



Overview of Projects & Expenditure 2023/24

Proposed Delivery for 2024/25



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Foreword

The Eastern City Business Improvement District (EC BID) was established in April 2022 with the aim of promoting and enhancing this unique and iconic part of the City of London – the Eastern City.

A BID is a private-not-for profit organisation set up following a ballot of local businesses and funded by an annual 'BID Levy' paid by occupiers within the footprint (in the case of the EC BID, the levy is paid by those who occupy a property with a rateable value of £500k or more and is calculated as 1.025% of that rateable value).

Our 2022-27 BID Proposal, compiled following extensive consultation with our business community, outlines our ambitions for our first 5-year term and a voluntary non-executive Board comprised of local business representatives ensures your priorities are being met. Our Billing Leaflet for 2023/24 sets out the specific projects that have been delivered over the past year to make the area an exceptional place to work and visit. It will also outline the proposed activity for the coming year, although full detail on this can be found in our separate 2024/25 Delivery Plan which is available on our website [here](#).

Our work is split in to four main themes and everything that we do is guided by you, our BID members, so we welcome new ideas, refinements and partnership opportunities – please feel free to get in touch.

Kate Hart, Chief Executive

The BID Boundary

The Eastern City is a unique area in the City of London home to some of London's most iconic skyline with the modern architecture of tall buildings such as The Gherkin, The Walkie Talkie and The Cheesegrater juxtaposed with significant historic cultural assets like The Monument and Leadenhall Market.

EC BUSINESS
IMPROVEMENT
DISTRICT





A Sustainable District

2023/24 Expenditure: £570,421

We are committed to supporting the City of London Corporation's strategy for achieving net zero by 2040. This covers everything from major public realm enhancements that seek to reduce vehicle congestion, improve air quality and increase the quantum

of green space, to exploring area-wide renewable energy networks, lobbying for continued investment in our public transport system and providing businesses with the tools and knowledge they need to initiate their own positive change.

Our Achievements

Public Realm Strategy

In December 2023 we commissioned Publica, a leading urban design team, to develop a new public realm vision and strategy for the Eastern City – a significant piece of research and consultation that will conclude in autumn 2024 with a series of recommended interventions to enhance the Eastern City's public space. These will incorporate elements such as gardens and green space, wayfinding, historical interpretation, biodiversity, pedestrian safety, air quality, sustainable transport, traffic reduction, and on-street activation (e.g. outdoor dining and major public events). We are working closely with the City of London Corporation on the strategy, and consulting with a broad range of other local stakeholders including businesses and their staff, Transport for London, the emergency services, neighbouring BIDs, property owners, the tourism sector, schools and faith groups.

EcoCity World Summit

The EcoCity World Summit debuted at the Barbican Centre in June, bringing together urban stakeholders to discuss ecological cities amid the climate emergency. In preparation for the summit we commissioned Arup to produce a report: 'Tall Buildings: Rising to the Net Zero Challenge' to explore both the environmental challenges and opportunities our unique built environment presents. We sponsored two events: a

symposium presenting the report findings and comparing the Eastern City to Lower Manhattan; and a City Dialogue panel comparing London and New York's responses to the climate emergency. Additionally, we produced an interactive video game at our exhibition stand which encouraged delegates to explore decarbonisation interventions for a fictional tall building.

Greening Projects

We are committed to creating a more green and pleasant City so, working with the City of London Corporation, we installed 24 terracotta planters with integrated seating around the footprint giving workers and visitors more opportunities to relax outside. We have also been developing planting schemes for smaller gardens and green spaces.

Freight, Servicing and Delivery Consolidation

In February 2024 we commissioned logistics experts Polaris to explore the feasibility of introducing a scheme to help consolidate freight, servicing and deliveries within the BID area in an attempt to ease vehicle traffic and its associated emissions. We are working with businesses and building managers to map current and future demand, research best practice, identify obstacles to success and then design a framework for the pilot scheme. We are collaborating with the City of London Corporation on the project as it's a first for the Square Mile and has the potential to be replicated elsewhere.



