

A vibrant garden scene with a paved path, lush green trees, and modern glass-fronted buildings in the background. In the foreground, there are pink and white flowers, some in focus and some blurred.

ALDGATE CONNECT BID
ANNUAL REVIEW

2024/25

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

**ALDGATE
CONNECT**
Welcome everyone

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Welcome

On behalf of Aldgate Connect Business Improvement District (BID), I am delighted to present our **Annual Review for 2024/25.**

Over the past year, we have seen a wealth of incredible projects flourish and new initiatives come to life, made possible by your continued support.

We were thrilled to receive an overwhelmingly positive response in our BID Re-Ballot, with an impressive 94% of votes cast by local businesses (95.9% by Rateable Value) in favour of the BID continuing for a second 5-year term. This strong mandate is both a testament to the value we've created together and a powerful endorsement of our shared vision for Aldgate.

The positive result enables us to continue delivering tangible improvements that provide added value to the area, continuing to ensure that Aldgate's businesses and community have meaningful input into the area's development.

Collaboration remains at the heart of what we do. Straddling both the City of London and Tower Hamlets continues to provide us with opportunities for partnership building, enabling us to collectively drive Aldgate's growth.

This document outlines how our funds have been allocated during the final financial year of our first BID term, highlighting our achievements and positive impact delivered across the district.

On behalf of the Aldgate Connect BID Board and Team, I would like to thank you once again for your continued support. I encourage you to stay engaged and make the most of the opportunities and services the BID has to offer.

With best regards,



Liam Hayes
Chair of the BID Board



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 cultural 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, and ensure that it continues to grow as a hotbed for new emerging talent and opportunity.

Key Highlights of the Year

Making the district more Appealing



£84,000+
secured funding
for Vine Street



Petticoat Lane brand
building campaign
launched



4,364
cleansing
issues reported



1,965
environmental
issues reported



2
sculptural
installations



5,037kg
CO2 saved through
active travel initiatives

Creating a Connected community



1,000+
participants in the
8th edition of Aldgate in
Winter Festival



2,300+
players in Pickleball, Mini
Golf and Beach Volleyball
across Sports Fest



500
chocolate eggs
distributed through the
Aldgate Egg Hunt



20
new certified Mental
Health First Aiders



8+
networking events
delivered



45
volunteering roles
provided

Shaping a SaferAldgate



16,150+
28,157 taxis journeys supporting
passengers in our Taxi Marshal Scheme



1,200+
people experiencing
homelessness supported



22
real-time alerts sent out to
40+ key businesses on our
Aldgate BID Alerts Platform



4th
year funding Providence
Row's Welcome Area



£100,000
raised for 18 homeless
charities by 250 participants
in The London Walk

Welcoming People In



158,000+
combined reach across
Petticoat Lane's Facebook,
TikTok, and Instagram channels



19
newsletters distributed
sharing local news & events,
with an open rate of 37%



20,000
copies of 'Experience
Aldgate' Area Guide
distributed across London



12
monthly concierge
tours run for new hotel
concierge staff



25,861
visitors welcomed and 1,004
business visits conducted by
the Aldgate Ambassadors



530
new users on the
In The City App

Total Spend: £265,438

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 cultural heritage.

OUR APPEALING PROJECTS FOR 2024/25:

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

We 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 also secured over £84,000 funding from the City of London Corporation's **Community Infrastructure Levy Neighbourhood Fund** towards an activation across Vine Street. The year-long collaborative project brought forward 10 voices from the local community into an outdoor exhibition displayed in Summer 2025. The exhibition aims to test out a new use of space and 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 182,500 and over 6,300 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

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. Over the past year, we **reported 6,329 cleansing & environment issues**, which included uncollected waste, overflowing bins, graffiti, unkempt street furniture/roadworks, abandoned hire bikes, broken paving, and more. Through our continued reporting, we saw the Tower Hamlets Council installing a suite of new bins around the exits to Aldgate East Station encouraging less littering in this hotspot for waste.



SUPPORTING ALDGATE'S PUBLIC SPACES

Our varied programme of events continues to support our open spaces across the year, with activation in 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 by Maya Rose Edwards to Aldgate Square.



CLIMATE ACTION

We launched our partnership with **Love to Ride** creating a bespoke programme to promote active travel and encourage people to cycle. Since launch, we've seen **6,170 rides by 67 riders from 19 workplaces**, which is equivalent to 5,679kg CO2 saved. The programme also featured seasonal behaviour change campaigns and competitions.

