

A low-angle photograph of the Statue of Lady Justice, a golden figure holding scales and a sword, standing atop a globe. The globe is supported by a decorative pedestal on top of a building's dome. The background is a bright blue sky with scattered white clouds.

FLEET QUARTER
STREET

BUSINESS
CONSULTATION
OUTCOMES



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THE FSQ PARTNERSHIP

The Fleet Street Quarter (FSQ) was established in 2019 and is working towards becoming a Business Improvement District (BID).

Encompassing an area which features Fleet Street at its heart, but embracing fascinating areas such as Chancery Lane, Holborn, Ludgate Hill and New Street Square, the Fleet Street Quarter aspires to shape the whole area into a thriving place to live, work, and visit. Through careful stewardship and curation, our programme of work will foster inclusion, diversity, innovation, celebrate culture and help deliver a green and sustainable business district.

Whilst these are difficult times, they are also exciting times for the area with the creation of the new City of London Law Courts and Police HQ complex together with the refurbishment and redevelopment of former national newspaper buildings. There is huge potential across the whole area and a BID company will ensure that this potential is maximised. It will set a clear vision, promote growth opportunities on the horizon and aid with the recovery from Covid.

The BID will have an emphasis on providing “additional” services and adding value, complementing the work of the City Corporation but not duplicating. If established, the Fleet Street Quarter BID will be an important custodian and delivery partner for the area, implementing tangible enhancements and transformational projects.

BACKGROUND & RATIONALE

The FSQ Partnership perception analysis is part of the formal legislative process that is followed in the development of a business improvement district.

The consultation was carried out over a 6-week period from May to June. Due to the impact of the recent pandemic, the survey was completed via an online survey, with the FSQ team engaging with businesses eligible to vote via email and phone. Businesses that would be subject to pay the potential BID levy were invited to take part in the survey, however, businesses outside the levy threshold were also considered and encouraged to take part in the survey.

The survey consisted of a selection of questions across the key themes that the BID would hope to focus on, along with general questions regarding the current partnership and BID ballot. The consultation allows the current FSQ Partnership to gain an insight into the wants, needs and aspirations of the local business community. The questions were designed to look at the opportunities available for improvements and benefits to the area should the business improvement district become a formalised vehicle in 2022.

