

ANNUAL REPORT

2023/24

We are the EC BID, the business improvement district working to promote and enhance a unique part of the City of London, known as the Eastern City.





● SKY GARDEN

FOREWORD

I am delighted to present the Eastern City Business Improvement District's (EC BID) Annual Report for 2023-24, which summarises our financial performance and the programmes and initiatives which have been delivered over the past year to enhance the vibrancy of the Eastern City.

The second year of our five-year term has been marked by significant progress, showcasing the strength of collective action and the developing shared vision which unites our community. A standout achievement this year was the Night Safety and Welfare Hub programme during the festive period, which assisted 136 members of the public across 33 shifts, reducing pressure on the City of London Police and local NHS services.

This past year, the EC BID has championed initiatives to enhance the Eastern City for everyone who works, visits, and lives here. We commissioned a new Public Realm Vision that outlines long term opportunities and ideas for the area's streets and public spaces, developed in close collaboration with the City of London Corporation and other partners to align with existing strategies and developments. We also introduced cultural highlights like the Elysian Arcs installation at The Leadenhall Building, which attracted over 35,000 visitors in just 19 days.

The BID supports this area's internationally renowned financial and professional services businesses, and we are committed to ensuring the area continues to set a global standard, providing hyper local responses to the biggest issues facing the world. With the City of London's tall buildings cluster attracting over 80,000 workers, we face unique challenges and opportunities, such as evolving working patterns and ambitious sustainability targets. In May 2023, EC BID participated in the EcoCity World Summit, where we presented our commissioned report with Arup, 'Tall Buildings: The Rise to Net Zero.'

The City BIDs continue to work with representative advocacy groups on issues affecting London. Following successful lobbying with other BIDs across London and policy recommendations from a report commissioned by EC BID with Centre for Cities 'Office Politics: London and the rise of home working', the Mayor of London announced a trial for all day off-peak TfL travel fares on Fridays.

I would like to thank the EC BID executive team, board members and all our partners for their dedication and hard work throughout the year. Your contributions have been instrumental in shaping the success of our district, and I look forward to seeing what we will achieve together in the year ahead.

● NICK CARTY
Chair of the EC BID Board

A SUSTAINABLE DISTRICT

Our commitment 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.

● PUBLIC REALM VISION

We have been working with experienced urban design firm, Publica, to develop our Public Realm Vision. This flagship piece of work for the BID has been the result of extensive public and stakeholder engagement, alongside detailed analysis work, including transport and heritage assessments. It has been developed in partnership with the City of London Corporation, building on the work being carried out as part of the City Cluster Vision.

The document will articulate the principles of public realm which the BID sets out as part of the vision, alongside a set of project families identifying potential interventions across key routes in the area. These range from short-term, small-scale activations to larger transformational projects. The Vision will be published in autumn 2024.



● ECOCITY WORLD SUMMIT 2023

At the EcoCity World Summit 2023 we sponsored two key events. The first was a symposium on the sustainability of tall buildings featuring Arup's 'Tall Buildings: Rising to Net Zero' report, with a panel led by Kate Hart and experts including Deborah Saunt and Carl Weisbrod. The second event was a City Dialogue on climate action between London and New York, introduced by Nick Carty and chaired by Dr. Tim Moonen. Additionally, we showcased an interactive video game at our stand, allowing delegates to explore decarbonisation strategies for a fictional tall building.

● GREENING PROJECTS

Building on the recommendations of the Public Realm Vision, we have identified several priority project areas for shorter term interventions with a focus on temporary greening and seating. We appointed landscape architects DSDHA to begin designing this range of schemes, working primarily with landowners and City highways. The purpose of these interventions is to enhance aesthetic appeal, increase biodiversity and provide more tranquil spaces for seating and relaxation. These will largely be trial enhancements in those spaces which have been identified for longer term, permanent improvements.



● SERVICING AND FREIGHT CONSOLIDATION

In March 2023, we appointed experienced consultants Polaris to research how freight, servicing and delivery movements within the area can be made more efficient, design the framework for a pilot scheme and identify how the BID can support such an initiative. The aims are to reduce vehicle traffic (and in turn air quality and pedestrian comfort), reduce operating costs for tenants and building managers, and identify changes to the road network that could unlock projects in the Public Realm Vision. Following extensive engagement with property owners, building managers and tenants, as well as industry/sector representatives and the City's transport team, the final report will be delivered in summer 2024 and will outline a proposed pilot to be delivered in 2024-25.



