

EASTERN CITY BID ANNUAL REPORT 2025/26



EASTERN CITY

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FOREWORD

The Eastern City BID has continued to turn ambition into delivery, investing in the public realm, cultural life, safety and community of one of the world's most important business districts.

Over the past 12 months, we have achieved major success across every part of our programme. Projects committed to at the start of the year are now complete or significantly advanced, creating greener public spaces, bringing new cultural experiences to the area, supporting local communities and strengthening safety and wellbeing for workers and visitors.

Our investment in the public realm has delivered visible improvements across the district. Historic passageways and courtyards have been upgraded with new seating and planting, St Peter upon Cornhill churchyard has been transformed with 1,152 new plants, and new planting schemes at Fen Court Garden and Fenchurch Street Station Plaza have introduced a further 1,277 plants. Alongside these completed projects, design work has progressed on Lombard Street and on the major Leadenhall Street and Creechurch Lane public realm scheme, to which the BID is contributing £1 million.

We have also continued to broaden the Eastern City's cultural and leisure offer. More than 7800 people attended our events and activations during the year, with highlights including

Club In The Clouds at Horizon 22, the return of London's tallest Christmas tree at Bishopsgate Plaza, VE Day commemorations, Diwali celebrations, a Black History Month market, live music, creative workshops, bespoke walking tours and wellbeing activity. Our work to activate vacant space has also continued, creating opportunities for artists, makers and performers while bringing new life to empty units.

Safety has remained a major priority. Our Cycle Medics attended 115 incidents and prevented 52 ambulance call-outs, while the City Safe Bus has supported more than 1,000 people since launching in October 2025. Our mobile phone marking programme marked 2,572 devices across 15 events, and taxi marshals supported more than 38,000 safe journeys from Liverpool Street Station. Our social impact has grown too. We announced a £100,000 two-year partnership with the homeless charity Providence Row, invested £40,000 through the third Eastern City Community Action Fund and supported nine community initiatives benefiting 1,670 people. We have also continued to connect our business community with volunteering, skills and education opportunities.

At the same time, our destination marketing has significantly expanded the reach of the Eastern City. Our campaigns generated 20.8 million impressions across paid, social, creator and podcast activity, while our partnership with City AM and the inaugural Toast the City Awards helped celebrate the hospitality businesses that make the Square Mile a compelling place to work and visit.

As we enter the final year of our first five-year BID term, our focus remains firmly on our members and the priorities they have identified. The year ahead will see major public realm works move into delivery, the launch of Eastern City Insiders and Eastern City Studios, an expanded events programme and continued investment in safety, community and destination promotion as we prepare for renewal for a second term from 2027 to 2032.

Thank you to our Board, Steering Groups, levy-paying businesses, partners and wider community for their continued support and collaboration.

