



Eastern City BID

Delivery Plan 2023/24

We are the EC BID, the Business Improvement District working to promote and enhance a unique part of the City of London, known as the Eastern City.

EC



Introduction

The EC Business Improvement District (BID) was established in April 2022 with the aim of promoting and enhancing this unique and iconic part of the City of London – the Eastern City.

A BID is a private-not-for profit organisation set up following a ballot of local businesses and funded by an annual 'BID Levy' paid by occupiers within the footprint (in the case of the EC BID, the levy is paid by those who occupy a property with a rateable value of £500k or more and is calculated as 1% of that rateable value). Our 2022-27 BID Proposal, compiled following extensive consultation with our business community, outlines our ambitions for our first 5-year term and a voluntary non-executive Board comprised of local business representatives ensures your priorities are being met. Our plan for 2023/24 sets out the specific projects that will be delivered this year to make the area an exceptional place to work and visit.

Our activity is split in to four main themes and everything that we do is guided by you, our BID members, so the content of this plan is highly adaptable; we welcome new ideas, refinements and partnership opportunities so please feel free to get in touch.

Kate Hart, Chief Executive



Our Delivery Framework

A Sustainable District

Our commitment to supporting the City of London Corporation's strategy for achieving net zero by 2040. This covers everything from major public realm enhancements that seek to reduce vehicle congestion, improve air quality and increase the quantum of green space, to exploring area-wide renewable energy networks, lobbying for continued investment in our public transport system and providing businesses with the tools and knowledge they need to initiate their own positive change.

An Evolving District

Working patterns across the City have undoubtedly changed and in order for the commercial ecosystem to thrive we need to reach new audiences and diversify what this part of the capital has to offer. Working with key stakeholders we'll be delivering a significant programme of cultural events and installations to enliven our public spaces and empty properties.

Our Community

Enhancing the experience of the Eastern City for our businesses, their staff and customers. This involves promoting our diverse retail, leisure and hospitality occupiers, providing additional street cleaning, supporting local charities/community initiatives, organising wellbeing events for staff and delivering a variety of projects around safety, crime reduction and resilience.

Promoting the Eastern City

This part of the Square Mile is home to over 80,000 jobs with economic output in excess of £11 billion per year - it's recognised globally as a commercial powerhouse. To bolster this reputation, the BID works to position the area as a global pioneer, setting the blueprint for what's needed in a world-leading central business district.



A Sustainable District

Public Realm Strategy

Building on our 2020 Environmental Asset Audit and the City of London Corporation's City Cluster Vision, we will commission a team of urban designers to identify short, medium and long-term enhancements to the Eastern City's public space - its road network, footways, gardens and green (or grey) spaces. This strategy will then act as the framework for our public realm investment over the remainder of the BID term until 2027, and beyond.

The priority for these interventions will be maximising their positive environmental impact: wider footways and safer cycle routes to encourage active travel and the use of public transport; and identifying locations for new green infrastructure such as trees, rain gardens, green roofs, green walls and public gardens to improve air quality, biodiversity, water management and cooling. Inherent in all of this will be the positive economic impact of an environment more attractive to workers and visitors with additional space for outdoor commerce, events and cultural activations.

The work must of course be done sensitively, mindful to seamlessly connect the heritage of a 2,000-year-old city with the iconic tall buildings of the 21st century. It's also vital the strategy is compiled in partnership with the City of London Corporation, statutory partners such as Transport for London, occupiers and property owners so that we optimise the significant development pipeline and create resilient, adaptable public spaces.

EcoCity World Summit 2023

The EcoCity World Summit is being held in the City for the first time at the Barbican Centre in June. Thinkers, innovators and urban stakeholders will come together to discuss the future of our cities at a time of climate emergency and define the next steps towards building more ecological cities. The EC BID contains one of the greatest spatial concentrations of tall commercial buildings anywhere in Europe, and whilst they present specific challenges, there are also opportunities and advantages in terms of their environmental impact.



St Boltoph's Without Bishopsgate Churchyard

We have commissioned built environment specialists Arup to research exactly this and will be launching the report with a one-hour symposium at the summit. The report's findings will be used to guide our future sustainability initiatives, identifying how we can support the occupiers and developers of these iconic buildings to reduce their carbon emissions.

