

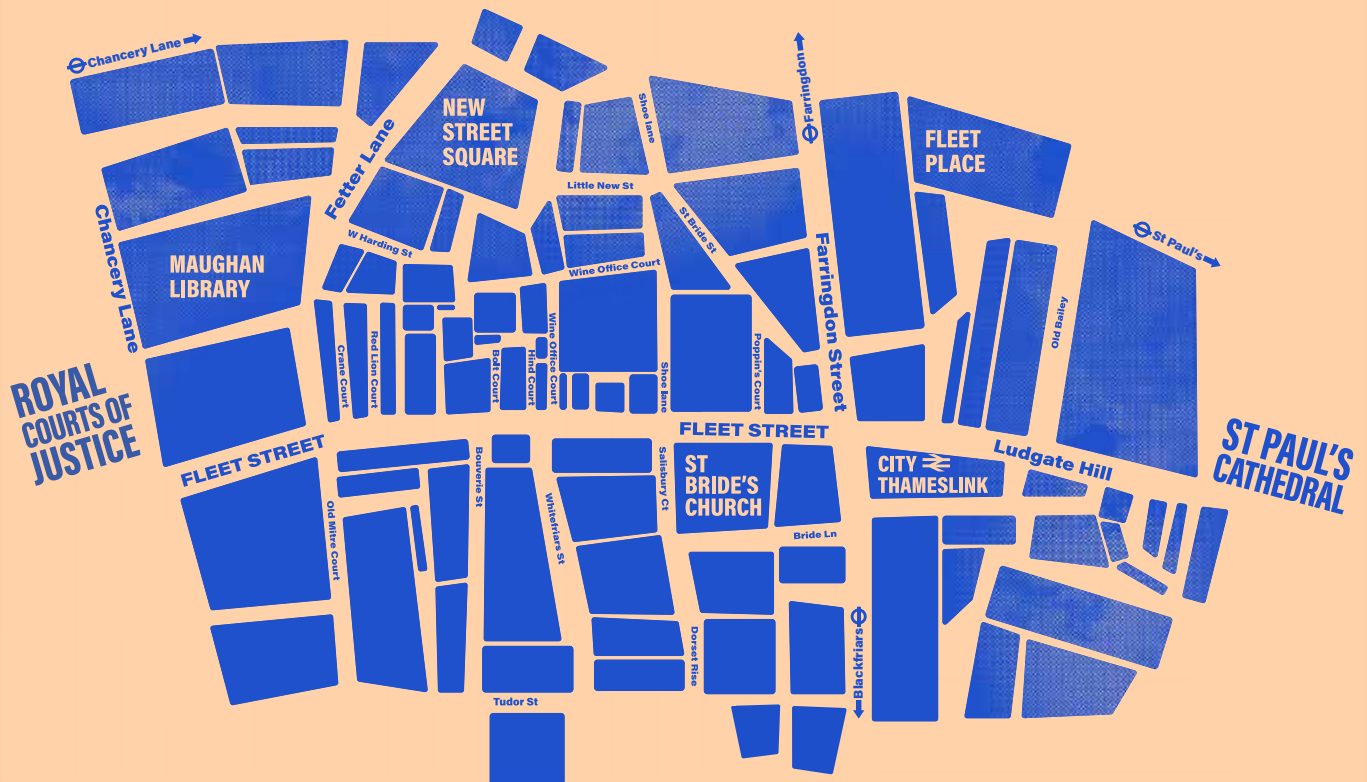
A photograph of St Paul's Cathedral in London, showing its large dome and the cross on top. The cathedral is surrounded by other city buildings, including a modern glass skyscraper on the left and older stone buildings on the right. The sky is clear and blue.

FLEET QUARTER
STREET

**PERCEPTION
ANALYSIS**



BID BOUNDARY



Privacy & Consent Notice: Your responses will be handled in line with our Privacy Policy at <https://www.fleetstreetquarter.co.uk/privacy-policy>. Your responses will remain confidential and will be used to ensure the BID continues to deliver value for your business and employees.



