



ALD

THE
ALDGATE
PARTNERSHIP

**A
FUTURE
FOR
ALDGATE**

Perception Analysis

YOUR VIEWS REQUIRED

  @Aldgate_A

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ALL
CHANGE
FOR
ALD GATE

A partnership was formed in 2014 to help drive a powerful agenda for change called The Aldgate Partnership (TAP).

Working collaboratively with stakeholders and the local business community TAP's main aim is to develop Aldgate as a destination; delivering a range of interventions to support community development and develop a premier business hub with high quality public realm and environment – producing a safe, convenient and inspiring destination for employees, residents and visitors alike.

To date TAP has worked collaboratively to deliver a range of projects to improve area-wide vibrancy, safety and sustainability with the aim of developing a sense of place and community in Aldgate.

We are now at a critical juncture where The Aldgate Partnership with its local authority partners – the City of London and London Borough of Tower Hamlets are exploring the opportunities for further sustainable regeneration in the local area as defined by the business community.

We would appreciate if you could spare a few moments of your time to tell us what you like, dislike and would like to see improved or initiated in any future regeneration activity. By doing so, we hope that we would drive forward Aldgate as the business destination in London that can capitalise on the opportunities for future growth and prosperity.

A pre-paid return envelope is included for your convenience. If you would prefer to complete the survey online click here:

www.surveymonkey.co.uk/r/Aldgate_perception

Competition: PRIZE DRAW!

All completed survey participants will be entered into a prize draw to **WIN: DINNER FOR 2 AT TREVES & HYDE PLUS 1 NIGHTS STAY FOR 2 AT LEMAN LOCKE WITH BREAKFAST.** The winner will be contacted within 2 months.

Here are a few examples of TAP's activities so far along 4 key strategic themes that bring vibrancy and prosperity to the area.



Destination marketing and promotion

Our Aldgate food and drink guides and Advantage Card scheme provide employees and visitors to the area with easy reference to the local amenity offer. This helps promote local spending and the local economy.

Our communications platforms spread the message of the collaborative working and gets people in the area out and enjoying what the community and the businesses have to offer.

Community and business safety

Working collaboratively with the police teams and the council we are able to add bespoke services to make the Aldgate area a safer environment for all. We have held several counter terrorism training sessions for the local business community and can do lots more to address some specific issues in Aldgate.



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Improving the streets, public spaces and squares

Supporting and initiating programmes that improve the public realm in the area enhances the environment – creating an inclusive, clean and attractive space for people visiting, living and working in Aldgate. We have our own Public Realm Steering Group to steer and drive forward further developments in Aldgate’s public realm.

Community investment and sustainable prosperity

In 2016 TAP founded an employment scheme securing local, unemployed people into local jobs. We have several regular initiatives that improve community integration and cohesion, supporting enterprising schemes and wellbeing in the workplace.

TURN OVER FOR
THE SURVEY FOR A
CHANCE TO WIN!



THE SURVEY

Strategic theme

Please rank the below strategic theme in order of importance to you, with 1 being the most important and 4 being the least:

- Destination marketing and promotion
- Community and business safety
- Improving the streets, public spaces and squares
- Community investment and sustainable prosperity

Destination marketing and promotion

1. Aldgate is a key place in London and I am pleased that my business/company is here. To what extent do you agree or disagree?
- Agree strongly
 - Agree
 - Disagree
 - Neither agree nor disagree

2. Is the promotion of the Aldgate area as a place to work, stay and have leisure time important to your business?
- Very important
 - Slightly important
 - Not important at all

3. Would you like to see a stronger brand developed for the area to retain and attract new staff and visitors?
- Yes
 - No

4. Would you and/or your business like to see a regular events programme developed for the area?
- Yes
 - No

5. Are you aware of the local loyalty card, Aldgate Advantage Card?
- Yes
 - No

6. Do you think that a loyalty card scheme would be a positive marketing tool to attract staff, residents and visitors to spend money locally?
- Yes
 - No

7. There are several projects that can improve and develop a sense of place unique to Aldgate's cultural diversity and vibrancy. How important are the below initiatives to you and/or your business? – (1 most important, 8 least)
- Pop up bars and cafes
 - Promotion of local retail and food & beverage offer
 - A communications campaign for local area based promotion
 - An Aldgate app
 - Website
 - Walking tours and maps
 - Loyalty card scheme
 - Cultural events and entertainment
 - Other (please state what)

Community and business safety

8. How safe do you feel in Aldgate?

- Very safe
- Safe
- Safe sometimes
- Not safe

9. Do you feel the perception of Aldgate is one of it being a safe area to visit?

- Yes
- No

10. What of the following do you consider to be an issue for Aldgate affecting you and your business? (tick all that apply)

- Rough sleeping
- Begging
- Anti-social behaviour
- Terrorism/ terrorism threat
- Petty theft
- Other (please specify)

11. Would you like an improved link with the police and other public safety providers to enhance the level of security?

- Yes
- No

12. There are several initiatives that can contribute to business and community safety and resilience. How important are the below initiatives to your business? (1 most important, 5 the least)

- Street based security patrol
- A knowledge sharing security forum
- Counter terrorism training and information
- Anti-social behaviour reduction support
- Support and programmes for licensed premises
- Other (please specify)