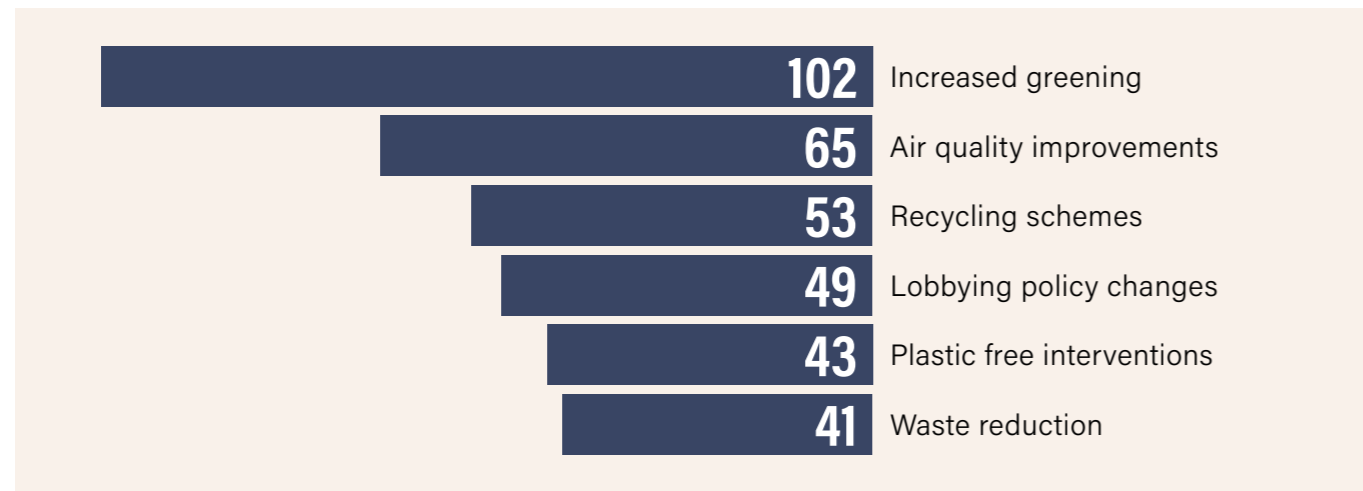
KEY FINDINGS

ENHANCING FSQ: AN ATTRACTIVE, ENGAGING AND SUSTAINABLE DISTRICT

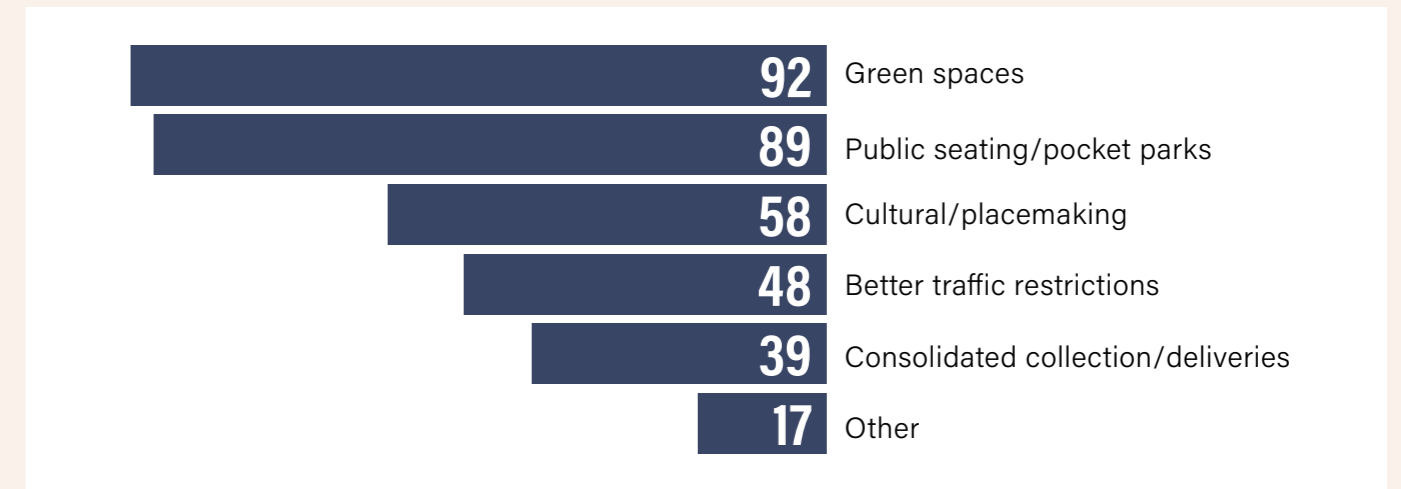
External environments and public realm have a profound influence in the way we experience and feel about an area; a high-quality public realm can have a direct impact in increasing dwell time, local spend and investment.

Results from our survey indicate that our businesses recognise the importance and impact of an outstanding public realm as well as indicating a strong focus on the rising climate and sustainability agenda.

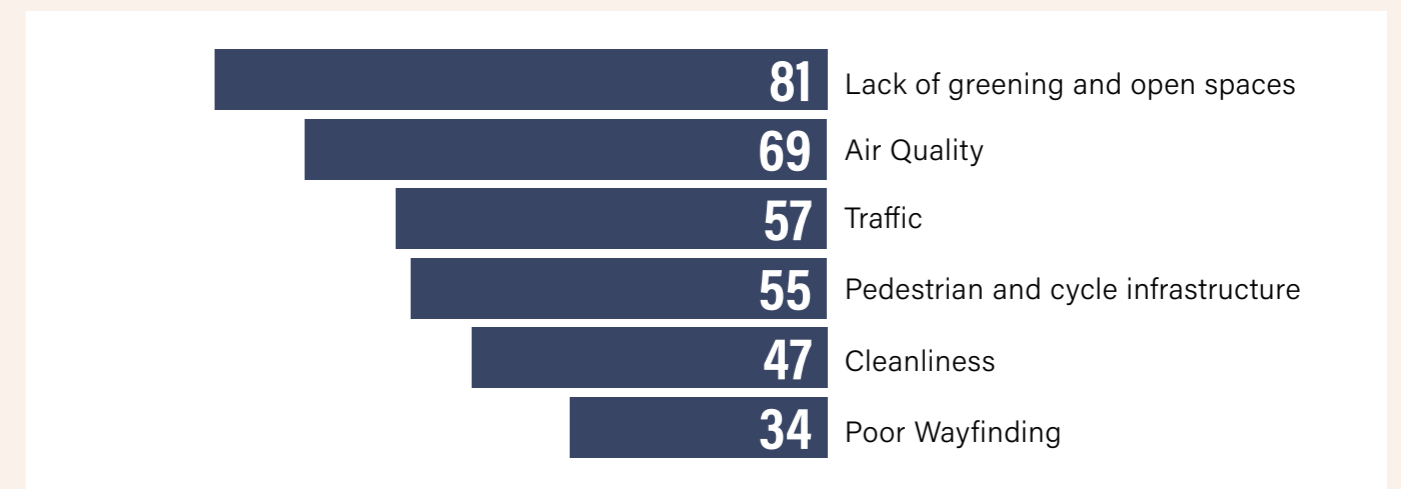
The BID has the ability to have a positive influence in encouraging environmental best practice and promote change. Which of the following environmental interventions would you like to see adopted in the area?



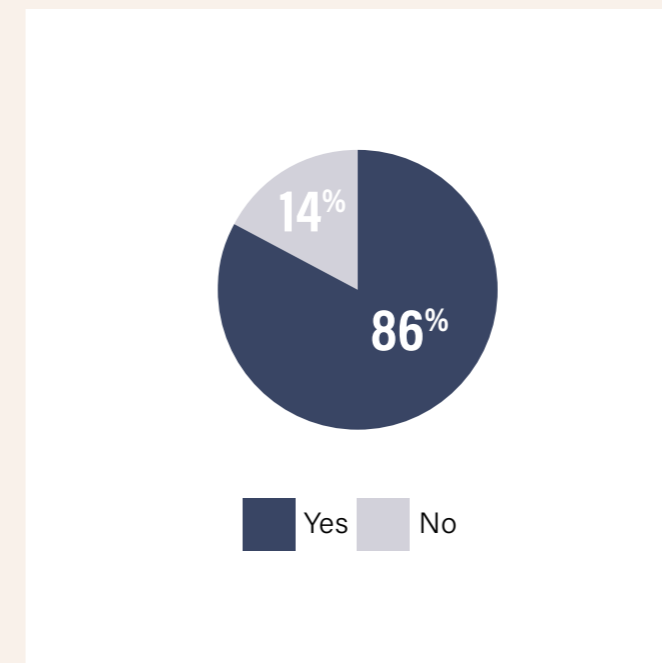
What services would you like to see in the Fleet Street Quarter?



