

A nighttime photograph of a city street, likely in London, featuring light trails from traffic and the illuminated dome of St. Paul's Cathedral in the background.

FLEET QUARTER
STREET

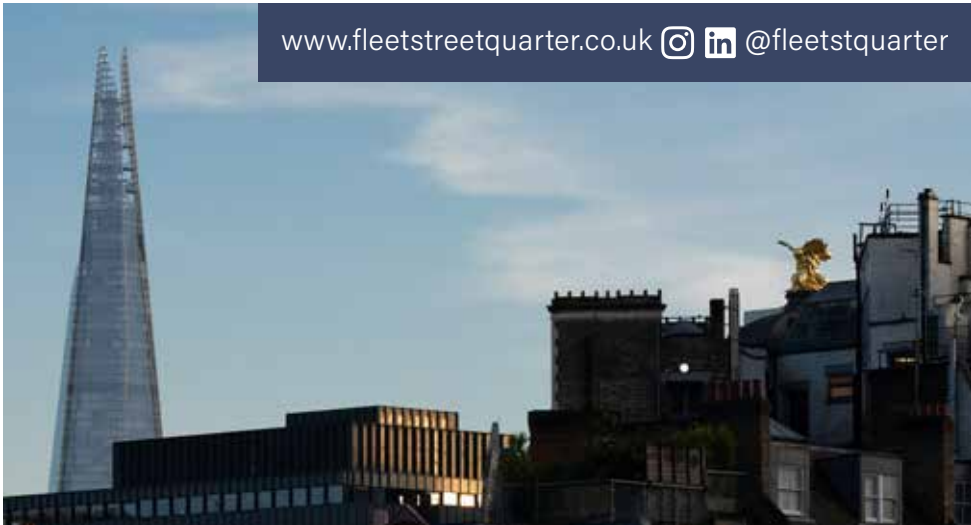
**OVERVIEW OF PROJECTS,
INCOME & EXPENDITURE ANALYSIS**

2024/25



CONTENTS

Introduction and Boundary Map	5
Putting Fleet Street Quarter Back on the Map	6
Creating a Connected Community	8
Clean and Green	10
Safe and Secure	12
Anticipated Income and Expenditure 2023/24	14



FLEET STREET QUARTER BUSINESS IMPROVEMENT DISTRICT (BID)

The BID’s second year has had much to celebrate, setting a strong foundation for the transformational projects anticipated to be delivered by the BID within the coming years.

Heavy investment into building relationships with our local levy paying community and key City partners has been a focus for the BID, helping to drive engagement, visibility and the creation of a recognisable brand for the area.

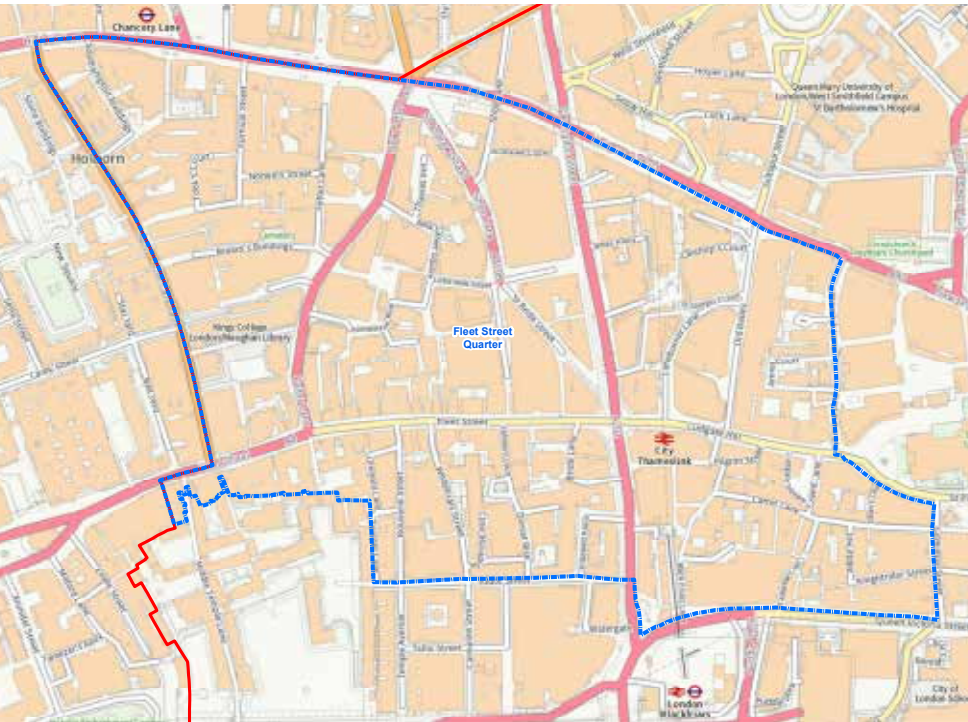
The combination of building a connected community alongside a dedicated destination marketing campaign has begun to establish Fleet Street Quarter (FSQ) as a leading London district, to be further complemented by the BID’s capacity to influence changes to the district’s external environs. As we begin to witness the metamorphosis of the Quarter’s urban fabric, the BID has completed its public realm and placemaking strategy, setting a ‘vision’ for the area. This report will support

