

# ALDGATE CONNECT BID PROPOSAL

**CAP**

THE  
ALDGATE  
PARTNERSHIP

# DEVELOPING AN INSPIRING AND UNIQUE DESTINATION FOR ALL

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# CHAIRMAN'S FOREWORD

As chairman of The Aldgate Partnership, I am delighted to present to you our proposed Business Improvement District plan.

The development of this cross boundary Business Improvement District (BID) represents a new opportunity for the diverse mix of businesses and stakeholders across this iconic area of London. Through this, we can collectively drive forward an agenda of transformation and improvement. Through the critical mass of our businesses and collaborative approach, we can achieve much more, jointly investing in a better future that allows all sectors and residents to benefit from the improvements and commercial growth of the area.

Aldgate has been listed as an area of change by the City of London and an Opportunity Area by central government since 1980 – now with private investors developing in a major way we see Aldgate becoming a really interesting area in London.

With innovation, talent and ideas all fuelled by a hotbed of creativity and diversity, the area is primed for so much more. Emerging sophisticated and award winning developments and open spaces sit alongside existing culture and history, makes this a truly diverse and welcoming area for all who visit, stay, work and reside.

With this success though, inevitably comes additional strain and challenges on the local infrastructure. The area still needs ongoing guardianship and a stronger lobbying voice.

The much-needed investment into changing Aldgate's gyratory into a safer, cleaner and more inclusive public square has made a vast difference to the area, but more still needs to be achieved. This can only be done by a partnership approach. Together we will act as custodians for the area, lobby on behalf of the business community, enhance the physical environment, preserve the existing distinctive character and encourage social and economic growth.

In short, this is our opportunity to enable the business community to have a strong voice working with the statutory bodies. We will see a stronger more influential push to shape our area, our environment and our business community to become a thriving and sustainable Aldgate neighbourhood.



**Ian Mulcahey,**  
Principal, Managing Director of Gensler.  
Chair of The Aldgate Partnership

# EXECUTIVE SUMMARY

The Aldgate area has been undergoing enormous transformation over recent years. With ambitious developments and large scale infrastructure improvements, the area is rapidly changing. There has been a need to ensure that businesses play a fundamental role in this transformation, ensuring that the urban grain and fabric of Aldgate is married well with this new landscape.

The existing Aldgate Partnership has been working over a 5 year period to capitalise on the areas great diversity by working with key stakeholders, developers and local statutory providers. We have been running demonstration interventions and community support projects to ensure that once new developments are completed, residents, employees, businesses and new investments brought to the area will benefit the local economy and community.

Through these programmes of activities and consultations, we have been encouraged by the positive response received from all sectors. There is seemingly a strong want for the partnership to be developed into a more formal business improvement district (BID).

A formal BID will create a strong business collective quorum to build upon these demonstration projects, lobbying on behalf of, enhancing the physical environment, creating a safer and cleaner destination. In summary, a BID would give you the opportunity as a business to have a direct say, view and involvement in making a real beneficial difference to your area.

There are over 60 BIDs now in London, 300+ within the UK, and with the ever increasing competition across London, BIDs now play an important role in keeping an area vibrant, promoting the area as a destination and supporting business growth. BIDs are proven to be a vehicle that drives change, innovation and improvements.

With the ever contracting public purse, the private sector is having a greater say on how the public realm is managed. More than simply 'improving' areas, BIDs are now a powerful business alliance with the private sector coalescing around shared social and economic regeneration goals. Able to raise funds through a levy paid by local businesses, the BID will also be able to leverage additional investment to deliver tangible improvements.

Businesses in neighbouring Cheapside are already benefitting from working as a collective via a BID to improve the area. Now is the time for Aldgate to seize the opportunity to ensure the area keeps pace as London continues to grow and competition amongst districts increase.



Aldgate straddles the City of London Corporation and the London Borough of Tower Hamlets and although traditionally known for its service industries, it has so much more to offer with a wealth of creative, retail and leisure industry readily available.

Yet as a destination in its own right, this unique offer gets lost and diluted from negative perceptions and a miscommunicated offer. With rapid development, additional strain has been brought on the public

realm and infrastructure. There are understandably pockets of areas that suffer poor public realm, vehicular and pedestrian congestion, poor signage and lack of green and clean space. Through the vehicle of a BID we would see over £3.9 million of investment spent over 5 years on a range of strategic and operational projects, all determined by you through the consultation and perception analysis we have been conducting.

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Now is not the time to stand still and through this collective voice, we can continue to facilitate the powerful agenda for change already laid down by the existing Aldgate Partnership. Working together, we will see a catalyst of revitalisation for the Aldgate area by developing the experience of working, living, doing business and visiting the neighbourhood.

