

CRP's Lunchtime Launch

Earth Day: Successful Sustainable Development in London

Thursday 22nd April
1:15pm – 2pm



Today's Speakers



Debbie Akehurst
CEO
Midtown BID

Speaker



Katherine Fleming
Place Making & Operations Director
Northbank BID

Speaker



Susannah Wilks
Director
Cross River Partnership

Chair



Fiona Coull
Project Manager
Cross River Partnership

Speaker



Carina Mesquita
Project Officer
Cross River Partnership

Chat Moderator



Rachael Aldridge
Project Officer
Cross River Partnership

Technical Lead

Today's Agenda

1. Cross River Partnership Introduction and Context
2. Midtown BID's Sustainability Initiatives and SEE Strategy
3. Northbank BID: Place Making and Behaviour Change
4. Cross River Partnership: Urban Greening & Sustainable Development



**What commitment
will you make on
Earth Day 2021 to
ensure development
in London is super-
sustainable?**



Introduction and Context

Susannah Wilks

Director, CRP





PEOPLE



PLACES



Annual Report
2020-2021

Business Plan
2021-2022

PROJECTS

02 Our vision

Our core values



We are experts in delivering positive change. Our projects have collaborated across public, private, voluntary and community sectors for over 25 years.



We are London's largest partnership delivery organisation. Our partners range from Local Authorities and Business Improvement Districts, to Landowners and Strategic Agencies.



We are all about empowering People, to deliver innovative Projects, that create great Places. Our work transects themes such as Place Making; Health and Wellbeing; Addressing Inequalities; Sustainability; Air Quality; Freight, Transport and Active Travel; Energy; Environment; Culture; and Lighting.



We are forward thinkers, embracing collaboration for a sustainable future fit for all. We work with our partners to shape London's fabric and operation, supporting residents, businesses and visitors to all thrive in the city.

03 Partners

Cross River Partnership is proud to be working collaboratively with all of these public, private and community partners across central London and beyond.

- 1 Angel London
- 2 Better Bankside
- 3 Brixton BID
- 4 Cadogan
- 5 Camden Town Unlimited
- 6 Cheapside Business Alliance
- 7 Euston Town BID
- 8 Hammersmith BID
- 9 Hatton Garden BID
- 10 Marble Arch BID
- 11 Midtown BID
- 12 Paddington Now

- 13 South Bank BID
- 14 Team London Bridge
- 15 The Fitzrovia Partnership
- 16 The Northbank BID
- 17 Vauxhall One
- 18 Victoria BID

