

A photograph of Aldgate Church tower in London, featuring a prominent brick spire with a weather vane. The tower has two clock faces and arched windows. In the foreground, there are green trees and a modern building with glass windows. A pink banner is overlaid on the lower part of the image.

ALDGATE CONNECT BID

Overview of Projects & Expenditure 2024/25

Proposed Plan & Budget 2025/26

**ALDGATE
CONNECT**

Welcome everyone



Introduction & Welcome

Aldgate Connect Business Improvement District (BID) is delighted to present our Billing Overview of Projects & Expenditure for 2024/25, as well as our proposed Delivery Plan & Budget for the first year of our second term.

The past year has seen plenty incredible projects grow and many new initiatives come to fruition, and it is the continued engagement and input from our local businesses that has resulted in the successes of the BID to date.

We want to thank you, our businesses, for your continued support, which has resulted in an overwhelmingly positive response to the BID Ballot. We were thrilled to have achieved an impressive 94.0% of votes cast in favour of the BID by local businesses (95.9% by Rateable Value), demonstrating a strong endorsement of the BID's achievements to date and allowing us to continue our work for a further 5 years.

Collaboration and community have always been at the heart of our work. Operating as a cross-borough BID – straddling both City of London and Tower Hamlets – creates a unique opportunity for partnership

building and connectivity, ensuring we are all collectively driving forward Aldgate's transformation and growth.

This document provides an overview of how your levy funds have been allocated, showcasing our key achievements throughout the 2024/25 financial year, as well as the proposed plans and objectives for 2025/26. The proposed budget is based on a full levy collection, and every project is shaped by business priorities and feedback.

Over the next year, we will continue to deliver against our four Key Strategic Aims and bring forward exciting projects and initiatives that make the area a more appealing, connected, safer, and welcoming place for those who work, live, and visit this exciting corner of London.

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Aldgate, welcome everyone.

Our Key Strategic Aims

Our projects and programmes have been collated into four Key Strategic Aims:

Making the District More appealing

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 culture heritage.

Creating a Connected Community

To bring joy to the people of Aldgate; promoting inclusive and sustainable prosperity, supporting equality of opportunities for SMEs and local people.

Shaping a Safer Aldgate

To enhance safety and resilience in the area and the people within through partnership and collaboration; building programmes to support those in need and enhance the sense of wellbeing in the district.

Welcoming People In

To spotlight Aldgate as a strong, dynamic, and entrepreneurial area, attracting visitors, residents and businesses, continuing to grow as a hotbed for new emerging talent and opportunity.

2024/25
OVERVIEW





Making the District More Appealing

OUR AMBITION: 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 culture heritage.

OUR APPEALING PROJECTS FOR 2024/25: 'GATEWAY TO ALDGATE' & 'VINE STREET' CHARACTER AREAS

We have concluded our first phase of **proposed long-term improvement designs** to the railway bridge leading into Vine Street Character Area, as outlined in our Aldgate Connect Public Realm Vision & Strategy. The proposed designs focus on ways of repurposing and reactivating the spaces within and around the archway, with the aim of creating a legible gateway with distinctive character and identity, celebrating the historic legacy, and re-connecting the area with Aldgate, Tower of London, and the River Thames.

We were awarded funding by the City of London Corporation's Community Infrastructure Levy Fund towards an

activation across Vine Street. The year-long project proposes to clean up the bridge façade and bring **the 'Stories of Aldgate' Exhibition** to the area in Spring 2025. The activation will pave the way for the future long-term improvements.

PETTICOAT LANE DIGITAL

We have continued to grow our **petticoatlane.london** website and have launched Petticoat Lane's new social media channels across Facebook, Tik Tok and Instagram, which have seen a combined reach of over 158,000 and over 5,000 engagements since launching in July 2024. We delivered two vibrant and energetic launch events to showcase the new channels, including a weekday worker focused event at the Food Court, as well as a bigger weekend event for the Sunday Market.

