

Central
District
Alliance

Annual Summary

Overview and Expenditure
2021-2022 / 2022-2023

BID footprint



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Introduction

The Central District Alliance Business Improvement District (CDA BID) is the collective voice of over 400 enterprises representing a highly diversified commercial and cultural base in Camden’s Holborn, Bloomsbury and St Giles and Islington’s Farringdon and Clerkenwell neighbourhoods.

As the Elizabeth line gets set to arrive in 2022, more than ever we feel firmly at the heart of the capital. The BID is anchored by two Crossrail stations, Tottenham Court Road in WC1 and Farringdon in EC1, which is also the interchange between Thameslink and the tube network, making us the gateway for more people to access world class services.

CDA’s mission is to serve and promote our local business community – we represent the interests of 370 levy payers – in the context of creating a better place for all who work, live and visit here.

We are working to make Holborn and Clerkenwell to be cleaner, greener, safer, and more welcoming.

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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



Message from the CEO

Over the last twelve months Central District Alliance continues to be positioned as a leader within central London advocating for and being a representative voice of our members.

We have undertaken a wide range of activity in each of our strategic themes. In many cases our delivery for the last year had to flex and shift to respond to the changing situation.

The pandemic has challenged and changed everything; how we live, travel, commute, and work. No aspect of life has remained untouched. Working practices in particular are much altered with successive change of restrictions requiring a massive deal of adaptability by our members.

As we look ahead, I am optimistic of a thriving and bustling central London. Now, more than ever, BIDs are critical in delivering high quality interventions in our areas in partnership with local authorities, Government, GLA, third sector and our membership. We will continue to be advocates on major inward investment such as the Elizabeth Line and

developments in the local area ensuring that strong business voice is heard.

The following pages highlight our achievements in each area and explain how we plan to build on this activity in the coming year with your support.

Debbie Akehurst
Chief Executive





Clean, safe and welcoming

A core element of our work is ensuring the district is clean, safe, and welcoming. CDAs On Street Teams aims to enhance the public spaces within our BID footprint and raise awareness around environmental and sustainability issues.

We continue to work closely with colleagues at Camden and Islington Council, Transport for London (TfL) and the Greater London Authority (GLA), bringing collective thinking and action to the long-term vision for the Holborn and Clerkenwell area.

Cleaning Our street cleaning team continues to augment the work of our local authorities by providing additional street cleaning services during the day and night. The team is also equipped to provide street janitorial services to our businesses as and when requested, keeping the area clean and tidy.

Security Patrol The CDA Patrol Team works with the Metropolitan Police, Business Security Teams, charities, and other partners to increase the safety

and security within our area. The Patrol teams work in pairs from Monday to Saturday and can respond to low level crime and ASB.

Ambassador The popular Street Ambassador service will continue to welcome visitors in the area and provide wayfinding and expert local knowledge. The team will continue to engage with local businesses as well as 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.

Cleaning Team

30,564 areas cleaned
5,000 areas jet-washed

Security Patrol

34,120 street checks
1,206 business welfare checks
361 rough sleepers and beggars engaged

Ambassador

16,684 visitors welcomed





Public realm and transport infrastructure

CDA wants to ensure that the public places and spaces across the footprint work for everyone.

In taking a joined-up approach with both local authorities, we believe we can tackle some of the Holborn and Clerkenwell's biggest public realm issues to establish streets that feel safe and help people get active, while providing opportunities for business start-ups or cultural pop-ups.

As the United Kingdom recovers from the omicron wave of the COVID-19 pandemic, BIDs are critical to support people returning to central London for work and socialising comfortably and safely.

We will continue to work with our local authorities and Transport for London (TfL) to ensure a high-quality public realm supports this. As workers and visitors ask for more from their surroundings, improved air quality, less congested and cleaner spaces, and more places to relax outside, this strand of our work will become increasingly important. We are working on a number of projects to make this happen:

Princes Circus CDA continue to support Camden Council's West End Project. The area has been redesigned to improve the pedestrian route between Covent Garden and the British Museum.

Place Plan CDA understands the importance of having a cohesive strategic vision, which is why we have commissioned research into developing key proposals across the district. The Place Plan will identify potential areas for investment and will include a funding and delivery strategy to ensure proper return on investment.

Healthy Streets In partnership with Camden Council the BID supported the Healthy Street schemes in Red Lion Street, Dane Street, and Bedford Row. This was to make improvements on the public realm with new planting, seating, improved cycle ways, and pedestrian access.

