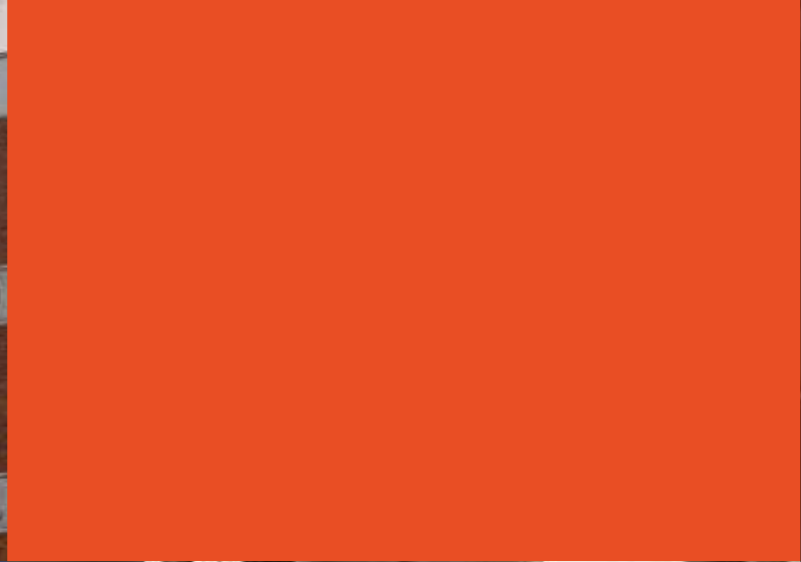


**FLEET** QUARTER  
**STREET**

**ANNUAL**  
**REPORT** 2023/24



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# THE FUTURE IS FLEET STREET QUARTER



**The Fleet Street Quarter BID was formally established in April 2022 through a successful ballot process. 365 businesses were invited to vote for the establishment of the BID, and an impressive 88% yes vote was received.**

We are dedicated to representing the interests of our business community within the historic and dynamic Fleet Street Quarter. Our mission is to work with local business and our strategic partners to help reposition and promote the Fleet Street Quarter as a leading destination in London.

Our mandate is to stimulate, develop, influence and invest in this unique area to achieve a quality of place that draws people in and draws people back.

The BID's work over the past year has set the foundations for a resilient environment that supports economic growth and enriches the experience of all who work, visit, and invest here.

This report highlights our achievements in our second year (1 April 2023 to 31 March 2024) and our ongoing projects. It also explains how we will use our mandate, the investment it unlocks and our partnership approach in 2024-2025 to further elevate the Fleet Street Quarter as a leading London district – a place with a story to tell and a destination of the future.





## EXECUTIVE SUMMARY

The Fleet Street Quarter Business Improvement District (BID) is pleased to present its second Annual Report, highlighting the remarkable progress and milestones achieved over the past year.

Our BID represents the vibrant and diverse community of businesses within the historic Fleet Street Quarter. Over the past year, the BID has invested £2 million in targeted projects that drive growth and enhance the public realm, in line with our mandate from our levy-paying community to focus on, invest in and deliver against our four strategic themes.

Fleet Street Quarter is a place embarking on transformational change. It is remaking itself in a remarkable way, the potential of which is now recognised through its promotion as a Key Area of Change by the City of London in its City Plan 2040.

Over the next decade, new (and newly refurbished) buildings will add 5.5 million sq. ft of commercial space and attract an estimated 33,000 new workers. The BID is front and centre in ensuring the place at the base of these buildings earns the commute and drives people to know why they came – and why they will come back.

Over this year, securing Fleet Street's future as a vibrant shopping street has been a real focus for our strategy, our investment and our partnership working.

We have used our unique role and outstanding team to listen, advocate, partner and invest on behalf of our business community. I am proud to say that we have achieved great progress on the four Strategic Themes we promised to prioritise for levy-payers:

### 1. Putting Fleet Street Quarter Back on The Map;

The BID team has worked hard to build awareness of the area with a diverse range of audiences, from investors and potential occupiers, to visitors and workers, firmly putting FSQ back on the map as a hub for business, culture, and public engagement. Highlights of this work included the launch of 'The Future is Fleet Street Quarter' report which achieved a combined media reach of 14 million, delivering a new web site and consistently growing our owned channels, activating vacant shops with urban farms and galleries, and creating a Snowman trail for our Christmas 2023 campaign, which enticed over 6,000 incremental visitors to explore the area and resulted in a reach of 214m. These collective efforts have solidified Fleet Street Quarter's role as a vital and thriving part of London.

### 2. Connected Community: Activating meanwhile uses for spaces in transition;

The BID team has worked hard to build strong partnerships within the community and with stakeholders. This collaboration has been pivotal to our successes. Highlights include activating vacant shops with our pop-up Urban Farm, in partnership with Square Mile Farms, promoting sustainability and environmental stewardship, which saw the local community harvest fresh produce grown using hydroponic technology. We were invited to write a paper on it as an exemplar on climate action in an urban environment for Columbia University which is currently under peer review.

### 3. Clean & Green: Public Realm Vision Launch (November 2023);

We launched our comprehensive and collaborative public realm vision, providing a template for securing investment in delivering the transformation of the Fleet Street Quarter over the next decade. The report makes 34 recommendations that match the scale and ambition of the development pipeline of and the draft City Plan's aspirations. Key aspects of the vision include upgrading greening, seating, lighting, transport links, pedestrian pathways, and cycling routes to improve accessibility and connectivity. It offers thoughtful, challenging, deliverable, measurable actions we believe will help realise the potential of this key area of change and define a new destination driving the success of the City.

### 4. Keeping our area Safe and Secure;

The Fleet Street Quarter continues to be one of the safest parts of London; to maintain this the BID collaborates closely with the City of London Police to deliver several crime reduction and personal safety initiatives. This year we've focused on reducing violence against women and girls through venue-based WAVE training, Ask for Angela schemes and partnering with EIDA (Employers Initiative for Domestic Abuse). Efforts to improve safety include enhanced wayfinding and lighting, which are key components of our strategy to maintain a safe environment for all.

