

# OVERVIEW OF PROJECTS & EXPENDITURE 2025/26

## PROPOSED DELIVERY FOR 2026/27



EASTERN CITY



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# FOREWORD

**The Eastern City BID continues to deliver meaningful improvements that enhance the daily experience of those who work, visit and invest in this vibrant part of the Square Mile. Over the past 12 months, we have made major progress across all areas of our programme – from public realm enhancements and cultural activation to safety, wellbeing and support projects for our local community.**

Many of the projects we committed to at the start of the year are now complete or significantly advanced, demonstrating the momentum we have built across the district.

Looking ahead, 2026/27 will see the launch of several major initiatives, including our new Eastern City Insiders VIP experience programme, the opening of Eastern City Studios as a cultural hub for exhibitions and creative activity at 130 Fenchurch Street, and an expanded festive offer for workers and visitors.

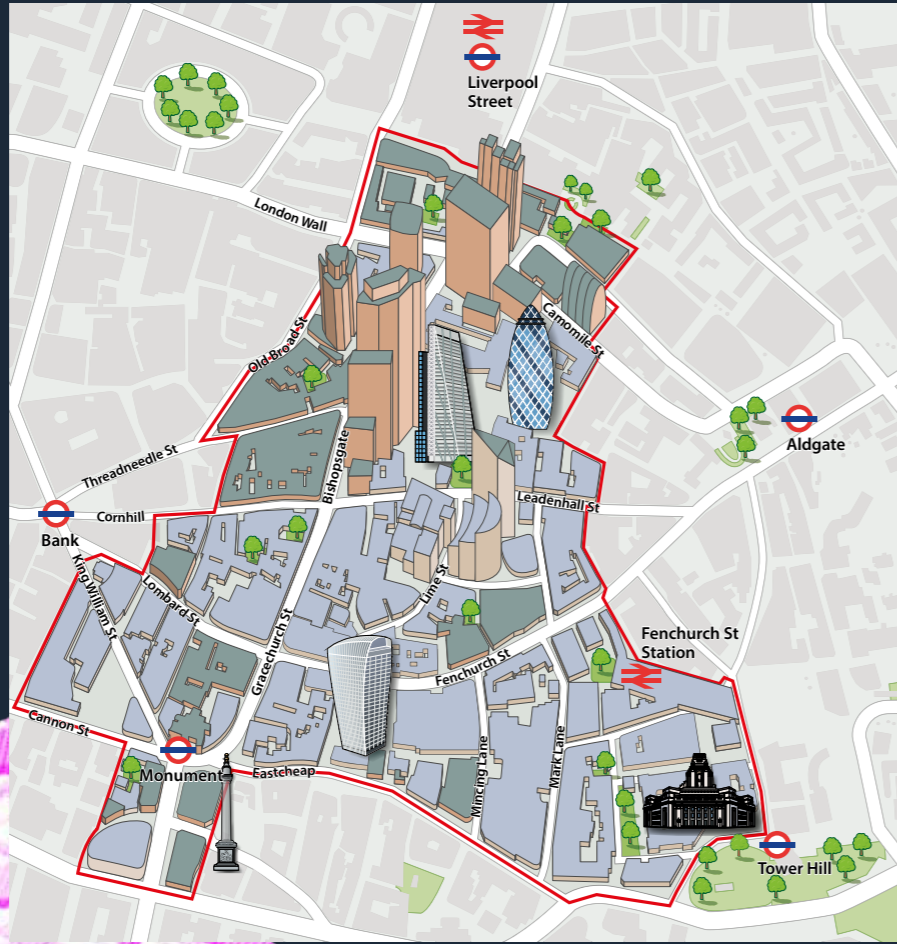
We will continue strengthening our safety partnerships – including the City Safe Bus and Cycle Medics – and deepen our social impact through ActionFunder and our charity partnership with Providence Row.

Importantly, we will begin the delivery phase of our major public realm investment on Leadenhall Street and Creechurch Lane, marking a new era of accessible, greener and more welcoming streets for all.

