

Central District Alliance
The Business Improvement District for

HOLBORN BLOOMSBURY ST GILES FARRINGTON CLERKENWELL

5 neighbourhoods, 2 areas, 1 district

BUSINESS PLAN 2025-2030



Central
District
Alliance

BUILDING TOMORROW TOGETHER:

shaping vibrant and sustainable districts

London Borough of Camden

London Borough of Islington

CDA BID Footprint



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WELCOME

Message from CDA's

Chief Executive and Chair

As we look to the next five years, we are pleased to reflect on the substantial progress the Central District Alliance (CDA) Business Improvement District (BID) has achieved since 2020.

We would like to thank you - our levy payers as well as our local authority partners (the London boroughs of Camden and Islington) for your support and close working to date. Having successfully supported businesses as they emerged from Covid related restrictions, the CDA's commitment to enhancing the districts of Holborn, Bloomsbury, St Giles, Farringdon and Clerkenwell for workers, visitors and residents continues to reflect our desire to strengthen this important part of central London's economic landscape.

CDA's strategy for the upcoming term focuses on leveraging strong partnerships with the public and private sectors to help bring essential investment to our areas. These investments are channelled into projects that enhance the environment, improve public spaces, and foster sustainable economic and social growth. Such initiatives not only benefit your business community but also significantly uplift the quality of life for everyone in the district.

As part of our commitment to support businesses, we are proposing to extend the BID boundaries within the Camden area. The proposed changes will enable us to include streets that were otherwise not covered by an improvement district and where, subject to local authority and ballot approval, we can provide targeted improvements and strategic initiatives that will create lasting value for levy-payers. Details of the proposed extension can be found on page 27.

The CDA is committed to enhancing the unique identities of each neighbourhood within our district, celebrating their individual character and charm. As our support for amongst other things, the Bloomsbury London Partnership has demonstrated, close working with local groups and stakeholders, means we can showcase the best of what our areas have to offer, fostering a sense of pride and community spirit. Our tailored approach will not only highlight the distinctiveness of each neighbourhood but also create opportunities for collaboration and innovation, ensuring that our district thrives as a vibrant and cohesive community.

The CDA is steadfast in its commitment to working collaboratively, aligning with our levy-payers' priorities, local, regional and national government, as well as community organisations. Our aim is to support a prosperous and inclusive socio-economic environment for all. We believe firmly a cooperative approach is essential for delivering impactful results that our members and stakeholders rightly expect.

We are grateful for the ongoing support of our members, whose collaboration is vital to our success. Together, we will continue to enhance CDA's vitality and ensure the districts we serve remain attractive, prosperous, safe, green and welcoming parts of central London.



Debbie Akehurst
Chief Executive



Alexander Jan
Chair

Meet the team

Our team drives CDA’s vision and initiatives. This section introduces the professionals behind our projects, fostering transparency and stronger connections with stakeholders.



Alexander Jan
Chair



Debbie Akehurst
Chief Executive



Gordon Brockie
Chief Operating Officer



Marcos Gold
External Affairs
Manager



Nicky Bond
Head of Marketing
& Events



Rachael Aldridge
Marketing &
Comms Manager



Lydia Clarkson
Head of
Placemaking



Suman Marygiri
Placemaking Manager



Anjali Batra
Business Engagement
Manager



Spasoja ‘Sam’ Rajnovic
Operations Manager



Wayne Lewis
ESG Project Manager

HELLO

NEXT FIVE YEARS

Perception analysis results

In preparation for the next five-year term, we have conducted extensive consultation with our levy payers to inform and shape the strategic direction of this proposed business plan.

Over the last five years, the Central District Alliance has worked hard to create strong partnerships with local businesses and ensure our initiatives deliver lasting value.

Consultation campaigns have included:

