

Business Improvement Districts in the City of London



Primera
The specialists in regeneration

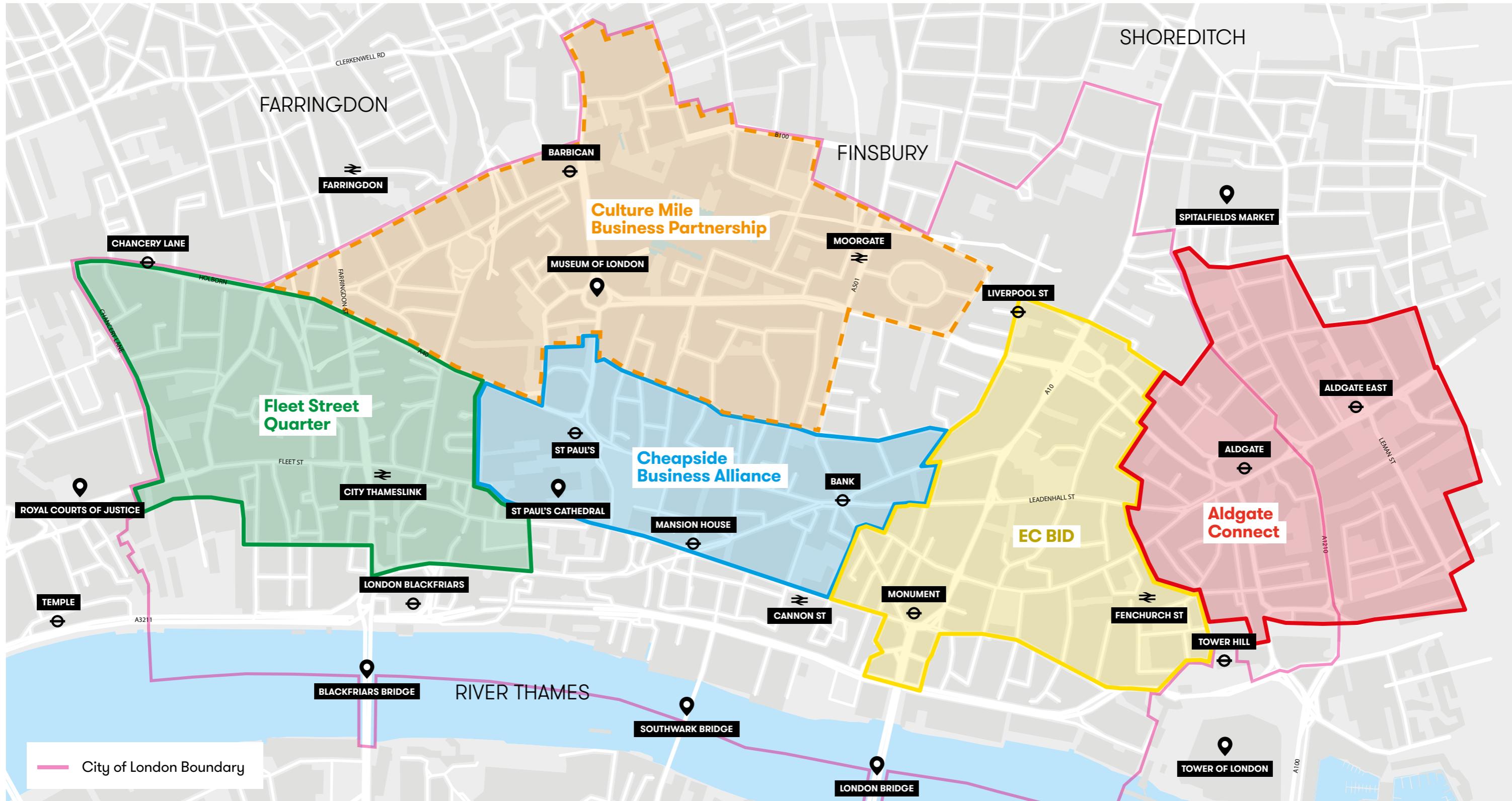


What are Business Improvement Districts?

Business Improvement Districts (BIDs) give a voice to business communities – championing local priorities and ensuring the right people are at the decision table. Businesses understand that together they can be stronger; lobbying on big, strategic issues that impact on their commercial performance and ability to grow.

The work of BIDs is funded by a levy which is charged on all business rate payers located in a defined area, in addition to the business rates bill.

