High Streets as Havens: Re-opening Safely and Sustainably

Chair: Tomos Joyce, Project Manager
Today’s Agenda

1. Introduction and Context
2. CTU: The Future of Our High Street
3. L&P: Consumer Confidence in London
4. The Sustainable London High Street

Have your say:
Q/A session after each presentation
Introduction to Cross River Partnership

Susannah Wilks, CRP Director
CRP Projects

Healthy Streets Everyday

Clean Air Villages

EV Fleet-Centred Local Energy System

Central London Sub-Regional Transport Partnership
Our Vision

**People**
Working with engaged people connecting stakeholders to successfully collaborate and deliver

**Places**
Deliver in great places, sharing best practice whilst ensuring all businesses are supported to grow sustainably

**Projects**
Deliver innovative projects for partners encouraging businesses to shift from incremental to permanent change, whilst inspiring others to do more at pace

Supporting businesses to be safe and sustainable, incorporating keeping our air clean.
The New Norm?
Cross River Partnership is working at pace to help support communities, Local Authorities and private bodies with their Covid-19 response.

**Physical Interventions**

- 1 - 2m

**Monitoring**

- Graph
- Cycle
- Pie Chart

**Guidance**

- Documents
- Speech Bubbles
- Computer
CRP’s Support for High Streets
Beyond the Pandemic: The Future of Our High Streets

Simon Pitkeathley, Camden Town Unlimited
Consumer behaviour was already changing too quickly for the High Street to adapt, exacerbated by high rent and rates in London.

- The pandemic will accelerate this process.
- With alternative.camden we’ve been exploring these changes since 2018.
- These are predictable changes, so we can prepare a response.
**PHASE 1: LOCKDOWN.**

1. **Lockdown**
   - **Business Survey**
     To understand the support our members need.
   - **‘Beyond the Pandemic’ article series**
     Weekly release of thought leadership articles, with titles such as ‘The Future of our High Streets’, ‘Reopening Restaurants & Pubs’ and ‘An Alt.Cmd Future’.
   - **Member Communication**
     We are regularly updating our members via newsletters and email, ensuring that they’re up to date with the latest information and advice. Their survival is key to seeing Camden & Euston flourish, so it’s of vital importance that we keep businesses aware of the available financial support.
   - **Delaying BID Bills**
     To help alleviate the financial pressure businesses are facing.

2. **Reset**
   - **Lobbying**
     - Requesting extra funding for BIDs so they can survive without billing members (successful)
     - Support for businesses that don’t pay rates (successful - Bounce Back Loans)
     - Road closures to create room for outdoor seating (successful)
     - Temporary easement of table & chair licensing to accommodate for social distancing.
   - **Lockdown Hub**
     A dedicated web-page committed to supporting businesses through the lockdown, featuring:
     - Advice Hub, where members can book 1-2-1 meetings with local experts.
     - Local business directory, showcasing those who have switched online during lockdown.
     - Links to useful support.
     - Our latest BID updates.
PHASE 2: RESET.

Business Matchmaking
Allowing for greater connectivity between businesses - something we know is in demand as per the results of our business survey. Large and small companies across the Borough will be able to share ideas, collaborate and reopen successfully.

Tool & Tech Sharing
Between businesses, giving them the power to access systems such as a virtual queuing service.

Business Best Practice
Providing ‘how-to’ guides and advising businesses on how they might reopen post-lockdown.

Pedestrianisation, Stage 1
Air quality has always been a priority. We will harness this golden opportunity for change, lobbying for improved walking and cycling infrastructure that enhances the environment for visitors, in turn supporting local businesses. Drummond Street and Camden High Street will act as testbeds for experimentation.

Lobbying
We will use the ‘reset’ provided by the lockdown to pilot new policies, for example:
- Replace/modify business rates so that they’re an equal tax for physical & online stores
- Relax rooftop regulations for tackling air quality and lack of green space
- Smart Licensing to remove red tape for temporary events

Drummond St. Vision, Stage 1
Focusing our attention on the entrances to Drummond Street, we will use green infrastructure, creative signage and beautiful lighting to attract new footfall to this unique cluster of independents. Shop frontages will be reimagined to elevate this destination of culture and experience.

Camden Highline, Stage 1
Community engagement will take place in the form of workshops, education programmes and design competitions. Our new pocket park at Camden Gardens will be used to facilitate such activities.

Collective / C3, Stage 1
Going back to the roots of Collective in 2009, we will kickstart the recovery and transformation of the high street by taking on vacant units to provide free work and retail space for SMEs, entrepreneurs and start-ups. This will boost footfall in Camden & Euston, bringing life back to our towns.
PHASE 3: BUSINESS UN-USUAL.

Drummond St. Vision, Stage 2
The ‘People’s High Street’ – a space that is designed for those who use it, and an environment where small businesses thrive, collaborate and grow. Shared surfaces are paired with technology that allows booking the high street for events, and green play infrastructure creates a space that is truly inviting.

