economic and community growth, support equality of opportunities for SMEs, workers and local people. Continue promoting the BID's 'Joy factor' through all our activities and support functions.

One Voice: We will continue to act as a One Voice for Aldgate by communicating with local and central Government, providing a collective power for business members and communities restoring power from within. We will continue our political engagement to reinforce and spotlight various industry and community sectors in the district. We will support pan London campaigns and other BIDs to provide a louder voice at greater value.

Promoting Diverse and Inclusive Creativity: We will partner with the Whitechapel Gallery to support Gallery's youth collective. Through this support, the group is enabled to redesign the Gallery space into one that is more accessible and inclusive of under-represented audiences. It will deliver 5 months of workshops, talks and tours into the gallery space encouraging more inclusive conversations on arts and cultural exchange.

Communities, Cohesiveness and Culture: We will work with all our vibrant communities to promote inclusiveness and opportunities for all. We'll run and participate in events and programmes like Aldgate in Winter Festival, Lord Mayor's Show, community feasts and festive events that build a resilient neighbourhood for communal prosperity. We will look to measure our impact so that our members can truly identify the economic value.

Volunteering and Responsible Business: Volunteering has been shown to be critical to people's wellbeing during the pandemic. We will run and broker programmes to provide opportunities to connect and match the need in Aldgate through our dedicated web portal and direct brokerage service. We will also look to support grassroots community projects with a Community Fund.

Cost of Living Response and Food Insecurity: Food and community feasting has been a vital part of connecting people in Aldgate. The BID will continue to support Providence Row's food distribution centre and look to gain deeper insight into food poverty on a local level. For every pound that we spend on promoting the hospitality offer in Aldgate, we will also contribute to food programmes that look to eliminate hunger on our doorstep. We will work with specialist partners to offer cost of living support to local workers and communities.

Environmental Social Governance: Provide training on topical important issues, including wellbeing and sustainability, to create a legacy of knowledgeable champions in the area.



ALDGATE CONNECT

Welcome everyone

Liam Hayes Chair of BID Board
Founder of FT Squared
Liam.hayes@aldgateconnect.london

Katherine Fleming BID Director
katherine@aldgateconnect.london

Zoe Barwick BID Manager
zoe@aldgateconnect.london

Izabella Kasinska BID Project Assistant
izabella@aldgateconnect.london

aldgateconnect.london info@aldgateconnect.london

   **@aldgateconnect** #AldgateConnect #AldgateBID