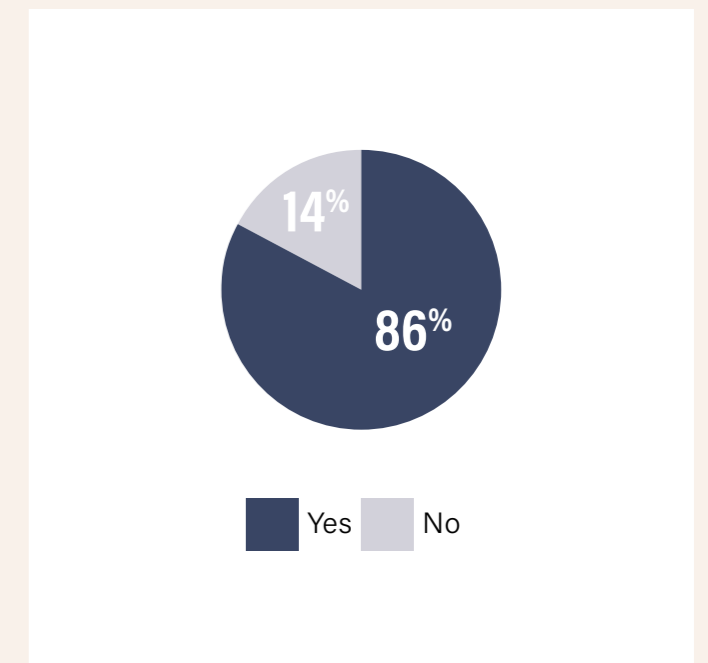
Which of the following would you consider an ongoing issue for the Fleet Street Quarter?



Do you think the area need improved signage/wayfinding?



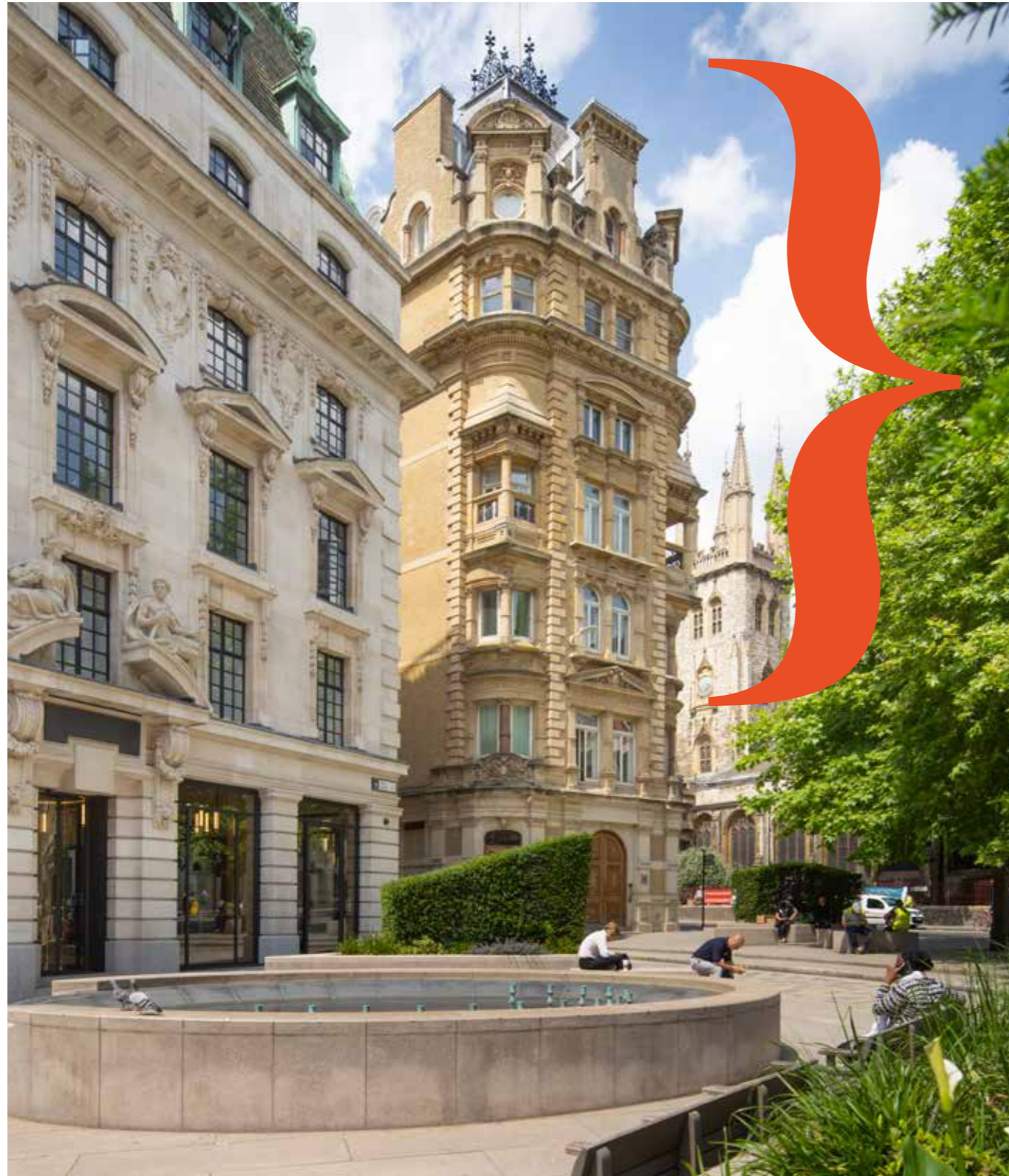
Do you think the area would benefit in investing in better 'gateway' opportunities?



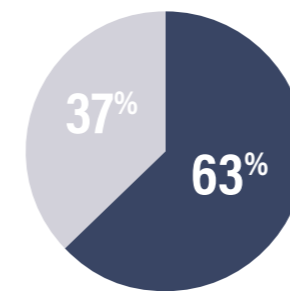
PROMOTING THE FLEET STREET QUARTER

Through bringing the identity and uniqueness of the Fleet Street Quarter to the forefront, we can develop a more resilient location, future proofing the area and sustaining an international competitive advantage against rising London districts.

