

Central
District
Alliance

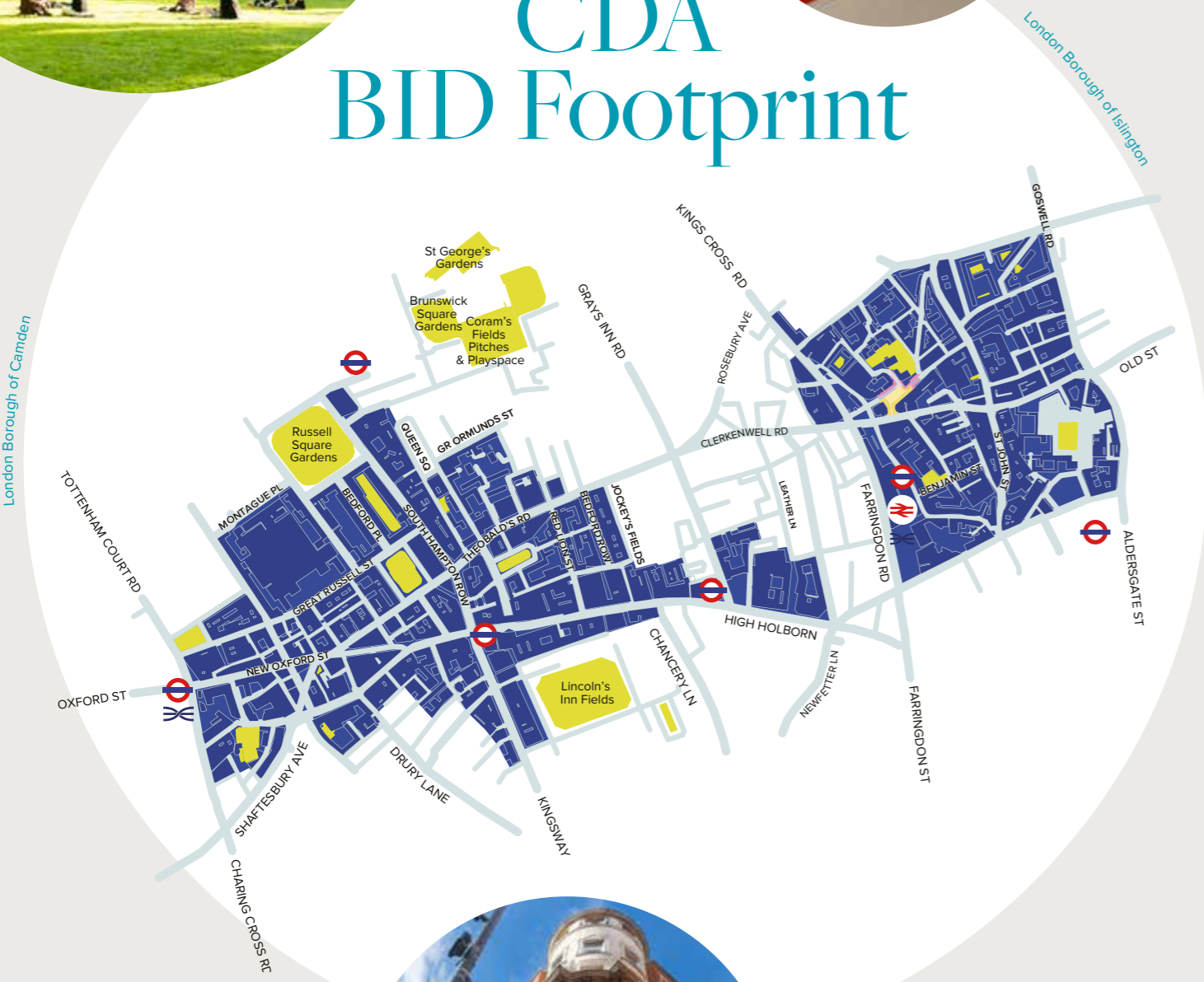
Central District Alliance

Annual Report

2023/2024



CDA BID Footprint



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Central District Alliance



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Introduction

Central District Alliance (CDA) Business Improvement District (BID) is pleased to present the Annual Report for the fiscal year 2023-2024.