The establishment of BIDs in the UK is relatively recent, with the first UK-based BIDs being set up in the mid-2000s. Nearly 300 BIDs now operate in the UK, with several based in the City of London.



Aldgate Connect

The development of this cross-boundary BID represents a new opportunity for the diverse mix of businesses and stakeholders across this iconic area of London. Aldgate has been listed as an area of change by the City of London Corporation and an Opportunity Area by Central Government since 1980. Emerging sophisticated and award-winning developments and open spaces will soon sit alongside the area's existing culture and history.

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.

Aldgate Connect will see a £3.5m investment in enhancement projects over 5 years. Key priorities and objectives to support recovery from the impacts of the pandemic will include:

1. Promoting sustained, inclusive and sustainable economic growth and supporting equality of opportunities for SMEs and local people who have been impacted by recent events.
2. Promoting and implementing public realm improvements that suit the businesses and community.
3. Supporting employees and visitor footfall back into Aldgate through varied events and marketing platforms.

Find out more

 aldgateconnect.london

 @AldgateConnect

Cheapside Business Alliance

Cheapside has become one of The City of London's most prestigious shopping destinations, offering visitors a fusion of contemporary shops and restaurants in one of the most historic parts of London.

Cheapside Business Alliance (CBA) started off as the Cheapside Initiative in 2007 before evolving into The Cheapside Business Alliance in 2015, when it reached BID status.

In its first term, CBA invested over £2.5m into Cheapside – enhancing public spaces, supporting cultural events to drive footfall, working with the business community on everything from resilience to mindfulness. CBA continues to prioritise the delivery of large public realm projects working in partnership with the City of London.

The BID has been built around 5 key strategic themes to be delivered over the next 5 years:

1. Business awareness and networking opportunities
2. Environment, signage and way finding
3. Tourism and culture
4. Employment, enterprise and training
5. Marketing and promotion

Find out more

 incheapside.com

 @CheapsideBA

EC BID

Following a successful ballot outcome in 2022, a Business Improvement District (BID) has been established for the Eastern City. A BID for the EC Partnership area represents a major opportunity to drive an ambitious programme of change and enhancement, harnessing growth opportunities and responding to the challenges facing our businesses in the current climate.

The EC Partnership BID will create a strong business collective, providing a powerful voice for businesses, enhancing the physical environment, injecting new energy into the area and creating a safer, greener and cleaner destination for all who live, work or visit the area. Its mandate is focused around embedding an ESG (Environmental, Social, Governance) proposition at the core of our outputs. Each element will shape our programme of activity, to ensure we measure and demonstrate high quality delivery for this iconic district.

The BID has been built around 4 key strategic themes to be delivered over the next 5 years:

1. An evolving and diverse district
2. A sustainable district
3. Collective action and community engagement
4. Promoting and building the reputation of a global powerhouse

Find out more

 ecbid.co.uk

 @ECBIDLondon

EC

Fleet Street Quarter

In February 2022, local businesses voted overwhelmingly for the Fleet Street Quarter Business Improvement District (BID). The outcome demonstrates a strong mandate amongst businesses to work more collectively in leading, shaping and influencing a comprehensive programme of activity – positioning the Fleet Street Quarter as a thriving and vibrant destination.

Fleet Street is a historic part of the City with a rich heritage. It serves as a link between St Paul's Cathedral and the River Thames, and between the City and Midtown, as well as forming the centre point of an ancient processional route. The area has evolved to become home to a large number of legal, financial and multi-disciplinary firms.

Working closely with partners at the City of London Corporation, local stakeholders and the area's vibrant, innovative business community, Fleet Street Quarter will deliver a powerful enhancement agenda. Over the next few years, the partnership aims to deliver a range of projects and interventions focusing on the following 3 key strategic themes:

1. Placemaking: Creating an attractive, engaging and sustainable environment for the Fleet Street Quarter.
2. Destination Marketing: Promoting the Quarter to raise the profile of the area and strengthen its domestic and international reputation, as a thriving and vibrant destination.
3. Corporate Community Engagement: Promoting good growth through a democratic and collective voice for the local business community.