the transformation of the area, enabling it to overcome the increasing pressure to perform as a high-quality environment for multiple-user groups and increased number of pedestrians. The BID has also worked hard to bring together local developers and property owners from across the area to stimulate, develop and influence comprehensive improvements in a coordinated approach for the future of the Fleet Street Quarter.

As custodians on behalf of the business community, the Fleet Street Quarter BID stands ready to play an essential role in the future of this historic location, through the curation of a unified vision and programme that that will enhance the area’s character, vibrancy and future.

BID BOUNDARY

Encompassing an area which features Fleet Street at its heart, but embracing fascinating areas such as Chancery Lane, Holborn, Ludgate Hill, Fleet Place, Tudor Street and New Street Square, the Fleet Street Quarter aspires to shape the whole area into a thriving place to work, live, and visit.



FLEET STREET QUARTER BID BOARD 2023-2024



THE BILLING LEAFLET

Our programme of work is focused across the BID's four key strategic themes; Putting Fleet Street Quarter Back on the Map, Clean and Green, Safe and Secure and Creating a Connected Community (previously referred to as Fun and Inclusive).

This document reports on the outputs and projects delivered by the BID from period of April 2023 to March 2024.



PUTTING FLEET STREET QUARTER BACK ON THE MAP

SPEND: £850,017

Notable highlights under this theme have included the BID's BIG Picnic Coronation celebrations, the launch of our Future is Fleet Street Quarter Report, and the Festive Fleet Street Quarter campaign. The success of these events was evident through substantial media coverage and active participation from both local employees and visitors, emphasising Fleet Street Quarter's capacity to be seen as a desirable destination.

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. It is crucial to elevate the visibility of Fleet Street Quarter's anticipated transformation to entice investments that will not only enhance the district's future resilience, but also contribute significantly to shaping a positive impact on both current and future businesses within our evolving ecosystem.

OVER THE LAST YEAR THE BID HAS DELIVERED:

- The launch of our 'Future is Fleet Street Quarter' Report. For the first time, the report captures the anticipated changes coming to the area, narrating the area's reinvigoration to put FSQ on the map as a vibrant and exciting new destination to businesses. The report attracted **20** pieces of media coverage - highlights including Evening Standard, City A.M., EGi and Property Week with a combined reach of over **14 million**.
- Re-commissioning of an economic baseline report (a similar study was undertaken in 2020) to examine the current economic landscape of FSQ and provide an economic snapshot of the area. There is the view to refresh this data on an annual basis to track the impact of the level of development taking place and compare the area's positioning against competing London (and global) districts.
- The BID took part in the Lord Mayor's Show 2023, collaborating with the City BIDs to celebrate the City of London's rich history and provide visibility for the Fleet Street Quarter BID.
- Over the summer Fleet Street Quarter was a Community Partner for charity Whizz Kidz's pan-London Morph Trail. Part of this included a Morph statue sponsored by FSQ, with 5,934 visitors taking photos with FSQ's Morph statue.
- In celebration of the Coronation, the BID hosted the 'BIG Picnic' event on Carter Lane, attracting 3,600 people to enjoy an alfresco lunch in a communal space over the two days, and driving footfall to F&B outlets in and around Carter Lane. The two-day activation also saw free pop up art workshops at Gough Square and Chancery Lane. The success of the event was captured by **35** pieces of media coverage – **13** of which were from global outlets. Highlight coverage included Mail Online, BBC, Reuters TV and France TV.
- Helping to raise the profile of the area and the work of the BID, the executive team have participated in **8** panels or roundtable discussions.
- Building on the success of 2022's first 'Festive Fleet Street Quarter' programme, 2023 was even bigger. Our 2023 festive programme saw the introduction of Christmas lights across the Quarter, the launch of The Snowman sculpture trail attracting **c6000** people over a 4 week-period, the return of the Christmas craft markets and 10 free festive themed workshops, exclusively aimed at levy paying businesses to partake in. Again, the Festive activity was well-received attracting a BBC live feature and a total of **102** pieces of coverage secured with a combined total reach of **291,732,898+**.
- The BID commissioned a bespoke illustrated map, highlighting the key points of interest in the area to showcase the local offering to visitors in the Quarter, encouraging dwell time to drive footfall into our local hospitality and cultural outlets.
- Commissioning of a bespoke Vu City fly through – showcasing the upcoming development pipeline and the anticipated transformations set to take place over the next five-to-ten years. Please click [here](#) to watch the video.
- Continued growth of our digital channels and a refreshed and updated Fleet Street Quarter website.



CREATING A CONNECTED COMMUNITY

SPEND: £629,909

Complementing the delivery outputs of 'Putting Fleet Street Quarter Back on the Map', our Connected Community theme puts our vibrant business community at the very centre. Through a consistent scheduling of events, activities and business support, this

theme aims to unite the entire community and highlight the local offerings of this iconic district. The goal is to foster a sense of local pride and challenge the perception that the area is solely a workplace destination.



OVER THE LAST YEAR THE BID HAS DELIVERED:

- 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.
- Launch of 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.
- Return of 'Discover Fleet Street Quarter' which 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 came to a close with both our FSQ Run Club and a crawl of the Quarter's many iconic pubs with Liquid History Tours on the final night.
- Monthly community lunchtime lectures at Dr Johnson's House.
- 8 free walking tours celebrating the rich history, heritage and character of FSQ.
- Continued publication of the Fleet Street Quarterly Newspaper, with contributions from the FSQ community and wider stakeholders. To date the paper has been distributed to 6,000 members across Fleet Street Quarter.
- In celebration of the 400th anniversary of Shakespeare's first folio, the BID commissioned a bespoke 45 minute 'Pop-Up' Shakespeare series, free for local workers to enjoy over the summer. Over 230 people enjoyed the play
- In collaboration with Landsec, we hosted Pop-Up Africa in New Street Square celebrating black owned business during Black History Month.
- Partnering with local organisations and charities such as St Bride Foundation, St Bride's Church and SRUK to support public facing events with charitable aims.
- Free pop-up screen in partnership with the Apex Hotel showing the Women's World Cup and Wimbledon games.



CLEAN AND GREEN

SPEND: £308,404

By collaborating with our business community, developers, and the City of London Corporation, the BID is actively contributing to the formulation of a long-term vision for the area. This involves ensuring that future services and infrastructure align with the evolving needs of the increasingly diverse business mix. Beyond enhancing the physical environment, the BID places a crucial emphasis on creating a sustainable district that fosters resilience for the future. A standout success under our Clean and

Green theme was the BID's innovative Urban Farm pilot – an unexpected but purposeful educational hub that connected the local community and stimulated conversations around environmental issues. It also demonstrated an alternative solution to repurposing empty units and the capacity to unleash latent potential in a destination that can stimulate further long-term opportunities to create more inclusive, community focused, and sustainable reimaged urban environments.



OVER THE LAST YEAR THE BID HAS DELIVERED:

- A large focus for the BID under this theme has been the completion of our Placemaking and Public Realm 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 attraction of **17** pieces of coverage with a combined reach of **9,250,146**.
- Participation 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.
- Funding and engagement support of the City of London’s Healthy Street’s Consultation, attracting over **500** individual comments on the proposals.
- Participation 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 world.

