

High Streets as Havens: Re-opening Safely and Sustainably

Chair:
Tomos Joyce,
Project Manager



CAMDEN
TOWN
UNLIMITED

LONDON
& PARTNERS

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PARTNERSHIP**
Delivering London's Future Together

SUPPORTED BY
MAYOR OF LONDON


Department
for Environment
Food & Rural Affairs

Today's Speakers



Simon Pitkeathley
Chief Executive
Camden Town Unlimited

Speaker



Feeroza Patel
Head of Corporate
Communications
London & Partners

Speaker



Susannah Wilks
Director
Cross River Partnership

Speaker



Tom Linton-Smith
Project Manager
Cross River Partnership

Speaker



Tomos Joyce
Project Manager
Cross River Partnership

Chair / Speaker



Rachael Aldridge
Project Officer
Cross River Partnership

Chat moderator



Joshua West
Communications Manager
Cross River Partnership

Webinar tech support

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



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



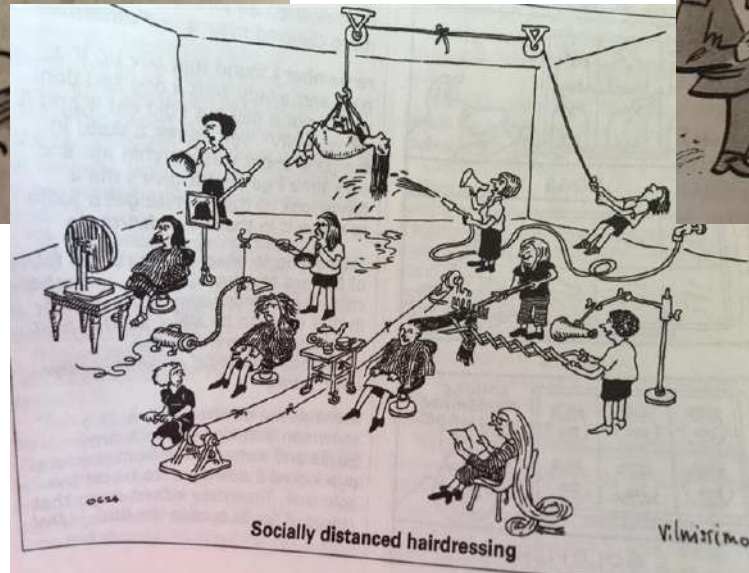
Supporting businesses to be safe and sustainable, incorporating keeping our air clean.

Central to our Projects



Rick Miller, 2018

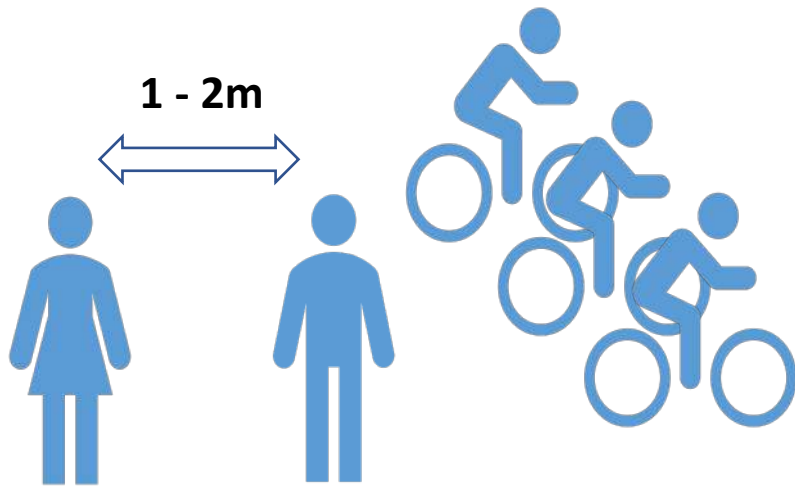
The New Norm?