CLEANSING & ENVIRONMENTAL REPORTING - ALDGATE AMBASSADORS

Our Aldgate BID Ambassadors continue to be our on-ground presence, supporting the appeal of the area through the reporting of cleansing and environmental issues to the local authorities. In 2024/25 they **reported 4,364 cleansing and 1,965 environmental issues**, which included uncollected waste, overflowing bins, graffiti, unkempt street furniture/roadworks, abandoned hire bikes, broken paving, and more.

SUPPORTING ALDGATE'S PUBLIC SPACES

We understand the importance of public spaces in urban areas for the wellbeing of those who work, live and study here. Our varied programme of events continues to activate our open spaces across the year, with activation of Aldgate Square, The Crescent and Petticoat Lane through events such as Sports Fest and Aldgate in Winter Festival.

We brought **two sculptural activations** to Aldgate, with 'The Plinths' installations in Vine Street as part of London Festival of Architecture, which encouraged

participation and reflection on the urban landscape of the area. We also supported the 13th Edition of Sculpture in the City (SITC), bringing 'The Kissing Gate' interactive sculpture to Aldgate Square.

CLIMATE ACTION

We launched our partnership with **Love to Ride** to create a bespoke page for Aldgate, with the core aims of promoting active travel and encouraging people to cycle. Since launch, we've seen 5,059 rides by 70 riders from 17 workplaces, which is equivalent to 5,037kg CO2 saved. The platform also features seasonal campaigns and enhanced access to statistics on cycling in Aldgate.

We continued to align with and support the local authority's **climate action aspirations**, promoting their events and seminars with our businesses. This included supporting the City of London Corporation's Clean City Awards Scheme, with a joint sponsorship of the Plastic Free City Award category, encouraging more businesses to think about innovative ways to reduce their use of plastic.





Creating a Connected Community

OUR AMBITION: To bring joy to the people of Aldgate; promoting inclusive and sustainable prosperity, supporting equality of opportunities for SMEs and local people.

OUR CONNECTED PROJECTS FOR 2024/25: COMMUNITIES & CULTURAL EVENTS

We continued to deliver our annual events programme with the aim of bringing joy to local communities of Aldgate:

- **Aldgate in Winter Festival** The 8th edition of this popular community festival returned with all key components, including live performances, the lantern parade, community feast, and creative workshops and an estimated over 1,000 participants across the day.
- **Aldgate Sounds** We brought back our mindful lunchtime music series across August from a range of local performers, with the addition of Thursday evening performances. The events received a lot of positive feedback from attendees and passersby, many of which were local workers.

- **Sports Fest** We partnered with Cheapside Business Alliance and Central London Alliance to deliver a fun festival of pop-up sports and activities. Aldgate's sports included Crazy Golf which saw over 2,300 participants, as well as Pickleball and Beach Volleyball which even featured on national news.
- **Aldgate Egg Hunt** We were pleased to deliver another successful edition of the egg hunt, supporting 9 local businesses by activating their shop-front windows with 'clues' leading to the final destination, which distributed chocolate prizes. The egg hunt saw over 320 participants collect chocolate treats, 3 activation days with Ally the Aldgate Bunny, and 270 chocolate eggs donated to the Food for Aldgate Foodbank.

We also supported the Portsoken Ward Club with funding towards running 6 events across the year for their members, local residents and businesses.

HEALTH, WELLBEING & CONNECTING

We strive to improve the wellbeing of those in Aldgate, looking at initiatives that enhance participants and mindfulness and connection forming.

- **Aldgate Gardening Club** We continued highly popular gardening sessions across the year, with the aim of encouraging workers and community members to take a mindful break from their busy days. The workshops continued to sell out quickly, with over 63 participants and an additional over 100 expressing interest in the workshops over last year.
- **Skills & Training** We ran Mental Health First Aid (MHFA) Accredited Training, with 20 new certified MHFAiders now having the skills to spot signs of low mental health, and how best to support. Our Aldgate Connect Community Fund supported 6 employability and upskilling projects, for projects including the Treasure Sports Club, SocietyLinks, Learning Through the Arts and more.
- **Networking & Connecting** We deliver and partake in many opportunities for connecting and partnership for our local workers. Over the last year, we offered more than 8 networking opportunities, including our Business Plan Launch, Summer Reception, Routemaster Bus Tour, and more.
- **Wellbeing Breakfast** We ran our first Wellbeing Breakfast & Workshop focused on 'Cultivating Positive Mental Health in the Workplace' had a great turnout of over 45 attendees and received very positive feedback.



