

**PROPOSED DELIVERY
FOR 2025/26**
**OVERVIEW OF PROJECTS
& EXPENDITURE 2023/24**



EASTERN CITY



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FOREWORD

The Eastern City Business Improvement District (BID) has made significant strides in enhancing and promoting this unique part of the City of London. Over the past year, we have worked closely with our business community, stakeholders and partners to deliver projects that improve the local environment, support businesses and strengthen the area's global reputation.

We originally committed to 31 key projects in our 2022-27 BID Proposal; as of this year, 84% of them are either complete or underway. This report outlines our achievements across our core pillars: A Sustainable District, An Evolving District, Our Community and Promoting the Eastern City.

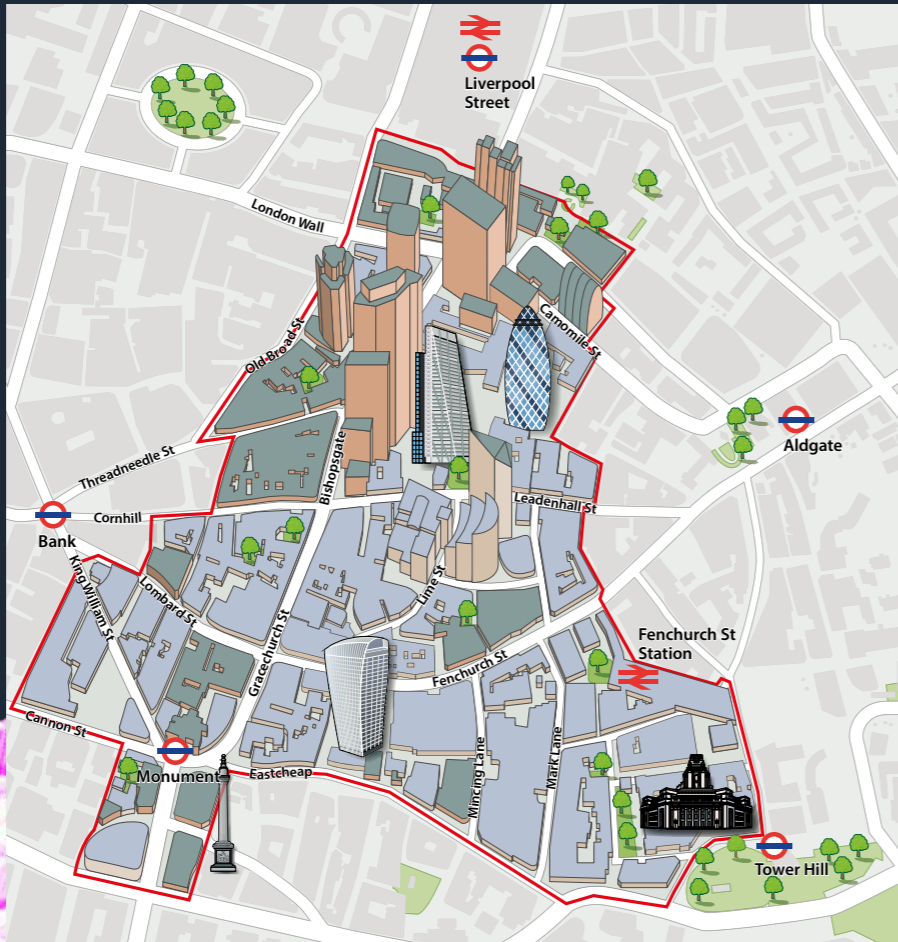
A key highlight from this year was the launch of our Public Realm Vision for the Eastern City developed through thorough consultation with the City of London Corporation, property owners, businesses and other stakeholders. The Vision outlines transformative proposals to enhance green spaces, improve wayfinding, prioritise pedestrian-friendly streets and foster a more sustainable and welcoming environment for businesses, workers and visitors.

Additionally, we have launched a new destination-focused brand and website for the Eastern City designed to resonate with local workers and attract new audiences to the area.

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. We would also welcome your participation in any of our four steering groups which guide our work: Culture & Communications, Safe & Secure, Public Realm and Social Responsibility.