# HOW DO WE KNOW WHAT THE AREA NEEDS?

## Your BID – Your views

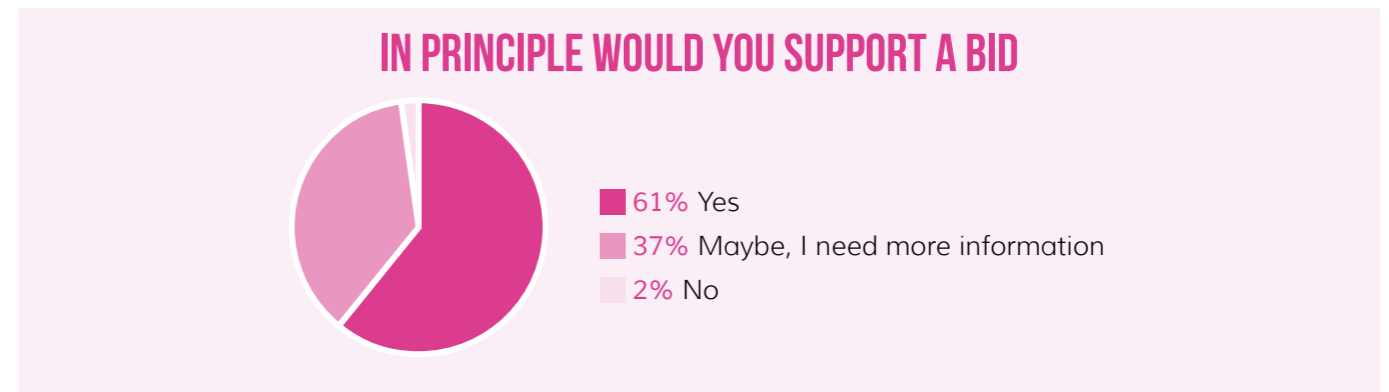
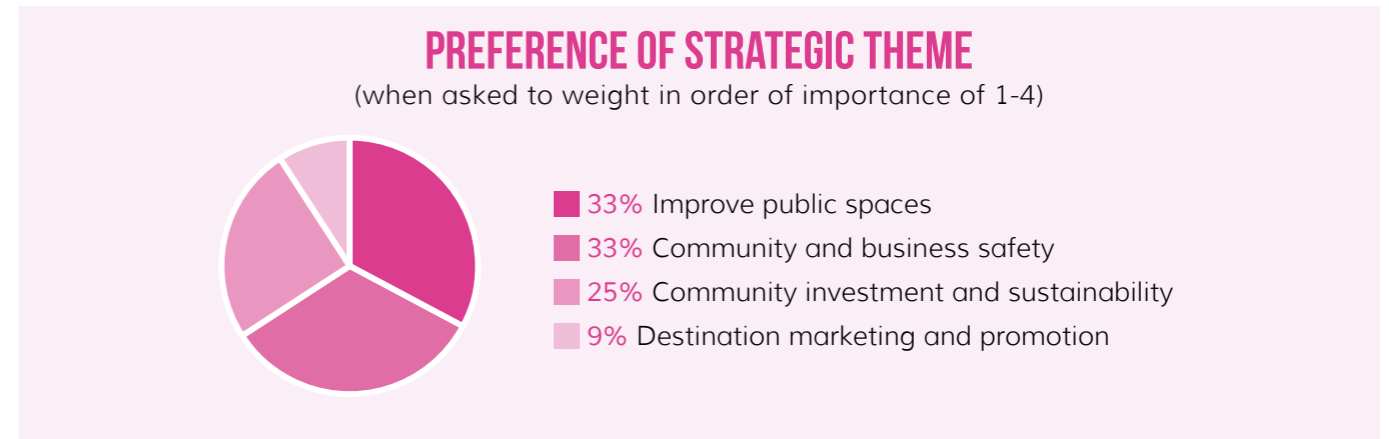
Over the last few years, The Aldgate Partnership has been working with invested parties, including landowners, commercial occupiers and other statutory partners to engage with business within the proposed boundary to understand the need for the area. Throughout this, we have been running many demonstration projects to analyse impacts of potential up-scaled projects and how these interventions can play a part in creating a premier business location that complements the existing communities and heritage here.

The above has concluded with an undertaking of an extensive consultation exercise in the form of a perception analysis, ascertaining a true picture of what the Aldgate businesses and key stakeholders want for the area.

This consultation is an important part of the process whilst moving towards a Business Improvement District. The perception analysis was run over 8 weeks from October – November 2018, via both a pre-paid postal questionnaire and an online option. It has allowed the Aldgate Connect BID development team to gauge your views, opinions, needs, and additional ideas you may have had. These will underpin all proposed projects over the next 5 years and govern any additional lobbying mandate.

**THE PERCEPTION ANALYSIS GATHERED RESPONSES TO THE FOLLOWING KEY AREAS:**

- PUBLIC REALM
- COMMUNITY AND BUSINESS SAFETY
- DESTINATION MARKETING
- COMMUNITY INVESTMENT AND SUSTAINABILITY



### LIKES

- Its diversity
- Its creativity
- Its fringe nature
- Transport links
- Socialising
- Rich culture
- Its heritage

### DISLIKES

- Unappealing
- Pedestrian congestion
- Dangerous traffic
- Homelessness
- ASB and crime
- Poor air quality

The full Perception Analysis report can be found at:  
[www.thealdgatepartnership.co.uk/business-improvement-district](http://www.thealdgatepartnership.co.uk/business-improvement-district)

# FROM PARTNERSHIP TO BID

The Aldgate Partnership ("TAP", currently a voluntary led partnership) has been working hard over the previous 4 years testing out demonstration projects under each of the strategic themes.

These have ranged from place making and public realm projects, crime prevention initiatives, work with key stakeholders through to corporate social responsibility and networking events.

Feedback from these events, coupled with what you told us your business and the area needs through the Perception Analysis exercise; the long-term strategy, objectives and plans have been designed for the BID term.



# OUR ACHIEVEMENTS



## TO DATE...

### On Destination management

We've been busy building up an engaging social and digital media platform with eager followers running things like photo competitions, prize draws and promoting regular events. We support small and independent businesses and food outlets through this promotion, food guides and our free loyalty card scheme open to local workers and residents alike.

We also fund the management of events on Aldgate Square. This is free space to host various community, creative and corporate events. Our top picks from the last year were a creative evening performance with women's voices of Aldgate echoing in the Square, summer festival and a winter lantern parade. These brought life, entertainment and attention to the area and we are excited to see what next year holds.

### On a focus on high quality public spaces

It was clear that Aldgate is expanding – it currently supports 80,000 jobs making it one of the densest parts of London with a forecasted 22,600 new jobs by next year (2020)\*. Our economic and social impact assessment of Aldgate gave us data and lobbying voice to meet with stakeholders about Aldgate's infrastructure and a review of the stations performance and possible improvements to cope with heavier footfall and more visitors.

