

Annual Summary

Overview and Expenditure
2022-2023 / 2023-2024

**Central
District
Alliance**

BID footprint



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Introduction

The Central District Alliance Business Improvement District (CDA BID) covers the vibrant neighbourhoods of Holborn, Bloomsbury, St Giles, Farringdon and Clerkenwell. We are dedicated to serving and promoting the local business community, as well as supporting those wider communities in which we all operate.

With the arrival of the Elizabeth line in 2022, the CDA BID area is more than ever strategically located at the heart of the capital and has been a catalyst for growth. Anchored by two Crossrail stations, Tottenham Court Road and Farringdon, the latter of which also serves as the interchange between Thameslink and the tube network. This has made the CDA BID area a gateway for even more people to access world-class services.

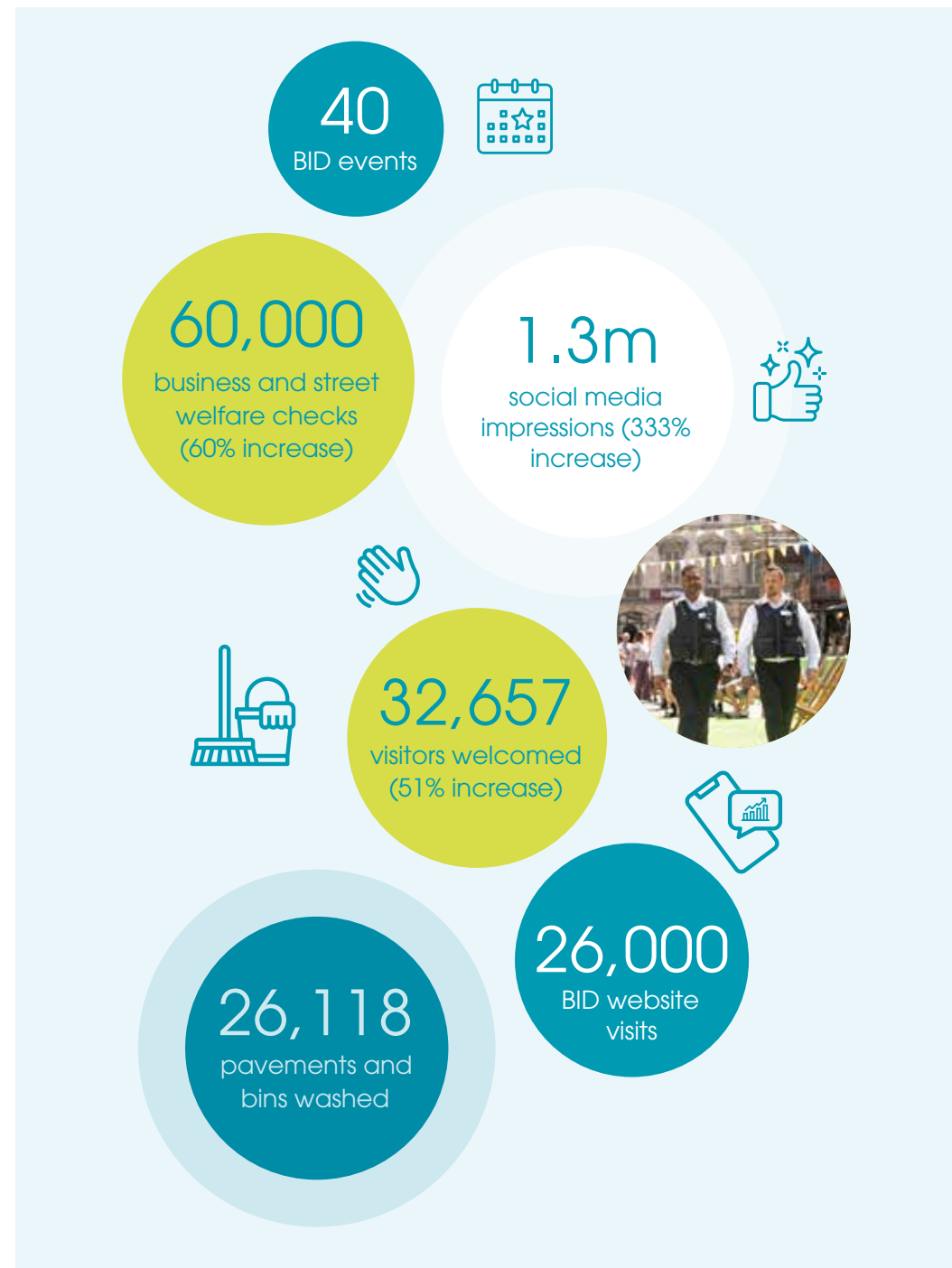
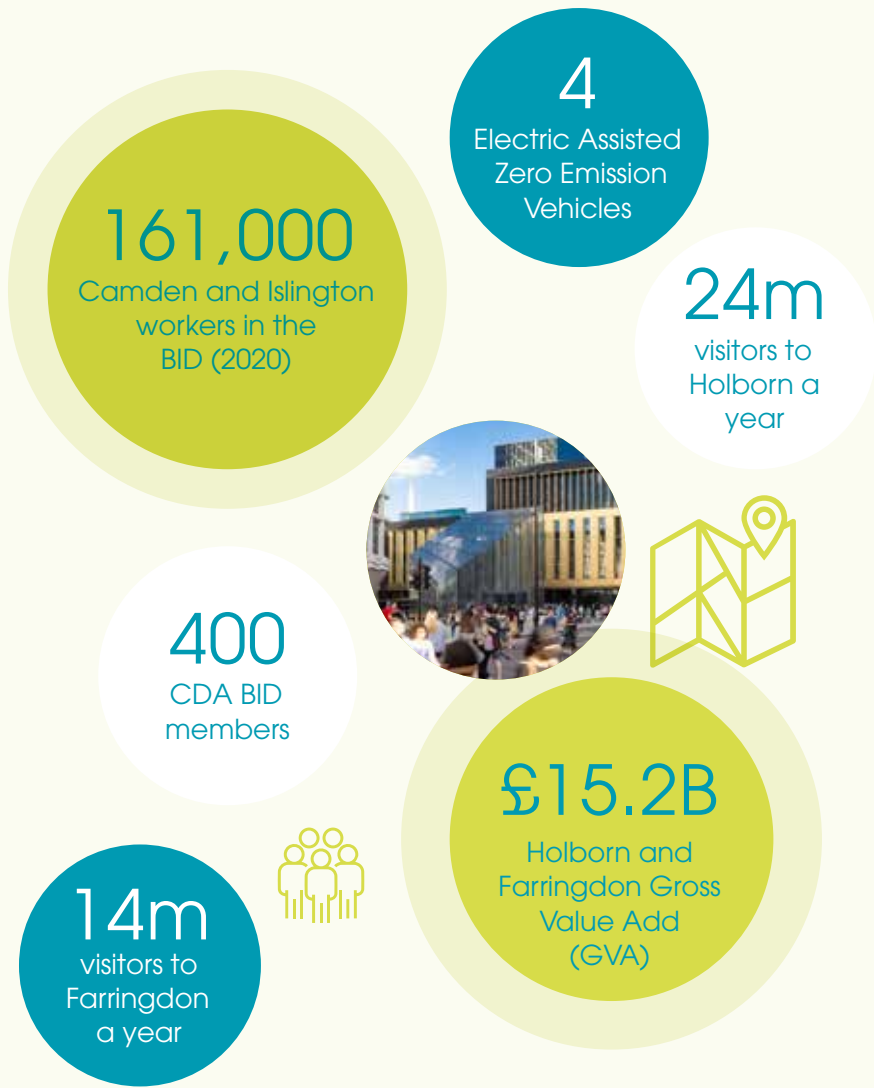
As we look back on the 2022-2023 financial year, we are proud to have represented the interests of over 400 enterprises, creating a better place for all who work, live, and visit our neighbourhoods.

