

# Central District Alliance Annual General Meeting 2021 – 2022

**Central  
District  
Alliance**


The BID for Holborn  
and Clerkenwell



# Agenda

<b>11.15am</b>	<b>Guests Arrive</b>	
<b>11.30am</b>	Chair's welcome & thoughts	Alexander Jan
<b>11.35am</b>	CDA Film - Picnic in the Park	CDA Team
<b>11.40am</b>	Overview of activity 2021-2022	Debbie Akehurst
<b>11.50am</b>	Overview of Place Plan	Lucy Minyo
<b>11.55am</b>	Election of Board Directors	Alexander Jan
<b>12.00pm</b>	Adoption of Accounts	Austin Casey
<b>12.10pm</b>	Guest speaker - Property Director at Deliveroo	David Ives
<b>12.20pm</b>	Q&A	Alexander Jan
<b>12.30pm</b>	Close with CDA Film - Village Fete	CDA Team



A vibrant, slightly blurred photograph of a busy city street, likely in London. The scene is filled with a large crowd of pedestrians walking across a crosswalk. In the background, modern architecture is prominent, featuring a building with a distinctive white, honeycomb-like facade on the left and a taller building with a blue glass upper section and a gold-colored lower section on the right. A glass-enclosed structure, possibly a transit shelter, is visible in the middle ground. The sky is blue with some light clouds. The overall atmosphere is one of a bustling urban environment.

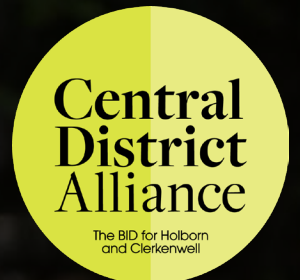
# Welcome Alexander Jan Chair

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# Picnic in the Park





# Overview 2021-2022

Debbie Akehurst  
Chief Executive

Central  
District  
Alliance

The BID for Holborn  
and Clerkenwell

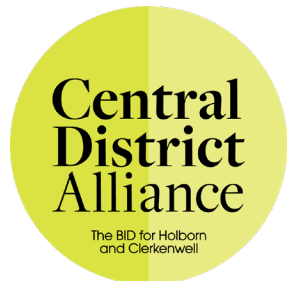
# Our core priorities

Clean

Green

Safe

Welcoming







# On Street Teams

## Cleaning

- 323,000 sq./ft power washed
- 3,901 graffiti / flyposting removed
- 3,598 janitorial services

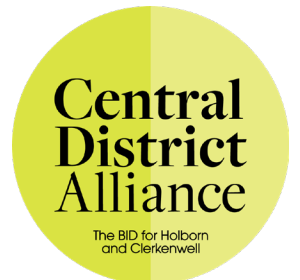


## Security

- 34,000 street checks
- 1,276 business security welfare checks
- 421 rough sleepers and beggars engaged

## Ambassador

- 18,000 interactions with pedestrians
- 357 street furniture audits



# Investment, Communications and Partnerships



**Destination  
Modelling**



**Communication**



**Events**



**Memberships**



**Partnerships**



**Research**



# ESG and the inclusive economy

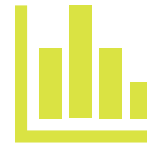
## Environmental, social and governance



**Business Data  
Intelligence**



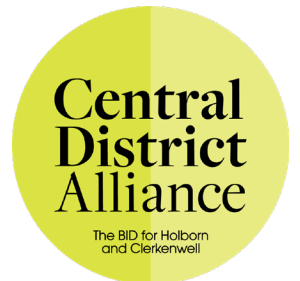
**App / Direct  
Business Support**



**Action Funder**



**International  
Women's Day**

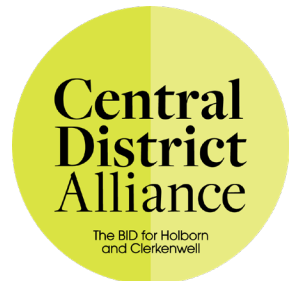






# Collaboration

- **Clerkenwell Design Week**
- **London Real Estate Forum**
- **New London Architecture**
- **Bloomsbury Festival**
- **Foreign Press Association Event with Transport for London**
- **Dr Bike with Met Police**







