

## Aldgate Connect BID - Draft BID Proposal 2025-2030

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## Welcome from the BID Chair

*As chairman of Aldgate Connect Business Improvement District (BID), I am delighted to present to you our Business Plan for our second 5-year term.*

As we reach the end of our first term, we reflect on the progress and developments made in the local area, and the important role that the BID has played within this. Since launching in 2020, we have delivered ambitious projects and schemes across the local area, investing over £3.6 million back into Aldgate and supporting the local business community. Whether it's exciting place-making and public realm enhancements, delivering safety initiatives for businesses and their workforce, or implementing an extensive calendar of cultural events that put Aldgate on the map, the BID has always remained committed to meeting the needs of you, our business community.

Over the past 5 years our work has been incredibly varied. From providing support and resource to businesses throughout the pandemic, to navigating the 'return to work' and encouraging footfall back to Aldgate. We have continued to adapt to meet the ever-changing needs of our stakeholders and will continue to make this our priority throughout our second term.

We commissioned a forward-looking public realm vision and strategy this term which identified some exciting development opportunities and has created some fantastic projects for the BID to work in partnership. The first of its kind, the strategy showcases key areas for transformation and growth in Aldgate and has been the backbone of much of our public realm work since its adoption. We look forward to building on this further over the next 5 years with some exciting projects in the pipeline.

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 across London, ensuring we are all collectively driving forward Aldgate's transformation and growth. We pride ourselves on having built fantastic relationships with our communities across Aldgate, the City of London Corporation, Tower Hamlets, key London institutions, and our business community, allowing us to deliver some truly innovative schemes together.

Our second term will see even more collaboration across the local area. We will continue to partner with the other City BIDs, utilising our wide-reaching networks and resources to champion continued economic growth and progress across London. The proposal to alter the boundary sees more hospitality and retail and new streets and walkways come into the BID. We look forward to welcoming these businesses into the BID.

Throughout this Business Plan you will see just some of the BID's incredible achievements over the past 5 years, as well as a robust outline of our progressive plans for a second five-year term. As you will quickly gather, Aldgate Connect BID has always looked to push the boundaries and promote Aldgate as a creative, innovative, and attractive corner of London. We will look to continue this narrative, ensuring that the district's potential is achieved over the next 5 years.

Whilst much has been achieved in our first term, our work is not done. A second term will see the delivery of more ambitious and innovative projects, as we extend the BID boundary and look to support more businesses and communities than ever before. I am immensely proud to have been involved in such an exciting first term for the Aldgate Connect BID and I look forward to continuing our work together, ensuring that Aldgate remains an appealing, connected, safer, and welcoming place for all.

**Liam Hayes**

**Aldgate Connect BID Board Chair**

## Aldgate Connect BID in focus – Strategic Context

As a cross-borough BID, we are proposed by both the local business community and the City of London Corporation. Collaboration with the City Corporation and Tower Hamlets is a central component to our strategy and governance. The Aldgate Connect BID will continue to be a key driver delivering and partnering on improvements and enhancements to make Aldgate a more appealing, connected, safer, and welcoming place for all.

We provide a hyperlocal focus and well placed to provide a joint approach to the wider ambitions of the City of London and Tower Hamlets and both their Corporate Plan (2023-2029) and Strategic Plan (2022-206) agendas.

The City of London Corporation provides overall strategic leadership for the Square Mile, focussed on achieving the outcomes set out in its new Corporate Plan:

- Vibrant, Thriving Destination.
- Diverse, Engaged Communities.
- Dynamic Economic Growth.
- Providing Excellent Services
- Leading Sustainable Environment.
- Flourishing Public Spaces.

There was an appetite from the City Corporation for Aldgate Connect to explore including neighbouring areas that were not covered by the Eastern City BID. Our proposal to extend the district boundary will bring in approximately 48 new businesses and strengthens the hospitality and leisure mix in the BID. The boundary extension includes the City of London areas to the south of Bishopsgate, Devonshire Square, the Crescent and Tower Hill Gardens. This new injection of leisure industry sits well with the City Corporation's wider vision around promoting a vibrant and thriving destination and ground floor use.

The BID will play a positive role in supporting Tower Hamlets' strategic plan and the Partnership Plan launched in 2023 by fostering a collaborative environment among businesses, the local authority and community stakeholders including residents. Through its partnership and funding, the BID will focus on enhancing economic vitality, supporting vulnerability through service providers and volunteering, improving public spaces for residents and workers, and creating a more attractive and secure urban environment. The BID will support shared priorities such as boosting tourism, Petticoat Lane, supporting local enterprise and culture, fostering social cohesion, ultimately contributing to the borough's long-term growth and resilience.

With over 350 BIDs across the UK, 70 BIDs across London, 5 in the City of London, they continue to play an important role in ensuring their area's vibrancy and supporting regeneration. BIDs are a proven to be vehicle of change. The continuation of the BID for Aldgate, ensures the area keeps pace as London continues to grow.

## Commitment to our communities – partnership and purpose

As a BID, we primarily work on behalf of the business community in Aldgate, however our activity and purpose does not begin and end there. We are committed to welcoming everyone to Aldgate. This means the BID plays a vital role in bringing businesses, residents, non-profit organisations, community groups and public sector partners together - we understand that the best outcomes are achieved when we work collaboratively.