As we head into the final year of our first five-year BID term, your input is as vital as ever as our work is driven by the needs and priorities of our members. We welcome your ideas, involvement and support as we approach this important milestone year for the BID and a renewal for a second term (2027-2032).

**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

We're committed to creating better public spaces while supporting the City of London Corporation's goal of reaching net zero by 2040. Our focus includes reducing traffic and emissions, adding and improving green spaces, promoting sustainable travel, and enhancing wayfinding, lighting and pedestrian safety. We're also helping local businesses play their part in making a positive environmental impact.

## ALLEYS, LANES & COURTS ENHANCEMENTS

Historic passageways including George Yard, Change Alley, Bengal Court and Lombard Court were upgraded with new seating, large planters and refreshed planting, supported by volunteer gardening sessions with local tenants. These interventions improve both accessibility and perceived safety, bringing activity and greenery to routes that were previously underused.

## ST PETER UPON CORNHILL CHURCHYARD

In March 2026 we completed the re-design and re-plant of this churchyard tucked in the alleys between Gracechurch Street and Cornhill. The space was long overdue an improvement – what previously felt enclosed, unwelcoming and lacking in greenery has been opened up and refreshed with seating and 1,152 new plants. Restoration of the churchyard railings will now follow.

## LOMBARD STREET IMPROVEMENTS

Design development has been completed for the transformation of Lombard Street, which will introduce widened pavements, raised carriageways and improved junctions to make this historic corridor safer and more accessible. The scheme will complement recent upgrades at King William Street and Bank Junction.

Expenditure £860,767

## LEADENHALL STREET & CREECHURCH LANE PUBLIC REALM SCHEME

The City of London Corporation have progressed detailed design work on this major £12m scheme, with the BID contributing £1m towards widened pavements, new seating, historic interpretation and greening. Concept designs were reviewed this year and are now being refined in preparation for works scheduled to begin in April 2026.

## FUNDED GARDENER

We continued to employ a full-time funded gardener – sitting within the City of London Corporation's City Gardens Team – dedicated to maintaining and enhancing public green spaces within the BID footprint.



## FREIGHT, SERVICING & DELIVERY (FSD) REDUCTION

We have continued working with the managers of major buildings in the footprint, providing them with data, best practice examples, expert advice and technology solutions to help reduce FSD-related vehicle journeys. The ultimate aim is for improved air quality, lower vehicle emissions and better pedestrian safety as a result of less traffic. It also enables more ambitious public realm schemes as road space can be reclaimed for pedestrians, cyclists and public green space.

## LONDON BRIDGE TO LIVERPOOL STREET WORKING GROUP

Along the vital Gracechurch Street / Bishopsgate corridor, numerous public realm schemes have been proposed, but progress has long been hampered by their complexity and interconnected nature. To unlock these improvements, we have established a cross-sector working group with Transport for London, the City Corporation and major landowners. This collaborative forum will coordinate a shared vision and funding model to accelerate enhancements across Bishopsgate, Camomile Street and Monument Junction.

## FEN COURT GARDEN & FENCHURCH STREET STATION PLAZA

In July and October we delivered significant improvements to two key public spaces through newly designed planting schemes with greater biodiversity value and visual appeal. 1,277 new plants were installed overall.



Photo credit: REALM



## PROPOSED DELIVERY FOR 2026/27

In the coming year, construction will begin on the Leadenhall Street & Creechurch Lane scheme, introducing generous pavements, new planting, additional seating and safer crossing points.

We will also explore improvements to Cornhill, undertaking some initial design and feasibility studies for pavement widening and greening. Our greening and maintenance programme will continue to expand, supported by enhanced horticultural care, new planters, wayfinding and artistic lighting installations.