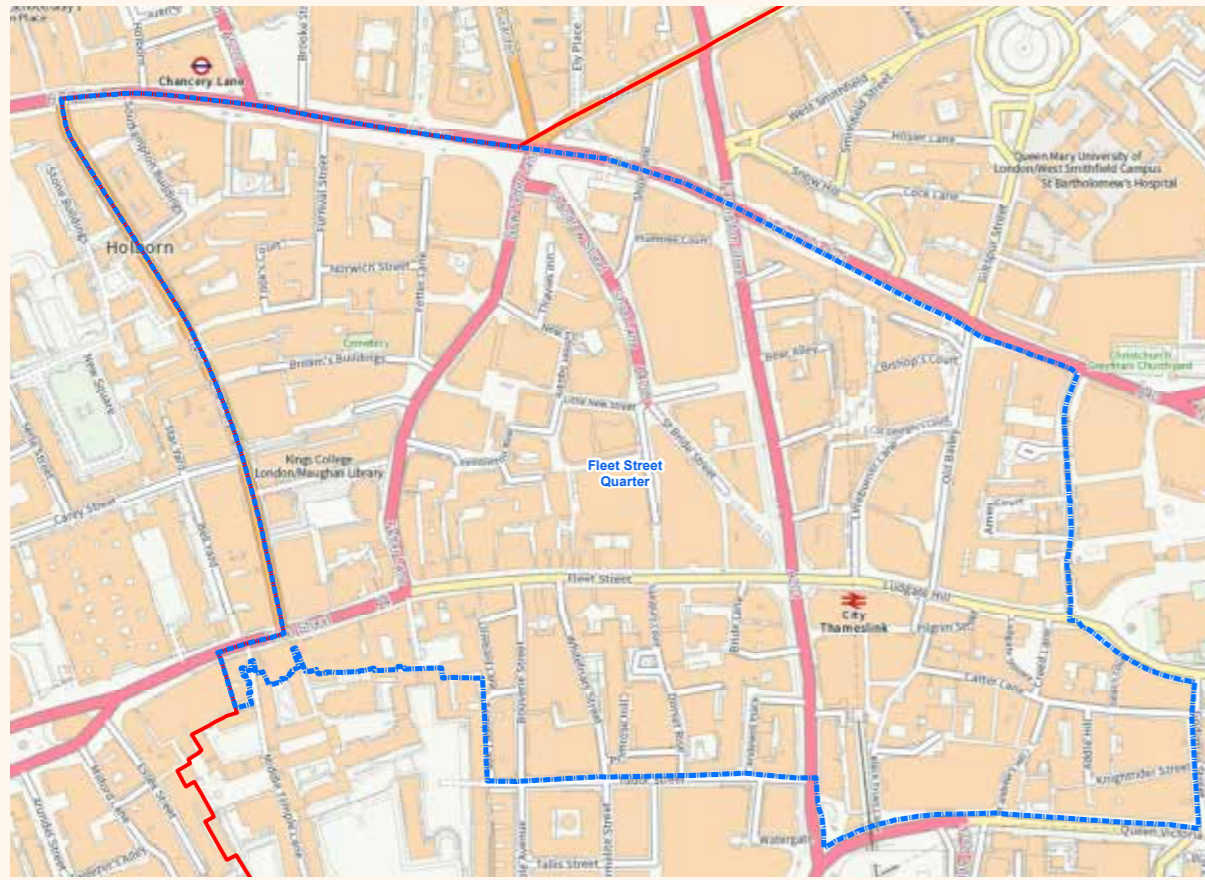
Looking around, the area is already changing at pace. FSQ will continue our role as an advocate and investor, facilitator and challenger, inspired by and accountable levy-paying businesses, whose support is helping shape a flourishing, resilient, and forward-thinking Fleet Street Quarter, prepared to be a leading district in London.

#### Roy Pinnock

Chair, Fleet Street Quarter BID



# BID BOUNDARY



\*Please note this map is an illustrative design – for the full map please go to our website at [fleetstreetquarter.co.uk](http://fleetstreetquarter.co.uk)

- |                        |                          |                          |                              |                       |
|------------------------|--------------------------|--------------------------|------------------------------|-----------------------|
| Addle Hill             | Dean Lane                | Holborn Viaduct          | Old Fleet Lane               | St Bride Street       |
| Amen Court             | Dorset Rise              | Hood Court               | Pemberton Row                | St Brides Avenue      |
| Apothecary Street      | East Harding Street      | Hutton Street            | Pilgrim Street               | St George's Court     |
| Ave Maria Lane         | Falcon Court             | Ireland Yard             | Playhouse Yard               | Southampton Buildings |
| Black Friars Lane      | Farrington Street (part) | Johnsons Court           | Pleydell Street              | Snow Hill             |
| Bolt Court             | Fetter Lane              | Knightrider Street       | Plough Place                 | Stone Cutters Street  |
| Bouveire Street        | Fleet Place              | Limeburner Lane          | Poppin's Court               | Thavies Inn           |
| Breams Buildings       | Fleet Street             | Little New Street        | Printer Street               | Tudor Street          |
| Bride Court            | Friar Street             | Lombard Lane             | Queen Victoria Street (part) | Warwick Lane          |
| Bride Lane             | Furnival Street          | Ludgate Broadway         | Quality Court                | West Harding Street   |
| Burgon Street          | Godliman Street          | Ludgate Circus           | Red Lion Court               | Whitefriars Street    |
| Carter Court           | Gough Square             | Ludgate Hill             | Salisbury Court              | Wine Office Court     |
| Carter Lane            | Great New Street         | Ludgate Square           | Serjeants Inn                |                       |
| Chancery Lane          | Gunpowder Square         | Magpie Alley             | Shoe Lane                    |                       |
| Church Entry           | Harp Alley               | Neville Lane             | Staple Inn                   |                       |
| Clifford's Inn         | High Holborn (part)      | New Bell Yar             | Staple Inn Buildings         |                       |
| Clifford's Inn Passage | Hind Court               | New Bridge Street (part) | Stationers Hall Court        |                       |
| Cobbs Court            | Holborn                  | New Fetter Lane          | St Andrews Hill              |                       |
| Crane Court            | Holborn Circus           | Newgate Street (part)    | St Andrew Street             |                       |
| Creed Lane             |                          | New Street Square        | St Brides Passage            |                       |
| Cursitor Street        |                          | Old Bailey               |                              |                       |
| Deans Court            |                          |                          |                              |                       |