Improving streets, public spaces and squares

13. My local environment is important to me. To what extent is this statement true?

- Very important
- Somewhat important
- Less important
- Not important

14. Do you feel the area has good transport links?

- Yes
- No

15. Do you find the area easy to navigate?

- Yes
- No

16. Which of the following do you think is an issue for Aldgate? (tick all that apply)

- Litter
- Disused drug paraphernalia
- Broken/unkept street furniture
- Chewing gum
- Vehicular congestion
- Air quality
- Pedestrian congestion
- Lack of green space
- Other (please specify)

17. There are several projects that will improve and develop the public space and Aldgate's environment. How important are the below initiatives to you and/or your business? (1 most important, 6 least)

- Street Cleansing
- Greening and planting
- Transport infrastructure focus
- Joint procurement schemes (recycling/delivery consolidation)
- Accessibility improvements
- Street lighting

Community investment and sustainable prosperity

18. How involved do you feel in the local community in Aldgate?

- Very involved
- Involved
- Occasionally involved
- Not involved at all

19. Would you like to be more involved in the local community on a business to business networking level or on a charity/community level?

- Business networking
- Charity/community
- Both
- Neither

20. There are several projects that can enhance your business at a community investment and corporate engagement level. How important are the below initiatives to you and/or your business? (1 most important, 5 least)

- Corporate social responsibility forums
- Street Ambassadors: to provide a welcoming environment to Aldgate assist with communication between businesses
- Wellbeing in the workplace programmes
- Community engagement and building
- Volunteering brokerage and opportunities
- Other (please specify)

21. There are several programmes that can enhance sustainable prosperity and contribute to economic development in Aldgate. How important are the below initiatives to your business (1 most important, 4 least)?

- Apprenticeship, local employment skills focus
- Supporting small business
- Air quality improvement schemes
- Increased networking events
- Other (please specify)

The future – Business Improvement District

The Business Improvement District (BID) is being developed by The Aldgate Partnership (TAP). A BID is a vehicle for local improvements in a predefined boundary that are designed and instructed on by the businesses in the area. For the area to become a BID, the principles and projects must be voted in favour for by the businesses and subsequently a small levy would be applied to those eligible businesses to allow these improvements to come to fruition. All activities and projects funded by the BID will be above and beyond the statutory duty of the Local Authority and Police and will provide additionality only.

Thank you for spending time on this questionnaire. We will now be able to create a business plan that we will propose to you.

22. On the basis of this questionnaire and bearing in mind the range of benefits that will be driven forward by the BID, would like to see how it progresses?

- Yes No Maybe

Voter contact

23. For the next stage of the BID process, we need to find out who would be eligible to vote for the BID in the democratic process in line with the local authority. Do you think you would be the main voter contact for the Aldgate BID?

- Yes
 No – don't know who it is
 No, but it is likely to be...
(please specify name, job title)

It's Absolutely Aldgate

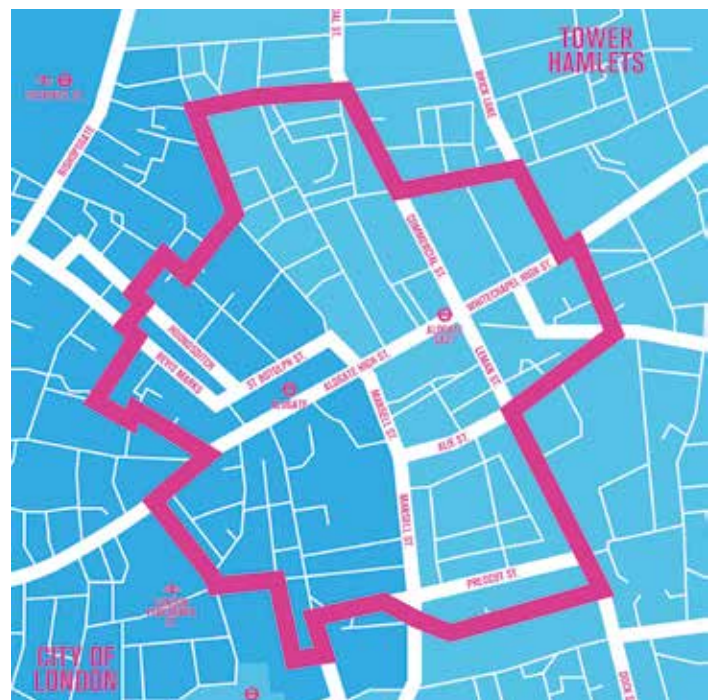
24. What is most precious to you about Aldgate as a place?

- Its diversity
- Its creativity
- Its fringe nature
- It's easy to get to
- I like the community here
- I like going out after work here
- It's just a location for my work
- I don't know
- Other (please specify)

**ABSOLUTELY
ALDGATE**

25. This area has been proposed for the Aldgate BID. Does this area represent Aldgate to you?

- Yes No



Get involved

26. A BID for Aldgate would retain the creativity, diversity and heritage that is very special to the area. Would you like to represent your business in strategic decisions about how the BID would be developed?

Yes No

An opportunity to comment

Please make further comments here:

or email info@thealdgatepartnership.co.uk.

Your details Please fill this in for your views to be counted.

Name
Company
Company Address
Job title
Email address
Contact number

Thank you for taking time to complete this survey. Your feedback is very important to the BID development process. Personal answers will be kept confidential and will not be passed onto any third parties.

If you wish to sign up for our newsletter, please visit our website www.thealdgatepartnership.co.uk.

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