Pedestrianisation, Stage 2
Referencing Drummond Street and Camden High Street as case studies, we will have the blueprint for methods of modal filtering and pedestrianisation. We will start to roll these out to create a network of people-friendly civic spaces and more sustainable, future-proofed neighbourhoods.

Green Loop
Linking leafy parks, world-renowned institutions and cultural hubs with a four mile walking route that permeates Kings Cross, Euston and Camden Town. A destination in its own right, connecting communities and offering a day-long London adventure.

Camden Highline, Stage 2
A new linear park and walking route using a disused railway from Camden Town to King’s Cross. Keeping Camden Town as a visitor destination for both tourists and Londoners, projected to bring 1.3m new visitors and £16 of spending to Camden. The Highline will also be a fresh park and walking route for businesses and residents, many of whom have little nearby green space.

Collective / C3, Stage 2
Continuing with stage 1, we will also expand Collective’s offer to support Camden’s business community through the long-term changes to how we live and work. With C3, the acquisition of space will be expanded to provide work, retail, living and community space. This will be governed by Collective’s non-profit and flexible model.

Community Outreach
Our commitment to working with local communities will continue to be a key feature within our projects. Collaborating with charities such as Camden Giving, C4WS, Global Generation and many more will allow us to maintain strong community ties, vital to the development of happy, healthy neighbourhoods.
With the growth of remote working we may see the development of a '15 Minute City', as championed in Paris, where amenities, parks, art & culture are available within your neighbourhood. Employees will become embedded in their home towns, spending consciously on small businesses they have a personal connection with.
We want Camden to lead the way in preparing the physical and regulatory landscape for this change.

Our plans center on the Green Loop, which will link leafy parks and cultural hubs with a four mile walking route that permeates Kings Cross, Euston and Camden Town.
CAMDEN HIGHLINE

A new linear park and walking route linking Camden Town to Kings Cross on a disused railway viaduct.
Phase 1: use green infrastructure, lighting and signage to provide a walking link from Euston Station to Regent's Park.

Phase 2: the ‘People’s High Street’, including a platform to book the High Street for community uses and events.
PILOTING A NEW BUSINESS LANDSCAPE

The BIDs have:

- A democratic mandate from business
- Relationships with key stakeholders
- Oversight by a Board drawn from the local community

They are the ideal vehicle to pilot regulatory innovations
ALT.CMD COMMUNITY WORKSHOPS
PROPOSALS TO EXPLORE

Business Rates

1: Replace business rates from the occupying business with owner rates.

2: Encourage meanwhile use by offering owner rates relief for those with a meanwhile occupier which provides community benefit.

3: A streamlined planning process for properties which are unusable for both uses.

Licensing & VAT

1: Smart Temporary Event and Table & Chairs licenses, allowing these to be free and instant for those with a proven track record.

2: Bookable street space for community uses.

3: Raise the requirement for VAT registration, removing smaller businesses from the administrative burden. VAT credit to be used for start-up’s payroll.

More details: Supporting Businesses Post-Coronavirus
High Streets and way we work will change. Collective is ready to ease the community through this transition.

1. Protect the High Street
2. A new way of working
3. A permanent home
1: PROTECT THE HIGH STREET

Create free retail, event and work space in vacant retail units, to maintain footfall as the use-case of the High Street changes.
2: A NEW WAY OF WORKING

Expand Collective workspaces to help businesses transition to the new way of working, while keeping the core of creative start-ups.
Secure C3, the purchase of a permanent home to provide affordable housing, work, and community space.
DETAILS IN OUR ‘BEYOND THE PANDEMIC’ SERIES

- The Future of our High Streets
- Camden Collective
- An ALT.CMD Future
- Reopening Restaurants and Pubs
- Supporting Businesses Post-Coronavirus
- Reclaiming our Streets

Or search ‘Camden Town Unlimited medium’
Questions?
Introducing London & Partners
We create good growth for London

Trade, Investment & Business Growth
- We help innovative companies to grow
- creating quality jobs in London.

Business Tourism & Major Events
- We attract and host major events
- bringing spend and global profile to London.

Leisure Tourism
- We attract visitors
- supporting London’s hospitality, retail and cultural industries.

Higher Education
- We attract international students
- supporting London’s universities and growing our future talent.