AN EVOLVING DISTRICT

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'll be delivering a significant programme of cultural events and installations to enliven our public spaces and empty properties.

● **VOID UNIT ACTIVATIONS**

We have been working closely with property owners to identify and temporarily re-activate empty office and retail space within the BID footprint. In doing so we hope to drastically improve the street-level experience for those working and visiting the area, as well encourage new cultural and economic uses.



● **BROADWORKS**

55 Old Broad Street is one such example where, in partnership with owners Landsec and arts charity Hive Curates, we have converted over 30,000sqft of empty retail and office space into affordable creative production studios and a cultural activities hub. All of the artist studios were leased before opening, such was the demand, and the venue hosts regular workshops and events for the public. This is the first of its kind within the City of London and is an exemplar which we are looking to replicate at other sites.



● **FOUNTAIN HOUSE AT 130 FENCHURCH STREET**

This is another presently empty building awaiting development so, in partnership with Aviva, we initiated a project of temporary façade improvements. This involved over 100 linear metres of vinyls across 85 windows, encompassing the entirety of Fountain House from Callum Street along Fenchurch Street and up to Fen Court. The project provides the public with clear wayfinding and information about the EC BID, education about local heritage, content from Sculpture In The City and New London Architecture, and a new home for "Old Tom's Tale" - an artwork commissioned by EC BID to celebrate nearby Leadenhall Market.

**OVER
100m**

of vinyls were installed across 85 windows to provide the public with wayfinding and educational information about the EC BID.

● **PADEL TENNIS FESTIVAL**

EC BID in partnership with Aldgate Connect BID, Central London Alliance and Blue Orchid Hospitality brought a Padel Tennis Festival to the Crescent near Tower Hill from April – September 2023. The pop-up padel court was hugely successful with 1,595 bookings bringing approximately 6,380 people to the area. The court was fully booked on weekends, evenings and Bank Holidays, and had a booking every single day with an 86% occupancy rate. It received great community engagement with 20 teams from local businesses taking part in a corporate challenge whilst raising funds for charity, two free family fun days and complimentary coaching sessions for two primary schools in Aldgate and Tower Hamlets. The grand finale saw a successful Guinness World Record attempt for the longest continuous padel match at nearly 32 hours, in support of the Lord Mayor's Appeal and City Giving Day.



● **CORONATION CELEBRATION**

For the Coronation celebrations, we installed a large floral crown at Seething Lane Garden and collaborated with the Four Seasons Hotel to provide takeaway afternoon tea for local employees and visitors, with over 100 attendees. We promoted our "Re-root Yourself" digital forest bathing experience in the garden, encouraging visitors to listen to our calming audio soundscapes, which have garnered 120 plays on YouTube. Additionally, we hosted free lunchtime gardening workshops for making floral crown wreaths, attended by 38 local employees. We also placed two urban allotments outside 20 Fenchurch Street, featuring wildflowers and herbs, these were donated to Thrive, a gardening-for-health charity supported by H Properties.

6,380

people were brought to the area by the hugely successful Padel Tennis festival put on by EC BID in partnership with Aldgate Connect BID, Central London Alliance & Blue Orchid Hospitality.

● **LONDON FESTIVAL OF ARCHITECTURE (LFA) 2023**

The City of London was a designated 'Destination' for the London Festival of Architecture 2023, which takes place every June. We commissioned the City's first Urban Playground, designed by architects McCloy & Muchwema inspired by children's building blocks. The design, made from sustainably sourced cork, includes a breadcrumb trail and features vinyl-wrapped windows of a nearby vacant retail unit to tell the story of the scheme. The Urban Playground was installed at Fen Court from June to August, with related vinyls on the façade of the neighbouring vacant Fountain House. Walking tours explored various LFA installations, including the Urban Playground, and a family activation day was held on 15 July at Fen Court which attracted 124 attendees – triple the recorded number during the same period the previous week.

124 attendees came to the family activation day at Fen Court to interact with the City's first urban playground.



4,772 EC BID's Morph Sculpture was collected 4,772 times.

● **MORPH'S EPIC ART ADVENTURE**

The 5 City of London BIDs partnered with Wild in Art to deliver Morph's Epic Art Adventure, the UK's first step-free art trail of its kind, in support of the charity Whizz-Kidz. The trail featured 6ft Morphs and Mini-Morphs across central London, attracting 11,402 app downloads and 424,947 sculpture collections. EC BID's Morph, "The London Man," located at St Helen's Square, was collected 4,774 times. The event concluded in August with a celebratory weekend at Guildhall Yard, featuring free children's activities. Additionally, 382 participants entered a competition to win a £500 City Gift Card.