BIDs are well placed to deliver strong marketing and communication strategies, that can aid in cementing FSQ as a global destination – for both business and leisure. Results from the survey demonstrate that businesses recognise the value in creating a vibrant destination both through destination marketing and a strong programme of cultural and leisure events.

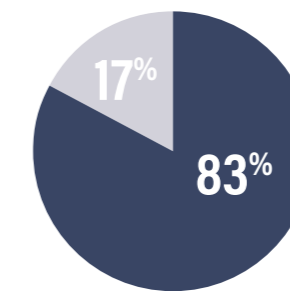


Is the promotion of Fleet Street Quarter as a vibrant leisure destination as well as a business district important to your business?



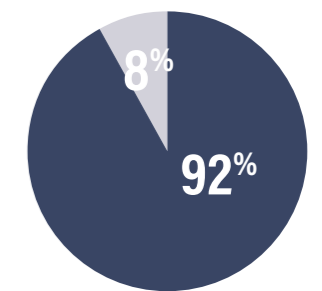
■ Yes ■ No

Is the value a strong hospitality and retail offering as contributing to your experience of the area?



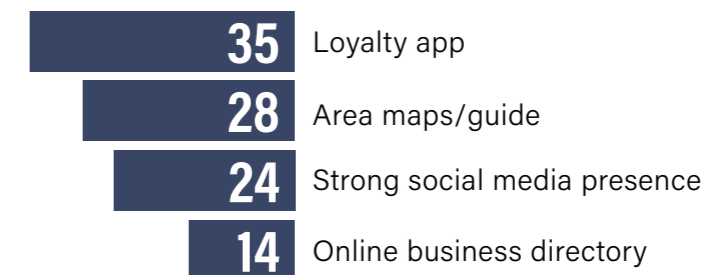
■ Yes ■ No

Would you like to see events to promote the offerings in the area such as services, retail and hospitality offers?



■ Yes ■ No

Which of the following marketing tools would you like developed for the FSQ?



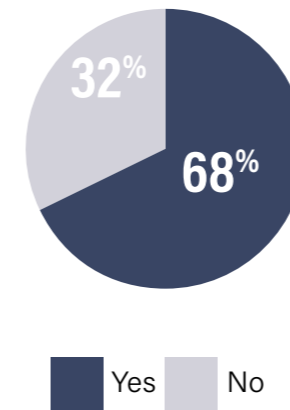
ONE BUSINESS VOICE

A BID brings together the private and public sectors to ensure the area's identity and unique qualities are highlighted and enhanced for all to see. By coming together as a partnership, the business community will play a central role in bringing a wealth of business skills and experience to create a strategic and joined-up approach to delivering a vision for the area.

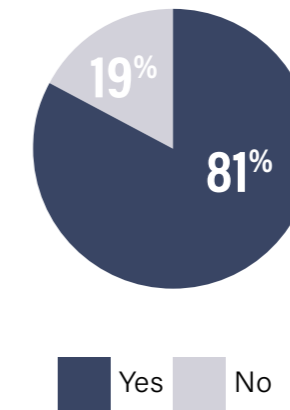
As well as creating a business community, our respondents expressed a desire to create more opportunities, more diverse workforces and enhanced staff wellbeing opportunities. It is clear that a BID would be a good vehicle to help facilitate and develop its own programmes and work with existing providers offering several opportunities to provide such needed support as brokerage schemes, volunteering, on the ground presence, business engagement and knowledge sharing forums.



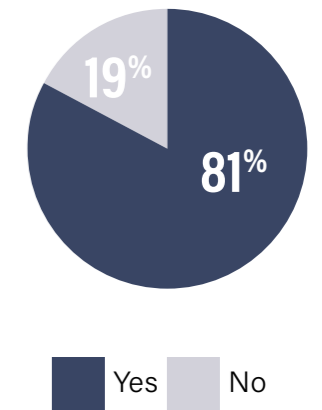
Do you feel you are well informed about plans for the area such as on proposed developments and transport changes?



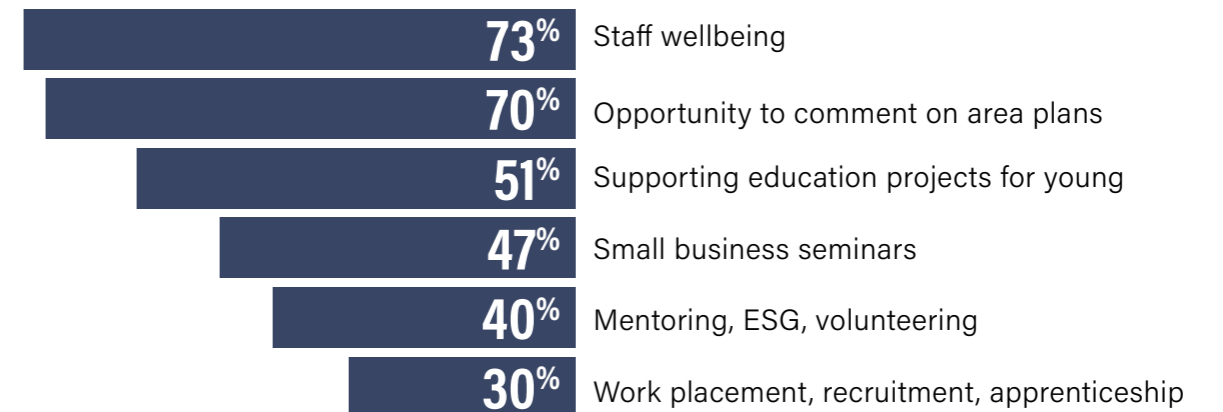
Would you like to be more informed?



Do you feel connecting with other businesses across the area is important?