Proposed Delivery 2024/25

After the public realm strategy is published in the autumn we will begin work on implementing the initiatives and major improvement schemes identified within it. In the interim though we will progress small-scale greening projects and contribute towards the City of London Corporation's £12m overhaul of Leadenhall Street and Creechurch Lane.

In a similar manner, we will await the findings of our freight, servicing and delivery research (due in the summer) before then implementing the recommended pilot consolidation scheme.



An Evolving District

2023/24 Expenditure: £1,065,983

Working patterns across the City have undoubtedly changed and in order for the commercial ecosystem to thrive we need to reach new audiences and diversify what this part of the capital

has to offer. Working with key stakeholders we will be delivering a significant programme of cultural events and installations to enliven our public spaces and empty properties.

Our Achievements

Vacant Retail Units

This year, the EC BID focused on activating vacant retail units to enhance our community's vibrancy and economic growth. With Aviva Investors, we greatly improved the façade of the empty Fountain House on Fenchurch Street with a 100m window vinyl display incorporating wayfinding, local heritage information and showcasing the 'Old Tom's Tale' stained glass windows. We also partnered with Landsec at 55 Old Broad Street to launch 'Broadworks,' with cultural charity Hive Curates offering affordable workspaces to small businesses in the creative industries. The site includes studios, a gallery, community spaces and a successful programme of events to encourage new audiences to the area.

Padel Tennis Festival

In collaboration with Aldgate Connect BID and the Central London Alliance, we organised a highly successful Padel Tennis Festival at the Crescent near

Tower Hill. The pop-up court became the UK's most booked padel venue, attracting around 6,380 people with 1,595 bookings. The Corporate Challenge featured 20 teams from City businesses competing over 5 weeks. We also hosted and sponsored sessions for primary schools in Aldgate and family fun days where complimentary coaching was provided. The festival concluded with a successful Guinness World Record attempt of over 32 hours of continuous padel playing, with funds raised in support of the Lord Mayor's Appeal.

Coronation Celebrations

To celebrate the coronation of our new king and his love for the environment, we activated Seething Lane Garden with a large floral crown and afternoon tea provided by the Four Seasons at Ten Trinity Hotel; over 100 local employees attended. We also hosted outdoor yoga with 15 participants and a free lunchtime gardening workshop where 38 local employees learned to make floral crown wreaths. In addition, we held

two digital forest bathing workshops featuring calming audio soundscapes and placed two urban allotments outside 20 Fenchurch Street with wildflowers and herbs. These were later donated to Thrive, a gardening for health charity.

London Festival of Architecture

As part of the London Festival of Architecture 2023 we commissioned an 'Urban Playground' at Fen Court from June until August. Inspired by children's wooden toys, the modular design offered seating, play and wonder, encouraging interaction and reshaping perceptions of how public space in the City can be used. Designed by McCloy + Muchemwa, the playful addition invited families, visitors, and city workers to explore and engage with the Eastern City in new ways. On Saturday 15 July we held a 'Fun Day at Fen Court' with children's entertainment and ice cream targeted at families, 124 people attended.



Morph's Epic Art Adventure

In partnership with our neighbouring City BIDs we were the Official Community Partner for Morph's Epic Art Adventure – the first step-free accessible art trail of its kind supporting the charity Whizz-Kidz. The trail included over 50 6ft Morphs and mini-Morphs in a variety of iconic locations across London from 19 June – 20 August, predominantly encouraging families into the Square Mile. There were 11,402 downloads of the dedicated app

with the sculptures 'collected' 424,947 times. EC BID's Morph 'The London Man' at Aviva Piazza was collected 4,774 times and 382 people entered our competition to win a £500 City Gift Card. At the end of the trail the Morphs were auctioned to raise vital funds for Whizz-Kidz who support young wheelchair users.