Grey to Green CDA understands the importance of green and vibrant spaces to our local community. We want to improve the visibility of greenery at street level and so developed our Grey to Green plan. This is a multi-phase approach to improving street level greening through planters, living walls, tree planting, and more.

Streateries and Parklets The pandemic showed us that outdoor seating and dining was critical for businesses and for the wellbeing of residents and employees. CDA supported the creation of Streateries in Museum Street and Bloomsbury Square.



Campaigns / Community Engagement

The BID encourages businesses to make a positive impact on the environment, local residents, employees and visitors. We will continue to be a collective voice for our businesses, encouraging economic growth through local employment opportunities.

Our BID will deliver a changing portfolio of campaigns to support sustainable business development and district-wide prosperity. Working in partnership with members, Camden Council and Islington Council, we will support projects that will enhance social value priorities and support our diverse audiences.

We also will be working with small and micro businesses through a range of projects to help to promote their services and further enable them to thrive.

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

Footfall monitoring and analysis We have partnered with experts to capture footfall 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.

Steering groups We are ensuring our business community can feed into the work of the BID and so we are expanding our steering groups to include Property, Security and Business Resilience,

Charitable giving In partnership with Action Funder, Central District Alliance 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.

Plastics reduction We will retain our commitment to reducing the use of plastics in our footprint.

Apprenticeships The BID has launched 'Your Future Talent' an initiative to encourage more businesses to employ apprenticeships and to learn about the positive impact they can have on their businesses. It is also an opportunity to support local talent in Camden and Islington to learn while they earn. At CDA we welcomed our own new Apprentice to the team in February.



Communications, marketing and lobbying

At CDA we work with our businesses to promote and champion their world class offers to local residents, employees, visitors, and tourists. Our priority in this theme is to ensure that Holborn and Clerkenwell maintain their premium status as places to visit, eat, play, and work.

CDA is committed to ensuring our business community is engaged and supported and that opportunities for growth are harnessed. 2022 looks set to be a busy year for the capital, with a number of significant milestones on the horizon, not least the opening of the much-anticipated Elizabeth Line. Our marketing and communications focus for the coming year involves many opportunities to engage directly with members, as well developing our destination marketing and thought leadership agenda.

Festive Lights CDA delivered, for the first time, a new Festive Lights programme across the district. This formed part of our overarching plans to make Holborn and Clerkenwell destinations throughout the year. We will continue to expand on the Festive Lights offer across the district.

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.

Events The BID has worked with local stakeholders to host several online events throughout the pandemic. Moving forward, in line with government guidance, CDA will be transitioning to hosting in person events to provide businesses with an opportunity to network and learn. These will take many forms such as business breakfasts, workshops, wellbeing seminars, and more.

A respected voice The BID is part of several pan-London organisations such as the Cross River Partnership, London First, Cities Restart, the London Real Estate Forum and the Westminster 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.

Income & expenditure

INCOME AND EXPENDITURE	2021-2022*
Income	£
Levy income	2,401,104
Other income	79,001
Total	2,480,105
Expenditure	
Campaigns and services	1,003,757
Public realm and transport Infrastructure	173,868
Marketing and communications	463,110
Management and overheads***	279,371
Total	1,920,107
Surplus (deficit)	559,998
Previous years closing Reserves**	3,273,218
Surplus to be carried forward to 2022-23	3,833,217

* 2021-2022 figures are based on March 2022 management accounts and have not yet been audited

** included within closing reserves is a ring fenced £1.5m 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

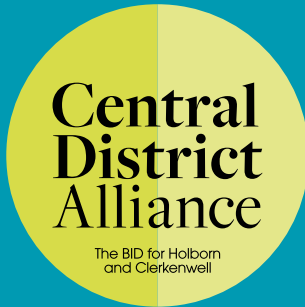
Central District Alliance BID activity covers both Camden and Islington boroughs- income and expenditure is split in line with participating members in each local authority area.

Split of activity by geographical areas is outlined below:

Camden-Holborn, Bloomsbury and St Giles 80%

Islington- Farringdon and Clerkenwell 20%

INCOME AND EXPENDITURE	2022-2023
Income	£
Levy income	2,250,000
Other income	35,000
Total	2,285,000
Expenditure	
Campaigns and services	1,327,018
Public realm and transport infrastructure	1,809,085
Marketing and communications	677,018
Management and overheads***	218,393
Statutory contingency****	118,487
Total	4,150,000
Surplus (deficit)	(1,865,000)
Previous years closing reserves**	3,833,217
Anticipated surplus at end of 2022-2023	1,968,217



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