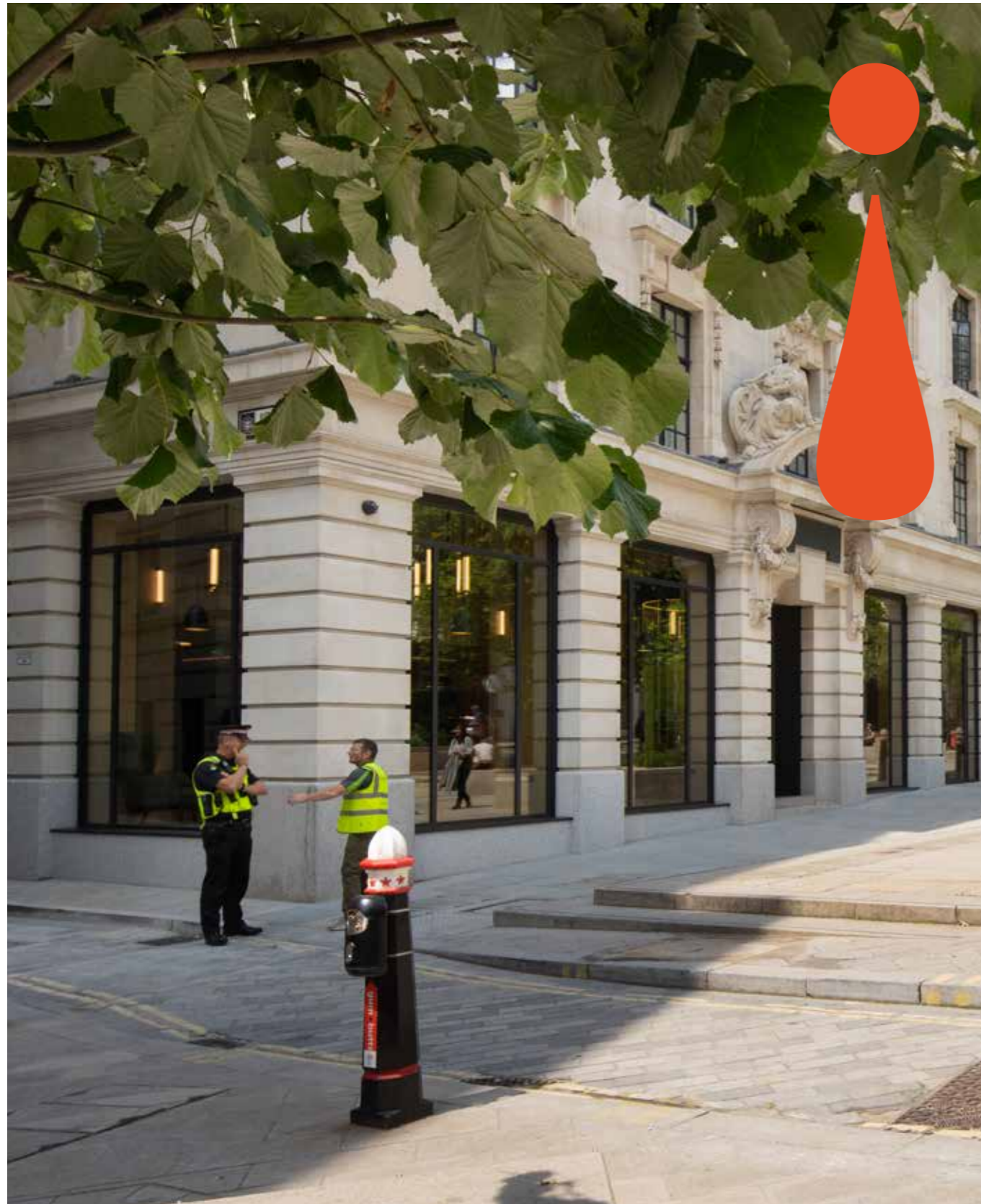
Would your business be interested in any of the following?



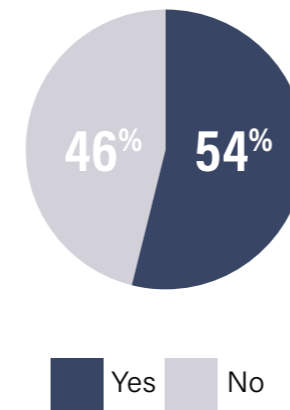
SAFE & SECURE

Keeping our district safe and secure for all our businesses and colleagues is always of paramount importance. We want people who use the area to always feel safe and secure and we will work with key stakeholders including the City of London Police to ensure safety is at the top of the agenda.

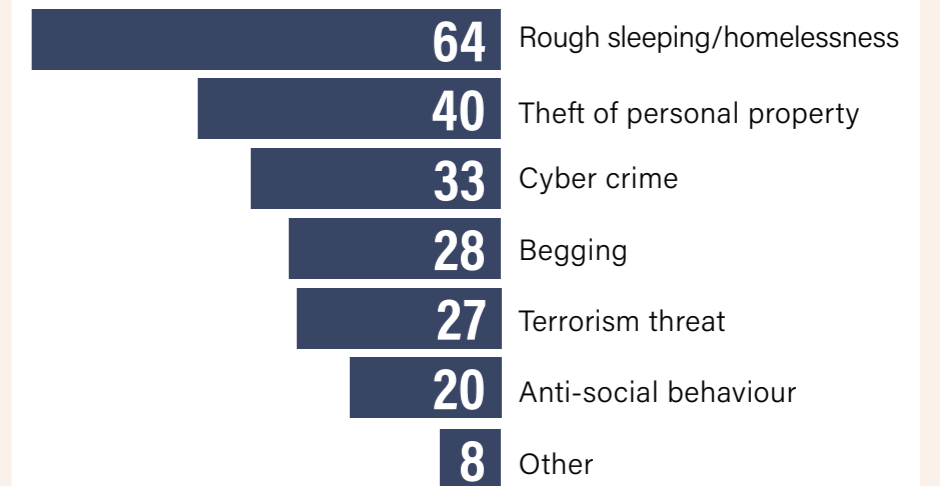
We will ensure that our businesses are provided with the correct tools and support to ensure we meet their needs under this theme.