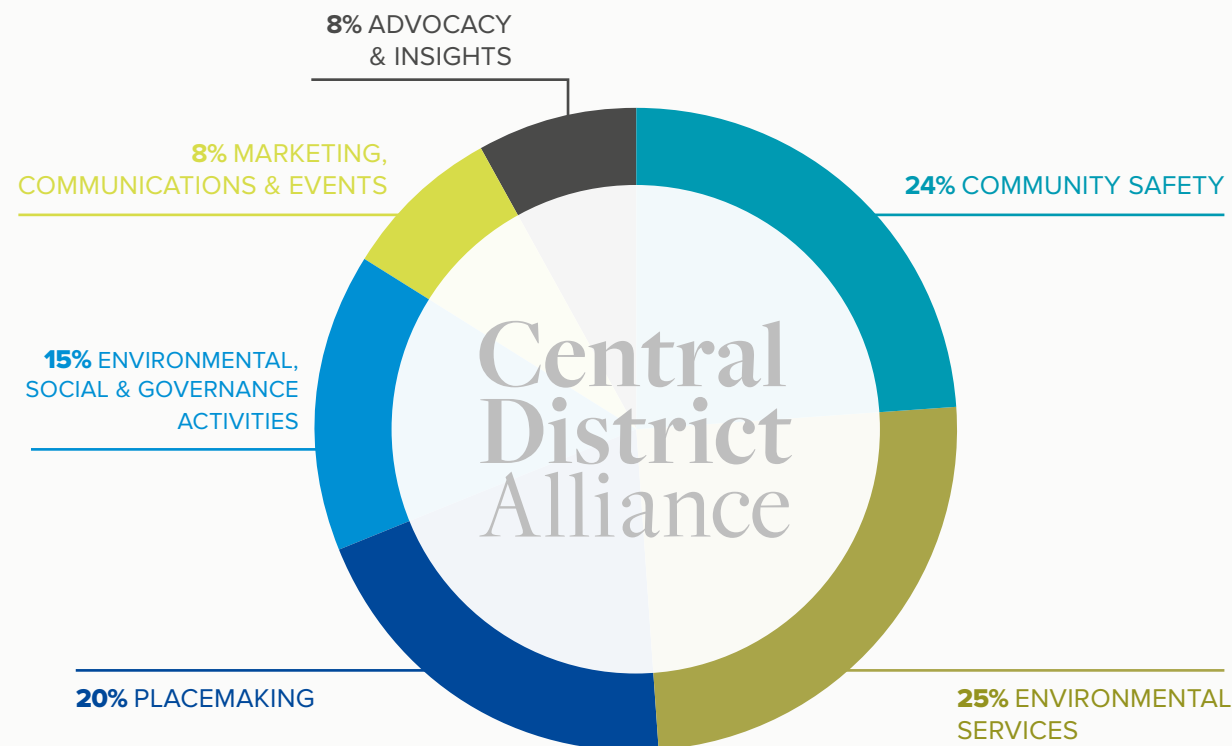
- Pop-in events:** CDA hosted a series of pop-in events across the district, providing opportunities for direct engagement and feedback from local businesses and residents.
- Perception Analysis:** we conducted a detailed survey to gather comprehensive insights into the experiences and expectations of our stakeholders, ensuring our strategies align with their needs.
- Digital outreach:** utilising digital platforms we have been able to reach a wider audience, using surveys and interactive feedback forms, allowing stakeholders to contribute at their convenience.
- Print communications:** printed materials and feedback forms have been distributed, ensuring engagement with stakeholders who prefer traditional methods of communication, or may have limited access to digital platforms.

As a result, we have been able to identify and validate the priorities of the CDA business community. We consider these insights have been instrumental in developing a responsive and forward-thinking agenda for the Central District Alliance, as we enter our next proposed five year period.

Based on these forms of consultation and having listened to our businesses, this proposed Business Plan sets out our new strategic priorities for the prospective five year term ahead and details the activities and outputs we are proposing CDA should undertake in order to respond to them.

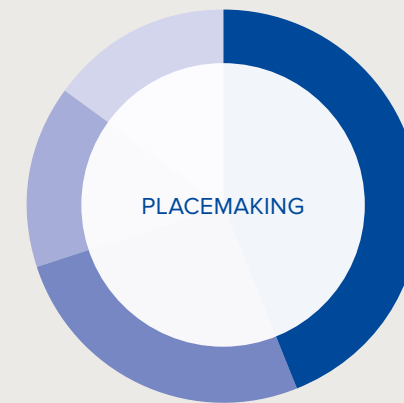


Perception Analysis results



The perception analysis revealed key insights into the priorities of our stakeholders.

Feedback highlighted the importance of maintaining a clean and safe environment, with businesses and residents valuing investments in environmental services and community safety. There was a strong appetite for placemaking initiatives, with particular emphasis on enhancing public spaces and promoting sustainable travel. Marketing and communications efforts were also noted as critical, with stakeholders wanting more visibility for the district's unique character and offerings. These insights have shaped our strategic priorities for the next term, ensuring our actions align with the expectations and needs of those we serve.





Over the next five years, Central District Alliance is looking to adopt a more tailored approach to how we organise activities in the five neighbourhoods we serve.

We consider attracting visitors, improving the public realm and generally putting CDA's part of central London on the map – can be undertaken best when tailored towards St Giles, Holborn, Bloomsbury, Clerkenwell and Farringdon. Apart from how businesses and their employees view these neighbourhoods, we know that our local authority partners and residents put them first, reflecting a long-standing tradition of localism that goes back in some cases, hundreds of years. Early indications suggest that the approach adopted by leading businesses and property owners in Bloomsbury (the Bloomsbury London Partnership) which CDA has been supporting, might provide a successful model for some or all of our other districts.

We will still be focusing on strategic priorities that not only support economic growth but also improve everyday experiences for everyone in the area but reflecting the unique character and needs of each neighbourhood. And each initiative we plan is a step towards a district that embodies vibrancy through practical, sustainable solutions.

We understand the importance businesses, visitors and residents place on making the CDA area safe, clean and welcoming. Contributing to a sense of security

and local pride among those who spend time here and have a long-term stake in the area is a priority for us. We want to ensure we are maintaining and enhancing the quality of the local environment. This involves ongoing collaboration with local businesses, community groups, local and sometimes national government. From placemaking and marketing to advocacy and governance, ensuring our actions resonate well with our community's needs and aspirations is a priority for CDA. As we continue to align with the evolving London Growth Plan, we are dedicated to supporting the growth and development of our SME business ecosystem. This focus ensures that smaller enterprises remain at the heart of our strategy, contributing to the district's resilience and sustainable economic progress.

