

ALDGATE CONNECT

Welcome everyone

Annual Review

2023/2024

*Supporting Aldgate's businesses, locals,
workers and everyone in between.*



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Thank you for your continued support

Introduction

In April 2020, the local business community voted to establish a formal Business Improvement District (BID) in Aldgate. The BID provides additional value in the improvement of Aldgate, beyond the statutory duties of the local authorities, and allows local businesses and communities to have an input into the area's development.

The BID is funded through a local business levy and voluntary contributions, with the funds going directly into projects that the community and local businesses need the most.

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 Aldgate Connect BID team values the continued support from our business community, and we encourage you to take full advantage of all projects and services the BID provides.

Foreword

On behalf of the Board and the entire team, I am delighted to present our annual report for the year 2023-2024. This document highlights some of the incredible projects delivered by the BID and the positive impact they have had on local businesses, residents, and visitors to Aldgate.

Funded by local businesses, for local businesses, Aldgate Connect BID operates as a central voice for Aldgate, delivering initiatives that support our community and ensure it remains a vibrant and attractive place to live, work and visit. The past year has seen the BID's continued commitment to the businesses of Aldgate, with flagship projects that amplify the district's reputation as a must-visit destination.

As you will see from our Annual Report, our projects are varied and comprehensive. From the vital work of our on-street Aldgate Ambassadors, who strive to ensure Aldgate is a more welcoming place for workers, visitors and local communities, to our annual programme of cultural events, festivals, and experiences. The Aldgate in Winter Festival continues to be a much-loved staple in the city's events calendar, whilst projects such as Aldgate Sounds help to champion up-and-coming local artists and remind us all of the diversity and creativity that Aldgate has to offer.

As ever, our partnerships remain central to the success of the BID. Working in collaboration with the

City of London Corporation and London Borough of Tower Hamlets, we ensure our work meets the strategic goals and objectives set out by both organisations, helping to drive Aldgate forward as a leading destination to live, work, and visit.

Communities remain a key focus for the BID. Whether that's giving a voice to local groups through cultural celebrations or championing wellbeing and mental health in our local workforce, we're committed to providing opportunities that connect and strengthen our local communities.

We continue to respond to the needs of you, our business stakeholders. The past 12 months has seen the BID deliver everything from staff training and awareness workshops to public realm activations that drive footfall and tourism. The BID has and will continue to pivot to meet the changing aspirations of the local business community.

We are confident that our work and initiatives will play a key role in making Aldgate an even more attractive and successful area of London in the coming years. And I am confident that our approach to supporting Aldgate businesses is as fresh and as innovative as ever, thanks to the work of the BID Executive Team, key stakeholders, and the businesses of Aldgate. Without whom, our work would not be possible.

Liam Hayes
Chair, Aldgate Connect BID Board

aldgateconnect.london

@ALDGATECONNECT

Our Four Strategic Themes & Alignment to the United Nations Sustainable Development Goals

We align all of our projects to our four key focus areas, ensuring all initiatives and schemes meet at least one of these objectives:

Making the district more appealing	Creating a stronger community	Welcoming people in	Keeping everyone protected
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We have continued to map our activity against selected United Nations Sustainable Development Goals (UN SDGs), to portray the positive impact of the BID against a well-known evaluation framework.

The infographic displays 17 UN Sustainable Development Goals (SDGs) arranged in a grid. Each goal is represented by a number, a title, and a specific icon. The goals shown are:

- 1 NO POVERTY**: Icon of a family.
- 2 ZERO HUNGER**: Icon of a steaming bowl.
- 3 GOOD HEALTH AND WELL-BEING**: Icon of a heart with a pulse line.
- 4 QUALITY EDUCATION**: Icon of an open book and a pencil.
- 7 AFFORDABLE AND CLEAN ENERGY**: Icon of a sun with a power button symbol.
- 8 DECENT WORK AND ECONOMIC GROWTH**: Icon of a bar chart with an upward arrow.
- 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE**: Icon of stacked blocks.
- 10 REDUCED INEQUALITIES**: Icon of a diamond shape with horizontal lines.
- 11 SUSTAINABLE CITIES AND COMMUNITIES**: Icon of buildings.
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION**: Icon of a circular arrow.
- 13 CLIMATE ACTION**: Icon of a globe with a leaf.
- 15 LIFE ON LAND**: Icon of a tree and a bird.
- 17 PARTNERSHIPS FOR THE GOALS**: Icon of interlocking circles.

At the bottom right of the infographic is the text **SUSTAINABLE DEVELOPMENT GOALS** with a colorful circular logo.



Read on to see our **key achievements and insights** from 2023/2024.