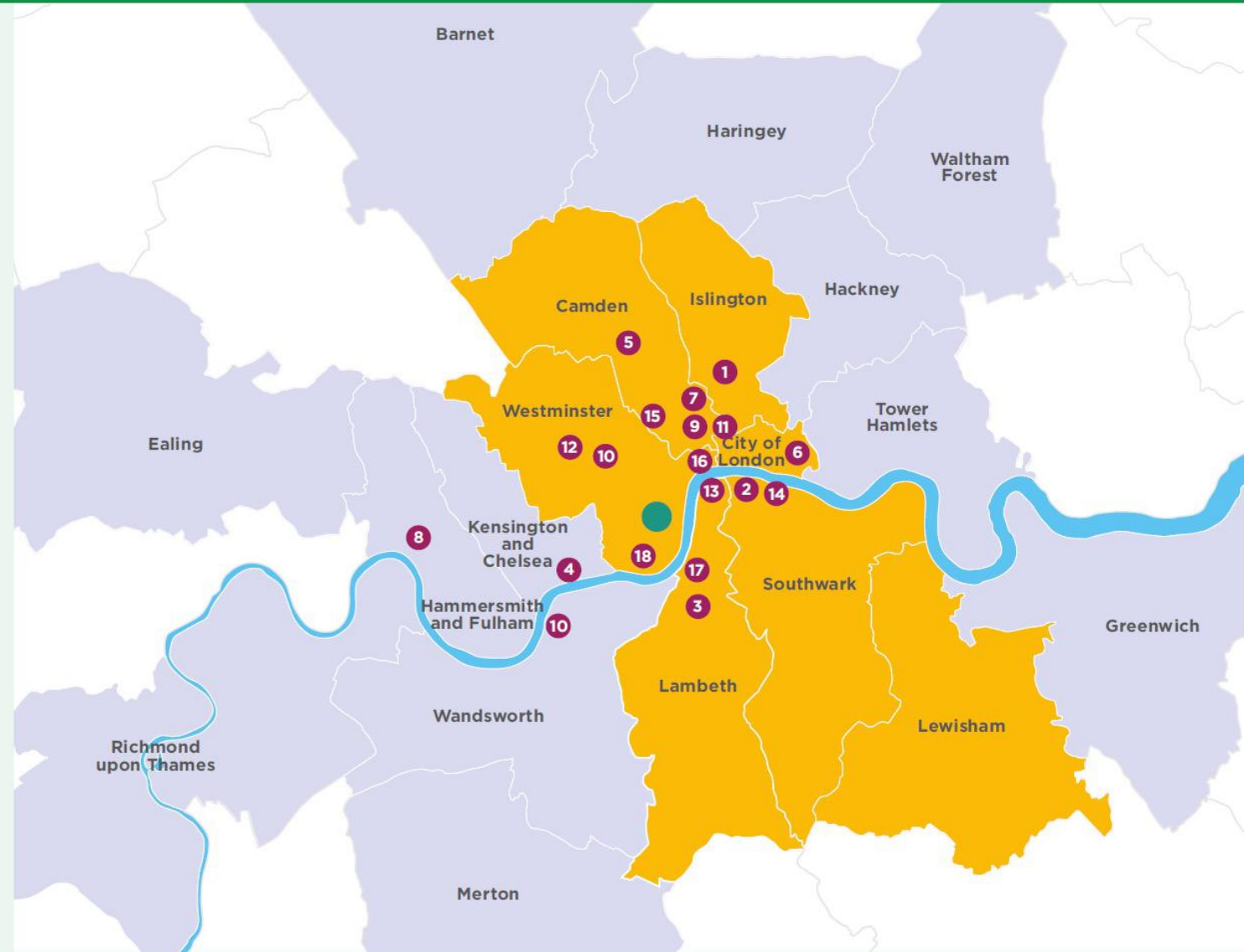
 **CRP Board Boroughs**

 **Boroughs CRP works with**

 **CRP Lead Accountable Body:**
Westminster City Council

CRP Strategic Partners:

- Greater London Authority
- Groundwork London
- London and Partners
- Network Rail
- Port of London Authority
- Transport for London



Midtown BID's Sustainability Initiatives and SEE Strategy

Debbie Akehurst

CEO, Midtown BID



Background: Midtown BID

- Midtown BID covers the areas of Holborn, Bloomsbury & St Giles and Clerkenwell and Farringdon – now in its 4th Term its is one of the oldest BIDs in London
- Midtown is one of the most successful areas of London, producing £20.5 billion of London's GVA annually
- Midtown is host to some 400 Businesses with 130,000 of London's workers, and more than 14,000 people call it home
- Midtown is home to the British Museum, the UK's number one tourist attraction with over 6 million annual visitors, as well as leading quality hotels, restaurants and corporate and independent businesses

Sustainable Development Goals



08

Decent work and
Economic Growth

Social, Economic, Environmental (SEE) Strategy, Holborn Station Redevelopment, Groundfloor Use Strategy / Meanwhile Use Consultation, Covid RISE Strategy, Rough Sleeping Action Plan, Placemaking.



11

Sustainable Cities
and Communities

Bee Wild, Midtown Gardens, Public Realm Improvement (Princes Circus / Holborn Safety Scheme), Wild West End, On Street Services, Destination Modelling.



12

Responsible
Consumption
and Production

Future London - Evening Standard Anti-Plastics Campaign, Social, Economic, Environmental (SEE) Strategy, Environmental Sustainability, Grey to Green: Bringing Nature to Street Level. Responsible Waste Reduction Program, air quality. CRP CAV4



17

Partnerships
for the Goals

Leadership and influence working across BID members, stakeholders, and communities. Collaborate and learn from pan-London partners and stakeholders.