VOLUNTEERING & RESPONSIBLE BUSINESS

We continue to be the broker between businesses and local charitable and community organisations. Over the past year, we facilitated over **21 positive community connections** across Aldgate, which included volunteering and donation enquiries.

We also provided **45 volunteering roles** to local workers as part of the Aldgate in Winter Festival and for the Financial Literacy workshop at The Aldgate School, through the Aldgate Connect Community Fund.

PROMOTING DIVERSE & INCLUSIVE CREATIVITY

We contributed towards **Toynbee Hall's event programme** to celebrate their 160th Anniversary, including their Pride Comedy Night, Open House Festival and Black History Month Comedy Night, drawing in new audiences to Aldgate, whilst raising funding towards Toynbee Hall's work.

The BID once again supported **Whitechapel Gallery's youth programme**, Duchamp & Sons, which aims to break down barriers for young people and enhance their creative skills and potential for employment in the sector.

We pledged funding to support **Artichoke's Summer School**, an engaging creative summer programme for young people from low-income families in Aldgate, Tower Hamlets and surrounding areas. The Summer School will take place in August 2025.

COLLECTIVE VOICE FOR ALDGATE

We provided a collective voice for Aldgate's businesses and community on a wider scale, through communication with local and central governing authorities. We have continued our high-level engagement, responding to national consultations, planning forums, strategic boards & groups to ensure Aldgate's voice is heard.

We support and take part in wider London campaigns alongside the other BIDs to provide a louder voice at greater value.



Shaping a Safer Aldgate

OUR AMBITION: To enhance safety and resilience in the area and the people within through partnership and collaboration; building programmes to support those in need and enhance the sense of wellbeing in the district.

OUR SAFER PROJECTS FOR 2024/25:

ALDGATE BID ALERTS PLATFORM

We continued to run our Aldgate BID Alerts Platform, which supports local workers and businesses with **real-time communications** on major incidents across the area, as well as notification of planned activities that may affect you or your business. Over the last year we've sent out 22 alerts to over 40 key business users registered on the platform.

BUSINESS CRIME REDUCTION

We continued to work collaboratively with the local authorities and police forces to facilitate **intelligence sharing and collaborative working**, focusing on addressing key hotspot areas.

We collaborated with key partners to provide essential **training** for our local businesses, including Welfare and Vulnerability Training & 'Ask for Angela'.

CYCLE SAFETY

We partnered with City of London Corporation and City of London Police to delivery **two cycle safety pop-ups**, one in Aldgate Square and one in Braham St Park. The event consisted of bike safety marking, free cycle repairs, cycle resources and guidance.

The Aldgate BID Ambassadors joined the other City BIDs in conducting a **survey of dockless cycles** which were found to be blocking access paths. The results were shared with the City of London Corporation, who have since worked with the bike providers on parking solutions.