We will focus FSD reduction efforts on Lombard Street to maximise the benefits of the forthcoming pavement widening scheme and help both buildings and their tenants navigate new vehicle restrictions. We will also play a major role in the London Festival of Architecture 2026, delivering workshops, walking tours and live music performances that celebrate the BID's distinct public and green spaces.



# An Evolving District

Working patterns in the City have shifted, and for the commercial ecosystem to thrive we need to attract new audiences and broaden what this area offers. Together with key stakeholders, we'll deliver a vibrant programme of cultural events and installations to bring new life to our public spaces and activate empty properties to enliven the ground floor.

## GROUND FLOOR USE STRATEGY

We're working closely with key stakeholders to develop a district wide strategy that strengthens the mix of retail, leisure and cultural uses. This includes analysing emerging consumer trends, supporting property owners to better align supply with demand, and coordinating new space coming through the development pipeline to ensure a balanced, future-ready offer.

## EVENTS & CULTURAL ACTIVATIONS

Our cultural programme delivered an exceptional year of activity with over 3,400 people attending our events. Highlights included over 380 attendees at our Club In The Clouds event with Mixmag at Horizon 22, and a standout festive season, with London's tallest Christmas tree returning to Bishopsgate Plaza and a memorable switch on hosted by TV and radio legend Dermot O'Leary, attended by 200 guests.

We also celebrated the richness of our community through VE Day 80th Anniversary celebrations, Diwali performances and a Black History Month market showcasing Black-owned small businesses and traders at Leadenhall Market. Throughout the year, we delivered live music, creative workshops, wellbeing & fitness classes and began a new partnership with the Friday Night Lights running club.

Expenditure £1,131,338

As a continued activation partner for the 14th edition of Sculpture in the City, we helped bring world class public art to everyday streets, further enhancing the area's cultural vibrancy and supporting retailers with increased footfall.



## VACANT UNIT ACTIVATIONS

We continued our work to bring new cultural experiences to the Eastern City's vacant units. Some of our projects include:

### MONUMENT MICRO MUSEUM

Design and curation are complete for converting this decommissioned public toilet next to The Monument into a museum about The Great Fire of London. Due to launch in summer 2027 it will be London's smallest but open year-round and free to the public.

### SET CERAMICS AT 35 FRUTCHED CRIARS

We initiated and funded the transformation of this vacant shoe repair shop into a ceramics studio providing workspace and exhibition opportunities

to support emerging talent. SET Ceramics also runs one-off workshops and 8-week ceramics courses for the general public – many of which have been attended by local workers.

### THEATRE DELI AT 107 LEADENHALL STREET

We supported Theatre Deli's 'Next Door' at 107 Leadenhall Street, funding the fit out to turn a vacant former restaurant into a rehearsal studio for the performing arts. This complements Theatre's Deli's existing meanwhile use at 117 Leadenhall Street which serves as an events venue and affordable workspace hub that supports emerging artists in theatre, comedy, art and music.



## 40 LEADENHALL

Working alongside building owners M&G and Nuveen, we have begun the search for a meanwhile use occupier for a two-year tenancy of one of the building's retail units. This will become a publicly accessible maker-space showcasing traditional and contemporary crafts. Part of our funding contribution will be used to support operating costs and run the public engagement activity and events.

## PROPOSED DELIVERY FOR 2026/27

We will continue enlivening empty units with the launch of Eastern City Studios as a permanent, curated cultural hub at 130 Fenchurch Street with Hypha Studios offering free exhibitions and events. We will also begin fit-out of the 40 Leadenhall space and The Monument Micro Museum. The new Eastern City Insiders VIP programme will offer exclusive experiences to our levy-paying members, we will bring back headline event Club In The Clouds (twice) and our festive activity will be the biggest yet.