Our business community is increasingly engaged with social impact and local economic regeneration agendas. Our work is varied and impactful, ranging from greening and air quality projects, to wellbeing, training, and employment initiatives. We facilitate meaningful business contribution to the local area, providing our business community with opportunities for engagement and involvement, building pride and delivering tangible benefits to both the businesses and the communities we are all proud to be part of.

### **Activation of Aldgate Square**

Green spaces in urban areas are vital to the wellbeing of those who work, live and play here, and the City Corporation's transformative change of Aldgate Square from a congested road to award-winning open space has been a key pillar in the development of Aldgate.

The BID has ensured the space remains well-used all year-round through a calendar of activations, including the BID's Aldgate Sounds live music performances, Aldgate in Winter Festival, Sculpture in the City installations, summer community fetes and more. We hope to be able to continue activating this area and act as the guardian of the Square in the next term.

### **Putting Petticoat Lane on the map**

The Petticoat Lane area remains one of London's most iconic and historic destinations, with the Sunday market bringing visitors to the area since the 1650s. The BID has engaged closely with the City Corporation and Tower Hamlets, traders and residents to develop a Petticoat Lane Activation Strategy to continue to put the area on the map and promote its unique offering. This led the way for the development of a visual identity and eventually the first digital presence for the area. We hope to be able to continue building on our digital strategy in the coming years, building our audience and promoting Petticoat Lane as a must-visit London destination.

During the pandemic, the BID established an outdoor dining quarter, allowing Petticoat Lane's hospitality businesses to continue trading and creating a space for community events and activations throughout the years adhering to the guidelines that were put in place. This was a fantastic scheme and allowed the businesses to maintain trading.

### **Aldgate's hospitality, leisure and cultural industries**

We acknowledge the importance of the hospitality, leisure and cultural industries in Aldgate as this is what makes it unique. The BID has supported these industries by locking spend into the area through initiatives such as the In The City App, the City Gift Card, and promotion of the local offer through our own and wider partner channels.

The BID has also continued to support access to the arts, through funding of Whitechapel Gallery's youth collective, and The Living Studio experience, which brought a free creative maker space into the gallery. Meanwhile, our free walking tours for hotel staff provided vital knowledge of the local area to new

concierge workers, giving them the confidence to share local recommendations and information to their guests.

In our second term, we will continue to be champions for our leisure and hospitality industries, with a stronger sector offer in the extension.

### **Vine Street Character Area**

The BID has worked in partnership with the City Corporation and key stakeholders to put Vine Street on the agenda and work towards improvement and activation of this key spot. Here, in our Public Realm Vision & Strategy publication, Vine Street and its surroundings (America Square & the Crescent) were established as a Key Character Area to create a North-South connection in Aldgate.

The BID ensured the areas inclusion in the City Corporation's City Plan 2040 at the consultation stage, resulting in its recent inclusion in the 'Healthy Streets' programme. The BID continues to build upon this through match funding committed to the City Corporation's Community Infrastructure Levy Neighbourhood Fund. This includes design development for the bridge, creation of a community engagement site, and temporary placemaking through creative and sporting installations.

Next term, we hope to be able to continue building up this key character area, bringing more life into the streets. ensured

### **Supporting the most vulnerable**

The BID acknowledges that the Aldgate area is home to some of the most vulnerable communities in London, therefore we have formed key partnerships to help support those who need it most.

Through the BID's funding the leading local homeless charity Providence Row was able to expand the services of their Welcome Area and Resource Centre, to continue meeting the immediate needs of service users and provide focused care for those experiencing homelessness in the area. We also supported their hot meals food provision which acts as a gateway into the rehabilitation journey off the streets.

The BID continues to support the local foodbank, Food for Aldgate, by providing it with a digital presence and supporting the brokering of local business donations and volunteering opportunities.

The BID responded to the rising cost of living crisis by supporting Toynbee Hall's vital Cost of Living support centre. The centre provides advice and recommendations to those affected by the rising costs across the City of London and Tower Hamlets.

Next term we hope to be able to continue our partnerships with these pillar organisations in our community and forging new relationships with those in the extension area.

## **Our Achievements to Date**

- £3.9M invested over 5 years

- Developed and published the first cross-borough Public Realm Vision & Strategy for Aldgate, establishing a dynamic list of strategic interventions to achieve a shared vision for the diverse district.
- In The City App\*
  - 2,982 app users.
  - 147 businesses & organisations registered.
  - 135 offers & discounts promoted.
  - 317 events showcased.
- Environmental & cleansing issues reporting and visitor welcome service through the Aldgate Ambassador scheme\*
  - 46,087 visitors welcomed
  - 1,206 business visits undertaken
  - 13,821 cleansing & waste issues reported
  - 1,774 environmental issues reported
- City Gift Card\*
  - £81,741 total purchases, invested back into local businesses
  - 3,419 Cards in circulation
- BID's Digital Channels\*
  - Over 20,000 Website visits since it's re-launch
  - 3,637 total audience across Instagram, X and LinkedIn
  - 5.16% average engagement rate
  - 1,151 newsletter subscribers
- Supporting the most vulnerable
  - Through Providence Row's Welcome Area supporting approx. 1,200 people a year, as well as approx. 8,000 freshly cooked meals a year through their Resource Centre.
  - Supported the London Walk raising £100,000 for homelessness charities.
  - Facilitated local volunteering and donations to the local Food for Aldgate foodbank.
  - 867 people supported through Cost of Living and dept advice service
- 9 creative sculptural placemaking installations through London Festival or Architecture and Sculpture in the City
- Aldgate district awarded London in Bloom Silver Gilt prize