● **CHRISTMAS AND SEASONAL EVENTS**

For Christmas, EC BID launched the Tinsel Trail campaign, transforming the Eastern City into a magical festive destination, with the aim to attract new audiences to the footprint through diverse and inclusive festive activities. The events within the campaign included MOSAIC 2023 where we partnered with Arnaud Lapierre Design Studio to create a 20ft mirrored green Christmas tree installation at Pan Pacific London, reflecting a commitment to sustainability. The launch event, attended by 50 guests, celebrated this eco-friendly artwork.

Collaborating with Aviva UK, artist Jasper Toeli, and Trees for Cities, EC BID also launched the "Be the Tree" installation, allowing participants to project their faces onto a 20ft tree using video mapping, with 333 visitors engaging online. An 18ft Christmas tree was installed at St Helen's Church, accompanied by a festive lighting ceremony attended by 60 community members. Additionally, a series of workshops, including candle and wreath making, engaged 131 participants, strengthening local partnerships. At Leadenhall Market, festive events featured carol performances, snow machines, and giveaways to support local businesses. Lastly, a Winter Wonderland Snow Globe at Fenchurch Street Station attracted 180 visitors, enhancing the festive atmosphere in the Eastern City.

● RECHARGE 2024 CAMPAIGN

In January 2024, EC BID launched its annual Recharge campaign, supporting city workers' mental health and wellbeing. As part of this initiative, EC BID presented Elysian Arcs, a stunning outdoor light and sound installation by the award-winning design studio Atelier Sisu, at The Leadenhall Building. This immersive experience featured 20ft-high rainbow-colored arcs paired with an ambient soundtrack, attracting 35,627 visitors over 19 days and reaching 1 million people through media coverage, with overwhelmingly positive feedback. Additionally, EC BID hosted a series of wellbeing workshops, offering sessions like Sleeping for Success, Restorative Yin, and Mindful Mixology, designed to help participants recharge and reset for 2024. The workshops, which saw 120 participants, received excellent feedback, reflecting the success of this holistic approach to promoting wellness and community connection within the Eastern City.



● SCULPTURE IN THE CITY

The EC BID served as the activation partner for the 12th edition of Sculpture in the City (SiTC), a distinguished public art initiative that transformed the iconic Square Mile of London into an open-air gallery. We commissioned SculptureFest on 16 September, a free, family-friendly event that included engaging workshops and children's walking tours with collage – 383 attended the sessions throughout the day. We supported activations throughout London Sculpture Week in September including walking tours of the diverse artworks with 160 taking part. To enhance the experience for families, we also provided a specially designed family trail map.



● LORD MAYOR'S SHOW 2023

The City BIDs entered a float into the Lord Mayor's Show 2023, celebrating our community and destination summer activations including Morph's Epic Art Adventure which supported WhizzKidz UK. 150,000 people attended on the day and the float received TV coverage on the BBC highlighting the work of the BIDs .

150K

people attended the Lord Mayor's Show in which the city BIDs entered a float.



● SEETHING LANE FAMILY FUN DAY

We collaborated with Happy Marlo to deliver family-friendly workshops focused on children's wellbeing and a magician. Additionally, we distributed 300 free ice creams to families, visitors, and local workers at Seething Lane Garden, creating a valuable engagement opportunity.



● **DESTINATION CITY**

EC BID supported the City of London's Destination City programme, a strategic initiative aimed at enhancing the City's appeal as a world-class 7-day a week cultural and leisure destination for visitors. Part of this initiative included the revival of Bartholomew Fair, an historic event that was traditionally part of London's cultural calendar. We supported by engaging with our business community asking them to stay open on the weekend, and also with marketing to our members and networks. We programmed SculptureFest on 16 September, which provided a family-friendly day of interactive workshops, artistic activities and walking tours.

● **INTERNATIONAL WOMEN'S DAY**

EC BID hosted a successful networking event for International Women's Day in March 2024, welcoming 70 guests at the Four Seasons Hotel. The evening featured inspiring speeches from CEO Kate Hart and guest speaker Camilla Tominey, who shared valuable insights.



● **VALENTINE'S DAY**

We partnered with Leadenhall Market to celebrate self-love through our Giant Neon Love Heart installation. Positioned in the market's central atrium, the installation offered photo opportunities, competitions, and complimentary Valentine's treats. Visitors engaged with the heart by sharing 2,968 self-care messages, participating in 2,335 conversations, and taking 3,172 photos.