Kate Hart, Chief Executive

The Eastern City is a unique area in the City of London, home to an iconic skyline with the modern architecture of tall buildings, juxtaposed with significant historic cultural assets like The Monument and Leadenhall Market.



THE BID BOUNDARY



A Sustainable District

Our commitment to enhancing the quality of public spaces and supporting the City of London Corporation's strategy for achieving net zero by 2040. This includes initiatives to reduce vehicle traffic and its associated emissions; create new green spaces and enhance the existing ones; encourage sustainable modes of travel, and improve wayfinding, lighting and pedestrian safety. We also want to provide businesses with the support they need to make their own positive environmental impact.

Highlights from the past year include:

Public Realm Vision

At the end of 2023, we appointed urban design specialists Publica to develop our Public Realm Vision which outlined a series of recommended interventions to enhance public spaces in the Eastern City. These include new gardens and green spaces, improved wayfinding, greater

prominence of heritage assets and measures to enhance pedestrian safety and comfort. The Vision was developed through consultation with – amongst others – local businesses and their staff, Transport for London, the emergency services, neighbouring BIDs, property owners, the tourism sector, schools and faith groups.

Work is already underway on delivering these interventions with some funded entirely by the BID and others leveraging in match funding from elsewhere.

Lombard Street

Identified as one of the major projects in the Public Realm Vision we have commissioned design work to begin on an improvement scheme here. The road will remain open to traffic (albeit there is very little) but the carriageway will be brought level with the pavement to improve north/south accessibility at the crossings and provide more

Expenditure £1,110,037

pedestrian space. The quality of the materials will also be improved to better match the adjacent architecture. Designs are being finalised with works hoped to start in early 2026.

Leadenhall Street

We are contributing £1m over 3 years towards the City of London Corporation's £12m programme of improvements along Leadenhall Street. This will involve wider pavements, on-street planting & trees, seating, a cycle lane and improved crossings. Public consultation closed in February 2025 and work is underway on amending the design accordingly. Construction is scheduled for the end of 2025/early 2026.



Fen Court Garden and Fenchurch Street Station

Following a tender process in late 2024, we chose landscape architects REALM to design new planting schemes for these spaces which have become tired and devoid of colour, biodiversity and thriving species. The new design will be complete in April 2025 with an anticipated install a month later in May.

Alleys & Courts

The historic network of streets to the west of Gracechurch Street and Bishopsgate, whilst rich in heritage, are nonetheless difficult to navigate, uninviting and often cited as feeling unsafe. We therefore commissioned architects Studio Weave to advise on redressing this and will be implementing their designs for planters, benches, lighting schemes and wayfinding at Lombard Court, Change Alley, George Yard, Ball Court, Bengal Court, Cowper's Court and St Michael's Alley. We will also be undertaking significant enhancements to St Peter Upon Cornhill churchyard.

Funded Gardener

Since October 2024 we have been funding an additional, dedicated gardener for the Eastern City to maintain the quality of our existing public gardens and manage the new green infrastructure being introduced.

Servicing & Deliveries

To improve pedestrian safety and air quality, and create the conditions for ambitious public realm schemes, we need to reduce the number of vehicle journeys through the area associated with servicing and deliveries. We therefore undertook a detailed assessment of the issue – forecasting projected demand, identifying best practice and investigating the extent to which freight consolidation and collaboration amongst buildings and their tenants could be employed. The results were encouraging so in October 2024 we launched the second phase which was to support The Leadenhall Building, 100 Bishopsgate and Lloyd's of London implement freight consolidation within their premises. In tandem, we are developing a data-sharing tool that will enable building managers and tenants across the BID area to identify opportunities for

collaborating on procurement and delivery schedules. Both elements of this project are ongoing.