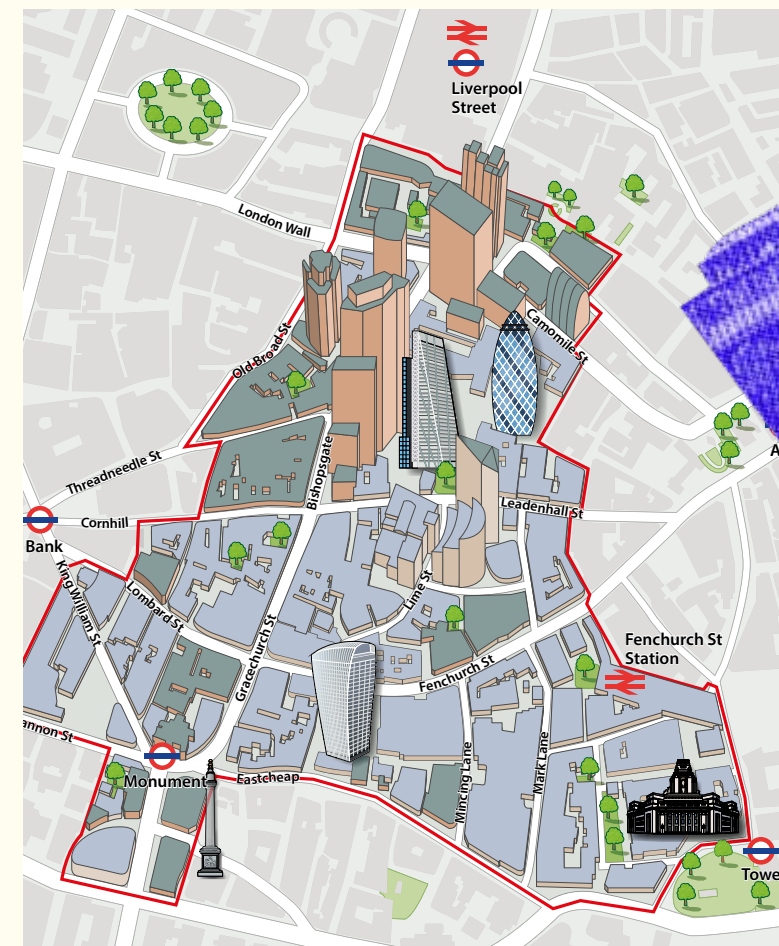
Kate Hart
Chief Executive

The Eastern City is a unique area in the City of London, home to an iconic skyline where tall modern buildings sit alongside significant historic and cultural assets including The Monument and Leadenhall Market.

The BID represents businesses across the eastern part of the Square Mile, spanning the major commercial corridors around Bishopsgate, Gracechurch Street, Leadenhall Street, Fenchurch Street, Cornhill and the surrounding network of historic lanes, courts and churchyards.



THE BID BOUNDARY



2025/26 AT A GLANCE

A snapshot of the scale and impact of delivery across the Eastern City during 2025/26.



20.8 MILLION

destination
marketing
impressions

7800+

people
attending events
and cultural
activations

2,572

mobile phones
securely marked
across 15
events

115

incidents
attended by
Cycle Medics

52

ambulance call-
outs prevented
by Cycle Medics

1,000+

people engaged
with the City
Safe Bus since
launch

38,000+

safe taxi
journeys
supported

28,000

public votes in
the inaugural
Toast the City
Awards

4,800+

environmental
reports made by
Ambassadors

1,152

new plants
at St Peter
upon Cornhill
churchyard



1,277

new plants at Fen
Court Garden and
Fenchurch Street
Station Plaza

1,670

people directly
benefiting from funded
community projects



£100,000

two-year
partnership
with Providence
Row

£40,000

invested
through the
third Eastern
City Fund



16,000

people
welcomed by the
Ambassador team



A Sustainable District

2025/26 expenditure: £867,727

We are committed to creating better public spaces while supporting the City of London Corporation's ambition to reach net zero by 2040. Our work focuses on greener streets, safer pedestrian routes, reduced vehicle movements and a better-quality public realm.

Alleys, Lanes & Courts Enhancements

The 2025/26 Delivery Plan committed to a programme of greening and public realm improvements across the historic network of lanes and courts to the west of Gracechurch Street and Bishopsgate. During the year, George Yard, Change Alley, Bengal Court, St Michael's Alley and Lombard Court were upgraded with new seating, large planters and refreshed planting. Local workers took part in volunteer gardening sessions, helping to create a stronger sense of ownership around the new spaces. The interventions bring greenery and activity into routes that were previously underused, while improving accessibility and perceived safety.

St Peter upon Cornhill Churchyard

A separate transformation was completed at St Peter upon Cornhill in March 2026. The churchyard, tucked within the alleys between Gracechurch Street and Cornhill, had previously felt enclosed and lacked greenery. The redesign opened up and refreshed the space with new seating and 1,152 new plants, creating a more attractive place to pause within one of the City's most historic quarters. Restoration of the churchyard railings will follow.

Lombard Street Improvements

The Delivery Plan set out ambitions for a major transformation of Lombard Street, including raised carriageways to improve

accessibility and pedestrian safety. During 2025/26, design development was completed. The developing scheme includes widened pavements, raised carriageways and improved junctions, designed to make the corridor safer and easier to navigate while complementing improvements already delivered at King William Street and Bank Junction.

Leadenhall Street & Creechurch Lane Public Realm Scheme

The BID continued to support the City of London Corporation's major public realm scheme for Leadenhall Street and Creechurch Lane. The overall scheme is valued at £12 million, with the BID contributing £1 million towards improvements including widened pavements, new seating, historic



interpretation and greening. Detailed design work progressed during the year, with concepts reviewed and refined ahead of construction scheduled to begin in April 2026.

Freight, Servicing & Delivery Reduction

Reducing freight, servicing and delivery journeys remains key to improving air quality, cutting emissions and creating safer streets. We worked with major building managers to provide data, advice and technology solutions, and commissioned Polaris to assess delivery activity at The Leadenhall Building, Lloyd's and 100 Bishopsgate. The study highlighted concentrated delivery periods, a fragmented supplier base of more than 1,500 suppliers and potential construction impacts on Lombard Street, with further engagement, data sharing and monitoring planned.