We recognise business success is intertwined with the wellbeing of people and public places that form community. CDA's role goes beyond promoting economic activity; we want to continue to be considered an integral part of the civic society of our parts of Islington and Camden. By investing in those communities, we aim to create a thriving environment where businesses and residents can flourish and visitors feel safe and welcome.



ENVIRONMENTAL SERVICES

CDA is committed to making the neighbourhoods we serve cleaner, safer and more welcoming for all.

These are the foundations of our other initiatives to enhance the visitor experience and quality of life for employees and residents in our district. We place priority on them because we know from our engagement that they are very important to our levy-payers. We also know that other initiatives are less effective if we are not doing our best to help our local authorities and other public sector partners get the basics right.

By working in close collaboration with Camden and Islington Councils, CDA is uniquely positioned to ensure that local authority services are being delivered to a high standard across the BID area. Local authority street services have come under increased financial pressure. But through “baseline” agreements, we ensure the cleaning services we provide are in addition to and not in place of, council responsibilities. From litter picking and street sweeping through to jet washing and graffiti removal, our dedicated on-street Environmental Services team clean the streets to make CDA a more attractive place to work, live and visit.

2025-2030

As we look forward to the next BID term, we will innovate in services delivery to ensure value for money. For example, our Environmental Services team will be equipped with a fleet of electric assisted vehicles (EAVs) to cover the 1 million sq ft of the BID area. The EAVs complement our wider net-zero sustainability goals and produce no emissions “at the tail pipe”.

Our on-street janitorial electric vehicle (EV) will be utilising environmentally friendly jet washing products to keep our public spaces clean as well as providing an on-call service to swiftly address business concerns. Our holistic approach to supporting street management across our district will also include working in closer partnership with our local authorities to monitor and action street clutter and highway defects such as “rocking manhole” covers and damaged street light and traffic light columns. We will continue to collaborate closely with local authority services to ensure that our initiatives complement their efforts, maximising efficiency and delivering high-quality public services across the district.

Results



- 42% Litter picking & street sweeping
- 24% Jet washing
- 21% Cleaner transport hubs
- 13% Graffiti removal



Our key objectives for 2025 - 30 are:

1

To continue to provide a hard working on-street Environmental Services Team and working collaboratively with our key stakeholders to make the area a better place to live, work and visit.

2

To proactively monitor, report and resolve environmental issues and street defects with our local authority partners on a daily basis.

3

To work in closer partnership with Camden and Islington as well as independent waste collectors to support a more cohesive approach to the management of street cleansing across the BID area.



Ensuring that employees, visitors and residents feel safe across our neighbourhoods is an essential component of how we want to support business growth and community wellbeing.

Our approach to enhancing safety is shaped by best practices in urban security risk mitigation, crime intelligence and data analytics to meet the evolving needs of our district.

Key to our success is the CDA Community Safety Patrol Team. The team undertake daily high visibility patrols from Tottenham Court Road to Farringdon station, often in partnership with the Metropolitan Police. Focused on providing community reassurance presence and addressing local crime and antisocial behaviour issues, the team has a regular presence at our main commuter hubs as well as delivering direct support to our businesses via bespoke taskings to address their concerns.

With regular training, CDA officers are equipped with the skills and knowledge to significantly enhance public safety, particularly around crowded places and the night-time economy to ensure our neighbourhoods continue to be safe and welcoming places.

2025-2030

Community feedback remains at the forefront of our commitment to enhance safety and security. For the next five years we propose to develop our security model by working even more closely with the Metropolitan Police and Camden & Islington councils' Community Safety teams.

Our holistic approach will ensure inclusive safety initiatives are delivered across our district working in partnership with Camden and Islington Councils strategic policies and plans. Business continuity remains a shared priority for our corporate, hospitality and retail members.

We will support our security stakeholders further by delivering regular forums and workshops in partnership with national leaders from the security industry and our police and council partners. Our ISO 27001 certified encrypted platforms, CDA Secure Comms and emergency notification App 'CDA Alerts', will remain instrumental in the success of our security model.

Results



- 44% Community safety patrol team
- 26% Inclusive women's safety initiatives
- 15% Emergency notification app
- 15% Community safety & business resilience forums



Our key objectives for 2025 - 30 are:

1

To continue with our highly popular Community Safety Patrol Team and on-call business support service.

2

To deliver an inclusive women's safety strategy with key partners and business members to complement existing local authority, police and Greater London Authority initiatives.

3

To strengthen security vigilance and business continuity through innovative and industry leading community safety and business resilience forums in collaboration with the Metropolitan Police and Camden & Islington Councils.



Placemaking is an important component of our strategy to improve the quality of public spaces.