TAP also represents an important consultation body and sits on working parties like the Petticoat Lane Market Regeneration project. We are proud to announce a successful bid in 2019 winning £100k funding from TfL and LBTH to establish a waste consolidation scheme creating a cleaner, brighter and greener Petticoat Lane market.



\*Economic Analysis of Aldgate, Volterra Partners, The Aldgate Partnership, 2017

### On Community investment and sustainability

Local employment is key to the sustainability of a developing and thriving area. In 2018, our employment program, Aldgate Works – funded through City contributions over 1 year delivered 12 pre-employment courses reaching 138 Tower Hamlets and City fringe residents and secured over 50 people with barriers to work into jobs. It supported them with advice and workshops helping them through interviews and then to stay in the role.

Workplace wellbeing initiatives represent an average 3:1 return on investment reducing staff turnover and sickness, increasing productivity and performance, and contributing to a healthier bottom line. We've worked with the employee community to develop two wellbeing clubs – Gardening and Craft. These are sold out every month and we have provided over 600 lunchtime wellbeing sessions to employees in the area over the past two years.



**£3.5K FOR ALDGATE EAST TUBE REFURBISHING**

**£100K FOR WASTE CONSOLIDATION SCHEME**

**£35K FOR LOCAL EMPLOYMENT SCHEME**

**£10K FOR PUBLIC REALM STUDY**

### On Safe and Secure

Ensuring your business environment is safe and secure is essential for business continuity and the safety of your assets and employees. We have delivered 5 Police-led workshops on counter terrorism and fraudulent document training ensuring that Aldgate businesses have up to date knowledge and training if ever they need.

Our crime prevention surgeries have been very popular with advice and guidance given out with crime prevention merchandise to help employees feel safer in the City. These are very mobile and can be brought to offices anywhere in Aldgate.

**£450K FROM VOLUNTARY MEMBERS CONTRIBUTIONS**

**£1750 VARIOUS SMALL FUNDRAISING**

**£14K FESTIVALS AND EVENTS**

**& IN KIND CONTRIBUTIONS – MEETING SPACES, PRO-BONO PROFESSIONAL ADVICE, CATERING, EVENT HOSTS**



# THE BID OFFER

The funds raised through the BID collection are 100% ring fenced for projects that you define as needed for BID area.

A BID's objective is to provide added value to the area and as such it would never fund any project or service that is of statutory duty provision by the local authority or police service.

## Cross Boundary

The Aldgate Connect proposed BID is a cross boundary BID covering wards within the City of London Corporation and the London Borough of Tower Hamlets. The BID proposer for the Tower Hamlets side of the boundary is the Aldgate Partnership and the BID proposer for the City side is the City of London Corporation. However Memorandum of Understandings have been developed with both authorities which allows both these BID's to be run under one dual BID umbrella and one BID proposal to ensure economies of scale and a holistic view of the Aldgate area.

Levy raised from properties in each will be ring fenced for specific projects for that boundary area, though many projects will be joint for area wide benefit. Once the BID is in commencement, operational plans will underpin this.

Both authorities are key stakeholders and have been working alongside the partnership to ensure all proposed projects are aligned with their own priorities and aspirations, whilst also giving the businesses what they said they would like a BID to focus on (above and beyond the statutory duty).

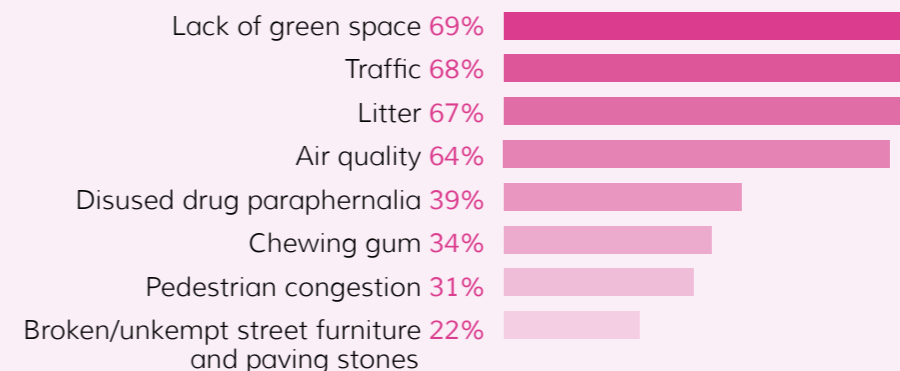
The following strategic themes demonstrate this and although some projects may be bespoke to each authority area of the boundary, on a whole many are shared and benefit the full area holistically\*.

\*Full annual operational plans with KPI's will be developed and published

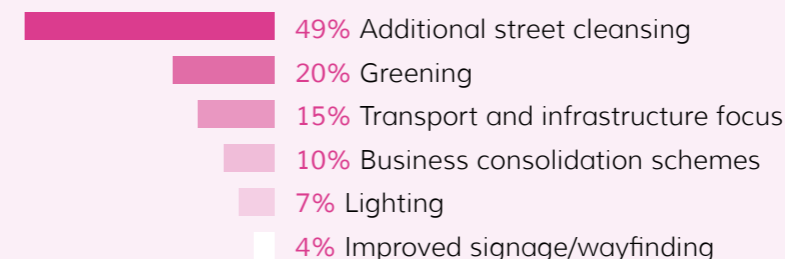


# 1. AN APPEALING AREA INVESTMENT £1,074,430

## WHICH OF THE FOLLOWING IS AN ISSUE FOR ALDGATE?



## WHICH OF THE FOLLOWING PROJECTS WOULD YOU LIKE TO SEE PROGRESSED FOR THE ALDGATE AREA?



“For Aecom, as a big corporate occupier in central Aldgate, we really do take pride in the area on behalf of our business, clients and our employees. A BID represents a vehicle that will bring us together to actively engage, improve and make better use of our environment.”

