

**The
Fitzrovia
Partnership**
Business Improvement Districts

FITZROVIA
SUSTAINABILITY
OUR STRATEGY
FOR ACTION

APPENDIX B: Engagement and Co-creation

Contents

ENGAGEMENT AND CO-CREATION	2
Sustainability survey and drop-in sessions	4
Economic priorities	4
Environmental priorities	4
Social priorities	4
Prioritising United Nations' Sustainable Development Goals (SDGs)	5
Good Health and Well-being	5
No Poverty	5
Affordable and Clean Energy	5
Sustainable Cities and Communities	6
Zero Hunger	6
Public realm priorities	6
Local and regional government feedback on sustainability	7
London Borough of Camden	7
Westminster City Council	7
GLA	8

Engagement and Co-creation

The co-creation and engagement period ran through spring and early summer 2024 and consisted of the following engagement opportunities (Fig 18).

Activity	Participants	Purpose	Format	Outcome
Drop-in session 24 th April 2024	Total: 16 Members: 8	Collect community feedback on sustainability issues	Informal, open sessions	Qualitative data
Drop-in session 23 rd May 2024	Total: 23 Members: 9	Collect community feedback on sustainability issues	Informal, open sessions	Qualitative data
Online Survey	Total: 117	Gather data on community attitudes towards sustainability	Structured online questionnaire	Statistical insights
FitzWest Neighbourhood Forum AGM	Approx. 25	Collect community feedback on sustainability issues	Informal session before and after the main meeting	Qualitative data
Sustainability Forum Session	25	Discuss innovative solutions and collaborative efforts	Forum session with stakeholders	Ideas for sustainable practices and stakeholder dialogue
Interviews with GLA, Camden and Westminster Councils	-	Understand public sector perspectives on sustainability	Semi-structured interviews	Insights on regulatory support and policy alignment

Figure 18: Summary of Engagement

Sustainability survey and drop-in sessions

This section summarises the feedback received from the drop-in sessions and survey responses.

Economic priorities

- **Supporting Local Food and Goods:** Procuring local food and goods was a popular priority, indicating a desire to boost the local economy and reduce carbon footprints associated with supply chains.
- **Fair pay, internships and Apprenticeships:** There was strong support for creating internships and apprenticeships to help develop local skills and fair pay to reduce poverty and inequality.
- **Local Festivals:** Supporting local festivals can foster community spirit and drive footfall to local businesses.

Environmental priorities

- **Green Spaces:** Participants emphasised the need for more green spaces, which can enhance the urban environment, improve air quality and provide recreational areas.
- **Recycling and Waste Management:** Improved waste management and increased recycling efforts were highlighted as critical areas. This includes better waste collection times and more accessible recycling options.
- **Retrofitting Buildings:** There is a significant demand for improving energy efficiency in buildings through retrofitting. This can reduce carbon emissions and energy consumption.

Social priorities

- **Reducing Social Inequality:** Addressing social inequality was a significant concern, with suggestions to increase accessibility and provide more community support.
- **Creating Outdoor Spaces:** There was a clear preference for creating more outdoor spaces for relaxation and community activities, which can improve mental well-being and social cohesion.
- **Safety and Security:** Improving policing and security to address phone theft and antisocial behaviour was also a priority.

Prioritising United Nations' Sustainable Development Goals (SDGs)

As part of the engagement and co-design approach, drop-in sessions attendees and survey respondents were asked to prioritise the SDGs in the context of improving Fitzrovia.



Figure19: United Nations' Sustainable Development Goals

While there was interest in delivering improvement across areas and a recognition amongst some stakeholders that the SDGs can be seen as an integrated system in which all need to be addressed, the following five SDGs resonated most strongly with the local community :

- Good health and well-being
- No poverty
- Affordable and clean energy
- Sustainable cities and communities
- Zero hunger.

Good Health and Well-being

This goal focuses on ensuring healthy lives and promoting well-being for everyone. The community has identified this as the highest priority, with 45 survey responses and nine workshop responses highlighting its importance.

No Poverty

This goal aims to end poverty in all its forms everywhere. It received 38 survey responses and 9 workshop responses, indicating it is a significant concern for the community.

Affordable and Clean Energy

This goal is about ensuring access to affordable, reliable, sustainable and modern energy for all. It received 30 survey responses and 8 workshop responses.