INTRODUCTION

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** for a 5-year term. We are now preparing our Term 2 Business Plan for your business to vote on in February 2027.

Your feedback will directly shape the priorities and projects we deliver on your behalf in our second term.

This survey builds on our Mid-Term Survey (carried out in September 2024) and asks more in depth questions about how you perceive FSQ and the importance of our work across our four strategic themes.

YOU'LL BE ENTERED INTO OUR PRIZE DRAW FOR A CHANCE TO WIN:

**AN EXQUISITE NINE-COURSE
TASTING DINNER FOR TWO AT CORD
BY LE CORDON BLEU IN LONDON'S
HISTORIC LUTYENS-DESIGNED
DINING ROOM, COMPLETE WITH A
BOTTLE OF CHAMPAGNE**

**A ONE NIGHT STAY
AT HYDE HOTEL FOR TWO WITH
BREAKFAST AT LEYDI**

**A £100 EVANS VOUCHER TO
BE USED ON BIKES, GEAR,
ACCESSORIES OR SERVICING**



Please complete this survey by the 4th of March 2026 and help us make Fleet Street Quarter a better place to work, live, stay and visit. **Scan here to complete online.**

Please contact Ciara Wilczur, Head of Operations on **07957 216273** or email **ciara@fleetstreetquarter.co.uk** for any issues completing the form. This survey will take approximately 10-15 minutes.

SECTION 1

GENERAL INFORMATION

Name:

Role:

Email:

Organisation name:

Address of business:

Are you the identified voter for the BID at your business? ☐ Yes ☐ No ☐ Not sure

1. Sector

- ☐ Law & Legal
- ☐ Banking & Finance
- ☐ Professional services
- ☐ Property
- ☐ Media/Creative
- ☐ Hospitality

Other (please specify)

2. How many people do you employ?

- ☐ 1-10
- ☐ 11-50
- ☐ 51-100
- ☐ 101-250
- ☐ 251-500
- ☐ 501-1,000
- ☐ 1,001+

3. What is your mandate on hybrid working?

- ☐ Fully office based
- ☐ Hybrid (3+ days in the office)
- ☐ Hybrid (1-2 days in the office)
- ☐ Fully remote
- ☐ No formal policy

4. How long has your business been in the area?

- ☐ Under 1 year
- ☐ 1-5 years
- ☐ 5-10 years
- ☐ 10+ years

5. Which best describes your business?

- ☐ International organisation (operating in more than one country)
- ☐ National organisation (UK-wide, multiple locations)
- ☐ Independent/single-site business
- ☐ Other



6. What is the average age of your businesses' workforce?

- ☐ Under 25
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55+

7. What are the main advantages of operating a business in Fleet Street Quarter? (Please select up to 5 options)

- ☐ Proximity to clients, customers and partners
- ☐ Transport connectivity (Underground, rail, buses, cycling)
- ☐ Quality of public realm and streetscape
- ☐ Reputation and heritage of the area
- ☐ Cultural activity and events
- ☐ Access to local amenities (cafés, shops, gyms, services)
- ☐ Safety and security during working hours
- ☐ Business community and networking opportunities
- ☐ Support and services provided by the Fleet Street Quarter BID
- ☐ Access to professional services and suppliers
- ☐ Environmental quality (cleanliness, greening, air quality)

Other (please specify)

8. What are the main challenges or disadvantages of operating a business in Fleet Street Quarter?

(Please select up to 5 options)

- ☐ Limited evening or weekend activity
- ☐ Perceptions of safety outside core working hours
- ☐ Safety/security concerns
- ☐ Servicing, deliveries or loading constraints
- ☐ Traffic congestion
- ☐ Quality or maintenance of the public realm
- ☐ Wayfinding and signage
- ☐ Lack of local amenities for staff & clients (cafés, shops, gyms, services)
- ☐ Noise or disruption from construction and development
- ☐ Access issues for cyclists or pedestrians
- ☐ Limited green or outdoor space
- ☐ Cleanliness or waste management issues
- ☐ Lack of awareness of BID services and activity
- ☐ Difficulty recruiting