Alex Tosetti, Operations Director, EMEA, Aecom



## HIGH QUALITY PUBLIC REALM

The Aldgate area has seen a range of fast paced changes and developments over the last 4 years with no signs of these slowing down. The landscape has positively changed to include high rise developments, cutting edge architecture and improved versatile open space; all intermixed with existing cultural and historical sites. That said it cannot be disputed that through such rapid change, increased vehicular use and intensified footfall, comes an element of increased pressure on infrastructure and public realm.

To maintain the urban grain of the area and improve an all-round experience of movement and aesthetically pleasing public realm, it is important that elegant and sophisticated new developments and designs are put in place, which joins the existing fabric to the diversity of the new emerging changes.

Aldgate Connect will focus on street space and movement by:

- Development of an evidence based public realm strategy in line with City of London (COL) and Tower Hamlets (LBTH) strategic and local plans
- To respond to planning applications submitted in accordance with this strategic over view
- Continue ongoing support for regeneration activities and plans being undertaken with Petticoat Lane and Middlesex Street improvement strategy
- To progress the longer term strategy with Transport for London and the GLA for investment and infrastructure changes needed to both Aldgate and Aldgate East tube stations
- To continue ongoing work with stakeholders for optimisation of Aldgate bus station and development of bus tour and considered coach park sites to attract increased visitors
- To implement various place-making opportunities to enliven and improve the functionality of the streetscape as outlined in the Partnership's existing streets improvement project bank done by Steer
- De-cluttering schedule with improved signage and wayfinding



## CLEAN AND GREEN

First impressions are key to encourage visitors to return time and time again and are equally important for residents and staff. Alongside aesthetically pleasing public realm, the cleanliness and greenness of an area also has an impact on an area's feel and atmosphere.

There are fantastic pockets of developed shared, green and clean space in Aldgate. This quality and sustainability of clean and green spaces should be at the heart of future designs and a future BID could assist in driving this agenda forward.

A very real and dangerous concern is the rising poor air quality. This was equally shown to be a concern to businesses through the results of the perception analysis. The expertise of the BID will allow for a wealth of innovation, cost effective and green projects to be brought to the area.

Aldgate Connect BID will focus on a clean green place by:

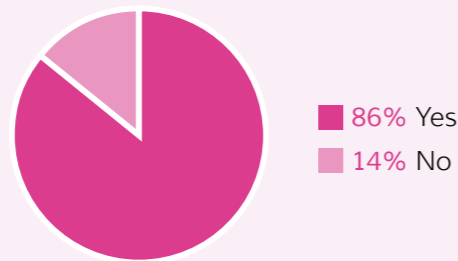
- Where needed; to provide additional street cleansing, deep cleans and reporting service
- To grow the existing successful business waste consolidation service launched for market traders to work with wider business community to increase use of preferred suppliers, consolidation sites and cargo bike deliveries
- To run and manage bespoke cleansing campaigns such as Community Clean ups and chewing gum campaigns
- Seasonal enhancements through Christmas and floral displays in the summer
- Air quality schemes and business pledges
- Asses feasibility for installation and/or reinstatement of existing water fountains and public conveniences
- Work with key stakeholders and partners on clean and green energy projects



# 2. A WELCOMING AREA

## INVESTMENT £762,168

WOULD YOU LIKE TO SEE A STRONGER BRAND DEVELOPED FOR THE AREA TO RETAIN AND ATTRACT NEW RESIDENTS, STAFF AND VISITORS?



WHAT WOULD ENCOURAGE YOU TO SPEND MORE TIME IN THE ALDGATE AREA?



“The Whitechapel Gallery is one of the longest standing institutions in the area and so pleased that the BID is focusing so strongly on engaging tourists, businesses and residents alike as this supports our agenda for creating and enhancing the area’s creative hub. We really feel that the programme of activity and events and partnership approach would support the area’s sustainability as a prosperous society.”

Tony Stevenson, Managing Director, Whitechapel Gallery



The Aldgate Partnership team has been working with all stakeholders, community groups, residents and small and large businesses to understand what Aldgate as a place means to them. There is a variety and mix of use of the district which brings its special character and diversity. It is important to harness this uniqueness and use as a promotional tool in a joined up cohesive way showcasing the area for the vibrant, cultural and diverse offer it has.

It was clear from the perception analysis results, with 86% of businesses stating they also wanted to see a stronger brand developed for the area, that it is important the Aldgate Connect BID focusses its expertise on developing a strong marketing strategy and additional activities to build on this.

The Aldgate Connect BID will place the area as a known destination by:

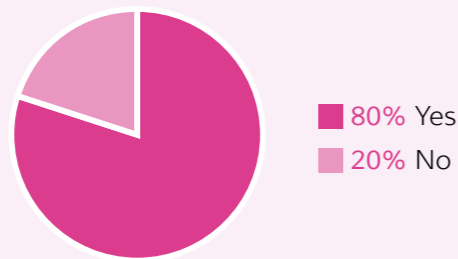
- Multi-functional Ambassador/s to act as a concierge meet and greet representative for the Aldgate area but to also facilitate intelligence gathering and reporting
- To grow and improve the destination brand – ‘Absolutely Aldgate’. A strong destination website, social media and marketing strategy would underpin this
- Develop bespoke marketing collateral and campaigns such as food and drink guides, newsletters, walking guides and independent and night time economy business campaigns
- Continue to grow and build on the successful Aldgate loyalty card, increasing offers, members and access platforms
- Development of an annual world class events programme; both supporting and expansion on current successful events and programmes but also developing new initiatives and increased strength such as street markets and managed busking, whilst also incorporating them into City wide schedules



# 3. A PROTECTED AREA

## INVESTMENT £551,914

**WOULD YOU LIKE AN IMPROVED RELATIONSHIP WITH THE PUBLIC SAFETY PROVIDERS TO ENHANCE THE LEVEL OF SECURITY?**



**WOULD YOU LIKE TO SEE ANY OF THE FOLLOWING?**



“I must admit the Aldgate counter-terrorism session was a triumph. I believe the long term benefits of the training will help build a stronger Aldgate community.”