London Recovery Programme & Midtown BID



The Mayor's London Recovery Board and the Nine Missions for Recovery, align with Midtown BIDs objectives including Sustainable Development Goals (SDGs) and SEE (Social, Economic, Environmental) Strategy.

London Recovery Board Missions

ROBUST SAFETY NET

By 2025, every Londoner is able to access the support they need to prevent financial hardship.



NEW DEAL FOR YOUNG PEOPLE

By 2024 all young people in need are entitled to a personal mentor and all young Londoners have access to quality local youth activities.



HIGH STREETS FOR ALL

Deliver enhanced public spaces and exciting new uses for underused high street buildings in every Borough by 2025, working with London's diverse communities.



MENTAL HEALTH

By 2025 London will have a quarter of a million wellbeing ambassadors, supporting Londoners where they live, work and play.



GOOD WORK

Support Londoners into good jobs with a focus on sectors key to London's recovery.



DIGITAL ACCESS FOR ALL

Every Londoner to have access to good connectivity, basic digital skills and the device or support they need to be online by 2025.



London Recovery Programme & Midtown BID

MIDTOWN SEE STRATEGY ENVIRONMENTAL



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



GREEN NEW DEAL

Every Londoner to have access to good connectivity, basic digital skills and the device or support they need to be online by 2025.

Final Thoughts

Individually we can achieve great things – but working in partnership, as a collective we can achieve so much more ... the impact on Sustainability ... Social, Economic and Environmental can evoke real and lasting change for all.