Total Spend: £197,632



Making the District More Appealing

OUR AMBITION: To promote and implement public realm improvements that suit the businesses and community and help to 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.

Over the past BID year, the BID began the implementation of both short and long-term projects, which were derived from the **Aldgate Connect Public Realm Vision & Strategy**.

The strategy sets out the improvement aims for Aldgate's public spaces, raising the area's urban attractiveness, cultural value and supporting Aldgate as a key destination in London.

The Aldgate Connect Public Realm Vision & Strategy outlines key priority projects across the defined four Character Areas in Aldgate. Over the past year, we commenced work on the 'Gateway to Aldgate', 'Vine Street' and 'Petticoat Lane' character area priority projects.



Spotlight Programme: PADEL TENNIS FESTIVAL

We successfully brought the world's fastest growing sport to Central London through the Padel Tennis Festival. In partnership with EC BID, Central London Alliance, and Blue Orchid Hospitality, we provided a unique activation across a 5-month period into a key spot in Aldgate, The Crescent.

The pop-up Padel Court aimed to encourage workers back into the workplace, as well as increasing footfall, dwell time and spend into the area.

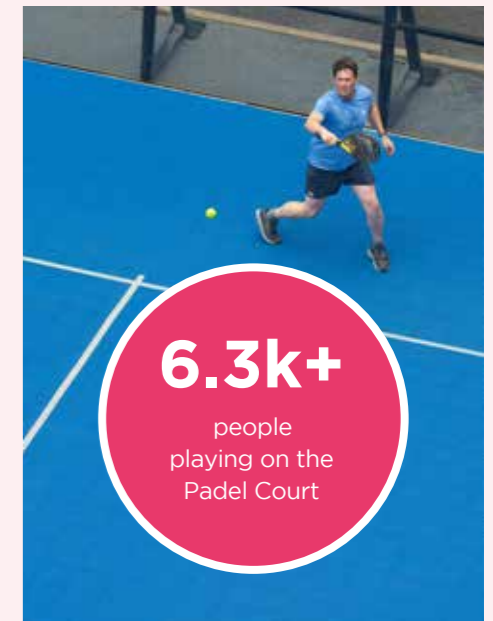


We also achieved the world record for the longest game of padel with nearly 32 hours of continuous play, attracting national and international media attention, whilst raising awareness and donations for The Lord Mayor's City Giving Day.



The activation also included a corporate challenge with 20 businesses providing teams to participate in the competition, as well as our school sessions and family fun days with complimentary skills learning sessions.

The court had 1,595 bookings, totalling to approx. 6,380 individuals visiting the area, with an 86% occupancy over the 149-day period. The court occupancy was consistently high across the weekdays, with a slight increase across the weekend and Bank Holidays.



6.3k+
people playing on the Padel Court



Dedicated website

launched petticoatlane.london for the Petticoat Lane area



'GATEWAY TO ALDGATE' & 'VINE STREET' CHARACTER AREAS

Working in collaboration with key stakeholders, local authorities, and the wider community, we began the development of the designs for the improvement of the railway arch gateway leading into the Vine Street Character Area. The area has a lot of potential for improvements to the railway arch in terms of improved lighting and visual landscape, as well as through being on top of the old site of the Roman City Wall.

PETTICOAT LANE GOES DIGITAL

We have worked hard to develop a dedicated website for Petticoat Lane, incorporating the Petticoat Lane brand throughout, showcasing the individual businesses, market stall, hidden gems, must-see spots, and community projects. To reinvigorate this iconic and historic area and its unique offering, this project provides an online presence for the area, encouraging workers, residents, and visitors to explore Petticoat Lane further and increase the visibility of Petticoat Lane as a key visitor destination in London. Check out the new website here: petticoatlane.london



PETTICOAT LANE'S MIDDLESEX STREET

This year, the BID finalised the feasibility strategy for Middlesex Street South which explored the potential development of the area. The strategy considered the creation of a shared space that supported the local hospitality businesses, whilst also accommodating for vehicle usage, outdoor dining, and improvements to the public realm. The findings of the strategy were presented to the local authorities.

In addition to this, the BID worked with the City of London Corporation to reinvigorate areas of the Middlesex Street Estate. We were able to revamp the run-down and graffitied retail shutters, repainting them in the Petticoat Lane brand colours and enhancing the look and feel of the local area. Through our Aldgate Community Fund, we also supported a bio-diversity project that saw the creation of bird boxes and bug hotels for the residents of Middlesex Street Estate.