It is not just about investment in capital projects (albeit this is very important) but is also about activating space. This involves fostering a sense of belonging and engagement that can significantly enhance the social fabric of our community. Each of our neighbourhoods has a particular feel and character. By co-designing our public spaces with our stakeholders, we can better reflect the needs of those who use them. This helps to create sustainable improvements across the district.

From business feedback, we know that improving the pedestrian experience and enhancing public spaces with more greenery are both high priorities. Worker and visitor experience at the main transport hubs is of high value and we target these locations with our street services.

We will continue our work in all of these key areas as we head into the next BID term.

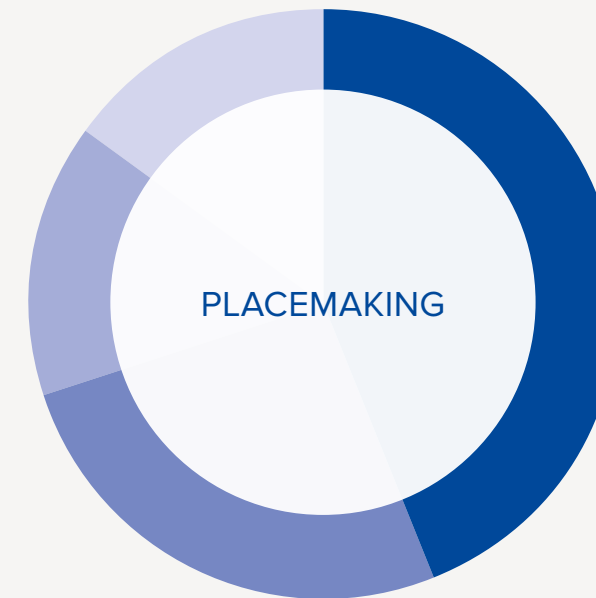
2025-2030

As we look to the future, the 2025 - 2030 business plan prioritises placemaking as a key strategy for urban development. Our vision includes the creation of multifunctional public spaces fostering economic activity.

Our placemaking efforts will be focused on the character of our five neighbourhoods. We will be collaborative, drawing on the insights and aspirations of local stakeholders to ensure that proposals are well-aligned with the community's needs. This inclusive approach is designed to ensure that our projects not only enhance the district's physical landscape but also contribute positively to the local area.

Listening to what our businesses have told us, we aim to promote safe, active travel, climate resilience in the public realm, enhance connectivity, aesthetic appeal and functionality, creating streets and spaces that encourage more people to come to, work in, stay in and enjoy our neighbourhoods.

Results



- 44% Walking routes & pedestrian experience
- 26% Green spaces & planting
- 15% Wayfinding & signage
- 15% Welcoming gateways



Our key objectives for 2025 - 30 are:

1

To cultivate an active community that prioritises CDA neighbourhood placemaking initiatives, championing these efforts on behalf of our businesses.

2

To collaborate with Camden and Islington Councils, building on recent policy work and TfL programmes, to deliver local neighbourhood priorities across St Giles, Bloomsbury, Holborn, Farringdon and Clerkenwell.

3

To work with partners to secure, shape and manage both private and public investment across the CDA footprint to maximise positive and "joined up" impacts, driving a range of placemaking projects from ground floor activation through to creating a climate-resilient public realm.



Our commitment to Environmental, Social, and Governance (ESG) principles is integral to our mission of creating a sustainable and equitable district.

CDA's guiding principle has always been that we represent businesses operating within a community and that we have a duty of care for that community. We recognise long-term success depends not only on economic growth but also on responsible stewardship of the environment and support for the wider community. By embedding ESG principles into our decision-making processes, we strive to promote practices that ensure environmental care, social equity and transparent governance.

We aim to ensure that CDA's approach to ESG is comprehensive, addressing everything from reducing environmental impact through sustainable initiatives to fostering a more inclusive community and ensuring that our operations are governed by high standards of ethics and accountability. We are committed to fostering collaboration within local supply chains, encouraging larger businesses to support smaller enterprises, thereby creating a more resilient and inclusive local economy that benefits the entire community.

Through targeted initiatives and collaboration, we aim to contribute to addressing the major challenges of the day such as climate change, resource management, and social inclusivity. Our governance practices are designed to ensure that these efforts are sustainable and aligned with both local needs and global standards, creating a blueprint for responsible urban development.

2025-2030

For the 2025-2030 term, CDA is committed to our ESG principles and integrating them into our core operations. Our business plan adopts an approach that aligns sustainability with our strategic goals, ensuring that initiatives contribute positively to both our urban environment and community.

Through this integrated approach, CDA will not only drive economic growth but also champion a model of development that is sustainable, equitable, and beneficial for the entire community. We will also work closely with local residents and councillors to ensure that our plans are inclusive, reflect community needs, and align with broader local government initiatives, ensuring that our ESG objectives contribute to a sustainable and engaged district. Additionally, we will work closely with Camden and Islington's teams to tackle climate change, improve air quality, and support the development of other environmental programmes, ensuring our initiatives align with and strengthen local efforts.

