

CAMDEN TOWN UNLIMITED

A map of the Mornington Cris area in Camden, London. The map shows streets such as Mornington St., Miller St., Carlw Symes St., Des. Betty St., and Mornington Cr. The area is highlighted in yellow. The text 'Camden Town Unlimited' is overlaid on the map in large blue letters.

Business Improvement district (BID)

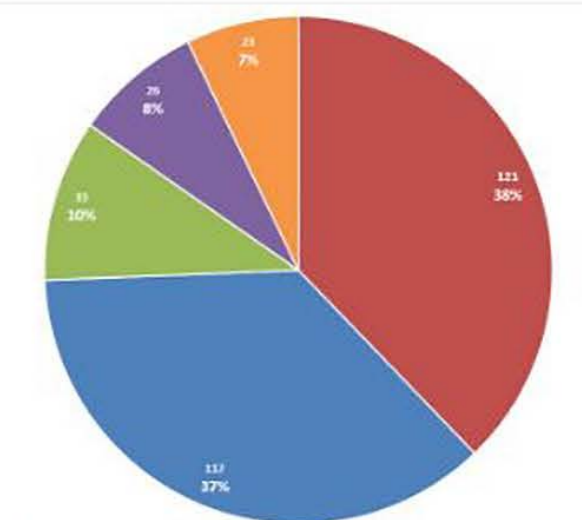
- Represents and provides services for a community of businesses in a defined area.
- The businesses pay a levy based on their business rates to fund the BID.
- A ballot is held every five years to ensure that they're happy with the work of the BID.

Simon Pitkeathley | Chief Executive | @pitkeathley

CAMDEN TOWN UNLIMITED

- 300+ member business.
- In operation since 2006.
- 3 successful ballots.
- 1% levy on rateable value, giving a budget of approx £800k/year.

Membership by sector



■ Retail ■ Office ■ Restaurant ■ Public House/Venue ■ Other

Direct member benefits:



Joint procurement, average savings of £1,780 per business.

first mile
easy recycling

Free recycling for BID members, £240k member saving over last BID term

And reputational projects...

NATIONAL BID

BUSINESS IMPROVEMENT DISTRICTS
SURVEY 2017

Professor Christopher Turner, Chief Executive, British BIDs
With Links to Boots UK and the National BIDs Advisory Board

TABLE 1: Types of BID across the British

Type of BID	Grand Total
Area	1
Commercial	5
Destination	1
Flood Defence Project	1
Food & Drink	1
Industrial	27
Leisure	2
Mixed Area	2
Property Owner	3
Tourism	5
Town Centre	261
Grand Total	309

Accurate at time of research.

TABLE 11: Income levels for BIDs

Total BIDs in survey	261
Lowest income	£22,0t
Median income level	£255,0l
Mean income level	£384,5
Maximum income level	£3,800,
Total income	£99,971

TABLE 24: Ballot results for British Isles BIDs 2010/20

TABLE 1: Types of BID across the British Isles as at August 4, 2017

Type of BID	Grand Total
Area	15111272
Commercial	
Destination	
Flood Defence Project	
Food & Drink	
Industrial	
Leisure	
Mixed Area	2
Property Owner	3
Tourism	5
Town Centre	261
Grand Total	309

TABLE 6: Distribution of levy rates for BIDs

BID Levy Rate	Number of BIDs	% of total
1%	707222435	26.92%
1.50/a		27.69%
2%		8.46%
Banded		1.54%
		13.40%

TABLE 8: % Levy rates of BIDs

Some measures of hereditaments in BIDs	
Number of BIDs	236
Lowest number of hereditaments	41
Median number of hereditaments	408
Highest number of hereditaments	2,500
Total hereditaments	106,262

TABLE 11: Income levels for BIDs

Total BIDs in survey	261
Lowest income	£0
Median income level	£255,000
Mean income level	£384,507
Maximum income level	£3,800,000
Total income	£99,971,741