CRP's Support for High Streets

Cross River Partnership is working at pace to help support communities, Local Authorities and private bodies with their Covid-19 response

Physical Interventions



Monitoring



Guidance



CRP's Support for High Streets



HEY THERE,
WE ARE
BACK



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Beyond the Pandemic: The Future of Our High Streets

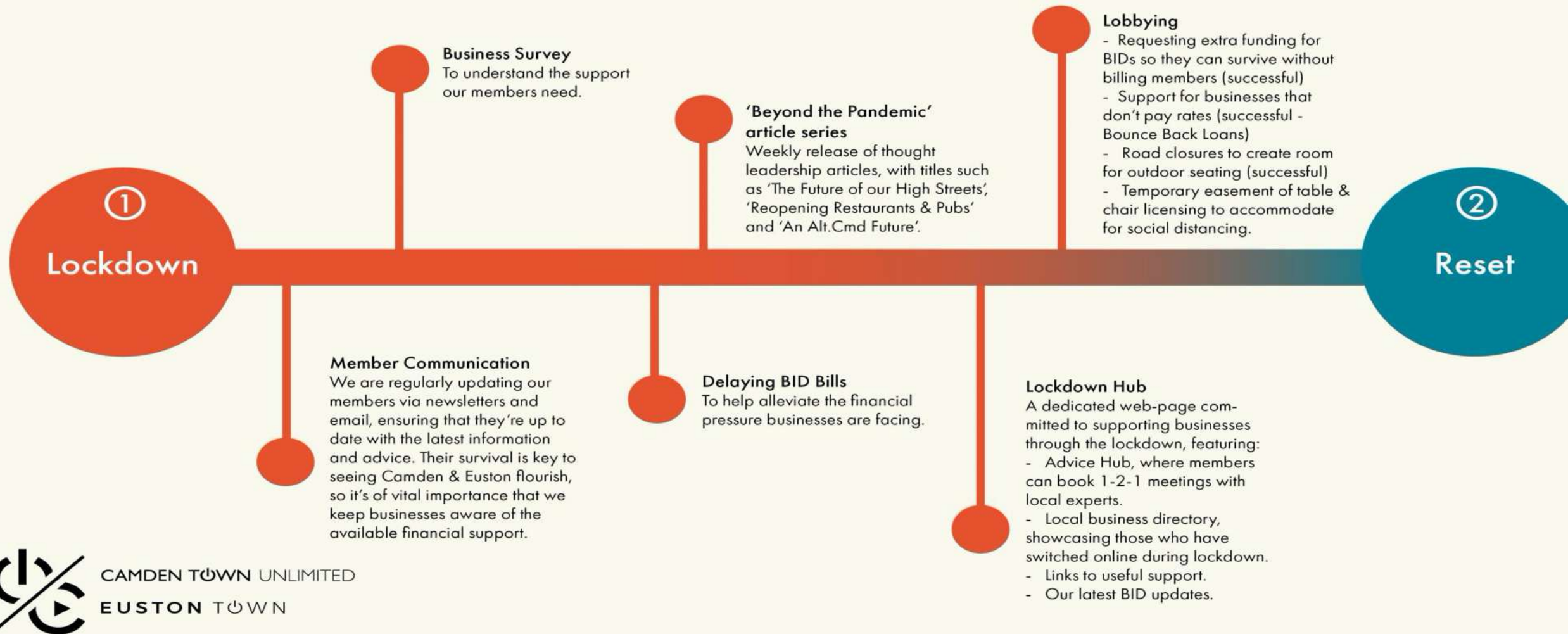
Simon Pitkeathley, Camden Town Unlimited

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10 YEARS CHANGE IN 10 MONTHS

- 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.



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EUSTON TOWN



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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.

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.

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

Business Best Practice

Providing 'how-to' guides and advising businesses on how they might reopen post-lockdown.

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.



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PHASE 3: BUSINESS UN-USUAL.

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.

