

SECTOR SUB GROUP MEETING: ALL SECTORS MINUTES

20 October 2021, 2pm – 3pm

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), Farid Aliev (Operations supervisor)

Attendees:

Aristos Papasavva (Gigs), Jonathan Miller (American Church), Kris Sosnowski (1 Stephen st Building), Xanthe Palmer (Fremantle), Leanne Yexley (Arup)

Location: Virtual (Microsoft Teams)

The purpose of the meeting was to discuss the latest and future plans in Fitzrovia according to the six key business priorities and to promote upcoming meetings such as the sustainability forum and training.

SHAPING CHANGE

Lobbying and advocacy

Lots of support that businesses need currently; we have co-signed a letter from Kate Nicholls, Head of UKHospitality to keep VAT at 12.5% for businesses to help sustain the industry, and letter to Kit Molthouse, Minister of State for Crime and Policing to encourage more funding for policing and on the street presence in London. He responded saying money has been earmarked for London and does affect specific boroughs. Update soon

Crossrail service

Long awaited crossrail, is now planned to open in first half of 2022 and has a great impact to us at Tottenham Court Road, increases rail capacity in central London by 10%, the largest single increase in capacity in 70 years.

Oxford Street District & West End streets steering group (west)

West end streets steering group set up in 2012 as part of development to support the Olympics. It is chaired by chief executive of Derwent. They champion development around the west end. Current development; Charing Cross road improving the landscaping, with more greenery, also Marble arch project and Strand project

West End Project – green spaces

Updating of green spaces; three new pocket parks on Capper Street, Bedford Avenue and Bayley Street adjoining Tottenham Court Road. The new Alfred Place park currently being installed, the first park in central London for 100 years.

SUSTAINABLE WORKING

Sustainability forum: Fitzero Wednesday 3 November 2pm

Dan Johnson is our new sustainability projects advisor, to migrate us to a zero-carbon district. Many aspects for sustainability such as local economy, not just emissions.

Streeteries update and feedback: consultation

Streeteries removed from Westminster. We've lobbied for All streeteries to remain in Camden for another year until July 2022. There is a public consultation on streeteries in Fitzrovia, we need appropriate feedback from business and residents to keep the streeteries. They have affected Charlotte street traffic at North end

Guided talks

Guided walks from Camden; exploring new colourful crossings from Yinka Ilori, about culture, traffic calming and reducing accidents.
When TCR became two-way there were eight accidents; 6 considered serious, so colourful crossings play a role in calming the roads. In place for the next year, could be kept beyond that year. Some negative press surrounding them; police horses struggle to go over them and visually impaired can be confused by them.

SAFER AND CLEANER

The street team

New team: new environmental officer Max and new warden Murat, joining Janos. Janos has made a positive impact on businesses in the area, called a 'hero' for his work.

Business reassurance visits

1,917 business visits, one of our priorities. We encourage businesses to make more reports and share their concerns.

Shoplifters, ASB, first aid assistance, help rough sleepers

536 ASBs reported including calls to assist, does not include rough sleeping. Wardens called 140 times to assist, ASB increased by 189 since last quarter.

Shoplifting has recently increased. Most stolen items are small furniture items, can be worth £200-£300

Area cleaning, phone boxes

BT phone boxes continue to be an issue in the area. Use love clean street app, to report any cleaning issues.

Fitzbac radio – 42 currently, 70% of businesses use it

Camden council CPO team and our wardens do joint patrol

Cleaner

A lot of highways issues called to environmental officer, such as damaged trees, abandoned bicycles, or unsafe paving and walkways.

875 cleaning issues reported to Camden. 80% response from Camden, can take a while to respond to all reports but they will be acted on from our perseverance.

4550 inappropriate cards removed from phone boxes, less than last quarter as those who put them up have been arrested numerous times, and there is less footfall. Around 25 a day removed- cards are dangerous to remove, stuck up with razor blades and covered in bodily fluids.

650 new police officers in the city; 25 in Bloomsbury, one new inspector and 3 sergeants

Environmental officer will go to 5 days a week to manage the public realm conditions

Always important to call the police for an incident even if you think they won't come. From stats point of view, reports need to be filed to get more police in the area, no record of crime will lead to no police being stationed on TCR

REDUCING COSTS

The partnership has saved over £4million for businesses since the start of BID. We have one of the most successful reducing costs programme amongst BIDs. Regularly do service reviews of our suppliers.

