



CULTURE  
MILE BID

# Overview of Projects, Income & Expenditure

2024/25

working to enhance and advance



# Introduction

Established in April 2023, the **Culture Mile Business Improvement District (BID)** is now entering the second year of an initial 5 year term.



Through this first year the team have worked hard to deliver the five year Business Plan, ensuring that project activity benefits the wide range of industry sectors that make up the BID area – from Farringdon in the East to Finsbury Circus Gardens in the west and encompassing the Barbican, Smithfield Market and the Guildhall.

The BID is the fifth and latest BID in the Square Mile and is not only about working to enhance and advance the City but also provides a tried and tested model for partnership working that ultimately enables the delivery of more targeted and focused support for businesses in the area.

BID activities are managed by a not-for-profit company directed by a Board of local business leaders to whom the BID team is accountable. The day to day activity and management of project is delivered by an executive team.



# Putting Culture Mile on the Map

The Culture Mile BID acts a key local advocate - amplifying the business voice within the area. **Its role is to enable, champion and promote culture in the area.** This in turn creates a vibrant business district to support the large corporate workforce, hospitality and retail sectors.

The purpose of a BID is to provide a **collective voice for business and drive forward positive change in an area** and our name derives from the many cultural organisations in the footprint such as the Barbican Centre, the soon to open London Museum and Guildhall School of Music and Drama.

The BID works to it's established **four key themes**, which reflect the needs and concerns of the Business community. These are:

Sustainable Environment

Connected Business Community

Inspiring Places

Cultural Destination



This billing leaflet provides a summary of our projects from 2023/24 and demonstrates how our services and projects will continue to impact and support businesses in 2024/25.

The Culture Mile team welcome your thoughts and comments and encourage you to take advantage of the projects and services we provide.

You can contact the team at:  
**info@culturemilebid.co.uk**  
or visit our website  
**culturemilebid.co.uk**

# 1. Sustainable Environment



## In 2023/24:

- Our team of four Culture Mile Ambassadors hit the streets in November 2023 and have quickly established themselves as a vital part of the neighbourhood. They are the eyes and ears of the businesses.
  - providing a safe welcoming and reassuring presence on the street-reporting streets issues and environmental defects, guiding visitors around the area and forming an important link between the City of London Police and Corporation of London.
- Working with The Heart of the City, we have delivered workshops for SMEs and residents aiming to support them with their Net Zero ambitions, in line with the City of London's Climate Action Strategy. This in turn has signposted SMEs to the Heart of the City's 4 Step online learning course.
- We funded a new pollinator bed for the Barbican Wildlife Garden, with peat free soil and new planting, to attract a more diverse range of insects and wildlife to the garden.
- We produced an interactive digital map with easily navigated routes, which also feature points of history, culture and interest along the way, to encourage movement around the area on foot.
- A community fund of £60,000 was launched to support charities, CICs and community groups delivering projects in and for the Culture Mile area.

## In 2024/25 we will:

- Produce a roadmap and practical toolkit to share with the area's businesses, helping them on the transition to Net Zero.
- Commission a green infrastructure of the area. We will use the results of the study to roll out projects that support a significant increase in on street planting in the area, with designs that improve biodiversity and are environmentally sustainable for the area.
- Work with the City of London and TfL to identify and bring forward improved routes and infrastructure for active travel, and cycling options.
- Undertake a feasibility study to look at collective services for businesses that reduce vehicular traffic, including freight consolidation and recycling.

# 2.

## Connected Business Community

Connected business community



### In 2023/24:

- The team has developed and delivered a number of events that have brought business professionals together outside of their offices for free activities and events that have included:
  - Horticultural workshops
  - Art and mindfulness family workshops
  - Christmas activations with entertainment, carol singing, and festive food and drink
  - Partnering with Nuffield health to provide fitness classes
- More than 5,900 people attended events put on or sponsored by the Culture Mile BID throughout the year and we partnered with property owners, charities and cultural institutions to ensure a high quality and varied offer.
- The ambassador team has broadened engagement hugely across the area and really improved the synergies between businesses. They have also reported community safety issues on behalf of business including Anti Social Behaviour and other street issues. They engage broadly with reception, facilities and security teams particularly in corporate buildings.
- We have worked with the City of London Police and the other City BIDs to deliver a series of free crime prevention workshops.

### In 2024/25 we will:

- Commission regular footfall and economic insight data to be shared with our members regularly, helping them to plan and adapt to changing travel trends and consumer behaviour.
- Deliver a programme of events for skills and knowledge sharing, and to share good practice around inclusion, talent development and staff wellbeing.
- Foster connections between businesses, schools and colleges
  - through workplace visits, work experience opportunities, careers advice and apprenticeships.
- Continue to deliver a programme bringing business professionals together outside of their offices for free activities and events including fitness, wellbeing, cultural events, arts & crafts and mindfulness.
- Launch of Year 2 Community grants including celebration event.
- Launch a Community Safety Alliance in the area with an associated programme of safety themed events and activity.
- Launch a Community Forum to ensure residents in the area have a voice in the delivery of the BID.