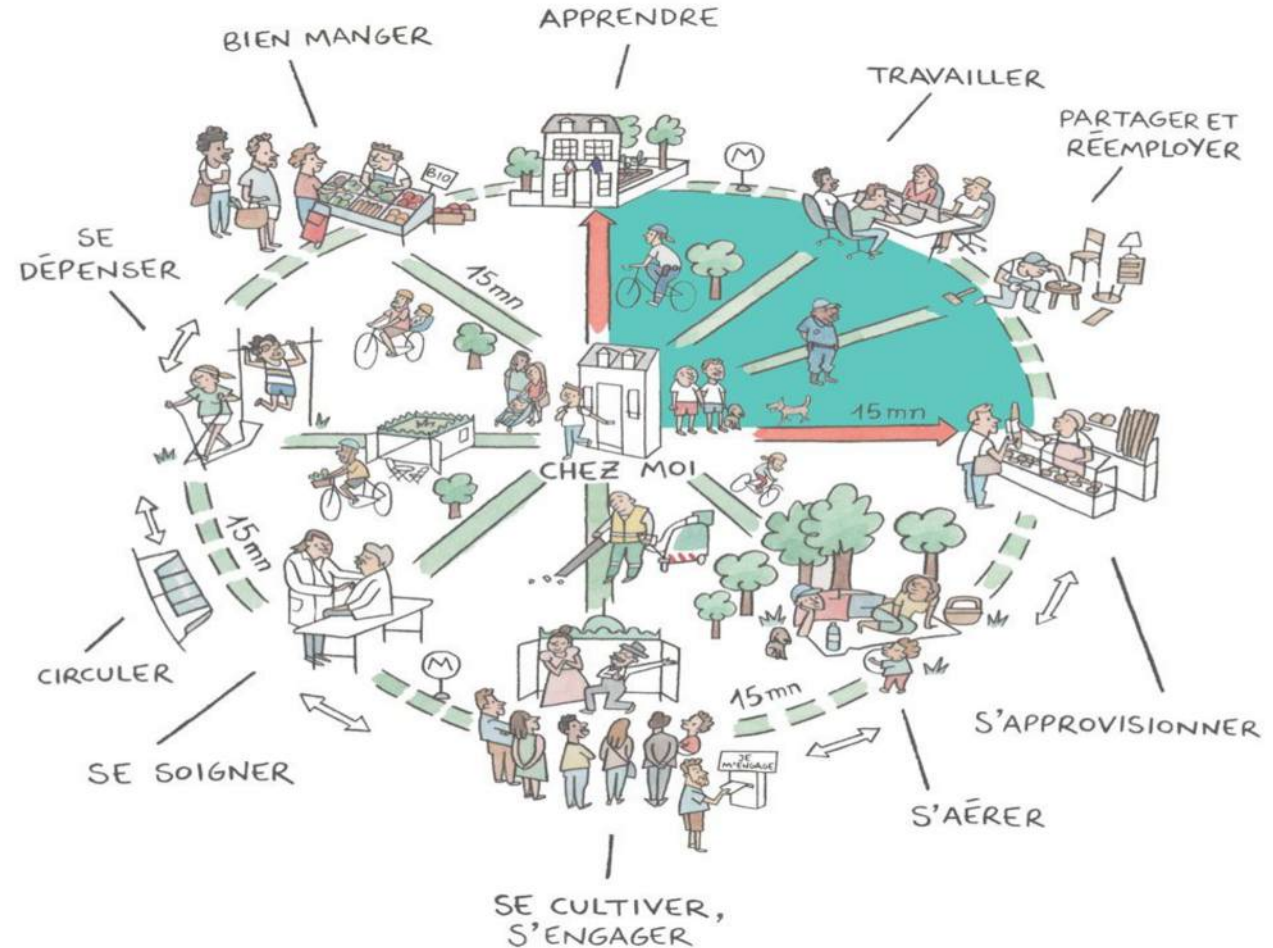
Community Outreach

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.