TABLE 26: Levels of staffing in BIDs

Staffing levels	FULL-TIME	PART-TIME
Total Staff	270	3015
Lowest staffing level	1	1
Median staffing level	1	1
Highest staffing level	18	18

TABLE 24: Ballot results for British Isles 810s 2010-2017

Row Labels	Number of 810s	Average of Turnout(%)	Average In favour by RV(%)	Average In favour by number(%)
1st Term	161	44.90	76.40	74.10
2nd Term	89	49.30	78.90	73.40
3rd Term	33	51.20	84.40	82.20
Grand Total	283	47.20	78.20	74.90

TABLE 9: Threshold measures

	Amount £
Lowest threshold	100
Lower quartile	5000
Median threshold	7500
Higher quartile	11812
Highest threshold	250000

BIDs are flexible in size, type and priorities -



willowlane
THE PLACE FOR BUSINESS

- Covers an industrial estate in outer London
- £60,000 annual BID levy income
- Focus on providing CCTV, signage and other local projects



**NEW
WEST END
COMPANY**

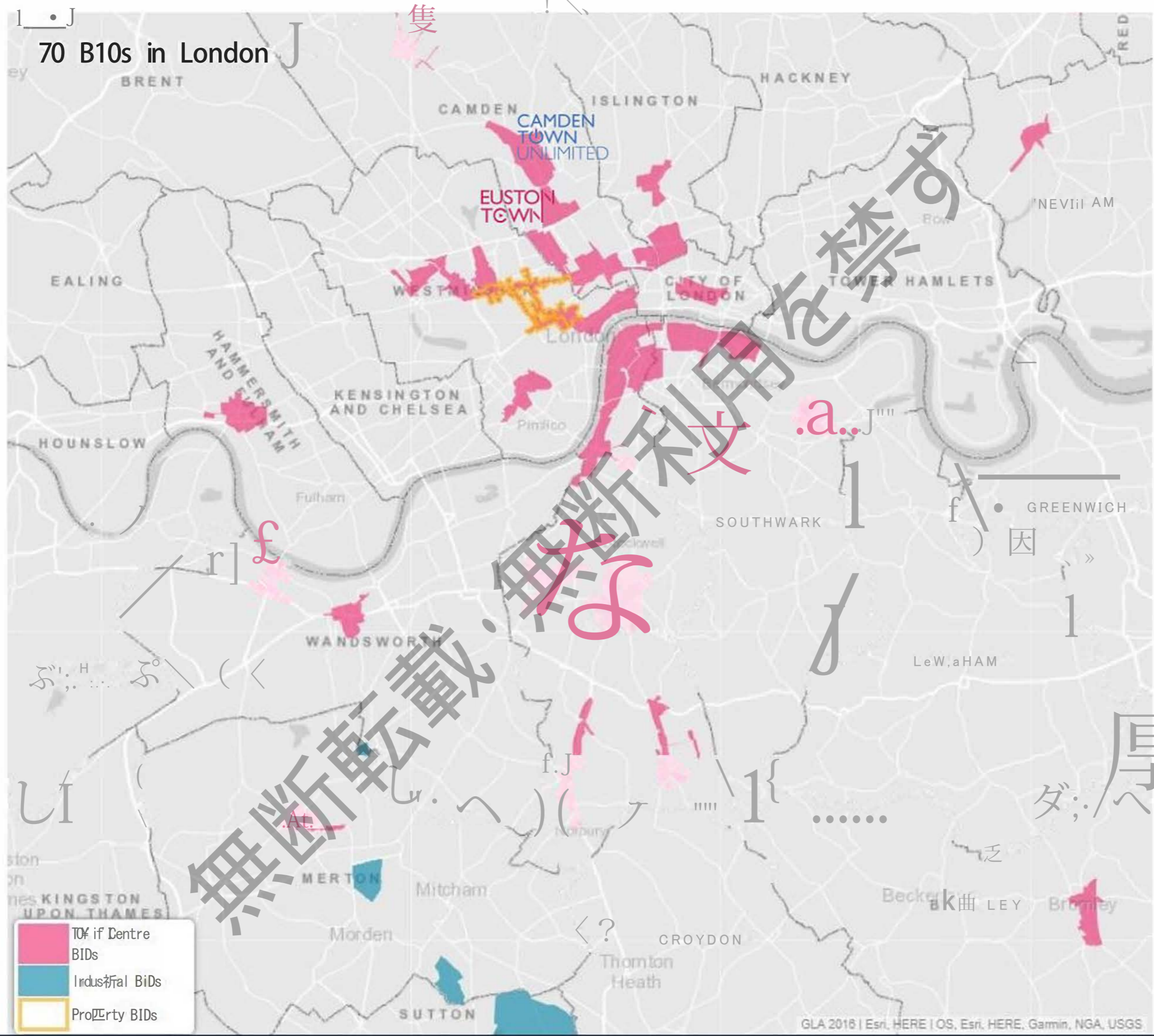
Bond Street | Oxford Street | Regent Street