- At the start of June we launched our month-long pilot Urban Farm, 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. We saw **575** visitors and gave away over **1000** supermarket sized bags of greens grown on site. People took home **over 100 basil seedlings** to grow at home and the pop-up also hosted **20+ year-one pupils** (from St Albans) to learn about food production, wastage and sustainability. Greens produced on site were also used by local café, Java Java for their lunch menus.
- Introduction of 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 of our worker and visitor populations.



SAFE AND SECURE

SPEND: £183,306

The BID has made vast advancements in its delivery within the Safe and Secure theme, including the appointment of a dedicated Safe and Secure Manager. A safe and secure survey was undertaken over the summer, allowing the BID to proactively respond and identify the needs of our businesses

and their concerns. The BID has continued to strengthen its relationship with the City of London Police through collaborative projects and providing opportunities for greater interaction with the business community and our local Police teams.



OVER THE LAST YEAR THE BID HAS DELIVERED:

- Appointment of 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 included hosting 'Coffee with a Cop' and a Safer Business Action Day (SaBA), conducting **80** business visits and the distribution of crime prevention packs during business visits.
- 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. To date they have had **2,134 interactions** with businesses and visitors and logged **338 environmental issues**.
- Representation with the City of London Crime Prevention Association, including driving forward initiatives that support the elimination of Violence Against Women and Girls (VAWG).
- Establishment of 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.
- In December we hosted the first 'Walk and Talk' session, 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.
- Continued use of Sentinel, distributing urgent messaging to businesses. The messages can be received through an email, text message or via the app.
- Provision of 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.
- Face to face interactions with the hospitality businesses trading on weekends ahead of large-scale protests taking place, ensuring they are informed.



MORE TO COME 2024-2025

As the BID begins to mature and enters its third year, we will continue to demonstrate its role as an important facilitator and voice for the local business community.

The completion of our Public Realm and Placemaking report serves as a critical document for the BID, setting a clear and cohesive blueprint for the future vision of the Fleet Street Quarter. 2024-2025 will mark the start of the journey in making these visions come to life. Alongside this work we will be furthering Fleet Street Quarter's sustainability programme and activities, demonstrating how urban spaces can be sustainably redefined to create thriving local economies, fit for a post-pandemic future. We will continue to deliver a programme of high-quality events and activations, but with an increased focus on business networking opportunities for the business community, and enhancing the provision of additional business resources and upskilling.

PUTTING FSQ BACK ON THE MAP

- Advocacy for the delivery of and implementation of projects outlined in the Public Realm and Placemaking report.
- Commissioning of a Cultural Strategy; a critical component to sit alongside the public realm vision, complementing the tangible changes to the external environment through identifying interventions that will activate the area to determine it as a destination.
- Continued delivery of consistent seasonal events and cultural activity attributed to the BID to be enjoyed by local workers and create opportunities to entice wider audiences to the area.
- Undertaking of a retail audit to obtain baseline information on the current vacancy rates and potential opportunities for the area.
- Participation at MIPIM to promote inward investment for the Fleet Street Quarter and promotion of the development pipeline to an international audience.
- Commissioning of a 3D Model articulating the changes to the urban environment of FSQ, keeping current tenants informed of the changes as well as being used as a marketing tool for prospective businesses to the area.
- The BID will continue to work with its external communications agency, FOUR, strengthening press and media opportunities.
- Working with local landlords and developers, the BID will continue to activate vacant spaces with more Urban Farms and the introduction of a temporary creative space.
- Continue to work with local developers and landowners, supported by additional voluntary contributions.

CREATING A CONNECTED COMMUNITY

- Providing complimentary resourcing for SME businesses around training and upskilling courses that will increase their diversity, inclusion, and business resilience credentials.
- Promoting business networking amongst the levy paying community, with a particular focus on ESG topics to inspire implementation of best practice.
- Refreshed area guide to promote and showcase the local offering, to be used by corporates and in HR onboarding packs.
- Discover Fleet Street Quarter 2024, supporting our businesses with retention and attraction of talent into the area and encouraging new workers to engage with the local offering.
- Continuation of the successful 'Fleet Street Quarterly' newspaper.
- Launch of the Fleet Street Quarter Cook Off, in partnership with CORD Restaurant.
- Continued support with Action Funder and the Lord Mayor's Appeal.