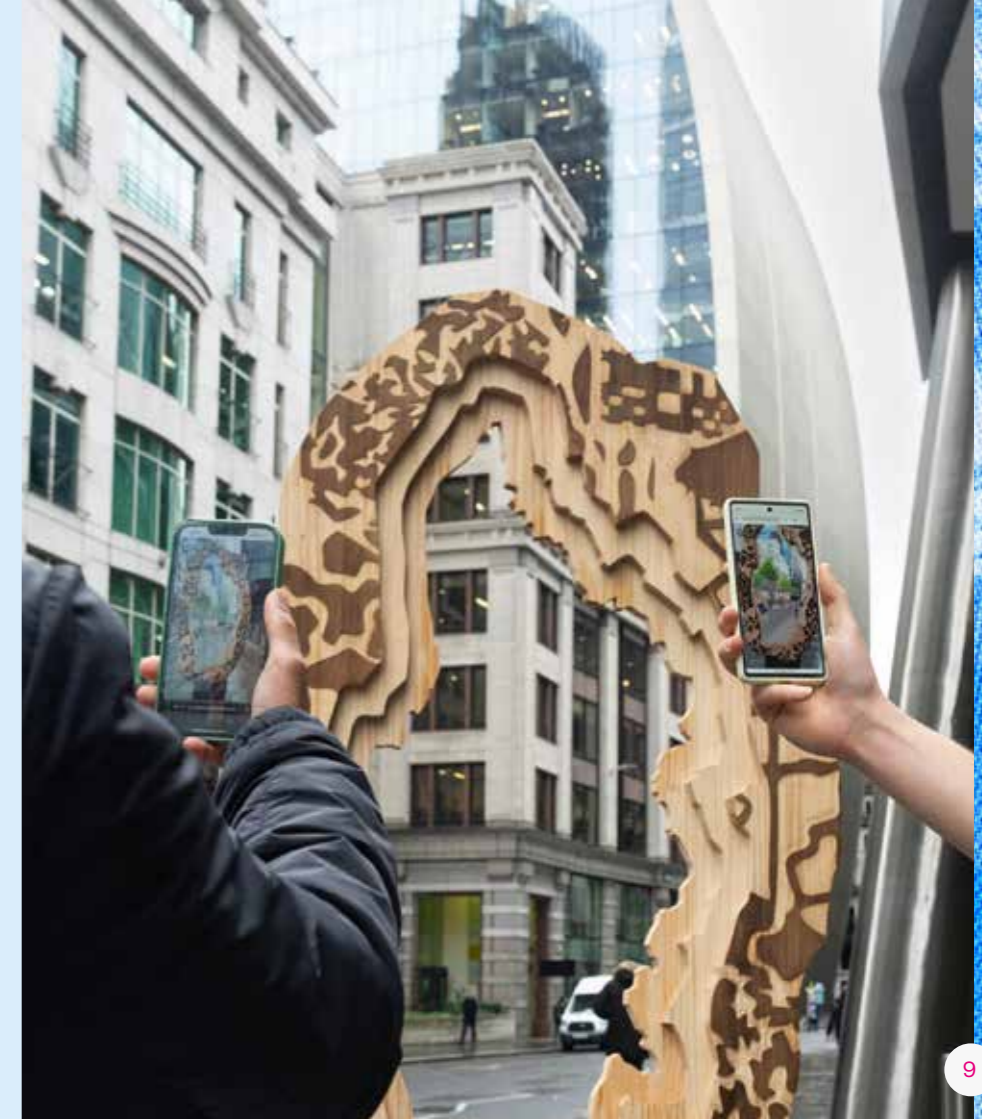
London Festival of Architecture

Our commission "The Voicing Pod" was installed at the Lloyd's of London building in June by architects Urban Radicals, featuring a two-person recording studio and a seed museum that explored the history of seeds and migration in the City of London. We hosted several live podcasts on architecture and placemaking, and in collaboration with HERD Storytelling, recorded 35 audio assets capturing memories and stories from workers and visitors. Additionally, the Poetry Takeaway provided 25 bespoke poems to the public. The pod has since been relocated to Cody Dock, a community centre in Newham.