We do this by growing London’s brand and reputation with our most important audiences around the world.
We need a rapid and responsible recovery in consumer spending
Alliance for London consumer recovery

**What:** a collective response of London’s businesses, brands, cultural organisations and city authorities.

**Mission:** support London’s culture, retail, hospitality, and events sectors to thrive after coronavirus.

**How:** campaign to encourage a responsible recovery in consumer spending, built on consumer confidence.
Objective

**Give Londoners confidence that going out responsibly will be a great experience**

We will achieve this by:

- Reassuring Londoners that going out responsibly is safe for them and others.
- Showing businesses are responding to the new aspirations of Londoners.
- Positioning local spending as an act of solidarity with the city – create social norms.
- Reinforcing behaviour messages around public health, public transport and active travel.
What the Alliance will do

- **Strategy and Coordination**
- **“Umbrella” Campaign**
- **Helping organisations to amplify and use the campaign**
THE CAMPAIGN
BECAUSE I’M A LONDONER
TIME FOR A CHEEKY CUPPA

EAT YOUR WAY AROUND BRIXTON MARKET

#BecauseImALondoner
MOBILISING AT SCALE
London-wide
Trade Associations
120+ major London businesses, including...
Supporting small businesses

Trade associations
Business networks
Boroughs and BIDs
B2B client networks
Marketing campaign

“Because I’m a Londoner”
Virtual Campaign HQ

1000s of businesses
SUPPORTING YOUR LOCAL RECOVERY
How to get involved

**Sign up to the Alliance**

Join the Alliance and gain access to a marketing toolkit and updates on new activations and resources.

**Take part in the campaign**

Download the campaign assets and use them across your channels.

**Use the hashtag**

Join us from 17 June by sharing what you love about your local neighbourhood, using #BecauseImALondoner

**Spread the word ...**

Tell your networks about the Alliance – the more we speak with one voice, the more successful we will be.
Partners getting involved

To help make your reopening as successful as possible, we're supporting a citywide campaign that aims to kickstart London's economy and encourages people to get behind their local businesses #BecauseImALondoner. Join the London Alliance: bit.ly/3hDLJG6 @businesslondon

GET INVOLVED
#BecauseImALondoner

JOIN NOW!
Partners getting involved

Fish, Wings & Tings founder Brian to tell his London Story

Brian Dandar, founder of Brixton Village favourite Fish, Wings & Tings, is one of the stars of London Stories, a new weekly online series to highlight...@brixtonblog.com

We are supporting a citywide campaign to encourage people to rediscover their local neighbourhoods and support local businesses.

Showcase what you love about Wimbledon and why it's the best place in London.

#BecauselAMOndenser MoveWimbledon

London Transport Museum

The Criterion Theatre stands on the south side of Piccadilly Circus. As the theatre was next door to the original station building, there wasn’t room to fit the new station escalators so the station had to be rebuilt underground in 1925.

#BecauselAMOndenser youtTube/RE/Blog/RE
Partners getting involved

The @thetenbells1 @oldspitalfields open for takeaway!
#BecauseImALondoner ow.ly/8ZKa3OqQMzg
Visit London: Influencer social take-overs
#KEY CAMPAIGN MOMENTS

#BecauseImALondoner

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<thead>
<tr>
<th>@VisitLondon weekly</th>
<th>London <strong>photo competition</strong> launched 4th July</th>
<th>Campaign <strong>digital advertising</strong> from July: YouTube, Facebook, Instagram</th>
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<tbody>
<tr>
<td>London Stories</td>
<td>Join us in celebrating hospitality businesses reopening from 4th July</td>
<td>Campaign <strong>outdoor advertising</strong> planned from mid July</td>
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<td>Instagram: weekly</td>
<td>@VisitLondon Instagram: weekly influencer takeovers promoting London</td>
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**Partner activations**
- London Stadium screen
- Meridian billboard (Stratford)
- O2 marketing support
Questions? Ideas?
BecauseImALondoner@londonandpartners.com

business.london/JoinAlliance

#BecauseImALondoner

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The Sustainable London High Street

Tom Linton-Smith, Project Manager
One analysis of a typical high street

North Country Mails at the Peacock, Islington
James Pollard, 1821 (public domain)
“Successful high streets should provide access to shops and services by all modes, and ensure a high-quality public realm and strong focus for community life”
What does [transport on] a sustainable high street look like?

For a city as dynamic as London, there is probably no ‘one size fits all’ but ....
Principles

Healthy Streets Indicators

- People feel relaxed
- People feel safe
- Easy to cross
- People choose to walk, cycle and use public transport
- Not too noisy
- People can stop and see
- Clean air
- Pedestrians from all walks of life
- Shade and shelter
- Easy to park
In practice – safe, comfortable and green

Part time pedestrianisation

Places to stop

Green, wide pavements, easy crossing
In practice – well managed deliveries and servicing

- Appropriate loading facilities
- Well managed off-peak deliveries
- Incorporating the benefits of logistics in the mix of uses
In practice – spotlight on shared mobility

London’s first shared electric van

Public transport/shared mobility hub

Low impact vehicles

CoMoUK
Visions of high streets as havens – making progress
Visions of high streets as havens – making progress
Questions?
Final observations
What’s next?

Join us for our next Live Share session!

Thursday 16th July at 2pm