2,968

self-care messages were shared in our Valentine's Day celebration of self-love at Leadenhall Market.

OUR COMMUNITY

Enhancing the experience of the Eastern City for our businesses, their staff and customers. This involves promoting our diverse retail, leisure and hospitality occupiers, providing additional street cleaning, supporting local charities/community initiatives, organising wellbeing events for staff and delivering a variety of projects around safety, crime reduction and resilience.

● AMBASSADORS

The EC BID Ambassadors play a vital role in enhancing the district's visitor experience and supporting local businesses. In the past year, they welcomed 45,963 people, with 42% being foreign tourists, 28% local residents, and 28% UK tourists. The Ambassadors visited 191 local businesses, providing support and gathering feedback. They also reported 13,012 cleansing, environmental and anti-social behaviour concerns to the City of London Corporation for resolution.

45K+

people welcomed by our Eastern City BID Ambassadors in the past year.



● ADDITIONAL STREET CLEANING TRIAL

During the busy summer and festive periods of 2023, via the City of London Corporation, we funded an additional street cleaner to focus on key areas around Bishopsgate and Fenchurch Street Station to address a decline in cleanliness resulting from post-pandemic cuts to the statutory services, increasing footfall and outdoor summer eating/drinking. Due to the marked improvement, although with scope for more, in February 2024 we developed the concept further and began a 9-month trial of a more significant enhanced cleansing service. This was equivalent to a 40% uplift on the baseline provision with four additional staff Monday-Friday and a night-time jet-washing regime two days a week. Areas of focus were Bishopsgate, Gracechurch Street, Monument, Eastcheap, St Mary Axe and Fenchurch Street. This trial will be reviewed in October 2024, with hopes of making the service permanent.

● INTELLIGENCE ANALYSIS & REPORTING

To support our businesses with their resilience and business continuity planning we commissioned intelligence analysts B4 Secure to provide fortnightly security threat assessments on issues affecting the BID area, with reports then disseminated to our members and local private security teams. Twelve reports were produced and covered topics including protest activity, urban explorers, auditors and crime trends. This was run on a trial basis and is currently being evaluated to determine whether it is a service we will make permanent.



● NIGHT SAFETY

On 1 November 2023, we launched The City's first Welfare Hub and medical support service to help vulnerable members of the public in the night-time economy. Operating from St Botolph's Church Hall every Wednesday to Saturday from 18:00 to 02:00 throughout November and December, the Hub comprised two medics, one police officer and two security staff, complemented by a further two cycle medics and police officers on patrol. Across the 33 shifts we helped 136 members of the public with a variety of physical and mental health conditions – in some cases providing life-saving interventions. Notably, 71% of calls for assistance came from the City of London Police, saving their time and personnel to focus on preventing and detecting crime. We also estimate that 58 ambulance callouts were avoided, saving the NHS approximately £16,000.

● SOCIAL RESPONSIBILITY STEERING GROUP

We have established a new Social Responsibility Steering Group with 10 diverse representatives from across the EC footprint. They meet quarterly to guide our social responsibility programme such as how we collaborate with local charities, organise volunteering opportunities for members and run various employee wellbeing events.

● VOLUNTEERING

We ran a volunteering programme through the online platform Neighbourly, which connects businesses and their employees to nearby volunteering opportunities with local good causes. One such example was a corporate team helping to fundraise at Christmas for the homelessness charity St Mungo's.

● 'HIDDEN HARM' TRAINING & AWARENESS

To support our safety initiatives EC BID delivered several free crime prevention and personal safety training sessions, partnering with charities such as Hestia and The Suzy Lamplugh Trust. With a particular focus on offences such as stalking, harassment and domestic abuse, and how these issues affect staff in the workplace and what employers can do to support them. 121 local employees registered for the training sessions.

£16K

We estimate that 58 ambulance callouts were avoided thanks to The City's first Welfare Hub saving the NHS approximately £16,000.

10

diverse representatives make up our new social responsibility steering group.

● GRANT FUNDING

In March 2024 we launched the EC Community Fund - £40,000 worth of grants distributed to 10 programmes run by local charities and community groups via the ActionFunder platform. Successful applicants were chosen by a judging panel from our Steering Group and funded programmes included climate change education for school children, encouraging women into the tech sector, employment skills for refugees, sustainable waste management and using the arts to empower young people.

● EMPLOYEE WELLBEING

The EC BID delivers a large programme of wellbeing events supporting employees within our local business community. The events range from walking tours, gardening workshops, fitness classes and more. The events often align with cultural calendar moments such as International Women's Day, when we hosted a menopause clinic that was attended by 16 women. In total 17 events with 196 sign-ups from local employees.