Our projects have focused on enhancing the area, making it cleaner, greener, safer and more welcoming for all. We have developed an ESG programme to ensure we are working to support and address inequalities and to help address those less fortunate in our communities, as well as address environmental issues. We have worked closely with our local business community to achieve these goals and make the CDA BID area a top destination for all. We look forward to continued success and working together with all of our stakeholders and our business community.

Timeline

- 2000
Holborn Business Partnership created
- 2005
One of the first BIDs to be set up in the UK, inholborn wins its first term
- 2010
Re-elected as inmidtown with an expanded boundary
- 2015
Re-elected as Bee Midtown
- 2016
Farringdon and Clerkenwell BID established via successful election and absorbed into Bee Midtown
- 2020
Re-elected for a fourth Term to 2025
- 2021
BID relaunches as Central District Alliance

The District in numbers





Charterhouse Square

Message from CDA's Chief Executive

As Chief Executive of the Central District Alliance Business Improvement District, I am pleased to present this summary outlining the contributions and services provided to our local business community.

The CDA BID is committed to promoting and supporting local businesses in the vibrant neighbourhoods of Holborn, Bloomsbury, St Giles, Farringdon and Clerkenwell. We represent the interests of over 400 enterprises, including 370 levy payers, and strive to create an even better place to do business in Central London.

Over the past year, we have been working to continuously enhance the area by providing targeted on-street security and cleaning teams, launching a new app, The CDA Club, which connects businesses and visitors to our area and promotes local events and offers. Additionally, we have been supporting and promoting our apprenticeship and training programme Your Future Talent. We also launched two new Skills Academy Hubs as part of the Mayor of London's academy programme in partnership with Capital City College Group, these provide young people and those looking for employment in the area with valuable training and career opportunities.

We understand that these contributions are important to our members, and we

assure you that these funds are used to provide these services and initiatives in the area. Our goal is to continue to make Holborn, Bloomsbury, St Giles, Farringdon, and Clerkenwell cleaner, greener, safer, and more welcoming for all.

On behalf of the CDA BID team, I want to thank our members for their support and commitment to making our area an even better place to do business in Central London. We look forward to continuing to work together to create a vibrant and thriving community for the future.

Debbie Akehurst
Chief Executive





CDA zero emissions Clean Team

Clean, safe and welcoming

At CDA, we pride ourselves on going above and beyond when it comes to maintaining a clean, safe, and welcoming environment in our district. We understand that a beautiful and secure community is more than just aesthetics; our teams work tirelessly to keep our district in tip-top shape, and we're not afraid to tackle the tough issues.

Our security team is an integral part of our On Street Teams, patrolling the area to provide a visible presence and respond to any incidents that may arise. They work closely with local authorities and other stakeholders to develop and implement effective strategies to address security concerns, such as theft, vandalism, and anti-social behaviour.

We believe that working in partnership is essential to creating a thriving community. That's why we're dedicated to providing a joint up comprehensive approach to address all aspects of district upkeep, including security. We work in close collaboration with Camden and Islington Councils, Transport for London (TfL) the Greater London Authority (GLA), the Metropolitan Police and others to develop a long-term vision for the Holborn and Clerkenwell area and to implement collective thinking and action.

Cleaning We place a strong emphasis on maintaining a clean and welcoming environment within the district. Our On Street Team is dedicated to augmenting the work of local authorities by providing additional street cleaning services throughout the day and night.

Additionally, the team is equipped to provide street janitorial services to our businesses as and when requested, keeping the area clean and tidy.

Security To enhance safety and security within our area, the CDA Security Team works in partnership with the Metropolitan Police, Business Security Teams, charities, and other partners. The Patrol Teams operate in pairs from Monday to Saturday and are able to respond to low-level crime and anti-social behaviour.

Ambassador To make our area welcoming for visitors and locals, we have a Street Ambassador service that will continue to welcome visitors in the area and provide wayfinding and expert local knowledge. The team will continue to engage with local businesses and report on local environmental issues.

Combined, our On Street Team give confidence to business owners and individuals alike, ensuring a welcoming environment for our community. They work together to ensure the area is clean, safe, and welcoming for everyone who visits and works here.