This report outlines the key initiatives, projects and achievements over the past year, reflecting our continued commitment to fostering a thriving business and cultural environment within our neighbourhoods of Holborn, St Giles, Bloomsbury, Clerkenwell and Farringdon.

Throughout the year, we have focused on continuing to maintain our district as a clean, safe and welcoming space. Our On-Street Teams have been central to this effort, delivering essential services such as street cleaning and security patrols. These activities have been instrumental in ensuring a high standard of environmental quality and a secure atmosphere for all who live, work and visit the district.

In addition to these ongoing services, we have expanded our efforts in Environmental, Social and Governance (ESG) practices and Placemaking. Our projects are designed to enhance the sustainability and inclusivity of the district, contributing to its long-term vitality.

This report serves as a comprehensive record of our work over the past year and a testament to the collective efforts of our community. We invite you to explore the detailed accounts of our progress as we continue to build vibrant future neighbourhoods.

A year of results

On Street Teams

Environmental Services

26,671

Areas Proactively Cleaned

5,537

Janitorial Services
(jetwash, bins cleaned,
fly tips, refuse collection)

3,398

Graffiti and fly
posters removed

Community Safety

96

Significant incidents

20,013

Public interactions
(assistants provided)

10,083

Business taskings

373

Anti-social issues
resolved

Ambassadors

17,729

Visitors welcomed

Marketing

45+

BID events

5%

Average engagement
rate per post

256

New users

176,065

Impressions across
social channels

84,149

Reach

Placemaking

Camden

119

Summer and winter
hanging baskets

19

Existing planters across
LBC and LBI receiving
on-going maintenance

3

Planters added to Museum
Street Streatory

Completion of Princes Circus

Islington

1

New Parklet in
Clerkenwell Close

Funded Clerkenwell Green
infrastructure (Phase 1)

Christmas

229,100

Total LED lights



District in numbers

5 neighbourhoods, 2 boroughs, 1 district

Business
Count 2023¹

15,570

Camden (Borough
total 38,420)

4,275

Islington (Borough
total 23,895)

Employment
Count 2022²

118,000

Camden (Borough
total 402,000)

78,000

Islington (Borough
total 260,000)

Residents
2021

8,738

Camden

15,574

Islington

GVA (in
millions 2022)

10,062

Camden

5,135

Islington

1. www.nomisweb.co.uk/livelihoods/16998.xlsx 2. www.nomisweb.co.uk/livelihoods/16999.xlsx

Foreword

from CDA's Chief Executive

As Chief Executive of Central District Alliance (CDA), I am proud to reflect on a year of significant achievements and progress within Holborn and Clerkenwell. The 2023-2024 period has been one of adaptation and growth, marked by our continued commitment to enhancing the district for all who live, work and visit here.

This year, our focus on Environmental, Social and Governance (ESG) initiatives has deepened. We have made substantial strides in embedding sustainability into our practices, ensuring that our actions not only benefit our community today but also safeguard the environment for future generations.

Our Placemaking efforts have also been a highlight, with key projects transforming public spaces into vibrant, inclusive areas foster a sense of community. These spaces are not just functional but also reflect the unique character and spirit of Holborn and Clerkenwell.

The unwavering dedication of our On-Street Teams deserves special mention. Their tireless work in maintaining the cleanliness and safety of our district has been pivotal in making Holborn and Clerkenwell welcoming for everyone.

Our marketing and events have played a vital role in bringing the community together and showcasing the vibrant spirit of Holborn and Farringdon. From lively public gatherings like the Village Fete to thought-provoking business breakfasts, these events have not only enriched our cultural scene but also strengthened community bonds and supported local businesses.

As we look to the future, I am filled with optimism. The challenges ahead are opportunities to further our mission of creating a thriving business and cultural hub. I extend my deepest thanks to our business community, both Camden and Islington Councils and stakeholders for their ongoing support and collaboration.

We look forward to continuing our work together, in shaping a vibrant and resilient future for Holborn and Clerkenwell.



Debbie Akehurst
Chief Executive

Statement

from CDA's Chair

As we present the CDA Annual Report for 2023-2024, it is an appropriate moment to reflect on the strategic developments and achievements that have shaped our district over the past year. The landscape of Holborn and Clerkenwell continues to evolve, and our role in steering this transformation remains critical.