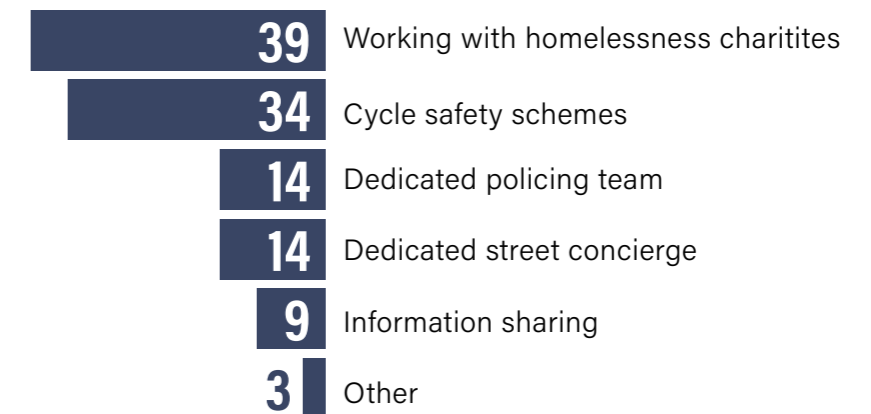
Do you view 'Safe & Secure' as a key theme?



Which of the following do you consider to be a key issue for the area/your business?



What safe and secure themes would you like to see developed in the area?

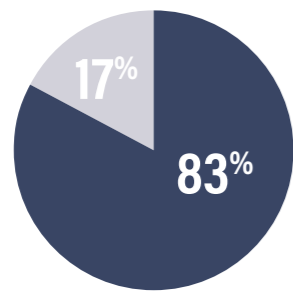


A BID FOR FSQ

BIDs are successful strategic vehicles for making improvements and change within a designated area on behalf of a business community. The Partnership will drive this process forward to enable the facilitation of regeneration improvements for the area, be a collective voice for the business community and provide significant opportunities for employers and employees. The Partnership hopes that by championing core themes identified by the business community, it can continue to strengthen and evolve the FSQ into a re-imagined destination.

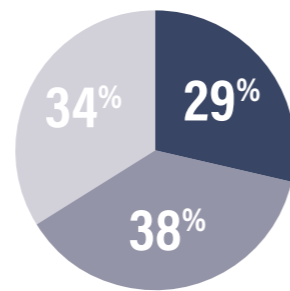
An overwhelming majority (83%) of businesses in the area feel that a BID would add value and agreed, in principle, to support a business improvement district.

In principle, would you support a business improvement district?