**PUTTING FLEET STREET QUARTER BACK ON THE MAP**

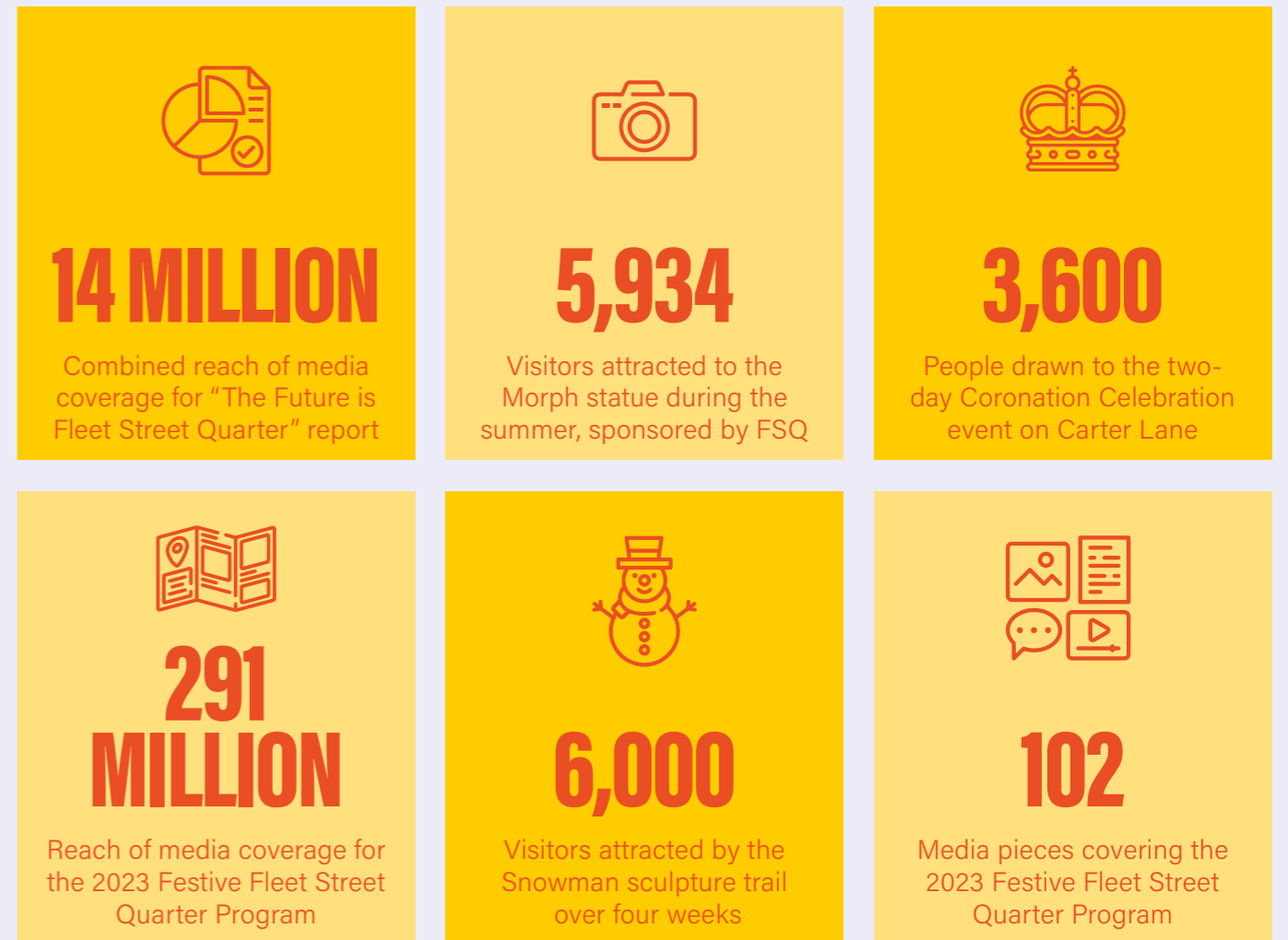
The 'Putting Fleet Street Quarter Back on the Map' theme is focused on **revitalising and re-establishing Fleet Street** as a vibrant and dynamic business and cultural hub.

This initiative aims to highlight the area's rich history and unique character while promoting the extensive development pipeline and attractions that draw both businesses and visitors. The BID

is actively promoting the area's revitalisation and transformation to attract inward investment, firmly re-establishing FSQ as a globally significant district in London.



**The year in numbers**



These accomplishments collectively highlight the BID's commitment to transforming Fleet Street Quarter into a premier destination, enhancing its appeal to businesses, residents, and visitors, and truly putting FSQ back on the map.

## This year the BID has

- Commissioned a comprehensive economic baseline report with WSP to examine the current economic landscape and provide a snapshot of the area. This study, building on similar research from 2020, will be regularly reviewed to track development impacts and compare FSQ's positioning against competing London and global districts.
- Holding a Community Partnership with Whizz Kidz we supported the Morph Trail, a pan-London charity initiative. FSQ sponsored a Morph statue that attracted 5,934 visitors over the summer.
- We participated in the historic Lord Mayor's Show 2023 event, collaborating with other City BIDs to celebrate the City of London's rich history whilst increasing visibility for FSQ. The float showcased the Morph figures highlighting our community partnership.
- Our Coronation Celebration – The BIG Picnic – saw a two-day alfresco event on Carter Lane and additional locations around the footprint, drawing 3,600 people and driving footfall to local food and beverage outlets. The event included free pop-up art workshops and achieved 35 pieces of media coverage, with highlights from Mail Online, BBC, Reuters TV, and France TV.
- The BID's executive team participated in eight panels and roundtable discussions, raising the profile of FSQ and the BID's work at various events such as MIPIM and UKREiiF.
- Our annual Festive Fleet Street Quarter Programme continued to build on the success of our inaugural year, featuring Christmas lights across FSQ, a Snowman sculpture trail that attracted more than 6,000 people over four weeks, Christmas retail and craft markets, and ten popular free festive workshops for levy-paying businesses. This festive activity received 102 media pieces, including a BBC live feature, reaching over 291 million people.
- We commissioned a bespoke illustrated map highlighting key points of interest, aimed at showcasing the local offerings to visitors and encouraging increased dwell time and footfall into local hospitality and cultural outlets. These are very popular and are distributed widely to businesses across the footprint.
- We partnered with Vu City to develop a bespoke fly-through video showcasing the extensive development pipeline (5.5 million sq ft) and aspects of the public realm vision for Fleet Street over the next five to ten years. This was a unique use of the VuCity technology by a BID and has become a powerful tool in showcasing the volume of development and investment in the footprint.