- Around £52,000 invested back through the Aldgate Community Fund, towards 15 local community projects.
- Seasonal Public Events:
  - 5 editions of Aldgate in Winter Festival delivered, to average of over 1,000 participants each year
  - 3 editions of Aldgate Egg Hunt, with over 800 participants and 590 donated eggs to Food for Aldgate.
- 4 creative floats in the Lord Mayor’s Show, with over 60 student, parent and community participants in the show.
- 31 Aldgate Gardening Club workshops, to a total of approx. 310 participants.
- Funded Mental Health First Aider training for 48 local workers.
- Over 24 neighbourhood tours for new hospitality concierge staff.
- Supported access to the arts through Whitechapel Gallery, with approx. over 230,000 participants attending BID funded exhibitions and workshops.
- 20,000 ‘Experience Aldgate’ Area Guides distributed including office lobbies, leisure hotspots, transport hubs, galleries and visitor centres.
- Aligned our core delivery themes to 13 of the United Nations Sustainable Development Goals.
- Installed the City’s first Padel court.

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

## Our Plan for the Next 5 Years

### What you said:

Our plan for the next 5 years has been prepared with projects and programmes that are important to you and your business.

To help shape this Business Plan, we undertook a comprehensive engagement exercise in the form of a Perception Analysis, including those in the proposed extension area, ensuring your priorities and business needs are included in our planned work. Your views underpin all the activities of the BID and have been included throughout this document.

When asked to rank the importance of our Key Strategic Aims to them and their businesses, our Safer theme was highlighted as most important, followed closely by Appealing and Connected Community. We had a strong response rate from our extension business which was really promising giving a new flavour to our strategy.

Encouragingly, a large majority of respondents indicated that they were in favour of the BID continuing for a second 5-year term.



### Our Key Strategic Aims for 2025 – 2030:

- 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: Through partnership and collaboration, enhance safety and resilience in the area and the people within; building programmes to support those in need and enhance the sense of wellbeing in the district.
- **Welcoming** people in: Aldgate thrives as a strong, dynamic, and entrepreneurial area attracting visitors, residents and businesses. It continues to grow as a hotbed for new and emerging talent



and opportunity.

## Making the district more appealing

The Aldgate Connect Public Realm Vision & Strategy identified four key character areas of focus and a shared vision for a cohesive area. Working with our local authorities' partners and other stakeholders across the footprint, the BID will deliver strategic place making interventions, look at public infrastructure improvements and do community projects across the district. Within this theme, we will be focusing on making the area cleaner, greener, and more enjoyable for all.

Whether it's activating Aldgate's green and open spaces with cultural events, reporting on-street cleansing and environmental issues through dedicated area ambassadors, adopting a hot spot cleansing programme, or representing business priorities for major public realm enhancements, we're focused on delivering initiatives that encourage more people to Aldgate ultimately providing a sustainable environment that supports everyone's wellbeing.

Expanding the boundary offers us new gateways, allowing the BID to be accessed from new routes and destinations such as Devonshire Square and to the south, to have a closer relationship with the Tower Hill and Tower of London.

### What you said:

Lack of green spaces (52%) and cleansing & cleanliness (48%) were highlighted as the biggest concerns for the Aldgate area. This was further reflected when asked what the BID should focus their support on within this theme, with the business community placing environmental & cleansing improvements as their core priority. Supporting increased greening and planting across Aldgate were also recognised as a key focus, followed by general enhancement of the public realm and placemaking. These were the top four priorities as voted by you:



### Our Objectives and Actions for Next Term:

#### Implementing the Aldgate Connect Public Realm Vision & Strategy

The strategy identified 4 key opportunity areas and a set of principles for its public realm vision and place-making in the first term. We will work in collaboration with our local authorities and community, to deliver on key highlighted projects such as the Vine Street character area, improvements to railway

bridges and gateways, and Petticoat Lane enhancements. We will also use this adopted blueprint when responding to planning applications for the area, giving local businesses a voice in major decisions.

### **Enhance and enrich public space**

We will enhance and enrich Aldgate's existing public spaces through temporary events, pop ups, and activations that bring the public realm to life. Aldgate Square, Mallon Gardens, Braham Street Park have all been identified as special areas of activation. We'll explore creative ways to develop welcoming, multi-purpose spaces across the area.

### **On-street cleansing support**

Working with the local authorities across the footprint, we'll continue to report on-street issues including waste removal requirements, damages or hazards, and obstructions like dockless bikes and scooters. In our first year, we'll work with both the City Corporation and Tower Hamlets to understand where a supplemented cleansing programme is needed. We will then work with these recommendations through the BID term.

### **Champion climate action together**

We will support a greener, more biodiverse environment through programmes that have a positive impact locally on the climate crisis. We will work with the City's Climate Action Strategy and encourage joint learning and best practice on reaching climate change targets. We will explore cycle friendly schemes, behaviour change campaigns, bike marking and cycle confident activities, whilst also exploring more secure bike storage solutions.