CLEANSING & ENVIRONMENTAL REPORTING - ALDGATE AMBASSADORS

Our Aldgate Ambassadors are a constant on-street presence, helping to report on environmental issues and street cleansing needs. The Ambassadors report these directly to the local authorities, highlighting issues such as uncollected waste, overflowing bins, graffiti, street furniture damage, broken paving, and much more. Over the past 12 months, the Aldgate Ambassadors have reported 3,471 cleansing and 717 environmental **on-street issues**.



40
climate
action creative
workshops

SUPPORTING ALDGATE'S PUBLIC SPACES

Activating Aldgate's public spaces continued to be a key priority for the BID this year, helping to create a vibrant and welcoming public realm. Our events and activities have continued to enliven Aldgate's open spaces throughout the year.

Aldgate Square: Our **Aldgate Sounds** project returned for 9 weeks of lunchtime music and song, helping to entertain workers and visitors. The project was accompanied by **Morph's Epic Art Adventure**, a creative sculpture trail which brought thousands to Aldgate, in support of Whizz Kidz charity. Aldgate Square once again played host to the **Aldgate in Winter Festival**, with a fantastic evening of music, performance, dance, and free meals for the community.

Mallon Gardens: We were delighted to partner with **London Festival of Architecture (LFA)** to deliver 'On Tenterground', a creative installation that was utilised for a series of community projects and events. The installation provided a unique space for communities to come together.

The Crescent: We brought the **Padel Tennis Festival** to Aldgate, in partnership with Central London Alliance and EC BID.

Braham St Park: We supported Transport for London and Tower Hamlets Council in the development of the western section of the park, as well as the unveiling of London's Transport Workers Coronavirus Memorial, situated in the park.



4,188
on-street
environmental &
cleansing issues
reported



World Record

for longest game
of padel tennis



CLIMATE ACTION & NET ZERO

The BID continued to align with local authorities on climate change strategies and air quality goals. Once again, Aldgate Connect BID sponsored the **'Plastic Free City' Award in the City of London's Clean City Awards**, a fantastic project that champions best practice, encourages information sharing, and shines a light on businesses leading the way in tackling the climate crisis.

We partnered with Artsadmin in the delivery of their 'What Shall We Build Here?' Festival, which focused on art, climate action and community, through a line-up of 40 workshops, performances and events engaging over 1,900 live audiences and participants.

Our Aldgate Community Fund supported 7 climate action projects this year, with a total of **£26,420** invested into local schemes and projects. A particular focus was on educational workshops around climate action and sustainable energy, as well as skills training for the repurposing of fashion garments.





Total Spend: £147,532



Creating a Stronger Community

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

Aldgate is known for its rich culture and strong community, with a unique mix of family-run businesses, key heritage sites and a larger residential population compared to the neighbouring City BID areas.

It is the strong sense of community and togetherness that stands Aldgate apart and the BID has continued to keep the local community at the heart of our projects. Over the past year, we've supported our local businesses, residents and everyone in between through the delivery of projects such as, our annual calendar of free events, wellbeing initiatives, and networking opportunities, whilst continuing to support those who need it most.



Spotlight Programme: ALDGATE IN WINTER FESTIVAL

The Aldgate in Winter Festival returned for its seventh edition, celebrating the festive season and creating a fantastic free community event. The festival brought back the Lantern Parade, the Community Feast, lantern making workshops, and The Aldgate Stage, packed with local performers and musicians.



The festival saw the addition of the 'Postcards from Aldgate' project in partnership with London Metropolitan University. The combined audience and festival team was approximately 2,072, with an estimated 400 people taking part in the Lantern Parade alone, showcasing lanterns produced by local schools, residents, and workers.

Meanwhile, the Community Feast provided over 400 free meals to attendees, with food provided by a mix of fantastic local businesses.





COMMUNITIES & CULTURAL EVENTS

We continued to partner with local businesses and community groups to deliver a wide range of seasonal and cultural celebrations. This year saw the return of the **Aldgate Egg Hunt**, a free and engaging scavenger hunt across Aldgate that encouraged people to look for clues hidden at 9 local businesses. Running across a 2-week period, 327 chocolate eggs were given out as part of the hunt, with a further 273 donated to Food for Aldgate Foodbank.

Our Summer in Aldgate programme returned, showcasing the incredible things happening across summer, including the return of **Aldgate Sounds** – a free programme of lunchtime music sessions running throughout July and August. Delivered in Aldgate Square, Aldgate Sounds ran every Tuesday 12-2pm and featured a brilliant mix of local musicians and bands to help bring the Square to life. The programme also showcased the BID supported 'Life is More Important than Art' Festival, delivered by the Whitechapel Gallery across 3 months.