We launched The Future is Fleet Street Quarter Report capturing anticipated changes and narrating the area's reinvigoration. This report positioned FSQ as a vibrant and exciting destination for businesses, garnering 20 pieces of media coverage, including features in the Evening Standard, City A.M., EGi, and Property Week, with a combined reach of over 14 million.



**Our digital channels continued their steady growth.** A refreshed web site and dedication to always-on social channels has resulted in an expanded audience, consistently high engagement and improved visibility for all our campaigns.

**641**  
newsletter  
subscribers

**1,839**  
Instagram  
followers

**1,765**  
linked in  
followers

**12,142**  
unique website  
visitors (since the  
website relaunch in  
December 2023)

**17,562**  
total visits to  
the website



# CREATING A CONNECTED COMMUNITY

The “Creating a Connected Community” theme highlights our commitment to **encouraging a vibrant and unified business environment** in the Fleet Street Quarter.

This initiative focuses on strengthening connections within our community through regular networking events, collaborative activities, and training and support.

By bringing businesses together, we aim to build a resilient and thriving district that supports

economic growth, enhances social interactions, and promotes a shared sense of identity and purpose. Our efforts are designed to create a dynamic and inclusive community where businesses can flourish and everyone feels a part of the Fleet Street Quarter’s success story.



## The year in numbers



46

free wellbeing and recreational events exclusively aimed at the Business Community



3

business networking events that included the launch of key reports and our levy payers’ Christmas get together



8

free walking tours celebrating the rich history, heritage and character of FSQ



12

community lunchtime lectures at Dr Johnson’s House

## This year the BID has

- Launched our weekly KERB+ Food Market at Fleet Place, supporting KERB’s ‘InKERBator’ project, offering free training and education to up and coming street food vendors, whilst bringing an exciting variety of cuisines to office workers and visitors.
- Seen the return of ‘Discover Fleet Street Quarter’, aimed at welcoming new starters and graduates to the area, or employees looking to reacquaint themselves with the Quarter and network with other local workers. It attracted 250 participants, and included workshops with Jar and Fern and Leafage, followed by tours of the area with The London Spy, aka David Harry, Paint Jam’s splattering workshop in Bridewell Hall, along with ‘lunch on us’ for 100 at the Fleet Street Quarter area’s very own street food market KERB+ Fleet Place. The week ended with both our FSQ Run Club and a crawl of the Quarter’s many iconic pubs with Liquid History Tours on the final night.
- Continued publication of the Fleet Street Quarterly Newspaper, with contributions from the FSQ community and wider stakeholders. In the 2023-2024 year alone over 10,000 copies were distributed across Fleet Street Quarter. The newspaper has also been archived by the St Bride Foundation as the first new publication from Fleet Street in almost 10 years.
- In celebration of the 400th anniversary of Shakespeare’s first folio, the BID commissioned a bespoke 45 minute ‘Pop-Up’ Shakespeare play, free for local workers to enjoy over the summer. Over 230 people enjoyed the play Fix the Folio, by Troubadour Stageworks. It told the story of Shakespeare rich history in the Fleet Street Quarter and the first folios publication, receiving its copyright at the Stationers Hall. We were pleased to talk about the project and the work of BID on the Robert Elms Show, BBC London.
- In collaboration with Landsec, we hosted the Pop-Up Africa market in New Street Square, celebrating Black-owned businesses during Black History Month.
- Partnered with local organisations and charities such as St Bride Foundation, St Bride’s Church and SRUK to support public facing events with charitable aims.
- Continued our monthly lunchtime Dr Johnson’s Lectures.
- Commissioned a free pop-up screen in partnership with the Apex Hotel showing the Women’s World Cup and Wimbledon games.



# ACTION FUNDER: IMPACT SUMMARY



- Travel support to codebar workshops
- Hangouts with MENA Artists
- Dragon Cafe In The City - Creative Squared
- Football, Fun & Food

Where did you invest your funds?

**4**

Projects you supported

People supported

**935**

Total number of beneficiaries (estimated)



- SDG3 - Good health & wellbeing
- SDG4 - Quality education
- SDG8 - Decent work & economic growth
- Other
- SDG2 - Zero hunger
- SDG11 - Sustainable cities & communities

**SDGs (Sustainable Development Goals)** are a call to action to end poverty and inequality, protect the planet, and ensure that all people enjoy health, justice and prosperity.

The chosen projects this year were:

### 1. Meaningful Employment for Refugees in London, Breaking Barriers

**SUMMARY:** Refugees arriving in the UK face significant challenges to integration, particularly in securing employment, which is essential for building a new life. They are four times more likely to be unemployed than the general population due to barriers such as CV gaps from the asylum process, employer biases, racism, lack of familiarity with UK workplace norms, and insufficient English skills. The cost of living crisis further exacerbates these challenges. Breaking Barriers addresses these issues by providing personalized employment advice, education support, and partnerships with local businesses to equip refugees with the skills and opportunities needed for stable employment.

**IMPACT:** 325 refugee clients in London, were provided 3,000 hours of 1-on-1 employment support over six months. Success is measured by 33% of clients progressing into employment, education, volunteering, or training, along with 80% reporting increased confidence, better understanding of UK workplace culture, and improved job prospects.

**FUNDING: £3,000**

### 2. Reducing Loneliness and Social Isolation in older people, Breaking Barriers

**SUMMARY:** Loneliness significantly impacts older people, especially as social circles shrink with age, leading to isolation and deteriorating physical and mental health. In London, at least 700,000 people feel lonely most or all of the time, a situation worsened by the pandemic. Escalating costs further force older people to withdraw from society. Re-engage, with over 57 years of experience, aims to combat this by fostering relationships and providing social connections through tea parties and call companions for those aged 75+.