# Public realm

## Lucy Minyo

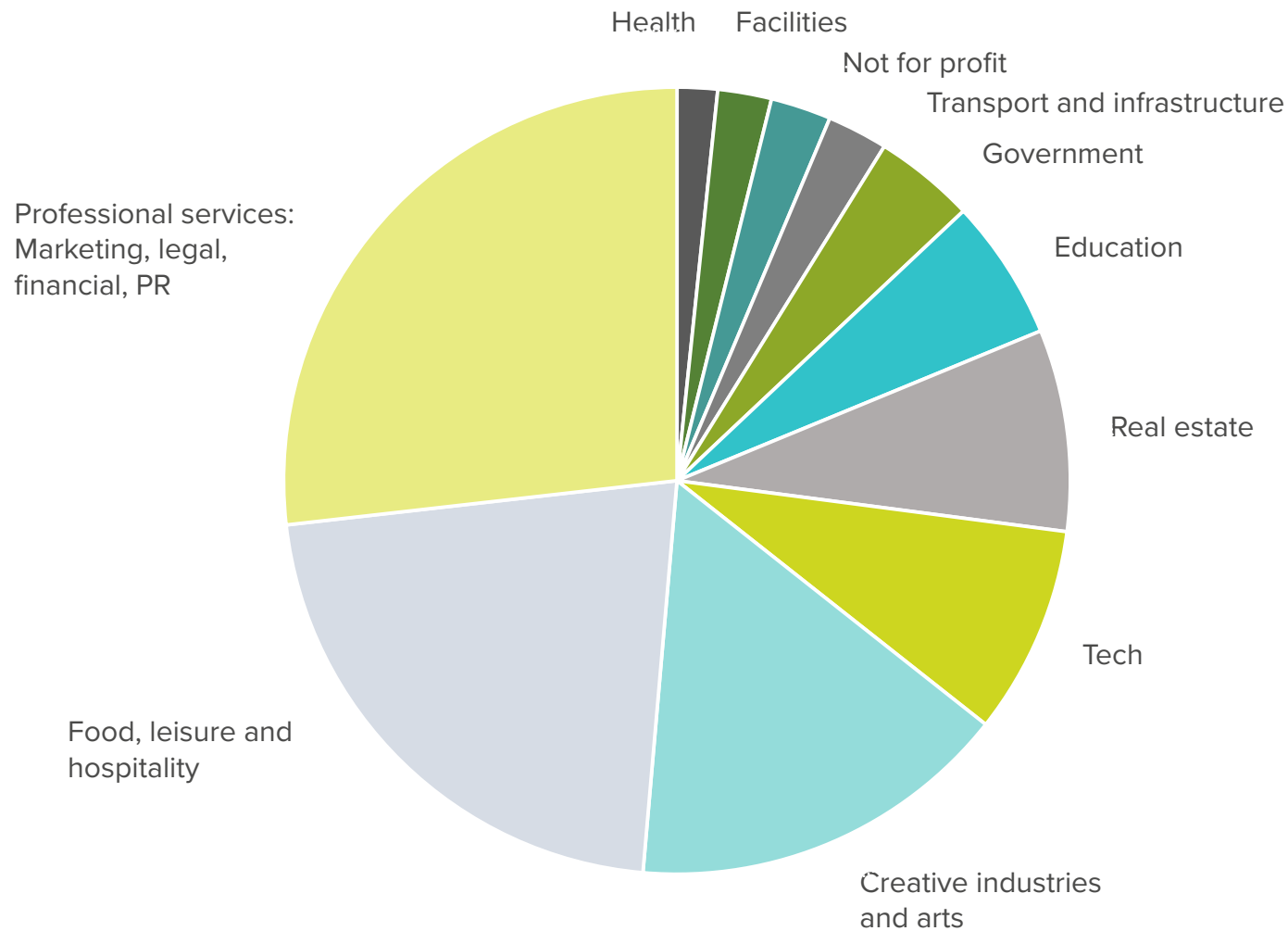
### Public Realm Lead

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# Investing in our shared spaces, to support our industry ecosystem