The BID once again supported the **Lord Mayor's Show**, one of the City of London's largest events in the annual calendar. The show features hundreds of decorated floats and performances displayed across the city; the BID was



2k+

total Aldgate in Winter Festival participants



delighted to partner with the other City BIDs on a float to bring back the creative Morph sculptures that were placed across the area earlier in the year.

In May, we supported the celebration of the Coronation of His Majesty King Charles III. Aldgate Square came alive with the **Coronation Big Lunch** – a day of entertainment, food, music, and a special visit from the Lord Mayor of the City of London.

HEALTH, WELLBEING & CONNECTING

Our **Aldgate Gardening Club** continues to grow in popularity, with all sessions continuously selling out within an hour of launching. This year, we delivered **6 sessions** with a total of **90 attendees**. The gardening club has become a staple for local workers, providing a welcome lunchtime activity that champions mindfulness and boosts wellbeing.

We also provided the opportunity for local workers to take part in **Mental Health First Aid training**. With the 12 attendees now all fully certified Mental Health First Aiders. We hope this certification helps to support wellbeing across a wide range of local businesses.

The Aldgate Community Fund supported 2 employability projects which aided young people in CV development and interview preparation. The fund also supported upskilling projects, including Employability & Progression initiatives for those experiencing homelessness.

Networking & Connecting: The BID is committed to taking part in and providing opportunities for businesses to network and build partnerships. This year we provided numerous networking opportunities, including The Passage Charity Dinner, Clean City Awards Reception, and The Centre for London Summer Drinks. Throughout the Padel Tennis Festival we provided plenty of networking opportunities, from corporate challenge days to awards ceremonies and a closing drinks reception. During the festival, we were able to set a new world record for the most hours of continuous play of Padel Tennis. The event coincided with the City Giving Day and welcomed the Lord Mayor and other notable guests to congratulate the players on their achievement.

Good News Series: With the aim of inspiring and promoting wellbeing across Aldgate and further afield, the Good News Series, in collaboration with Charlotte Wiseman, has showcased wellbeing initiatives and positive contributions by local businesses and individuals.



SUPPORT FOR THE LOCAL FOOD SHORTAGE

Aldgate and its surrounding areas have deprivation levels amongst the top 20% in the UK, with local food shortages being highlighted as a key issue over the past few years. As part of our contributions to the local community, we continued supporting Providence Row, the local homeless charity, with their food distribution service, providing cooked meals for those experiencing homelessness or residing in local hostels. We also continued to support Food for Aldgate Foodbank by referring donations and volunteers, as well as providing them with a digital presence on our website.

This year, the BID supported Toynbee Hall's Cost of Living Support Service, providing community advice and recommendation to those affected by the rising costs of living. Due to the BID's support, the service has supported over **867 people** through the Generalist Advice and Debt Free Advice services, as well as hosted two pop up events.

COLLECTIVE VOICE FOR ALDGATE

We continued to act as a representative for local communities and businesses, operating as a collective voice for Aldgate on local and national government discussions. The BID has responded to multiple national consultations, planning forums, and strategic groups, helping to ensure Aldgate is represented. We collaborated with the Mayor of London and Transport for London's 'Off-peak Fridays', encouraging workers and visitors into London on Fridays.

Through our partnerships with Central London Alliance and London & Partners, we are working towards a strong economic recovery for Central London, ensuring the area is represented on a local, national, and international scale. Through collaborative marketing and promotional campaigns, we're ensuring Aldgate remains firmly on the map.



VOLUNTEERING & RESPONSIBLE BUSINESS

We continued to act as a broker between charitable organisations and local businesses and residents, connecting volunteers with the organisations and projects that need them most. This year, we helped facilitate **27 community connections** in Aldgate: a mix of volunteering opportunities, donations, and training support.

Once again, the Aldgate in Winter Festival provided volunteering opportunities for local workers and residents, with 16 volunteers joining us on the day of the festival, assisting with the lantern parade and community feast.

PROMOTING DIVERSE & INCLUSIVE CREATIVITY

This year we supported Whitechapel Gallery's Youth Programme, Duchamp & Sons, a collective of young people from East London and beyond. The programme aims to break down barriers for young people, enhancing their creative skills and opening opportunities for employment within the creative sector. In 2023, the collective of 25 young people curated 'Escape the Slick', an immersive experience which challenged modern architectural practices and explored how public spaces could be designed with a focus on self-expression and comfort. The experience saw approximately 5,500 visitors per week, during its 29-week period, with approximately 49,400 contributions to the community notice board and gallery walls.





Total Spend: £169,482



Keeping Everyone Protected

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 to help create an area that people feel safe to be in and return to.