# Our Community

**We're committed to fostering a safe, welcoming and supportive district for everyone who works, lives and visits here. By collaborating with our partners, we're strengthening local safety and security, championing charities through funding and volunteering, and delivering wellbeing initiatives that bring people together. We also continue to support our hospitality businesses, helping them thrive as vital contributors to the social fabric of the Eastern City.**

## CYCLE MEDICS

The scheme, which began in May 2025, involves cycle response medics from St John Ambulance deploying alongside the City of London Police Cycle Team to assist members of public in difficulty or distress. Typically out once a week on a Thursday evening this was increased to Thursday-Saturday during the busy festive period. The Cycle Medics have attended 115 incidents (some genuinely life-saving), prevented

52 ambulance call-outs and received the Outstanding Security Partnership Award at the OSPAs.

## CITY SAFE BUS

The City Safe Bus operates Thursday to Saturday evenings outside Liverpool Street Station, providing on-site medical care, safeguarding and welfare support to members of the public. Funded by the Eastern City and Aldgate Connect BIDs, the Bus is staffed by City of London Police and specialist volunteers. Since launching in October 2025 over 1,000 people have engaged with the Bus and from surveys with the public 90% of them say it positively contributes the perception of the area.

## TAXI MARSHALS

As part of the Our Safer City initiative, taxi marshals operate at the Liverpool Street rank every Thursday to Saturday from 9pm-1am, helping people access safe, licensed transport at night. Jointly funded with Aldgate Connect BID, the

Expenditure £1,128,058

service supported over 38,000 safe journeys last year, including many for lone women, contributing to a safer and more welcoming Square Mile after dark.

## MOBILE PHONE MARKING & CRIME PREVENTION

To help tackle mobile phone theft, we worked with the City of London Police to deliver 15 mobile phone marking events, securely marking 2,572 devices to support identification and recovery if stolen. We also provided situational awareness training to businesses, helping staff stay alert and better protect themselves.

## AMBASSADORS

Our team of three Ambassadors provides an on-street concierge service – welcoming visitors, offering wayfinding support and reporting environmental or social issues to our partners at the City of London Corporation and City of London Police. They also stay closely connected with local businesses,

sharing updates on news, events and activity across the district. Over the past year, our Ambassadors welcomed nearly 16,000 people, completed more than 4,800 environmental reports and supported 235 business visits.

## PROVIDENCE ROW

We announced a £100,000, two year charity partnership with Providence Row, supporting their work tackling homelessness in the City and Tower Hamlets. In the first six months, their Resource Centre delivered more than 6,200 support interactions, including meals, showers, clothing, employability guidance and mental health services. We have also facilitated volunteering opportunities with Providence Row for our business community.

## BRIDGEWATCH

For the first time we donated to this local suicide awareness and prevention charity whose team of volunteers patrol the five City bridges to identify and support those in distress. They also deliver training to the business community on how to recognize suicidal behaviour (whether in the workplace or public) and intervene effectively.



## SMALL GRANTS PROGRAMME

We launched our third Eastern City Fund, investing £40,000 into local community projects. Through this programme we supported nine initiatives across the City and East London on topics such as sustainability, mental health, youth support, culture, climate action and homelessness. This directly benefited 1,670 people.

## WE CAN BE

We again sponsored this annual event which provides 16-18 year old girls from schools across London an insight into careers in the City. Collectively, 22 businesses opened their doors to 300 students for a day of learning and challenging perceptions.



## INSPIRATION FOR ALL

This charity runs a peer mentoring programme connecting business leaders with headteachers at schools in Tower Hamlets. For the second year running we have sponsored three member businesses to take part, with valuable insights benefiting both parties and a lasting relationship between the corporate and their adopted school.



## PROPOSED DELIVERY FOR 2026/27

We will continue our focus on safety in the night-time economy with initiatives such as the City Safe Bus, Taxi Marshals and Cycle Medics, and repeat the highly popular mobile phone marking events.

We will also deepen our collaboration with Providence Row, launch a volunteering programme, and grow our wellbeing offer for workers and local businesses.

Alongside this, we will maintain our training and resilience activities, support outreach and prevention programmes, and continue investing in local skills, community projects and charitable initiatives that help make the Eastern City safer, more connected and more inclusive for everyone.



