

Committee(s) Property Investment Board	Dated: 26 May 2021
Subject: Culture Mile Business Partnership	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	7, 10
Does this proposal require extra revenue and/or capital spending?	Yes
If so, how much?	£20,000 across 2 years,
What is the source of Funding?	City Fund
Report of: Damian Nussbaum, Director of Innovation & Growth	For Decision
Report author: Tim Jones, Culture Mile Manager	

Summary

In December 2019 the Property Investment Board considered and approved a BID Strategy and agreed to consider requests to become joint funding partner for the life of a voluntary partnership only where significant assets managed by Property Investment Board are in the partnership area, and where its involvement will aid the establishment of a BID for the area. This report presents for agreement a request for the Property Investment Board to contribute £10k per annum for a maximum of two years (21/22 & 22/23) to become an active member of the newly established Culture Mile Business Partnership. The City Corporation would have Member and Officer representation on the Board established to run the partnership. The Business Partnership will, in the first instance, engage with property developers and business occupiers who are keen to become involved within and influence the transformation of the Culture Mile area. The City Corporation is asked to consider being an active paying member given its significant land holdings inside the cultural district (see Appendix 1).

The Board of the new Business Partnership will comprise of circa 15-16 members. Its initial focus will be on developing an Action Plan which sets out key themes and priorities for the area and delivering several Demonstration Projects around the key actions identified. It is anticipated that, during this two-year period, the partnership will advocate for the creation of a Business Improvement District (BID) for Culture Mile, with the City as BID Proposer. The ballot would be held in Q1 2023 and if successful the BID's first 5 year term would begin in April 2023.

Recommendation(s)

Members are asked to:

- Agree, in principle to fund a total contribution of £10k over the next two financial years (£10k for 2021/22 and £10k for 2022/23) from the City Surveyors' local risk budget.
- Nominate a Member of PIB to sit on the Culture Mile Business Partnership Board.

Main Report

Background

1. In December 2019 your Committee approved a report that outlines a strategy framework for considering BIDs. Part of the strategy outlined that the Property Investment Board will consider requests to become a joint funding partner for the life of the voluntary partnership only where it holds significant assets and where its involvement will aid the establishment of a formal BID for the area. The Property Investment Board agreed to make financial contributions to both the Fleet Street Quarter Partnership and EC Partnership (£40k each) in 2019 over a two-year period, to support the development of BIDs for both areas. Both Partnerships will be seeking to go to ballot in Q1 2022
2. In autumn 2020, the City Corporation commissioned specialist BID consultants Primera to explore the feasibility of developing a formalised business partnership for the Culture Mile district. Primera currently manage the Aldgate Connect and Cheapside Business Alliance BIDs and are supporting the Fleet Street Quarter and EC Partnerships as these partnerships advocate for the potential of establishing BIDs in these other areas of the Square Mile. Primera also manage multiple Business Improvement Districts and business led partnerships across other parts of Central London.
3. The City Corporation's aim in commissioning Primera to carry out this work has been to explore the appetite to bring together a range of business stakeholders to create a voluntary business partnership which could align with the Culture Mile vision, identify the key areas of focus for any such partnership, and support the transition of Culture Mile to a mixed economy model which is understood as a key priority by Members.