As ever, we continued to work closely with local police forces, Transport for London, and the local authorities to ensure Aldgate remains a safe and secure place for all. Business awareness and training has been central to our work in this area, with workshops and pop-up events to provide businesses with the latest advice, guidance, and

resources. Our Aldgate BID Alerts Platform will continue to share relevant updates and information to our businesses and their staff. The BID has also helped to support joint police patrols and improved business engagement procedures, ensuring more effective monitoring of the local area. Aldgate Connect has also spearheaded public realm activation and enhancement, exploring opportunities for future upgrades that have safety and security at their core. From improved lighting and walkways to better utilisation of public spaces. We will continue to partner with local authorities and relevant organisations to prioritise the safety of our businesses, residents, and visitors.



Spotlight Programme: ADDRESSING EMERGENCY NEEDS

The Aldgate area is home to some of the most vulnerable communities in London. Over the past year we have continued to work with our key partners to support local community members as much as possible.

Our third year of funding support for Providence Row, the local homeless charity, has allowed them to continue to meet the immediate needs of those experiencing homelessness across Aldgate and beyond. Through the Welcome Area and Resource Centre, service users gain access to further focused care and support services, including physical and mental health care.

We also support Providence Row's food provision and distribution service, providing hot meals for those experiencing homelessness, as well as those in temporary accommodation.

Without the BID's support, these vital programmes would not have the funding to deliver services at this scale and support the people that need them most across our communities. We're delighted to support Providence Row and aid their incredible work





1.5k+

supported via Providence Row's Welcome Area & Resource Centre



ALDGATE BID ALERTS PLATFORMS

We continued to utilise our Aldgate BID Alerts platform for sharing key updates and information to local businesses. Designed to provide real-time updates to workers, security professionals and property managers, the instant alerts tool quickly shares information from local authorities and on-ground intelligence teams.

The platform has helped to share valuable information on road closures, protest activity, fire alerts, accidents, and more.

BUSINESS CRIME REDUCTION

Collaborative Working: The BID has continued to hold quarterly Safe & Secure Steering Groups, helping to share vital information between local authorities, local businesses, and key stakeholders in Aldgate. These meetings continue to be a fantastic tool for collaborative working and include members from City of London Police, London Metropolitan Police, City of London Corporation, and London Borough of Tower Hamlets.

Training: As part of our cross-district collaboration with the other City of London BIDs, we delivered free Welfare and Vulnerability Engagement (WAVE) & 'Ask for Angela' Training and Crime Prevention Training sessions for local businesses, night-time economy venues, and security staff. The sessions gave some fantastic insights into best practices for a wide range of scenarios, helping companies and staff identify people who might be vulnerable, understand their risks, and know how to intervene safely and effectively.

Perception of Safety: We conducted a widespread Safety Perception Survey, looking at identifying perceived hotspots and areas of improvement, as well as the safety priorities for the BID and local authorities. The survey received a representative sample of responses and key data has been presented to the local police forces.

VAWG & NIGHT-SAFETY SUPPORT

Working with local authorities and key stakeholders, the BID has been supporting and exploring a number of night-time safety initiatives across Aldgate. We have focused on raising awareness for **Violence Against Women & Girls (VAWG)**, helping to advise businesses and local communities on how they can play their part in tackling these issues. We have helped to promote free business training courses and schemes to help local organisations get the resources they need.

We continued to participate in the Greater London Authority's (GLA) **Night Safety Charter**, Giving businesses live information from the authority like access to events, newsletters, information on night safety and VAWG prevention support.



£100k

raised in donations for 18 different charities in The London Walk



HOMELESSNESS & VULNERABILITY SUPPORT

Providence Row's Welcome Area & Resource Centre: Since 2021, the BID has supported Providence Row's Welcome Area & Resource Centre, providing vital funding that ensures they can continue to support the most vulnerable in society. The Centre is the first point of contact at Providence Row and aims to encourage users to start their rehabilitation journey. This year, this additional funding meant that approximately 1,500 people were able to get the vital support needed.

The London Walk: Alongside the other City of London BIDs, we supported The London Walk, an overnight mass participation event that raises essential funds for a range of homelessness charities. This year, with support from the 5 City of London BIDs, the walk leveraged £100,000 in donations for 18 different charities.



57

businesses attended our crime prevention and WAVE training sessions





Total Spend: £163,460



Welcoming People In

OUR AMBITION: Aldgate continues to thrive as a strong, and entrepreneurial area for residents and businesses; a hotbed for new and emerging talent and organisations.

Our priority has remained on promoting the local offering, driving footfall across the area, whilst providing unique experiences that encourage workers back to the office.