CDA Security Team in partnership with the Met Police



A welcoming space for residents and businesses

Placemaking

Our sustainable people centred approach continues to invest in our shared public spaces

For many businesses and employees, work patterns are changing, reflecting a greater emphasis on quality of life, wellbeing and time spent outdoors; nevertheless, collaboration and building networks remains crucially important. The growing pressures of climate change have also highlighted the importance of sustainability and our relationship with nature.

Our strategic approach to public realm investment is rooted in this context, focusing on enhancing our neighbourhood centres, and the routes that connect them.

Enhancing our district We work in partnership with Camden and Islington Councils to support the delivery of major public realm projects throughout the BID area. This financial year, we have invested in the transformation of two new landmark public space at Princes Circus and Clerkenwell Green, both a stone's throw from two new Elizabeth Line stations at Tottenham Court Road and Farringdon Station, respectively. Due to complete in summer 2023, both projects will be a substantial new pedestrian-focused public spaces for everyone to enjoy.

In addition to creating contemporary and welcoming spaces, our commitment to climate resilience ensures the creation of well shaded public spaces in the summer and provides sustainable urban drainage to capture heavy rain throughout the year.

Enhancing our neighbourhoods We are committed to strengthening the visibility, vitality and distinctiveness of the streets that form the heart of our Holborn, Clerkenwell, St Giles, Bloomsbury, and Farringdon neighbourhoods.

At the heart of our Holborn neighbourhood, we have improved areas such as Red Lion Street creating wider pavements and shared spaces for pedestrians and cyclists, restricting heavy vehicle use, and planting new trees.

Our unique collaborative project in the Farringdon neighbourhood at St John's Gardens is enhancing biodiversity and supporting the park as a space to relax and socialise.

Enhancing your doorstep The public spaces on our doorstep are key to nurturing a sense of community with our colleagues and neighbours. We are therefore trialling an innovative 'pocket' green space in Clerkenwell, in collaboration with Islington Council, co-designed by our businesses and local community.



St John's Garden



Mayor's Skills Academy Digital and Hospitality Hub Launch



TfL and Foreign Press Association Launch - Elizabeth Line

Advocacy and Environmental, Social & Governance

We are committed to promoting environmental and social responsibility among our member businesses. We will continue to act as a collective voice for our businesses, encouraging economic growth by addressing inequality through local employment opportunities and promoting sustainable business practices.

We are and continue to deliver a diverse portfolio of campaigns to support sustainable business development and district-wide prosperity. Working in partnership with our members, Camden Council and Islington Council, we will support projects that enhance social value priorities and serve the needs of our diverse communities.

Additionally, we will work with small and micro businesses through a range of projects, providing them with the necessary resources and support to promote their services and succeed. Our goal is to create a thriving business community that benefits the local residents, employees, visitors, and the environment.

Healthy eco-system and biodiversity We encourage a healthy pollinator friendly eco-system through the support of roof top beehives, gardens and street level planting. CDA will also continue monitoring the air quality of Holborn via an air quality monitor in partnership with Kings College London.

Monitoring and data analysis We have partnered with experts to capture footfall, vacancy rate, churn, and spend data which is available to our members. We will routinely update the website with the relevant information for ease of access. Specific data sets are always available to members if requested.

Charitable giving In partnership with Action Funder, we launched the Camden Community Fund and the Islington Community Fund. This was to directly aid charities in the local area. CDA also continued its funding of Camden and Islington Giving by making a Christmas donation to support their inspiring work in their respective communities.

Your Future Talent The BID launched 'Your Future Talent' a package of initiatives to support businesses within skills and training. These include learning about apprenticeships, employability opportunities, and partnering with the Mayor's Academy Hubs to create opportunities for job-seekers.

A respected voice The BID is part of several pan-London organisations such as the Cross River Partnership, BusinessLdn, the London Real Estate Forum and the London Property Association in an attempt to place the BID firmly at the heart conversations in London.

Research As we learn of the impact of the pandemic, we will continue to commission research with leaders in their fields to give us meaningful statistics to inform our work. CDA also provides members with regular updates on footfall and vacancy rates in the area.