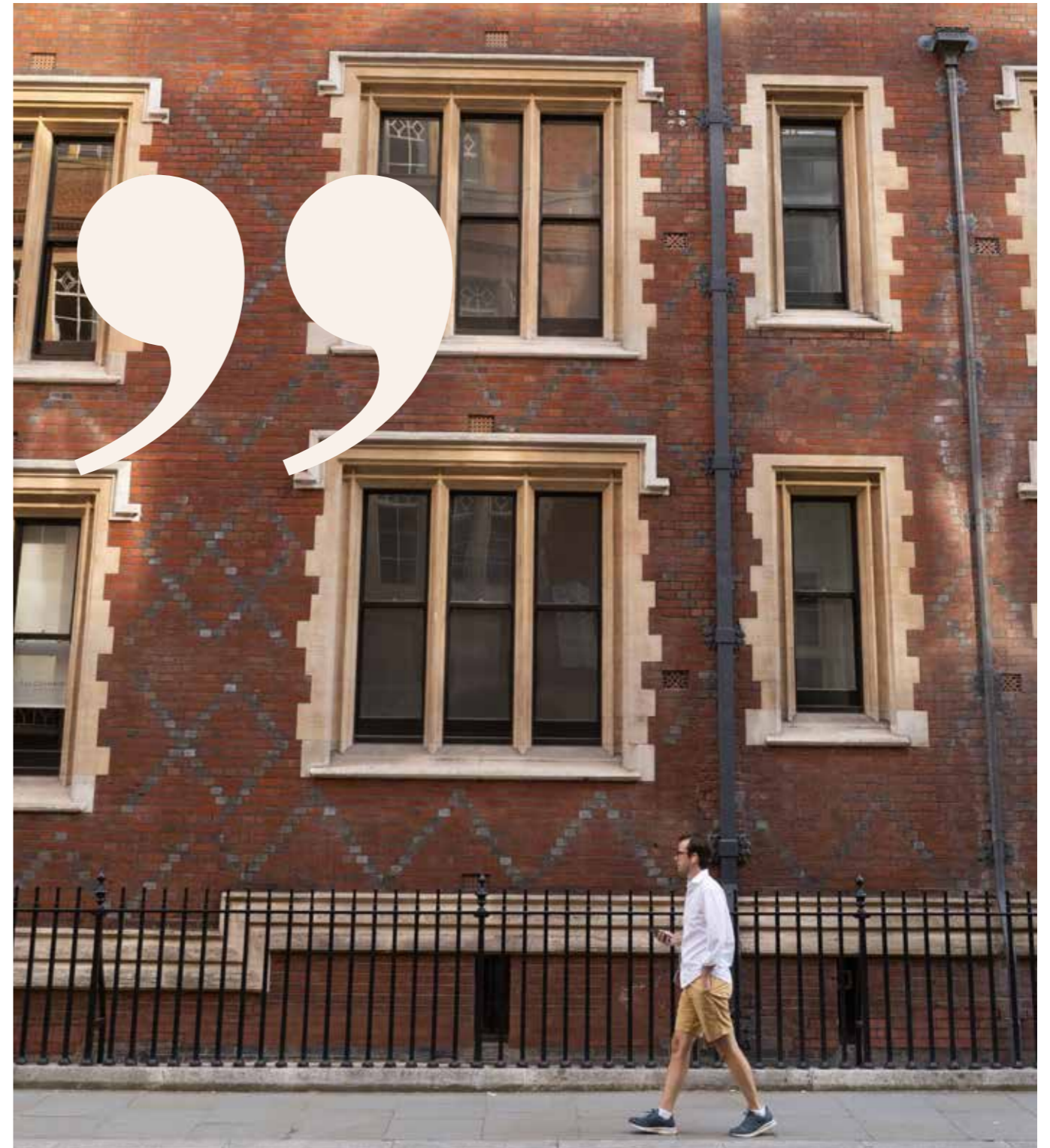


■ Yes ■ Maybe

Would you like to be involved in the steering groups which manage the key themes?



■ Yes ■ Yes ■ Maybe



'MORE SOCIAL ENVIRONMENT WITH PUBLIC REALM'

'A VIBRANCY TO THE AREA THAT HAS BEEN SOMEWHAT LOST DURING THE PANDEMIC'

'STRENGTHEN TIES WITH THE COMMUNITY, LOCAL BUSINESSES AND SUPPORTING CHARITIES'



WHAT HAPPENS NEXT?

The outcomes from our perception analysis confirms a strong desire for the implementation of a BID for the Fleet Street Quarter. The Partnership team will continue to engage and work with local businesses based on the findings in the perception analysis.

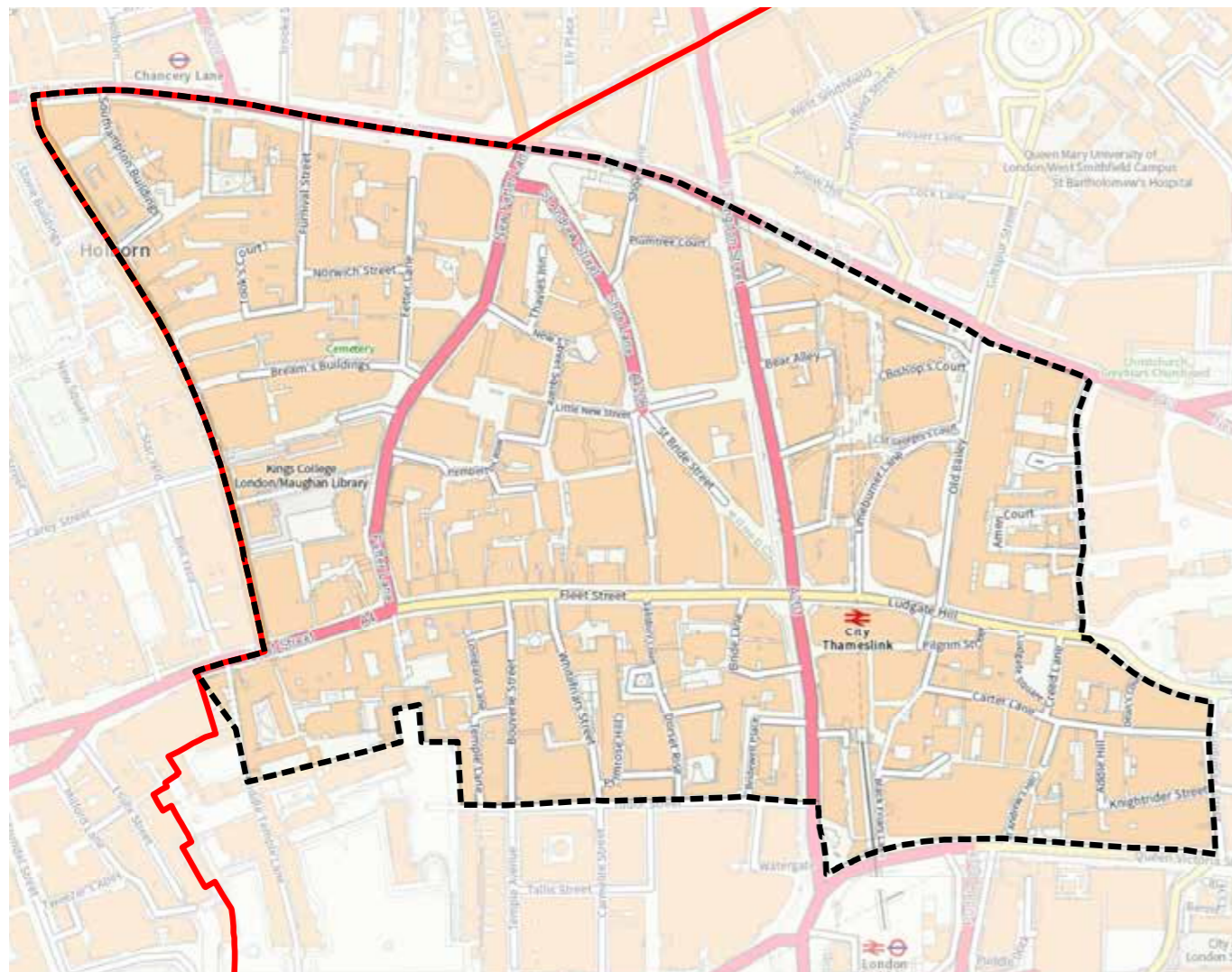
Using the results from the perception analysis, the Fleet Street Quarter Partnership will begin to shape a formal BID Proposal (also known as a BID business plan), which local businesses will have the mandate to vote on. The BID Proposal will set out a series of key themes with an outline of projects the BID will endeavour to deliver during a 5-year BID term.

