



# ALDGATE CONNEX

**BUSINESS PLAN  
2025-2030  
EXECUTIVE SUMMARY**

75  
AUDIOTIME  
IMPORT - EXPORT  
Electronics, Hi-Fi

0207 247 7239  
WWW.AUDIOTIME.CO.UK

Whitechapel Gallery  
Free Entry



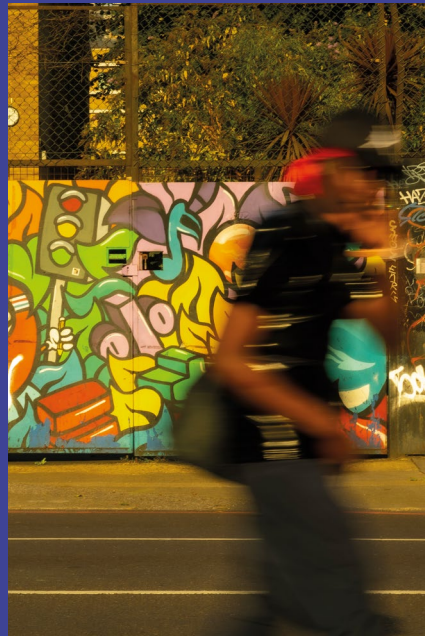
THE EAST STATION

## WHAT IS A BID?

A Business Improvement District (BID) is a geographical area in which the local businesses have voted to invest together to improve their environment. BIDs provide additional or improved services, identified by the local businesses. BIDs are business-led organisations. They're funded by a levy on all eligible businesses after a successful ballot. With over 350 BIDs across the UK, 70 BIDs across London, and 5 in the City of London, BIDs now play a vital role in ensuring their area's vibrancy and supporting regeneration. BIDs are proven to be vehicles of change. The continuation of the BID for Aldgate ensures the area keeps pace as London continues to grow.

Some business benefits of BIDs include:

- BID levy money is ring-fenced for use only in the BID area
- Businesses decide and direct what they want for the area
- Partnership with local councils, Transport for London, the police and other public bodies
- Increased footfall and staff retention
- Place promotion and events
- Local volunteering opportunities
- Networking opportunities with neighbouring businesses
- Providing businesses with a strong, collective lobbying voice to local and central government
- Raising additional investment and funding to improve the local neighbourhood to fit in with business ESG priorities



## OUR PURPOSE

Established 5 years ago through a local business vote, the Aldgate Connect BID represents the cultural and unique area of Aldgate and its business community. Aldgate straddles the City of London Corporation and the London Borough of Tower Hamlets and although traditionally known for its service industries, it has so much more to offer with a wealth of creative, hospitality and leisure businesses readily available to consumers. The BID will continue to work with businesses, local residents and stakeholders to drive forward our four key aims and delivery objectives for the Aldgate area over the next 5 years. These have been formed from feedback from Aldgate businesses and community:

### Making the district more appealing

We will take an innovative and creative approach to our community-minded placemaking and public realm agendas to make the area cleaner, greener, and more enjoyable for all.

### Welcoming People In

We will put Aldgate on the map as a unique, world class destination in London, ensuring effective marketing and promotion of the area's eclectic offerings to various audiences.

### Shaping a safer area

We will support community safety and business resilience across Aldgate through impactful programmes, communication, and collaborations.

### Creating a connected community

We will be committed to ensuring Aldgate's business and resident communities have opportunities for growth and our activities bring joy to those that live, work, and play here.



## LOOKING AHEAD

### MAKING THE DISTRICT MORE APPEALING

INVESTMENT: £1,630,752

- Implement interventions from the Aldgate Connect Public Realm Vision & Strategy.
- Enrich and curate public realm areas through temporary and seasonal events.
- Provide on-street environmental reporting, operational support, and a de-cluttering programme.
- Organise collaborative climate change projects and knowledge sharing opportunities.
- Respond to consultations and represent the views of the business community.
- Bring public art to Aldgate's streets.
- Deliver cycle friendly schemes like behaviour change campaigns, bike marking and cycle confidence activities.
- Partner with the local authorities on key joint objectives in their Local Plans.
- Explore the activation of vacant spaces and shops across Aldgate to create unique visitor experiences.