Greening Projects

In our efforts to create a more green and pleasant City we'll deliver numerous small-scale greening projects around the footprint including on-street planters, seating and new planting schemes for the smaller gardens and green spaces. Where possible these will be concentrated around key walking routes.

Servicing & Freight Consolidation

To ease vehicle traffic and reduce emissions we'll explore a scheme to help consolidate and operational servicing deliveries within the BID. Working first with businesses and building managers to map current demand and logistical issues, we'll use the findings to develop a small-scale consolidation trial in anticipation of a potentially more ambitious project in the coming years. We will collaborate with our neighbouring City BIDs and the City of London Corporation on the delivery of this project.

An Evolving District

Vacant Retail Units

We are working with property owners throughout the Eastern City to bring empty premises back to life and provide much needed ground floor activation. The interventions are short term and involve temporarily letting the properties to charities in the creative and cultural sectors as well as making physical improvements to the facades. Sites we're focusing on this year are 55 Old Broad Street, 130 Fenchurch Street and 168 Fenchurch Street.

Padel Tennis Festival

In collaboration with the Aldgate Connect BID, the Central London Alliance and Blue Orchid Hospitality we will be installing a temporary Padel court at The Crescent (next to the Tower Suites hotel). The court will be available for businesses and individuals to book throughout the summer from April – September, with pay & play slots, a corporate league, professional coaching and an opportunity to sponsor free sessions for local schools.

Coronation Celebration

To commemorate the Coronation of King Charles III we'll be turning our part of the City 'green' in honour of the King's passion for the environment. We're planning free outdoor yoga sessions, picnics and floristry workshops at Seething Lane Garden and installing two temporary urban allotments outside 20 Fenchurch Street (the Walkie Talkie building).

London Festival of Architecture (LFA) 2023

The LFA runs throughout June and is a month-long celebration of architecture and city-making. The EC BID is proud to be a destination partner this year and as part of the public space activation programme will commission the City's first multi-functional playground. Designed by the London-based emerging design and architecture studio of Steve McCloy and Bongani Muchemwa, the playground – which is designed to be as much fun for grown-ups as for children – is free to visit and will be in place from June – August at Fen Court, just off Fenchurch Street.



Padel Tennis Festival, The Crescent

Morph's Epic Art Adventure

In partnership with neighbouring City Business Improvement Districts we are the Official Community Partner for Morph's Epic Art Adventure – the first step-free art trail of its kind coming to the City between 19 June – 20 August. 70 artistically designed statues of the much-loved children's TV character will pop up in key locations for the two months across the South Bank and City of London, encouraging a family-oriented audience into the Square Mile. At the end of the programme the Morphs will be auctioned in aid of charity partner Whizz-Kidz which supports young wheelchair users.

Christmas and Seasonal Events

This year we will again be delivering festive activations for our local community to enjoy including light displays, Christmas trees, festive wreathmaking workshops and street performances.

The ambition is to also attract more visitors to the Square Mile, encouraging them to see the area as a festive destination. Focus points will be Leadenhall Market, the area's stunning hotels and supporting our food and beverage operators.

Recharge Campaign

Following on from the success of our first campaign in January 2023, we will be delivering Recharge for a second year in 2024. Recharge will focus on supporting the mental health and wellbeing of our workers at what is considered a more challenging time of year after Christmas. The programme will include inspiring activations to encourage footfall into the City, wellbeing workshops, mental health first aid training, forest bathing and more.

Next Generation Programme

This piece of work is designed to engage and collaborate with the Millennial and Gen Z demographic, delivering a vision that meets the needs of the future City population. We will identify the formalised groups already established here and facilitate ways for them to contribute towards the development of our projects and services. We will work with key partner networks, businesses and the City Corporation to ensure our programme is complimentary and avoids duplication of existing groups.