Northbank BID's Place Making and Behaviour Change

Katherine Fleming

Place Making & Operations Director, The Northbank BID

THE
NORTHBANK

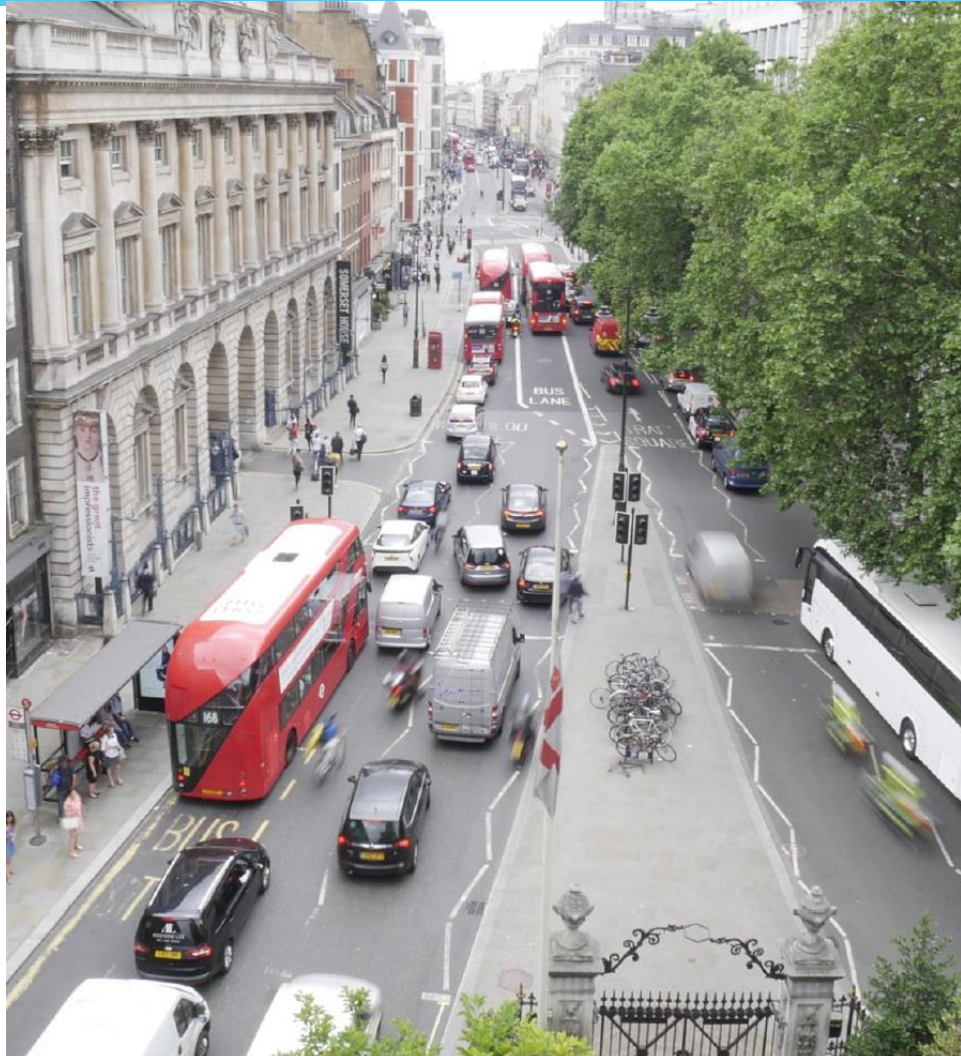


TRAFALGAR SQ • STRAND • ALDWYCH

Strategic Vision



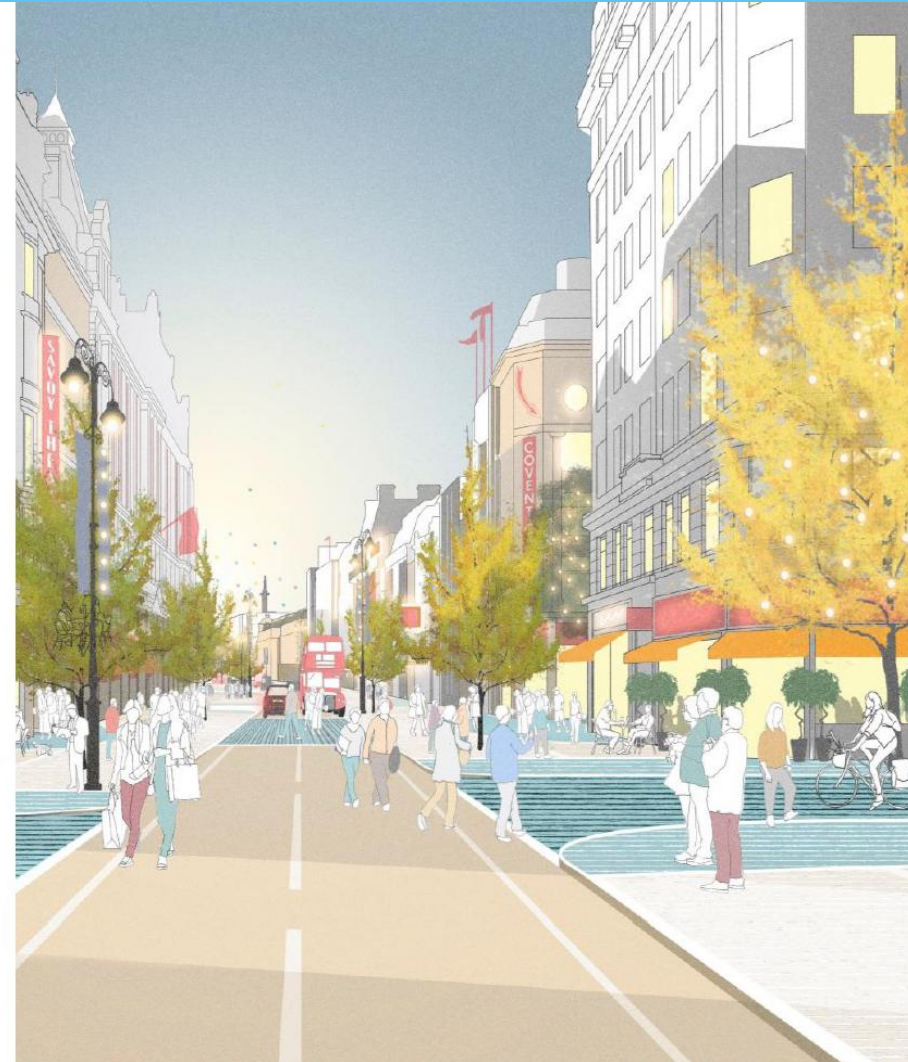
Strand Aldwych: Creative Thinking Quarter



