

Committee(s): Policy and Resources Committee - For decision	Date(s): 11 June 2020
Subject: Aldgate Connect BID	Public
Report of: City Surveyor and Director, Built Environment	For Decision
Report author: Simon McGinn	

Summary

This report seeks your agreement to nominate a Member representative to sit on the Aldgate Connect Board.

The Aldgate Connect Business Improvement District (BID) was approved at ballot in February 2020, following the City Corporation's approval of the BID Proposal in September 2019. Day-to-day running of the BID has been delegated to the City Surveyor and the approved Heads of Terms for a Memorandum of Understanding provide for a Member representative to sit on the Board.

There are three Wards that sit within the footprint of the BID boundary: Portsoken, Tower, and Aldgate. Following a request to all Members within these Wards, three have put themselves forward for consideration, one from each of the Wards:

- Anne Fairweather – Tower
- Henry Jones – Portsoken
- Hugh Morris – Aldgate

Recommendation(s)

Members are asked to:

- Nominate a Member representative to sit on the Aldgate Connect Board for the five-year term of the BID.

Main Report

Background

1. The Aldgate Connect Business Improvement District was approved at ballot in February 2020, following your approval of the BID Proposal in September 2019. The City Corporation is the BID Proposer for that part of the BID falling within the City of London boundary and requires a Member representative to sit on the Board to inform decisions relating to the implementation of the BID Proposal.

2. Day-to-day running of the BID has been delegated to the City Surveyor. Heads of terms for a Memorandum of Understanding was approved for documentation to include a Member representative to sit on the Board.
3. There are three Wards that sit within the footprint of the BID boundary Portsoken, Tower and Aldgate. Following a request to all Members within these Wards, three have put themselves forward for consideration, one from each of the Wards:
 - Anne Fairweather – Tower
 - Henry Jones – Portsoken
 - Hugh Morris – Aldgate

Supporting statements in respect of each of the nominations are attached at Appendix 1.

4. BIDs are elected for a five-year term directly by businesses with a view to represent the business community in taking forward themes that are set out in the BID Proposal. Aldgate Connect BID is a cross-borough boundary BID located partly in the City of London and partly within the London Borough of Tower Hamlets. The London Borough of Tower Hamlets will also nominate a Member representative to sit on the Board. The Board will meet quarterly and agree spending priorities in accordance with each of the themes. The themes identified in the BID Proposal are as follows:

An Appealing Area:

Project specifics for the City BID will include supporting regeneration activities such as the joint Petticoat Lane and Middlesex Street improvement strategy; engaging with TfL and stakeholders for infrastructure improvements to both stations; air quality schemes and support for EV charging points; to look at enhancing street signage and information given to businesses to improve wayfinding; and developing projects to provide green infrastructure to the area

A Welcoming Area:

Project specifics for the City BID will include concierge style ambassadors; to grow and improve the Absolutely Aldgate destination brand; to develop bespoke marketing collateral and campaigns to showcase the Aldgate area as a destination; to grow and build on the successful Aldgate loyalty card; to assist in growing both the existing event programmes, such as continued funding for the City's Aldgate Square event officer position, and to grow new world class annual event programmes for the existing community as well as the businesses

A Protected Area:

Project specifics for the City BID include facilitating advice and training to businesses to inform on issues such as counter terrorism, business continuity, fraud and economic and cybercrime; to work with partners and stakeholders on socio economic issues such as homelessness; support existing projects such as Safety First Awards; and to look towards joint initiatives such as achieving purple flag for the early evening and night time economy

A Stronger area:

Project specifics for the City BID include developing a small business network; hosting corporate networking, business skills enhancement, B2B mentoring, seminars and training workshops; developing corporate social responsibility schemes and campaigns to support local initiatives; raise awareness of apprenticeships and works place brokerage schemes; and supporting all sectors particularly SMEs by working with landlords on the agenda to provide low cost accelerator space.

Options

5. One option could be to rotate the Member representative throughout the five-year term, so as to allow for all Members who have put themselves forward to serve for a period.
6. The other option would be to agree a single Member representative for the full five-year term, as has been the case for the Cheapside Business Alliance. It is considered that, in terms of familiarity and continuity with the Board and emerging delivery plans, it would be most appropriate to have a single representative agreed for the five-year term of the BID
7. It should be noted that it would not be possible to increase the number of City Corporation representatives to allow all those who have expressed an interest to sit on the Board at once, due to the need to have a balanced representation from both sides of the cross-borough BID and to ensure the Board is a manageable size. Tower Hamlets has confirmed it will be putting forward one Councillor to sit on the Board.

Proposals

8. That a Member representative be nominated from those that have expressed interest to represent the City Corporation for the full five-year term of the BID.

Conclusion

9. As BID Proposer it is necessary for the City Corporation to have Member representation on the Board. BIDs are focussed specifically on supporting the needs of businesses within the footprint of the BID boundary. The four themes identified within the BID Proposal seek to support business needs whilst supporting the development of the wider Aldgate community. For continuity purposes, it is considered the Member representative should be agreed for the full five-year term of the BID

Appendices

- Appendix 1 - Supporting statements

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Appendix 1

Supporting statements

Deputy Hugh Morris, Aldgate Ward

I have had the honour to represent Aldgate Ward for the last 11 years, the last 2 years as Deputy. During that time, the Ward had changed dramatically with a number of significant new developments completed and with more planned. The establishment of the Connect BID for the eastern section of the Ward, together with our neighbours in Portsoken and beyond, represents the next exciting evolution for Aldgate. During my time on Common Council, I have engaged with businesses and residents in the Ward to ensure that their voice is heard in Guildhall and beyond. I work in premises adjacent to the Ward (in Mincing Lane - when we are in the office) and Aldgate is on my doorstep every day. I would be delighted to become the Aldgate Member representative on the BID board.

Anne Fairweather, Tower Ward

I have attended many meetings of the Aldgate Partnership and am keen to continue my involvement as this evolves into the BID. Given the BID is about bringing together the business voice and many businesses in Tower ward are part of the BID I would appreciate support to join the BID board.

Deputy Henry Jones, Portsoken Ward

I been involved with a The Aldgate Partnership from the outset and given it my full support. I was the only Member invited to the count and celebrations afterwards.

I was born, bred and my family have had business in Aldgate and Leman Street for generations. I have strong links with both St. Botolphs Aldgate and English Martyrs Prescott Street which goes back generations. I also have very strong links with Sir John Cass School. I have worked very closely with the Chairman and Vice Chair on a number of projects in the LBTH area.

Finally, I am Co-Chair of Petticoat Lane Regeneration, which is a cross border committee with CoL and LBTH.