Vincent, Licensing division, Tower Hamlets



Even more so in the current climate, it is regularly emphasised to us the potential risks that are threatening any vibrant and well visited area. Recent criminal and terror events that have taken place throughout the UK and in particular London, have shown the need for an area to be not only well protected by the police and security services but also from a well-planned safe urban design.

The perception analysis demonstrated that 80% of businesses wanted a stronger relationship with safety providers and a provision of safe and secure activities. Therefore the BID can play a vital role in developing strategic priorities that can address both day to day activities such as homelessness, anti-social behaviour and street begging, but will also be in a strong position to work with many teams such as Safer Neighbourhood teams and counter terrorism teams. This will offer tools for safeguarding and play a role in encouraging distribution of resources and preventing such incidents occurring in the future.

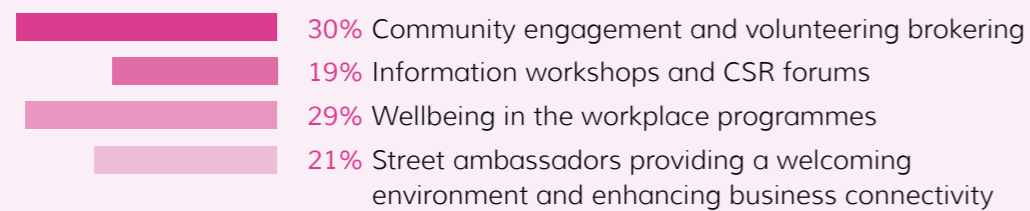
**The Aldgate Connect BID will keep the area safe and secure by:**

- Development of a business crime partnership to allow intelligence sharing and joint initiatives between City Police, Met Police and British Transport Police
- Work with developers to encourage designing out crime at initial planning stages
- Build on successful crime prevention surgeries and initiatives such as Safe and the City
- Offer high level business advice and training on areas such as business continuity, counter terrorism, fraud and economic and cyber crime
- Support existing projects such as Best Bar None and Safety First Awards whilst also focusing on potential new initiatives such as Purple Flag
- Work with key partners and stakeholders on socio economic issues such as homelessness and begging. This may involve business education, responsible giving campaigns or teacher work

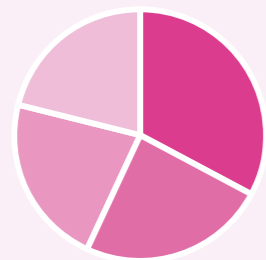
# 4. A STRONGER AREA

## INVESTMENT £551,914

### WOULD YOUR BUSINESS BE INTERESTED IN ANY OF THE FOLLOWING?



### BUSINESSES CONSIDERED DIFFERENT INITIATIVES THAT PROVE INVALUABLE FOR ANY LOCAL COMMUNITY AND VOTED 1 TO 4 IN IMPORTANCE HELPING FUTURE GROWTH:



- 33% Apprenticeship and local employment
- 24% Supporting small business
- 22% Increased networking events
- 21% Air quality improvement schemes

“I think this would be a great opportunity to not only enhance Aldgate’s profile but also to integrate the businesses with the community in a positive manner.”

Building manager, Beaufort House



It is vital to keep the Aldgate area sustainable and vibrant with a core appeal to all. This can only be achieved through a partnership approach, ensuring social inclusion and cohesion. Through such an approach health and wellbeing can be achieved for the area as a whole, including for – businesses, residents and visitors.

With a positive result, the BID will recognise the depth and breadth of diversity in the area, from both a business and economic aspect but also in terms of the skill set, culture and all stakeholders’ perspectives. Capitalising on this diverse and mixed economy will allow creative projects to be developed to assist business in both sustainability of the area and also in providing an opportunity for further corporate social responsibility and encouraging a liveable and accessible neighbourhood.

### The Aldgate Connect BID will create sustainable prosperity by:

- Develop a small business network
- Develop a business skills enhancement initiative to allow for B2B mentoring, skills swap, seminars and training workshops
- Develop a business directory and annual networking and wellbeing programmes
- To provide all business and staff with useful information such as area maps, activity guides and local CSR information
- Working with existing partners to develop bespoke corporate social responsibility schemes and campaigns to support local initiatives, community groups and the voluntary sector
- To work with existing stakeholders and providers to raise awareness of apprenticeships and workplace brokerage schemes
- Support all sectors including the cultural and creative sectors by working with agents to provide low cost accelerator studio space
- Provide an united lobbying voice to influence local and central Government
- To ensure the BID is aware of potential funding opportunities that would benefit the Aldgate area and when appropriate submit funding proposals / applications. Where necessary to work jointly with stakeholders and partners on these
- To ensure all BAME businesses, visitors and staff are recognised and provided with equal opportunities developed by the BID
- We will ensure we work with our academic institutions to leverage in assets such as teaching and research opportunities and working with both staff and students on live projects



“Businesses can work together through the steering groups set up through the BID to make decisions on how the levy is spent with sole collective interest into enhancing the local area.”

John Drew, Perkins + Will, Chair of Public Realm Steering Group

# BID MANAGEMENT AND GOVERNANCE

## BID Governance:

The Aldgate Connect BID will operate as a cross boundary initiative covering wards of both the London Borough of Tower Hamlets and of the City of London Corporation. It will be made up of two Bid bodies. The Bid body for the BID area within the London Borough of Tower Hamlets will be a not for profit company, limited by guarantee. The City of London Corporation will be the BID body for the BID area within its boundary.