### **Continued Principles and Projects:**

- Partner with the local authorities on joint objectives from key documents such as, Climate Action Strategy, the City Plan 2040 and Tower Hamlets Local Plan 2031.
- Promote an accessible, sustainable, and inclusive environment.
- Utilise the Aldgate Ambassadors to support with on-street cleansing issues.
- Bring public art to Aldgate's streets.

## **Creating a connected community**

Aldgate is known for its inclusive community and being a place that welcomes everyone. Sustainable neighbourhoods rely on community cohesion and togetherness.

Our connected communities 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 bring joy to those that live, work, and play here.

Aligning our programme objectives to wider social impact goals like those in the City's Corporate Plan around diverse communities and engaged communities and other ESG measurement tools will enable us to maximise value from our resources. From bringing happiness to the streets through co-created community events to delivering employability schemes for local businesses to connect with young

people; the BID's impact in this area is designed to create a more prosperous society through opportunity, health and wellbeing.

### What You Said:

Within this theme, businesses highlighted community events & activations as a key priority for the next 5 years. This was closely followed by wellbeing initiatives and schemes. Businesses also want to see an increase in support for local charities and greater volunteering opportunities, as well as more networking events. The majority of the respondents indicated that they would like to get more involved in the local community, through supporting non-profit organisations and creation of a business-to-business network. These were the top four priorities as voted by you:



### Our Objectives and Actions for Next Term:

#### Health & wellbeing

The BID will focus on delivering an annual calendar of free health and wellbeing opportunities for local workers and communities to benefit from. We will focus on initiatives that create inclusive, accessible, and safe spaces for all, for example creating more Mental Health First Aiders in the footprint, more wellbeing workshops and having awareness of different abilities and neurodivergence when hosting events and promoting activities.

#### Connecting our thriving communities

We'll create more opportunities for networking, delivering free community events, workshops, and talks for local businesses and wider community to take part in. This hopes to create an open space for information sharing, knowledge exchange, and an exploration of new partnerships across Aldgate.

#### Employability and upskilling

The Aldgate footprint is home to the top 20% most deprived communities in the whole of the UK. Within this context, the BID wants to ensure as many people as possible have access to employment and development opportunities. We will deliver and support programmes that are aimed to create opportunities for those who need it most. We will look to champion connections between businesses, local schools and young people, helping to provide work experience and career opportunities.

#### Volunteering and responsible business

We will support our local businesses and workers with their responsible business objectives and initiatives, offering more volunteering opportunities for staff, connecting businesses with non-profit organisations and bringing genuine value and positive change to the local community of Aldgate.

### **One voice for Aldgate**

The BID will ensure that the collective voice of Aldgate is heard. We'll work with our local authorities on consultations and planning applications to ensure businesses can give their feedback. We'll also continue to build connections with major partners across London, ensuring Aldgate is represented on a local and national scale.

### **Continued Principles and Projects:**

- Deliver the Aldgate Community Fund, investing directly into local charities and community projects.
- Promote volunteering opportunities to our business community and broker connections with local charities and community organisations.
- Deliver the seasonal firm favourites, including the Aldgate Egg Hunt, Summer in Aldgate programme, and Aldgate in Winter Festival.
- Facilitate wider networking opportunities through partnership working with the City BIDs.
- Run our highly popular Aldgate Gardening Club, supporting the wellbeing of our local workers and residents.
- Continue partnership working with the other core programmes operating within the Aldgate area including City Corporation's City Belonging Project.

## 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.

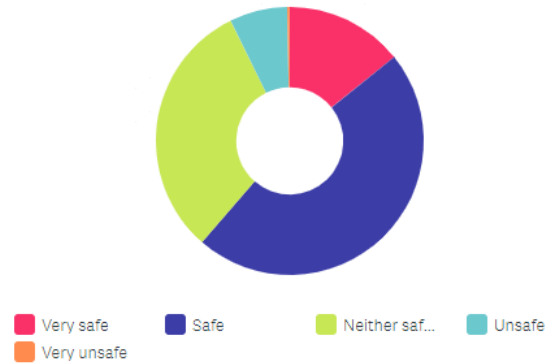
This theme supports community safety and business resilience across Aldgate and its neighbouring areas. Over the past 5 years this has included free business safety training opportunities, bike safety hubs, night safety schemes, food poverty support programmes and providing support for homelessness servicers in the area.

The BID also acknowledges the huge role it plays in supporting the most vulnerable within our communities. Our work with local organisations and services helps to ensure those people get the support they need. Education around the response to homelessness and rough sleeping will also play a part in our activity going forward. The local authorities have rough sleeping strategies that will guide theme.

### **What You Said:**

It was encouraging to see that 61% of respondents felt either safe or very safe in Aldgate, with only 7% stating they feel unsafe. The business community have asked the BID to look at further support for those facing homelessness in the local area. The business community would also like to see more support for

those facing food poverty in Aldgate and surrounding areas, as well as more crime reduction training and initiatives for staff.



These were the top four priorities for the next 5 years:



**Our Objectives and Actions for Next Term:**

**Rough sleeping support**

We will look to increase our support for local organisations and services that help those facing homelessness in Aldgate. In line with the local authorities, we’ll look to additional provision which hopes to drive forward sustainable mechanisms for rehabilitation. We will host information sessions for our businesses to meet the local authorities and servicers and hear on strategies for rough sleeping, so businesses feel equipped with knowledge to know how to best support those in need.