Christmas and Seasonal Events

This year we brought festive cheer to the local community with our 'Tinsel Trail' series of activations. Highlights included MOSAIC 2023, a stunning mirrored Christmas tree outside Pan Pacific London that received significant media coverage. Our 'Be The Tree' light projection onto an embellished tree at Aviva Piazza was opened by Alastair Campbell and supported the Trees for Cities charity. We also created a mesmerising light tunnel at Leadenhall Market and installed a traditional Christmas tree at St. Helen's Bishopsgate church. Additionally, our giant snow globe at Fenchurch Street Station attracted 180 visitors. To add to the festive spirit, we organised three pop-

up choirs and hosted festive workshops including wreath, gingerbread and candle making which were attended by over 50 local employees. Featuring prizes from local businesses we distributed 400 crackers to the public and supported our key food and beverage operators by promoting their seasonal offers through our marketing channels.

Valentine's Day

The Giant Neon Love Heart at Leadenhall Market was a hit, with nearly 3,000 messages of self-love written on it and over 2,300 interactions with event staff. Visitors also snapped over 3,000 photos with the heart and entered 70 social media competitions. The installation drove a significant spike in website traffic on Valentine's Day, showcasing the power of integrating physical and digital elements to promote self-love and community engagement.

Black History Month

For Black History Month we held a guided walking tour with the City of

London Guides exploring the Eastern City's rich black heritage, 15 local employees took part.

Recharge 2024 Campaign

Following the successful launch of RECHARGE, we introduced RECHARGE 2024 in January, driven by Deltapoll survey findings indicating heightened worker concerns about mental health early in the year. This 12-month



programme focuses on mental and physical wellbeing support. January featured 7 workshops with fitness and wellbeing classes, 2 webinars addressing burnout and sleep quality, attracting 133 attendees. Collaborating with Atelier Sisu, Festival.org, and The Leadenhall Building, we brought Elysian Arcs, a 20ft light and sound installation, to the Eastern City. This drew over 35,000 visitors (14,000 in the first week alone) and received extensive press coverage, including a national broadcast on ITV news.

Next Generation Programme

We are engaging with the Millennial and Gen Z demographic to deliver a vision that meets the needs of the future City population. We have identified formalised groups already established in our footprint and are facilitating ways for them to contribute towards the development of our projects and services. We are inviting them to join our Steering Groups and supported New London Architecture's next generation event at Broadworks which was attended by over 400 people.

The Lord Mayor's Show

This free annual spectacular pageant attracts thousands of people into the City, all revelling in the excitement, splendour and history that this special event evokes. On Saturday 11 November the EC BID, in collaboration with the other City BIDs, commissioned a float promoting diversity, accessibility and sustainability within the City with special guest, Morph. Coverage was featured on BBC London.

Destination City

The City of London Corporation's Destination City programme promotes the Square Mile as a seven-day-a-week visitor destination. We supported their Bartholomew Fair event in September with marketing and business engagement activity as the additional footfall was likely to prove productive for local food, beverage, hospitality and retail operators in the footprint.



Proposed Delivery 2024/25

Over the coming year the centrepiece of our events programme will be a 'summer of sport' from June - August with public screenings of major sporting events and a range of participatory pop-up sports in our public spaces. Will we again be running a series of events and installations over Christmas, co-ordinated with our neighbouring BIDs to maximise the experience.

Our work to activate empty ground floor units will increase and target at least five properties, and we'll also be partnering with our viewing galleries to explore how we can incorporate cultural programming into their offer.



Our Community

2023/24 Expenditure: £876,738

Enhancing the experience of the Eastern City for our businesses, their staff and customers. This involves promoting our diverse retail, leisure and hospitality occupiers, improving the management of public spaces, supporting local charities and

community initiatives, organising wellbeing events for staff and delivering a variety of projects around safety, crime reduction and resilience.

Our Achievements

Ambassadors

Over the past year the team has welcomed 41,528 visitors, helping them find their way around the area and providing information on the latest events and activities. They act as our eyes and ears and have reported 2,876 environmental issues (litter, graffiti, damaged paving etc.) to the City of London Corporation for resolution. They also assist with local business engagement and have joined our various 'roadshows' at multi-tenanted buildings across the footprint.

InTheCity App

We instigated several improvements to make the app more user-friendly and will start a renewed campaign to register more businesses, offers, discounts and events.