To do this, we're focusing on our neighbourhoods, our centres of social energy...  
...And our connections, the networks that bind them





# We are strengthening our neighbourhood centres, and forging green links between them





# Strengthening green links: Across our lower pollution route network, we are planning more

Navigation



Trees & water fountains



Rain gardens



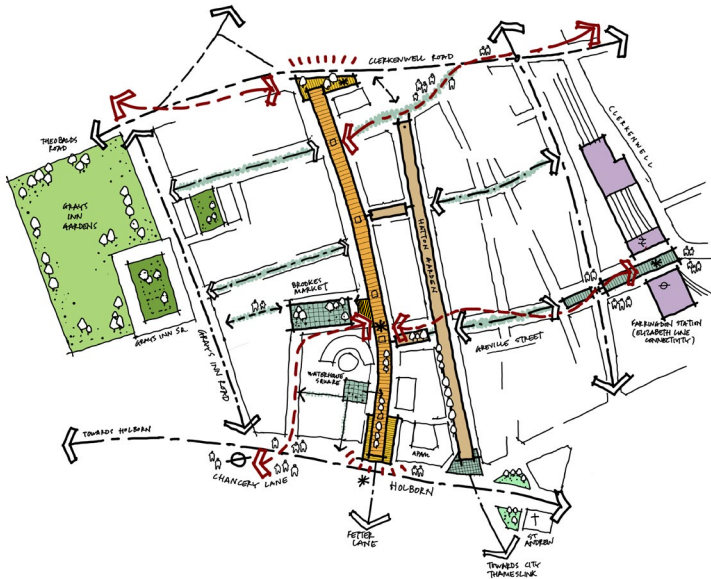
Green spots to stop and rest





## Strengthening the Leather Lane neighbourhood centre: An open, inviting place to meet

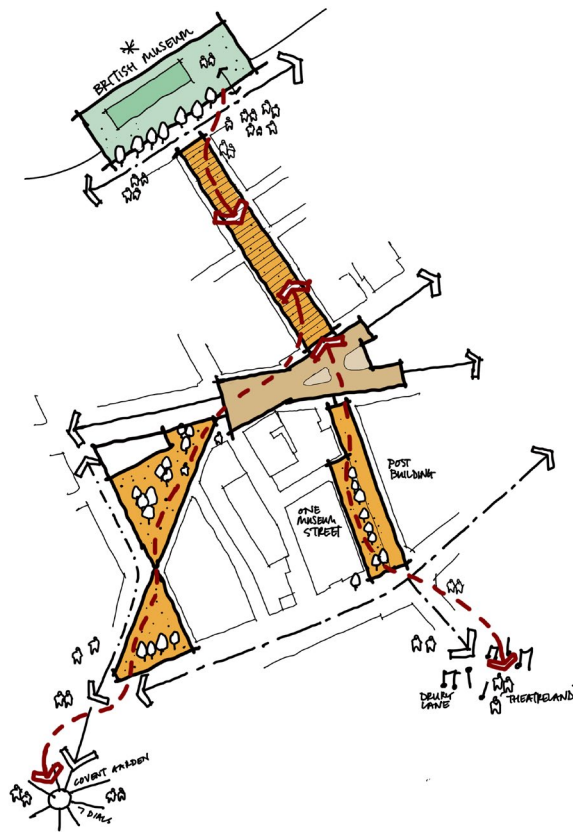
**A sequence of squares, linking Clerkenwell to the City and creating spaces to meet**





# Strengthening the Museum Street neighbourhood centre: Celebrating historic character

A lively pedestrian priority route, linking the British Museum to Covent Garden





An aerial photograph of a dense urban area, likely London, showing a mix of historic brick buildings and modern high-rise structures. The text 'Board member nominations' is overlaid in the center in a large, white, sans-serif font.