This year, the completion of key infrastructure projects and the continued enhancement of our public spaces have been pivotal. These efforts have not only improved connectivity and accessibility but have also created new opportunities for growth and development within our district. Our focus on sustainable and inclusive practices, particularly through our Environmental, Social and Governance (ESG) initiatives, underscores our commitment to building a resilient and vibrant community.

The insights and advocacy work undertaken this year have also been essential in guiding our strategic direction. By providing valuable data and representing the interests of our members, we have ensured that Holborn and Clerkenwell remain at the forefront of urban innovation and development.

Looking ahead, we are excited about our plans to expand the BID area and introduce a Property Owners BID, further enhancing our support for the district. As we prepare for our renewal ballot, we remain committed to delivering initiatives that meet the evolving needs of Holborn and Farringdon, driving continued growth and development. We are prepared to meet the challenges and embrace the opportunities that lie ahead, guided by our mission to create a thriving business and cultural environment. Collaboration with our members, partners and stakeholders will be key as we continue to shape the future of Holborn and Clerkenwell.

Thank you for your ongoing support and partnership. Together, we are building a district that is not only successful today but also well-prepared for the future.



Alexander Jan
Chair



Environmental Services

CDA remains committed to ensuring our neighbourhoods are clean, safe and welcoming for everyone. Our environmental services team play a crucial role in maintaining the district's high standards. This year, we have enhanced our efforts with the introduction of Electric Assisted Vehicles and the continued dedication of our On-Street, Janitorial and Overnight Teams.



Electric Assisted Vehicles

We have introduced three new Electric Assisted Vehicles to our fleet, enhancing the efficiency of our cleaning operations. These vehicles not only improve our ability to respond swiftly to environmental needs across the district but also align with our commitment to sustainability by reducing carbon emissions.

On-Street Team

Our On-Street Team conducts daily patrols to maintain cleanliness throughout the district. They work closely with local authorities to address any environmental concerns promptly and also provide ambassador services, assisting visitors with information and reporting any issues that arise.

Janitorial Team

The Janitorial Team offers specialised cleaning services to businesses on request, supplementing the public cleaning services already in place. They focus on high-traffic areas, ensuring these locations remain tidy and welcoming at all times, both during the day and into the night.

Overnight Team

The Overnight Team is tasked with deep cleaning activities that require more time and minimal disruption to daily activities. They focus on intensive cleaning needs, such as graffiti removal and thorough street washing, operating during off-peak hours to maintain the district's high standard of cleanliness.



26,671
Areas proactively cleaned

3,398
Graffiti and fly posters removed

5,537
Janitorial services



Community Safety

CDA continues to champion Holborn and Clerkenwell as safe and secure environments for all. Our strategy for community safety encompasses vigilant patrols, robust partnerships and targeted crime prevention initiatives that cater to the district's specific needs.



Patrol Team

Our Patrol Team plays an essential role in safeguarding the district. By maintaining a regular presence on the streets, they help to deter crime and anti-social behaviour. Their daily interactions with businesses and residents foster a sense of security and allow them to promptly address any safety concerns.

Partnerships

We have established strong partnerships with key stakeholders, including the Metropolitan Police, Euston Town Centre Team, Safer Neighbourhood Teams and Hatton Garden BID. These alliances enable us to address safety challenges swiftly and ensure a cohesive approach to maintaining a secure district.

Crime Prevention Initiatives

Our crime prevention efforts are comprehensive, incorporating both proactive measures and educational programs. We actively support the Violence Against Women and Girls (VAWG) initiative, aiming to enhance safety for everyone, particularly women. We also endorse the Women's Night Time Safety Charter, which promotes secure night-time environments. Additionally, we work closely with organisations like the Ben Kinsella Trust and the Suzy Lamplugh Trust to raise awareness and provide resources to prevent violence and improve personal safety.



20,013
Public interactions

10,083
Business taskings

373
Anti-social issues resolved



Placemaking

CDA is focused on enhancing the public spaces within our district, ensuring they are not only functional but also inviting and sustainable. Our placemaking initiatives this year have contributed significantly to the vibrancy and character of the district, with a series of projects and ongoing maintenance efforts.



Princes Circus opening

The opening of Princes Circus represents a significant achievement in our placemaking efforts. This newly redesigned space now serves as a vital link between Covent Garden, St Giles, Bloomsbury and the British Museum; offering both aesthetic appeal and practical usability.