Sustainable Cities and Communities

This goal focuses on making cities and human settlements inclusive, safe, resilient and sustainable. It was highlighted by 30 survey responses and 12 workshop responses.

Zero Hunger

This goal aims to end hunger, achieve food security and improved nutrition, and promote sustainable agriculture. It received 29 survey responses and 9 workshop responses.

Public realm priorities

Survey respondents were also asked questions on their priorities for improving Fitzrovia's public realm. The findings from these questions complement the Public Realm Assessment (Appendix C).

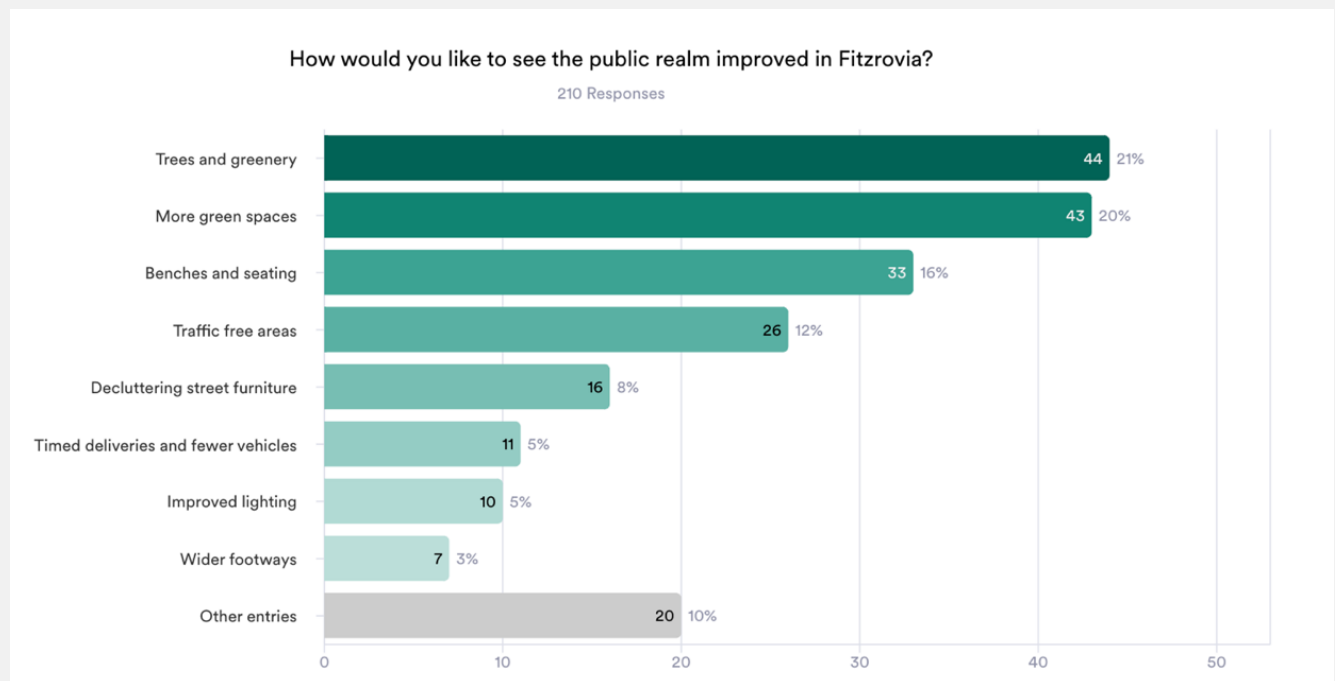


Figure 20: Respondents' public realm priority improvements

Respondents' priorities for improving Fitzrovia's public realm are:

- More trees and greenery
- More green spaces
- Benches and seating
- Traffic-free areas.

In terms of day-to-day management and operation of the public realm, respondents' overwhelming priority for improvement is street cleansing, followed by better maintenance, more recycling opportunities and outdoor seating and dining areas.