15-MINUTE CITY VISION

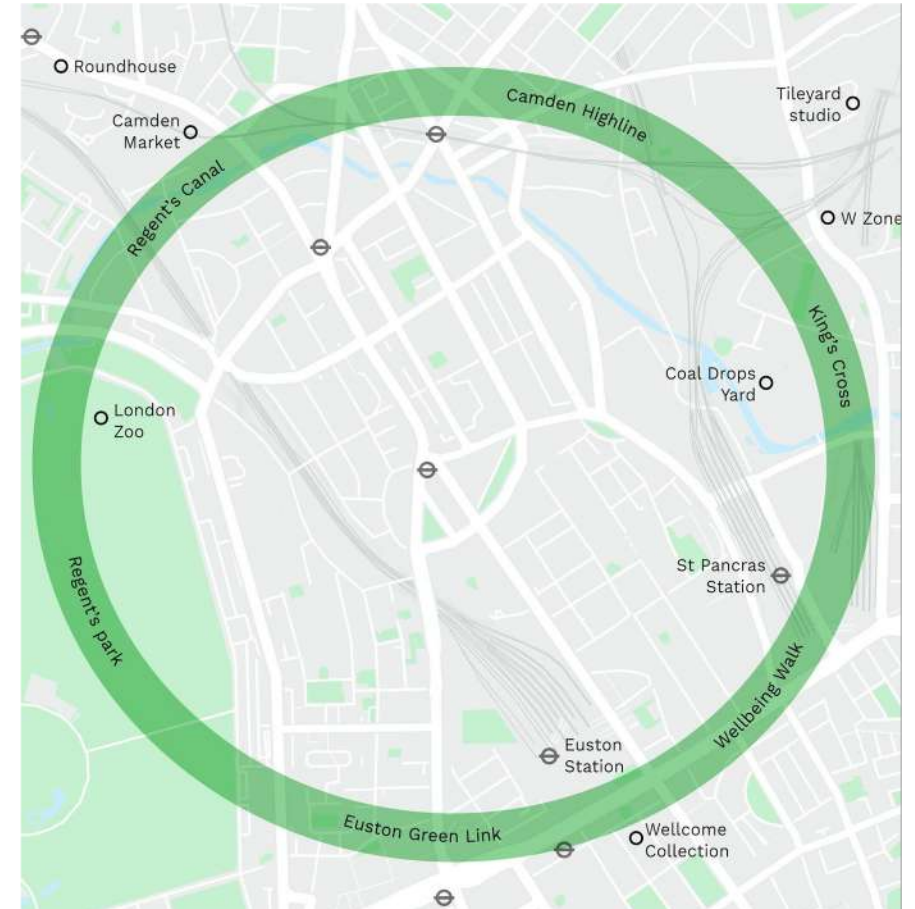
With the growth of remote working we may see the development of a '15 Minute City', as championed in Paris, where amenities, parks, art & culture are available within your neighbourhood. Employees will become embedded in their home towns, spending consciously on small businesses they have a personal connection with.



PLACE SHAPING

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.



DRUMMOND STREET

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](#)

BUSINESS SPACE: CAMDEN COLLECTIVE

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.