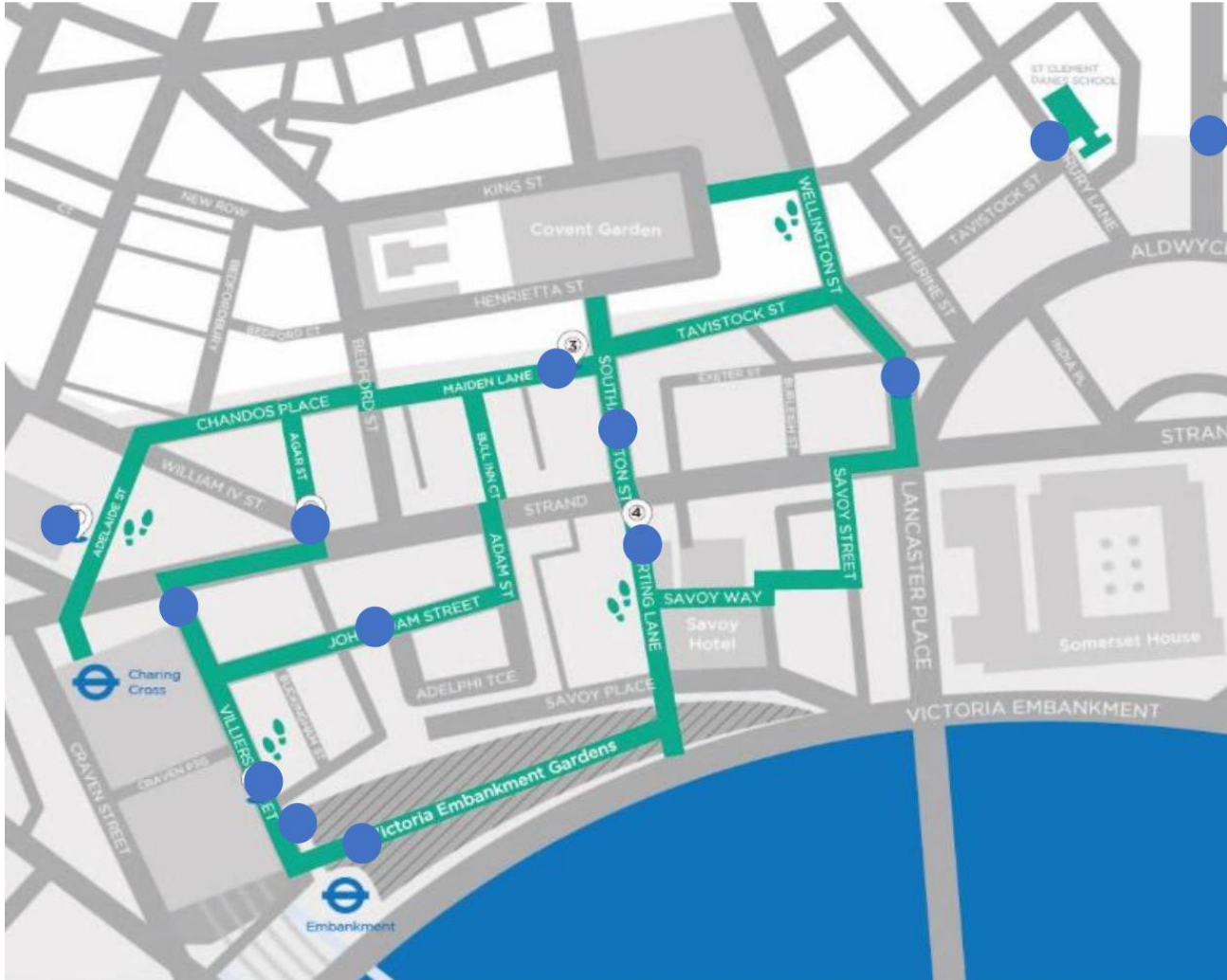
Villiers Street



Strand, Trafalgar Square, Charing Cross



Healthy Streets



Behaviour Change for Active Travel



Behaviour Change and Engagement



Business, Freight Deliveries and Services

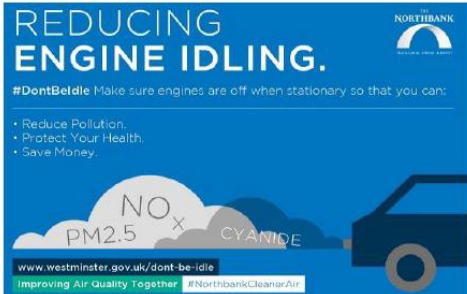


On line shopping?
Find convenient pick up points close to stations
or where you live.



BRYN WILLIAMS.
AT SOMERSET HOUSE

SPRING



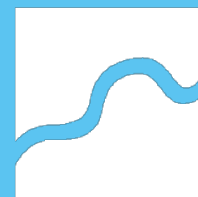
Delivering London's Future Together



Urban Greening & Sustainable Development

Fiona Coull

Project Manager, CRP



**CROSS RIVER
PARTNERSHIP**

Delivering London's Future Together

What is Urban Greening?



“Public landscaping and urban forestry projects that create mutually beneficial relationships”



Urban Greening & Sustainable Development

Social Benefits

- Physical and mental health
- Community
- Visual and aesthetic
- Upskilling
- Reduction in crime & antisocial behaviour



Environmental Benefits

- Air quality
- Temperature reduction and shading
- Carbon storage
- Biodiversity
- Food production



Economic Benefits

- Increased footfall and cycling
- Increased dwell time
- Increased productivity, reduced staff turnover, and job creation
- Revenue growth



CRP and Urban Greening

CRP's Healthy Greening Report

Greening the BIDs Project

Green Capital Video to inspire future projects

Green Infrastructure Case Study Brochure and 'How to' Guide

Healthy Streets Everyday Parklet Guidance

Healthy Streets Case Studies on:

- Parklets
- City Trees



Case Study – Hammersmith BID Parklet



“The Parklet which the Hammersmith BID Team provided for us at The Dartmouth Castle was extremely useful in maximising our outdoor space during the trading restrictions of 2020. We were able to increase our outdoor trading area and make up some of the lost ground from reduced capacity indoors. Thank you very much for your support in these difficult times.”