● CITY GIVING DAY

EC BID supported the Lord Mayor's City Giving Day on 9 September 2023 by encouraging businesses to participate, raise funds, and celebrate their charitable efforts. Our Ambassadors were on hand to assist throughout the day, and we sponsored the Tour de City Static Wattbike Challenge at The Leadenhall Building, where 40 corporate teams raised £20,000.

● WE CAN BE

EC BID sponsored the We Can Be event in March 2023; the event seeks to connect groups of young women from around London and beyond with City businesses. 18 School Groups, 283 female participants and 18 businesses took part this year. After the event 92% of participants understood the different careers available to them in the City and 80% of participants said they would be interested in a career in the City.

£40K

£40,000 worth of grants distributed to 10 programmes run by local charities and community groups via the ActionFunder platform.

196

sign-ups from local employees to our employee wellbeing events.

£20K

was raised through the Tour de City Static Wattbike Challenge that was sponsored by EC BID.

283

female participants took part in the EC BID sponsored We Can Be event that seeks to connect groups of young women with City businesses.

● WALKING TOURS

EC BID collaborated with City of London Guides to create bespoke walking tours that delve into the rich history of our Eastern City footprint. We created a general history tour but also offered themed tours for Black History Month and International Women's Day. To engage with our corporates, we offered the option to host exclusive tours for their colleagues within the footprint. Working with them in this way allowed them to organise an activity with their team members. The public walking tours attracted 85 participants, providing an engaging and educational exploration of the Eastern City's heritage.

85

members of the public participated in the bespoke walking tours created by EC BID in collaboration with City of London Guides.

● INTHECITY APP

The InTheCity App is an online platform enabling City of London businesses to promote their services, exclusive offers, and events to consumers at no cost. This year, we've concentrated on improving the user experience for businesses, onboarding new businesses onto the app, followed by an exciting digital consumer-focused campaign aimed at boosting downloads planned for next year. The app now has more than 2,800 registered users, with over 140 local businesses showcasing their offers & discounts, and over 300 local events being promoted across the City of London.

2,800

The InTheCity app enables London businesses to promote their services, offers and events to more than 2,800 registered users.

● CITY GIFT CARD

The City Gift Card has recently been rebranded with a fresh, modern identity to enhance its appeal and visibility. This update includes new design elements and a streamlined user experience for both consumers and businesses. To support the rebranding, we have developed additional onboarding materials to facilitate a smooth integration process for businesses. These resources offer comprehensive guidance on promoting and redeeming the City Gift Card. Currently, there are over 3,300 cards in circulation and over £84,000 being reinvested back into the Square Mile.

3,300

Currently, there are over 3,300 City Gift Cards in circulation.

● ONECITYLDN

OneCityLDN is an online community highlighting the rich culture, events, and businesses within the City of London. It provides locals and visitors with curated recommendations and updates on the latest happenings, serving as a comprehensive guide to the area's vibrant offerings. With a substantial social media following of over 100,000 followers on Instagram, OneCityLDN effectively promotes EC BID initiatives through its various channels, including its e-newsletter. By showcasing local events and businesses, OneCityLDN plays a key role in enhancing community engagement, driving footfall, and supporting the City's economic growth.

100K

OneCityLDN effectively promotes EC BID initiatives through its various channels including to its 100,000+ followers on Instagram.

● DIGITAL PROMOTION

EC BID actively supports the local business community through a variety of digital communication channels, promoting their events, offers, and initiatives. In 2024, our website featured 23 posts highlighting businesses with local promotions. Our monthly newsletter, which has grown to 1,236 subscribers as of March 2024, spotlighted 19 local businesses, helping them promote their services and special offers. We also engage with our audience across three social media platforms: Instagram, X (formerly Twitter), and LinkedIn. Together, these channels have attracted a combined following of 4,923, where we share the best activities and events in the area. Over the past year, we have published 68 posts specifically aimed at supporting local businesses and fostering a thriving community.

1,236

Our monthly newsletter now has 1,236 subscribers.

● PROPERTY OWNER GROUP

This year EC BID set up our Property Owner Group to foster collaboration with property owners within the Eastern City cluster, a key stakeholder alongside our business community. The group meets quarterly and focuses on issues such as strategic planning, public realm and sustainability initiatives allowing for discussion and joint working.