Results



- 28% Outreach support for rough sleepers
- 24% Volunteering opportunities
- 25% Community grant funding
- 23% Employability skills & training for local community



Our key objectives for 2025 - 30 are:

1

To work with our businesses, local, regional and national government, and education providers to support the employment, training and upskilling needs of our local communities linking into Good Work Camden and Islington Working.

2

To deliver charitable funding initiatives reflecting the current socio-economic conditions of the five neighbourhoods and to support social inclusion.

3

To support our member businesses with their ESG commitments, through corporate volunteering environmental sustainability initiatives and other opportunities that enhance local development and communities.



Marketing, communications and events are pivotal in promoting CDA's neighbourhoods as dynamic and attractive destinations.

These efforts are not about advertising, they're about crafting activities and topics that resonate with local residents, employees and visitors. We want to celebrate and showcase the unique blend of cultural, commercial and social offerings that exist within the area we serve. Marketing, communications and events are essential components that intersect with all other strategic themes, enhancing the visibility and impact of placemaking, environmental services, community safety, and advocacy efforts. By integrating marketing initiatives across these areas, we ensure that every project not only addresses its core objectives but also actively contributes to promoting a cohesive and vibrant district.

By responding to business needs we aim to create a draw for visitors and community and worker engagement. These range from cultural festivals to business networking and the extensive provision of seasonal (Christmas) lights. They celebrate the area's diversity and spirit and also stimulate local businesses by increasing footfall traffic and visibility.

Our businesses have told us they are keen to see the continuation of our annual calendar of events. This includes networking, allowing diverse groups of businesses to come together, learn from each other, share common experiences and thus build new relationships. Our outdoor events are also much valued by our levy-payers. They are designed to create entertaining activations increasing the appeal of CDA neighbourhoods for the benefit and enjoyment of all.

2025-2030

For the 2025-2030 term, we will focus on enhancing our marketing, communications and events to promote further the CDA district's profile and economic vitality.

Collaboration with local businesses, cultural institutions and media partners will be key. By working together, we can amplify our promotional efforts and ensure cohesive and attractive branding that benefits all stakeholders. These initiatives are designed to not only promote the district, and the businesses within, but also to create a shared sense of community and progress among all who have a stake in its success.

Our events programme will comprise a mix of established and new events designed to attract diverse groups, driving both local and visitor attendance. We will adopt a tailored approach that resonates with the unique characteristics and needs of our five neighbourhoods. We will steer our events and campaigns to reflect business priorities and enhance the appeal of the CDA area.

Results



- 35% Outdoor events
- 22% Business Networking events
- 22% Employee social & wellbeing events
- 21% CDA Club app



Our key objectives for 2025 - 30 are:

1

To ensure a tailored approach to place marketing by building on the existing identities and characteristics of each neighbourhood and positioning them as attractive places for businesses and their employees to locate and remain.

2

To host an ongoing calendar of relevant and engaging events throughout the year, including those that facilitate networking opportunities for businesses and engaging outdoor events that increase the appeal of the area for both visitors and local employees.

3

To support and promote local businesses through digital marketing, business collaborations and the CDA Club App.



In the fast-paced and ever-changing urban environment, effective advocacy and insightful analysis.

Our advocacy work is rooted in a deep understanding of local and regional dynamics, enabling us to represent and champion the needs of our community effectively. Advocacy and insights play a vital cross-cutting role, informing and strengthening all other project areas. By leveraging data and insights, we ensure initiatives in placemaking, environmental services, community safety, and marketing are aligned with stakeholder priorities and public policy, driving informed decisions that enhance the district's long-term sustainability and success. Through ongoing research and data analysis, we gain valuable insights guiding our strategic decisions and policy recommendations.

This proactive approach involves constant engagement with stakeholders at all levels, from local businesses to governmental bodies; ensuring the collective business voice is heard and respected. We leverage these insights to advocate for improvements and investments that enhance the district's economic and social fabric. By staying ahead of trends and adapting to new data, we position the district as a leader in urban management and development.