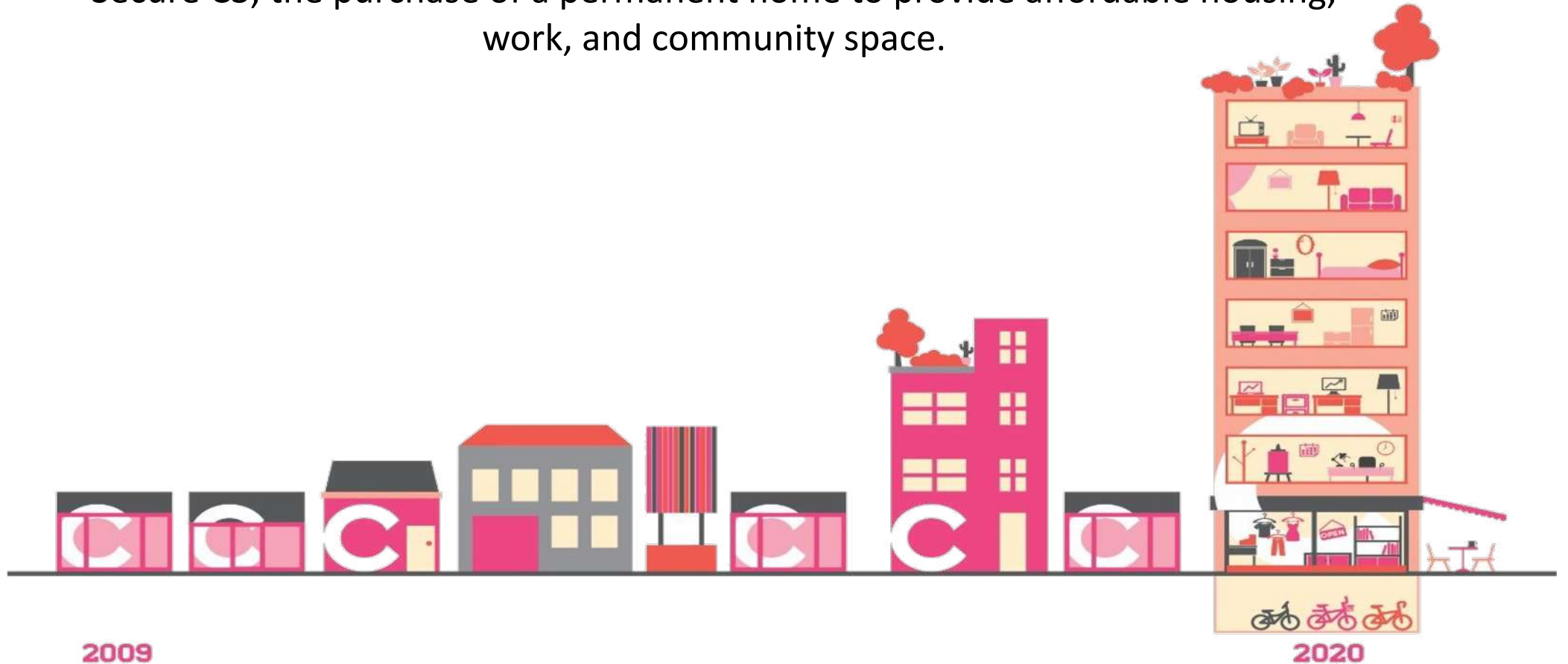
2: A NEW WAY OF WORKING

Expand Collective workspaces to help businesses transition to the new way of working, while keeping the core of creative start-ups



3: A PERMANENT HOME

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?

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Consumer Confidence in London: A Citywide Response

Feeroza Patel, London & Partners

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Introducing London & Partners



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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

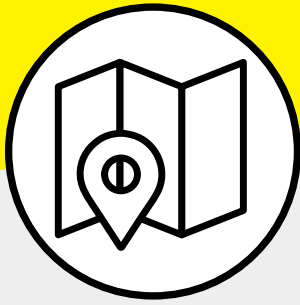
Give Londoners confidence that going out **responsibly** will be a great experience

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



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**TIME FOR A
CHEEKY CUPPA**

#BecauseImALondoner

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**EAT YOUR
WAY AROUND
BRIXTON MARKET**