Clerkenwell Green Phase 1

Phase 1 of the Clerkenwell Green project has been completed, marking the first step in revitalising this historic area. The improvements focus on increasing pedestrian accessibility and creating a more people-friendly space that respects the area's heritage while adapting to modern needs.

Clerkenwell Close Pocket Park

We have developed the Clerkenwell Close pocket park, transforming a previously underutilised area into a welcoming green space for the community. This park now offers a serene environment for relaxation and social interaction, enhancing the local streetscape.

Relocation of Bloomsbury streetery planters

To optimise the use of public space, we have relocated the Bloomsbury streetery planters to Museum Street and Beauchamp Street. This move has enhanced the visual appeal of these areas, contributing to a greener and more inviting atmosphere.



119
Summer and winter hanging baskets

1
New parklet in Clerkenwell Close

19
Existing planters across BID footprint



Museum Street streeteary replanting

The replanting of the Museum Street streeteary has revitalised this area, offering a refreshed and vibrant landscape. This initiative supports our broader efforts to increase greenery and biodiversity in the district.

CDA summer and winter hanging baskets

Our seasonal hanging baskets continue to adorn the streets of Holborn and Clerkenwell, bringing a splash of colour throughout the summer and winter months. These installations contribute to the district's welcoming atmosphere and are a visual reminder of our commitment to enhancing the public realm.

Ongoing maintenance of ten CDA planters across Holborn

We maintain ten strategically placed planters across Holborn, ensuring they remain healthy and vibrant throughout the year. This ongoing care enhances the aesthetic appeal of our public spaces and supports local biodiversity.



Christmas lights 2023

The Christmas lights for 2023, illuminated the district with festive cheer. These decorations not only enhance the holiday spirit but also attract visitors to our area, supporting local businesses during the crucial festive season.

Dr Bike

Our Dr Bike events offer free bike maintenance to encourage active travel within the district. These sessions promote cycling as a sustainable mode of transport, contributing to the wellbeing of our community and the environment.

Bee Clubs and honey production

The Bee Clubs at the British Museum and Carpmael & Ransford continue to thrive, with honey harvested from our six beehives. The Wellbeing Honey Co. produces this honey, which we sell at events to raise funds for Bees and Refugees, furthering our commitment to sustainability and community engagement.



Completion
of Princes Circus

229,100
Total LED
Christmas lights

Clerkenwell Green
infrastructure
funded



Marketing, Communications & Events

CDA has continued to engage and connect with the community through a series of impactful marketing campaigns and events throughout the year. These initiatives have not only celebrated the unique character of Holborn and Clerkenwell but also fostered a sense of community and well-being among residents, businesses and visitors.



Parks for Health

Our Parks for Health initiative has expanded this year, with activities designed to promote well-being in our green spaces. At St John's Garden, we introduced Qigong sessions, offering participants a calming and restorative experience that aligns with our focus on holistic health.

Calm in Clerkenwell

The Calm in Clerkenwell series, featuring yoga, sound baths and Qigong, has been a popular addition to our events calendar. These sessions have provided valuable opportunities for stress relief and mindfulness, contributing to the overall well-being of our community.

Village Fete

Our annual Village Fete brought together residents, businesses and visitors for a celebration of community spirit. The event featured local talent, food and entertainment, showcasing the vibrant culture of Holborn and Clerkenwell and strengthening community bonds.

Picnic in the Park

The Picnic in the Park series continued to be a highlight of our summer events. These gatherings provided a relaxed and informal setting for people to enjoy our green spaces, fostering connections among attendees and encouraging the use of outdoor areas.



176,065
Impressions across
the social channels

84,149
Reach

5%
Average engagement
rate per post



45+
 BID events



AGM & autumn drinks

Our Annual General Meeting (AGM) and autumn drinks event offered an opportunity for our members to come together, review the year's achievements and network with peers. This gathering strengthened our community ties and provided a platform for sharing insights and ideas.

ESG & AI Business Breakfasts

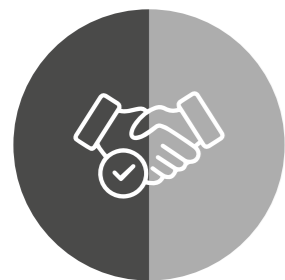
The ESG and AI (Artificial Intelligence) Business Breakfasts have become key events for our members. These sessions provided a forum for discussing the latest trends and challenges in these critical areas, offering valuable insights for businesses in our district.