● BUSINESS ENGAGEMENT ROADSHOWS

This year we have engaged with workers in our business community by visiting offices within the footprint. Supported by our Ambassadors, we held over 13 business engagement roadshows within our multi-tenanted buildings providing information on the BID and what is happening locally. This led to over 1,000 newsletter sign-ups.

PROMOTING THE EASTERN CITY

This part of the Square Mile is home to over 80,000 jobs with economic output in excess of £11 billion per year – it's recognised globally as a commercial powerhouse. To bolster this reputation, we work to position the area as a global pioneer, setting the blueprint for what's needed in a world-leading central business district.

● BASELINE ECONOMIC RESEARCH

EC BID commissioned Colliers to provide a Baseline Economic Research piece for the Eastern City cluster area. The research is a trend-based analysis over regular periods to optimise destination performance with regular and consistent data sets and ongoing monitoring. The research is used to inform our work and events programme, as well as capturing performance with surveys at our larger installations.



● HOME WORKING RESEARCH

EC BID sponsored a report 'Office politics: London and the rise of home working' to explore the economic impact of hybrid working on the City of London, as office attendance has plateaued at 70% of pre-pandemic levels. Concerned about the potential risks to productivity, creativity and innovation, EC BID partnered with Centre for Cities and Professor Dan Graham from Imperial College London to provide insights and recommendations. The goal is to help policymakers and businesses address these challenges and ensure the City remains a vibrant, competitive hub in the evolving work environment.

● PR AND MEDIA

This year the EC BID received excellent press coverage highlighting the impact of our work and things to do locally. To celebrate the Coronation of the King we worked with the City BIDs on the 'Green and Pleasant City Campaign' which highlighted all the ways to celebrate the Coronation in the City, this was featured in City Matters. A highlight of the media coverage earned during the last 12 months was our Christmas campaign 2023 with art installation MOSAIC receiving significant coverage in the Evening Standard, The Guardian, The Telegraph, CityAM, Forbes, TimeOut, Visit London and more. The City BIDs invited the Lifestyle Editor from CityAM on a leisure tour of the City, his piece featured EC's luxury hotel Pan Pacific London.

CITY MATTERS, EVENING STANDARD, FORBES, TIME OUT & MORE

● NATIONAL & INTERNATIONAL PARTNERSHIP

The Eastern City is the UK's Central Business District



MIPIM 2024

At MIPIM 2024, a leading real estate event, the City BIDs and the City of London Corporation collaborated on a joint stand at the London Pavilion, featuring an innovative hologram capsule with prerecorded interviews from key figures like the Lord Mayor of London. The theme for the stand was partnership and how through collaboration we are shaping a more vibrant, resilient and world-class City of London. A well-attended reception on 13 March included a live hologram demonstration, showcasing the success of the partnership and raising the profile of the work BIDs are doing across the Square Mile, promoting investment opportunities and showcasing exemplar projects being delivered. EC BID representatives attended various events making important connections and building relationships with stakeholders.

New York

Representatives from the City BIDs participated in a study tour to New York, organised by Opportunity London. CEO Kate Hart met with the Downtown Alliance BID, which covers New York's financial district, to discuss potential partnerships, including cultural exchanges and opportunities for workers. In autumn 2023, the Downtown Alliance BID CEO visited London and spoke at the BusinessLDN Summit alongside Primera CEO Ruth Duston OBE, OC sharing insights on creating appealing places and highlighting lessons London BIDs can learn from their international counterparts.

● LEADERSHIP & ADVOCACY



Opportunity London

The EC BID, alongside other City BIDs, supports Opportunity London's new London Investment Prospectus, which seeks £9.6 billion for nine major development projects in the capital. As a leading global investment hub, London is driving innovation in real estate, energy and infrastructure, with a focus on reaching net zero by 2030. EC BID sponsored a breakfast briefing with the Foreign Press Association to launch the prospectus, highlighting London's potential for stable, long-term returns.

Centre for London dinner

EC BID supported the annual London Conference dinner, held by Centre for London at the Pan Pacific hotel. This event attracted senior representatives from London government and business and was a great platform for the BID to showcase the area, demonstrating the role the EC BID plays in shaping the City of the future. EC BID CEO Kate Hart delivered a speech at the event.

TfL off-peak Fridays

In partnership with the City BIDs we successfully lobbied Transport for London and the Mayor of London's office to trial off-peak train and tube fares on Fridays. This initiative addresses the lower commuter numbers on Fridays, which pose challenges for many hospitality businesses in the London Central Activity Zone (CAZ). The Mayor announced a three-month trial starting on 15 March, alongside various discounts and special deals across the EC BID area. The story was featured in the Evening Standard, highlighting some of our hospitality and leisure stakeholders. Kate Hart delivered a speech at the event.