- Largest BID in the UK, covering the West End
- £3,800,000 annual BID levy income, 18+ staff
- 600 BID members, mainly large retailers
- Have a property owner BID on top of the occupier BID.





70 B10s in London



無断転載禁止
無断利用禁止
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Step change approach:



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Private security team demonstrated the importance of visible presence...

...Securing funding for additional police patrols





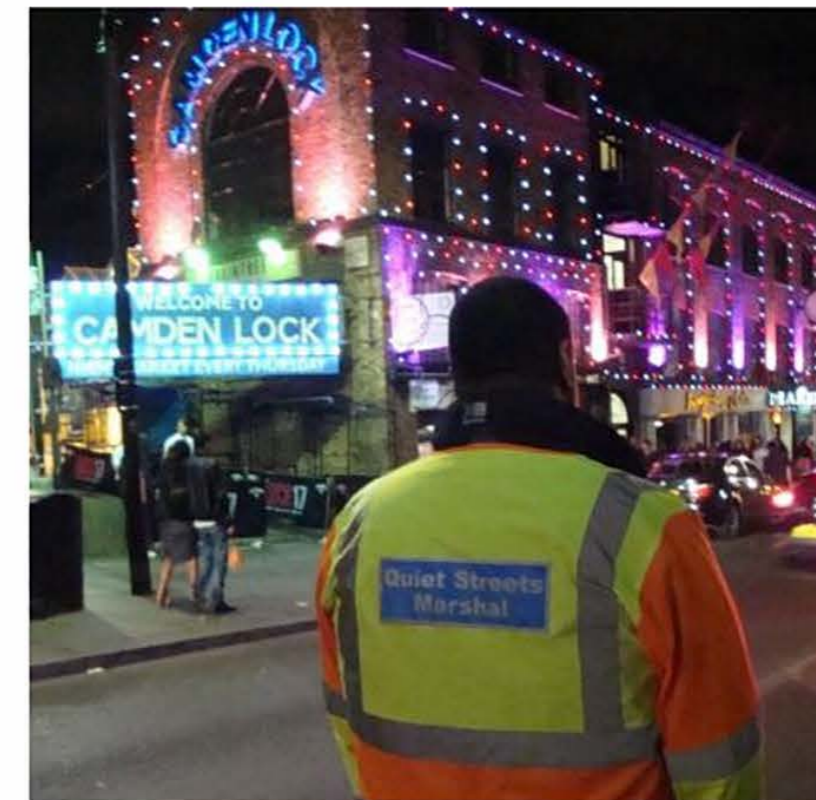
Quiet Streets

Provides coordination between venues to guide customers home safely and quietly.