LREF bus tour

As part of the London Real Estate Forum (LREF), we hosted a bus tour showcasing the development and investment opportunities within Holborn and Clerkenwell. This event highlighted the district's potential and attracted interest from industry leaders and investors.

Dickensian Christmas Market

The Dickensian Christmas Market was a festive highlight, transforming parts of the district into a traditional Christmas scene. This event not only celebrated the holiday season but also supported local businesses by attracting visitors and creating a lively atmosphere.



Advocacy & Insights

CDA continues to play a pivotal role in advocating for the needs and interests of our members and the wider community. Through strategic initiatives, partnerships and data-driven insights, we aim to influence policy and practice that benefit Holborn and Clerkenwell, ensuring our district remains vibrant and prosperous.



London Skills Improvement Plan

Our CEO was invited to Chair the newly formed London Skills Improvement Plan Advisory Board (LSIP) which by contributing to this initiative, which has by consulting with business identified the skills needed in industry and across sectors to help shape the skills agenda in London, ensuring the workforce in our district is equipped with the skills needed for future growth and development, enabling people to reach their full potential

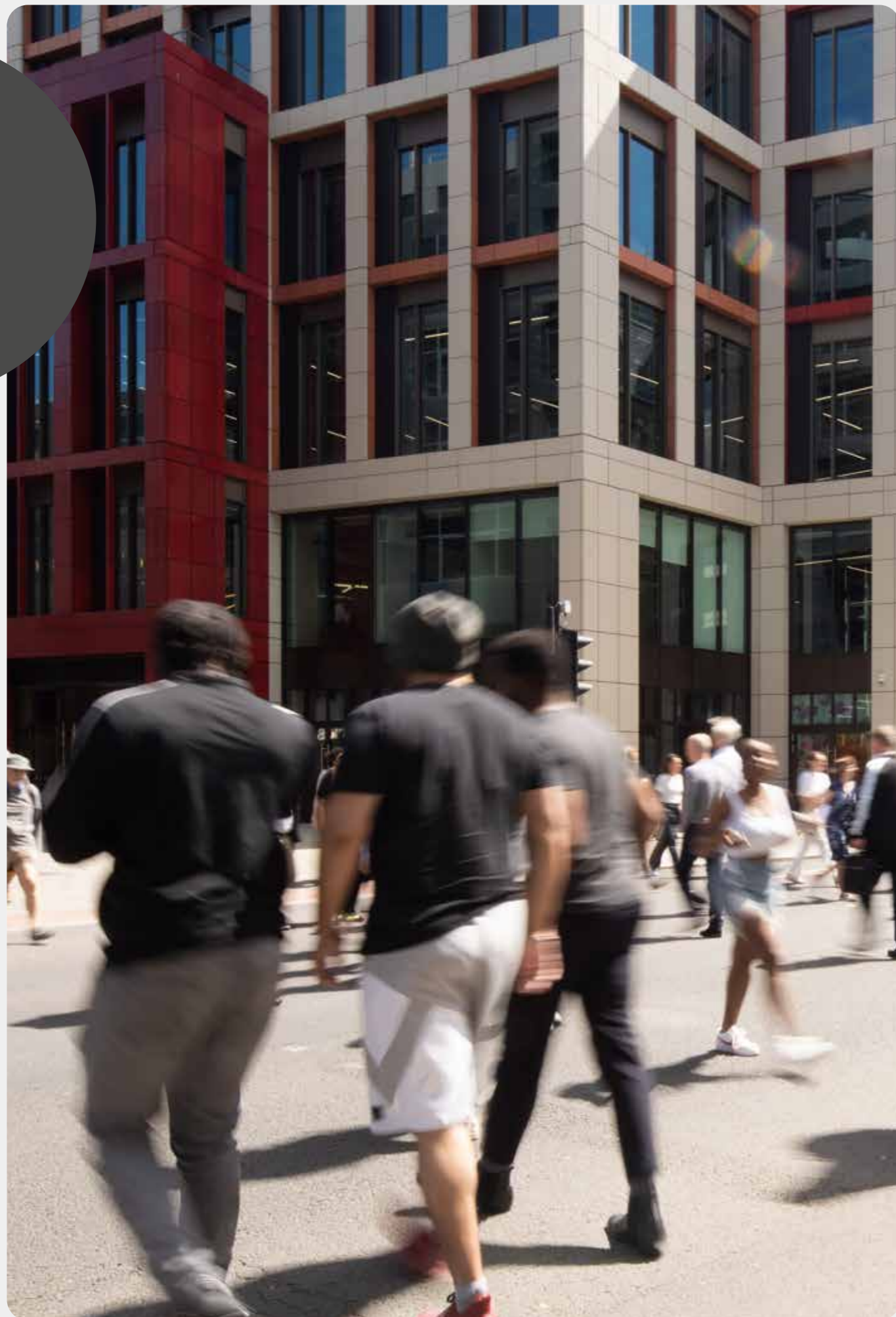
Mayor of Camden and Islington

We maintain close engagement with the Mayors of Camden and Islington, ensuring the voices of our members are heard in local government decisions. Our regular dialogues with these key figures help us advocate effectively for policies and initiatives that support the economic and social well-being of our district.

Public Affairs / conferences

Our participation in public affairs and conferences, alongside working with our local authorities, the Greater London Authority and Government, has provided us with platforms to advocate for Holborn and Clerkenwell at regional and national levels. These engagements allow us to influence broader policy discussions and align our district's needs with wider urban and economic strategies.





Inward investment

We actively highlight the opportunities within Holborn and Clerkenwell to pan-London bodies such as London & Partners, positioning our district as an attractive destination for business and development. This has been critical in driving economic growth and enhancing the district's profile.

Data and reports

Our data and insights work underpins all our advocacy efforts. We gather and analyse data to inform our strategies and support our members in their decision-making. The reports we produce offer valuable insights into trends and challenges, helping to guide our initiatives and ensure they meet the district's needs.