Other (please specify)

9. Are you aware of the BID & it's mandate?

- ☐ Yes
- ☐ No
- ☐ Somewhat

SECTION 2

PUTTING FLEET STREET QUARTER BACK ON THE MAP

Our Mid-Term Survey showed strong appetite for more events & activities, food & drink markets and cultural festivals, identified as priorities by over 70% of respondents. In response, FSQ has significantly expanded its programme, from our highly successful Festival of Words which attracted thousands of attendees (including international visitors), to high impact activations such as our **Sculpture Trails** and a series of **festive light switch-on** events that transformed the Quarter into a seasonal destination.

We've activated pocket areas such as Fleet Place with our **Kerb food market** and a pop-up **Christmas market** at New Street Square. We have also begun to develop a wider cultural and commercial visions for the Quarter to meet the anticipated growth of the area whilst celebrating the area's rich history and its hidden gems.

1. Is raising the profile of the Fleet Street Quarter area still an important theme for your business?

- ☐ Yes
- ☐ No
- ☐ Not sure

If No or Unsure - what would you like to see as an alternative for Term 2?

2. To what extent do you agree that Fleet Street Quarter currently has a clear and recognisable identity as a place?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree

3. What do you most strongly associate the identity of Fleet Street Quarter with today? (Select up to 3 options)

- ☐ Its business community
- ☐ Its history and heritage
- ☐ Its architecture and built environment
- ☐ Its cultural offer (events, arts, festivals)
- ☐ Its restaurants, cafés and hospitality
- ☐ Its public spaces and streets
- ☐ Its people and community
- ☐ A place primarily to work
- ☐ A destination people actively choose to visit
- ☐ I don't have a clear sense of its identity



Other (please specify)

4. Which of the following projects most benefits your business?

(Rank in order with 1 being the most important)

- ☐ Large-scale cultural/seasonal events
- ☐ (e.g. Festival of Words, Snoopy Trail)
- ☐ Development of hyper local Retail & Cultural Strategies
- ☐ Public art installations and activations (e.g. Whispers, The Herbalist Press)
- ☐ Media, Marketing and PR campaigns and coverage
- ☐ Celebrating, protecting and enriching our existing heritage places
- ☐ Local business loyalty and engagement app

Other (please specify)

5. What would encourage you to spend more time in Fleet Street Quarter? (Select top 4)

- ☐ Better knowledge of the local offering (including existing food and drink, leisure, experiences)
- ☐ Free public events and entertainment
- ☐ Arts & Cultural Institutions

☐ Family-friendly activities

☐ Improved retail offering, including hospitality

☐ Pop ups, workshops, talks & tours

☐ Better awareness of the history and heritage sites (e.g. Dr Johnson's House, St Bride Foundation)

☐ Weekend events

Other (please specify)

6. What else should FSQ BID be doing to strengthen the Quarter's reputation as a place to visit, dwell and invest in in Term 2?

SECTION 3

CREATING A CONNECTED COMMUNITY

Our Midterm Survey showed 68% of stakeholders desired more opportunities to connect and collaborate. Since then, FSQ BID has launched more networking forums, Business Breakfast Clubs and community activities such as the **FSQ Gardening, Choir & Run Club** as well as several charity partnerships.

Through Action Funder, Term 1 will see over **£50,000** given in grants to local charities, supporting projects that enhance wellbeing, the environment and skills development. Our partnership with **Neighbourly**, a volunteering platform, further links businesses with local causes, helping them meet ESG goals through volunteering, donations and in-kind support—strengthening community ties and creating lasting shared value across the Quarter.