Our bespoke area guide, annual calendar of activations and strategic partnerships with leading publications showcase the best of Aldgate to a wider London audience. We're pleased to see increasingly high office and hotel occupancy rates across Aldgate, showcasing the area's appeal to workers and visitors.



20,000
area guides
distributed across
Greater London

17,662
visitors
welcomed

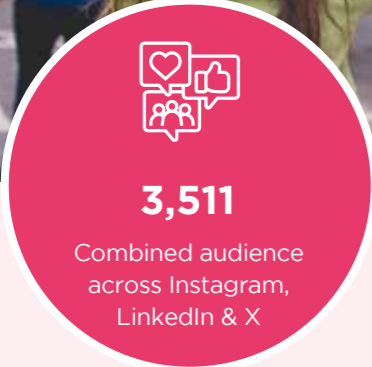
Spotlight Programme: 'EXPERIENCE ALDGATE' AREA GUIDE

This year saw the delivery of a new-and-improved 'Experience Aldgate' area guide, showcasing the district's incredible offering.

Covering everything from food & drink, must-visit destinations, and hidden gems to family days out, unmissable experiences, and historic hotspots - this year's 'Experience Aldgate' area guide features 109 local businesses and attractions, highlighting the incredible mix of companies based in the local area.

We launched the guide with an initial print-run of 20,000 copies, all being distributed across Greater London through visitor centres, hotel welcome packs, and Transport for London information points.





MARKETING & COMMUNICATIONS

We continue to see strong growth across our social media channels, with Instagram and LinkedIn performing extremely well. We now have a combined audience of 3,511 across Instagram, LinkedIn & X.

We have also continued to deliver our monthly e-newsletters, sharing the latest BID updates, local news, events, and more. The BID continued to also deliver special edition newsletters, showcasing major BID initiatives and seasonal projects.

BUSINESS & PROMOTIONS ENGAGEMENT

Throughout 2023/24, the BID team have developed and deployed multi-channel campaigns to effectively promote everything that Aldgate has to offer, including showcasing the Christmas offering, best spots for Veganuary, and Spring offers as part of the Aldgate Egg Hunt. We continued to collaborate with One City London to promote the Square Mile and ensure Aldgate's fantastic offering remained front of mind for workers and visitors. Our promotional work has also seen BID projects featured in leading publications including City Matters, City AM, Evening Standard and more.

This year saw the start of our **partnership with London & Partners**, the leading business growth and destination agency for London. Our partnership has ensured national coverage for Aldgate, as well as a number of local businesses featuring in their major social media campaigns.

VISITOR WELCOME & INFORMATION SERVICE - ALDGATE AMBASSADORS

Our Aldgate Ambassadors continue to be a constant presence in the area, welcoming visitors to Aldgate and providing information on the district. The Ambassadors also support with essential business and resident visits, helping to keep our local communities updated on our work and reporting business queries back to the central BID team. This year, the ambassadors have welcomed and supported 17,662 visitors to Aldgate and conducted 394 business visits.

DIGITAL HUB FOR ALDGATE

Our **aldgateconnect.london** website continued to operate as a platform for showcasing local events, news, business updates, and BID projects & initiatives. The website has become a go-to resource for all things Aldgate, helping to promote the area's vibrant offering whilst ensuring businesses are updated on the latest resources and support available to them.



CITY GIFT CARD

The City Gift Card was developed in collaboration with the other City of London BIDs and aims to lock spending into the Square Mile by encouraging local employees to spend with local businesses. Led by Aldgate Connect BID, this year saw the redevelopment of the card, with a new look brand and updated website visuals, including an improved online user experience. Currently, there are over 3,300 cards in circulation and over £84,000 being reinvested back into the Square Mile.

