

# Central District Alliance Annual General Meeting 2020 – 2021

**Central  
District  
Alliance**

The BID for Holborn  
and Clerkenwell

# Agenda

Time	Subject	Speaker
11.30	Chairman's Welcome & Thoughts	Alexander Jan
11.35	CDA Film	
11.40	Overview – the last year	Debbie Akehurst
11.45	Election of Board Directors	Alexander Jan
11.55	Adoption of Accounts & Approval of Memorandum & Articles of Association	Austin Casey
12.05	Recovery & Renewal a Strategic Overview	Ruth Duston
12.10	Delivering the Elizabeth line	Nick Raynsford Strategic Advisor
12.20	Q&A	Alexander Jan

# Welcome Alexander Jan Chairman

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# Overview 2020-2021

Debbie Akehurst  
Chief Executive

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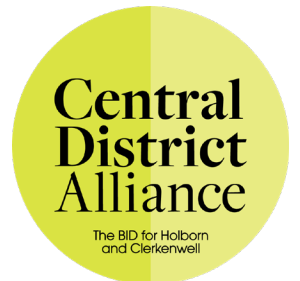
# Core Priorities

Clean

Green

Safe

Welcoming

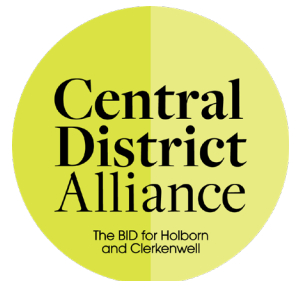




# On Street Team (security, cleaning, ambassador)



- **Security Patrol**
  - 340 rough sleepers approached
  - 35,000 business and street welfare checks
  - 536 incidents logged and dealt with
- **Cleaning Team**
  - 6,875 areas cleaned
  - 105 areas jet washed
  - 668 pieces of graffiti and flyposting removed
- **Ambassador**
  - 3,801 visitor welcomed



# Communications, Marketing, and Lobbying



**Destination Modelling**



**Digital Communications**



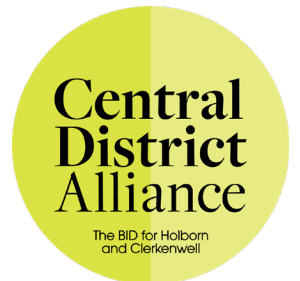
**Online Events**



**Memberships**



**Research – Arup Report on Covid Impact on the workspace**



# Public Realm





# Grey to Green

- CDA BID acknowledges the positive impact urban green infrastructure has on our communities and our environment, as well as the important role it plays in mitigating and enhancing our capacity to adapt to climate change.
- Covid-19 has made people more appreciative of the natural world. As more workers start to return to CDA, it is essential to provide them with attractive, safe and comfortable green spaces.
- CDA Bid has always prided itself in its environmental interventions. As an example, it has introduced rooftop gardens and beehives across six business sites within the footprint. This has brought more biodiversity to the area and created more places for creatures to call home.

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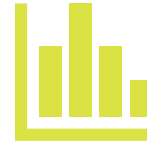
# Sustainable Business Solutions



**SEE Strategy**



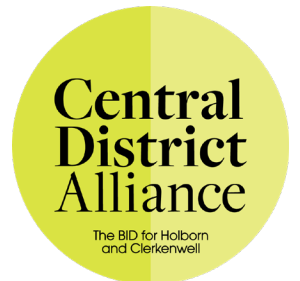
**Healthy eco-system and  
improved air quality**



**Footfall monitoring and  
analysis**



**Steering groups**



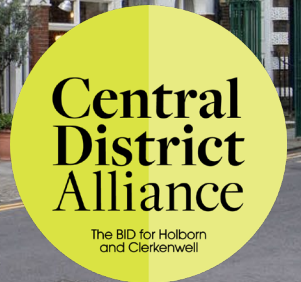


# Collaboration

- Clerkenwell Design Week – supporting UK and International Brands and companies, in a series of events and exhibitions that take place across the area
- London Real Estate Forum – Showcasing the BID and its contribution to economic and community value showing the growth in the districts performance
- New London Architecture – supporting and showcasing the areas potential as a centre for excellence in the built environment
- Bloomsbury Festival – supporting the festival showcasing its art, culture and science through a series of events and exhibitions