**Community safety and night-time economy**

We’ll build on our successful partnerships with local authorities, City of London Police and the Metropolitan Police to deliver a wide range of effective safety initiatives for businesses, workers, and residents. This includes initiatives, such as night-time safety schemes like Ask for Angela, phone snatching deterrents, training to tackle Violence Against Women & Girls (VAWG), cycle safety & security programmes, and more.

**Supporting the local essential needs**

The BID will look to support the critical needs for those facing food poverty and affected by the cost-of-living crisis in our communities. Partnering with local food distribution organisations and schemes, we aim to ensure our communities get access to the services they need.

### **Business crime reduction**

We want to ensure local businesses and their staff remain safe when working and travelling through Aldgate. We will deliver sector specific training on topics such as retail theft, lone worker policies, and night-time worker support, as well as cyber-crime. We'll also help to signpost existing schemes and provisions that offer free business training or upskilling.

### **Continued Principles and Projects:**

- Partner with local authorities, organisations, and service providers to promote safety support opportunities to local businesses, residents, and workers.
- Share real-time alerts and updates, as well as important news, to security personnel and workers across Aldgate.
- Partner with organisations, such as Providence Row, to provide immediate care and crisis support for those facing homelessness.
- Run our quarterly Safe & Secure Steering Group, bringing together the local authorities and local businesses to improve information sharing.
- Work towards improving the safety of our target hotspot areas, such as Braham St Park.

### **Welcoming people in**

Our Welcoming focus strategic theme 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 promote Aldgate as a leading place to live, work, and visit. From local spend and loyalty schemes, to area guides, walking tours, seasonal campaigns and much more, the BID is committed to championing the local area and all it has to offer.

Our strategic partnerships help to ensure Aldgate is showcased on a local, national, and international level. We work to ensure Aldgate remains a welcoming, inviting, and inclusive place for all who live, work, and visit the area.

### **What you said:**

Respondents highlighted that free public events & entertainment and better knowledge of the existing local offering are the top ways that would encourage them to spend more time in the Aldgate. This was reflected when asked about their top priority for the BID, where on-street events & activations and a visitor welcome & information service were highlighted as most important to the business community. This was closely followed by an increase in digital promotion and partnership promotion & marketing.



## Our Objectives and Actions for Next Term:

### Annual events calendar

The BID will deliver an extensive calendar of events, activations, and cultural celebrations to promote Aldgate and drive footfall to the area. Building on the successes of our large-scale events and experiences, we'll implement a programme of free activities throughout the year to encourage workers, residents and visitors to enjoy and explore the area.

### Putting Aldgate on the map

We'll invest in partnerships and publications that help to promote Aldgate on a local, national, and international scale. We'll create opportunities to promote the area's unique offering and the businesses within it. We will also ensure Aldgate is represented at national tourism conferences, major local authority consultations, and any other media or destination marketing opportunities.

### Locking spend into the area

We want to deliver projects that have tangible economic benefits for our business community. That's why we'll explore projects that lock spend in the area and encourage long term spending in Aldgate. Our City Gift Card scheme has already reinvested over £81,000 back into local businesses; we'll continue to build on this success and explore similar initiatives and projects that drive economic growth. This area of marketing and promotion will be important for the new hospitality and leisure mix in the extension.

### Aldgate walks, talks & trails

To help improve visitor and employee knowledge and understanding of Aldgate's incredible offering, we'll look to deliver a programme of walks, talks, and trails. These activities will encourage greater exploration of Aldgate, improve staff retention and give visitors the tools they need to make the most of this iconic corner of London.

## Continued Principles and Projects:

- Work with the Destination City programme to promote growth and a vibrant area.
- Run the Aldgate Ambassador programme to welcome visitors to the area and help guide people to explore what's on offer.
- Publish Aldgate area guides and maps.

- Utilise the BID's digital channels as a hub for promoting local events, news, activities, and business updates.
- Deliver a digital loyalty programme and the City Gift Card schemes across Aldgate and beyond for local workers, visitors and residents.
- Run regular walking tours for new hospitality concierge staff to build their knowledge of the local area.
- Run our quarterly Culture & Communities Steering Group, allowing for partnership working and cross-promotion of key BID initiatives.



## BID Governance & Levy Rules

### **BID MANAGEMENT AND GOVERNANCE**

The Aldgate Connect BID will operate as a cross boundary initiative covering wards of both the London Borough of Tower Hamlets and of the City of London Corporation.

Aldgate Connect BID is proposing an alteration ballot to the north and the south of the existing boundary within the City of London Corporation (see plan below).

The City Corporation will remain as the BID body and BID proposer for the portion of BID that is governed by the Corporation, formally retaining accountability for the BID for the City Corporation. The Aldgate Business Partnership (TAP) is currently in place with Board Directors from the levy paying community and is the managing agent responsible for ensuring the coordination and implementation of the Business Plan for the BID's first term.

Subject to a successful ballot outcome in 2025, the City Corporation will appoint TAP, a not for profit company, limited by guarantee and they will act as a management agent delivering the Business Plan 2025-2030. A contractual agreement will be made between the City Corporation and the Aldgate Connect BID (TAP) to enable the businesses to shape and influence delivery of the Business Plan and spending decisions in line with objectives.