IN THE CITY APP

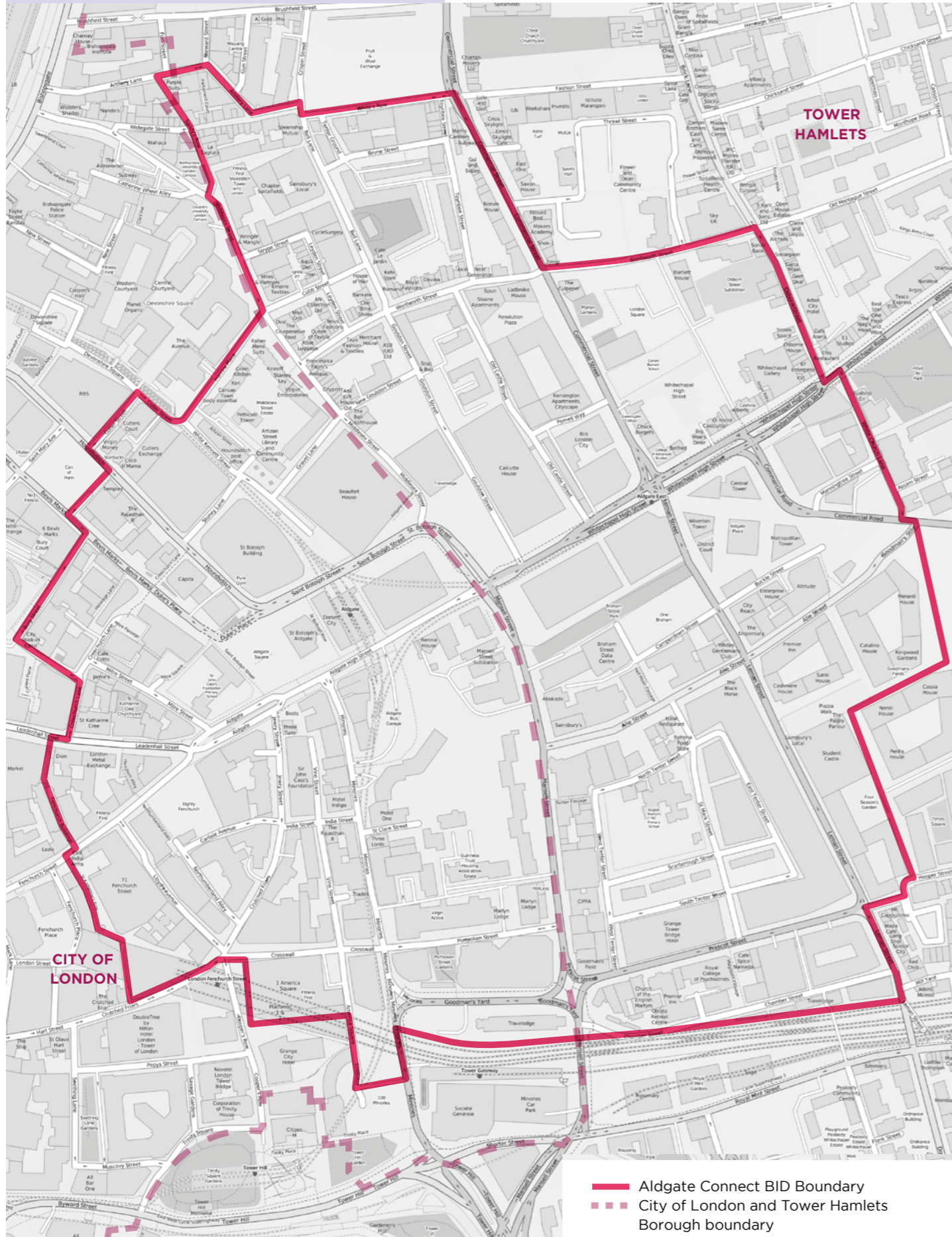
The In The City App is a platform which allows local bars, restaurants, shops, and venues in the City of London to share offers, discounts and events for their business. The app now has more than 2,800 registered users, with over 140 local businesses showcasing their offers & discounts, and over 300 local events promoted across London.

EXPERIENCE ALDGATE

As well as a new 'Experience Aldgate' area guide, the BID also delivered a series of monthly tours across the Aldgate area. Specifically designed for hotel concierge staff and new starters in hospitality, the tour helped to showcase the best that Aldgate has to offer whilst giving attendees useful insights to share with guests and customers.



The BID Boundary



Governance and the BID Board

GOVERNANCE

The BID is a not-for-profit company limited by guarantee, led by a Board of Directors made up of representatives from across the sectors within the BID area. The BID's activities are driven by a set of Steering Groups leading each Key Strategic Theme of the BID. The Executive Team manages the day-to-day operations and the projects that deliver the BID's ambitions.

The BID's first term started on the 1st April 2020 and runs until 31st March 2025. In January 2025 the BID will go back out to a business vote to seek a second BID term for 2025-2030, to continue supporting our local businesses and communities.

