



EC

Eastern City BID

Delivery Plan 2024/25

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.

Introduction

The Eastern City 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. This delivery plan for 2024/25 sets out our priorities and notable projects for the coming year, all of which are funded by levy contributions from local businesses and designed to make the area an exceptional place to work and visit.

We made 31 commitments in our original 2022-27 BID Proposal and have made significant progress against them since with 12 complete and another 11 underway.

There is much more to come however, especially as 2023-24 focused on research and trial initiatives to pave the way for more significant delivery this year.

Our activity is split in to four main themes and everything that we do is guided by you, our BID members, so we welcome new ideas, refinements and partnership opportunities - please feel free to get in touch. We would also welcome your participation in any of our four steering groups which guide our work: Culture & Communications, Safe & Secure, Public Realm and Social Responsibility.

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, improving the management of public spaces, supporting local charities and community 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, we work 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

At the end of 2023 Publica were appointed to develop our Public Realm Strategy – a significant piece of research and consultation that will conclude in autumn 2024 with a series of recommended interventions to enhance the Eastern City's public space. These will incorporate elements such as gardens and green space, wayfinding, historical interpretation, biodiversity, pedestrian safety, air quality, sustainable transport, traffic reduction and on-street activation (e.g. outdoor dining and major public events).

We are working closely with the City of London Corporation on the strategy to ensure it aligns with the Draft City Plan 2040, and consulting with a broad range of other local stakeholders including businesses and their staff, Transport for London, the emergency services, neighbouring BIDs, property owners, the tourism sector, schools and faith groups.

Short-Term Greening Projects

Whilst the Public Realm Strategy will identify larger-scale interventions, we will in the meantime deliver small greening initiatives across the BID footprint such as on-street planters, seating and refreshed planting schemes for the smaller gardens and green spaces. Where possible these will be concentrated around key walking routes.

Freight, Servicing & Delivery (FSD) Consolidation

To reduce local vehicle emissions and movements we will pilot a freight, servicing and delivery consolidation scheme within the BID footprint. The pilot will be designed following the conclusion of an initial feasibility study which we commissioned in February 2024. The pilot could involve joint procurement between and within buildings, the sharing of loading bays and other delivery infrastructure, out-of-town consolidation centres and/or a push towards the greater use of electric vehicles and cargo bikes. This work is being supported by the City of London Corporation as there is

the potential for our pilot, or elements of it, to become best practice across the Square Mile and Greater London.

London Festival of Architecture

The LFA runs throughout June and is a month-long celebration of architecture and city-making. We are proud to be a destination partner for a second year and as part of the public space activation programme have commissioned designers Urban Radicals to create a series of installations across the City incorporating greening, seating, education and public interaction. This is a joint commission with the other City BIDs (Fleet Street Quarter, Culture Mile and Aldgate Connect) and will help us test locations for longer-term public realm improvements. Locations will potentially include publicly accessible private space such as building lobbies and pedestrianised areas.



An Evolving District

Recharge

Each year in January our 'Recharge' campaign focuses on driving footfall and supporting the mental and physical health of those that work in our area during what is often a difficult time for many. However, for 2024/25 we are expanding its scale significantly with Recharge becoming the overarching theme for a year-long programme of events and initiatives aimed primarily at our community of employees:

- A local running club
- A variety of workshops focusing on mental health and wellbeing
- Mental Health First Aid training
- Participatory events and activations for our 'summer of sport', tying in with the Paris Olympics, Wimbledon and various other sporting highlights
- Walking tours that explore the City's rich heritage
- A 'hobby hub' as part of our vacant retail unit work

Vacant Retail Units

Following successes at 57 Old Broad Street (now 'Broadworks' - a temporary studio space for the creative sector) and Fountain House (a re-designed façade incorporating artwork and historical interpretation), this year we are targeting at least five vacant retail units for re-activation. Working in partnership with the charity sector, cultural institutions and property owners these interventions bring life to our streets, provide affordable space for small businesses and help attract new audiences into the City.

