

ALDGATE CONNECT

Welcome everyone

Your overview
of projects and
expenditure

2021/2022



Contents

Introduction	4
Appealing Area	6
Welcoming Area	8
Protected Area	10
Stronger Area	12
BID Budget	14



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) established in the area to deliver on the projects and improvements that were set out in the BID Proposal. The BID is funded by a local 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.

The purpose of a BID is to provide additionality above and beyond the statutory duties of the of the City of London Corporation, Tower Hamlets Council, 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 term started on the 1st April 2020 and runs 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 the BID executive team is accountable.



The Billing Leaflet

2021/22 was yet another challenging year for all of us, with the Covid-19 pandemic further impacting on our economy, livelihoods and changing the way we live our lives and interact with one another.

This document reports on our 4 strategic themes and projects from the last 12 months building on the successes of year 1 of the BID.

Throughout this difficult time, Aldgate Connect has focused on area promotion, hospitality support, acting as a voice for the Aldgate businesses and providing a boost to the City fringe as the economic power. The BID's activities have been designed to strengthen local small businesses, the economy and the community around us. Through the changing restrictions and messages from central Government, we've been able to act quickly using our resources effectively to adapt to the ups and downs of the pandemic.

As a consequence of these unprecedented times, the Aldgate Connect BID Board and Executive Management chose not to apply an inflationary increase, thus impacting our budgets as laid out in the BID Business Plan. We've also be very prudent in our spending, growing funds to support larger projects in the next few years.

A Delivery Plan for 2022/2023 will be available in April 2022, laying out forthcoming projects in practice. Please contact us for a hardcopy of this Billing Leaflet or the 2022/23 Plan.

Thank you for your continued support.

Appealing Area

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.



2021/22 projects

ALDGATE'S PUBLIC 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. This will be delivered in Q1 2022. Having established a **major public realm works fund** in 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.

PETTICOAT LANE MARKET AND MIDDLESEX STREET INDEPENDENT BUSINESSES
The BID supported the independent businesses on Middlesex St (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'll investigate on how to make this a more permanent intervention.

CLEANSING AND ENVIRONMENTAL REPORTING
The BID's Aldgate Ambassadors have reported **959 cleansing issues** and **246 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.

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. The sculpture will be installed in Aldgate Square in Spring 2022.

SUCCESSFULLY APPLIED LONDON AND EUROPEAN RECOVERY FUNDING
The GLA funded a future proofing strategy for Middlesex St. We delivered a report identifying short and long term projects that would bring alive the **economic and social future** of Petticoat Lane. This provides the basis for further ongoing works with the councils to help shape and reframe the south end of Middlesex St into an **international food quarter**. We applied £25k of LBTH and ERDF funding to see through some of the strategies interventions of enhanced greening and lighting to Middlesex St.

*9 month reporting period due to the publication of the Billing Leaflet.

Welcoming Area

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. This has been led through virtual initiatives and events along with support through our digital platforms.



2021/22 projects

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.

THE COMMUTER CLUB
The Commuter Club provides podcasts, long reads and playlists to commuting Londoners. It launched with a focus on all things Aldgate and so far has **500 listens** and **2,000 website visits**.

LOYALTY PROGRAMMES
The BID has developed an App to replace the Aldgate Advantage Card. The **In The City app** provides offers and discounts to local businesses in Aldgate and the City, whilst also featuring events, blogs and acting as a local connector through its business directory.

MARKETING AND COMMUNICATION
Since April 2021, the combined statistics for our Instagram, Twitter and LinkedIn channels showed **166,620 impressions, 5,496 engagements** and **869 post link clicks**, which is an average increase of 34% compared to last year. We have sent out **9 newsletters**, to the current total of over **1,000 subscribers**.

BUSINESS AND PROMOTIONS 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.

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 9,287 visitors** and conducted **460 business visits**. Including a series of walking tours to new recruits at the Canopy by Hilton Hotel.

ACTIVATION OF ALDGATE SQUARE
The BID continued to fund an officer to activate Aldgate Square with a series of **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'.

CITY GIFT CARD
The City Gift Card promotes local spending by encouraging businesses to reward their staff, whilst stimulating spend and footfall. There are now **over 3,000 cards in circulation**, totaling to a value of **over £65,100** being invested back into the local business. There are around 90 businesses in retail, hospitality and leisure sectors.

*9 month reporting period due to the publication of the Billing Leaflet.

Stronger Area

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 opportunities and encouraging a liveable and accessible neighbourhood.

A 'Joy Factor' was introduced and was to be 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.



2021/22 projects

PROVIDED A VOICE FOR ALDGHATE

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.

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, winter markets and lantern trail, hosting a co-created float in the **Lord Mayor's Parade** and discount schemes.

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.

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. With unemployment rates increasing, the BID continued to **utilise resources and corporate donations** to aid this issue in a sustainable way assisting community initiatives like **Food for Aldgate** on Commercial Street.

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.

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.

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.

Protected Area

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 area-wide 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 such as street drinking, anti-social behaviour and begging.



2021/22 projects

WELCOME AND RESOURCE CENTRE
The BID funded Providence Row's Welcome 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 will be provided with a warm safe safe space, where they can make contact with staff and volunteers, receive information and guidance and experience a sense of community. They will be enabled to gain access to emergency housing and specialist support services. It's hoped that through this programme, that they can start their rehabilitation journey off the streets.

ANTI SOCIAL BEHAVIOUR
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.

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.

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.

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



Projected financial position for 2021/2022*

	TOTAL (£)
Closing 2020-21 Reserves	321,200
BID Levy Income (assuming 95% Collection)	723,320
Voluntary Income Grants and Sponsorship	86,666
TOTAL INCOME	1,131,186
An Appealing Area	261,293
A Welcoming Area	186,165
A Protected Area	68,425
A Stronger Area	52,277
Staffing and Overheads**	155,750
Contingency***	-
TOTAL EXPENDITURE	723,910
2021-22 Closing Reserves	407,276

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	-

* Based on forecasts made in February 2022 management accounts

** Covered firstly by voluntary income

*** Statutory contingency for unpaid levy-5%

Footnote

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

Welcome everyone

   @ALDGATECONNECT #aldgate #aldgatebid

www.aldgateconnect.london