### WELCOMING PEOPLE IN

INVESTMENT: £1,223,064

- Deliver an extensive calendar of seasonal events and cultural celebrations to promote Aldgate and drive footfall to the area.
- Deliver a digital loyalty programme and the City Gift Card scheme.
- Run and scale the digital presence for Petticoat Lane, promoting it as a leading visitor destination.
- Invest in partnerships and publications that help to promote Aldgate on a local, national, and international scale.
- Deliver Aldgate trails, walks & talks.
- Provide data insights for Aldgate businesses, including footfall, visitor spend and dwell time.
- Publish Aldgate area guides and maps and utilise the Aldgate Connect website and digital channels as a hub for promoting local events, news, and activities.
- Share vital communications with local businesses on events, activations, and opportunities.
- Run the street concierge service via the Aldgate Ambassador programme.

### SHAPING A SAFER AREA

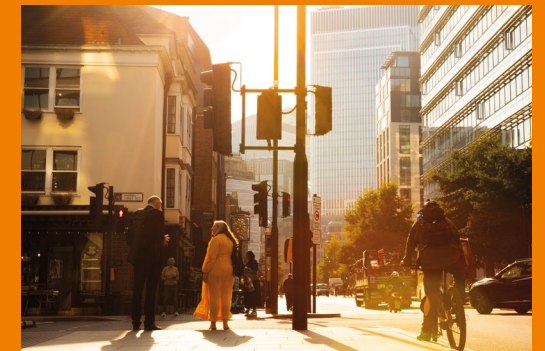
INVESTMENT: £1,291,064

- Work with local authorities, and police forces to deliver a wide range of effective safety initiatives for businesses, workers, and residents.
- Host Cycle Safety Pop-ups and workshops.
- Support the critical needs of those facing food poverty and/or affected by the cost-of-living crisis in our communities.
- Partner with Providence Row to provide immediate care and crisis support for those facing homelessness.
- Deliver sector-specific training on topics such as retail theft, lone worker policies, and night-time worker support, as well as cyber-crime.
- Share real-time business resilience alerts and updates.
- Run our quarterly Safe & Secure Steering Group, sharing key updates from local authorities and highlighting resources available to local businesses.

### CREATING A CONNECTED COMMUNITY

INVESTMENT: £1,019,220

- Develop a calendar of free health and wellbeing opportunities for local workers.
- Host networking sessions, free community events, workshops, and talks for local businesses and the wider community.
- Champion connections between businesses, local schools and young people, providing work experience and career opportunities.
- Promote volunteering opportunities to our business community and broker connections with local charities and community organisations.
- Respond to consultations and planning applications ensuring local representation.
- Run the Aldgate Community Fund to support local community projects.
- Deliver our seasonal firm favourites – the Aldgate Egg Hunt, Aldgate in Winter Festival and Aldgate Sounds.
- Collaborate with the City BIDs and other key partners on city-wide schemes.



## 5 YEARS OF LOCAL IMPACT

**£3.6M** INVESTED OVER 5 YEARS

Developed and published the first cross-borough Public Realm Vision & Strategy for Aldgate

CITY GIFT CARD\*

**£81,741**

total purchases, invested back into local businesses, with 3,419 cards in circulation

### SUPPORTING THE MOST VULNERABLE

- We support approx. 1,200 people a year, as well as providing approx. 8,000 freshly cooked meals a year through BID funded projects with Providence Row.
- Leveraged £100,000 for homelessness charities through The London Walk.

Supported access to the arts through Whitechapel Gallery, with approx. 230,000+ participants attending BID funded exhibitions and workshops

### Environmental & cleansing issue reporting and visitor welcome service through the ALDGATE AMBASSADOR SCHEME\*

- 46,087 visitors welcomed
- 1,206 business visits undertaken
- 15,595 environmental, cleansing & waste issues reported

Funded Mental Health First Aider training for 48 people 

Installed the City's first Padel Court

### IN THE CITY APP\*

- 2,982 app users
- 147 businesses & organisations registered
- 135 offers & discounts promoted
- 317 events showcased



9 sculptural placemaking installations through London Festival of Architecture and Sculpture in the City

Aldgate district awarded London in Bloom Silver Gilt prize

### SEASONAL PUBLIC EVENTS:

- 5 editions of Aldgate in Winter Festival delivered, to approx. 1,000+ participants each year
- 3 editions of Aldgate Egg Hunt, with over 800 participants and 590 donated eggs to Food for Aldgate.