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 sponsorship of the Plastic Free City Award category, highlighting best practice for businesses.





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:

COMMUNITY AND CULTURAL EVENTS

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. The event day saw over 1,000 participants across the day.

Aldgate Sounds: We brought back our mindful lunchtime music series from a range of local performances across August. This year's programme included 9 sessions and saw the addition of Thursday evening performances to support the local hospitality.

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 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.

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

HEALTH, WELLBEING & CONNECTING

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 and support individuals experiencing low mental health. Our Aldgate Connect Community Fund supported 6 employability and upskilling projects, for organisations including the Treasure Sports Club, SocietyLinks, Learning Through 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'. We 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 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 approx. 210 new attendees from outside Aldgate to the area, 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. There were 25 members in the programme with the average age of 18, and majority were from around East London.

We supported the local arts institution **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 at **Party conferences as well as the London Stand at MIPIIM**, an international built environment conference where the collective power of BIDs was a strong message.

According to RX's data, the London Stand was the second most visited stand at MIPIIM this year, with almost 5,000 people visiting during the 4 days of the conference, which represents roughly a quarter of all MIPIIM delegates. The London Stand at MIPIIM social media posts secured almost 39,000 impressions (up 31% from last year). The BIDs were front and centre on the London Stand this year, alongside the City of London, GLA, Opportunity London and London Councils.

Total Spend: £152,413

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.

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 were attended by **57 representatives** from local businesses, who gained 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.

CYCLE SAFETY

We partnered with City of London Corporation and City of London Police to deliver **two cycle safety pop-ups**, one in Aldgate Square and one in Braham St Park. The events 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 abandoned 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. Over the past year, the marshals assisted **28,557 passengers on over 16,178 journeys**, this included 14,440 female travellers (34.5% of whom were travelling alone), 14,157 male travellers and 1,062 children. The marshals also assisted 157 travellers with physical impairments safely secure taxis, including wheelchair users.

We continued to participate in the Greater London Authority's (GLA) **Night Safety Charter**, sharing information from the authority with local businesses, including access to events, newsletters, information on night safety and Violence Against Women & Girls (VAWG) prevention support.

HOMELESSNESS & LOCAL NEEDS SUPPORT

We renewed our support for **Providence Row's Welcome Area** 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 to around 900 people 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 homelessness charities. The event successfully **raised £100,000** to help support those facing homelessness in London.





Total Spend: £196,547

Welcoming People In

Our ambition: To spotlight Aldgate as a strong, dynamic, and entrepreneurial area, attracting visitors, residents and businesses, and ensure that it continues 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 a 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**, containing the latest events, news, and updates for the area. These had an average open rate of 37.2% across 19 newsletters from our audience of over 1,100 people.

We have built out 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 the BID's Instagram, LinkedIn, and TikTok.

INSTAGRAM

- 15% increase in followers
- 277 average post engagements per month
- 4,644 average reach per month

LINKEDIN

- 36% increase in followers
- 4.5% engagement rate
- Accumulative 27,262 post impressions

TIKTOK

- New channel established
- 73k+ views, exceeding the goal of 40k
- Collaboration with The London Spy raised the BID's profile

We also continued our partnership working with local influencer **One City London**, giving small businesses exposure to a wider worker-based audience, as well as working with leading publications like City AM to promote the district.

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**.



