EASTERN CITY

Eastern City Welcome Information

2026

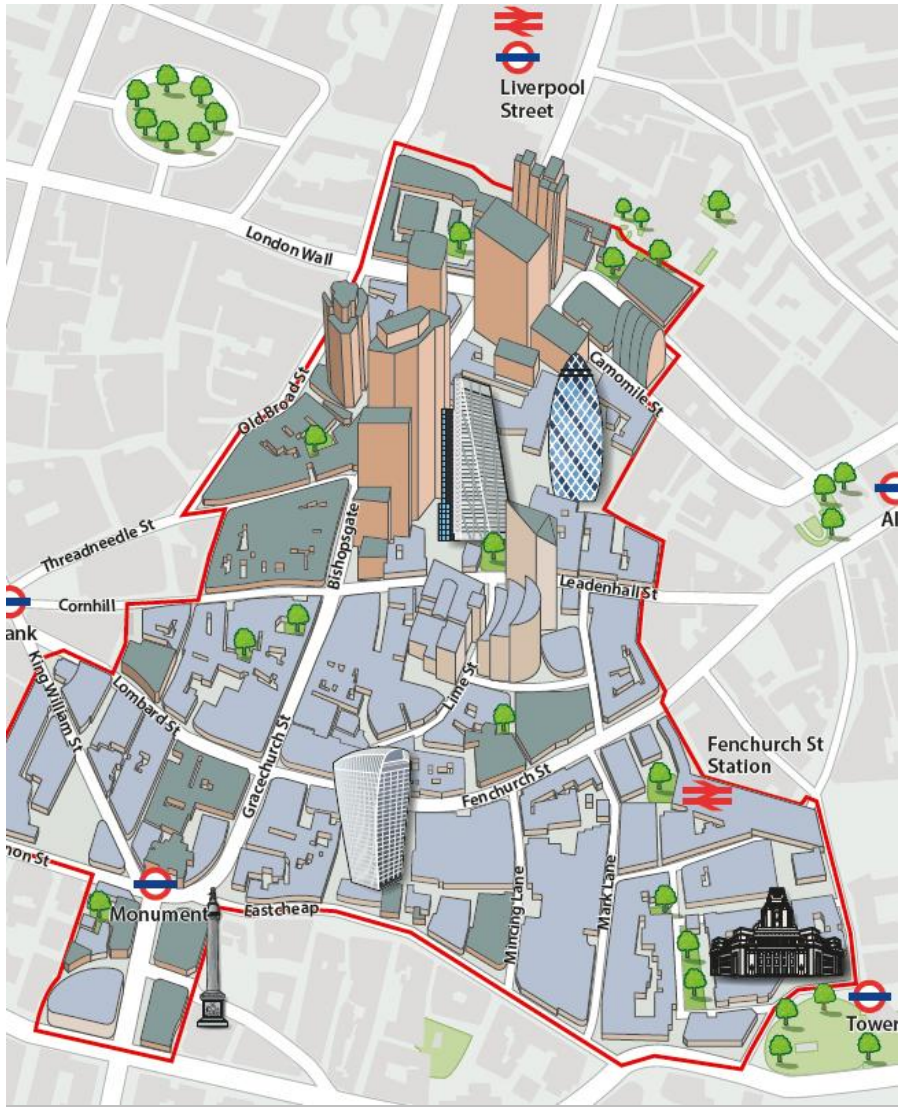
Iconic tall towers and historic streets. Diverse perspectives and endless connections. This is where we're creating impact.



Funding & Governance

- Private, not-for-profit organisation delivering projects to support local businesses, their staff and visitors.
- Separate from, and entirely additional to, the City of London Corporation.
- Established April 2022 with a 5-year term to 31st March 2027.
- Annual income of £3.5m from c. 230 businesses + voluntary contributions from major property owners.
- Levy charged on occupiers of property with a rateable value >£500k (1.051% of the rateable value of their premises).
- Governed by a voluntary board:

Accenture	AXA XL	M&G
AIG (Chair)	Brookfield Properties	Cynergy Bank
AON	Daiwa Capital Markets	Pan Pacific London Hotel
Aspen Insurance	Lloyd's of London	Wells Fargo



MAP OF THE EASTERN CITY

Community Safety

- **CityINTEL** emergency email alerts system run by the City of London Police and part-funded by Eastern City BID. Information on security incidents, protests, civil emergencies, road closures. Register here

- **Mobile phone marking** to tackle theft and return stolen phones – free kits available for work and personal devices. See the video here and email henry@easterncity.co.uk for more information.