**IMPACT:** By supporting Re-engage, 350 older people in London experience reduced loneliness and improved well-being, with 60% reporting better overall health and 70% feeling less lonely. Additionally, 80% of participants are expected to report higher levels of happiness.

**FUNDING: £1,995**

### 3. Positive Steps, The Suited & Booted Centre

**SUMMARY:** Many homeless and vulnerable unemployed men struggle to present themselves confidently at job interviews due to a lack of suitable clothing and low self-confidence. Suited & Booted addresses this issue by providing each client with an hour of personal attention from a volunteer professional stylist, fitting them with a suit, shirt, tie, and accessories to help them look smart and feel confident. The charity, founded in 2012, has supported over 13,000 clients, with more than half successfully securing employment. A grant of £1,000 would allow the charity to purchase 40 pairs of shoes, complementing the outfits provided.

**IMPACT:** This project benefits 40 vulnerable unemployed men by boosting their confidence and improving their appearance for job interviews, significantly increasing their chances of securing employment. Success in gaining employment will not only provide financial stability for the individuals but also benefit society by reducing reliance on social benefits and increasing tax contributions.

**FUNDING: £1,000**

### 4. Creative at Shoe Lane Library, Mental Fight Club

**SUMMARY:** The COVID-19 pandemic has significantly worsened mental ill health and isolation, with depression rates doubling in the UK. This project aims to combat these issues by expanding artistic activities in the Fleet Street Quarter through the "Creative at Shoe Lane Library" initiative. The project will offer two creative workshops during lunchtimes and evenings, from September to December 2023, to engage local residents and workers. These activities, based on research, are expected to improve mental health by fostering connection, confidence, and the ability to manage mental health conditions.

**IMPACT:** The project saw 180 participants with outcomes of 81% of participants feeling better able to support their mental wellbeing, and 87% reporting a sense of community and improved mental health through participation. Past success in similar projects, included significant reductions in anxiety levels, demonstrating the effectiveness of this approach in enhancing mental wellbeing.

**FUNDING: £2,000**





## CLEAN & GREEN

The “Clean and Green” theme focuses on creating a **sustainable and environmentally friendly** Fleet Street Quarter.

This initiative prioritises enhancing public spaces, promoting eco-friendly practices, and maintaining a clean and inviting environment. Our efforts include public realm enhancement projects, freight consolidation, and green infrastructure

developments to ensure the area remains attractive, sustainable, and resilient. Through these initiatives, we aim to create a healthier, more enjoyable community for businesses, residents, and visitors alike.



### This year the BID has

- Seen the completion of our Placemaking and Public Realm Vision Report – ‘Fleet Street Quarter’s Era of Change’. The report proposes 34 individual projects and identifies 11 priority projects. The report was positively received, with 106 attendees present at the launch of the report and 17 pieces of coverage with a combined reach of 9,250,146. We were pleased to collaborate with our BID proposer the City of London and a panel of local businesses. The vision compliments the City of London’s Healthy Street Plan and City Plan 2040.
- Participated in the London Festival of Architecture (LFA) with the commission of the ‘Herbalist Press’ installation at Holborn Circus,

creating additional seating and greening. The installation was a temporary feature for the months of June-August but extended until November due to positive feedback. The installation was also made a feature in the Evening Standard’s recommendations and roundup of the Festival.

- Provided funding and engagement support for the City of London’s Healthy Street’s Consultation, attracting over 500 individual comments on the proposals.
- Participated in Ecocity, an international bi-annual summit. 30 international delegates were taken on a tour of the FSQ area, demonstrating its potential to be an exemplar urban centre fit for a post-pandemic, climate challenged world.
- Launched a month-long pilot Urban Farm, activating a vacant retail unit at 109 Fleet Street. (Learn more about this in our case study on page 18)
- Introduced new seating and greening across 7 locations in the Fleet Street Quarter, which included Plough Place, Holborn Circus and Gough Square.
- Continued footfall monitoring as well as the introduction of Huq, a Place Monitoring Dashboard to supplement our Springboard footfall information. The dashboard provides real time information on footfall, dwell time, busy-ness, and the catchment areas our worker and visitor population, data is available for the community.



HOMES & PROPERTY | INTERIORS

### London Festival of Architecture 2023: the best free events across the capital this month — from street installations to studio lates

This year’s London Festival of Architecture, on from 1 to 30 June, will focus on community, equity and shared resources. Here are the highlights





## CASE STUDY: FSQ URBAN FARM

At the start of June 2023 we launched a month-long Urban Farm pilot, activating a vacant retail unit at 109 Fleet Street. Through an exciting collaboration with Square Mile Farms, FSQ were the instigators in **transforming this otherwise redundant space into an unlikely community hub.**

Utilising hydroponic towers and walls, the project grew parsley, kale, sage, and basil without the need for soil, providing locally sourced produce for workers, residents, and visitors in the Fleet Street area.

This innovative project transforms empty retail spaces into educational and interactive hubs, offering a unique approach to revive the ground floor experience. The Urban Farm served as a space for environmental stewardship, where the community could engage in hands-on experiences

and explore sustainability topics. It empowered local workers and residents to support their health and well-being through the benefits of urban farming, while encouraging a deeper connection to sustainability and community collaboration.

In collaboration with Square Mile Farms, we hosted a number of workshops including low carbon footprint pesto making and educational talks on sustainability and food waste.



## Campaign Objectives

- 1. Promoting urban agriculture:** The project aimed to introduce and expand urban farming practices in a dense, historically commercial district to show where food could be grown, even in areas typically not associated with agriculture.
- 2. Enhancing sustainability:** By incorporating urban farming, the project sought to showcase sustainability within the city by promoting local food production and encouraging more sustainable urban living.
- 3. Improving community well-being:** The project aimed to engage local communities by involving them in urban farming activities. This was intended to create a sense of community, improve mental well-being, and provide educational opportunities about sustainable practices.
- 4. Revitalising the area:** Another objective was to revitalise the Fleet Street area by transforming an underused space in a vacant retail unit into vibrant green area. This would in turn, encourage other landlords to have more well space in their units by using this as a case study.