Memorandum of Understandings have been developed with both authorities which allows for the cross boundary BID to be run under one dual BID umbrella and one BID proposal to ensure economies of scale and a holistic view of the Aldgate area. Levy raised from properties in each will be ring fenced for specific projects for that boundary area, though many projects will be joint for area wide benefit. Once the BID is in commencement, operational plans will underpin this.

During the Partnership phase a management board was established from key businesses and landowners in the area.

Bringing together these key stakeholders, seed funding was contributed to help develop the BID.

Following a successful ballot a board of business representatives from the area will be appointed who will oversee the strategic and operational service delivery and implementation of the BID objectives. They will also act as advisors to the BID bodies. The Board members are drawn from the various sectors of the BID businesses and all positions are voluntary and unpaid, with individuals expected to give their time and expertise.

Once the board has been elected a chair and vice chair will be appointed. The board will meet quarterly and for the yearly AGM where the BID bodies will report back on service delivery, budget spends and the following year's operational plans. Observers from key stakeholders such as TFL will also be invited.

## BID Management:

A management team will be in place to administer and support BID activities. Alongside this, a number of steering groups will also be established. Members of these groups will be invited from all businesses within the BID boundary (on a voluntary basis) to help shape and influence the day to day delivery of projects.

## Legal:

The BID Levy rate, BID area and BID objectives cannot be altered without another ballot. The budget headings and prioritisation can be adjusted without a ballot within the constraints of the revenue received through the BID levy. Any minor changes in the annual delivery plan will be handled by the management team. Substantial changes will always be the subject of board debate.

The Aldgate Connect BID will only provide additionality to the area and will not undertake activities that the local authorities or police have statutory duties to provide. Where potential projects are needed for additional services to that of the core authority provision, such as cleansing, baseline agreements will be obtained to ensure these projects are above and beyond core service only.

# BID BUDGET

This table broadly demonstrates the range of the BID levy applied to companies depending on the size of the business. A business with a property with rateable value under £100,000 are exempt from the BID levy.

BUSINESS SIZE	RATEABLE VALUE	ANNUAL BID LEVY PER ANNUM
Small	<£100,000	£0
Medium	£100,000	£750
Large	£300,000	£2,250
Large +	£800,000 >	£6,000 (capped)

The below budget indicates strategic area of spends. The bespoke projects allocated under these themes will be approved by the democratically voted BID board who are voluntary representatives of the business community.

INCOME	20/21 £	21/22 £	22/23 £	23/24 £	24/25 £	TOTAL £	% OF TOTAL
Levy income (assumed at 95% collection rate)	698,347	715,806	733,701	752,043	770,844	3,670,741	94
Voluntary contributions	50,000	50,000	50,000	50,000	50,000	250,000	6
<b>Total</b>	<b>748,347</b>	<b>765,806</b>	<b>783,701</b>	<b>802,043</b>	<b>820,844</b>	<b>3,920,741</b>	<b>100</b>

EXPENDITURE	20/21 £	21/22 £	22/23 £	23/24 £	24/25 £	TOTAL £	% OF TOTAL
An Appealing area	204,407	209,517	214,755	220,124	225,627	1,074,430	27
A Welcoming area	145,000	148,625	152,341	156,149	160,053	762,168	19
A Protected area	105,000	107,625	110,316	113,074	115,900	551,914	14
A Stronger area	105,000	107,625	110,316	113,074	115,900	551,914	14
Staffing*	109,522	112,260	115,067	117,943	120,892	575,684	15
Overheads	12,000	12,300	12,608	12,923	13,246	63,076	2
Contingency**	67,418	67,853	68,300	68,757	69,226	341,555	9
<b>Total</b>	<b>748,347</b>	<b>765,806</b>	<b>783,701</b>	<b>802,044</b>	<b>820,844</b>	<b>3,920,741</b>	<b>100</b>

\* Executive team consisting of Project director, BID manager and project assistant

\*\*Comprises 5% allowance for irrecoverable levy and Statutory collection/BID administration costs of Corporation of London and LB Tower Hamlets  
Staffing and overhead costs will firstly be met by voluntary income sources

# BID LEVY EXPLAINED

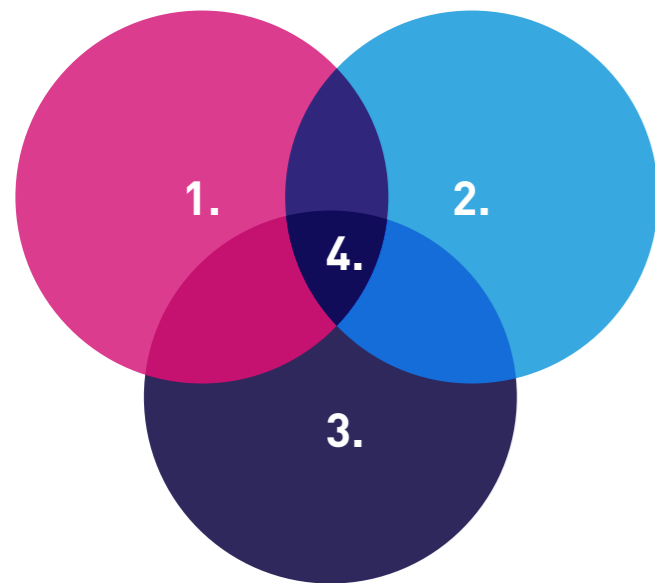
In accordance with Government legislation under which all BID process is governed, the BID levy rules apply and become a mandatory requirement once a majority 'yes' vote, (both on turnout and aggregate rateable value) is achieved through a ballot process of the business community. Assuming a majority vote achieved, the BID levy will then become a formal levy on all defined ratepayers (subject to the rules set out below). Industry practice and guidance notes for BIDs prepared by the British Retail Consortium and the Inter Bank Rating forum have also been taken into account. The BID term will be five years commencing from April 2020 and run until March 2025.

