



Central
District
Alliance

Your overview of projects and progress

Income and expenditure
2020/21, 2021/22

In its different guises, Central District Alliance has been a champion of the area for over 20 years. Whilst the business landscape has seen challenging times before – coming through the financial crash of 2008 and then the uncertainty following the 2016 Brexit referendum – we have never before lived through a pandemic, with all the tragedy and upheaval it has brought.

Covid-19 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 lockdowns requiring that all but key workers work from home.

As of March 2021 and the phased, gradual return to the new normal, it is anticipated that a hybrid model of working in the office sector will become the norm, at least for a while. Our hard-hit hospitality, retail, culture and leisure sectors face an uncertain future, and are very much reliant on people returning to the office, to galvanise the ecosystem that creates the vibrant day and night-time economy we strive to get back to.

There are many challenges that businesses and our city as a whole have to navigate but with everyone combined, and the public and private sector working together, the city will grow and prosper again. In our capacity as a Business Improvement District, we will take every opportunity to contribute and lead on the recovery, innovating and inspiring wherever we can. We will use all of our skills and resources to restore confidence in this central district as a safe and secure place to return to work, an inviting, thrilling destination that captures London at its best. We will ensure our members are in the best position – and a great place – not just to survive but to thrive.

Debbie Akehurst

Debbie Akehurst
Chief Executive

April 2021

Contents

Letter from our Chief Executive	3
Introduction	5
Communications, marketing and lobbying	7
Public realm and transport infrastructure	9
Clean, safe and welcoming	11
Sustainable business solutions	13
Income and expenditure 2020/21, 2021/22	14

[f](#) [t](#) [i](#) @MidtownLdn www.bee-midtown.com [020 7078 7077](tel:02070787077)

LIBERATION
BORN 1 NOVEMBER 1888
DIED 28 APRIL 1988
ERECTED BY THE GLC
IN HONOUR OF



Central
District
Alliance

The Central District Alliance roundel is made up of two equal halves – our C of Central and D of District – representing the two sides to our BID, one in Camden and one in Islington.

We aspire to bring people together to share knowledge and to work towards common goals, securing the best outcomes for all who visit, work and live in the area. We are an inclusive, diverse and ambitious alliance.



Central
District
Alliance

A rebrand for Midtown

Previously known as Midtown BID, Central District Alliance is the new name for the Business Improvement District (BID) for Holborn and Clerkenwell.

As Crossrail and the Elizabeth Line get 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 an estimated 900,000 commuters each day. 44% of working age Londoners will be able to reach Farringdon within 45 minutes.

The two areas are geographically unconnected but share the same goals. Our mission is to serve and promote our local business community – we directly represent the interests of 370 levy payers, plus we seek to support others in the business community and the wider communities in which we operate, creating a better place for all who work, live and visit here.

This, our annual Billing Leaflet, sets out our achievements over the last year and details plans for April 2021 to March 2022.

As we recover from the pandemic, the BID's work will continue to be shaped by our COVID RISE – Renew, Invigorate, Support, Evolve – Strategy, first published in spring 2020. This will be supported by our new Delivery Plan which will be reviewed on an ongoing basis to reflect changing circumstances.

Central District Alliance prides itself in working in partnership with our members, our neighbours, Camden Council and Islington Council, Transport for London (TfL) and the third sector. As facilitator, custodian, ambassador and champion, above all we strive to be collaborative and inclusive.

Over the next few weeks please stay tuned as we bring this fresh, new look – and an optimistic outlook – to our website and social channels.



We will be creating a Marketing Steering Group to help deliver our PR and events programme. We are actively looking for expertise from our members to join this group, so please do get in touch with us if you would be interested in taking part.



Communications, marketing and lobbying

The BID is the area's champion, seeking to reveal its talents and shine a spotlight on its gems. With greater than ever emphasis on supporting our members as they safely assist their employees back to the workplace, and as we seek to support local attractions, we will actively develop initiatives to raise the profile of the area.

Destination marketing We are developing ideas to attract more visitors to the area, focussing on the many great stories we have to tell and experiences we have to share. Expect roundtables, cultural itineraries, a programme of events celebrating our area and curated offers rolled into a concrete PR programme. This year, for the first time in Holborn and Clerkenwell, we will sponsor festive lights.

Digital communication We use a variety of digital marketing tools including newsletters and social media to communicate with members. Alongside our revamped website we will ensure a broad range of points of contact and the widest possible dissemination of information to guarantee the maximum level of connection with our communities and wider audience.

Online events We have worked with local stakeholders including the Midtown Business Club, GLA and local companies

to provide our members with a variety of content on themes supporting business recovery and employee wellbeing.

A respected voice We have joined a number of highly-respected organisations such as the Cross River Partnership, London First, Cities Restart, the London Real Estate Forum and the City Property Association in an attempt to place the BID firmly at the heart of build back better campaigns.

Research At the end of 2020 we co-sponsored a report by Arup, the widely-respected professional services consultancy, looking into the effect of the absence of office workers on the central London economy. We will continue to commission research with leaders in their fields to give us meaningful statistics to inform our work.



We have brought together real estate experts from member businesses to help advise on the built environment and urban design in our Property Steering Group.



Public realm and transport infrastructure

Holborn, Bloomsbury, St Giles, Clerkenwell and Farringdon – the areas into which we reach – are some of the best-connected parts of central London. We are the glue between the City of London and the West End.

Our architecture spans centuries and we're also well known for our green spaces with much-loved parks and gardens such as Bloomsbury Square and Red Lion Square. Our look and feel is a key aspect of making the area welcoming, as important as our connectivity and ease of getting around.