## Highlights



**575**  
visitors



**1,000**  
supermarket sized  
bags of greens  
grown on site and  
given away



**100**  
basil seedlings  
taken to grow  
at home



**20+**  
year-one pupils  
(from St Albans)  
learnt about food  
production, waste  
and sustainability

Greens produced on site were also used by local café, Java Java for their lunch menus



# FUTURE VISION: ENHANCING COMMUNITY, CULTURE, AND SUSTAINABILITY

## PUBLIC REALM

November 2023 saw the launch of our **Placemaking & Public Realm Era of Change Report** which outlines a comprehensive vision for renewing this historic London district, focusing on balancing its rich heritage with modern urban needs.

The report was the product of nine months of collaboration with esteemed architecture, urban design and planning firm Gensler, transport planning consultancy Norman Rourke Pryme, and public art consultancy UP Projects.

The vision was launched to over 100 Fleet Street Quarter businesses, members and key stakeholders at a panel event hosted at Goldman Sachs European HQ in the Fleet Street Quarter. The report emphasises the importance of integrating the area's historical significance into the emerging development pipeline of 5.5million sq ft of commercial space, ensuring that any changes honour the legacy of Fleet Street while enhancing its functionality and appeal for modern users.

Central to the vision is the creation of green spaces that not only improve air quality and support biodiversity but also provide residents and visitors with places to relax and connect with nature. The report highlights the need to improve pedestrian and cyclist connectivity, making the area more accessible and reducing reliance on cars, thereby addressing traffic congestion and promoting sustainable mobility.

Sustainability is a key theme throughout the report, with initiatives such as green infrastructure, energy-efficient building designs, and the inclusion of urban farming to promote local food production. The overall goal is to create a public realm that is resilient, environmentally friendly, and conducive to community well-being.

This year also saw the formation of The Fleet Street Quarter Developers Group, which is a collaborative initiative bringing together key stakeholders, developers, and property experts dedicated to shaping the future of Fleet Street Quarter. This group plays a crucial role in steering the area's redevelopment, ensuring that new projects align with the vision of transforming Fleet Street into a dynamic business and cultural hub. By encouraging collaboration among various development entities, the group aims to coordinate efforts, share insights, and drive strategic investments that enhance the area's appeal to businesses, residents, and visitors alike. Their work is integral to revitalising Fleet Street Quarter and reaffirming its status as a globally significant district in London.

### Midterm Survey

As we approach the midpoint of our five-year term, we are launching a comprehensive midterm survey to gather valuable feedback from our levy payers and the wider community. This survey will assess the impact of our projects to date and help refine our focus for the future. Available in both printed and online formats, we encourage everyone to participate and share it within their networks to maximise input and ensure that our initiatives continue to align with the needs and aspirations of the community.

### Urban Farmer Project

Building on the success of our hydroponic farming pop-up initiative at 109 Fleet Street, we have expanded the Urban Farmer Project by taking over the former Be @ One site on Shoe Lane. We extend our thanks to Landsec for use of the site. This new location will serve as the base for our innovative hydroponic towers, in partnership with Landsec, Square Mile Farms, and The London Community Kitchen. Through a series of workshops and talks, we aim to raise awareness about sustainability in the food industry and beyond, offering practical insights into how urban agriculture can contribute to a more sustainable future.

### Cultural & Retail Strategies

In collaboration with Future City and Pragma + Benoy, we will launch our hyperlocal and retail

strategies for the FSQ area. Our cultural strategy will deliver a new, authentic positioning for the Quarter, differentiating it as a destination based on its unique history and exciting future. This will, in turn, provide a toolkit on which to continue to build and enrich the Quarter's cultural landscape, delivered through all touchpoints, from arts & culture, to digital, to meanwhile and ground floor uses. Aligned to this cultural strategy, our retail strategy addresses the challenge of vacant units and how to broaden the retail, leisure, and hospitality offer in the area, making it more attractive as a destination. These combined efforts are part of our broader vision to transform the Quarter into not only a thriving commercial destination but also a vibrant cultural hub that attracts visitors and enhances community life.

### Public Realm

We will take forward the priority projects identified by Gensler in our Public Realm Strategy, including the Fleet Street Courts and Alleys and the Holborn Viaduct. We want to make the pedestrian courts and alleys that connect Fleet Street to New Street Square more attractive and safer to use with better signage, lighting, greening and seating. We will also work with the City of London on their Healthy Streets programme for the area and the Fleet Street Transformation project by commissioning a transport study to maintain the momentum we have built up to bring forward this vital project.





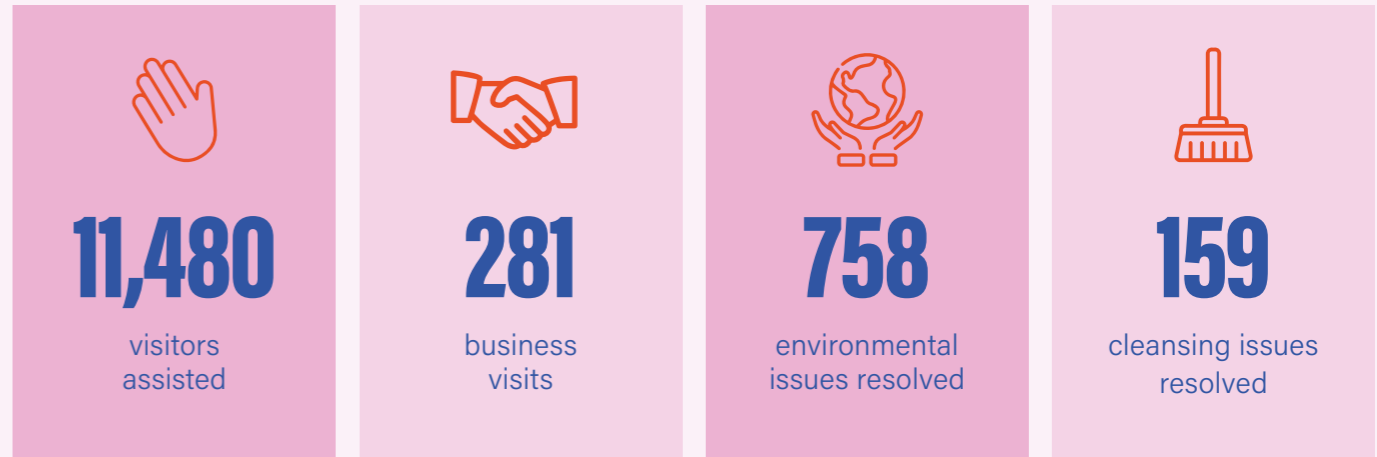
**SAFE &  
SECURE**

The “Safe and Secure” theme is dedicated to ensuring that the Fleet Street Quarter **remains a safe and welcoming environment for everyone.**

Our Safe and Secure initiatives focus on enhancing public safety, improving security measures, and encourage a sense of well-being throughout the area. By implementing comprehensive safety training, monitoring ambassador patrols, and promoting community awareness, we aim to create a secure environment where businesses, residents, and visitors can thrive.