# 2021 – 2022 Moving Forward

- Progress Grey to Green
- Attract inward investment
- Enhance cleaning and welcoming team for the return of employees
- Develop the public realm through partnerships with stakeholders and the Local Authority
- Continue to work with stakeholders across London including the Met Police, Greater London Authority, Transport for London, and more
- Boost digital and traditional marketing as London reopens
- Further develop member engagement through networking and one to one events



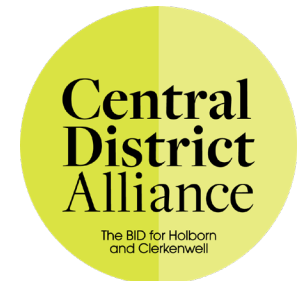
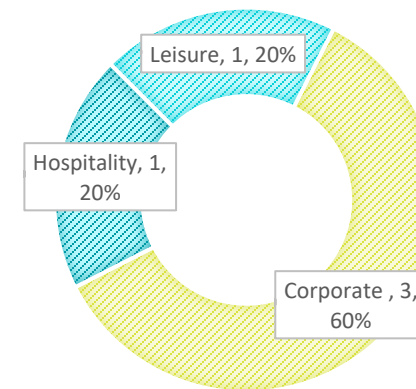
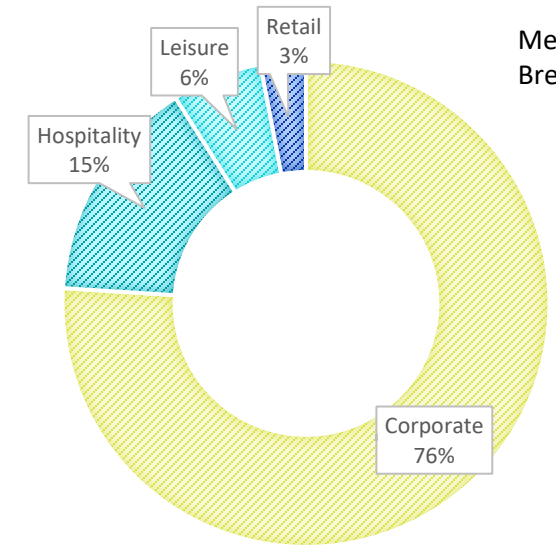
# Board Member Nominations

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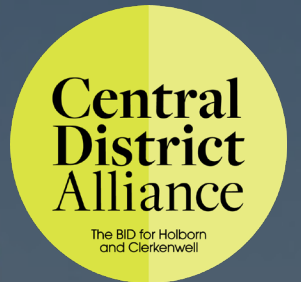
# BOARD MEMBER NOMINATIONS

Name	Business	CDA Position	Sector
Julie Rogers	Mitsubishi Corporation	CDA Vice Chair	Marketing and Communications
Tony Matharu	Blue Orchid Hotels / Integrity International		Hospitality
Lisa Humphreys	WPP		Marketing and Communications
Susan Freeman	Mishcon de Reya	Chair CDA Property Group	Property
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



# Income and Expenditure

Central District Alliance Ltd -Business Improvement District (BID)  
Income and Expenditure to 31 March 2021

## INCOME

Levy Income	1,902,865
Other Income	95,625

**TOTAL INCOME** 1,998,490

## EXPENDITURE

Campaigns and Services	385,917
Public Realm and Transport Infrastructure	96,952
Marketing and Communications	257,009
Management and Overheads*	297,838

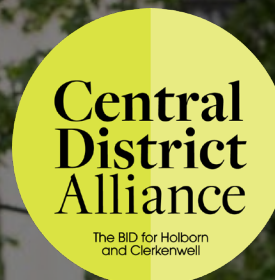
**TOTAL EXPENDITURE** 1,037,715

Post Tax Surplus (Deficit)	960,189
Closing 19 –20 Reserves**	2,313,029

Surplus to be carried forward to 2021-22 3,273,218

\* 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







# Approval of Memorandum & Articles of Association

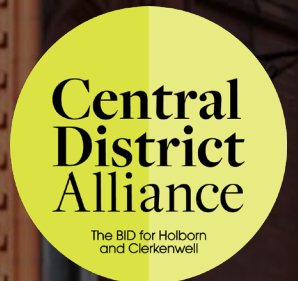
Austin Casey  
Executive Director

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# Recovery & Renewal A Strategic Overview

Ruth Duston  
Executive Director



# Delivering the Elizabeth Line

Nick Raynsford  
Strategic Advisor

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Thank you for joining us in person  
and virtually.

Thank you to the Goldsmith Centre  
for hosting us this morning.