Current Position

4. With the support of the Culture Mile team, which has developed sustained relationships with local businesses since 2017, Primera has engaged with multiple businesses and property developers since the autumn and has verified that there is broad consensus that a new business partnership of this kind would be a positive development for the Culture Mile area.
5. There is awareness of, and appreciation for, Culture Mile's activities to date among the business community that has been engaged to date, and a broad sense that a BID that puts culture and creativity at the heart of its approach would be very appropriate and exciting for the area. Given that Culture Mile also has an established brand, comms and marketing expertise and a track record of delivering high quality programme in the area, there is confidence that the new business partnership will be "jumping on a moving bus" and can convene a ballot on BID status 2 years after the partnership is established.
6. Given Culture Mile's focus on bringing commerce and culture together in new and innovative ways within the City, the new business partnership would be an opportunity to build upon the recent recommendations of the *Square Mile: Future City* report by the Recovery Taskforce, the *Fuelling Creative Renewal* report by the Lord Mayor's Culture and Commerce Taskforce and the *London Recharged* report. Each of these have highlighted the necessity and potential for the City to harness its cultural assets and relationships in strategic ways, synthesising these with the post-COVID economic recovery and destination re-building agendas and encouraging workers, visitors and residents to re-engage with the City.
7. The Culture Mile area will be significantly transformed in the next few years through initiatives that include the opening of the Elizabeth Line, the Museum of London's relocation to West Smithfield, the Barbican renewal project, the Barts Heritage project, the transformation of Smithfield public realm, and the City Corporation-led redevelopment of the Smithfield East & West markets and the existing Museum of London site. Many businesses in and around the area are aware of Culture Mile as an idea - and in many cases as a brand and programme of activities - and they are keen to become more directly involved in ways that enable them to influence the initiative in ways that benefit their businesses and the experience of their employees.
8. In January 2021 the Policy & Resources Committee approved Culture Mile's Core Revenue Budget which including recommendations of a move towards BID status as a principal part of the project's development over the next 2 years. The Culture Mile Working Party, which is led by the Policy Chair and enables Member oversight of Culture Mile's development, unanimously endorsed the establishment of a new Culture Mile Business Partnership at their meeting in March 2021.

9. Initial areas of interest expressed by the businesses that Primera have approached are very aligned with Culture Mile's areas of activity and include:
 - Placemaking
 - Events and activities programmes
 - Networks
 - Education and learning
 - Innovation and creativity
 - Equality and diversity
 - Culture and Commerce
10. 9 businesses have already confirmed their willingness to contribute 10k per annum for the next 2 years and a further 6 are in final discussions with Primera. The Culture Mile team are also recommending businesses so all efforts are made to gather 15-16 organisations to the Board. For previous business partnerships (e.g. Fleet Street Partnership) a core group of six partners was felt to be enough to kick start the partnership, so there is already some positive momentum behind the Culture Mile partnership.
11. However, post the Covid-19 pandemic, businesses are controlling their outgoings on projects of this nature and in recognition of this have been asked to make a contribution of £10k for each of the 2 years (rather than the £20k which has been the case for the other business partnerships in the City). This means that though business engagement is high the total resources to support the partnership's activities are proportionally lower.
12. Given the City Corporation's significant property interest in the area (see Appendix 1) it is proposed that the City Corporation should join the Board as a full paying member with a place on the board for a nominated Member and the Culture Mile Manager. If the City Corporation agrees to be a paying member it will reassert the City Corporation's leadership of and investment in the Culture Mile project to date, and it will ensure that other businesses would commit, so providing a significant enough budget to take the business partnership forward.
13. A not-for-profit company limited by guarantee has been set up by Primera as a vehicle for the partnership to hold the funds. Quarterly meetings of the partnership will be set once there is clear support for the initiative. As with other BIDs in the City, the pace of financial commitment to the partnership may vary depending on the need of some organisations to secure board approvals from overseas offices.
14. The leaders of the cultural institutions that have partnered with the City Corporation on Culture Mile to date will be represented on the Board. This will maintain the 'culture meets commerce' dynamic of the project and to ensure that the learning and relationships that have supported the success of Culture Mile to date are not lost.
15. In the first instance funding will go towards developing a delivery plan for the Board to approve that identify the partnership's objectives and priorities.