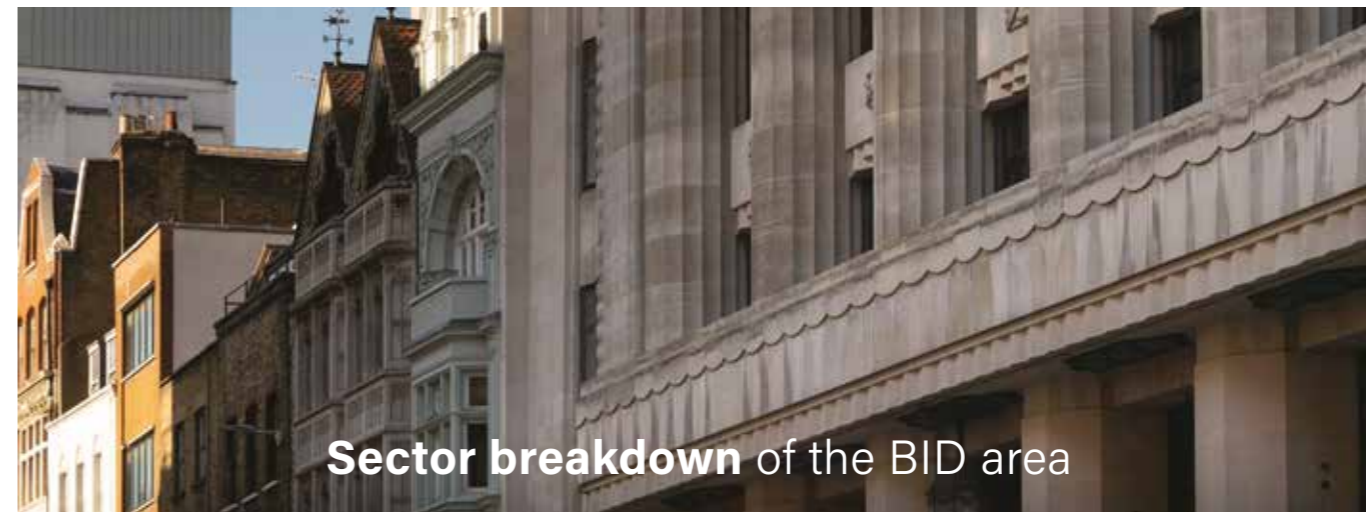
We are committed to improving safety across our streets and public spaces through better lighting, visible security measures, and improved wayfinding. By investing in these improvements, we aim to create a public realm that is not only visually appealing but also reassuring and secure. This ensures that everyone in the Fleet Street Quarter can enjoy the area with confidence.

**Ambassador stats**



**This year the BID has**

- Appointed a Safe and Secure Manager to take responsibility for the delivery of the safe and secure agenda as outlined in the original BID Proposal.
- Continued to strengthen our relationship with the City of London Police and increase interaction with the FSQ community. This includes hosting regular ‘Coffee with a Cop’ sessions, conducting a Safer Business Action Day (SaBA) consisting of 80+ business visits and countless crime prevention stalls both inside businesses and within public spaces.
- Represented the City of London Crime Prevention Association, including driving forward initiatives that support the elimination of Violence Against Women and Girls (VAWG).
- Established a women’s safety group, hosting a roundtable discussion in partnership with the City of London Police to identify areas of improvement and provide an opportunity to learn about the services already on offer from the Police.
- Hosted the first ‘Walk and Talk’ session in December, pairing female officers with women from the FSQ community for walks, encouraging open conversations about safety, reflecting a positive step towards creating a safer and more connected community through active local engagement and open communication. We are excited to see the continuation of this scheme throughout 2024.
- Exclusive partnership with the Cyber Resilience Centre for London for a 2-week cyber safety event promoting cyber resilience, support and in person engagement for small to medium sized businesses within the Quarter.
- Provided 5 free WAVE and Ask for Angela training sessions in partnership with the City BIDs empowering hospitality and security staff with the skills, knowledge and confidence to effectively respond to instances of vulnerability.
- Become founding Strategic Partner to join the Employers Initiative for Domestic Abuse (EIDA), representing over 350 businesses in the western side of the City of London, we are encouraging the businesses we support, both large and small, to implement best practice domestic abuse policies developed by EIDA to safeguard their staff force.
- Met face to face with the hospitality businesses trading on weekends ahead of large-scale protests taking place, ensuring they are informed.
- Our ambassadors have become a recognisable and reassuring presence for businesses and visitors to the Fleet Street Quarter through regular monitoring and walkarounds of the BID footprint. Operating Monday-Friday (9am-6pm), they provide real time intel to report on environmental issues as well as interacting with visitors and local businesses to share relevant updates and information about the area that may impact or effect businesses.



# GOVERNANCE AND BID BOARD

The BID is a **not-for-profit company limited** by guarantee, led by a Board of Directors made up of representatives from across sectors within the BID area.

The BID term started on the 1st April 2022 and runs until 31st March 2027. The BID's activities are driven by a set of steering groups leading each key strategic

theme of the BID. The Executive Team manages the projects that deliver the BID's ambitions.