BusinessLDN

EC BID works with BusinessLDN, the advocacy group who campaigns to make London the best city in the world in which to do business, working with and for the whole UK. This includes lobbying on issues such as reinstating VAT free shopping for international visitors, which has impacted spending in the City of London.

CPA tall buildings event

In October 2023, EC BID supported a City Property Alliance event focused on the report we commissioned with Arup: 'Tall Buildings: Rising to the Net Zero Challenge'. The event, held at 8 Bishopsgate, was hugely popular and positioned the BID as a thought leader on the issue of tall buildings and sustainability. Kate Hart chaired the panel discussion which featured Spice Design, Brookfield Properties, the City of London Corporation and Alexander Jan, Chief Economic Adviser to the London Property Alliance.

FINANCIAL ACCOUNTS

INCOME AND EXPENDITURE
EC Business Improvement District
(BID) Ltd Income and Expenditure
to 31 March 2024

INCOME

£

Levy Income	3,801,872
Voluntary Income and Sponsorship	60,000
Total Income	3,861,872

EXPENDITURE

An Evolving District	967,755
A Sustainable District	549,601
Promoting the Eastern City	628,956
Our Community	754,065
Administration Expenses	231,775
Total Expenditure	3,123,152

Closing Surplus Post Tax at Year End	738,859
Previous Year Reserves	1,356,872
Surplus to be carried forward to 2024-25	2,095,731