- Our two **St John Ambulance cycle medics** patrol the area every Thursday evening, 6pm-midnight, alongside the City of London Police. This reduces demand on the emergency services, supports Operation Reframe, and provides an immediate medical response service to the public.

    - 117 people treated over 41 shifts since May 2025.
    - Awarded 'Best Partnership' at the Outstanding Security Performance Awards 2026.

- **Taxi marshals** at Liverpool Street Station every Thursday-Saturday from 9pm-1am to reduce ASB, control unlicensed cabs and assist vulnerable people.

    - 38,000 journeys facilitated to date



CITY CYCLE MEDICS

Community Safety

- City Safe Bus – mobile welfare hub staffed by police officers, a medic and volunteers every Thursday, Friday and Saturday night on Liverpool Street. Video here.
    - Medical treatment
    - Mental health support
    - Police assistance
    - Tea, coffee, charge your phone
    - Refuge if feeling unsafe or vulnerable
- Bridge Watch – £10k donation to this suicide prevention charity whose volunteers patrol the City's bridges and support those in mental crisis. Volunteering and fundraising opportunities available.
- Free online suicide awareness and prevention training delivered by Samaritans (next online session: 24th March 2026, 9-11am). Email henry@easterncity.co.uk if you are interested.



CITY SAFE BUS @ LIVERPOOL STREET

Events

- **April:** Launch of Eastern City Insiders – year-round VIP event series.
- **April-July:** Friday Night Lights Runing Club, complimentary tickets.
- **May:** Club in the Clouds at Horizon 22; fashion takeover and clothes swap shop at Eastern City Studios (130 Fenchurch Street)
- **June-July:** Health, fitness and wellbeing classes; live music.
- **July:** Pride 'Party on the Plaza'.
- **September:** Club in the Clouds at Sky Garden; event series for graduates/new starters; Tour de City Wattbike Challenge
- **October:** Black History & Diwali activations in Leadenhall Market.
- **November-December:** Launch of Christmas activations (London's tallest tree at Bishopsgate Plaza + celebrity switch-on; markets & activations on Lime Street and Birchin Lane; workshops/craft activities).
- **January**: Vibrance light festival.
- **Feb-March:** Valentine's Day, Community Iftar.

- Plus, year-round walking Tours by City of London Guides (these can be set up for individual businesses, email tarisai@easterncity.co.uk)

- Full events listing here



Club in The Clouds @ Horizon 22

Public Space

- **Public Realm Vision masterplan** – see full plan here.
  - Walking & cycling routes.
  - Public gardens & green spaces.
  - Air quality.
  - Pavement space for outdoor dining and cultural activations.
  - Safety (lighting & sightlines).
  - Wayfinding & signage.
- Small scale **greening projects**, on-street planting & dedicated gardener.
- 40% uplift in **street cleaning** via our additional service.
- Working with building management teams and tenants to reducing **freight, servicing and delivery vehicle traffic** to improve our pedestrian environment.