London Bridge to Liverpool Street Working Group

Recognising the complexity of public realm improvements along the Gracechurch Street and Bishopsgate corridor, the BID established a cross-sector working group with Transport for London, the City of London

Corporation and major landowners. The forum is intended to coordinate a shared vision and funding model and help unlock improvements across Bishopsgate, Camomile Street and Monument Junction.

Fen Court Garden & Fenchurch Street Station Plaza

Two important public spaces received significant planting improvements during the year. Newly designed schemes at Fen Court Garden and Fenchurch Street Station Plaza introduced greater visual interest and biodiversity value, with a total of 1,277 new plants installed across the two locations in July and October.

Funded Gardener

We continued to fund a full-time gardener within the City of London Corporation's City Gardens Team, dedicated to maintaining and enhancing public green spaces across the BID footprint. This resource supported the increasing amount of planting being delivered and helps ensure that investment in new green infrastructure is maintained to a consistently high standard.

London Festival of Architecture 2025

Working with NLA, we launched a 2025 London Festival of Architecture design competition to celebrate the Eastern City's four free public viewing galleries and improve wayfinding. The winning studio, BAFWL, created City Views – a series of wayfinding posts highlighting the galleries, local heritage, landmarks and community voices, unveiled in September 2025.

Camomile Street

The wider ambition for Camomile Street remained connected to work on the London Bridge to Liverpool Street corridor. The cross-sector working group established during the year includes Camomile Street within its focus area.



An Evolving District

Working patterns in the City continue to change. To support a thriving commercial ecosystem, we are broadening the reasons to spend time in the Eastern City through culture, events, leisure and creative uses for empty space.

Ground Floor Use Strategy

The Delivery Plan committed to developing a district-wide strategy to strengthen the mix of retail, leisure and cultural uses. During 2025/26 alongside fellow BIDs and the City of London Corporation – jointly commissioned this research into emerging trends in those sectors, helping property owners align supply with demand, coordinating new space coming through the development pipeline and advising on the role that public realm can play. The aim is to support a balanced, future-ready ground-floor offer that reflects how people now use the City.

Events & Cultural Activations

Our cultural programme delivered more than 3,400 attendances during the year. A headline moment was the inaugural Club In The Clouds with Mixmag at Horizon 22, which attracted more than 380 people. The festive programme saw London's tallest Christmas tree return to One Bishopsgate Plaza, with a switch-on hosted by TV and radio presenter Dermot O'Leary and attended by 200 guests.

A Year-Round Programme

The wider programme reflected the breadth of activity requested by our business community. We marked the 80th anniversary of VE Day, delivered Diwali performances and hosted a Black

2025/26 expenditure: £1,103,753

History Month market at Leadenhall Market showcasing black-owned small businesses and traders. Live music, creative workshops and wellbeing and fitness classes were delivered throughout the year, alongside a new partnership with the Friday Night Lights running club.

Sculpture in the City

As an activation partner for the 14th edition of Sculpture in the City, we supported the programme in bringing world-class public art into everyday streets and spaces. The partnership helps enhance the cultural identity of the Eastern City, provides workers and visitors with free encounters with art and supports local businesses by encouraging people to explore the area.





Vacant Unit Activations

We continued to use meanwhile space to diversify the Eastern City's cultural offer and bring vacant property back into public use. These interventions support emerging creative talent while generating activity at street level and testing new uses ahead of longer-term occupation.

SET Ceramics at 35 Crutched Friars: We initiated and funded the transformation of a vacant former shoe-repair shop into a ceramics studio, creating workspace and exhibition opportunities for emerging talent. SET Ceramics also delivers one-off workshops and eight-week courses for the public, with many sessions 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 of a vacant former restaurant as a rehearsal studio for the performing arts. The space complements Theatre Deli's existing meanwhile use at 117 Leadenhall Street, which provides an event venue and affordable workspace for emerging artists working across theatre, comedy, art and music.

Monument Micro Museum: Design and curation work was completed for the conversion of a decommissioned public toilet next to The Monument into a small museum exploring the Great Fire of London. The new attraction is planned to be free to visit and open year-round, with launch currently anticipated in October 2026.