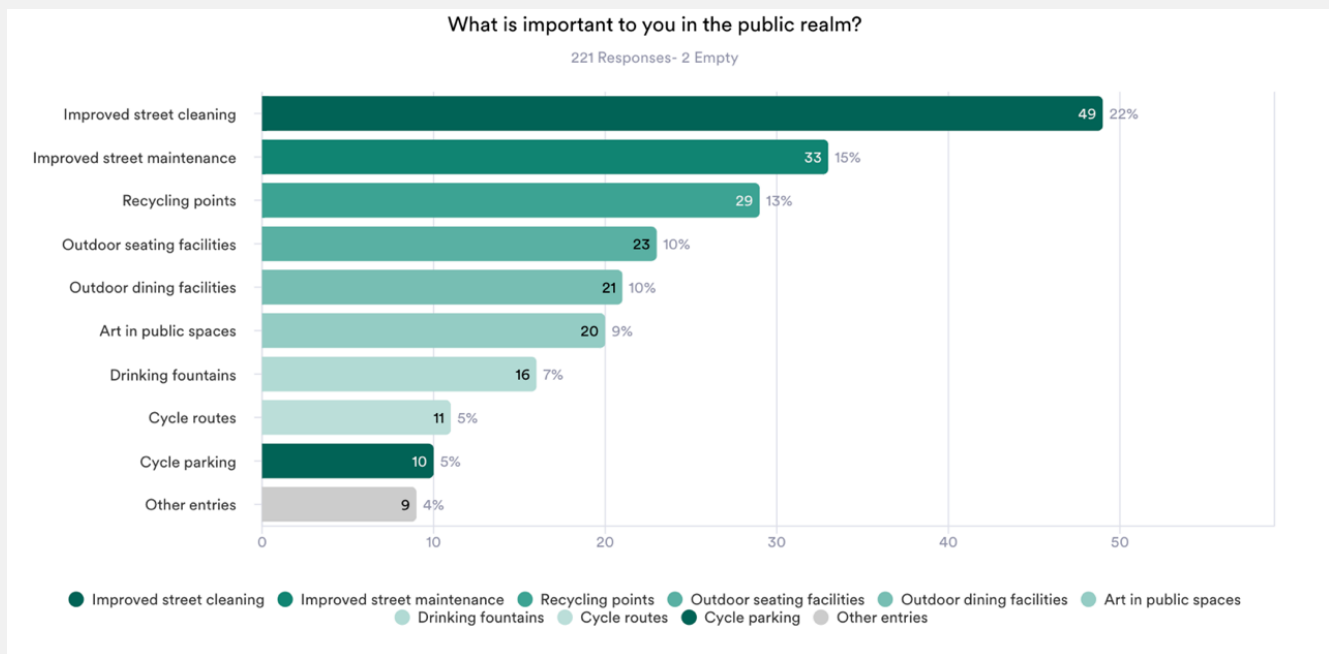


Figure 21: What is important in the public realm to survey respondents

Local and regional government feedback on sustainability

This section outlines the key takeaways from meetings to interview officers from the London Borough of Camden, Westminster City Council (WCC) and the Greater London Authority (GLA).

London Borough of Camden

Key takeaways from London Borough of Camden include seeing businesses using their advocacy role more to influence others to tackle climate change, support the local economy and address social inequality.

London Borough of Camden encourages businesses to analyse their operations' environmental impact and contribute to community resilience through initiatives like clean streets and shaded public spaces.

London Borough of Camden emphasised the importance of collaborative efforts. To combat climate change, they set up the Camden Climate Alliance, which tackles global issues and local priorities in Camden. To address local employment, Camden have established a Community Investment Fund, a capital investment in local start-ups to help support the ideas of young people investing in their communities.

Westminster City Council

An overarching principle for Westminster City Council (WCC) was to view sustainability through an interconnected framework, where social, economic and environmental sustainability influence each other. WCC have created the Sustainability City Charter to create a collaborative framework for business-led sustainability initiatives. The Fitzrovia Partnership can help drive engagement to support this strategy.

WCC highlighted some key programmes which could help businesses in the area address their social sustainability goals. For instance, WCC can help businesses set up corporate volunteering and 'meet the charity' events and bring in pro-bono expertise. WCC are developing a social value calculator as a metric for Corporate Social Responsibility programmes.

A key priority for WCC is to reduce commercial emissions in central London as 70% of emissions come from commercial buildings. WCC highlighted programmes they are running to help public bodies and businesses retrofit their buildings, e.g. a heritage retrofit programme.

GLA

Key takeaways from the GLA were to consider all the UN SDGs equally. The GLA stated the importance of businesses to accelerate programmes Camden and Westminster are running such as retrofit programmes and tackling poverty.

The GLA stated the importance for businesses to look beyond their built environment and invest in the local area. This could be through investment into quality education, solar panels and local community grounds. The GLA highlighted the importance of partnerships with the local community, e.g. businesses sharing their knowledge of skills training to help young people into employment.