The BID (TAP) will draw down the BID levy from the City Corporation and Tower Hamlets on a monthly basis, enabling them to implement robust and transparent financial controls on all income and expenditure, all subject to an annual audit and published for approval at the BID's AGM.

### **THE BID BOARD**

The Aldgate Connect BID Board will be made up of 10-12 director-level representatives from the different sectors that make up the BID levy paying community across both local authorities, to ensure balanced representation around the table, and this will include a property owner. Observers will be invited from the other key stakeholders. Once the board has been elected a chair and vice-chair will be appointed. The chairperson will be nominated by the Board on a 2-year basis. They will meet quarterly. In addition, several steering groups will continue to shape and influence the day-to-day delivery of the BID's activities, represented by business levy payers and the wider stakeholder community. A Property Owners group will also be established and we will seek to lever in voluntary contributions to support the BIDs activities.

The Board Directors will invite elected Members, supported by an officer from the local authorities to become observers at the Board.

### **EXECUTIVE TEAM**

The day to day management will be undertaken by a BID CEO/Director, supported by a wider executive team, appointed by the BID Board. Staffing costs will first be met by the voluntary contributions.

### **BASELINES**

It is important that the activities of the BID represent added value over and above the public services already provided in the area. For this reason, a statement of baseline services will be prepared to define the levels of service provided by the local authorities, avoid duplication and ensure additionality.

## **BID LEVY EXPLAINED**

Business Improvement Districts (BIDs) are business led collectives developed to improve a geographically specific area. They come into being with when a majority “yes” vote is achieved both on number of votes and aggregate rateable value from the business community. The BID process is governed by The Business Improvement Districts (England) Regulations 2004 and as such, once a majority vote has been achieved, the BID levy becomes mandatory for all defined ratepayers.

Aldgate Connect BID proposes a levy as per the table below charged to all eligible hereditaments (rateable business units) within the BID area with a rateable value equal to or greater than £130,000.

### **Paying the levy (BID levy rules)**

1. The term of the BID will be for a period of 5 years from 1st April 2025 to 31st March 2030.
2. The BID levy will be based upon the rateable value in effect on 31<sup>st</sup> March 2025.
3. Hereditaments that come into the rating list during the BID term will be subject to the BID levy from the effective date that it's brought into the rating list and the rateable value effective at that time. Future Valuation List amendments will not be taken into account in calculating the BID levy unless the property is deleted from the Valuation List.
4. The BID levy of 1% will be applied to all hereditaments with a rateable value equal to or greater than £130,000.
5. The levy per hereditament will be capped at £10,000 with no inflation applied for the term of the BID.
6. The BID levy will be calculated based on a daily charge.
7. Ratepayers in receipt of mandatory charitable relief from business rates on their hereditaments will have an 80% relief on their BID levy.
8. A ratepayer will be liable to pay the BID levy on an unoccupied hereditament without any void period or reduction in the BID levy.
9. No other rates relief for empty buildings will be applied. The landlord will pay the levy in absence of an occupier.
10. There will be no VAT charged on the BID levy.

11. BID levy will be charged in advance in full for a year. Refunds may be due if the liable account holder moves out midway through the financial year. The new liable party will be billed from when they enter the Rates system with the local authority.
12. BID levy operates independently of the Business Rates. The BID levy will be applied irrespective of the property or hereditament status.