Lord Mayor's Show 2023

The Lord Mayor's Show dates back to the early 13th century, when King John allowed the City of London to appoint its own Mayor. This free annual spectacular pageant attracts thousands of people into the City each year, all revelling in the excitement, splendour and history that this special event evokes. This year's event takes place on Saturday 11 November where the EC BID, in collaboration with the four other City BIDs, has commissioned a float promoting diversity, accessibility and sustainability within the City.

Destination City

We will continue to work with the City of London Corporation's 'Destination City' team which promotes the Square Mile as a seven-day-a-week visitor destination. We will collaborate on key activities and events throughout the year (such as Bartholomew Fair) to support the ecosystem of food, beverage, hospitality and retail operators in the footprint, as well as encourage local workers to spend more leisure time in the area.

Evanescent at The Leadenhall Building



Our Community

Ambassadors

We launched our on-street welcome and information service last September and will keep a team of Ambassadors running this year too. As well as helping visitors find their way, they act as the eyes and ears for the community by reporting environmental issues to the City of London Corporation and crime/anti-social behaviour to the police.

InTheCity App

Working with the City BIDs we will start a renewed campaign to register more businesses on to our free app, providing even more offers and discounts to local workers and creating a comprehensive 'what's on' guide to events happening across the Square Mile.

Enhanced Street Cleaning

To improve the quality of public spaces within the BID area we will trial an enhanced street cleaning service in partnership with the City of London Corporation. This will involve sweeping, litter picking, graffiti removal, jet washing and deep cleans of the major thoroughfares. Crucially, this is a service in addition to that already provided and pending a successful trial outcome we hope to make it a permanent one.

CityINTEL

To support our businesses with their resilience and business continuity planning, we want to augment the City of London Police's CityINTEL emergency alerts system by improving information sharing and increasing the number of subscribers. We will therefore fund (on a trial basis) an intelligence analyst dedicated to sourcing, assessing and disseminating information to our business community on crime, anti-social behaviour and other locally disruptive activity. The efficacy of the trial will be assessed by the police, City Security Council and members of our Safe & Secure Steering Group, with the potential for a permanent service in 2024-25.

Night Safety

Supporting the welfare of those that work in or visit the EC BID area is vitally important, particularly when the perception of safety tends to wane during the evening. With a growing leisure offer in the EC area, we will explore a number of measures to improve that experience including training for hospitality & leisure operators and a night safety hub staffed by medical professionals focused around the Christmas party season.

'Hidden Harm' Training & Awareness

We will partner with charities such as Crimestoppers, Hestia, Employers' Initiative on Domestic Abuse and the Suzy Lamplugh Trust to deliver free training for our businesses on domestic abuse, stalking and harassment. As well as simple awareness-raising there will also be a focus on providing BID members with the requisite skills and policies to support their colleagues.

Counter Terrorism

All of our Ambassadors will be provided with Action Counters Terrorism (ACT) and See Check and Notify (SCaN) training to enhance their ability to respond to incidents and report suspicious activity. We will also work with the City of London Police's Counter Terrorism Security Advisors to deliver training to members, encourage information sharing, prepare for changes to forthcoming security legislation and strengthen vulnerable public spaces.

BikeRegister

We will work with the police to run regular BikeRegister marking sessions at various locations across the BID footprint, helping

to prevent bicycle theft and facilitate the return of stolen bikes to their rightful owners should the worst happen.

Volunteering

Whilst many staff are generously given corporate volunteering days, many struggle to access local opportunities and simply don't know where to start. Later this year we'll therefore be launching a dedicated online portal (powered by Neighbourly) through which EC BID member employees can find and register for local volunteering sessions. The embedded social impact monitoring tools will also allow us to tangibly measure the positive contributions our members have made.

Grant Funding

As part of our social responsibility programme we'll be setting aside a portion of our budget to directly support local charities and community groups. The grant-giving process will be principally managed through the ActionFunder platform with organisations encouraged to apply against set criteria. We would love our members to be part of the process so we'll be establishing a small judging panel to assess applications which they are welcome to join. We plan for the donation of funds to

be just the beginning of a long-running, productive relationship between the recipients and EC business community.

Employee Wellbeing

To encourage staff back to the workplace and enhance their experience whilst here, we'll be organising a programme of activities throughout the year which focuses on their enjoyment, health and wellbeing.