Radio linking 65 businesses to:

- Each other
- Police
- Camden wardens
- CCTV operators

- 48 venues
- 42 in Camden Town
- 100 officers



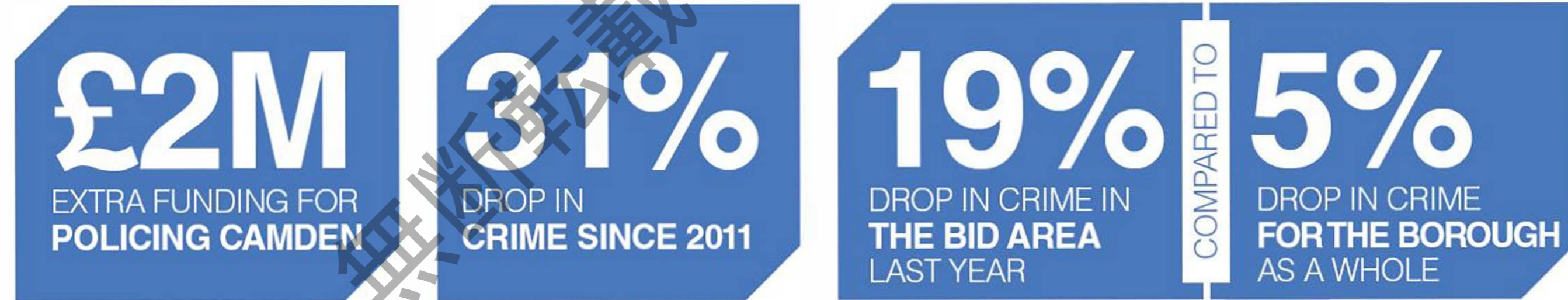


2018 Government cuts put new pressure on the policing service in Camden Town

CTU is able to respond quickly in a few months CTU funded police officers and private security guards begin patrols of the BID area



80% of businesses report a drop in crime



Britannia Junction Completed 2010



48% increase in pedestrian crossing
56% drop in street crime offences
Average speed reduced from 17mph
to 13mph

Before

After



Copyright © 2010

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Cobden Junction - Completed 2016



Medium



Before



After

Camden High Street and Parkway Completed 2009

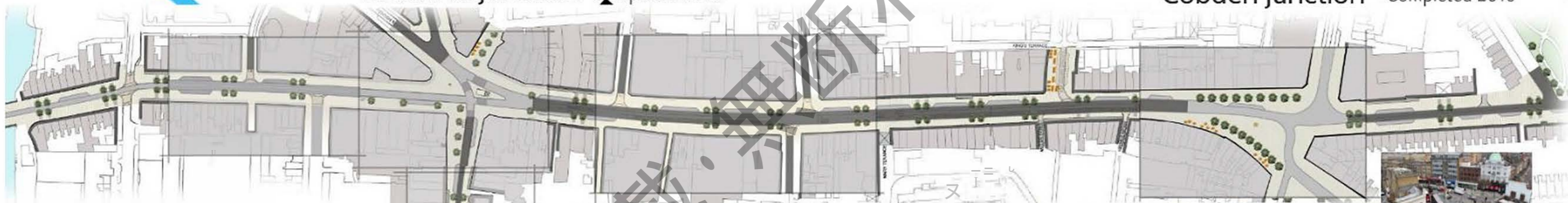


- Wide pavements
- Consistent lighting
- Rational street furniture



Britannia Junction - Completed 2010

Cobden Junction - Completed 2016



48% increase in pedestrian crossing
56% drop in street crime offences
Average speed reduced from 17mph to 13mph



Before

After



Before



After

Medium

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Empty shops impair high streets in two ways:

Broken teeth, faded smile -
They make it less attractive

Reduced consumer choice -
reduced footfall

To combat this
CTU started
Camden
Collective

Me





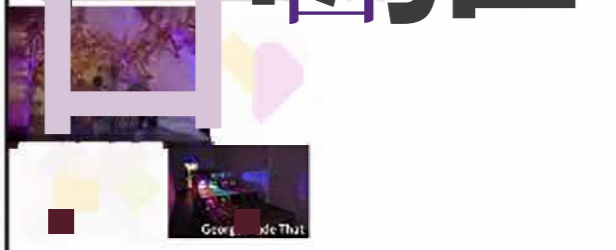
Collective

The story so far

Beginnings: C

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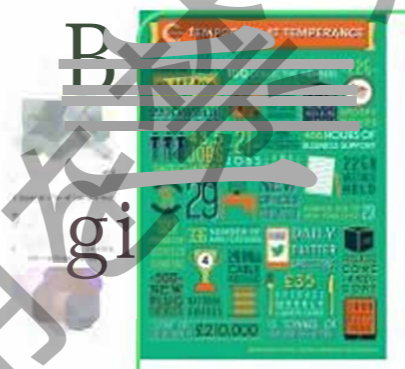
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2018