40 Leadenhall: Working with building owners M&G and Nuveen, we began the search for a meanwhile-use occupier for a two-year tenancy of a retail unit at 40 Leadenhall. The ambition is to create a publicly accessible makerspace showcasing traditional and contemporary craft, with BID funding supporting operating costs and public engagement activity.

Our Community

We are committed to fostering a safe, welcoming and supportive district for everyone who works, lives and visits the Eastern City. Our programme combines safety and security, community investment, homelessness support, volunteering and skills.

Cycle Medics

Launched in May 2025, the Cycle Medics partnership sees St John Ambulance cycle-response medics deploy alongside the City of London Police Cycle Team to assist members of the public who are in difficulty or distress. The service typically operates on Thursday evenings and expanded to Thursday to Saturday during the festive period. During the year, Cycle Medics attended 115 incidents, prevented 52 ambulance call-outs and received the Outstanding Security Partnership Award at the OSPAs.

City Safe Bus

The City Safe Bus launched in October 2025 and operates outside Liverpool Street Station on Thursday, Friday and Saturday evenings. Funded jointly by the Eastern City and Aldgate Connect BIDs, and staffed by the City of London Police and specialist volunteers, it provides medical care, safeguarding and welfare support in the night-time economy. More than 1,000 people engaged with the Bus after launch and 90% of surveyed members of the public said it positively contributed to perceptions of the area.

2025/26 expenditure: £1,131,889

Taxi Marshals

Taxi marshals continued to operate at the Liverpool Street rank every Thursday to Saturday from 9pm to 1am as part of the Our Safer City initiative. Jointly funded with Aldgate Connect BID, the service helps people access safe, licensed transport, deters antisocial behaviour and provides reassurance at night. More than 38,000 safe journeys were supported during the year, including many journeys by lone women.



Mobile Phone Marking & Crime Prevention

In response to concern about mobile phone theft, we worked with the City of London Police to deliver 15 phone-marking events. A total of 2,572 devices were securely marked with traceable technology to support identification and recovery if stolen. We also provided situational awareness training to businesses, helping staff stay alert and better protect themselves.

Business Crime Reduction Partnership

Work has begun to establish a formal Business Crime Reduction Partnership for the Eastern City BID area. It will be better enabling intelligence sharing between the police and businesses, support criminal investigations (particularly around theft) and deliver training on topics such as personal safety, stalking and harassment, welfare and vulnerability, and Ask for Angela.]

Ambassadors

Our team of three Ambassadors continued to provide an on-street concierge and business engagement service. They welcomed nearly 16,000 people, completed more than 4,800 environmental reports and supported 235 business visits during the year. The team provides wayfinding and visitor assistance, reports environmental and social issues to partners and keeps local businesses connected with BID news, events and activity.

Providence Row

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

Bridge Watch

For the first time, the BID donated to Bridge Watch, a local suicide-awareness and prevention charity whose volunteers patrol the five City bridges to identify and support people in distress. The organisation also provided training to City workers on recognising suicidal behaviour and intervening effectively.

Eastern City Fund

We launched the third Eastern City Fund, investing £40,000 in nine local community initiatives across the City and East London. Projects addressed sustainability, mental health, youth support, culture, climate action and homelessness and directly benefited 1,670 people.

We Can Be

We again sponsored the annual We Can Be programme, which offers 16 to 18-year-old girls from schools across London an insight into City careers. Twenty-two businesses opened their doors to 300 students for a day of learning, workplace exposure and confidence-building. Staff members from the BID executive team also volunteered on the day as facilitators.

Inspiration for All

For the second year, we supported three of our member businesses to take part in Inspiration for All's peer-mentoring programme, connecting business leaders with headteachers in Tower Hamlets. The programme is designed to create a two-way exchange of insight and build lasting relationships between businesses and local schools.

Enhanced Street Cleaning

We continued to provide a 40% uplift to the local street cleaning provision, equating to an addition 9,732 hours across the year. This comprises 3 extra sweepers over the winter and 4 in the summer, as well as jet washing of hot spot areas for two nights a week across the footprint.

Volunteering

The BID began creating more accessible opportunities for employees to volunteer locally. Confirmed activity included volunteer gardening sessions connected to public-realm improvements and volunteering opportunities through the Providence Row partnership.

InTheCity App

Work has begun to relaunch the In The City app on a new and improved platform, with refreshed branding, offers, trails and event listings. The app is largely built, and we are now working with the City of London Corporation to explore alignment with the new OneCity brand ahead of a planned launch in autumn 2026. The app will continue to support the Square Mile's hospitality, leisure and cultural businesses, helping to improve the visitor and worker experience while remaining free to use for both businesses and customers.