Viewing Platforms

The iconic architecture of the Eastern City provides arguably the best views in London so it's not surprising that the public viewing galleries of 8 Bishopsgate, 22 Bishopsgate, 20 Fenchurch Street, The Monument and The Gardens at 120 are the area's biggest visitor draw. We are proposing to support these spaces by enhancing that visitor experience even further with events and cultural programming.



5&20 Exhibition

We are collaborating with Brookfield Properties and the Crafts Council on a public exhibition in the lobbies of 99 Bishopsgate and 30 Fenchurch Street. Over the summer these spaces will host a showcase of 20 key objects from the Crafts Council's archives in celebration of their 20th anniversary. This is a first step in exploring how we can better activate ground floor uses across the BID footprint and broaden the area's cultural offer.

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 craft workshops and street performances.



Sculpture In The City

As in previous years we will be supporting one of the Square Mile's flagship cultural events with promotional activity and running complimentary activities.

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. Together we can broaden the culture and leisure offer in the City, providing new experiences for workers and visitors alike whilst simultaneously supporting our eco-system of retail, food and beverage operators who rely on regular trade.

Our Community

Ambassadors

We will continue with our team of three Ambassadors working across our footprint Monday-Saturday. As well as helping visitors find their way and liaising with businesses, they act as the eyes and ears for our community by reporting environmental issues to the City of London Corporation and crime/anti-social behaviour to the police.

InTheCity App

We will continue to provide our free app which gives local employees offers and discounts at local bars, restaurants, hotels, gyms, shops etc. It also includes a comprehensive 'what's on' guide to events happening across the Square Mile.

Marketing & Promotion

We will continue to support the retail, leisure and culture sectors with marketing support through our website, social media channels, newsletters and events; connecting them to the workforce on their doorstep is an important part of stimulating the local economy.

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.

Security Intelligence Analysis & Reporting

To support business resilience and inform crime prevention activity we will fund an intelligence analysis and reporting service; this follows a successful trial of the project in 2023-24. Working closely with the police and the security sector, the service will facilitate local intelligence sharing and provide regular, in-depth reports on the key security issues affecting the City such as urban exploring, protest activity and crime. In turn, this information can be used by businesses, security teams, the police, City of London Corporation, EC BID and others to develop interventions that address those issues.

CityIntel Emergency Alerts

We will contribute towards the operating cost of the CityIntel Emergency Alerts service – a platform through which the City of London Police message security teams with updates on live security incidents or other disruptive events such as protests, road closures and building evacuations. Our funding will enable registration for the service to be broadened so that individual businesses – not just the security sector – can receive the updates.

Welfare Hub & Medical Support

Following a highly successful trial in 2023 where we supported 136 vulnerable members of the public, we will again run our Welfare Hub over the busy festive period. Staffed by a medical team and working in close partnership with the City of London Police, the hub will operate on Thursday-Saturday nights throughout November and December. In addition, we will provide a cycle paramedic year-round Thursday-Saturday nights, proactively patrolling



the BID footprint and responding to requests for assistance from the public, businesses and emergency services.

Taxi Marshals at Liverpool Street Station

This initiative, organised by the City of London Crime Prevention Association (CoLCPA), was run for the first time in November and December 2023. The marshals were based at the taxi rank on Liverpool Street between 10pm-2am on Thursday-Saturday nights and tasked with ensuring a regular supply of licensed black cabs, preventing anti-social behaviour in the queue and acting as a reassuring presence. They helped 8,646 people safely travel home, 1,211 of whom were females traveling alone. Due to its successful trial, we will provide CoLCPA with the financial support they need to keep the scheme going year-round.

'Hidden Harm' Training & Awareness

We will continue to partner with charities such as Crimestoppers, Hestia, Employers' Initiative on Domestic Abuse and the Suzy Lamplugh Trust to deliver free crime prevention and personal safety training. In particular we will focus on offences such as stalking, harassment and domestic abuse – how these issues affect staff in the workplace and what employers can do to support them.

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 local businesses, encourage information sharing, prepare for changes to forthcoming security legislation and strengthen vulnerable public spaces.

