

BIDs and Business Partnerships in the City of London



CPA
City Property Association

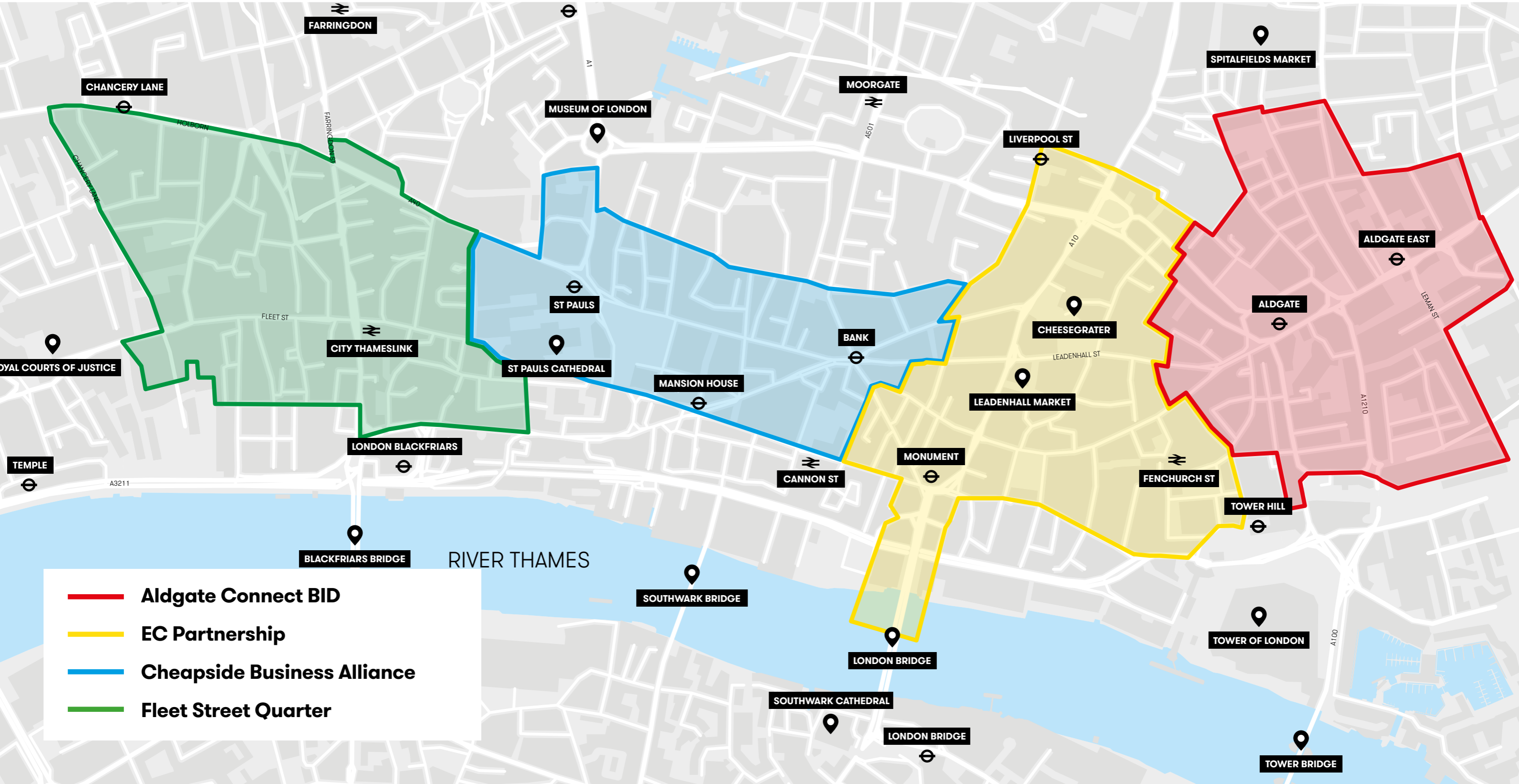
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What are BIDs and Business Partnerships?

Business Partnerships and 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:

- Promoting sustained, inclusive and sustainable economic growth and supporting equality of opportunities for SMEs and local people who have been impacted by recent events.
- Promoting and implementing public realm improvements that suit the businesses and community.
- Ensuring Aldgate begins its recovery to be a strong, creative and entrepreneurial area for residents and businesses; a hotbed for new and emerging talent and businesses.

The Aldgate Connect team

- Liam Hayes – Chair
- Ruth Duston, OBE, OC – Executive Director
- Zoe Barwick – BID Manager
- Izzy Kasinska – BID Assistant

Find out more

 www.aldgateconnect.london

 [@AldgateBID](https://twitter.com/AldgateBID)

ALDGATE CONNECT BID

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.

Key areas of focus:

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

The Cheapside Business Alliance Team

- Ruth Duston OBE, OC – Executive Director
- Claire Dumontier-Marriage – BID Manager
- Rachael Smith – Project Assistant
- Charlotte Fletcher – Chair; Senior Director at CBRE

Find out more

 incheapside.com

 [@CheapsideBA](https://twitter.com/CheapsideBA)

at the City's heart
CHEAPSIDE

EC Partnership

The EC Partnership was established in 2019 to bring together property owners, investors and occupiers within the area to encourage them to coalesce around shared goals such as harnessing the opportunities of growth in the area, maximising the value of its world class assets, unrivalled heritage and boosting the area's reputation as the economic powerhouse of the UK.

The EC Partnership is currently a business-led voluntary organisation, working to become a BID in the coming years.

The Eastern City area of the Square Mile is a globally recognised, thriving and commercially vibrant district. It contains the greatest density of businesses and jobs in the City and is synonymous with the banking and insurance sectors. In recent years, the area has welcomed a diversification of occupiers with an increasing amount of SMEs, creative industries and a cultural and leisure offer. The Eastern City is set to see significant growth with a strong development pipeline and the introduction of the Elizabeth Line.

EC Partnership have developed a number of priorities built around Environmental, Social and Governance best practice:

1. Create a cleaner, greener, more welcoming and more human City.
2. Deliver projects anchored in social purpose.
3. Act as a democratic and collaborative partnership, embracing new ideas from businesses across the footprint.

The EC Partnership team

- Andrew Reynolds – Chair
- Ruth Duston OBE, OC – Executive Director
- Katherine Fleming – Project Director
- Rachael Smith – Project Manager

Find out more

 ecpartnership.co.uk

 [@ECpartnership](https://twitter.com/ECpartnership)



Fleet Street Quarter

The Fleet Street Quarter was established in 2019 and is working towards becoming a BID. The Fleet Street Quarter aspires to shape the area into a thriving quarter by fostering innovation, championing culture and curating a green and sustainable business district.

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.

The Fleet Street Quarter team

- Alistair Subba Row – Chair; Senior Partner, Farebrother
- Svetlana Nogai – Deputy Chair; Managing Director, WPV
- Ruth Duston OBE, OC – Executive Director
- Katherine Fleming – Project Director
- Rachael Smith – Project Manager

Find out more

 fleetstreetquarter.co.uk

 [@fleetstquarter](https://twitter.com/fleetstquarter)

