



EASTERN CITY BUSINESS IMPROVEMENT DISTRICT (BID) DELIVERY PLAN 2025-26



EASTERN CITY



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FOREWORD

Since our inception in spring 2022, our role as the BID has been to significantly enhance the daily experience of those who visit and work in the Eastern City.

Over the past year, we have therefore worked hand-in-hand with businesses and local stakeholders to implement forward-thinking projects befitting this prestigious and iconic business district.

As examples, three projects identified in our 2024 Public Realm Vision are underway; the meanwhile use programme at 56 Old Broad Street has supported 245 jobs in the creative sector and attracted 8,800 visitors; over 13,000 people took part in our summer and Christmas events programme; our cycle medics treated 38 members of the public during the festive period; and 2,187 people benefited from our community grants programme.

Now just over halfway through our 5-year term, in early 2025 we surveyed our business community to ensure we are continuing to address their priorities. This year’s delivery plan therefore reflects the feedback from almost 300 local employees with projects targeting personal safety, cleaner streets, greener public spaces, cultural vibrancy and environmental sustainability; we are focused on meaningful positive change.

As ever, we welcome your ideas, involvement and comment so please do get in touch. For more formal involvement we do also have positions available on our four Steering Groups (Safe & Secure, Culture & Communications, Public Realm and Social Responsibility) - we’d love to hear from you.

Kate Hart, CEO

A Sustainable District

From the survey results respondents noted a significant shortage of public seating and green space, poor air quality and a lack of perceived safety around busy roads, junctions and congested pedestrian crossings.

We have therefore responded as follows:

Alleyways & Courts

A programme of greening and public realm improvements will begin in the summer at Lombard Court, George Yard, St Michael's Alley, Change Alley and St Peter Upon Cornhill churchyard. These historic routes are being reimagined with new planting, seating and lighting to enhance their aesthetic and safety for pedestrians.

Lombard Street

Design and feasibility work is underway for a major transformation of Lombard Street, introducing raised carriageways to improve accessibility and pedestrian safety. This will incorporate materials that complement the area's architectural heritage.

Leadenhall Street & Creechurch Lane

We are contributing £1 million over three years to the City of London Corporation's improvement plans for Leadenhall Street and Creechurch Lane. This includes wider pavements, more planting, new seating and safer pedestrian crossings.

Freight Consolidation

We are providing major buildings – notably Lloyd's, 100 Bishopsgate and The Leadenhall Building – with the technical support and feasibility studies required to introduce freight consolidation. These schemes will reduce the number of delivery vehicles entering the footprint by enabling tenants to use out of town consolidation centres and co-ordinate delivery slots; ultimately cutting congestion and improving air quality. We are also developing a 'virtual consolidation hub' that will provide a digital platform for collaboration and measure its environmental impact.



Camomile Street

We will continue to explore the creation of a new public park on Camomile Street, with work to be done on the technical feasibility and funding options.

London Bridge to Liverpool Street Working Group

Along the vital Gracechurch Street / Bishopsgate corridor, multiple public realm schemes are being proposed but delivery is hampered by their complexity and interconnected nature. We will therefore establish a working group of key stakeholders to co-ordinate a shared vision and funding model that will unlock these overdue improvements.

Funded Gardener

We will continue to employ a full-time gardener – sitting within the Corporation's City Gardens Team – dedicated to maintaining and enhancing public green spaces within the BID footprint. This additional resource is vital to deliver the quantum of new green space aspired to and they will also be responsible for organising a number of corporate volunteering sessions throughout the year.

London Festival of Architecture

In collaboration with the City of London Corporation, we will co-commission new installations as part of the 2025 festival to celebrate the area's unique viewing galleries and provide vital wayfinding information to the visiting public.

Construction Hoardings

We are working with developers to ensure that construction hoardings across the footprint contribute to - rather than detract from - the area's aesthetic. We are rolling out a template design incorporating the new Eastern City area branding, wayfinding and heritage information, and will also look for 'green hoardings' where possible to soften the streetscape.



An Evolving District

Just 41% of survey respondents were satisfied with the retail offer in the Eastern City, and only 34% satisfied with the entertainment & cultural offer, suggesting significant improvements are needed. In terms of events programming, there was a call for more live music, events centred around wellbeing, fitness and sport, and a repeat of our previous festive activity.

In order to keep the Eastern City vibrant, interesting and relevant we have therefore responded as follows:

Ground Floor Use Strategy

We are developing a district-wide strategy to improve the mix of retail, leisure and cultural uses. This will involve analysing consumer trends, helping property owners better match supply with demand and coordinating the provision of new space coming through the development pipeline.

Events Programme

Our year-round events calendar will feature Easter trails, VE Day commemorations, outdoor wellness & fitness classes, pop-up sports, live music, Black History Month, the Lord Mayor's Show, festive workshops, family activities linked to Sculpture in the City and a specialised programme for the new the starter/graduate intake in September.