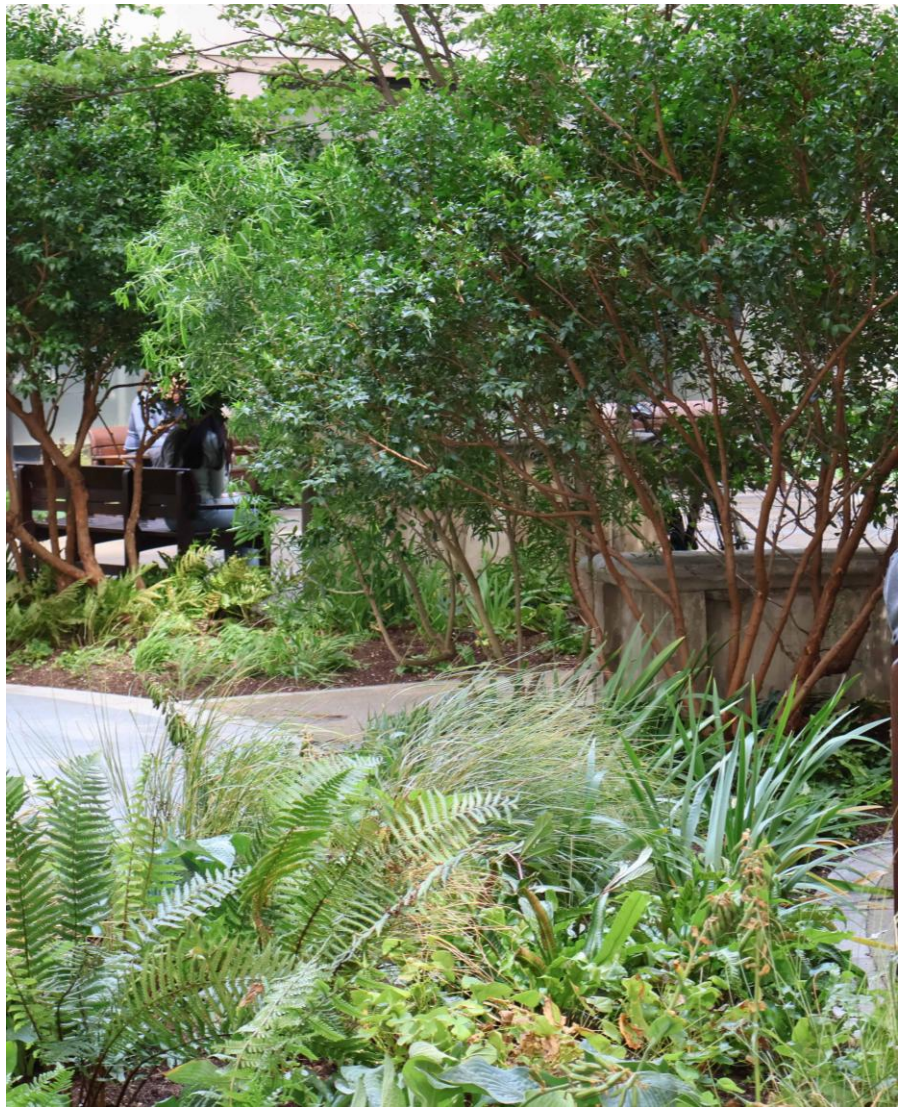


PROPOSED NEW PARK ON CAMOMILE STREET

Public Space

Fen Court & Fenchurch Street Station

- Commissioned landscape architects Realm to redesign soft landscaping of both spaces.
- Focus includes enhanced biodiversity, wildlife habitats and year-round impact.
- Completed July and November 2025.
- 1,177 new plants and additional seating.



NEW PLANTING SCHEME AT FEN COURT

Public Space

Alleys & Courts

- Improved greening, lighting, seating and wayfinding to the area's historic core.
- Lombard Court, George Yard, St Michael's Alley, Change Alley and St Peter Upon Cornhill Churchyard.
- 36 pots; 12 benches; volunteers from AXA XL helped with planting.
- Works completed July 2025.





GREENING THE ALLEYS & COURTYARDS

Public Space

St Peter Upon Cornhill Churchyard

- Designed and installed a new planting scheme mid March 2026.
- Previous overgrown climbers and shrubs removed to make way for 1,157 new plants creating a more biodiverse scheme with greater visibility into the space.
- New seating to be added shortly as well as refurbishment of the iron railings.



ST PETER UPON CORNHILL CHURCHYARD

Public Space

Leadenhall Street

- £12m scheme in partnership with the City of London Corporation.
- Works scheduled to begin April 2026
- Design proposals:
  - Increase the width of the pavements along the street by up to 3m.
  - Improve crossings and add new crossing points. These will be raised to make them more accessible.
  - Introduce trees and planters to green the street, provide shade and absorb rainwater.
  - Add seating for people to stop and rest.
  - Celebrate the rich history of the area by incorporating historical references into planters and seating.