Dr Bike

We will run regular, free bike repair workshops at various public locations throughout the BID area to support cyclists. Where possible we will collaborate with the City of London Police to also offer free BikeRegister marking.

Volunteering

Whilst many staff are generously given corporate volunteering days, some struggle to access local opportunities and simply don't know where to start. We have therefore partnered with Neighbourly, an online platform that helps match volunteers with local charities and community groups who need them. This is a free service to our members and the embedded social impact monitoring tools allow us to tangibly measure the positive contribution our business community makes.

Charitable 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. The judging panel for applications will be comprised of members of our Social Responsibility Steering Group. We will support The



Lord Mayor's Appeal and also sponsor City Giving Day which celebrates the charitable work of local businesses.

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. This will include walking tours of the Eastern City led by official City of London Guides, a running club in partnership with The Running Charity, pub quizzes and various educational webinars.

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.

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.

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, freight consolidation or the myriad of services designed to support their tenants. We have therefore established a dedicated steering group attended by local property owners, all of whom have been asked to make a voluntary contribution to the BID.

Promoting the Eastern City

Data Gathering and Research

To inform and monitor the impact of our work we will regularly collect data on a range of factors such as footfall, dwell time, retail and 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. To aid our advocacy and problem-solving efforts we may also commission research into specific issues affecting our businesses. Previous research for example has included the economic impact of home-working and how to improve the sustainability of tall buildings.

Leadership and Public Affairs

We will continue to speak on behalf of our community, promoting their interests at a local and national government

level, and advocating for change where it's needed. As an example, in early 2024 we - alongside the other 11 BIDs in the Primera portfolio - successfully campaigned for the removal of peak London Underground fares on Fridays as a means of encouraging staff back to the workplace. We will support TfL with the trial and encourage other travel operators to follow suit. Our collaboration with major representative bodies such as BusinessLDN, the City Property Association, London & Partners and Opportunity London greatly assists our advocacy efforts.

Where applicable we will use local and national media to promote our work, particularly when it comes to initiatives with a broad audience such as our events and cultural programming.



EC BID Rebrand

The identity and vision for the EC BID brand was created in 2019 at the 'Partnership' stage but with the organisation now a formal Business Improvement District and pushing forward significantly with new initiatives this needs to be refreshed to ensure it best captures the essence of the Eastern City and and resonates with our business community. Consultants



were appointed in early 2024 and the work will complete in the summer following extensive engagement with our members, the Culture & Communications Steering Group and other stakeholders including the City of London Corporation.



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 five City BIDs form part of the Primera portfolio of 12 BIDs operating across central London, delivering significant economies of scale and strengthening our impact on cross-cutting issues.

The relationship with our neighbours is a vital one in delivering our joint vision of a thriving Square Mile. We will continue to 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.

2024/25 Budget

	Total £
Closing 2023-24 Reserves	£1,654,799
BID Levy Income (assuming 95% collection)	£3,534,181
Voluntary Contributions	£150,000
TOTAL INCOME	£5,338,980
A Sustainable District	£1,281,355
An Evolving District	£1,388,135
Our Community	£1,227,966
Promoting the Eastern City	£827,477
Staffing & Overheads	£614,047
TOTAL EXPENDITURE	£5,338,980

The Executive Team

Kate Hart Chief Executive Officer
kate@ecbid.co.uk

Henry Johnstone Chief Operating Officer
henry@ecbid.co.uk

Lucy Bowles Executive Assistant & Office Manager
lucy@ecbid.co.uk

Claire Dumontier-Marriage BID Director
claire@ecbid.co.uk

Will Dyson Placemaking Director
will.dyson@ecbid.co.uk

Ailsa Anderson LVO, Director of Marketing and Communications
ailsa@ecbid.co.uk

Helena Forrest Senior Marketing Manager
helena@ecbid.co.uk

Tarisai Ejeta Events Manager
tarisai@ecbid.co.uk

Bryn Little Project Assistant
bryn@ecbid.co.uk



If you would like to get involved with the BID's work please get in touch:
info@ecbid.co.uk | ecbid.co.uk X @ecbidlondon LinkedIn Eastern City BID