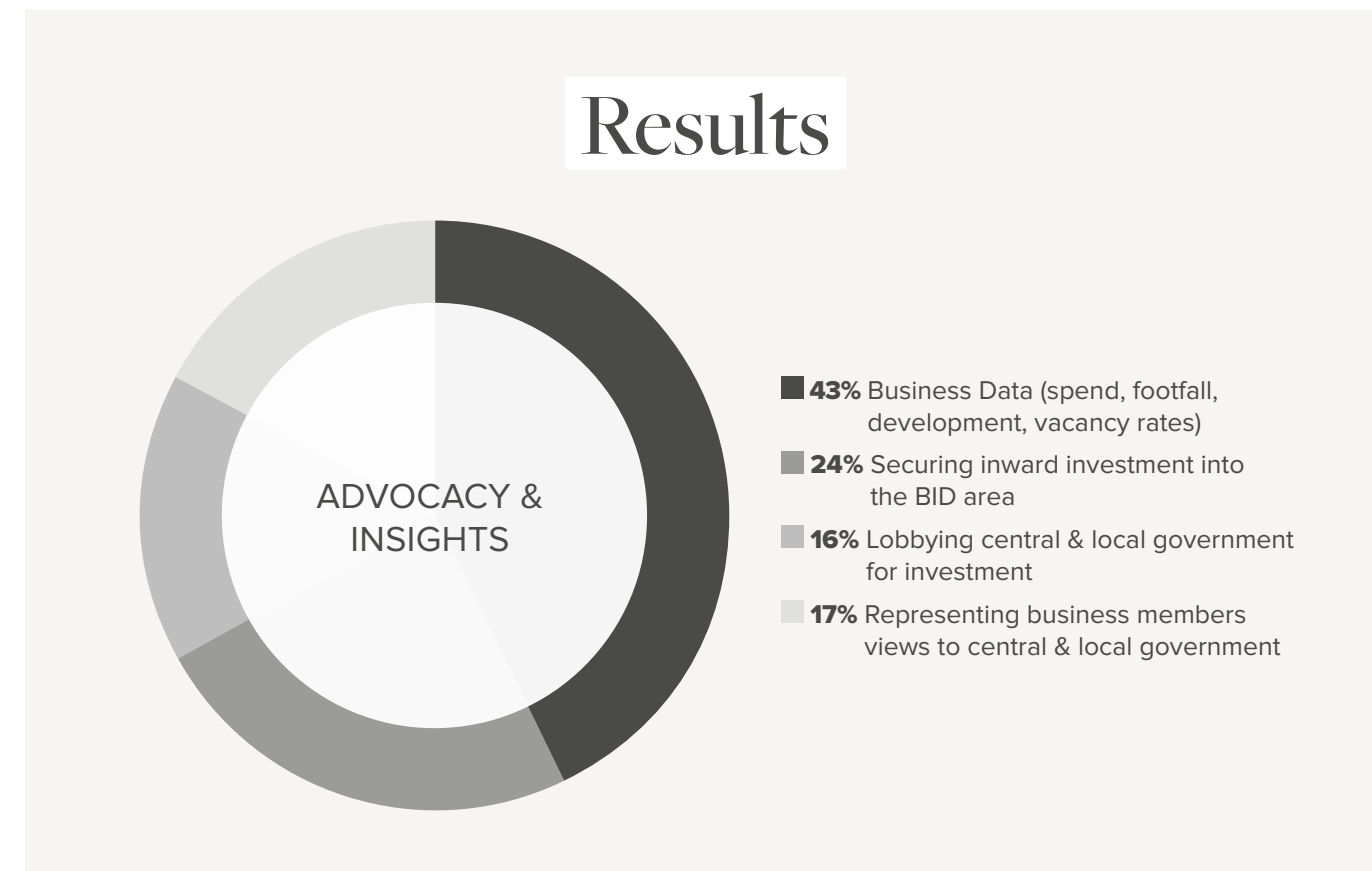
Our more day to day insights and analysis into visitor spend, footfall, vacancy rates and transport usage help to identify emerging challenges and opportunities for CDA levy-payers and the BID. This not only aids developing ideas to improve things but also allows us to measure progress of interventions and investment in the public realm over time.

2025-2030

Looking ahead to 2025-2030, our business plan prioritises strengthening Central District Alliance's role in advocacy and insights to drive meaningful change and sustainable economic growth. We will enhance our data collection and analysis capabilities to better understand the evolving needs of our district. This will involve targeted investment in advanced analytical tools and where appropriate, expanding our research activities to cover a broader range of economic, social, and environmental factors.

Our advocacy work will focus on maintaining and building stronger relationships with key decision-makers and influencers at the local, greater London and national levels. We aim to increase our influence in important discussions that affect urban development and public policy, ensuring our district's needs and visions are adequately represented and supported.

Furthermore, we will continue to disseminate our findings and positions effectively through regular reports, updates, and forums that engage and inform our community, enhancing transparency and participation in our advocacy efforts.



Our key objectives for 2025 - 30 are:

1

To continue investing in advanced analytics and research tools to continuously gather, analyse, and apply data reflecting the evolving needs of our district with a focus on the five neighbourhoods. This will enable more informed advocacy efforts and strategic decision-making aligning with the interests of our stakeholders.

2

To foster stronger relationships with key decision makers, businesses, and community leaders at both local and national levels. This will involve regular consultations, reports, and forums to ensure the district's priorities are effectively represented and supported in policy discussions.

3

To develop and implement a robust external and public affairs strategy regularly sharing insights, progress and advocacy outcomes with our community. This will help build trust and ensure our efforts remain aligned with the expectations of our stakeholders.



BID management & governance

The BID will promote good governance through a robust and transparent mandate, setting out how the organisation will be managed through the establishment of a BID board of directors, supported by an executive team.

Subject to a successful ballot outcome, Central District Alliance Ltd (a not-for-profit company limited by guarantee) will act as the delivery agent to implement the five-year BID proposal.

BID Board

A board of directors will be appointed from the BID levy community, representing the business sectors who pay the BID levy.

All directors' positions are voluntary and unpaid with individuals expected to give their time and expertise for free. However, the Chair is a remunerated position. It is proposed that the board will be made up of business representatives across the business sector. Observers can be invited from the wider stakeholder community to attend the board meetings.