COMMUNITY SAFETY

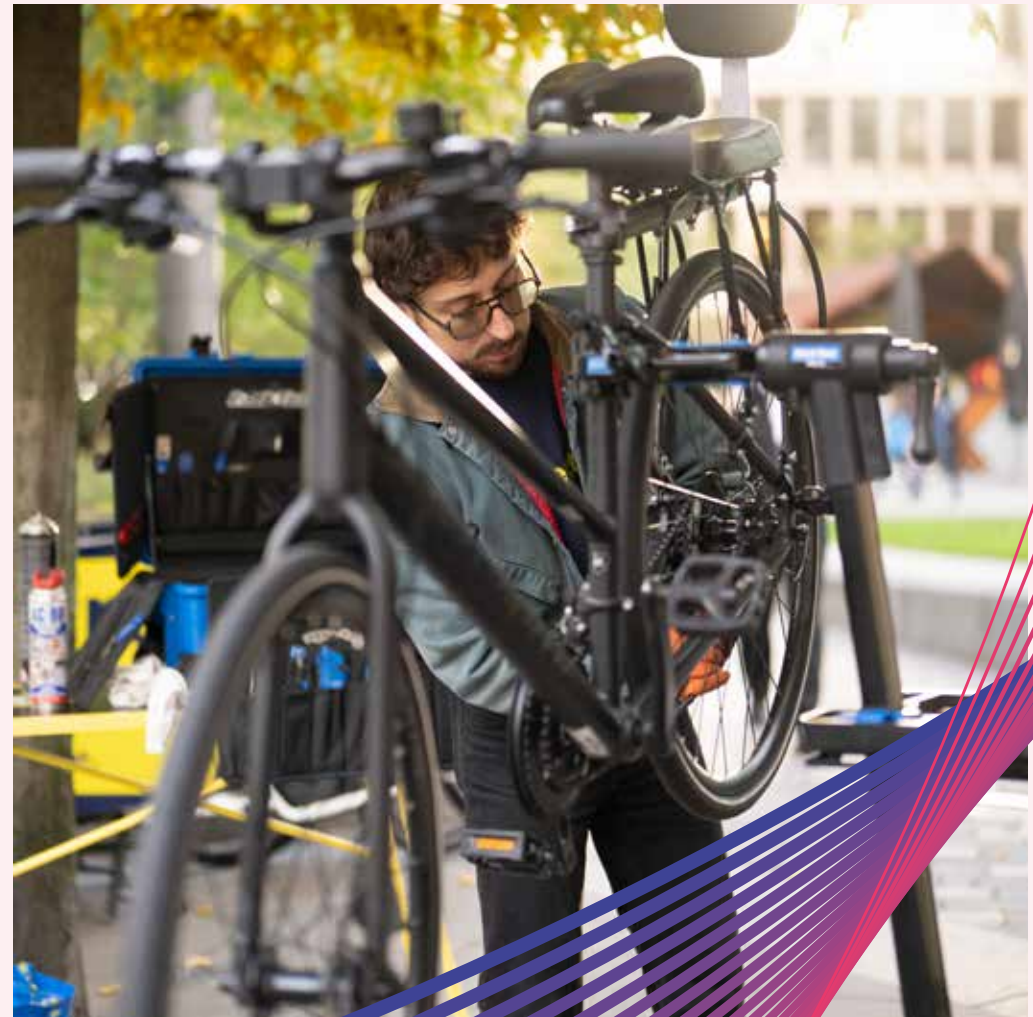
We partnered with Our Safer City and Eastern City BID to deliver a **taxi marshalling scheme** for Liverpool Street Station. The scheme brings marshals to help manage the taxi queue and provide support for vulnerable people finding a way home.

HOMELESSNESS & LOCAL NEEDS SUPPORT

We renewed our support for **Providence Row's Welcome Area & Resource Centre** for a fourth year, to continue their impactful work in meeting immediate needs and providing focused care for the most vulnerable in society. The funding supports over 1,200 people experiencing homelessness across the year.

We also supported Providence Row with their **Catering and Food Distribution Programme**, which provides two, hot, healthy and nutritionally balanced meals around 900 individuals annually.

We partnered with the other City BIDs to support **The London Walk**, which annually sees around 250 participants take part in the night-time activity to raise money and awareness for 18 homeless charities. The event successfully raised £100,000 to help support those facing homelessness in London.





Welcoming People In

OUR AMBITION: To spotlight Aldgate as a strong, dynamic, and entrepreneurial area, attracting visitors, residents and businesses, continuing to grow as a hotbed for new emerging talent and opportunity.