CLEAN AND GREEN

- Delivery of an exclusive FSQ Climate Festival that will bring together the Quarter to pioneer a bold new approach to targeting climate change and look at climate 'solutions' that can be made applicable to other high-density urban areas.
- Participation in the London Festival of Architecture to test and animate spaces within the public realm that induces animation for dwell opportunities and stimulates footfall into public spaces.
- Exploration into freight consolidation through the commissioning of a study that will identify opportunities to convert from vehicle to cycle based freight journeys.
- Continued pedestrian and traffic data collection and insights.
- Visually reinvigorate the ground floor to counteract the issue of high vacancy rates in the BID through the provision of window vinyls.
- Promotion of active travel across Fleet Street Quarter.
- Working with the City of London Corporation on the advancement of their Healthy Streets project and priorities identified in the BID's Public Realm Strategy.
- Prioritising investment into the public realm and curating activities to enhance the area's character and visitor experience.

SAFE AND SECURE

- Supporting the growth of the night-time economy for the district through the provision of necessary training that will keep both patrons and staff members safe during evening hours.
- Supporting the SME community with their business resilience to ensure that all businesses have the correct tools and training to respond to critical issues and incidents that could affect their business.
- Working with the Safer Business Network, identifying locations across the Fleet Street Quarter that could act as suitable late night 'Safe Haven' locations. Largely supporting the night-time economy and women's safety. Holding regular 'briefings' with businesses to discuss Safe Haven scheme and answer any questions.
- Continue to host Coffee with a Cop and Walk and Talk sessions, bringing together CoL Police and local businesses to discuss crime concerns in an informal setting.
- Following the completion of the 'Walk and Talk' and Gensler's Masterplan strategy, work with the safe and secure group and public realm group on the development of a lighting strategy.
- Working with the City of London Homelessness and rough sleeping committee to support their initiatives and information sharing to support outreach services.
- Continuation of our partnership with the Cyber Resilience Centre for London through raising awareness to businesses and individual employees on threat of cyber crime.

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 BOARD OBSERVERS

Roy Pinnock (CHAIR)

Dentons

Ruth Duston

Primera Corporation

Vaishali Patel

Delinian

Fiona Jervis

Goldman Sachs

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

Alison Turner

Framestore

Eamonn Mullally

CC, Farringdon Within

Ruby Raw

City of London Corporation

Bhakti Depala

City of London Corporation

BID TEAM

Lady Lucy French

CEO

Mike Fairmaner

Head of Placemaking

Lesli Flinn

Head of Marketing & Communications

Daniel Dalmau

Business and Communications Manager

Beth Nash

Safe and Secure Manager

Poppy Scott

EA to CEO and Office Manager

Al Fadiga

FSQ Ambassador

Saud Ahmad

FSQ Ambassador

If you are interested in getting involved with one of the BID's Steering Groups, please reach out to the BID team: info@fleetstreetquarter.co.uk



2023-2024 FORECAST POSITION*

LEVY INCOME	£
2022-23 Reserves brought forward	1,221,260
BID Levy Income (assuming 95% Collection)	2,169,277
Voluntary Income and Sponsorship	80,000
Total Income	3,470,538
LEVY EXPENDITURE	
Back on the Map	850,017
Connected Communities	629,909
Clean and Green	308,404
Safe and Secure	183,306
Staffing and Overheads**	260,875
Contingency***	100,000
Total Expenditure	2,332,511
2023-24 Estimated Closing Reserves	1,138,027

* 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

LEVY INCOME	£
2023-24 Estimated Reserves brought forward	1,138,027
BID Levy Income (assuming 95% Collection)	2,112,545
Voluntary Income and Sponsorship	80,000
Total Income	3,330,572
LEVY EXPENDITURE	
Back on the Map	799,824
Connected Communities	579,824
Clean and Green	348,805
Safe and Secure	333,797
Staffing and Overheads**	223,025
Contingency***	105,627
Total Expenditure	2,390,902
2024-25 Closing Reserves	939,670

CONTACT

FLEET STREET QUARTER

Lady Lucy French, OBE, 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

info@fleetstreetquarter.co.uk

www.fleetstreetquarter.co.uk   @fleetstquarter