

# Central District Alliance

The BID for Holborn and Clerkenwell



RENEW  
INVIGORATE  
SUPPORT  
EVOLVE

06/2021



## A WORK IN PROGRESS

Covid-19 has challenged and changed everything; how we live, travel, commute, and work. No aspect of life has remained untouched. Working practices are much altered with successive lockdowns requiring that all but keyworkers work from home.

As of March 2021, and the phased, gradual return to the new normal, it is anticipated that a hybrid model of working in the office sector will become the norm, at least for a while. Our hard-hit hospitality, retail, culture, and leisure sectors face an uncertain future and are very much reliant on people returning to the office, to galvanise the ecosystem that creates the vibrant day and night-time economy we strive to get back to.

There are many challenges that businesses and our city must navigate but with everyone combined, and the public and private sector working together, the city will grow and prosper again. In our capacity as a Business Improvement District, we will take every opportunity to contribute and lead on the recovery, innovating and inspiring wherever we can. We will use all our skills and resources to restore confidence in this central district as a safe and secure place to return to work, an inviting, thrilling destination that captures London at its best. We will ensure our members are in the best position – and a great place – not just to survive but to thrive.

With the initial drafting and this update to our R I S E – RENEW INVIGORATE SUPPORT EVOLVE Strategy we have trained our focus on the opportunity we have next year to build back better, ensuring our district and London as a whole is in the best economic and social position.

The Team and I at Central District Alliance BID look forward to working with you all on the delivery of our RISE Strategy.

Debbie Akehurst  
Chief Executive

June 2021

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# RENEW INVIGORATE SUPPORT EVOLVE

In response to the Covid-19 pandemic, the Central District Alliance BID Board and Executive Management met to review the BID's priorities and objectives in order to establish how to best support its members in such uncertain times.

The result was the R I S E strategy, setting out short and medium-term goals to support our businesses as we recover.

The RISE strategy seeks to:

- **Renew:** Establish a sustainable and revitalised Central District through collaboration and partnerships, supporting our members on a sector-by-sector basis.
- **Invigorate:** Give businesses, employees, staff and visitors confidence to return to Central District, emphasising it as a vibrant, safe and welcoming district.
- **Support:** Provide assistance and advice reflective of our strength as the voice for business and a champion of our local communities
- **Evolve:** Work towards securing central and local government support, including funding towards new public realm opportunities, and building a wide base of support to create social value for the communities in which we operate.

This document will also continue to evolve as we respond to each new challenge, with one thing remaining certain, we will not stand still.

We commend all of our member businesses, and all of their employees, for the strength and resilience they have shown during the crisis. And now, with the successful rollout of the vaccination we have reason to be optimistic.



# RENEW INVIGORATE SUPPORT EVOLVE

- Establish a sustainable and revitalised Central District through an agile and holistic approach to collaboration and partnerships supporting our members on a sector-by-sector basis.
- Central District Alliance BID will coordinate with borough and pan-London stakeholders to ensure a well-rounded approach to supporting our businesses.
- Work with the Greater London Authority (GLA), Camden Council, Islington Council and Transport for London (TfL) on the Mayor of London's Streetspace pedestrianisation and cycle routes scheme.
- Develop and expand upon Central District Alliance BID's public realm research, scoping and feasibility studies.
- Lobby for the acceleration and realisation of approved public realm works, made possible through the awarding of c£9m of TfL funding, achieved as a result of Central District Alliance BID's active support, funding contributions and partnerships with local authorities.
- Coordinate with landlords, residents, and the relevant local authority to activate and regenerate vacant ground floor spaces. Use the results of the Meanwhile Use Consultation to guide planning and appropriate use of vacant space.



# RENEW INVIGORATE SUPPORT EVOLVE

Give businesses, employees, staff and visitors confidence to return to Central District, emphasising it as a vibrant, safe and welcoming district.

Central District Alliance BID will work to ensure that the area is safe, clean and hospitable for returning businesses and visitors, and well prepared for the 're-opening' of London.

- Work with Camden Council and Islington Council on appropriate wayfinding signage and other information such as safe walking and cycling routes to aid social distancing.
- Identify locations where hospitality and leisure providers can expand into and operate from outside areas, working with the relevant authorities to seek fast-tracked planning and licensing approvals.
- Provided a new district-wide Daily Street Cleansing Programme as well as new weekday On Street Security Patrols.
- Re-introduced the uniformed On Street Ambassadors to help pedestrians and tourists with queries.



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Provide assistance and advice reflective of our strength as one of London's Business Improvement Districts working in collaboration with our neighbors.

Central District Alliance BID will step up its dialogue and interaction with each of its stakeholders, whilst also actively encouraging members to connect with each other.

- Continue to engage and meet with all of our local stakeholders including businesses, charities, organisations, Met Police, Camden and Islington Council.
- Form sector-specific roundtables to identify areas where Central District Alliance BID can collectively work together on the delivery of targeted business and marketing campaigns.
- Work with other London BIDs and wider stakeholders to lobby local and national governments to support the economic recovery of London.
- Work in partnership with Camden Council and Islington Council, developing and delivering a sustainable approach to the district's homeless and rough sleepers.



# RENEW INVIGORATE SUPPORT EVOLVE

Work towards securing central and local government support, including funding towards new public realm opportunities, and building a wide base of support to create social value for the communities where we operate.

Central District Alliance BID will develop and expand upon all existing initiatives, seeking to maintain momentum in the delivery of the projects outlined in its 2020 Manifesto.

- Identify areas for enhanced public realm to make the area a more welcoming place for visitors and employees.
- Expand our greening across the district. Current projects include rooftop gardens, individual planters and pollinator habitats, and look to introduce and install parklets and green walls throughout our area, making Central District a cleaner and greener environment.
- Develop the Central District Alliance Land Use Study to seek self-financing options to help deliver Holborn tube station improvements.
- Work with the relevant local authorities to identify safe pedestrian routes, flows and additional wayfinding.
- Develop our SEE (Social, Economic, and Environmental) Strategy to position Central District Alliance BID as a champion for sustainable social and economic growth.

# Central District Alliance

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