PROPOSED CHANGES TO LEADENHALL STREET

Social Responsibility

Providence Row Homeless Centre

- Based near Aldgate, serving The City and Tower Hamlets.
- £50k/year contribution towards their Resource Centre which provides meals, showers, clothing etc. to new clients ahead of a more complex support plan. Find out more here.
- Volunteering, fundraising and Christmas gift donations, contact Michael Blakesley MBlakesley@providencerow.org.uk.

Eastern City Community Fund

- Annual small grants programme (up to £5k each) for local charities.
- 11 projects funded in 2024 which benefited 2,187 people. Further information and video here about those projects.

Inspiration for All

- Peer mentoring scheme connecting business leaders with headteachers in Tower Hamlets. We can cover participation costs. Find out more here.

We Can Be

- Helping young women into careers in the City. Find out more here.



SUPPORTING LOCAL PEOPLE & ORGANISATIONS

SEEDL

- Free online learning platform for employees.
- Short, on-demand webinars covering business skills and personal development.
- Full list of courses and to register visit https://www.seedl.com/o/easterncity or scan

Monday 9 February 2026

- 9:30am – 10:30am Preparing for an Internal Job Interview
- 11:00am – 12:00pm One to One Performance Reviews
- 12:30pm – 1:30pm Emotional Intelligence in Conversations
- 2:00pm – 2:20pm Excel Micro Learning Session 2
- 2:30pm – 2:50pm Scheduling and Timekeeping in Workplace Projects
- 3:30pm – 4:30pm Understanding your Belief Systems

Tuesday 10 February 2026

- 11:00am – 12:00pm Cyber Security Essentials
- 12:30pm – 1:30pm Effective Communication for Project Managers
- 2:00pm – 3:00pm Online Safety Act
- 3:30pm – 4:30pm ESG: An introduction to Understanding Net Zero

Wednesday 11 February 2026

- 9:30am – 10:30am Budgets - Clarification and Preparation
- 11:00am – 11:20am AI and its Practical Use in Business
- 11:30am – 11:50am Guided Meditation - Managing Conflict at Work
- 12:30pm – 1:30pm Reasons why Good Projects Fail
- 2:00pm – 3:00pm Engaging Stakeholders
- NEW 3.30pm - 4:30pm Understanding & Managing Stress Within a Team: The Essentials
- 5:00pm – 6:00pm Sleep and Relaxation

Thursday 12 February 2026

- 12:30pm – 1:30pm Empowering People, Elevating Performance: The Human Side of Project
- 2:00pm – 3:00pm Stakeholder Management

Friday 13 February 2026

- 11:00am – 12:00pm The Gift of Receiving Feedback
- 3:30pm – 3:50pm Stress Management

Example SEEDL courses

Area Promotion

- **OneCity App** will provide discounts and offers from retailers and hospitality venues across the Square Mile. Coming 2026.
- **Monthly e-newsletter** showcasing what's happening in the area and updates on the work of the Eastern City. Sign up here.
- Pre-paid **City Gift Cards** for local shops and hospitality venues, a great way to welcome new staff to the area. Order here.
- **Ground-Floor Use Strategy** underway to advise property owners on how to improve the retail, culture and entertainment offer.
- **Toast the City Awards** in partnership with City AM. Info here.
- **On-street Ambassadors:**
  - Multilingual welcome and information service helping visitors, engaging businesses and promoting the hospitality sector.
  - Reporting environmental, crime & anti-social behaviour issues.



OUR EASTERN CITY AMBASSADORS

Empty Property Activation

- Meanwhile use in vacant retail and office premises using the cultural and creative sectors.
- **Broadworks at 56 Old Broad Street** – partnership with Landsec and Hive Curates to convert 5,426sqft of this empty office building into affordable artist studios, a gallery, café, shop and event space for 18 months. Info here.
- **SET Ceramics at 35 Crutched Friars** – former shoe repair and key cutting shop now transformed into a ceramics studio and gallery. Classes and workshops available – info here.
- **107 Leadenhall Street** – former Farmer J restaurant now a performing arts rehearsal and event space run by Theatre Deli. Video here.
- **Monument micro-museum** – closed public toilet being converted into new public gallery showcasing the history of The Great Fire of London.
- **130 Fenchurch Street** – gallery and community event space.



