



# Midtown bid

Annual General meeting 2019 – 2020

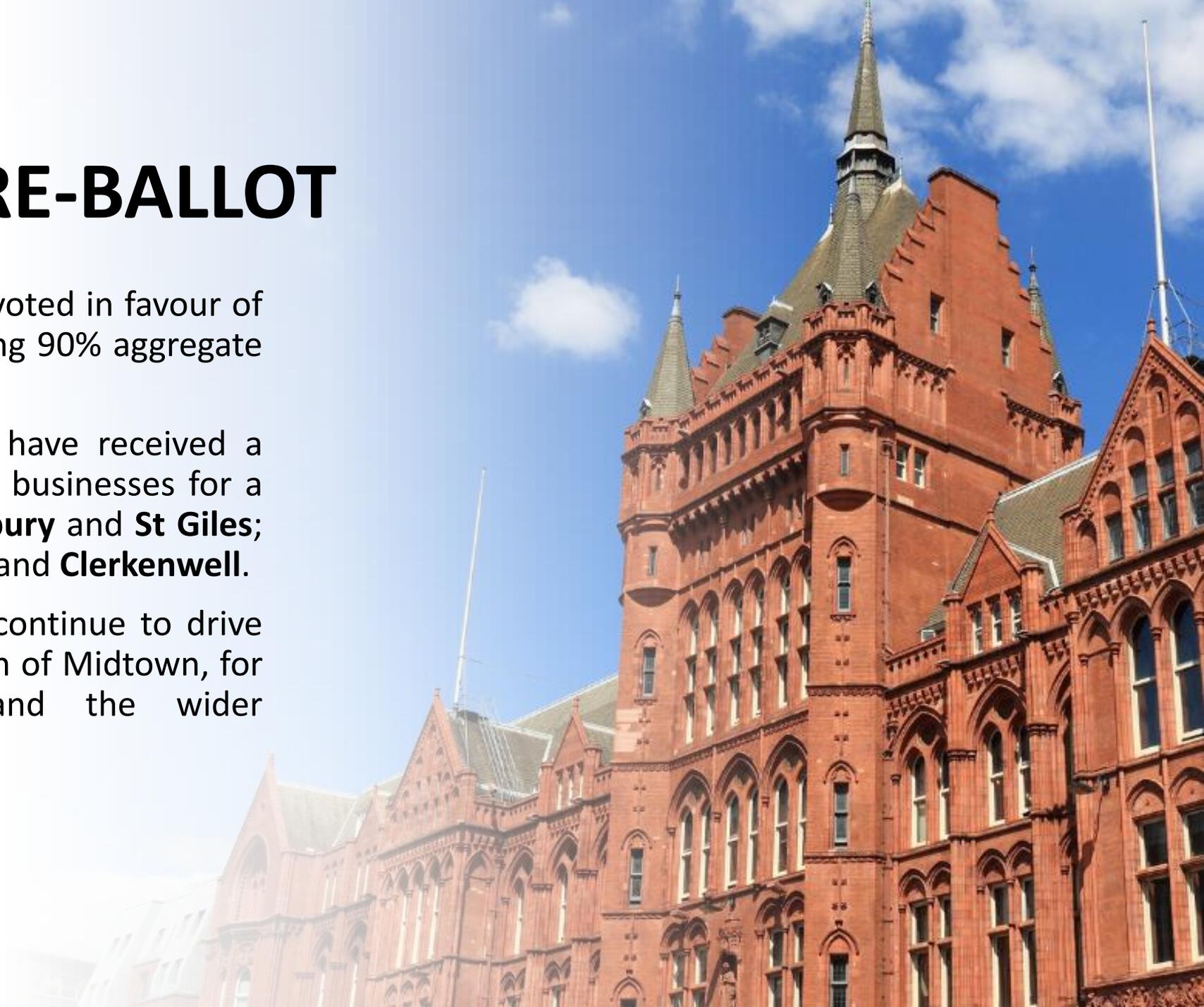
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# A SUCCESSFUL RE-BALLOT

**The Results** - 82% of Levy Payers voted in favour of Midtown BID's new term – totalling 90% aggregate by rateable value.