IWD & Un_Biased report networking



CDA Christmas lights & activations

Marketing, Communications and Events

CDA works closely with our member businesses to promote and showcase their world-class offerings to local residents, employees, visitors, and tourists. Our priority is to maintain Holborn and Clerkenwell's premium status as top destinations for dining, entertainment, and work.

We are dedicated to ensuring that our business community is engaged and supported and that opportunities for growth are fully realised. With significant milestones on the horizon, 2023 is poised to be a busy year for the capital. Our marketing and communications focus for the coming year involves many opportunities to engage directly with members, as well as expanding our destination marketing and thought leadership efforts.

Our goal is to position Holborn and Clerkenwell as premier destinations for visitors, businesses and residents alike, by promoting the unique and diverse offerings of our members. We look forward to working with our members to promote their businesses and help them to thrive in the coming year.

Digital communication The BID uses a variety of digital marketing tools including newsletters and social media to communicate with our members. Our website is regularly updated to provide relevant information to our members and provide updates on the work of the BID.

Business Networking Events The BID hosts regular business networking events to bring together members of the local

business community and facilitate collaboration and partnerships. These events take many forms, including breakfast meetings, cocktail receptions, and workshops, and provide valuable opportunities for businesses to connect and grow.

Local Events CDA is committed to organising enjoyable events all year round such as the Village Fete, Picnic in the Park, and Christmas Huts creating a fun and engaging work environment, we aim to enhance employee satisfaction and improve overall well-being.

Destination Marketing The BID is working to promote the district as a vibrant and attractive destination for visitors, residents, and businesses. This includes developing marketing campaigns and materials, partnering with local tourism organisations, and hosting familiarisation trips and events to showcase the district's unique offerings.

Festive Lights In 2022 CDA delivered a new Festive Lights programme for the first time. This formed part of our overarching plans to make Holborn and Clerkenwell destinations throughout the year and as such we will continue to expand on the installation of festive lights across the district for this coming year.

Financials 2022-2023

INCOME AND EXPENDITURE	2022-2023*
Income	£
Levy income	2,431,679
Other income	69,867
Total	2,501,546
Expenditure	
Campaigns and Services	1,463,877
Public Realm and Transport Infrastructure	1,089,991
Marketing and Communications	872,946
Management and Overheads***	291,033
Total	1,920,107
Surplus (deficit)	(1,216,301)
Previous years closing Reserves**	3,938,950
Surplus to be carried forward to 2023-24	£2,722,649

* 2022-2023 figures are based on March 2023 management accounts and have not yet been audited

** included within closing reserves is a ring fenced £1m to be spent on infrastructure projects

*** There is one management team in place to cover both EC1 and WC1 areas

**** 5% statutory contingency has been set aside to cover irrecoverable Levy and ratings reductions

Central District Alliance BID activity covers both Camden and Islington boroughs – income and expenditure is split in line with participating members in each local authority area.

Split of activity by geographical areas is outlined below:

Camden: Holborn, Bloomsbury and St Giles: 80%

Islington: Farringdon and Clerkenwell: 20%

Financials 2023-2024

INCOME AND EXPENDITURE	2023-2024
Income	£
Levy income	2,250,000
Other income	50,000
Total	2,300,000
Expenditure	
Campaigns and Services	1,550,000
Public Realm and Transport Infrastructure	550,000
Marketing and Communications	910,000
Management and Overheads***	315,000
Statutory Contingency****	120,000
Total	3,445,000
Surplus (deficit)	(1,145,000)
Previous years closing reserves**	2,722,649
Anticipated surplus at end of 2023-2024	£1,577,649



Supporting 50th Anniversary of Pride



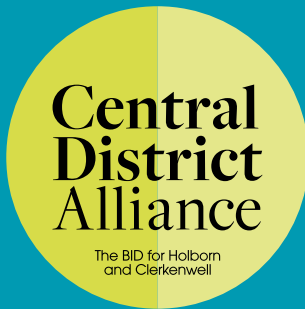
Princes Circus Placemaking Improvements



Village Fete Summer 2022



Keeping our community safe



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