OUR WELCOMING PROJECTS FOR 2024/25:

PROMOTION & COMMUNICATION

We continued to develop and update our aldgateconnect.london website, to showcase local news, events, updates and BID initiatives. We created seasonal campaign page, which allowed for better cross-promotion of various event activities and projects, championing Aldgate as must-visit destination whilst showcasing the area to workers and residents. We also continued to distribute our monthly **newsletter**, with the latest events, news, and updates for the area.

We have built our dedicated digital promotion strategy, enabling us to provide better coverage across our digital channels and effectively promote local businesses. We now have an exceptionally strong engagement rate across Instagram, LinkedIn, and TikTok.

We also continued our partnership working with the likes of One City London and leading publications to showcase Aldgate to a wider audience across the City and beyond.

EXPERIENCE ALDGATE

We ran a distribution plan for our 'Experience Aldgate' **Area Guide** which showcases the best places to eat, drink, and do across the area, with a total of 14,000 copies distributed across London and a further 6,000 copies distributed across Aldgate.

We continued to run our **monthly tours** for new hotel concierge staff, providing them with the knowledge to showcase the best Aldgate has to offer to their visitors.

WELCOMING & INFORMATION SERVICE - ALDGATE AMBASSADOR

The Aldgate BID Ambassadors continue to be a dedicated on-ground service, welcoming visitors and providing a key information service. Over the last year, the Ambassadors have **welcomed and informed 25,861 visitors** and conducted **840 business visits**.

LOYALTY PROGRAMMES

Alongside the other City BIDs, we continued to run our **City Gift Card** programme, which looks to lock spend into local businesses. We continued to engage with local businesses

to encourage them to adopt the City Gift Card as part of their rewards and incentives programmes for their staff, who in turn can spend the funds in local businesses.

In addition to this, our **In The City App** allows local hospitality, retail, and leisure businesses to share their offers, discounts, and events with the local community. The last year saw an addition of 530 new users join the app, with over 160 local business offer & discounts.





2025/26 DELIVERY PLAN





Making the District More Appealing

Working with our local authority partners and other stakeholders, we will work to implement our Aldgate Connect Public Realm Vision & Strategy and deliver strategic placemaking interventions, look at public infrastructure improvements, and deliver community projects across the district.

OUR OBJECTIVES & ACTIONS FOR 2025/26 ARE:

IMPLEMENTING THE ALDGATE CONNECT PUBLIC REALM VISION & STRATEGY

- In the first year of our second term, we will continue our work towards the improvement of the **Vine Street Character Area**, by bringing short-term activations to the space, such as the 'Stories of Aldgate' installations. We will also work with the local authorities and stakeholders on the next phase for the implementation of long-term improvements to the area.
- We will continue to showcase **Petticoat Lane** as a key destination in London, by continuing to expand its digital presence, together with more on the ground events and activities through the year, to encourage all to explore more of this iconic corner of London.

ENHANCE & ENRICH PUBLIC SPACE

- We recognise the importance of public spaces in urban areas to the wellbeing of those who work, live and study here, so we

will continue to deliver a varied **programme of activities**. We will bring back the staple in everyone's calendar, the Aldgate in Winter Festival, as well as new inclusive sporting installations across summer.

- We will also explore the implementation of **new creative sculptures** and partnership activities.

ON-STREET CLEANSING SUPPORT

- We will continue to run our **Aldgate Ambassador** service to report all environmental and cleansing issues, whilst also working with the local authorities on additional hotspot cleansing.
- We will commission an audit to provide a clearer picture on the potential cleansing issues in the area, as well as suggested resolutions.

CHAMPION CLIMATE ACTION TOGETHER

- We will continue running our Aldgate Connect Community Fund, funding climate action focused projects from the local community.
- We will continue to develop our **cycle confidence platform** to promote active travel and implement cycle confidence initiatives.
- We will explore more collaborative working, supporting partnerships that champion climate action through initiatives such as research, training, and events.

Creating a Connected Community

Aldgate is known for its inclusive community and being a place that welcomes everyone. Our connected community theme looks at the betterment of the local community, supporting local people, businesses and everyone in between through an inclusive environment. The BID is committed to ensuring Aldgate's business and resident communities have opportunities for growth and our activities to bring joy to those that live, work, and play here.