Once the board has been elected, a chair and vice-chair will be appointed. The board will meet quarterly and for a yearly AGM, where the company will report back on service delivery, budget spends and the upcoming year's operational plans.

Legal agreements

It is important that the activities of the BID represent added value over and above the public services already provided in the area. For this reason, a baseline agreement will be entered into with the London Borough of Camden and the London Borough of Islington to clearly define the levels of service which can be expected from the Council and the BID. There will also be a formal operating agreement between the BID and the Council which will define all of the contractual arrangements for collection and enforcement of the BID levy. There may be agreements with other neighbouring BIDs where such arrangements can lead to business efficiencies, cost savings and enhanced services.

BID budget

*subject to minor changes prior to publication

| INCOME | 2025/26 | 2026/27 | 2027/28 | 2028/29 | 2029/30 |
|------------------------------------|-----------|-----------|-----------|-----------|-----------|
| BID Levy (95%) | 2,708,747 | 2,776,466 | 2,845,877 | 2,917,024 | 2,989,950 |
| EXPENDITURE | | | | | |
| Environmental Services | 426,647 | 437,313 | 448,246 | 459,452 | 470,938 |
| Community Safety | 358,061 | 367,012 | 376,188 | 385,592 | 395,232 |
| Placemaking | 469,126 | 480,854 | 492,875 | 505,197 | 517,827 |
| Marketing & Events | 467,902 | 479,599 | 491,589 | 503,879 | 516,476 |
| Environmental, Social & Governance | 279,092 | 286,069 | 293,221 | 300,551 | 308,065 |
| Advocacy, Data & Insights | 240,584 | 246,599 | 252,764 | 259,083 | 265,560 |
| Overheads | 331,899 | 340,196 | 348,701 | 357,419 | 366,354 |
| Contingency | 135,437 | 138,823 | 142,294 | 145,851 | 149,497 |
| TOTAL | 2,708,747 | 2,776,466 | 2,845,877 | 2,917,024 | 2,989,950 |

BID levy explained

1. The Central District Alliance BID proposes a 0.8% levy, fixed for 5 years from 1st April 2025 – 31st March 2030, charged to all business with a rateable value greater than or equal to:

Bloomsbury, Holborn and St Giles BID: £180,000
Farringdon & Clerkenwell BID: £150,000
2. All such hereditaments in the rating list on 1st April 2025 will be levied at 0.8% of their rateable value on that date. This RV is fixed for the term of the BID. The BID term is fixed for 5 years from 1 April 2025 - 31 March 2030. To calculate the BID levy for your hereditament (property) multiply the rateable value by 0.008 or 0.8%.
3. Any hereditament that has no RV on that date will be levied at 0.8% of the RV on the first date that it enters the rating list after 1st April 2025. Subsequent changes in rateable value (increases or decreases) on any hereditament within the BID area will not impact on the BID levy unless the property is deleted from the rating list.
4. Changes in liability will result in apportionment of the BID levy due between the outgoing and incoming BID levy payers.
5. Any adjustments to the rateable values will only be applied to the BID levy at the start of the subsequent chargeable year.

Bloomsbury, Holborn and St Giles BID: £180,000
Farringdon & Clerkenwell BID: £150,000

- 6.** The BID process is governed by Government legislation and regulations. As such, once a majority vote has been achieved; the BID levy becomes mandatory on all defined ratepayers.
- 7.** The levy will be charged annually in advance for each chargeable period from April to March, starting on the 1st April 2025. The BID levy will be collected by the London Borough of Camden and the London Borough of Islington on behalf of the BID body. The levy income collected will be placed into a ring-fenced BID Revenue Account and regularly transferred to the BID account.
- 8.** The BID levy will increase by an annual inflationary factor currently set at 2.5%.
- 9.** Charities receiving mandatory charitable relief will receive 80% relief on their BID levy.
- 10.** The owners of empty & empty listed hereditaments will be liable for the BID levy with no void period allowed.
- 11.** There will be no VAT charged on the BID levy.

The Closed Year Rule

Refunds of the BID levy will ONLY be made for the current year the alteration is made following deletions or reconstitutions of hereditaments. As the BID term is fixed for 5 years RV reductions/ increases have no effect unless the property is deleted from the rating list.

BID map & streets



**Holborn, Bloomsbury,
St Giles BID Area**

Current BID

Andrew Borde Street
Bainbridge Street
Barter Street
Bedford Place
Bedford Row
Bloomsbury Courtyard
Bloomsbury Place
Bloomsbury Way
Brownlow Street
Bucknall Street
Bury Place
Cotton Street
Central Saint Giles
Central Saint Giles Piazza
Coptic Street
Dane Street
Denmark Place
Denmark Street
Dunn's Passage
Dyott Street
Eagle Street
Earnshaw Street
Fisher Street
Flitcroft Street
Fulwood Place
Galen Place
Gate Street
Gilbert Place
Grape Street
Great Russell Street
Great Turnstile
Hand Court
High Holborn