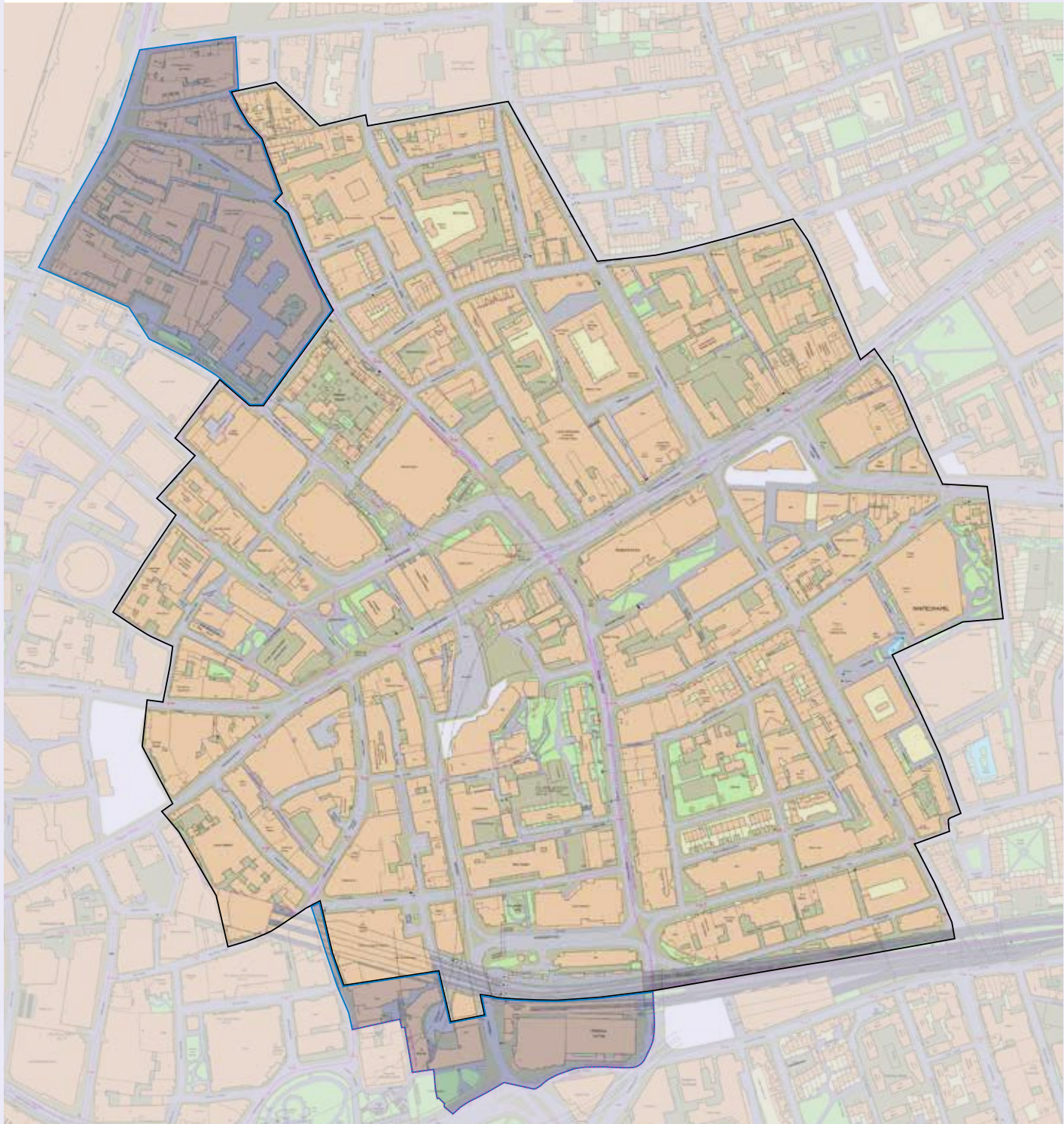
LOYALTY PROGRAMMES

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. This year has seen a further 183 cards, equivalent to £7,616.74, be put into circulation, with £4,248.97 reinvested back into the local community across 99 transactions.

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 offers & discounts.



The BID Boundary



Existing BID Boundary
 The BID's proposed boundary extension for 2025-2030



Governance and the BID Board

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 went back out to a business vote and was successful in getting a second BID term for 2025-2030, to continue supporting our local businesses and communities.

Liam Hayes	Chair of the Board	FT Squared
Ben Campion	Vice-chair	Toynbee Hall
Karen Cook	Vice-chair	Spice Design
Lisa Recker		AECOM
Gina Van Dort		Arcadis
Peadar McFadden		Canopy by Hilton
Ben Ridgwell		CDL
Anne Whitehead		David Game College Group
Julien Deslanges-Blanch		General Assembly
Annie Sutton		Howden Group
Mark Kelly		PLP Architecture
Abhay Srivastava		Weightmans
Rummana Naqvi		Whitechapel Gallery

Income and Expenditure

to 31st March 2025.