Additional Street Cleansing Services

We invested £57k in additional street cleaning last year, focusing in particular

on the busy summer months when littering tends to peak. We have also finalized terms with the City of London Corporation for trialing a more substantial and regular additional cleansing service that will begin in spring 2024. The 'additionality' element of this is vital to emphasize and we will ensure the baseline provision is not reduced.

Security Intelligence Analysis & Reporting

To support business resilience and inform crime prevention activity we funded the 6 month trial of an intelligence analysis and reporting service in partnership with the City Security Council and B4 Secure. Working closely with the police and the security sector, the service facilitated local intelligence sharing and provided 10 in-depth reports on the key security issues affecting the City such as urban exploring, protest activity and crime. The information has helped the BID, private security teams, police and our member businesses to design interventions that prevent crime and anti-social behaviour associated with those issues.

Night Safety

To support the safety of the public enjoying our night-time economy, over the festive period (November & December) we ran a Welfare Hub at St Botolph's without Bishopsgate Church Hall on Wednesday-Saturday nights, 6pm-2am. The Hub itself was staffed by two medics and police officers with an additional two cycle medics and a paramedic vehicle patrolling the BID area to assist vulnerable members of the public. We helped 136 people over the course of the project with 85% of them requiring medical treatment. 71% of incidents were in direct support of the police (saving their time and resource to focus on crime) and we estimate that 58 ambulance call-outs were avoided, equating to a £16,008 saving to the NHS. To complement this activity we also ran Welfare and Vulnerability Engagement training for licensed premises.

'Hidden Harm' Training & Awareness

We partnered with charities Hestia, Surviving Economic Abuse the Suzy Lamplugh Trust to run free webinars on

domestic abuse, stalking and harassment – in particular how these issues affect staff in the workplace and what employers can do to support them. 85 people registered to attend.

Volunteering

Whilst many staff are generously given corporate volunteering days, many struggle to access local opportunities and simply don't know where to start. This year we launched a dedicated online portal (powered by Neighbourly) through which EC BID member employees can find and register for local volunteering sessions.

Grant Funding

As part of our social responsibility programme we launched a £40,000 EC Community Fund to directly support local charities and community groups. The grant-giving process is managed through the ActionFunder platform and we work to develop a long-running, productive relationship between the recipients and EC business community. The projects will



support our strategic themes of skills and education, employability, homelessness and environmental sustainability.

Employee Wellbeing

To encourage staff back to the workplace and enhance their experience whilst here, we have organised an extensive programme of activities throughout the year which focussed on their enjoyment, health and wellbeing.

City Giving Day

The Lord Mayor's Appeal is part of the City of London's commitment to create a fairer society and every year runs City

Giving Day - a unique event which unites businesses in the City and beyond by celebrating the positive impact their fundraising and volunteering has on charity partners and local communities. EC BID sponsored one of their main fundraising events on 26 September – the Tour de City Static Wattbike Challenge. 35 companies were involved in 2023.

Property Owner Group

Major landowners in the BID footprint play a crucial role in driving positive change in the Eastern City. It is essential for them to actively participate in our initiatives, including the public realm strategy and services designed to support their tenants. To facilitate their involvement we have established a dedicated steering group comprised of local property owners. They are encouraged to make financial contributions towards the BID's activities, ensuring their input and support in our endeavours.



Proposed Delivery 2024/25

We will continue with the Ambassador service and build on the success of our night safety initiatives by funding a cycle medic year-round for Thursday, Friday and Saturday evenings then supplementing this with a Welfare Hub over the busy festive period. We will also provide funding for a night-time taxi marshaling service at Liverpool Street Station.

We will again run our grant-giving programme through ActionFunder and continue to support a range of charitable causes within and around the City.

Pending a successful trial we hope to provide a regular enhanced cleansing service across our footprint in partnership with the City of London Corporation.





Promoting the Eastern City

2023/24 Expenditure: £625,571

This part of the Square Mile is home to over 80,000 jobs with an economic output in excess of £11 billion per year - it's recognised globally as a commercial powerhouse. To bolster

this reputation, the BID works to position the area as a global pioneer, setting the blueprint for what's needed in a world-leading central business district.