# 3.

## Inspiring Places

Inspiring Places



### In 2023/24:

- Participated in London Festival of Architecture supporting the installation in Postman's Park "A Place at the Table".
- A Public Realm Study for the area. This piece of work will draw upon and tie together existing strategies, public realm schemes and developments. The overall ambition is to provide a collective vision for public realm in the Culture Mile area, guiding future initiatives, and tackling urban realm and movement challenges. Engagement is ongoing with key stakeholders and authorities, as well as public engagement with visitors, residents and local workers to identify key issues and opportunities.
- A series of local walks have been curated and delivered to assist with wayfinding and to foster a sense of belonging and ownership for those working and living in the footprint. These include:
  - 1,000 years of Royalty – the best, the worst and the Very Horribilus, tales of Royalty in the Culture Mile
  - Culture Mile: Barbican to Old Bailey – Black History Walk
  - The Fashion History of the Culture Mile – Walking Tour

### In 2024/25 we will:

- Participate in London Festival of Architecture 20th Anniversary, partnering with the City BIDs to create a trail of installations across the square mile around the theme of reimagining the city. To deliver activations around the installation that celebrate the area and bring people together in new and interesting ways.
- Deliver "quick win" projects as identified by the Public Realm Strategy and work on feasibility and planning for medium and longer term projects.
- Develop greening schemes in partnership with City Gardens and Public Realm team, finding robust designs that improve biodiversity, provide sustainable drainage and offer flexibility.
- Commission an area-wide Festive Lighting scheme to celebrate the area's key locations, enhancing the festive experience for those who live, work and visit the area.

# 4. Cultural Destination



## In 2023/24:

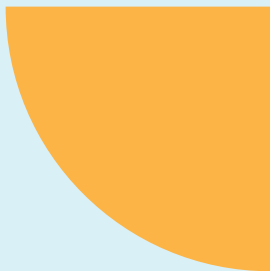
- The team have worked with Colliers to produce a baseline report, providing an understanding of current visitors to the area and their behaviours, this will form the baseline for future data analysis to understand emerging trends and help plan for future events and activations.
- The team have worked with Destination City to support and promote Bartholomew Fair, which took place in September 2023.
- We have partnered with property owners to activate spaces with events such as Oktoberfest in Citypoint Plaza, and Christmas activations in various locations across the footprint.
- Highlighting the Culture Mile as a filming location we worked with Apple TV+ to deliver a press launch for Slow Horses (Season 3) based on the best selling Slough House books by Mick Herron. An exclusive screening in the Barbican Cinema was followed by a Q&A with the author and executive producer Will Smith, facilitated by Ranvir Singh.
- The team funded and organised a residency in St Barts Hospital Square with the Poetry Takeaway, a burger van serving up fresh poetry to take away on the day.
- Working together with the 4 other City BIDs we participated in the Lord Mayor's Show, walking alongside our float. The float was featured on BBC coverage of the event, with millions tuning in, and was seen in person by more than 250,000 people who came along to watch on the day.
- Culture Mile BID funded a Morph in the London wide trail that took place during the summer in support of Whizz-Kidz Charity, and was the first ever step free outdoor art trail.

"DiverseCity" by artist Amrit Singh stood proudly at the North Wing entrance to the Guildhall and families joined us for artist's workshops nearby.

## In 2024/25 we will:

- Commission systematic insight data on visitors and behaviours in the city which can be shared with members in a regular report, to support their business needs and to support the BID's work.
- Partner with both major and smaller cultural partners on projects to celebrate the area and drive footfall such as:
  - Major art installations and activities
  - Events that are aimed at bringing new audiences to the footprint such as the Barbican Outdoor Cinema
  - Occasions showcasing the area as a film and literature hotspot, both in the past, present and securing this reputation for the future
  - Work with the London Museum to support their work ahead of the museum reopening in 2026
- Work closely with the City of London's Destination City team and City BIDs to deliver projects and activity across the Square Mile in support of the Destination City flagship policy.
- Support retail and hospitality businesses to develop a sustainable weekday late night and weekend offering.
- Work with trusted street food market providers to promote a street food market offer in locations across the footprint.
- Partner with London & Partners on schemes to promote the area's cultural offering to domestic and international visitors.

# 2023-2024 Forecast position



	£ Projected*
BID Levy Income	2,331,616
Voluntary Income and Sponsorship	-
<b>Total Income</b>	<b>2,331,616</b>
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Sustainable Environment	155,124
Connected Community	233,188
Inspiring Places	189,752
Cultural Destination	489,818
Staffing*	60,000
Overheads**	146,440
Contingency**	-
<b>Total Expenditure</b>	<b>1,274,323</b>
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2023-24 Estimated Closing Reserves	1,057,293

\* Based on forecasts made in January 2024 management accounts

\*\* Covered firstly by voluntary income. This includes statutory obligations incl levy collection fees.

\*\*\* 5% Statutory contingency set aside in 2024-25 Budget to cover BID levy fluctuations, ratings changes and bad debts

# 2024-2025 Budget



	£ Projected*
2023-24 Estimated Reserves brought forward	1,057,293
BID Levy Income (assuming 95% Collection)	2,215,035
Voluntary Income and Sponsorship	50,000
<b>Total Income</b>	<b>3,322,328</b>
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Sustainable Environment	436,478
Connected Community	434,359
Inspiring Places	730,111
Cultural Destination	696,218
Staffing*	70,000
Overheads**	218,200
Contingency**	110,752
<b>Total Expenditure</b>	<b>2,696,117</b>
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2024-25 Estimating Closing Reserves	626,211







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