1. Is building a connected community still an important theme for your business?

- ☐ Yes
- ☐ No
- ☐ Not sure

If No or Unsure - what would you like to see as an alternative for Term 2?

2. How involved do you feel in the local community in Fleet Street Quarter?

- ☐ Very involved
- ☐ Somewhat involved
- ☐ Not involved

3. Would you like to be more involved in the local community?

- ☐ Yes
- ☐ No
- ☐ Not sure

If yes, in what way could we help you to feel more involved?



4. What types of events or forums would be most useful for your business? (Rank with 1 being the most important)

- ☐ Small sector-specific forums
- ☐ Skills and training opportunities
- ☐ Corporate volunteering opportunities and charity partnerships
- ☐ Support with capital appeals for heritage projects
- ☐ Staff induction events for new starters to introduce them to the area
- ☐ Engagement with local universities (e.g. KCL, LSE)
- ☐ Mentor programmes

5. How could FSQ better connect you with other businesses locally in Term 2?



SECTION 4

CLEAN & GREEN

Our Mid-Term Survey highlighted how vital a clean, green and welcoming environment is to businesses: 71% of respondents said that the appearance and welcome of the area directly impacts how their business, staff or visitors experience FSQ. This remains central to FSQ's vision. Our **Public Realm Strategy (November 2023)** responded to the mandate for investment from business at the inception of the FSQ BID. It identified 11 Focus Projects. We are progressing several of them in partnership with the City of London, including 4 with funding and other approvals either fully established or at an advanced stage.

We're connecting sustainability with community experience too, through our festive lighting programme and events like the **Climate Festival**, the **ESG Summit** and our participation in the **London Festival of Architecture**, which brings design innovation and climate action into the public realm. Together, these initiatives are strengthening the Quarter's resilience, sustainability credentials, improving the environment for workers and visitors and creating a place where people want to spend time.

1. Is creating a clean and green environment still an important theme for your business?

- ☐ Yes
- ☐ No
- ☐ Not sure

If No or Unsure - what would you like to see as an alternative for Term 2?

2. Which activities are most important to you? (Rank in order with 1 being the most important)

- ☐ Street cleaning and litter management
- ☐ Greening and planting projects
- ☐ Recycling and sustainability programmes
- ☐ Waste reduction initiatives
- ☐ Carbon reduction activities
- ☐ Lighting, festive or other

Other (please specify)





3. How can we best support your ESG commitment? (Rank in order with 1 being the most important)

- ☐ Deliver best practice examples and hold seminars
- ☐ Support your net zero supply chain ambitions
- ☐ Secure advice and support tailored to your sector
- ☐ Commission data collection to support net zero opportunities and challenges

Other (please specify)

Our Public Realm vision that we delivered in 2023 in direct response to the mandate, set by you 5 years ago, sets out 11 priority projects. We are progressing 4 of them:

Fleet Street, Lanes & Courtyards, Holborn Viaduct and Gough Square.

4. Please can you tell us your priorities for the remaining 7 projects by choosing your top 3 projects in order:

- ☐ Temple Bar Gateway – Enhancing the western gateway to Fleet Street
- ☐ Ludgate Circus - Transform the Circus into a destination by giving pedestrians top priority
- ☐ Holborn Circus – Widen pavements and plant with trees and other greenery to create an urban forest
- ☐ Blackfriars Gateway – New art on the railway walls, better lighting and greenery

- ☐ Chancery Lane – Widen the pavements, introduce parklets seating and greenery
 - ☐ St Bride's Church and Passage – Improve the landscaping and greenery and revitalize Bride Lane
 - ☐ Playhouse Yards and Church Yards – Reduce vehicular access to Playhouse Yard to partially convert into a pocket park and enhance the landscaping of churchyards across the FSQ footprint
 - ☐ Enhanced seating and greening across the area
- Other (please specify)

5. What environmental improvements would make the biggest difference to your staff and visitors in Term 2?

SAFE & SECURE

Safety and security were a key priority in the Midterm Survey, 69% of respondents said that visible safety measures and on-street presence are important to how safe staff and visitors feel. Since then, FSQ has continued to fund and deploy our Ambassador team, strengthened collaboration with **City of London Police** and supported initiatives addressing rough sleeping and anti-social behaviour. Safety remains a core element of our offer to ensure staff and visitors feel confident in the area both day and night.