Our Achievements

Economic Research

To inform and monitor the impact of our work we arranged for Colliers to produce a piece of bespoke research to measure the economic baseline of the BID footprint. It gave us insight into footfall, dwell time, retail & leisure spend, travel habits, visitor demographics and area perceptions. The research is being used to help guide our plans and we are also monitoring the performance of our bigger placemaking initiatives so we can measure their success.

Leadership and Public Affairs

We commissioned Centre for Cities to research the impact of home/hybrid-working on London's local economy. Their report, 'Office Politics: London and the Rise of Home Working,' highlights potential consequences of a shift to hybrid working on London's local economy. The report helped begin a positive dialogue with policy makers and amongst the recommendations was

one to introduce a more flexible travel fare policy for the quieter days of the working week to encourage employees back into the city. In February 2024 the Mayor of London subsequently announced that TfL will be trialling the removal of peak tube fares on Fridays. We are working with the Greater London Authority to ensure the trial is a success and hope to see a resulting boost to the local economy.

We attended the international real estate conference, MIPIM, in March 2024 in a collaboration with fellow BIDs and the City of London Corporation to promote the Square Mile and encourage investment in to this world-leading financial centre.

Where applicable we use local and national media to promote the area, our events and initiatives and those of local stakeholders too. We have received coverage from The Independent, Guardian, Telegraph, CityAM, Evening Standard, New York Times, BBC News, ITV News and a variety of travel/lifestyle publications.

Partnerships with BIDs across the City

Including EC, there are currently five Business Improvement Districts operating across the City - the other four being Fleet Street Quarter, Cheapside Business Alliance, Aldgate Connect and Culture Mile.

The relationship with our neighbours is a vital one in delivering our joint vision of a thriving Square Mile so we will therefore identify opportunities wherever possible for amplifying our influence and achieving added value through collaboration.

This will include measures such as integrating our respective public realm strategies to ensure a seamless experience for those moving through the City, cross-promoting major events and speaking with a collective voice on the shared issues that affect our business communities.



Proposed Delivery 2024/25

To inform and monitor the impact of our work we will regularly collect data on a range of factors such as footfall, dwell time, retail and leisure spend, travel habits, visitor demographics and area perception.

We will continue to speak on behalf of our community, promoting their interests at a local and national government level, and advocating for change where it's needed.

The identity and vision for the EC BID brand was created in 2019 at the 'Partnership' stage but with the organisation now a formal Business Improvement District and pushing forward significantly with new initiatives this needs to be refreshed to ensure it best captures the essence of the Eastern City and provides greater resonance amongst our business community. Consultants were appointed in early 2024 and the work will complete in the summer following extensive engagement with our members, the Culture & Communications Steering Group and other stakeholders including the City of London Corporation.

2023/24 & 2024/25 Budgets

2023-2024 Forecast Position*	Total £
2022-23 Reserves Brought Forward	1,354,133
BID Levy Income (assuming 95% collection)	3,709,051
Voluntary Income and Sponsorship	50,000
TOTAL INCOME	5,113,184

A Sustainable District	570,421
An Evolving District	1,065,983
Promoting the Eastern City	625,271
Our Community	876,738
Staffing and Overheads**	284,972
Contingency***	-
TOTAL EXPENDITURE	3,423,385
2023-24 Estimated Closing Reserves	1,689,799

2024-2025 Budget	Total £
2023-24 Reserves Brought Forward	1,689,799
BID Levy Income (assuming 95% collection)	3,534,181
Voluntary Income and Sponsorship	150,000
TOTAL INCOME	5,373,980

A Sustainable District	1,280,097
An Evolving District	1,386,877
Promoting the Eastern City	811,575
Our Community	1,227,849
Staffing and Overheads**	331,835
Contingency***	335,747
TOTAL EXPENDITURE	5,373,980
2024-25 Estimated Closing Reserves	-

* Based on forecasts made in the January 2024 management accounts.

** Covered firstly by voluntary income. This includes statutory obligations including levy collection fees.

***9.5% statutory contingency set aside in Budget 2024-25 to cover BID levy fluctuations, ratings changes and bad debt

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