OUR OBJECTIVES & ACTIONS FOR 2025/26 ARE:

HEALTH & WELLBEING

- We will deliver free health and wellbeing opportunities for the benefit of local workers and communities across the year. This will include continuing our existing workshops and courses, such as accredited **Mental Health First Aid training** and the very popular **Aldgate Gardening Club**.
- We will explore the development of additional initiatives, such as themed wellbeing breakfasts and a health & wellbeing focused festival of activities.

CONNECTING OUR THRIVING COMMUNITIES

- We will work with key partners and community organisations to ensure a strong **diversity and inclusion** offering across the year.
- We will continue to provide **key events** such as the Aldgate in Winter Festival, as well as various networking opportunities, which strive to connect our vibrant community and the wider City.
- Our **Aldgate Ambassador** service will continue to connect with our local businesses, reporting all enquiries back to the BID team.

EMPLOYABILITY & UPSKILLING

- Our employability programmes support those who need it most, with initiatives such as the **Aldgate Connect Community Fund**, which fund projects with key upskilling and employability outcomes and work with harder to reach groups across the area.
- Through a new partnership with the **Mayor's Fund for London**, we will connect young people with employers to help springboard them to explore careers that they previously may have thought to be unattainable.

We will continue to partner with the **Whitechapel Gallery** to support their youth programme – Duchamp & Sons. Through this support, the youth programme delivers five months of workshops, talks, and tours, encouraging more inclusive conversations about arts and cultural exchange, providing a path for the young people to explore future careers in the sector.

VOLUNTEERING & RESPONSIBLE BUSINESS

- Volunteering was highlighted as a key priority for our businesses. We will continue to broker volunteering opportunities between businesses and local organisations & charities. We will also look to provide volunteering opportunities at our events where possible.
- We will participate in **City Giving Day** and the **Lord Mayor's Show** showcasing and celebrating our businesses, the district and the community in these key annual activities.

ONE VOICE FOR ALDGATE

- We will continue to act as one voice for Aldgate by communicating with local and central government, providing a collective power for our businesses and communities.
- We will support **London-wide campaigns** working with the other BIDs to provide a louder voice and greater value.

Shaping a Safer Aldgate

Through strong partnerships with City of London, London Metropolitan and British Transport Police forces, Transport for London, and the local authorities, Aldgate Connect BID is committed to shaping a safer area for all. This theme supports community safety and business resilience across Aldgate and its neighbouring areas.

OUR OBJECTIVES & ACTIONS FOR 2025/26 ARE:

HOMELESSNESS SUPPORT

- We will continue to support organisations that provide additional provisions for those experiencing homelessness, including supporting immediate essential needs and driving forward a sustainable mechanism for rehabilitation.
- We will host an information session for our businesses, providing them with the chance to hear from the key local authorities and service providers, and gain knowledge around the current picture, programmes and services available for them to support those experiencing homelessness.

COMMUNITY SAFETY & NIGHT-TIME ECONOMY

- We will deliver a range of effective safety initiatives for businesses, workers, and residents. This includes initiatives, such as training aimed at tackling Violence Against Women & Girls (VAWG), supporting night-time safety schemes such as Ask for Angela, exploring phone snatching deterrents, and the instalment of theft prevention bag hooks in licensed premises.
- We will continue our partnership with Our Safer City to run the taxi marshalling scheme at Liverpool Street Station, to ensure safe onwards travel and improve the safety of the night-time economy.

- We will form and continue strategic partnerships with safety organisations and networks to provide local businesses and community with the tools and resources to stay safe at work and at home, and support key safety initiatives across the area, such as the 'Safe Havens' scheme.

SUPPORTING ESSENTIAL NEEDS

- We will continue to support the critical needs for those affected by the cost-of-living crisis and/or food poverty, by partnering with key organisations to deliver support and services to those who need it most.