Proposals

16. It is proposed that your Committee agree in principle to fund a total contribution of £20k over the next two financial years (£10k for 2021/22 and £10k for 2022/23).
17. The Strategy Framework report recommended that where possible the boundaries of BIDs and Partnerships should be aligned so they are contiguous with other the other boundaries. Appendix 2 maps out the boundaries of the two established BIDs and the Fleet Street Quarter and EC Partnership and identifies a proposed boundary for the new Culture Mile Partnership that is contiguous with both the Fleet Street Quarter and Cheapside Business Alliance boundaries. The final boundary will be agreed as part of the formal BID Proposal.
18. Your Committee is asked to nominate a Member representative to sit on the Board of the Culture Mile Partnership that would support its ongoing development as it moves towards BID status. The Culture Mile Manager will provide ongoing Officer support to the Partnership. Appendix 3 identifies the existing BIDs and Partnerships and Member representatives and where relevant the PIB contributions to the Partnerships. Member representatives of the BIDs has been drawn from the elected Members of the Wards within the footprint of the BID area.

Corporate & Strategic Implications

19. The proposal to develop a business partnership for Culture Mile is strongly aligned with these two objectives of the Corporate Plan 2018-2023:
 - Outcome 7. We are a global hub for innovation in finance and professional services, commerce and culture.
 - Outcome 10. We inspire enterprise, excellence, creativity and collaboration.
20. The proposal will accord with top line objective number 4 of the City Surveyors Business Plan 2021-2022 to “support and promote the City as a business location” The Plan recognises that one of the key major workstreams for the year will be “providing support to the wider business and property communities in the Square Mile in partnership with emerging Business Improvement Districts”.
21. The new business partnership supports the Target Outcomes of the Recovery Taskforce and the Culture and Commerce Taskforce.

Financial implications

22. The £10,000 annual contribution can be met from the budgetary provision for professional fees within the City Surveyor’s local risk budget for City Fund Estate

Conclusion

23. The Covid-19 pandemic has accelerated the need for Culture Mile to transition to a mixed economy model and has focussed the its strategic work around the culture/commerce interface, and the role it can play in supporting businesses based in the area to recover after the pandemic. Primera is reporting that businesses are really keen to be involved, though are confident to commit no more than 10k per annum to a new business partnership, as opposed to the 20k per annum that they were able to contribute to other business partnerships in Fleet Street Partnership and the EC Partnership. Given the likely pressure on the available finances to pursue this work at an important time, an agreement from the City Corporation to be one of the paying partners would signal to businesses its historic leadership of and ongoing commitment to Culture Mile and ensure there would be sufficient budget to deliver the Demonstration Projects, and the campaign towards BID status, at a time when local businesses would welcome the inspiration and confidence that this provides. The formation of a business partnership will be a precursor to establishing a more formal BID for the area.