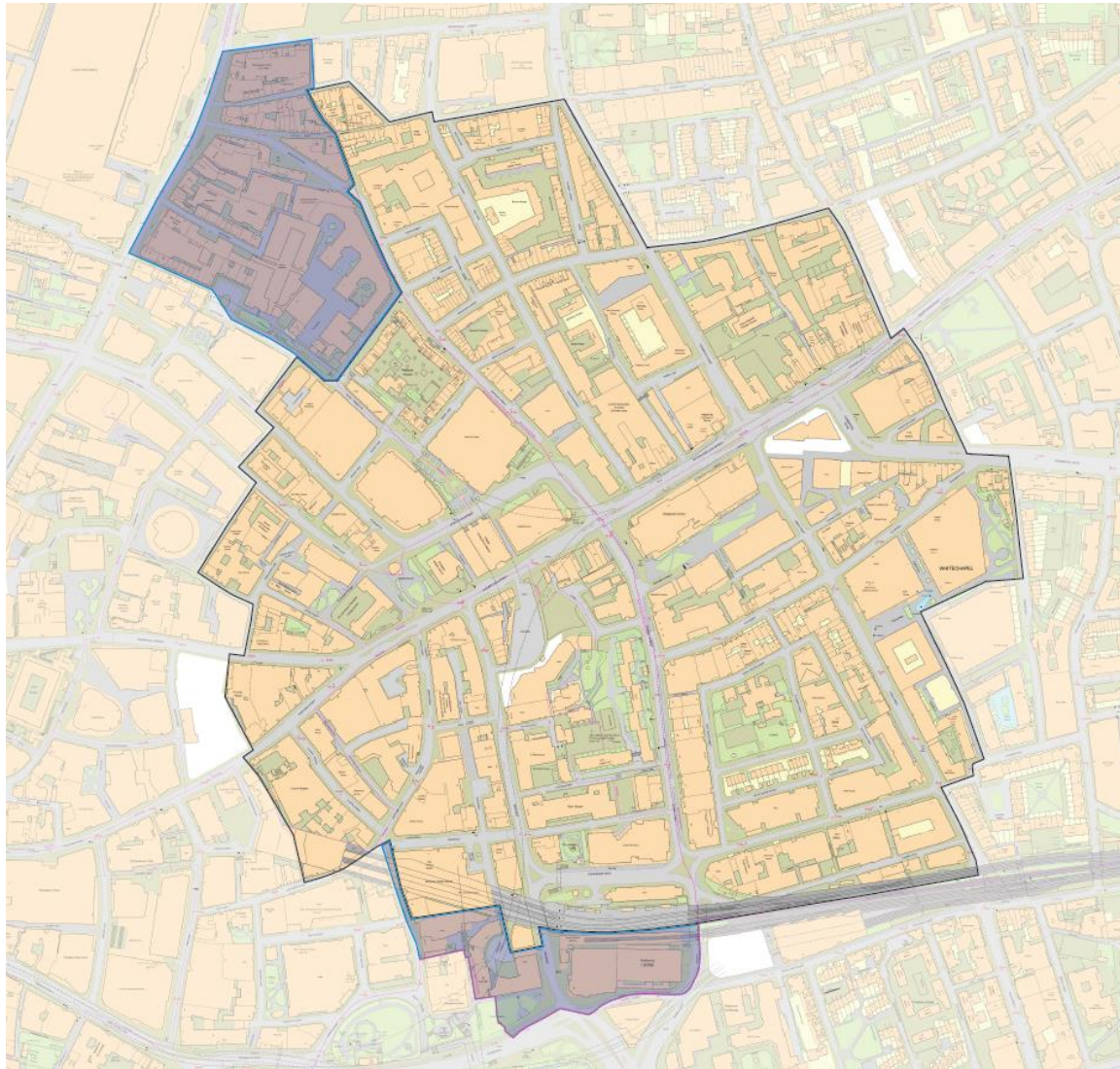
#### **INVESTMENT CREATED BY THE BID**

It is anticipated that Aldgate Connect BID will generate approximately £6,794,801 over the lifetime of the BID term. In addition, BID Board and Executive team will endeavour to increase the budget through grants and other sources of income.

#### **THE CLOSED YEAR RULE**

Where the hereditament is deleted and removed from the Valuation List, any resulting credit will only be refunded for the year in which the Valuation Office Agency notify the Local Authority of the deletion. Previous years will not be refunded.

## BID Boundary & List of Streets



Key: Light purple – Aldgate BID extension

### List of Streets:

#### Within Current Boundary

Artillery Lane	Part	Jewry Street	All
Aldgate	All	Leadenhall Street	Part
Aldgate High Street	All	Leman Street	Part
Alie Street	All	Leyden Street	All
America Square	All	Little Somerset Street	All
Angel Alley	All	Lloyd's Avenue	All
Artillery Passage	All	Locke Way	All
Artizan Street	All	Magdalen Passage	All
Bell Lane	All	Mannigtree Street	All
Bevis Marks	Part	Mansell Street	Part

Braham Street	All	Middlesex Street	Part
Brune Street	All	Minories	All
Buckle Street	All	Mitre Square	All
Bury Street	Part	Mitre Passage	All
Camperdown Street	All	Mitre Street	All
Canter Way	All	New Drum Street	All
Carlisle Avenue	All	New Goulston Street	All
Chamber Street	All	North Tenter Street	All
Clothier Street	All	Northumberland Alley	All
Cobb Street	All	Old Castle Street	All
Commercial Road	Part	Osborn Street	Part
Commercial Street	Part	Parliament Court	All
Cooper's Row	Part	Piazza Walk	Part
Creechurch Lane	Part	Plough Street	All
Creechurch Place	All	Pomell Way	All
Crescent	Part	Portsoken Street	All
Crinoline Mews	All	Prescot Street	All
Crispin Street	Part	Rangoon Street	All
Crosswall	All	Rose Court	All
Crutched Friars	Part	Sandy's Row	Part
Cutler Street	Part	Saracen's Head Yard	All
Duke's Place	All	Scarborough Street	All
East Tenter Street	All	South Tenter Street	All
Fenchurch Buildings	Part	St Botolph Row	All
Fenchurch Street	Part	St Botolph Street	All
French Ordinary Court	Part	St Clare Street	All
Frying Pan Alley	All	St James's Passage	All
Golden Fleece Court	All	St Katherines Row	Part
Goodman's Court	All	St Mark Street	All
Goodman's Stile	All	Stable Walk	Part
Goodmans Yard	All	Stoney Lane	All
Goring Street	All	Strype Street	All
Goulston Street	All	Sugar Bakers Court	All
Gower's Walk	Part	Tenter Ground	All
Gravel Lane	All	Tenter Passage	All
Gunthorpe Street	All	Toynbee Street	All
Half Moon Passage	All	Tyne Street	All
Hammett Street	Part	Vine Street	All
Harrow Place	Part	Wentworth Street	All
Hartshorn Alley	All	West Tenter Street	All
Haydon Street	All	White Church Lane	Part
Heneage Lane	All	White Kennett Street	All
Hooper Street	Part	Whitechapel High Street	Part
Houndsditch	Part	White's Row	All
India Street	All	Yeomans Yard	All