Un_Biased report launch

We successfully launched the Un_Biased report, which delves into the challenges and opportunities for promoting diversity and inclusion in the workplace. This event highlighted our commitment to fostering a more equitable environment for all, sparking important conversations within our community.

Culture Prospectus report

Promoting the cultural assets of Holborn and Clerkenwell is another key aspect of our advocacy work. We highlight the district's rich cultural heritage and vibrant arts scene, advocating for policies and initiatives that support and enhance these cultural offerings, which are integral to the area's identity and appeal.

Strategic Added Value Framework

Through our advocacy, we aim to deliver strategic added value to our members. This involves not only addressing immediate concerns but also focusing on long-term opportunities that will benefit the district as a whole. Our strategic approach ensures that our advocacy efforts have a lasting and meaningful impact.

Childcare report with BusinessLDN and KPMG

Following on from our work on Un_Biased we recognised the importance of accessible and affordable childcare as a critical factor in supporting the workforce within our district. Our work with BusinessLDN and KPMG to produce a report focused on influencing policies that improve childcare provision, making it easier for parents to balance work and family responsibilities and contributing to a more inclusive and supportive community.

Partnership working

Our partnerships with BusinessLDN, London & Partners and New London Architecture (NLA) among other key stakeholders strengthens our advocacy work. These collaborations help us align with citywide economic strategies, attract investment and contribute to sustainable urban development, ensuring our district remains vibrant, well-connected and future-focused.

The Crossrail Effect report

The BID was delighted to work alongside the London Property Alliance as they welcomed members to a breakfast seminar in Hatton Garden which provided guests with an exclusive preview of our report, The Crossrail Effect: How the Elizabeth line has transformed the capital. The report explores the impact of the Elizabeth line on London's commercial property sector, utilising the latest data from report authors, Knight Frank.

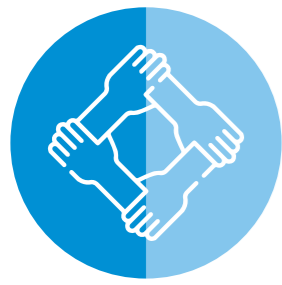
British BIDs conference

The BID attended the British BIDs conference in November 2023, which provided an excellent opportunity to connect with other BIDs and exchange best practices. Seminars on supporting retail amid challenging conditions and improving public spaces gave helpful insights.