**£52,000**

invested back through the ALDGATE COMMUNITY FUND, towards 15 local community projects

**20,000**

Area Guides distributed

BID's Digital Channels\*

- Over 20,000 Website visits
- 3,600 total social audience
- 1,151 newsletter subscribers

\*Statistics based on the period from April 2020 until July 2024.

## BID BUDGET

The below budget indicates strategic objectives as voted on by the business community. The bespoke projects allocated under these themes will be approved through a voting process by the BID board who are voluntary representatives of the business community.

INCOME £	25/26	26/27	27/28	28/29	29/30	TOTAL	% OF TOTAL
Levy income (assumed at 95% collection rate)	1,262,675	1,285,463	1,308,806	1,331,924	1,355,932	6,544,801	96%
Voluntary Contributions	50,000	50,000	50,000	50,000	50,000	250,000	4%
<b>Total</b>	<b>1,312,675</b>	<b>1,335,463</b>	<b>1,358,806</b>	<b>1,381,924</b>	<b>1,405,932</b>	<b>6,794,801</b>	<b>100%</b>

EXPENDITURE	25/26	26/27	27/28	28/29	29/30	TOTAL	% OF TOTAL
Appealing District	315,042	320,511	326,114	331,662	337,424	1,630,752	24%
Welcoming People In	236,282	240,383	244,585	248,746	253,068	1,223,064	18%
Safer Aldgate	249,408	253,738	258,173	262,566	267,127	1,291,012	19%
Connected Community	196,901	200,319	203,821	207,289	210,890	1,019,220	15%
Staffing & Overheads*	249,408	253,738	258,173	262,566	267,127	1,291,012	19%
Contingency**	65,634	66,773	67,940	69,096	70,297	339,740	5%
<b>Total</b>	<b>1,312,675</b>	<b>1,335,463</b>	<b>1,358,806</b>	<b>1,381,924</b>	<b>1,405,932</b>	<b>6,794,801</b>	<b>100%</b>

\*Executive team consisting of Director, BID Manager, Events & Marketing, and Project Assistant supported by specialist staff. Staffing and overhead costs will firstly be met by voluntary income sources.

\*\*Comprises 5% allowance for irrecoverable levy and Statutory collection/BID administration costs of City of London Corporation and LBTH.

## WHAT HAPPENS NEXT?

Businesses in the proposed Aldgate Connect BID are now asked to vote 'yes' or 'no' to endorse this BID proposal. This is your opportunity to make your vote count.

The City of London Corporation are responsible for managing the process and will be sending out the ballot papers to all eligible businesses.

The Business Improvement District team will contact businesses within the BID boundary to discuss the Business Plan. It is important that each business nominates a named contact who will receive the ballot paper and is authorised to vote on behalf of that organisation.

## HOW DOES A BID GET VOTED IN?

- For any BID to proceed, two independent outcomes must be satisfied in every ballot:
- Those voting in favour must exceed those voting against, in essence 51% yes votes at turnout.
- The total rateable value of those properties / hereditaments voting in favour must exceed the total rateable value of those voting against, i.e. the aggregate rateable value must also be 51% or above.

## ALL YOU NEED TO DO NOW IS:

- Take time to read, understand and consider what this BID proposal means to your business and the wider Aldgate area;
- Your ballot papers will be sent to you ahead of the ballot opening on 16th January 2025. Papers will contain all voting procedure information and proxy or replacement paper information;
- All voting papers must be returned by 13th February 2025 with the result announced on 14th February 2025.
- Remember voting YES will provide many services and projects to your business and to the area to secure the future potential of the Aldgate area;
- A resulting vote in favour will allow the pledges in this plan to be set in motion with a 5 year term commencing on 1st April 2025.

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# ALDGATE CONNECT

Welcome everyone

**For the full BID Plan please see:**  
[aldgateconnect.london/businessplan](https://aldgateconnect.london/businessplan)



@aldgateconnect