Proposed Delivery 25/26

Progressing from the design phase, we will implement the Fen Court, Fenchurch Street Station and Alleyways & Courts projects with tangible improvements visible by the summer; Lombard Street will come later in the year. We will continue with the delivery consolidation and collaboration work, again moving from the preparatory stage into implementation where reductions in vehicle traffic should begin to materialise. Transport for London's scheme for Gracechurch Street & Bishopsgate has been significantly delayed but the need for improvement here is urgent; we will therefore lead a taskforce to expedite the plans and lobby for immediate investment. We will begin the early stages of feasibility and design development for a new public park on Camomile Street.



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.

Highlights from the past year include:

Vacant Retail Units

We funded a summer events programme hosted at Broadworks, 55 Old Broad Street (a meanwhile use space) which included art exhibitions, live music and workshops attracting over 1,000 people. A new exhibition space and vitrine gallery were also created in what was previously a shoe shop and men's tailors respectively. Since opening in September 2023, Broadworks has supported 245 creative businesses, created 117 jobs, welcomed 8,800 visitors and hosted 41 events. Applications for the workspace

were 300% oversubscribed on opening and averaged 96% occupancy over 18 months.

At 35 Crutched Friars we have funded a temporary pottery studio and ceramics gallery which will open to the public in spring 2025.

5&20 Exhibition

We collaborated with Brookfield Properties and the Crafts Council on a public exhibition in the lobbies of 99 Bishopsgate and 30 Fenchurch Street. Over the summer, these spaces hosted a showcase of 20 key objects from the Crafts Council's archives in celebration of their 20th anniversary. This was the first step in exploring ways to activate ground-floor spaces and enhance the area's cultural offer.

Sculpture in the City

Sculpture in the City is the City of London's open air sculpture park in the heart of the financial district. This year we were the Promotion & Activations

Expenditure £1,283,676

partner supporting the communications and events programming for the 13th Edition. The free events included a variety of activities such as Art on the Skyline, guided walking tours, child-friendly workshop Little Art Critic TV, discussions around the gender pay gap and more.

Summer of Sport in the City

In collaboration with the City BIDs and City of London Corporation we kicked off with an opening ceremony at The Guildhall, followed by a social event for local businesses at the Four Seasons Hotel, featuring inspiring speeches from Olympic rower Alastair Heathcote and Andy Sellins of The Change Foundation. 'Screen on the Green' at Seething Lane Garden was another highlight, drawing over 2,600 visitors with live screenings of Wimbledon, the Olympics and Paralympics, as well as virtual fitness classes and weekly open-air cinema nights. We also collaborated with



Stanhope to bring fun-fair style games to St Helen's Square, providing free entertainment for the public.

Festive Events 2024

We celebrated Christmas 2024 with London's tallest Christmas tree at Bishopsgate Plaza, the official light switch-on hosted by special guest Dame Joan Collins. The wider festive programme included bauble, candle and jumper-making workshops for local employees, trees at three local churches, a light projection on to 55 Old Broad Street and 'IMPULSE' interactive seesaws at St Helen's Square – the latter attracted 10,501 people. The events received significant media coverage, including mentions in Secret London, VisitLondon, City AM, City Matters, MSN News, Town&Country House, FAD Magazine, TimeOut and more.

RECHARGE 2025

The Observatory, hosted in the Broadworks gallery at 56 Old Broad Street, showcased two immersive experiences promoting mental health awareness: Harmony 2.0 (a group meditation experience using EEG headsets) and Soul Paint (a Virtual Reality journey). The event attracted

1,741 attendees with 76% of those surveyed reporting an improved understanding of mental health, and 95% expressing an interest in attending similar events in the future.

Proposed Delivery 25/26

In the coming year, we will build on our commitment to activate vacant units across the footprint, collaborating with property owners on key redevelopment sites. Our calendar of events will engage the business community and attract new audiences to the area, featuring a mix of art and culture, sport, live music and seasonal events. The programme will also include City-wide events like Sculpture in the City and The Lord Mayor's Show.



Our Community

We are enhancing the experience of the Eastern City for our community of 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.