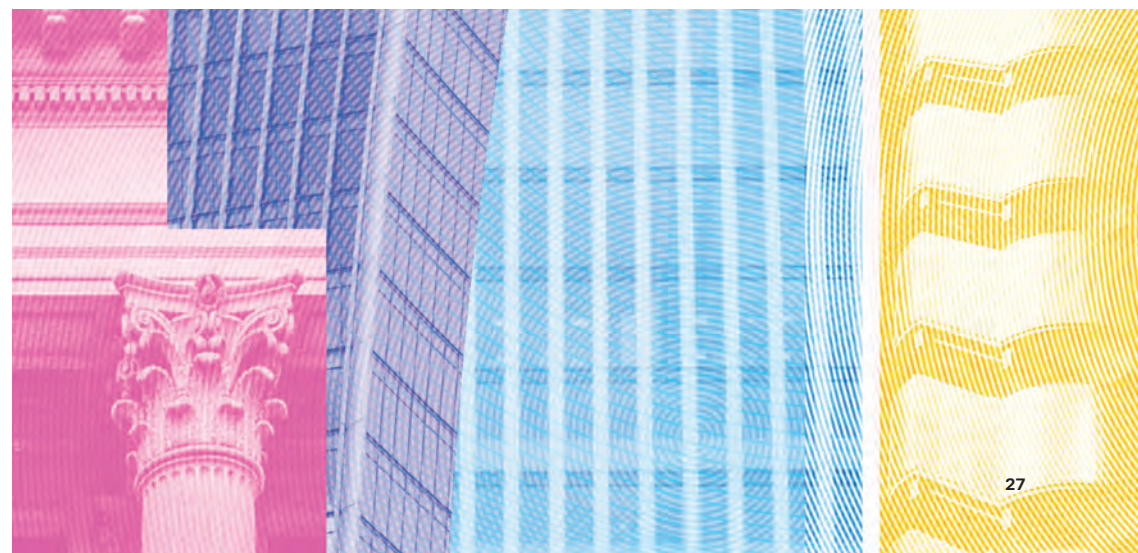
● LEADENHALL MARKET

MEET THE BOARD

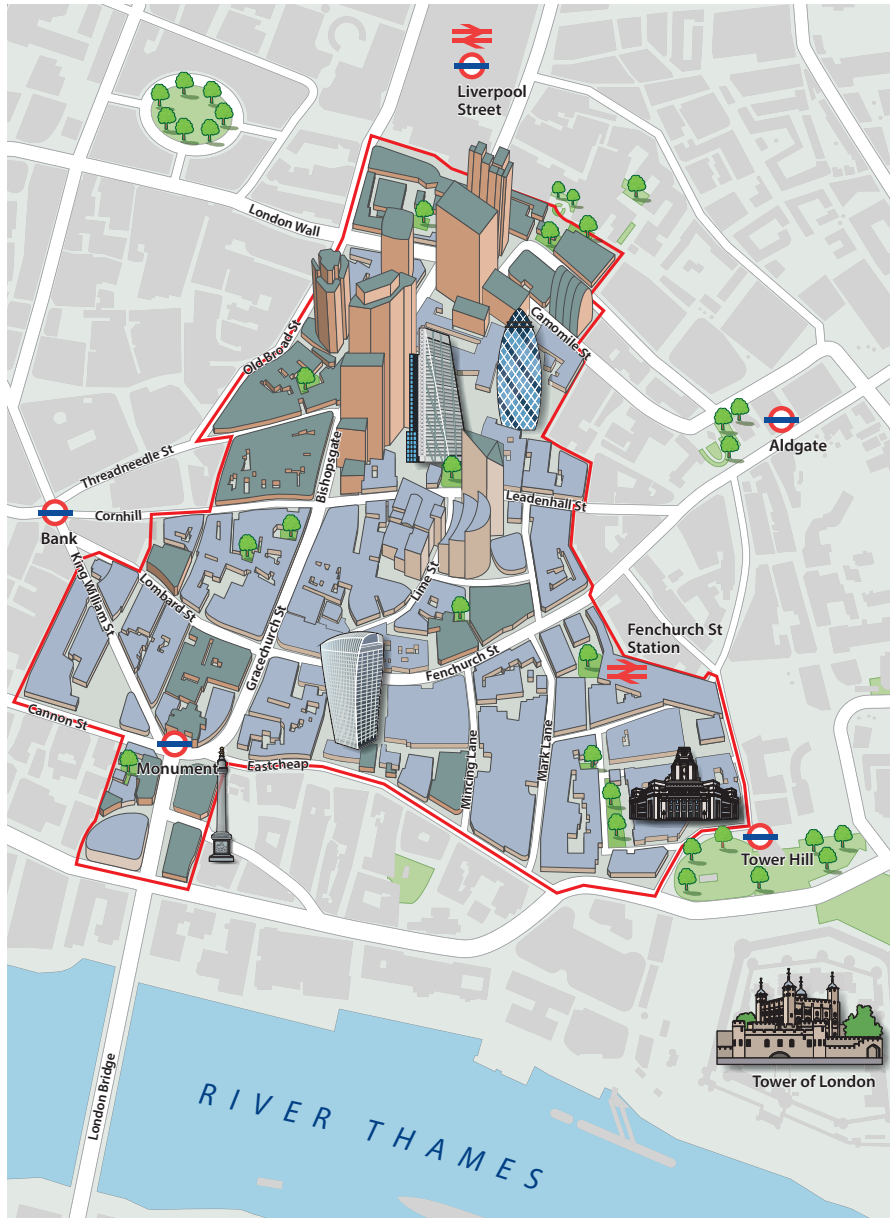
- **NICK CARTY**
Chair
AIG
- **PETER WOODS**
Vice Chair
DAIWA Capital Markets
Europe Limited
- **PAUL SEWELL**
Vice Chair
Metro Bank PLC
- **DAVID COOPER**
Wells Fargo
- **CAROLYNE KING**
Amtrust Management
Services
- **FIONA BEALE**
Aviva
- **DOMINIC CHRISTIAN**
AON Insurance
- **FLORINE LE GUILLOUX**
AXA
- **JO SCOTT**
Lloyd's of London
- **MARK HIGGS**
Freshfield Bruckhaus
Deringer LLP
- **DAN SCANLON**
Brookfield Properties
- **STEWART DAWSON**
Vattenfall
- **MICHELLE WHITTEMORE**
Pan Pacific London
- **RUTH DUSTON OBE, OC**
Primera Corporation
- **JUDITH PLEASANCE (OBSERVER)**
City of London
Corporation
- **BHAKTI DEPALA (OBSERVER)**
City of London
Corporation
- **RUBY RAW (OBSERVER)**
City of London
Corporation

MEET THE EXECUTIVE TEAM

- **KATE HART**
Chief Executive Officer
- **HENRY JOHNSTONE**
Chief Operating Officer
- **LUCY BOWLES**
Office Manager &
Executive Assistant
- **CLAIRE DUMONTIER -MARRIAGE**
BID Director
- **WILL DYSON**
Placemaking Director
- **AILSAN ANDERSON**
Director of Marketing
& Communications
- **HELENA FORREST**
Senior Marketing
Manager
- **TARISAI EJETA**
Events Manager
- **BRYN LITTLE**
Project Assistant
- **WILLIAM AUSTIN**
Cultural Partnerships
Manager



BID BOUNDARY



● 30 ST MARY AXE

