

SUBGROUP MEETING: ALL SECTORS MINUTES

29th June 2023 10.30-11.30

Hosted by The Fitzrovia Partnership:

Mick Atkinson, (Head of Environment and Place) Amy Gershfield (Business Engagement Executive), Chantee Lewis-McIntosh (Marketing and Communications Executive)

Attendees: Catriona Russell (Head of Business Development and Marketing) Goodman Jones. David Martinez (CEO) Talula Eats, Gabriel Mills-Brown (Office Coordinator) Lily's Kitchen, Johan Geysler (Senior Store Manager) West Elm UK Stores, Joe Sullivan (Director) The Cartoon Museum, Yatish Agarwal (Owner) Kafi, Harriet Proud (Executive Assistant) Firethorn Trust, Chelsea Goslin-Minter (Social Media & Marketing Executive) Heals

Location: West Elm, 209 Tottenham Court Road, London, W1T 7PN

The purpose of the meeting was to discuss the 6 Work Programmes and upcoming events.

Amy chaired the meeting.

Work Programme 1: Voice and Representation – Mick covered.

01. Lobbying 02. Consultation

- Lobbying: VAT free shopping for international visitors
- Consultation: New Licencing Policy Camden Council
- Consultation: Nighttime Economy, Camden Council
- Consultation: Anti-Social Behaviour Camden Council
- Consultation: Travel Post Pandemic TFL

Work Programmes 2: Environmental Social and Governance – Amy and Mick covered.

Business Climate Challenge

Fitzrovia Cohort 1: 23 Participants

"Best cohort in London" GLA

Fitzrovia Cohort 2: To launch in Autumn 2023

Camden Businesses only

SMEs: 30 - 250 employees

Fitzrovia Village Consultation

Ended 30 June

Charlotte Street public realm is now a project in Camden's capital programme.

Next steps are being scoped.

Heart of the City

Free programme on being a responsible business.

Workshops, one-to-one support, expert mentoring.

6 modules over 12 months.

7 businesses have signed up.

Sustainability Forum

- Quarterly meeting with businesses interested in driving the sustainability agenda in Fitzrovia.
- Group of 25 businesses meet regularly.
- Please let us know if you'd like to join.

B Corp in Fitzrovia

- Presentation from B Corp and Fitzrovia business, Archetype.
- The future of doing business to be focussed on stakeholders rather than shareholders.
- TFP to look at how to incorporate into our sustainability strategy going forwards.

Work Programme 3: Environment and Place – Mick covered.

Completed Activities

Streeteries

Summer replanting has taken place.

Businesses encouraged to tend the plants outside their premises.

Footfall on Charlotte Street has returned to pre-Covid levels.

Great Fitzrovia Spring Clean

In association with McDonalds

20 bags of rubbish collected.

IN PROGRESS AND PLANNED ACTIVITIES

Freight Trial for last-mile deliveries

- Fitzrovia is part of the first walking freight trial on public land for UPS E-walker.
- Packages are delivered to residents and businesses on foot utilising an electric-assisted trolley
- Trial run until September 2024.

Pavement Cleaner

- Investigating a regular pavement cleaning service for the area.

London Festival of Architecture

- Four-year commitment.
- Fitzrovia to be a **Destination** every June.
- To launch an architectural competition each year which will look at improving the gateways to Fitzrovia through temporary infrastructure interventions.
- The priority will be outside Warren Street tube station.
- The competition will attract upcoming designers and architects.
- The first temporary infrastructure to be unveiled in June 2024.
- First stakeholder briefing - September 2023.

Work Programmes 4: Reducing Costs – Amy covered.

Place Support Partnership (PSP):

New service providing competitive rates for utilities, including green energy. Identified 20% savings on average.

Training:

17th of August - Emergency First Aid at Work – Full day

7th of Sept - Fire Marshall Training – Half day

First Mile, BIFFA, Veolia

Preferential rates with three responsible waste providers

DMG:

Office supplies - will match any price with free next day delivery.

- Savings Programme £2,740 has been saved for members on training courses since April 2023
- Training 82% booking capacity
- Stakeholders: DMG saved £200.00 for our members and First Mile saved £28,528
- Energy and Sustainability: new cost-saving services through PSP. Identified 20% savings on average.
- Sustainability and CSR: TFP and recently partnered with Heart of The City to offer Sustainability and CSR based courses to SME Members.

Work Programme 5: Insights – Mick covered.

A new data insight from GLA to be introduced to supplement current footfall data:

Work Programme 6: Promotion and Communication – Amy covered.

62 members attended our Exclusive Members Event at shochu lounge Roka.

representing 38 businesses

Businesses taking part in the Mayor's Business Climate Challenge (BCC) recognised.

Coronation Cake-Off

Hosted by GBBO finalist, Steven Carter-Bailey in Pro Cook

Dr Bike Event

Serviced more than 60 bikes at no cost.

Security bike marked over 30 bikes.

IN PROGRESS AND PLANNED ACTIVITIES – Chantee Covered.

London Design Festival

- Fitzrovia will be a district from 16 – 24 September 2023.
- Alongside promoting stakeholder's events, TFP will also be hosting a food trail during festival.
- Our dedicated 'District Day' is Wednesday 20 September 2023
- Studio Late evening will be conducted on our District Day
- Stakeholder briefing hoping to take place Wednesday 19 July 2023.

CSR – Corporate Social Responsibility – Chantee Covered

SUPPORTED - Fitzrovia Arts Festival by Rebecca Hossack Gallery

SUPPORTING - Fitzrovia Fete, 13 August 2023 by Fitzrovia Community Centre

Members Contributions:

- Catriona Russell is interested in the Dr Bike and training along with Community Development and Social Enterprise. They would like further information regarding the community centre and Fitzrovia Youth in Action along with hosting a B2B business development lunch and learn session (Amy).
- David Martinez is interested in training.
- Gabriel Mills-Brown is Interested in the Dr Bike and training.
- Johan Geysler shared concerns over the flagship store as weekend footfall down 43% compared to 2019. He discussed the ULEZ charges, inflation, and cost of living. The management of West Elms noted Oxford Street remains busy at the weekends, but Tottenham Court Road remains quiet.
- Joe Sullivan is interested in training.
- Yatish Agarwal – Asked about closing Charlotte Street to traffic on the weekends. Questioned the negative articles regarding The Fitzrovia Partnership and The West Fitzrovia ballot. Amy confirmed the ballot is postponed until the autumn. We were advised the team took the view that they want to spend some more time engaging with businesses and the ballot is postponed until October 2023 with a view to the BID formally starting on 1 January 2024.
- Harriet Proud is interested in training, Dr Bike and regarding the B Corp in Fitzrovia would like to connect with Elizabeth Kelly to discuss their impact assessment and potentially requires further information on the Business Climate Challenge; Fitzrovia Cohort 2.
- Chelsea Goslin-Minter informed members of the nonprofit pop-up café; The Feel-Good Bakery in heals and explained the charity. The Feel-Good Bakery, a social enterprise run by local charity Regenerate, creates opportunities for young people to thrive. It's now serving up baked goods and brilliant coffee from its mobile cart on the ground floor of our Tottenham Court Road store. The pop-up is running while we prepare our new café on the ground floor of our newly extended store.

Amy reminded the members what we have achieved and the next training dates and times, and thanked our members for their contributions, The next meeting was arranged for Tuesday 10th October for 10.30am-11.30am with a venue to be confirmed.

-ENDS-