## The rules for the BID levy are as follows:

- The levy rate to be applied to each hereditament is to be calculated as 0.75% of the rateable value (over £99,999)
- The levy will be charged annually in full for each chargeable period to be April – March each year. The levy must be paid in one payment with no refunds available
- There is no VAT charged on the BID levy
- The maximum levy amount per business will be capped at £6,000 each side of the local authority boundary plus any annual inflation rates
- Where a RV changes for a hereditament, this comes in to effect only from the start of the financial year where the changes were made and no refunds from previous years will be made (The Closed Year Rule)
- Properties that come on to the rating list during the BID term will be subject to the BID levy from the effective date that the property is brought on to the rating list. The BID levy will be fixed from this date and any future re-valuations will not be used
- All hereditaments with charitable status and in receipt of mandatory charitable relief will be have and 80% discount from the BID levy
- In addition the Whitechapel Gallery, London Metropolitan and Coventry London Campus universities will have a 80% discount on their levy
- All state run schools will be fully exempt from the BID levy
- The owners of empty hereditaments will be liable for the BID levy with no void period allowed
- LBTH and COL are responsible for covering the cost of the ballot to ensure it is carried out impartially and democratically
- The BID levy will be based upon the rateable value in effect on April 2020
- The term will be for a period of 5 years from April 2020 to March 2025
- The BID levy multiplier will assume a fixed growth rate of 2.5% per annum, applied from 1st April 2020 and annually thereafter
- The board will carefully assess the current economic climate to ascertain any implementation of these rises
- The BID levy will be applied to rate payers of hereditaments with rateable value over £99,999

# HOW WILL YOU BENEFIT

An area cannot survive and thrive without the diversity of business within it. Though known for many years as service sector industry area, it is much more than this and this realisation is fast taking a strong hold. The sheer mix of offer, culture and vibrancy is a fundamental asset to the area. The BID will ensure it works with all the business community, ensuring that each sectors commercial drivers and challenges are understood. Beneficial overlap of projects will be evident, but the BID will strive to achieve outcomes for each individual sector as below:



## 1. RETAIL SECTOR

- Improved wayfinding
- Bespoke marketing campaigns
- Aldgate Loyalty card scheme
- Improved dwell time

## 2. LEISURE / HOSPITALITY SECTOR

- Bespoke and holistic marketing campaigns
- Safety and award schemes
- Designation website and social media
- Creating access to business cost reduction schemes

## 3. SERVICE SECTOR, CORPORATE AND OFFICE BASED SECTORS

- Business directory and networking events
- High level business advice
- Work placement brokerage schemes
- B2B mentoring

