

## SECTOR SUB GROUP MEETING: RETAIL & RESTAURANT MINUTES

28 July 2021, 11am

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### **Hosted by The Fitzrovia Partnership:**

Lee Lyons, Chief Operating Officer; Bee de Soto (Head of Marketing and Communications), Stephanie Brown (marketing executive), Zack Thompson (Business engagement and savings), Amy Gershfield (business engagement)

### **Attendees:**

Aristos Papasavva (Gigs), Sandeep George (Indian YMCA student hostel), Ben Hurman (Spaghetti House), Andrew Ragatz (Planet Organic), Ellie Kwong (Mr Foggs), Egle Rockaite (Jack Horner pub), Elsa Rozencwajg (Rebecca Hossack Gallery), Jerry Orhini (Calligaris), Ben Hanley (West Elm), Manager at Samsonite

**Location:** Virtual (Microsoft Teams)

### **Meeting Recording:**

<https://drive.google.com/file/d/1vHXIoULJhtHNneku8RjvZrnJNMv4Tce/view?usp=sharing>

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The purpose of the meeting was to discuss the upcoming September event, Lets do Fitzrovia, and inform members on how they can participate. Joined by Simon Cooper from Creation events.

Also discussed the current plans for Fitzrovia and the West End, including West End Project updates, Oxford Street, streateries and news regarding safety in Fitzrovia. It was also an opportunity for businesses to input into what support they need so The Fitzrovia Partnership can shape its activities to help businesses and sector.

The virtual meeting looked at activities planned against The Fitzrovia Partnership's six key business priorities:

### **FITZROVIA REACTIVATION EVENT – Lets do London Eats**

We secured funding from the council to put on activities similar to 2019 summer of colour to drive footfall and try out new restaurants and get people back into stores. Simon Cooper, from creation musical events, discussed the September event over two consecutive Thursdays, 9 and 16 September at Whitfield Gardens. Members encouraged to sign up and informed how they can get involved. Will get help with marketing, branding and social media presence for the event. Event includes live music, discounts, live kitchens, challenges, food and drink stalls. Members can also feature on trails on the LoyalFree app. Month of events and activity.

Promotion to start in August. The social media campaign will begin on 9 August. We'll expand our reach to outside Fitzrovia too to attract people from all over London. The campaign will have longevity to position Tottenham Court Road as the **home of homeware** to increase visiting numbers and offices to come back.

## **SHAPING CHANGE**

### **West End Project**

Further progress has been made to transform Alfred Place into a park providing an oasis of calm in the hub of Camden's West End. Scheduled to complete in November 2021. Latest

### **Crossrail service and Elizabeth line**

In service from 2022 and ahead of schedule to complete. Very important for us the Elizabeth line will run through the West End and TCR.

### **Oxford Street District – 2 new piazzas**

Westminster City Council are delivering a comprehensive £150million programme of changes to improve and enhance the Oxford Street District as a global destination with thriving residential neighbourhoods, successful businesses, and an unrivalled visitor experience, one as iconic as Times Square. It has now been confirmed that as part of the first stage of the project, two new piazzas will be installed to pedestrianise the area. The entire works will be done in phases, with consultations along the way. Dates have not fully been confirmed but work will begin shortly.

This will impact Fitzrovia due to diversion of traffic. Rathbone place will become northbound for traffic into Charlotte Street. Westminster council have confirmed that alfresco dining will be removed on September 30. No outdoor dining for Charlotte Street hotel and vagabond on half the street. Our side of Charlotte Street will remain with outdoor seating and decking. New decking to be installed on Whitfield Street. Conway street won't get a streaterie due to the Lore of the Land pub fire.

<https://osd.london/>

### **General lobbying**

Letters to leaders of the council and Rishi Sunak lobbying for additional help for businesses so they can stay afloat. Urgent support is needed. These letters to be made available shortly.

## **SUSTAINABLE WORKING**

### **Streateries**

Currently 17 businesses have streateries, 18 soon as Gigs restaurant will get decking and more outdoor seating space on Whitfield Street

### **Clean air villages/ Cross river partnership**

DEFRA have released funding of £700,000 for clean air villages support. We are continuing to focus on clean air quality, freight consolidation. We have outsourced our placemaking role to Dan Johnson of Placemaking London. He will advise businesses on consolidation and air quality activities, reducing costs, clean air villages 4.

## TfL Toolkit

Tools to help people plan their journey into London. There are various resources available to help plan journeys and move around more sustainably with walking and cycling. These include the TfL Go app which shows walking and cycling options, the Central London footways map showing a network of streets ideal for walking and more.