Highlights from the past year include:

Ambassadors

Our team of three on-street Ambassadors continued working across the footprint from Monday – Saturday throughout the year, welcoming 58,878 visitors and undertaking 804 business visits. For the first time they also deployed in support of the police's Operation Reframe to keep people safe in the night-time economy. The Ambassadors perform an important role in managing public spaces - reporting

7,785 environmental issues to the City of London for remedial action and providing the police with information on anti-social behaviour. They have also received Action Counters Terrorism (ACT) and See Check and Notify (SCaN) training to enhance their ability to respond to incidents and report suspicious activity.

InTheCity App

We completed developments improving the user experience for businesses on our free app, which gives local employees and visitors offers and discounts at local bars, restaurants, hotels, gyms, shops etc. We are looking to launch a consumer digital campaign to secure more downloads and offers in 2025/26.

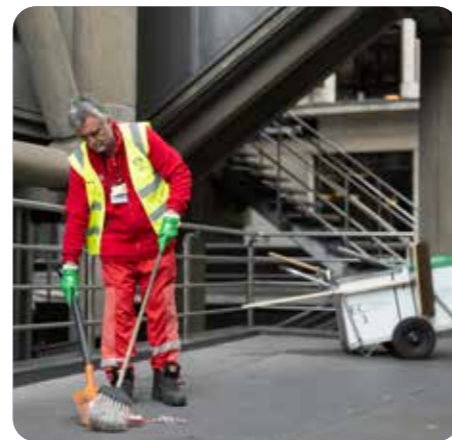
Marketing & Promotion

We supported the retail, leisure and culture sectors with marketing through our new website with a comprehensive directory of things to do in the footprint, social media channels, newsletters, events and competitions.

Expenditure £952,891

Enhanced Street Cleaning

Our trial of additional street cleaning – a 40% uplift on the City of London Corporation's baseline provision – was a success and so have since made the service permanent through to the end of our current term in 2027. This involves sweeping, litter picking, graffiti removal, jet washing and deep cleans of the major thoroughfares.



CityIntel Emergency Alerts

We contributed towards the operating cost of the CityIntel Emergency Alerts service – a platform used by the City of London Police to communicate with the business community on live security incidents or other disruptive events such as protests, road closures and building evacuations. Our funding broadened the number of businesses that could register and created a new, simpler self-registration system.

Cycle Medics

As part of our commitment to public safety, and following a successful trial project in 2023, we funded two St John Ambulance cycle medics to patrol the BID area over the festive period. Working directly alongside the City of London Police, across 11 shifts from 6pm-2am in December they responded to over 40 incidents including mental health crises, road traffic collisions, intoxications and assaults. A total of 38 individuals received medical assistance, with 28 ambulance call-outs avoided which helped to significantly ease pressure on the emergency services and provide an exemplary service for the public.



Liverpool Street Taxi Marshals

Organised by the City of London Crime Prevention Association and jointly funded by the Eastern City and Aldgate BIDs, this scheme ensures a steady flow of licensed cabs, deters anti-social behaviour and reassures late-night travellers. Since December 2023, the marshals have facilitated 21,208 journeys for 38,549 passengers, including 6,283 lone females, 1,080 children and 163 disabled individuals.

'Hidden Harm' Training & Awareness

We partnered with charities such as Hestia, the Employers' Initiative on Domestic Abuse and the Suzy Lamplugh Trust to deliver free crime prevention and personal safety training. We focused on offences such as stalking, harassment and domestic abuse, raising awareness of their impact in the workplace and equipping employers with the tools to support affected staff.

Charitable Grant Funding

As part of our social responsibility programme we managed a grant fund worth £40,000 to directly support local charities and community groups. Our judging panel chose eleven successful applications that covered a range of initiatives focused on sustainability, employment, social mobility, mental health and youth empowerment. 2,187 people benefited directly.

Employee Wellbeing

To encourage staff back to the workplace and enhance their experience whilst here, we organised a programme of activities throughout the year which focused on their enjoyment, health and wellbeing. This included a number of walking tours, mental health awareness workshops, seminars on women's health and 'cuddle club' dog therapy sessions.

ESG Growth Forum

We sponsored this exclusive ESG conference, bringing together finance leaders to shape the future of responsible and sustainable growth in the City of London. The event provided a platform for industry experts to discuss key environmental, social and governance challenges, share best practice and explore innovative solutions. By supporting this initiative, the Eastern City reinforced its commitment to fostering collaboration and driving meaningful change within the financial sector.