THE BID BOARD

- Liam Hayes** Chair of the Board
- Ben Campion** Vice-chair
- Karen Coo** Vice-chair
- Lisa Recker**
- Gina Van Dort**
- Beatriz Orta**
- Ben Ridgwell**
- Anne Whitehead**
- Julien Deslanges-Blanch**
- Annie Sutton**
- Mark Kelly**
- Abhay Srivastava**
- Rummana Naqvi**

- FT Squared**
- Toynbee Hall**
- Spice Design**
- AECOM**
- Arcadis**
- Canopy by Hilton**
- CDL**
- David Game College Group**
- General Assembly**
- Howden Group**
- PLP Architecture**
- Weightmans**
- Whitechapel Gallery**

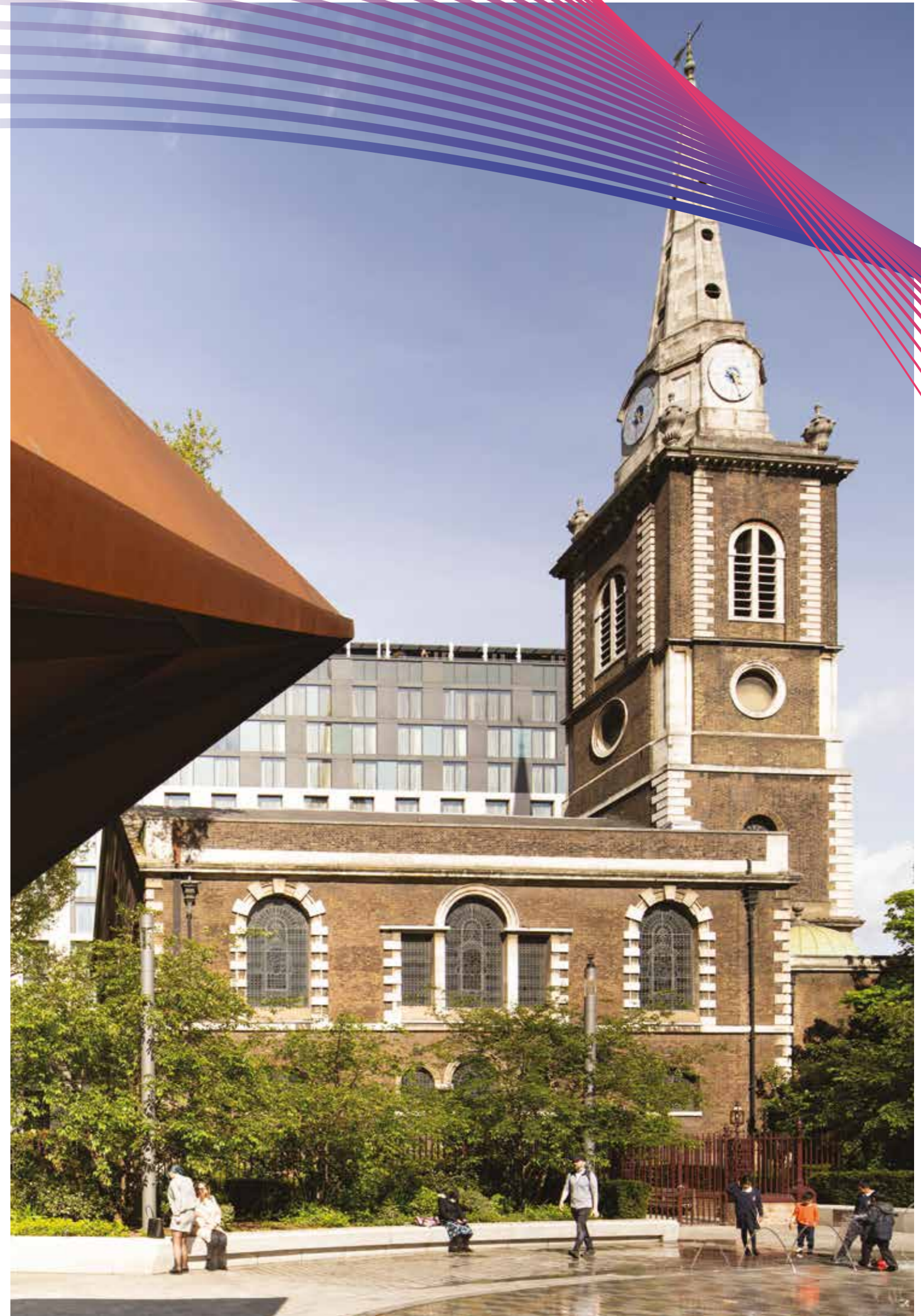
Income and Expenditure

Aldgate Connect BID. Income and Expenditure to 31 March 2024.

INCOME	
Levy Income	728,180
Other Income	51,002
TOTAL INCOME	779,182

EXPENDITURE	
Appealing Area	197,632
Welcoming Area	163,460
Protected Area	169,482
Stronger Area	147,532
Staffing and Overheads	166,602
TOTAL EXPENDITURE	844,708

Post Tax Surplus (Deficit)	(65,526)
Closing 22 -23 Reserves	466,098
Surplus to be carried forward to 2024-25	400,572





Get in touch with the team

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**ALDGATE
CONNECT**

Welcome everyone