### Board Directors

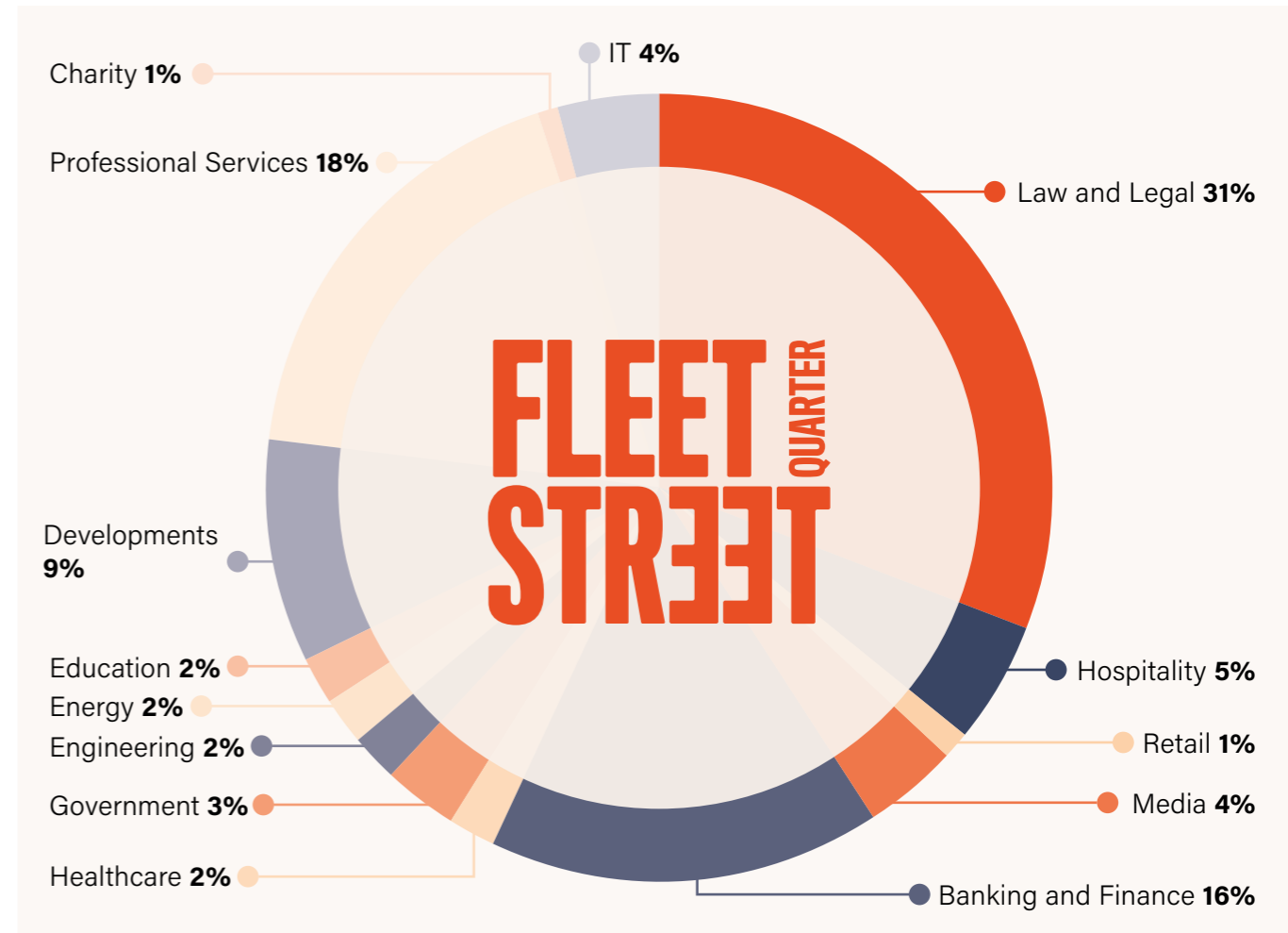
- Roy Pinnock** Chair of BID Board  
Partner at Dentons
- Vaishali Patel** Delinian
- Devinder Bhogal** Deloitte
- Louise Ward** Charles Russell Speechlys
- Alison Lee** St Bride Foundation
- Karl Mitchell** Apex Hotels
- Alienor Cointreau** Le Cordon Bleu
- Charlotte Green** Lego
- Jose Gali-Reinoso** Boots
- Fiona Jarvis** Goldman Sachs
- Daniel Jobsz** The Wardrobe Bar & Kitchen
- Alison Turner Abbas** Framestore

### Board Observers

- Ruby Raw** City of London Corporation
- Eamonn Mullally** City of London Corporation
- Bhakti Depala** City of London Corporation

### Executive Director

- Ruth Duston** Primera Corporation



**283**  
Total number of (levy paying) businesses

**388**  
Total by hereditaments



# INCOME AND EXPENDITURE

1 April 2023 to 31 March 2024

INCOME		£
Levy Income	2,116,903	
Voluntary & Other Income	80,019	
<b>TOTAL INCOME</b>	<b>2,196,922</b>	
EXPENDITURE		
Back On the Map	873,763	
Connected Communities	647,083	
Clean & Green	258,121	
Safe & Secure	171,087	
Management and Overheads	276,373	
<b>TOTAL EXPENDITURE</b>	<b>2,226,427</b>	
Post Tax Surplus (Deficit)	(29,505)	
Closing Reserves 31st March 2023	1,221,262	
<b>Surplus to be carried forward to 2024-25</b>	<b>1,191,757</b>	



## BID TEAM

**Lucy French** CEO

lucy.french@fleetstreetquarter.co.uk

**Mike Fairmaner** Head of Placemaking

mike.fairmaner@fleetstreetquarter.co.uk

**Lesli Flinn** Head of Marketing & Communications

lesli.flinn@fleetstreetquarter.co.uk

**Ciara Wilczur** Operations Manager

ciara@fleetstreetquarter.co.uk

**Flora Cooper Maddocks** Project Manager

flora.coopermaddocks@fleetstreetquarter.co.uk

**Daniel Dalmau** Business & Communications Manager

daniel.dalmau@fleetstreetquarter.co.uk

**Beth Nash** Safe & Secure Manager

beth.nash@fleetstreetquarter.co.uk

**Poppy Scott** EA & Office Manager

poppy@fleetstreetquarter.co.uk

**Al Fadiga & Saud Ahmad** FSQ Ambassadors

ambassadors@fleetstreetquarter.co.uk





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