BUSINESS CRIME REDUCTION

- We will continue to deliver sector-specific training on topics such as retail crime prevention, cyber-crime, and more. We will continue to signpost existing schemes and provisions that offer free business training or upskilling.
- We will continue to run the Aldgate BID Alerts Platform alerting businesses of key disruptions in the neighbourhood.
- Our Aldgate Ambassador service will continue to monitor and report on potential crime hotspots, which we will profile to the police forces. We will look to gather more intelligence from our businesses on the local crime levels and work with the police forces to increase patrols were able and reduce ASB in the area.
- We will continue to host our cycle safety pop ups in public spaces with the speeding deterrent operations, free checks & repairs and bike marking.



Welcoming People In

This Strategic Aim strives to promote Aldgate as a unique world class destination in London, ensuring effective marketing and promotion of the area's eclectic offering. Through extensive digital and physical marketing and communications, we will continue to promote Aldgate as a leading place to live, work, and visit.

OUR OBJECTIVES & ACTIONS FOR 2025/26 ARE:

ANNUAL EVENTS CALENDAR

- In the first year our second term, we will continue to provide a seasonal calendar of events, bringing back everyone's favourites including Aldgate in Winter Festival, Summer in Aldgate Programme, and the Aldgate Egg Hunt.
- We will also explore new additions to the calendar, bringing new exciting events to the area, including an 'Experience Aldgate' Week.

PUTTING ALDGATE ON THE MAP

- We will continue to improve and utilise our **website and digital channels** to showcase the area's rich offering, as well as updating our 'Experience Aldgate' **Area Guide** and exploring new publications.
- We will continue our work growing the **Petticoat Lane digital channels**, adding new engaging content on our new destination website, and increasing the engagement on the new social media channels.

- We will continue to put Aldgate on the map through our **vital partnerships** with the likes of New London Architecture and Central London Alliance.

LOCKING SPEND INTO THE AREA

- We will continue developing our **loyalty programmes**, including the City Gift Card initiative and discount schemes, supporting Aldgate's retail, hospitality, and leisure businesses.

- We will continue our Aldgate Ambassador service, ensuring visitors to the area are **welcomed and informed** of the local offering.

- We will explore more local, national, and international **promotional opportunities**.

WALKS, TALKS & TRAILS

- We will bring forward more **walking tours and trails**, showcasing the rich history and vibrant present of the area. These will include the continuation of our hospitality concierge tours, providing hotel staff with the knowledge to inform their guests. We will also develop a walking map of the area, for everyone to explore in their own time.
- We will look to develop more **themed talks**, discussing key topics and distributing vital knowledge.

Overview of Expenditure

2024/25

	TOTAL (£)
BID Levy Income	682,981
Voluntary Income Grants and Sponsorship	33,333
Closing 2023-24 Reserves	400,572
TOTAL INCOME	1,116,886
An Appealing Area	264,410
A Welcoming Area	189,389
A Protected Area	150,255
A Stronger Area	116,782
Staffing and Overheads	152,557
Contingency	35,000
TOTAL EXPENDITURE	908,393
2024-25 Closing Reserves	208,493

Planned Expenditure

2025/26

	TOTAL (£)
BID Levy Income (assuming 95% Collection)	1,262,675
Voluntary Income Grants and Sponsorship	50,000
Closing 2024-25 reserves	208,493
TOTAL INCOME	1,521,169
Appealing District	339,042
Welcoming People in	262,782
Safer Aldgate	292,908
Connected Community	226,401
Staffing and Overheads**	189,402
Contingency	65,634
TOTAL EXPENDITURE	1,376,169
2025-26 Closing Reserves	145,000

* Based on full year forecasts made in February 2025

** Covered firstly by voluntary income

The Business Improvement District is cross borough and covers 2 boroughs – City Of London and LB Tower Hamlets.

Levy income derived from each borough equates to 68% and 32% respectively – spend is allocated to each borough accordingly.

Staffing and Overhead costs include statutory collection fees charged by both boroughs to administer BID Levy.