#BecauseImALondoner



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MOBILISING AT SCALE

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London-wide

MAYOR OF LONDON



**Transport
for London**



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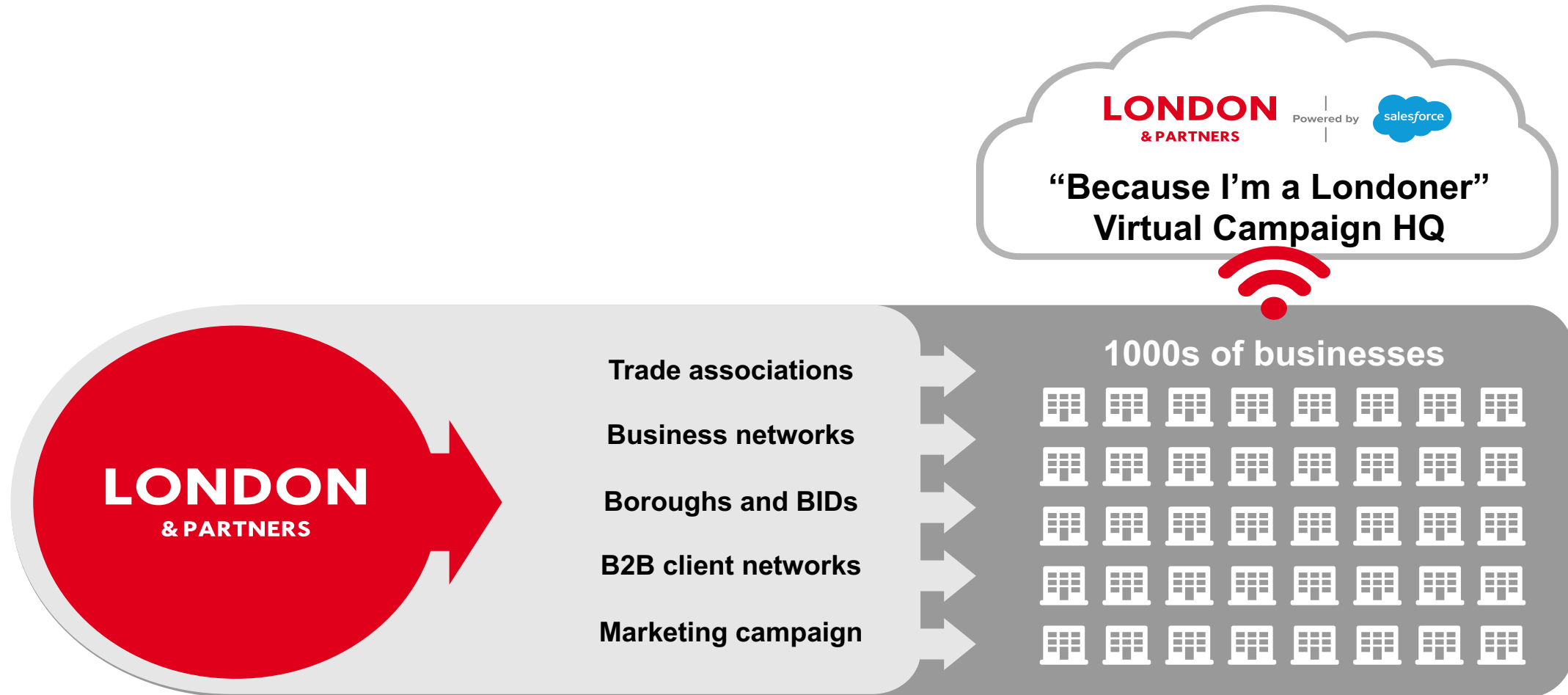
Trade Associations



120+ major London businesses, including...



Supporting small businesses





SUPPORTING YOUR LOCAL RECOVERY

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How to get involved

Sign up to the Alliance



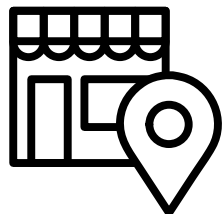
[Join the Alliance](#) and gain access to a marketing toolkit and updates on new activations and resources.

Use the hashtag



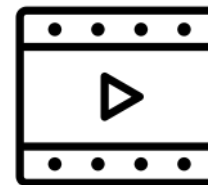
Join us from 17 June by sharing what you love about your local neighbourhood, using **#BecauseImALondoner**

Take part in the campaign



Download the campaign assets and use them across your channels.

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



O2 in the UK @O2 · 49m
Will you [#ShopLocal](#) as lockdown starts to ease?

We're proud to be supporting [@VisitLondon](#) with their [#BecauseImALondoner](#) campaign to help safely rebuild London and Britain.

Share the love for your local area spkl.io/London



O2 Business UK @o2businessuk · 53m

As the country starts to reopen, we're proud to be partnering with [@BusinessLondon](#) to help get the capital safely back on its feet.