Find out more

 fleetstreetquarter.co.uk

 @fleetstquarter

**FLEET
STREET**
QUARTER

The Culture Mile Business Partnership

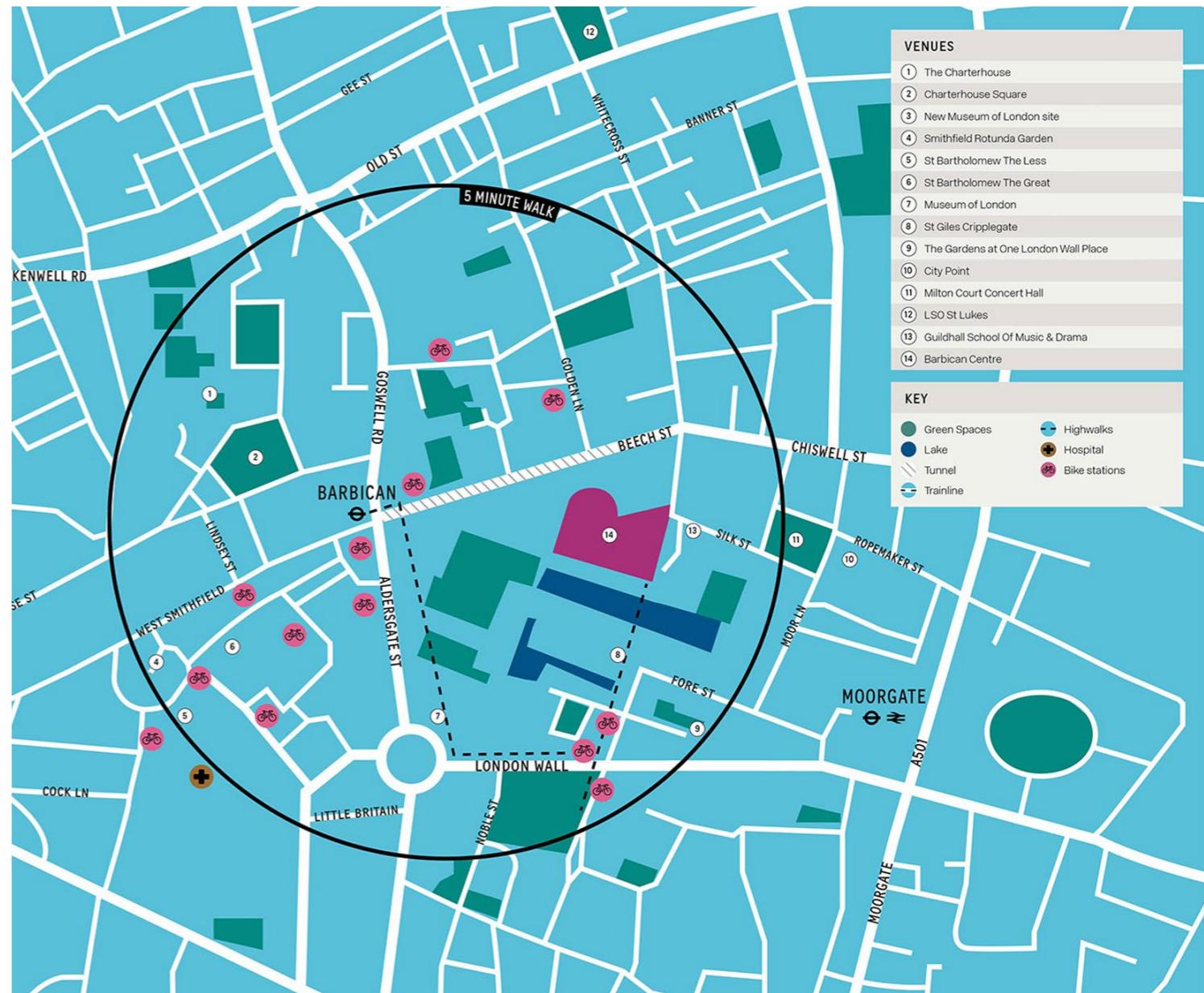
A Business Improvement District (BID) is being proposed for Culture Mile, building on the creative animation of the area since 2017, which has been led by the City of London Corporation and four cultural organisations. The creation of a BID will provide the mandate and resources to deliver tangible projects to support businesses.

A future Culture Mile BID will:

1. Contribute to the Square Mile's recovery from the pandemic through creating a place where the talented workers on which businesses depend are attracted and retained
2. Create a cultural destination for workers, visitors and residents by showcasing outstanding creative experiences which reflect and amplify the area's remarkable heritage
3. Build a connected and inclusive sense of community and opportunity among businesses in this part of the City

Find out more

culturemile.london/the-business-partnership
@culturemilendl



Cultural institutions in the Culture Mile district



CPA
City Property Association

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