Appendices

Appendix 1

Schedule of City Corporation investment properties in the Culture Mile footprint

Appendix 2

Map of BID and Partnership boundaries

Appendix 3

City of London Business Partnership / BIDs representatives and funding

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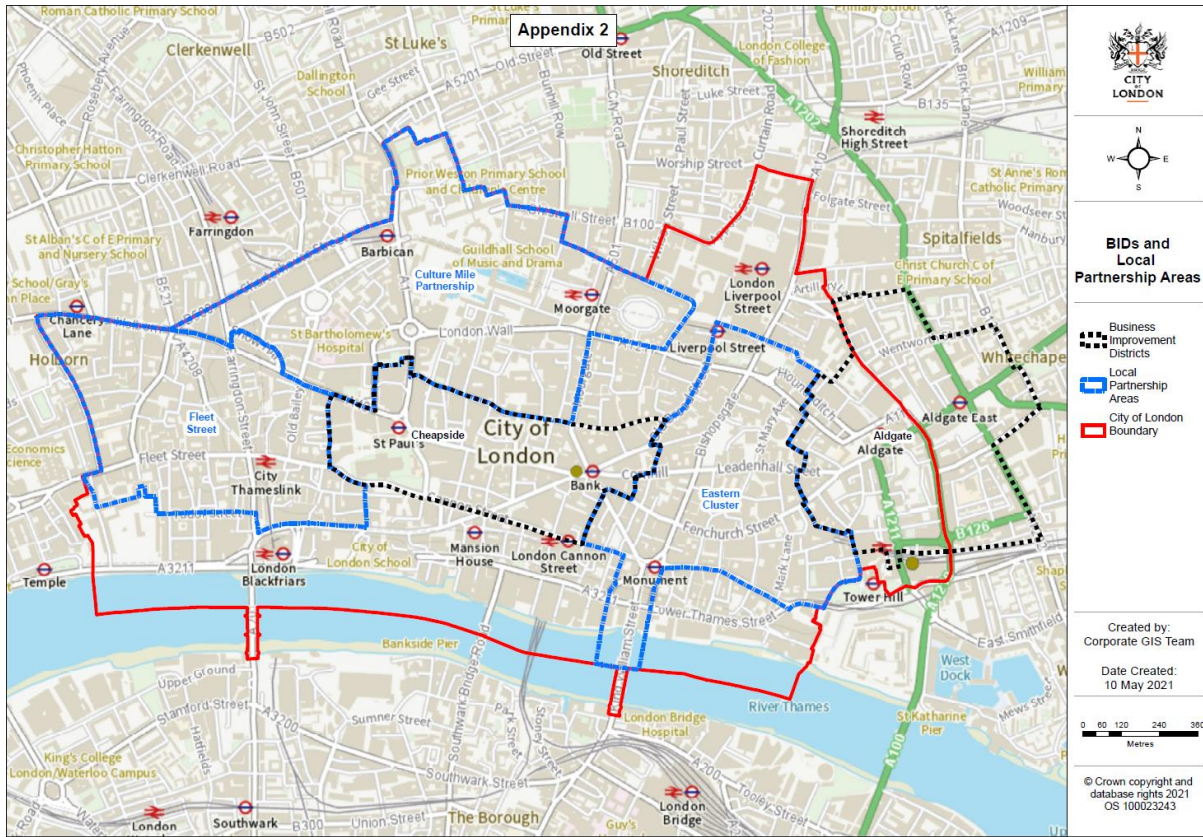
Appendix 1

Schedule of CoL investment properties in Culture Mile Partnership footprint

City Fund	City's Estates	Bridge House Estates
<ul style="list-style-type: none"> • 5 Aldermanbury Square • 140, 150, 160 & 200 Aldersgate Street • 34-37 Bartholomew Close • City Tower, 40 Basinghall Street • City Place House, 55 Basinghall Street • One Coleman Street • 2 Fann Street (Blake Tower) • 43 Golden Lane (Denizan) • 1 & 2 London Wall Place • 1 London Wall • Moor House, 120 London Wall, • Alban Gate, 125 London Wall • Bastion House, 140 London Wall • Museum of London, 150 London Wall • 18-21 Middle Street • Monkwell Square (land adjacent) • 7-8 Newbury Street • Shelley House, 3 Noble Street • 12 Smithfield Street (30-38 Hosier Lane) • West Smithfield ambulance station 	<ul style="list-style-type: none"> • 1-4 Giltspur Street • 5 Giltspur Street • 143 -163 Moorgate (Moorgate Hall) • Smithfield <ul style="list-style-type: none"> – General Market & Annexe – Poultry Market – East and West Markets 	<ul style="list-style-type: none"> • Electra House, 84 Moorgate • Tower Chambers, 74 Moorgate

Appendix 2

Map of Boundaries of City BIDs and Partnerships



Appendix 3

City of London Business Partnership / BIDs representatives and funding

Fleet Street Quarter

PIB representative – Tom Sleigh

Total PIB funding: £20,000 for 2019-20, £20,000 for 2020-21 from City Fund Estate General

Anticipated BID start date April 2022

EC Partnership

PIB representative - Shравan Joshi

Total funding: £20,000 for 2020-21, £20,000 for 2021-22 from City Fund Estate General

Anticipated BID start date April 2022

Cheapside Business Alliance

Member representative – Alastair Moss

Total PIB funding – Nil

Second Term commenced April 2020

Aldgate Connect BID

Member representative – Henry Jones

Total PIB funding – Nil

First Term commenced April 2020