We have also joined the **Employers' Initiative on Domestic Abuse (EIDA)**, helping our member businesses access training and resources to support staff wellbeing and respond effectively to sensitive issues. Alongside this, we have worked with police and partners to raise awareness of phone snatching in hotspot areas, seeing a **reduction of 30%**, and delivering practical crime prevention advice and reassurance on topics such as **cybercrime**.

1. Is improving safety and security still an important theme for your business?

- ☐ Yes
- ☐ No
- ☐ Not sure

If No or Unsure - what would you like to see as an alternative for Term 2?

2. Which of the following BID interventions have you noticed or value most? (Rank in order with 1 being the most important)

- ☐ BID Ambassadors / on-street presence
- ☐ Partnership with City of London Police
- ☐ Evening/night-time safety initiatives
- ☐ Rough sleeping / homelessness interventions
- ☐ Lighting and environmental design improvements
- ☐ Cycling safety awareness





3. What more would you like us to do to improve security for your business and safety for your staff: (select 2 options)

- ☐ Provide support for business continuity plans to ensure your business can still operate in the event of an emergency
- ☐ Counter Terrorism and Cyber-crime awareness and training
- ☐ More visible evening security patrols
- ☐ Personal safety training for your staff
- Other (please specify)

4. What are the key safety challenges that FSQ should address in Term 2?



SECTION 6

BUSINESS SUPPORT & ADVOCACY

The midterm survey recognised FSQ BID's role in championing the interests of the business community. We have since committed resource to major policy and infrastructure projects such as the Transforming Fleet Street project, contributed £500,000 towards public realm enhancements, and provided a platform for businesses to have their say on City of London Corporation policies and plans, such as The City Plan 2040, Transport Strategy and the location of Hire Bike parking bays. **Advocacy and business support remain central to our mission, and we want to ensure these efforts align closely with your priorities.**

1. Is business support and advocacy an important theme for your organisation?

- ☐ Yes
- ☐ No
- ☐ Not sure

2. Do you feel FSQ BID effectively represents your interests with the City of London and wider authorities?

- ☐ Yes
- ☐ No
- ☐ Not sure

3. Would you like to see more representation by FSQ for the local community?

- ☐ Yes
- ☐ No
- ☐ Not sure

4. Which issues should FSQ prioritise in its advocacy? (Rank in order with 1 being the most important)

- ☐ Transport and connectivity
- ☐ Public realm and planning
- ☐ Sustainability and climate resilience
- ☐ Local economy and business resilience

Other (please specify)



SECTION 7

LONG-TERM VISION FOR TERM 2

1. Which of the following should be FSQ's top priorities for the next five years? (Rank in order with 1 being the most important)

- ☐ Growing FSQ's and the Square Mile's profile in London and internationally
- ☐ Transforming the local public realm
- ☐ Expanding cultural and community programming
- ☐ Enhancing safety and security
- ☐ Building a sustainable and climate-resilient district

Other (please specify)

2. What has FSQ delivered that you value most so far?

3. Would you be in favour of FSQ BID continuing for another term?

- ☐ Yes
- ☐ No
- ☐ Not sure

If unsure, what can we do to secure your vote?

4. Would you be willing to provide a short testimonial on FSQ's work?

- ☐ Yes
- ☐ No

Thank you for completing this form and for your ongoing support.



If you are interested in the development of the Term 2 proposal, please get in touch by emailing info@fleetstreetquarter.co.uk.

FLEET STREET QUARTER



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