Part #150
Holborn
Holborn Bars
Holborn Place
Kingsway
Lamb's Conduit Passage
Lincoln's Inn Fields
Little Russell Street
Little Turnstile
Montague Street
Museum Street
New Oxford Street
New Turnstile
Old North Street
Pied Bull Yard
Princeton Street
Procter Street
Red Lion Square
Red Lion Street
Remnant Street
Russell Square
Sandland Street
Shaftesbury Avenue
Part #125 and over on
North side
and #25 and over on
South Side
Sicilian Avenue
Southampton Place
Southampton Row
St. Giles High Street
St Giles Square
Stedham Place
Streatham Street
Theobald's Road
Part #70 and over on
North Side

and #25 and over on
South Side
Three Cups Yard
Tin Pan Alley
Twyford Place
Vernon Place
Warwick Place
Waterhouse Square
West Central Street
Whetstone Place
Willoughby Street
Yorkshire Grey Yard

Extension Zone

Bedford Avenue
Bedford Square
Bedford Way
Bloomsbury Square
Bloomsbury Street
Boswell Street
Brooke Street
Byng Place
Chancery Lane
Drury Lane
Part #160 to #191
Endsleigh Gardens
Endsleigh Street
Gordon Square
Gordon Street
Gower Mews
Gower Place
Gower Street
Great Queen Street
Harpur Street
Keeley Street
Kemble Street
Keppel Street

Macklin Street
Malet Street
Montague Place
New North Street
Newton Street
Old Gloucester Street
Old Square
Parker Street
Serle Street
Smart's Place
Store Street
Stukeley Street
Tavistock Square
Tavilton Street
Thornhaugh Street
Torrington Square
Upper Woburn Place
Whetstone Park
Wild Court
Woburn Square

**Farringdon &
Clerkenwell BID Area**

Agdon Street
Albemarle Way
Albion Place
Aylesbury Street
Baker's Row
Part #1-3
Benjamin Street
Berry Street
Bowling Green Lane
Brewery Square
Brewhouse Yard
Brisset Street
Britton Street
Broad Yard

Carthusian Street
 Part #1–10
 Charterhouse Buildings
 Charterhouse Mews
 Charterhouse Square
 Part #1– #25
 Charterhouse Street
 Part #47– #42 & #99 –121
 Clerkenwell Close
 Clerkenwell Green
 Clerkenwell Road
 Part street (#1–#116)
 Compton Passage
 Compton Street
 Corporation Row
 Cowcross Street
 Crawford Passage
 Cyrus Street
 Dallington Street
 Dicken's Mews
 Eagle Court
 Farringdon Lane
 Farringdon Road
 Part #95–#157 &
 #20 – #95
 Faulknors Alley
 Fox and Knot Street
 Glasshouse Yard
 Goswell Road
 Part #1– #194
 Great Sutton Street
 Greenhill Rents
 Hayward's Place
 Herbal Hill
 Part #1– #9
 Jerusalem Passage
 Leo Yard

Malta Street
Newcastle Row
Northburgh Street
Pardon Street
Passing Alley
Pear Tree Court
Percival Street
Peter's Lane
Ray Bridge Street
Ray Street
Robert's Place
Rutland Place
Sans Walk
Scotswood Street
Sekford Street
Skinner Street
Smoke House Yard
St James's Walk
St John Street
Part #1- #240
St John's Lane
St John's Path
St John's Place
St John's Square
Sutton Lane
Turk's Head Yard
Turnmill Street
Vine Street Bridge
White Horse Alley
Woodbridge Street

What happens next?

Businesses across the district will now be asked to vote ‘yes’ or ‘no’ to endorse this BID Proposal. This is your opportunity to have a say in the future of your area. The Central District Alliance BID proposes to ballot in February 2025 going live on the 1st April 2025 for a five-year term.

The London Borough of Camden and the London Borough of Islington are responsible for managing the ballot process and early in 2025 will send out a ballot paper to each eligible business. Members of the BID team will contact businesses within the BID boundary to discuss the BID Proposal. It is important each business nominates a named contact who will receive the ballot paper and is authorised to vote on behalf of that organisation.

For any BID to proceed, two independent outcomes must be satisfied:

- Those voting in favour must exceed those voting against, in essence 51% yes votes at turnout;
- The total rateable value of those properties/ hereditaments voting in favour must exceed the total rateable value of those voting against – ie the aggregate rateable value must also be 51% or above.

All you need to do now is:

- Take time to read, understand and consider what this BID Proposal means to your business and the wider area;
- Prepare for your notice of ballot which will be sent to you no later than Jan 2025;
- Your ballot papers will be sent to you on 27th January 2025 and will contain all voting procedure information and proxy or replacement paper information;
- All voting papers must be returned by 26th February 2025;
- Remember voting YES will provide many services and projects to your business and to the area to secure the future potential of the area;

The result will be announced on 28th February 2025;

A resulting vote in favour will allow the pledges in this plan to be set in motion with a 5 year term commencing on 1st April 2025.

For more information or questions please contact:

info@centraldistrictalliance.com

or **020 3405 3140**