Promoting the Eastern City

2025/26 expenditure:

£614,626

We champion the Eastern City as a dynamic, welcoming and forward-looking destination, using strategic marketing, partnerships, storytelling and audience insight to strengthen its reputation among workers, visitors and investors.

Destination Marketing & Brand Activation

Following the creation of the Eastern City destination brand and website, we delivered a comprehensive marketing campaign to raise the district's profile through authentic digital storytelling and targeted paid promotion. Content showcased cultural highlights, hidden gems, hospitality businesses, public spaces and the year-round events programme.

The campaign generated **20.8 million impressions** across its different channels. This included 1.4 million impressions from creator-led content, 9 million through paid Meta activity, 9.6 million via Instagram and TikTok and 880,000 podcast impressions. Together, this activity significantly increased the visibility of the Eastern City and provided a stronger platform for promoting BID-funded projects and local businesses.

City AM Partnership & Toast the City Awards

We continued our partnership with City AM, producing articles for a dedicated digital hub and contributing monthly content to the printed edition. Alongside fellow City BIDs, we also sponsored the inaugural Toast the City Awards, celebrating food and beverage, hospitality and leisure businesses across the Square Mile. The public nominated and voted for businesses across 15 categories, generating 28,000 votes and extensive City AM coverage.

Ambassadors as a Destination Service

The Ambassador team continued to be an important part of how the Eastern City welcomes people on the ground. Alongside their safety, environmental and business-engagement role, the team provides wayfinding, promotes events

and helps visitors discover the area six days a week.

MIPIM 2026

Eastern City, alongside the four other City BIDs, partnered with the City of London Corporation to deliver a strong collective presence at MIPIM. Activity included an updated City film, a BIDs lunch with London Heritage Quarter and the new Sundowner Sessions cultural showcase, where Eastern City sponsored daily DJ sets with Mixmag and a networking reception. Our CEO Kate Hart also spoke on the French stand about the role of BIDs in London, using Eastern City as a case study as France explores a similar model for La Défense. The growing role of public-private partnership in promoting London as an attractive and investable global city was a key theme throughout MIPIM.



Partnership Across The City

Partnership working allows the BID to extend its reach, share resources and tackle challenges that do not stop at the BID boundary.

During 2025/26, collaboration with neighbouring BIDs and City partners remained particularly important to our safety programme. The City Safe Bus and Taxi Marshal schemes at Liverpool Street Station were jointly funded with Aldgate Connect BID, creating a coordinated response to safety and welfare in one of the Square Mile's busiest night-time locations.

We also worked alongside fellow City BIDs on the inaugural City AM Toast the City Awards, using a shared platform to promote hospitality and leisure businesses across the Square Mile. The awards generated 28,000 public votes across 15 categories.

Our public realm programme continued to depend on close working relationships with the City of London Corporation, Transport for London, landowners and building managers. The London Bridge to Liverpool Street Working Group formalised this collaboration around some of the City's most complex and interconnected streets and junctions.

The same partnership approach extends to community and resilience activity, including work with the City of London Police, St John Ambulance, Providence Row, BridgeWatch and local schools and charities. By coordinating investment and expertise, the BID can deliver programmes at a scale and quality that would be difficult to achieve in isolation.

**ALDGATE
CONNEX**
Welcome everyone

CHEAPSIDE

**CULTURE
MILE BID**

EASTERN CITY

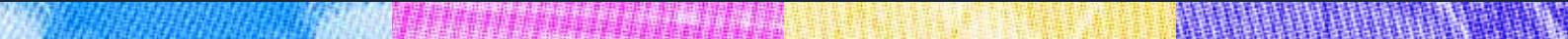
**FLEET
STREET
QUARTER**





2025-26 Budget

INCOME	Total £
Levy Income	4,721,345
Voluntary Income, Sponsorship & Other Income	130,738
Closing 2024-25 Reserves	2,203,261
TOTAL INCOME	7,055,344
EXPENDITURE	
A Sustainable District	867,727
An Evolving District	1,103,753
Promotion of the Eastern City Cluster	614,626
Our Community	1,131,889
Staffing and Overheads	304,752
TOTAL EXPENDITURE	4,022,747
Surplus Carried forward to 2026-27	3,032,597







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

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✕ [@easterncity](https://www.instagram.com/easterncity) [in](https://www.linkedin.com/company/easterncity) Eastern City BID



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