**Within the Extension Area**

Artillery Lane	Part	Harrow Place	Part
Bishopsgate	Part	Mansell Street	Part
Brushfield Street	Part	Middlesex Street	Part
Catherine Wheel Alley	All	Minories	Part
Cock Hill	All	New Street	All
Cooper's Row	Part	Rose Alley	All
Crescent	Part	Sandy's Row	Part
Cutler Street	Part	Shorter Street	Part
Devonshire Row	Part	Tower Hill	Part
Devonshire Square	Part	Victoria Avenue	All
Fort Street	All	Widegate Street	All
Hammett Street	Part		

## BID Budget

<b>INCOME</b>	<b>25/26 £</b>	<b>26/27 £</b>	<b>27/28 £</b>	<b>28/29 £</b>	<b>29/30 £</b>	<b>TOTAL £</b>	<b>% OF TOTAL</b>
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>
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>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>

## What happens next?

Businesses across the Aldgate Connect BID area will now be asked to vote 'yes' or 'no' to endorse this BID proposal. This is your opportunity to have a say in the future of your area. The Aldgate Connect BID proposes to enter its second term on the 1<sup>st</sup> April 2025.

The City of London Corporation is responsible for managing the ballot process and early in 2025 will send out a ballot paper to each eligible business. Members of the BID team will contact businesses within the new 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.

### **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 16<sup>th</sup> January 2025. Papers will contain all voting procedure information and proxy or replacement paper information;
- All voting papers must be returned by 13<sup>th</sup> February 2025 with the result announced on 14<sup>th</sup> 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 1<sup>st</sup> April 2025.

## Contacts

**Zoe Barwick - BID Director**

[zoe@aldgateconnect.london](mailto:zoe@aldgateconnect.london)

**Izabella Kasinska – Project Manager**

[izabella@aldgateconnect.london](mailto:izabella@aldgateconnect.london)

**Aidan Lewis – Senior Marketing & Events Manager**

[aidan@aldgateconnect.london](mailto:aidan@aldgateconnect.london)

**Matteo Cotta Ramusino – BID Assistant**

[matteo@aldgateconnect.london](mailto:matteo@aldgateconnect.london)



**Appendix: Supplementary information to be inserted throughout the document.**

**Quotes:**

- Maddie Newell, Marketing Manager at The Shipowners' Club  
"I volunteered at the Aldgate in Winter Festival in December 2022 along with one of my colleagues. We both thoroughly enjoyed our time helping at the local school, sticking lanterns together which the children had made. I felt lucky to be able to experience this volunteering opportunity which was so expertly organised by Aldgate Connect BID. They have plenty of volunteering initiatives throughout the year to suit people's different needs, making it easy to participate and help where and when you can. I look forward to the next Aldgate in Winter Festival and volunteering more in the future."
- Julie Tucker, PR & Corporate Social Responsibility Manager at BE Offices  
"The work of the Aldgate Connect BID is so all-encompassing and far-reaching that there cannot be an individual, community or business within the BID area who has not knowingly or unwittingly benefitted in some way from at least one of the myriad BID initiatives, events or ongoing programmes in the area. I'm exceptionally proud to work with such an excellent team of committed individuals."
- Ben Champion, Head of Commercial and Operations at Toynbee Hall  
"Toynbee Hall has been supportive of -and supported by- Aldgate Connect since its inception. It is a fantastic organisation that really brings the community and businesses together to make a difference for Aldgate. We love the BID!  
"On a practical level, Aldgate Connect has united a fantastic group of likeminded partners – businesses, academia and non-profit - who have a genuine interest in the success of the local Aldgate community. Aldgate Connect helps us to support the community through the cost-of-living crisis by building strong partnerships with agencies, like the police or homelessness outreach, creating a more welcoming, safer area for our staff and community.  
"Thanks to the BID, we have also been able to explore opportunities for local businesses to get involved with our work at Toynbee Hall via volunteering and other means of support. This fosters a stronger relationship and appreciation between the people that live here, and those that work here.  
"Aldgate Connect have also really made a difference to the area through attracting and welcoming people into Aldgate, and Toynbee Hall has been able play a part in this by hosting amazing events and activities. Some of these events, like our Pride Comedy Night and upcoming 140th anniversary have been made possible thanks to sponsorship from Aldgate Connect.  
"We are really excited to see what the next few years bring through this important and meaningful partnership."
- Alexandra Allan, Executive Headteacher at The Aldgate School  
"The BID is integral in supporting community development and engaging with all stakeholders. Events such as the (*Aldgate in Winter Festival*) Lantern Parade are now a standard event in people's calendars. The BID team are great to work with and have endless enthusiasm, which continues to help different community members to engage with their various programmes. The BID's organised events, particularly the ones that take place in the Aldgate Square, help to make this a vibrant place to live and to work and keeps Aldgate on the map!"

- Anne Whitehead, Head of Marketing and Communications at David Game Higher Education (DGHE)  
“Aldgate Connect BID has built a valuable bridge between our college and the local community. Our students and staff enjoy being part of events like the Summer and Winter Festivals, plus we were able to engage many local people and organisations in our own Climate Matters Symposium with the support of the Aldgate Connect Community Fund.”