As we emerge from the pandemic there are continuing practical considerations relating to how we help workers and visitors to navigate the space. We will continue to work with our local authorities and TfL to encourage active travel and to ensure an inviting, high-quality public realm. As workers and visitors ask for more from their environs, expecting cleaner air, cleaner spaces, less congested roads and more places to dwell outside, this strand of our work will become increasingly important.

Liveable Neighbourhoods In partnership with Camden Council and TfL, we are supporting proposals for changing the gyratory system outside Holborn tube make the road calmer and safer.

Ground Floor Use Study In 2020 we completed a Ground Floor Use Study with Camden Council looking at options for 'Meanwhile Uses'. Charitable groups, residents and businesses submitted a variety of ideas to create meaningful uses for vacant ground floor spaces. With so many empty shop units, finding both temporary and permanent creative and meaningful uses will be key to bringing life back to our high streets. The study submissions will now form part of a report which we will use to engage with property owners.

West End Project We continue to support Camden Council's West End Project redeveloping Princes Circus. Distinctive woodland-style planting with new places to sit and enjoy the area will make the space inviting and provide places for pedestrians to rest. New pedestrian crossings and pavements will also make the area easier and safer for people to navigate.



We work closely with the police and businesses in our Safe and Secure Steering Group, looking at strategies to keep our area safe and functioning well. If you would like to know more, please get in touch.



Clean, safe and welcoming

At the heart of any BID's offer is the responsibility to build on the work by local authorities to keep the area clean, safe and welcoming.

In the summer of 2020 we relaunched our On Street Team comprising of cleaners, security guards and a roving ambassador. This gave us an important presence at street level.

quieter months of lockdown has been the collation of a street furniture audit which will help us prioritise jobs to enhance the area's presentation.

The Cleaning Team, working Monday to Friday, provides an extra layer of litter picking and jet washing along our public highways.

Come rain or shine, combined, our On Street Team give confidence to business owners and individuals alike, ensuring a welcoming environment to all who work, visit and live here.

Our Security Patrol also operates Monday to Friday and is there to help encourage a safe atmosphere, including sensitively dealing with anti-social behaviour. During the quiet months of the first lockdown the patrol was reconfigured to focus attention looking after empty premises in the close-to-deserted city. Crucially, the team has forged links with the local police force.

Cleaning Team

- 6,875 areas cleaned
- 105 areas jet washed
- 668 pieces of graffiti and flyposting removed

Security Patrol

- 340 rough sleepers approached
- 35,000 business and street welfare checks
- 536 incidents logged and dealt with

The third element of our on-street presence is our ambassador, Greig. He has an important role to play being another set of eyes and ears on the street, helping people with wayfinding and directions, imparting valuable local knowledge and also making sure that the area stays clean and safe. An important task during the



Sustainable business solutions

Most businesses today are engaged in creating wider economic, environmental and social value as part of their core business governance. The idea that companies can do well and do good at the same time has never been more accepted as we come together now in the effort to rebuild our lives and the economy.

To reflect this, we will deliver a 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 economic and social value priorities and support our diverse audiences.

For the past three years we have used the United Nations Sustainability Development Goals (SDG) to inform campaigns that will drive long-term sustainable, commercial, economic and social growth. By providing hyper-local knowledge and driving collective action, we will transform our SDG from theory into practical, immediate and tangible actions and results.

SEE Strategy Our Social, Environmental and Economic Strategy will deliver a comprehensive approach to sustainability based on circular economy principles.

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

Healthy ecosystem and improved air quality We will encourage a healthy pollinator friendly eco-system through the support of roof top beehives and street level planting.

Footfall monitoring and analysis We have commissioned experts to capture footfall data which will be made available our members to help inform policy-making and drive inward investment.

Charitable giving At the end of 2020 we made a £10,000 donation to both Camden Giving and Islington Giving to support their inspiring work in their respective communities.

Governance 2020 saw the renewal of the BID's governance structures under the watchful eye of new Non-executive Chairman, Alexander Jan. Susan Freeman from Mishcon de Reya and Lisa Humphreys of WPP were both welcomed to the Board in autumn 2021.

We have identified four SDG where our members can achieve the biggest impact and value:

- Decent work and economic growth (SDG 8)
- Sustainable cities (SDG 11)
- Responsible consumption (SDG 12)
- Partnership for the goals (SGD 17)

Income & expenditure

INCOME AND EXPENDITURE	2020/2021* (£)
Income	
Levy income	1,789,788
Other income	95,431
Total	1,885,219
Expenditure	
Campaigns and services	423,774
Public realm and transport Infrastructure	194,304
Marketing and communications	229,691
Management and overheads***	318,856
Total	1,166,625
Surplus (deficit)	718,594
Previous years closing Reserves**	2,312,854
Surplus to be carried forward to 2021-22	3,031,448

* 2020/2021 figures are based on March 2021 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 WC1 and EC1 areas.

**** 5% statutory contingency has been set aside to cover unpaid BID and ratings reductions.

Midtown BID activity covers both Camden and Islington boroughs. Income and expenditure is split in line with participating members in each local authority area, as outlined here:

Camden – Holborn, Bloomsbury and St Giles: 80%

Islington – Clerkenwell and Farringdon: 20%

INCOME AND EXPENDITURE	2021/2022 (£)
Income	
Levy income	1,750,616
Other income	600
Total	1,751,216
Expenditure	
Campaigns and services	778,177
Public realm and transport infrastructure	729,772
Marketing and communications	254,072
Management and overheads***	239,290
Statutory contingency****	87,531
Total	2,088,842
Surplus (deficit)	(337,626)
Previous years closing reserves**	3,031,448
Anticipated surplus at end of 2021-2022	2,693,822



Central District Alliance

The BID for Holborn
and Clerkenwell

   @MidtownLdn

 www.bee-midtown.com

 020 7078 7077