Empty Unit Activation

Building on our successes of Broadworks at 56 Old Broad Street (artist studios, gallery & event space), 35 Crutched Friars (ceramics studio & gallery) and 117 Leadenhall Street (performing arts rehearsal space) we will look for new opportunities to temporarily re-activate vacant properties in the area whilst they await development or long-term leases. These meanwhile uses will help diversify the local economy and provide the culture and entertainment offer being demanded.



Our Community

93% of survey respondents felt safe during working hours, however only 47% did so after 10pm. Theft of personal items such as bags and mobile phones was the crime of most concern, and there was a perceived lack of safety around Liverpool Street Station. Many also called for the homeless community to be given greater support.

To enhance the experience of the Eastern City for our community we have therefore responded as follows:

Business Crime Reduction Partnership (BCRP)

We will establish a formalised BCRP to enable greater intelligence sharing between the police and business community, aimed particularly at tackling our most prevalent crime types of shoplifting, mobile phone and bag theft. Via the BCRP we will also provide a year-round programme of free training on topics such as personal safety, stalking/harassment in the workplace, welfare & vulnerability and the 'Ask for Angela' campaign.

City Safe Space

We will provide a new welfare space outside Liverpool Street station three nights a week, staffed by the City of London Police and medical professionals. It will provide immediate

assistance to vulnerable members of the public and serve as a visible safety presence in the night-time economy.

Cycle Medics

Our partnership with St John Ambulance will continue with the deployment of two cycle medics in the area every Thursday evening, expanding to three shifts per week in December. This provides a rapid response to medical incidents, reduces pressure on the emergency services, improves safety and results in an enhanced patient experience.

Mobile Phone Marking

We are funding a police-led programme to mark personal and work phones with traceable technology. Sessions will be delivered both on-street and in office buildings, helping to deter theft and recover stolen devices.



Taxi Marshals

We will continue co-funding the late-night taxi marshal scheme at Liverpool Street Station with the neighbouring Aldgate Connect BID. Operating Thursday to Saturday, 9pm-1am, the service prevents the use of unlicensed taxis, deters antisocial behaviour and helps vulnerable people get home safely.

Homelessness Support

In partnership with fellow BIDs in the City of London, we will explore a joint initiative to support those who are homeless. This will likely involve working with an existing charity (or charities) offering essential services like housing support, healthcare and employment advice.

Enhanced Street Cleaning

We will continue the successful enhanced cleaning regime – a 40% uplift on the baseline provision which includes additional on-street cleaning staff Monday to Friday and two nights per week of deep clean jet washing.

Volunteering

We are introducing pre-arranged, local volunteering sessions for our business community throughout the year, making the task of finding and arranging such opportunities significantly easier.

Personal Development

We have recently partnered with online training platform SEEDL to allow our business members free access to their vast library of professional development seminars and courses.

InTheCity App

We will continue to promote our free app, which aggregates discounts and offers for City workers. New marketing will drive downloads and encourage local businesses to list their services and deals.

Promoting the Eastern City

The Eastern City's position as a world-class business destination is underpinned by strong branding, area promotion, digital engagement and strategic partnerships. It's also key that we keep our levy-paying members aware of the work we do on their behalf.

Eastern City Area Brand Campaign

Our campaign will promote the Eastern City through digital, print, out-of-home, video and influencer content, spotlighting the area's events, businesses and visitor attractions.

BID Ambassadors

Our on-street Ambassadors remain an essential presence - welcoming visitors, reporting environmental issues, visiting businesses, supporting events and participating in monthly Operation Reframe patrols alongside police. The service will continue to operate Monday-Friday 8am-7pm and Saturdays 10am-7pm.

City AM Partnership

We are the lead sponsor of City AM's new "Toast the City" hospitality awards which will be an exciting opportunity to celebrate and promote this flourishing sector in the Square Mile. We will also continue our content partnership with City AM - using its print and digital medium to support the destination brand.

Demographic, Spend & Footfall Data

Our new partnership with Huq will provide real-time data on consumer behaviour in the Eastern City. Insights on spend, footfall and demographics will be shared with members and other local stakeholders to inform strategy and track success.

MIPIM 2026

We will once again co-host the City of London stand at MIPIM, the international real estate and property trade show, ensuring the Eastern City is represented as a forward-thinking, attractive investment proposition on the global stage.



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.





2025-26 Budget

INCOME	Total £
2024-25 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
EXPENDITURE	
A Sustainable District	1,312,109
An Evolving District	1,332,109
Our Community	1,2244,876
Promoting the Eastern City	646,249
Staffing & Overheads	308,906
Contingency (9.5%)	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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