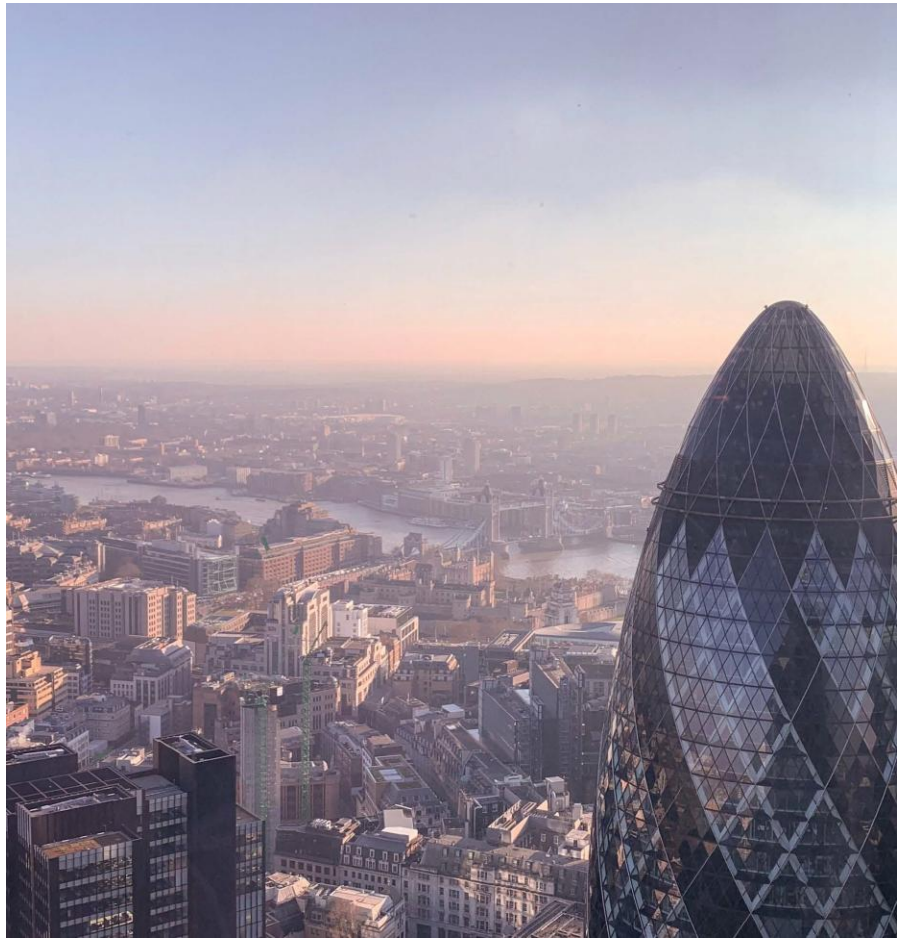
BROADWORKS AT 56 OLD BROAD STREET

Renewal 2027-32

- In February 2027 businesses will vote on whether they want the BID to continue for a second 5-year term.
  - Choice of a BID or no BID (not a choice between different organizations/personnel to run it).
- Consultation underway to understand wants, needs and aspirations of our business community and translate that into a Delivery Plan for 2027-32.
- 10-minute online survey with some exceptional prizes to be won.
  - Overnight stay at the Four Seasons Hotel Tower Bridge; a spa package at Pan Pacific London; class passes for BXR City amongst many more.

TAKE THE SURVEY





THE COMMUNITY THAT DRIVES CHANGE

Further Information

Contact Henry Johnstone, COO
henry@easterncity.co.uk

Website: www.easterncity.co.uk

Instagram: @easterncityldn

LinkedIn: Eastern City BID

Newsletter sign-up

We welcome business representatives to join any of our four **steering groups** that meet quarterly to guide and monitor our work.

- Safe & Secure
- Culture & Communications
- Public Realm
- Social Responsibility