Core services: waste, office supplies, energy, business rates.
Discounted Christmas tree collection we offer to members, more money will go towards this service this year. Doing a deal with two waste companies, either free or very cheap.
First Mile, managing allocation of recycling services free of charge. As well as PAT testing.

Training courses

Businesses coming back to the area want certified training, there's a lot of demand so have had to add additional days. Training itinerary for 2022 is being created around notable dates and awareness days, asked members to email training with requirements or suggestions

First Aid and Fire Marshal training are the most popular, additional budget going to these courses and additional days to be booked to meet the demand.

Lee shared a note of concern regarding CPR and women. Stats have revealed that the public are 27% more likely to not give CPR to a woman due to concerns about what is appropriate given the current climate and a person's religion. Conversations need to be had regarding training, and what responsibility and actions do we take when administering life saving first aid to a woman appropriately.

MARKETING AND PROMOTION

Let's Do Fitzrovia summary and results

Throughout September Let's do Fitzrovia was a month-long reactivation event in the area. We got a grant from Camden to host the event. Had to submit several KPIs to get the grant and were very successful in meeting these. Did targeted social media campaigns to students, businesses and residents, people who've moved house, interested in interiors. Campaign included 12 food vendors, 5 masterclasses, 11 live shows, 37 offers and 3 competitions. 20 new businesses signed up to LoyalFree app, with 3849 engaged app users.

2nd day of the event, 16 September, coincided nicely with the unveiling of the colourful crossings and visit from the Mayor of London, the night Tsar Amy Lane, various Camden councillors and the colourful crossings artist Yinka Ilori. The day helped to increase footfall to over 100,000, the first day to reach this number in 2021. Footfall increased by 16.4% over the two days, compared to figures of 0.1% in central London.

CSR and Christmas

Let's Do London Christmas promotion, our own **Let's Do Fitzmas** with online guide including gifts, drinks and catering, homeware and festive stays in Fitzrovia, and a party venue match to take the hassle out of searching for a venue for Christmas parties.

Christmas light switch-on, 11 November

No Christmas member event this year; best to wait until the new year and situation too volatile to be sure.

Call for information for Christmas involvement and deadlines.

Santa in the City – 5k run to raise funds for UCLH charity, starting at St Pauls and aiming to meet back in Fitzrovia for celebratory drinks at a member business pub.

Donate a Gift – donations instead of toys being accepted this year for cleanliness due to covid-19. £10 online donation provides one gift to a child at UCLH, to ensure every child has something on Christmas day. Has a huge impact on the children's ward.

Last year, we travelled down in lorries and dropped off goodies to the hospital last year.

INSIGHT

'Insight' reports what's happening in the West End and data intelligence sharing.

TfL passenger number reports

We have access to TfL stats at stations. Will be compiling one digestible report with all that data, to crunch down for the newsletter monthly. May start weekly to get to grips with the data. Compare to UK national high streets and west end.

New openings

Happy to welcome many new openings in Fitzrovia. Fitzrovia is a solid place for hospitality, homeware, media, and engineering. Big names have opened such as Timothy Oulton who has a large presence on Tottenham Court Road due to moving into various large shops including old site for Lombok, and the old Dwell store. Will have three on the road. Large businesses, Monopoly Lifesized and ProCook have also joined. Smaller businesses have also opened such as new members Cin Cin and Lupo Bros, and Sohishi, offering excellent dining experiences. Our district has remained a strong hospitality and homeware sector.

Renewal

We've been a BID for nearly 10 years. Hoping to renew again next year July, will be asking businesses to vote at ballot. 8 and 9 out of 10 votes are usually positive. Already getting strong positive messages from businesses.

Clarified that FitzWest is a formal neighbourhood forum which is separate to what we are planning next year, essentially growing our BID for the west side of Fitzrovia including Great Portland Street as a Westminster BID. We have already met several businesses on the west side and talks are positive.

Booking links shared with attendees during and after meeting:

Sustainability forum on 3 Nov: <https://www.eventbrite.com/e/sustainability-forum-wednesday-3-november-tickets-190469889567>

Streeteries consultation, by 31 Oct: <https://streeteries.commonplace.is/proposals/current-consultations>

Guided walks TCR tour: <https://camdenguides.com/>

Emergency first aid at work training: <https://www.eventbrite.com/e/free-emergency-first-aid-at-work-the-fitzrovia-partnership-tickets-190911400137>
Email for any training requests: training@fitzroviapartnership.com