# Board member nominations

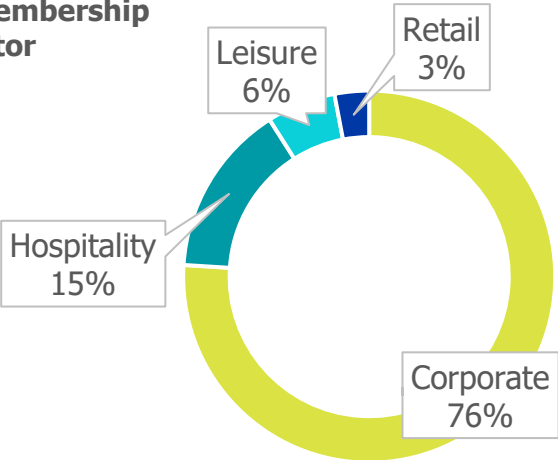
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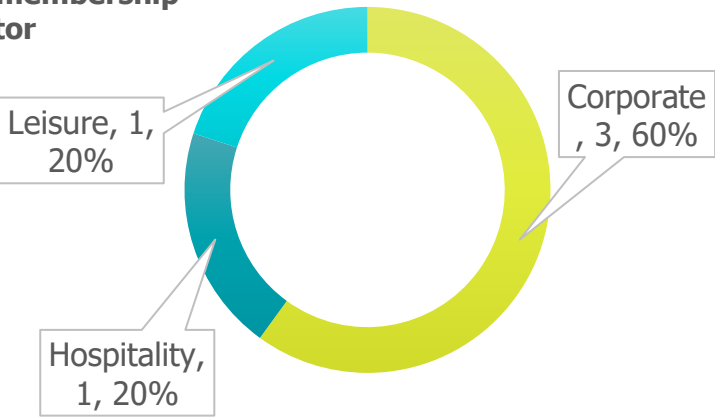


# Board member nominations

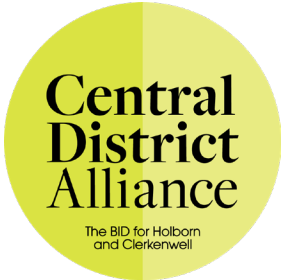
BID membership  
by sector



Board membership  
by sector



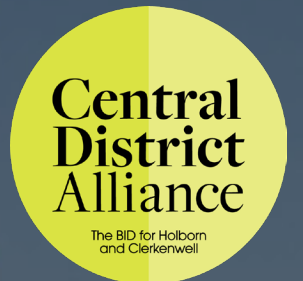
Name	Business	CDA Position	Sector
Tony Matharu	Blue Orchid Hotels / Integrity International		Hospitality
Lisa Humphreys	GroupM		Marketing
Susan Freeman	Mishcon de Reya	Chair CDA Property Group	Legal
Joe Edwards	The British Museum		Leisure
Austin Casey	Primera	Executive Board Director	Strategy
Ruth Duston	Primera	Executive Board Director	Strategy





# Adoption of Accounts

**Austin Casey**  
**Executive Director**





<b>Central District Alliance Ltd - Business Improvement District (BID)</b>	
<b>Income and Expenditure to 31st March 2022</b>	
<b>Income</b>	
Levy income	2,528,672
Other income	77,591
<b>Total income</b>	<b>2,606,263</b>
<b>Expenditure</b>	
Campaigns and Services	1,026,137
Public Realm and Transport Infrastructure	180,758
Marketing and Communications	453,778
Management and Overheads*	279,856
<b>Total expenditure</b>	<b>1,940,531</b>
Post Tax Surplus (Deficit)	665,732
<b>Closing 20 –21 Reserves**</b>	<b>3,273,218</b>
Surplus to be carried forward to 2022-23	3,938,950
* There is one management team in place to cover EC1 and WC1 areas	
** Included within closing reserves is a ring fenced £1m to be spent on infrastructure projects	





# Welcoming our guest speaker

**David Ives**  
**Property Director**  
**Deliveroo**

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Deliveroo Hop joins the district





Together with  
  
Morrisons

**COLLECT**

ONCE WE'VE PICKED AND PACKED



ORDER DELIVEROO HOP  
GROCERIES IN MINUTES

OPEN 8  
TIL 10  
LATE

BAGS OF  
CHOICE



# Village Fete





**Thank you for joining us this morning!  
& thank you to the Goldsmith Centre  
for hosting us**