The BID proposal will be presented to the City Corporation's Policy and Resources Committee in October 2021 for approval. Subject to approval, the Fleet Street Quarter will be eligible to ballot in January 2022, in which local businesses will be invited to vote on the formation of a BID company for the district.

HOW THE BALLOT WORKS

The businesses community will vote on the BID proposal that sets out the projects and services that will be provided over a 5-year term. For an area to establish BID status, it must receive a YES vote at the ballot by both turnout and aggregate rateable value. If a BID is established, this will be financed by an annual levy; 100% of the levy income is re-invested for the delivery of the projects as set out in the BID proposal. The ballot will be conducted by City Corporation for the eligible rated hereditaments on the City of London ratings listing at the time of the Notice of Ballot.

BOUNDARY MAP



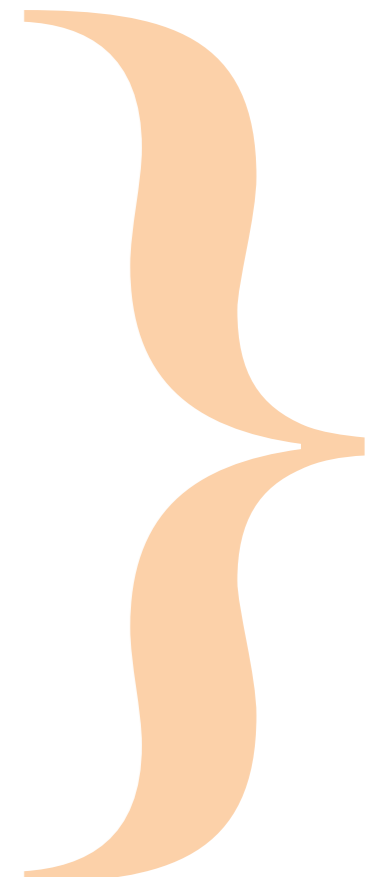
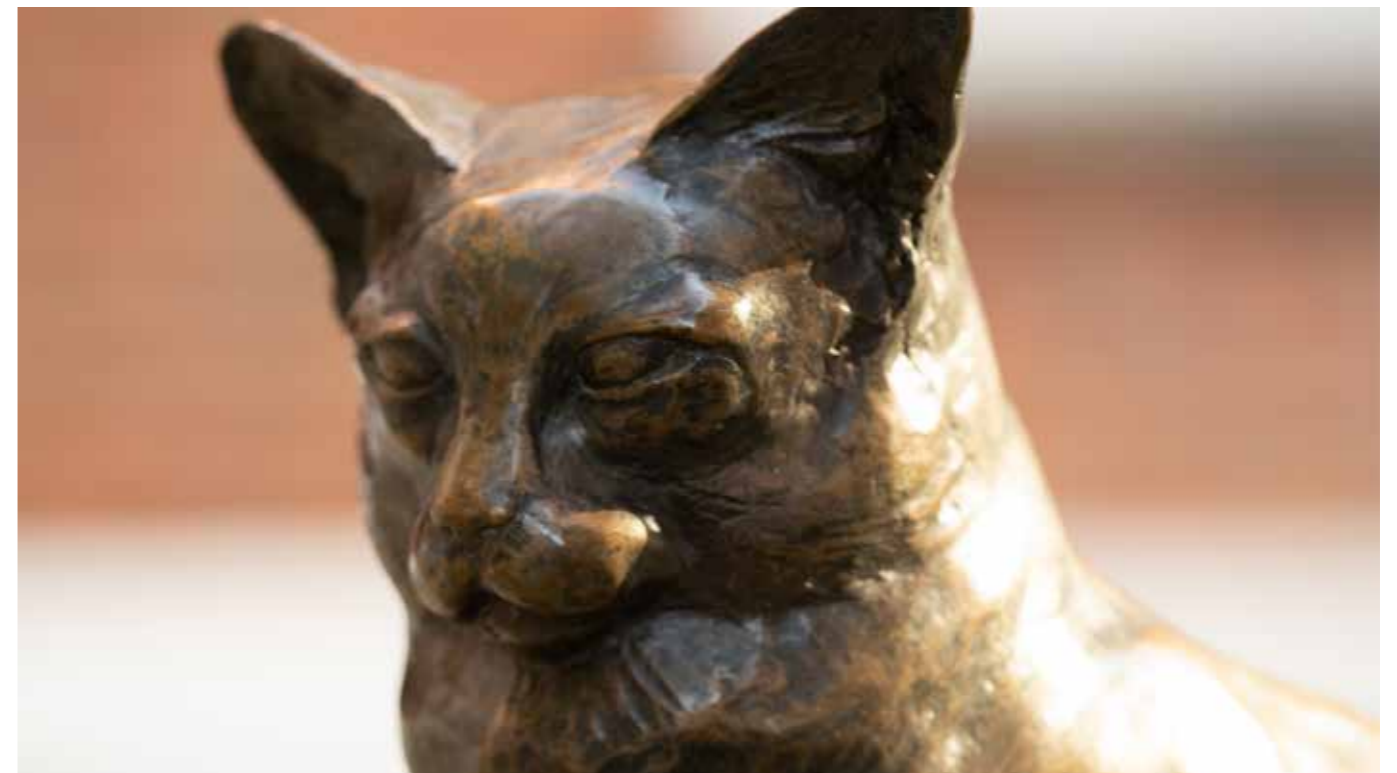
KEEP IN TOUCH

GOT AN IDEA OR A QUESTION? WANT TO GET MORE INVOLVED? WE'D LOVE TO HEAR FROM YOU.

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