About the BID

REPORTING & MEASURING

For all projects, we will set out and measure individual targets and outcomes, reporting back quarterly to the BID Board and Steering Groups. This will be brought together in an Annual Report published at the Annual General Meeting in September the following year.

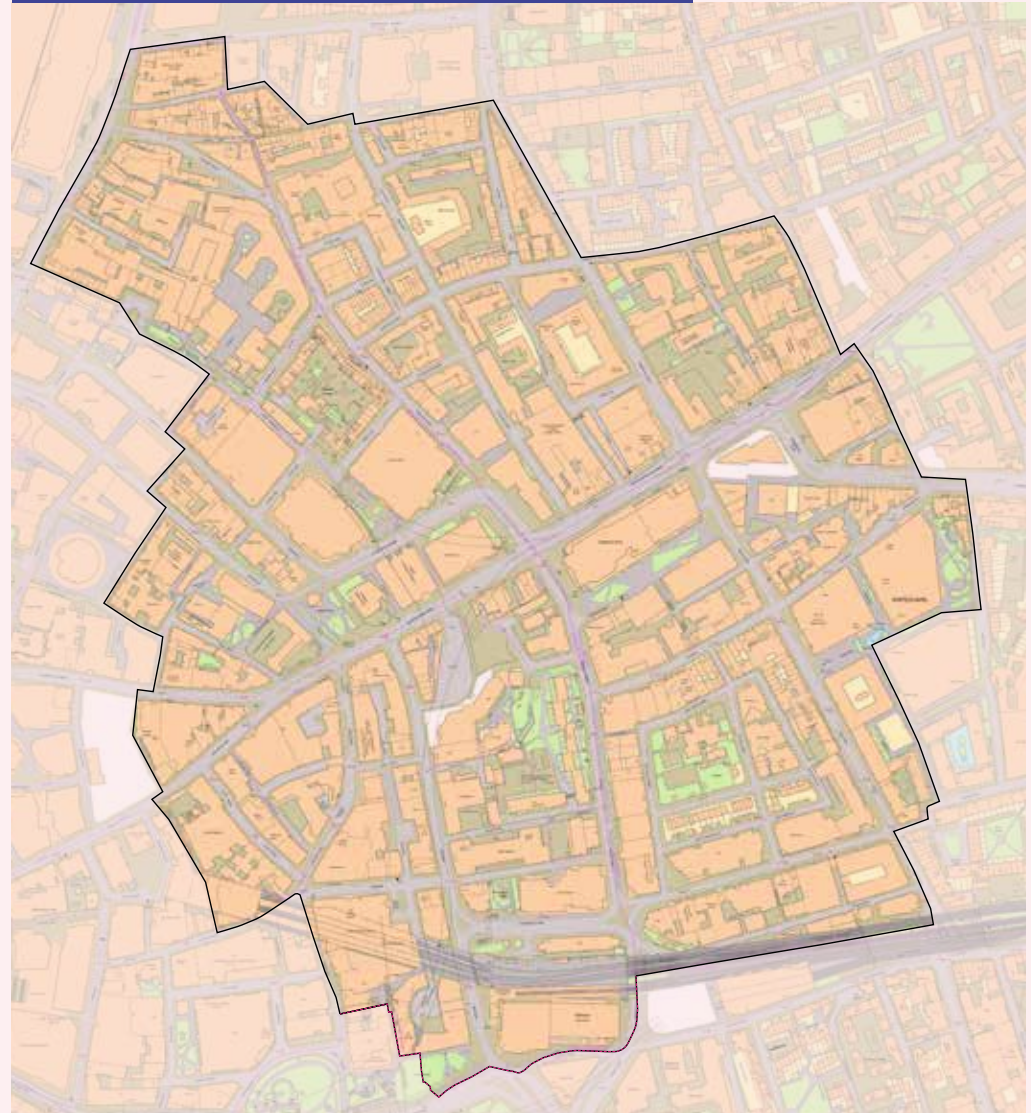
MEET THE BID TEAM

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The BID Boundary



ALDGATE CONNECT

Welcome everyone

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