Midtown BID were delighted to have received a strong “yes” vote from its district businesses for a fourth term for **Holborn, Bloomsbury** and **St Giles**; and a second term for **Farringdon** and **Clerkenwell**.

The vote gives us a mandate to continue to drive the development and regeneration of Midtown, for the benefit of businesses and the wider community.



# SUSTAINABLE DEVELOPMENT GOALS



**08**

Decent work and  
Economic Growth

Economic projects to support business and the wider community – such as Holborn Station Redevelopment, Princes Circus & Holborn Liveable Neighbourhood Scheme all designed to promote growth and inward investment to the area



**11**

Sustainable Cities  
and Communities

Environmental and education based projects such as “Bee Wild”, Midtown Gardens, reducing pollution through projects such as the Midtown Cycle Vault project [NCP] and Air Quality monitoring



**12**

Responsible  
Consumption  
and Production

Future London - Evening Standard Anti-Plastics Campaign, waste management consolidation and sharing best practice across our membership and with other stakeholders



**17**

Partnerships  
for the Goals

Leadership and influence working with BID members, stakeholders, and communities. Collaboration and learning from pan-London partners and stakeholders.

# PRIORITIES - PUBLIC REALM AND PLACE MAKING

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**Ground Floor Use** – we have completed a Ground Floor Use Study supporting the area’s growth through identifying alternative models for viable ground floor venues. The study looked at a more holistic economic model for investment, which included curated streets, more engaging facades, temporary activities in underused spaces, outdoor sitting areas and temporary event spaces

**Princess Circus** – part of Camden Council’s West End Project and supported by Midtown BID, the area is being redesigned to improve pedestrian routes and crossings making the area easier and safer for people to navigate.



# ENVIRONMENTAL AND SOCIAL SUSTAINABILITY

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**BE THE CHANGE** - homeless campaign has been re-purposed as a dedicated portal for on-street reporting with links to WC1 and EC1 support services, to offer advice, guidance and support to rough sleepers in the area.

**BEE-WILD** - our rooftops project combining pollinator friendly planting with urban bee keeping continues to expand across the district. 2020 sees the BEE WILD project join up with the Wild West End a combination of green roofs, green walls, planters, street trees, flower boxes and pop-up spaces across London.



# PRIORITIES – SUSTAINABILITY

**Future London Plastic-Free campaign**, in partnership with the *Evening Standard*, aiming to reduce single-use plastic in Midtown, promoted local businesses to assist with supply chain management, best practices, and support innovative interventions to make Midtown plastic free.

As the campaign came to a finish in 2020, our initiative has had both environmental and reputational success with Londoners.



# PARTICIPATION



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**Clerkenwell Design Week** – supporting UK and International Brands and companies, in a series of events and exhibitions that took place across the area

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**London Real Estate Forum** – Showcasing Midtown and its contribution to economic and community value - highlighting the growth in the district's performance

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**New London Architecture** – supporting and showcasing Midtown potential as a centre for excellence in the built environment

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**Bloomsbury Festival** – supporting the festival showcasing its art, culture and science through a series of events and exhibitions

# 2021 - MOVING FORWARD

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- ◆ Successful re-ballot taking Midtown into its 4th term with a new team in place in April 2020 - focus on assisting with Covid recovery
- ◆ Introducing an 'Onstreet Team' – Security, Cleaning & continuation of Ambassadors – to ensure the area is safe, clean and secure
- ◆ Supporting better decision-making (closer partnership working, better data on footfall)
- ◆ Developed the RISE Strategy to support businesses through the pandemic and towards recovery and renewal
- ◆ Increased media and social media presence to raise the profile of the area
- ◆ Increased member and stakeholder engagement
- ◆ Undertaking a series of business surveys, Webinar events for information and Mental Health and Wellbeing
- ◆ Donation made to Camden and Islington Giving to support communities as part of the Christmas Charity Appeal