Richard Manners, Owner, The Dartmouth Castle

Case Study – Brixton Orchard



Rest space and cleaner air for those walking, and living, near to the road.

Increased community engagement and awareness on air quality and urban greening.

Increased skills and employability of local residents.

Case Study – Euston Green Link

Raising awareness.

Reducing exposure to poor air quality for those who use it.

Bringing increased numbers of visitors and trade.



Case Study – Fitzpark

Reuse of space & improved visibility.

Better wellbeing.

Longer dwell times.

Improved look and feel of the local environment with 100% of local businesses supporting the scheme.

Improved walkability and associated benefits for physical health.



The Importance of Monitoring

Look out for CRP's upcoming Healthy Streets Everyday Monitoring Guidance:
'Meaningful Monitoring: Providing the Path to Positive Change'

Provide Proof of Concept

Generating evidence to
assess the impact of an
intervention or scheme

Inform the success of
future schemes



Build trust
and confidence

Support the transition
to permanent schemes

Allay concerns or
fears

Get Involved

- Projects can be large or small so SME's can deliver fantastic urban greening projects too!
- Green inside and outside offices, shops, restaurants and other buildings to improve staff wellbeing and productivity, as well as attract new customers, and generate increased dwell time / spend.
- Support staff to curate and manage greening at their workplace.



Businesses Can



Q&A Session

Please send through your thoughts on
Successful Sustainable Development into
the chat!



Sign up to our next event!



The Future of Urban Air Quality and Technology

CRP Lunchtime Launch 5

Thursday 20th May 2021
1:15pm – 2pm

UNIVERSITY OF
WESTMINSTER 用



Thank You



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