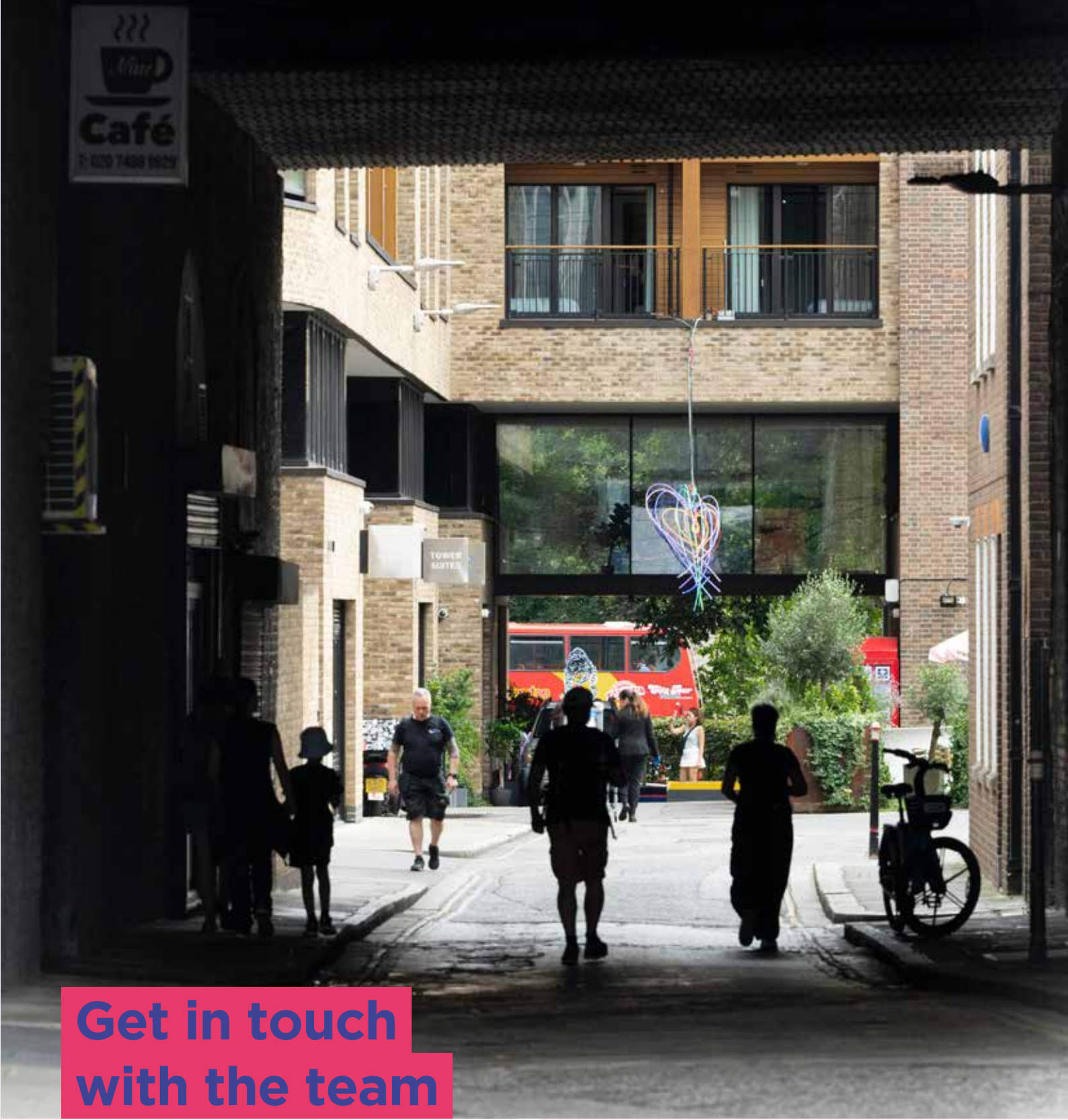
INCOME	TOTAL (£)
Levy Income	703,282
Other Income	33,333
Closing 2023-24 Reserves	400,574
TOTAL INCOME	1,137,189
EXPENDITURE	
Appealing Area	265,438
Welcoming Area	196,547
Protected Area	152,413
Stronger Area	117,884
Staffing and Overheads*	158,435
TOTAL EXPENDITURE	890,717
Surplus to be carried forward to 2025-26	246,472

* Covered firstly by voluntary income.

The Aldgate Connect Business Improvement District is cross-borough and covers both the City of London and London Borough of 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 the BID Levy.



Get in touch with the team

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- Zoe Barwick** BID Director
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- Ellie Pearce** Head of Operations
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ALDGATE CONNECT

Welcome everyone