Proposed Delivery 25/26

We will continue in our efforts to improve personal safety and prevent crime by providing the cycle medics year-round (not just over the festive period), investing in a mobile Welfare Bus for Liverpool Street, extending the taxi marshal hours and establishing a Business Crime Reduction Partnership for businesses, security teams and the police to securely share intelligence and offender information with one another. Homelessness is unfortunately on the rise, and we will therefore partner with fellow City BIDs to increase the level of support available to them. A new volunteering programme will be established to provide our members with access to local opportunities and we will continue to support the Lord Mayor's Appeal. Our Ambassador service will remain, as will our commitment to provide enhanced street cleaning at the current level.



Promoting the Eastern City

This part of the Square Mile has an economic output in excess of £11 billion per year and is 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.

Data & Insight

We are committed to data-driven decision-making so for our larger initiatives (for example the Christmas and summer events programmes, and empty unit activation) we commissioned research to assess their impact in terms of footfall, spend and perception – helping to inform investment in future programmes.

Eastern City Rebrand

As part of our ongoing efforts to enhance the Eastern City's appeal as a destination for workers and visitors alike we undertook a comprehensive rebrand, driven by research and insights into the preferences of our core demographic: Gen Z and Millennial workers. Recognising the importance of digital engagement, we launched a refreshed website that prioritises user experience and highlights the area's unique culture, retail and leisure offer, making it easier for visitors and employees to explore the Eastern City.

Leadership and Public Affairs

We continue to advocate for our community's interests at both local and national levels, driving meaningful

Expenditure £659,052

change through partnerships with BusinessLDN, the City Property Association and Opportunity London. Expanding our reach, we've launched a new partnership with City AM, featuring a digital hub on their website and a monthly printed story in their newspaper. Where relevant, we also leverage local and national media to promote our initiatives, particularly our events and cultural programming. This year, we hosted the New York-London Dialogue, a dynamic discussion on urban regeneration, drawing insights from 20+ Years of Urban Rebuilding: Lessons from the Revival of Lower Manhattan. In partnership with other City BIDs and the Corporation we hosted and programmed the City of London stand at world-renowned real estate and investment conference, MIPIM.



Proposed Delivery 25/26

We will be developing a Ground Floor Use Strategy which will serve as a BID-wide masterplan to improve the retail, culture and leisure offer – identifying gaps in the current provision and recommending how/where they can be addressed. We will continue to roll-out the new Eastern City brand with its associated destination content and invest in a new data collection service that will provide regular insight into consumer demographics, footfall, spend and travel patterns that will be shared with businesses and stakeholders to inform our respective work.





2024-25 Forecast Position*

	Total £
2023-24 Reserves Brought Forward	2,095,731
BID Levy Income (assuming 95% collection)	3,757,182
Voluntary Income and Sponsorship	84,670
TOTAL INCOME	5,937,583
A Sustainable District	1,110,037
An Evolving District	1,283,676
Promoting the Eastern City	659,052
Our Community	952,891
Staffing & Overheads**	293,093
Contingency***	335,747
TOTAL EXPENDITURE	4,634,497
2024-25 Estimated Closing Reserves	1,303,086

Notes:

* Based on forecasts made in February 2025 management accounts.

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

*** 9.5% statutory contingency set aside to cover BID levy fluctuations, ratings changes and bad debts.

2025-26 Budget

	Total £
2024-25 Estimated Reserves Brought Forward	1,303,086
BID Levy Income (assuming 95% collection)	3,941,616
Voluntary Income and Sponsorship	75,000
TOTAL INCOME	5,319,702
A Sustainable District	1,312,109
An Evolving District	1,332,109
Promoting the Eastern City	646,249
Our Community	1,244,876
Staffing & Overheads**	308,906
Contingency***	374,454
TOTAL EXPENDITURE	5,218,703
2025-26 Estimated Closing Reserves	101,000



**If you would like to get involved with the
BID's work please get in touch:**

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