Which [#SmallBusiness](#) are you most looking forward to rediscovering? Let us know using [#BecauseImALondoner](#)

To get involved spkl.io/60194Jm5S



Check Out Croydon @CheckOutCroydon · 50m

Time to rediscover [#Croydon](#) - like never before as we start to enjoy everything it has to offer [#becauseimalondoner](#)



canalmuseum · Follow

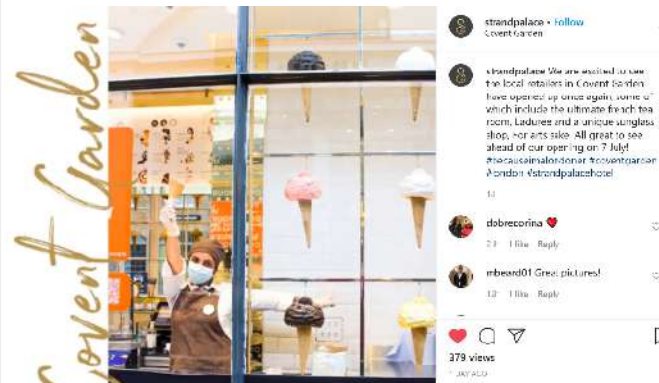


canalmuseum Getting out and about in London - can you spot the photo locations? [#BecauseImALondoner](#)

411



Partners getting involved



Partners getting involved



The @thetenbellse1 @oldspitalfields
open for takeaway!
[#BecauseImALondoner](#) [ow.ly/8ZKa30qQMzg](#)

THE TEN BELLS SPITALFIELDS



OUR DOORS ARE OPENING
SERVING TAKEAWAY DRINKS

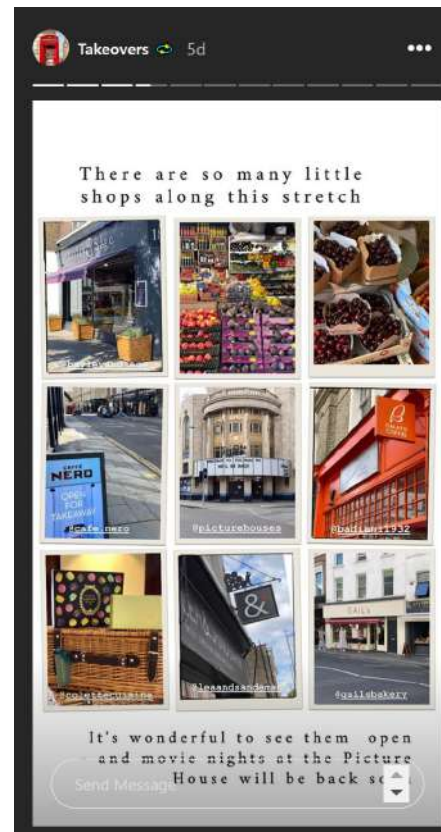
FRIDAY 12:00 - 19:00
SATURDAY 12:00 - 19:00
SUNDAY 12:00 - 19:00

84 COMMERCIAL
ST SPITALFIELDS
LONDON, E1 6LY

THE
EAST LONDON
PUB CO.



Visit London: Influencer social take-overs



KEY CAMPAIGN MOMENTS

#BecauseImALondoner

#BecauseImALondoner

@VisitLondon
weekly **London
Stories** shining a
spotlight on
Londoners

London **photo
competition**
launched 4th July

Campaign **digital
advertising** from
July: YouTube,
Facebook,
Instagram

@VisitLondon
Instagram: weekly
**influencer
takeovers**
promoting London

Join us in
**celebrating
hospitality
businesses
reopening**
from 4th July

Campaign **outdoor
advertising** planned
from mid July

Partner activations
London Stadium screen
Meridian billboard (Stratford)
O2 marketing support



Questions? Ideas?

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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*)



Place and Movement – Street Types for London



“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



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



CoMoUK

Low impact vehicles



Visions of high streets as havens – making progress



Visions of high streets as havens – making progress



Questions?



Final observations



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What's next?



**Join us for our next
Live Share session!**

Thursday 16th July at 2pm

Thank You!



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www.crossriverpartnership.org



Search 'Cross River Partnership' in YouTube



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