Digital Poverty Alliance

Our Chief Executive, Debbie, is championing a collaborative effort to address digital poverty, partnering with the Digital Poverty Alliance and other key stakeholders. This campaign aims to bridge the digital divide, ensuring equitable access to digital resources for all community members.





Environmental, Social & Governance (ESG)

CDA is deeply engaged in initiatives promoting environmental stewardship, social responsibility and strong governance. Our ESG efforts this year have focused on a wide range of activities that support local communities, enhance sustainability and foster inclusive economic growth within Holborn and Clerkenwell.



Young Camden Foundation

CDA hosted an event for members and grant recipients in collaboration with the Young Camden Foundation, with the support of Cllr Nazma Rahman, Mayor of Camden. This event highlighted the important work being done to support young people in the community and showcased the impact of our collective efforts.

Christmas carols

In partnership with Hugh Myddelton Primary School, CDA helped spread festive cheer through a series of Christmas Carol events across the district, including at Clerkenwell Green. These events, attended by Emily Thornberry MP and Cllr Ruth Hayes, brought the community together during the holiday season, fostering a spirit of togetherness.

Early Years Initiative

CDA supported the national TheatreForEveryChild campaign, ensuring that every child has the opportunity to experience theatre before they leave school. This initiative underscores our commitment to enriching the lives of young people and promoting cultural accessibility.

Living Wage Foundation

Our continued support for the Living Wage Foundation reflects our dedication to fair pay practices within the district. By advocating for the Living Wage, we aim to improve the standard of living for workers in Holborn and Clerkenwell, contributing to a more equitable community.





SME support

Supporting small and medium-sized enterprises (SMEs) is a key part of our ESG strategy. We provided resources and guidance to help these businesses navigate challenges and seize opportunities, contributing to a vibrant and resilient local economy at an event in partnership with Metro Bank.

Charitable Giving

CDA remains committed to supporting local grassroots initiatives and addressing community needs through charitable giving. In 2023-2024, we donated £10,000 to support local charities and not-for-profit organisations, including Feast With Us, which works to tackle food insecurity by providing meals to those in need. Looking ahead, we will continue this support through our involvement in the Action Funder program in 2024, funding projects that align with our ESG priorities and fostering positive change within the community.

ESG & AI Business Breakfasts

The ESG and AI (Artificial Intelligence) Business Breakfasts have become key events for our members. These sessions provided a forum for discussing the latest trends and challenges in these critical areas, offering valuable insights for businesses in our district.

Your Future Talent

CDA is committed to nurturing future talent through initiatives like Your Future Talent, which provides young people with the skills and opportunities needed to succeed in today's job market. This program aligns with our broader efforts to support education and career development in the district.

National Apprenticeship Week

During National Apprenticeship Week in February 2024, CDA highlighted the importance of apprenticeships as a pathway to employment. We promoted various opportunities within the district, encouraging businesses to invest in the development of a skilled workforce.

Mayor's Skills Academy – hospitality and digital

CDA actively supports the Mayor's Skills Academy, focusing on the hospitality and digital sectors. These initiatives provide valuable training and development opportunities, helping to equip individuals with the skills needed to thrive in these dynamic industries.





Governance and Board

- Alexander Jan** Chair
- Joe Edwards** Vice Chair, British Museum
- Susan Freeman** Chair Property Owner Group and Reenumerations Committee, Mishcon de Reya
- Lisa Humphreys** Group M
- Tony Matharu** Blue Orchid Group
- Amy Brown** Google
- Ruth Duston** Primera
- Austin Casey** Primera



Financials 2023-2024

CDA activity covers both Camden and Islington boroughs. Income and expenditure split is 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	£
Levy Income	2,300,060
Other Income	107,695
Total	2,407,755
Expenditure	
Campaigns and Services	1,566,257
Public Realm and Transport Infrastructure	715,615
Marketing and Communications	878,059
Management and Overheads*	380,260
Total Expenditure	3,540,191
Post Tax Surplus (Deficit)	(1,132,436)
Closing 22 –23 Reserves**	2,605,891
Surplus to be carried forward to 2024-25	1,473,455

* There is one management team in place to cover EC1 and WC1 areas

** Included within closing reserves is a ring fenced £0.8m to be spent on infrastructure projects