## Reactivate, Recover, Revive – [www.fitzroviapartnership.bid](http://www.fitzroviapartnership.bid)

RRR guidance to business - we will be updating the microsite for RRR every Friday. The latest government recommendations and how to reopen businesses safely in every sector. Can also be accessed through main Fitzrovia Partnership site.

## SAFER AND CLEANER

### Safer

Community protection notices (CPN) was introduced last year and could be issued to those causing disruption in public. To keep the area safer.

Crime levels have risen as people return to the area. Fitzrovia is safe in terms of violent crime however there is a lot of theft. **Phone snatching** has increased. Wardens have highlighted hotspots to the police; particularly near the tube stations and the corner of Fitzroy Street and Howland Street. Mostly single women being targeted. Phones are advised to remain hidden away. Table surfing has also increased, now with outdoor dining too. Electric scooters are being used to snatch phones as they are fast and quiet. Important to be aware of.

Warden scheme has been very successful in resolving issues and had a favourable response from businesses. Now extended to Saturday due to its success, and more people on the weekends.

### Cleaner

New environmental officer, Mo. Focusses on monitoring the cleanliness of the area and reports on issues with fly tipping.

Love Clean streets app – very efficient at removing waste and graffiti that has been reported with local authority. Acts as a log for hotspot areas and proof of any issues; the more reporting the better so authorities are aware. Has an impact on long term solutions, like if fly tipping in an area needs to be designed out. Safer street app to help if anyone in the street population needs intervention from a team.

### Safer business network

Intelligence sharing and gathering and includes the radio scheme managed with My Local Bobby. Shared through WhatsApp group so network is aware of any offenders in the area.

Scooters for hire: Camden about to have a trial

Bike register is a scheme run by police to identify bikes and register the rightful owners if the bike is stolen. TFP offering kits at a discounted price for members, and bikes will be marked by warden team for free.

## **REDUCING COSTS**

Training courses are back on as part of the reducing costs programme. First aid training, our most popular, now includes defibrillator training. Bespoke courses can be planned for members. The Warren football pitch is a great outdoor option for hosting training. Some members have larger workspaces and event spaces ideal for training larger groups, that are also available for use.

New diversity and inclusion in the workplace course, available for members. Running the D&I course is the first part of new mental health and wellbeing courses.

Fire Marshall training – vital course for returning businesses that will need to remain up to date on fire safety rules in the workplace such as PAT testing, the inspection of electrical appliances which should be done ideally every year or two. Fire extinguishers need to be checked too.

The partnership has saved businesses £3.7million as part of the savings programme.

## **MARKETING AND PROMOTION**

September campaign promotion starting August 9. Images and menus etc. can be sent to marketing team for social through

Encouraged members to send good quality photography for press release.

We'll have a promotion toolkit with logos, copy suggestions, images and social media handles etc. for marketing teams to use.

London Design festival will be brought into the promotion of the area as many homeware members are involved. Taking place in September too.

### **CSR**

Fundraising for children's ward at UCLH. At the food fayre we will have a coloured popcorn stand. Any profits from the stand will go to the ward. Money will go towards decorating the children's ward.

### **LoyalFree**

We have re-engaged with LoyalFree. We run trails through the app to help people discover new places in Fitzrovia. 3,500 app users currently and have seen recent high usage. Currently 46 offers and 231 businesses promoted.

Free for all members to be featured on the app, and all have full control over their offers.

There is new functionality on the app; augmented reality experience. Any promo video, fun facts, history or event in store can be given extra attention to encourage people to stay longer in store.

## **INSIGHT**

'Insight' reports what's happening in the West End.

### **Footfall**

Footfall reports will now be found in the brand-new members area. They give a lot of intelligence as they include weather reports, property prices and transport with a weekly and monthly report. The % change is available on the home page of the website, and full report only accessible for members.

### **West End Intelligence Sharing**

There have been theft incidents targeting high end watches around the west end. The perpetrators are a gang who are well known to the police. We stay connected by radios and WhatsApp. West end BIDs all stay in regular contact on events and issues. Changes in the police, new borough commander.

### **Smart cities**

Westminster have announced smart bins that will inform when the bin needs to be emptied and compact the waste further down. Benches with Wi-Fi also being introduced

### **Public Affairs**

We work with various partners to talk about our events and promoting the district and our businesses. Public affairs agent joining us soon to help with marketing team events.

## **MEMBER FEEDBACK**

### **Sandeep George – Indian YMCA student hostel**

New general manager. New membership programme starting soon with help from DMG, our preferred stationery supplier. They've starting cutting costs already. Indian YMCA intend to participate in our summer event with a stall, as they did in Summer of Colour

### **Aristos Papisavva - GIGS**

The partnership is the best resource to get people back into the area and remind everyone that Fitzrovia is open. Gigs promoted Welcome back offer solely for the Fitzrovia Partnership members, through the members area on the site.