Support for Young People

We will build relationships with our neighbouring schools and further education establishments, identifying opportunities for how the business community can support them. This may involve work experience, internships, grant funding or training & development.

City Giving Day

The Lord Mayor's Appeal is part of the City of London's commitment to create a fairer society and every year runs City Giving Day - a unique event which unites businesses in the City and beyond by celebrating the positive impact their fundraising and volunteering has on charity partners and local

communities. 526 companies were involved in 2022 and this year EC BID will sponsor one of their main fundraising events on 26 September – the Tour de City Static Wattbike Challenge. The event provides a chance to engage with our businesses and their employees, as well as raise funds for good causes.

City Gift Card

The City Gift Card promotes local spending and is a great way to welcome new staff to the area, however we understand the need to make it a more functional and sustainable product so we'll be developing a digital version this year.

Property Owner Group

Major landowners in the BID footprint are key to enabling many of the positive changes we want to bring to the Eastern City and it's imperative they are able to participate in our work – whether it be the public realm strategy or the myriad of services designed to support their tenants. We will therefore create a dedicated steering group comprised of local property owners, all of whom will be encouraged to make a financial contribution to the BID's activities.



EC BID Ambassador on Bishopsgate

Promoting the Eastern City

Baseline Economic Research

To inform and monitor the impact of our work we will arrange a piece of bespoke research to measure the economic baseline of the BID footprint. It will consider factors such as footfall, dwell time, retail & leisure spend, travel habits, visitor demography and area perception. The research findings will also be shared with local businesses, helping to guide their workplace practices and promotional activity.

Home Working Research

We will be commissioning Centre for Cities to research the impact of home / hybrid-working and its effect on the City of London's local economy. To remain a prominent global investment location the City must be at the forefront of productivity, growth and knowledge-sharing, so recommendations from the report will be used to guide our work in reinvigorating the Eastern City by encouraging the return of workers and visitors.

National & International Partnership

New York is perhaps the closest international comparator to the City and with a number of prominent, well-established BIDs, provides an excellent case study. We will therefore establish transatlantic ties to explore opportunities for an ideas exchange programme. Moving closer to home we'll take a similar approach to cities across the UK, looking at how we can build a more productive relationship with places such as Liverpool by sharing best practice and attracting new audiences to our respective destinations. The emphasis will be on how we can enhance the experience of being in the EC area by delivering creative and meaningful collaborations with other cities. We'll also be promoting the Eastern City (and the Square Mile as whole) at MIPIM 2024 - the leading real estate exhibition, conference and networking event.



The Lord Mayor's Show



The iconic Eastern City skyline



Partnership With BIDs Across The City

Including EC, there are currently five Business Improvement Districts operating across the City - the other four being Fleet Street Quarter, Cheapside Business Alliance, Aldgate Connect and Culture Mile.

The relationship with our neighbours is a vital one in delivering our joint vision of a thriving Square Mile so we will therefore identify opportunities wherever possible for amplifying our influence and achieving added value through collaboration.

This will include measures such as integrating our respective public realm strategies to ensure a seamless experience for those moving through the City, cross-promoting major events and speaking with a collective voice on the shared issues that affect our business communities.

2023/24 Budget

Closing 2022-23 Reserves	£1,354,133
BID Levy Income (assuming 95% collection)	£3,412,415
Voluntary Contributions	£100,000
TOTAL INCOME	£4,866,548
A Sustainable District	£1,237,303
An Evolving District	£1,237,303
Our Community	£1,089,054
Promoting the Eastern City	£742,534
Staffing & Overheads	£560,354
TOTAL EXPENDITURE	£4,866,548

The Executive Team

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Taresai Ejeta
Events Manager

Helena Forrest
Senior Marketing Manager

Bryn Little
Project Assistant

William Austin
Cultural Partnerships Manager



The Monument



Leadenhall Market



High Visibility Day, Aviva Piazza

The logo consists of the letters 'E' and 'C' in a bold, yellow, sans-serif font. The 'E' is on the left and the 'C' is on the right, both centered vertically. The background is a solid blue color with abstract geometric shapes in shades of blue and orange on the left and top right.

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