# Promoting the Eastern City

We work to champion the Eastern City as a dynamic, welcoming and forward looking district, raising its profile through strategic marketing, partnership campaigns and compelling storytelling. By showcasing the area's culture, hospitality, businesses and public spaces, we strengthen its reputation as a lively destination for workers, visitors and weekend audiences. Our approach is insight driven, supported by ongoing research, data and engagement that help us understand audience needs, shape future activity and ensure the Eastern City continues to grow as a vibrant, competitive and well connected part of the Square Mile.

## DESTINATION MARKETING & BRAND ACTIVATION

Following the creation of our new destination focused brand and Eastern City website, we launched a comprehensive marketing campaign designed to elevate the area's profile through authentic digital storytelling and targeted paid promotion.

The campaign focused on showcasing the very best of the district – from cultural highlights and hidden gems to our year-round programme of events – and reached audiences across multiple platforms. In total, it generated 20.8 million impressions, including 1.4 million from creator led content, 9 million through paid Meta activity, 9.6 million via Instagram and Tik Tok, and 880,000 podcast impressions.

Expenditure £579,854

## CITY AM PARTNERSHIP & TOAST THE CITY AWARDS

We continued our partnership with City AM producing articles for our digital hub on their website and monthly articles in their printed edition. The Eastern City BID, alongside our fellow City BIDs, sponsored the inaugural City AM Toast the City Awards.

The public were invited to nominate and vote for their favourite food and beverage, hospitality and leisure businesses in the Square Mile across 15 categories. City AM delivered extensive coverage for the business, and we received 28,000 public votes.

## PROPOSED DELIVERY FOR 2026/27

We will deliver a refreshed destination marketing programme, including the relaunch of the OneCity App with updated branding, new promotions, deals, trails and event listings.

Our partnership with City AM will continue through the Toast The City Awards, alongside seasonal campaigns, influencer content and a strengthened Eastern City brand. We will promote BID initiatives that enhance the area's appeal as a green, safe, clean and lively destination, while supporting the City of London Corporation's Destination City agenda and encouraging weekend visits.

Ambassadors will remain on street six days a week, and we will continue to build insight through footfall, demographic and spend data.



# 2025-26 Forecast Position\*

	Total £
2024-25 Reserves brought forward	2,203,261
BID Levy Income (assuming 95% Collection)	4,275,706
Voluntary Income and Sponsorship	130,129
<b>TOTAL INCOME</b>	<b>6,609,095</b>
A Sustainable District	860,767
An Evolving District	1,131,338
Promotion of the Eastern City Cluster	579,854
Our Community	1,128,058
Staffing and Overheads**	298,228
Contingency***	-
<b>TOTAL EXPENDITURE</b>	<b>3,998,245</b>
2025-26 Estimated Closing Reserves	2,610,850

Notes:

\* Based on forecasts made in March 2025 management accounts

\*\* Covered firstly by voluntary income. This includes statutory obligations incl levy collection fees. 26/27 includes renewal ballot contingency.

\*\*\* 5% Statutory contingency set aside to cover BID levy fluctuations, ratings changes and bad debts.

# 2026-27 Budget

	Total £
2025-26 Estimated Reserves brought forward	2,610,850
BID Levy Income (assuming 95% Collection)	4,601,942
Voluntary Income and Sponsorship	75,000
<b>TOTAL INCOME</b>	<b>7,287,792</b>
A Sustainable District	1,449,656
An Evolving District	2,115,039
Promotion of the Eastern City Cluster	912,913
Our Community	1,789,311
Staffing and Overheads**	752,684
Contingency***	233,847
<b>TOTAL EXPENDITURE</b>	<b>7,253,450</b>
2026-27 Estimated Closing Reserves	34,342



**If you would like more information on the  
BID's work please get in touch:**

[info@easterncity.co.uk](mailto:info@easterncity.co.uk) • [easterncity.co.uk](http://easterncity.co.uk)

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