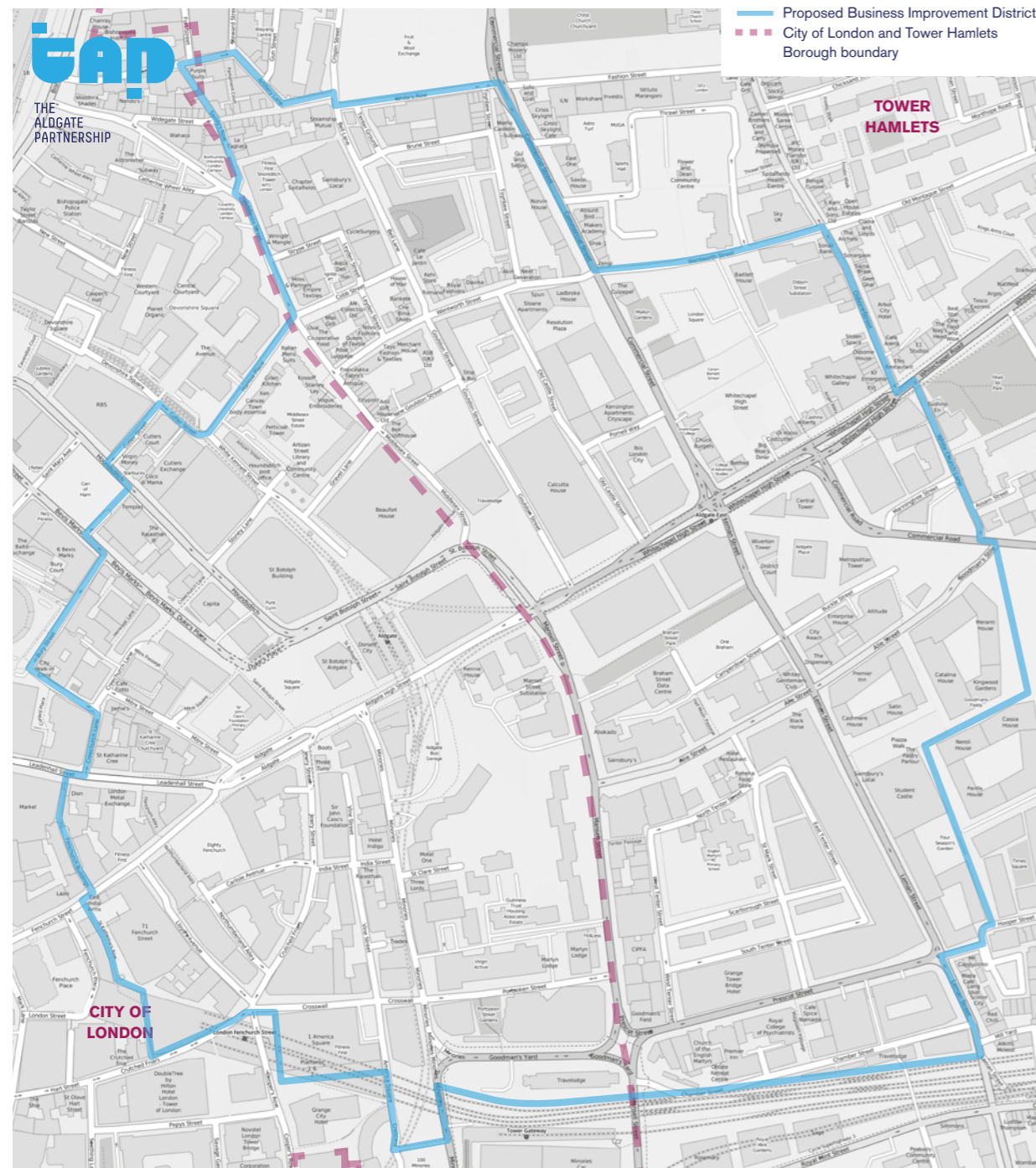
## 4. JOINT BENEFITS

- Safe, green and clean environment
- Stronger destination brand development
- Annual events programme
- Area ambassadors
- CSR activities
- Policy lobbying voice
- Improved Air quality control initiatives
- Crime prevention initiatives
- Procurement savings
- Enhanced public realm



# MAP AND STREETS

The BID boundary covers the of City of London Corporation and Tower Hamlets Borough council. It includes a rich variety of business sectors and historical and cultural landmarks.



The streets included within the footprint are listed below:

Street name	Whole street	Street name	Whole street	Street name	Whole street
Aldgate	yes	Goring Street	yes	Prescot Street	yes
Aldgate High Street	yes	Goulston Street	yes	Sandy's Row	no
Alie Street	yes	Gravel Lane	yes	Scarborough Street	yes
America Square	yes	Gunthorpe Street	yes	South Tenter Street	yes
Artillery Lane	no	Half Moon Passage	yes	St Botolph Row	yes
Artillery Passage	yes	Hammett Street	yes	St Botolph Street	yes
Artizan Street	yes	Harrow Place	yes	St Clare Street	yes
Bell Lane	yes	Hartshorn Alley	yes	St James Passage	yes
Bevis Marks	no	Haydon Street	yes	St Mark Street	yes
Braham Street	yes	Heneage Lane	yes	Stoney Lane	yes
Brune Street	yes	Houndsditch	no	Strype Street	yes
Buckle Street	yes	India Street	yes	Sugar Bakers Court	yes
Bury St	no	Jewry Street	yes	Tenter Ground	yes
Camperdown Street	yes	Leadenhall Street	no	Toynbee Street	yes
Canter Way	yes	Leman Street	no	Tyne Street	yes
Carlisle Avenue	yes	Leyden Street	yes	Vine Street	yes
Chamber Street	yes	Little Somerset Street	yes	Wentworth Street	yes
Clothier Street	yes	Lloyd's Avenue	yes	West Tenter Street	yes
Cobb Street	yes	Locke Way	yes	White Church Lane	yes
Commercial Road	no	Magdalen Passage	no	White Kennett Street	yes
Commercial Street	no	Mannigtree Street	yes	Whitechapel High Street	no
Creechurch Lane	no	Mansell Street	no	White's Row	yes
Creechurch Place	yes	Middlesex Street	no	Yeoman's Yard	yes
Crescent	yes	Minories	no		
Crispin Street	no	Mitre Square	yes		
Crosswall	yes	Mitre Passage	yes		
Crutched Friars	no	Mitre Street	yes		
Cutler Street	yes	New Drum Street	no		
Duke's Place	yes	New Goulston Street	yes		
East Tenter Street	yes	North Tenter Street	yes		
Fenchurch Buildings	no	Northumberland Alley	yes		
Fenchurch Street	no	Old Castle Street	yes		
French Ordinary Court	yes	Osborne Street	no		
Golden Fleece Court	yes	Parliament Court	yes		
Goodman's Stile	yes	Pomell Way	yes		
Goodman's Yard	yes	Portsoken Street	yes		



# WHAT HAPPENS NEXT?

Businesses in the proposed Aldgate Connect BID area are now asked to vote 'yes, or 'no' to endorse this BID proposal. This is your opportunity to make your vote count.

The City of London Corporation and the London Borough of Tower Hamlets are responsible for managing the process and will be sending out the ballot papers to all eligible business.

The Aldgate Partnership team will contact businesses within the BID boundary to discuss the business plan. It is important that each business nominates a named contact who will receive the ballot paper and is authorised to vote on behalf of that organisation. You can confirm this through the voter nomination form you will receive prior to the ballot.

As the Aldgate Connect BID is a cross boundary BID including two BID areas (one in Tower Hamlets and one in the City), the voting process will include separate ballots for each area.

## How does a BID get voted in?

For any BID to proceed, two independent outcomes must be satisfied in every ballot:

- Those voting in favour must exceed those voting against, in essence 51% yes votes at turnout
- The total rateable value of those properties / hereditaments voting in favour must exceed the total rateable value of those voting against, i.e. the aggregate rateable value must also be 51% or above

## All you need to do now is:

- Read, understand and consider what this BID proposal, coupled with the evidence from the perception analysis results means to you, your business and the area of Aldgate
- Prepare for your notice of ballot which will be sent to you no later than Thursday 2nd January 2020

- Your ballot paper will be sent out by the Electoral Reform Service, who run the ballot on behalf of City of London Corporation and London Borough of Tower Hamlets, w/c 13th January 2020 with the ballot opening on Thursday 16th January 2020 and will contain all voting procedure information and proxy or replacement paper information
- All voting papers must be returned to the Electoral Reform Service by 5pm on Thursday 13th February 2020. Remember voting YES will provide many services and projects to your business and the area to secure the future potential for the Aldgate area
- The results will be announced on Friday 14th February 2020 at 4pm
- A resulting vote in favour will allow the pledges in this plan to be set in motion with a 5 year term commencing on 1 April 2020



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