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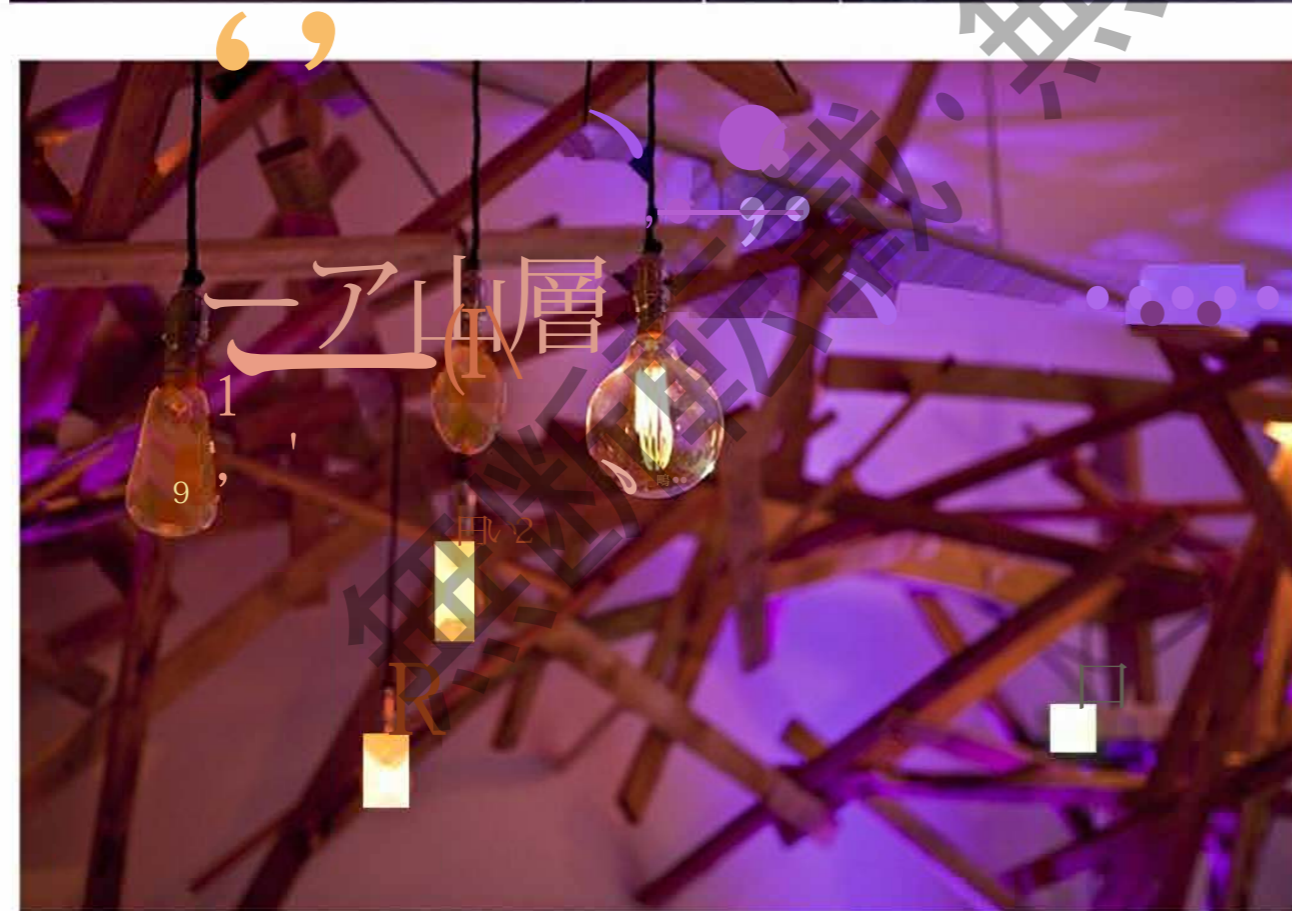
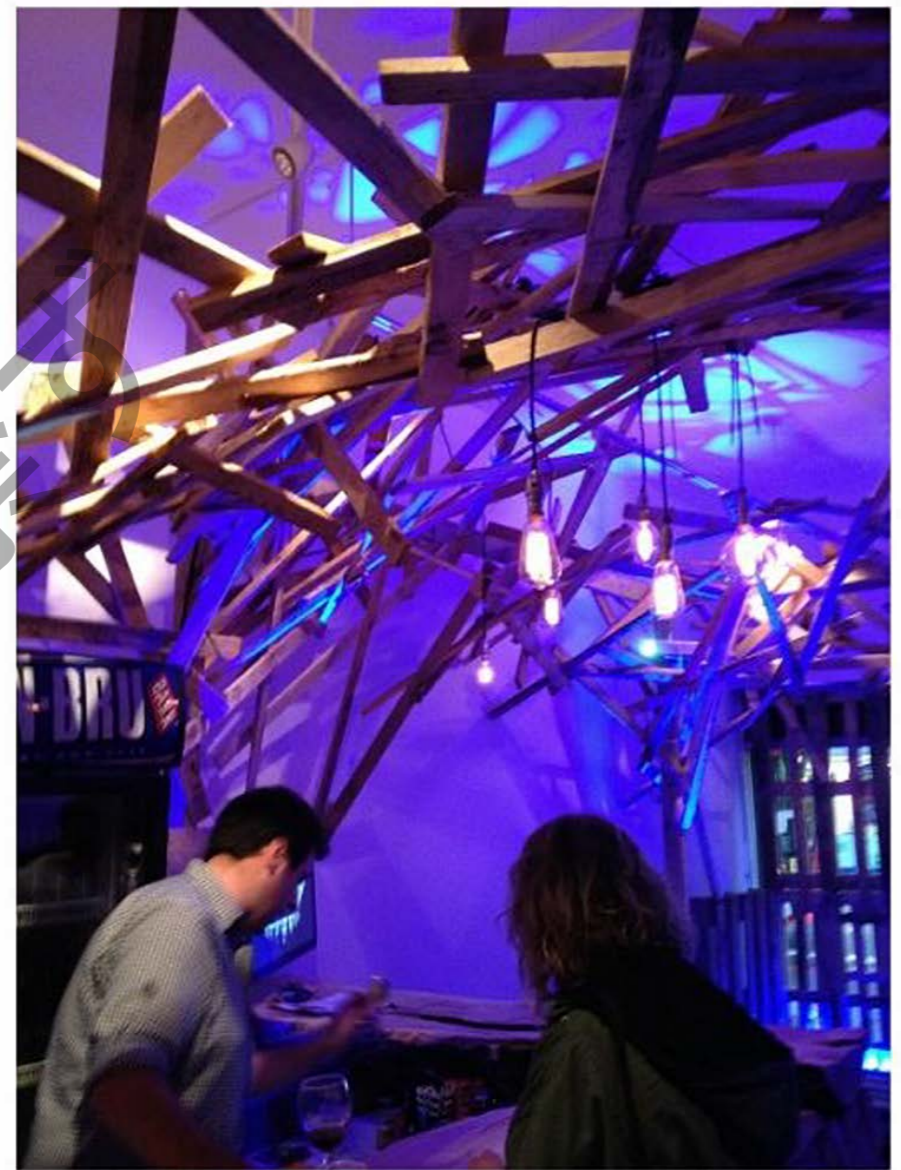
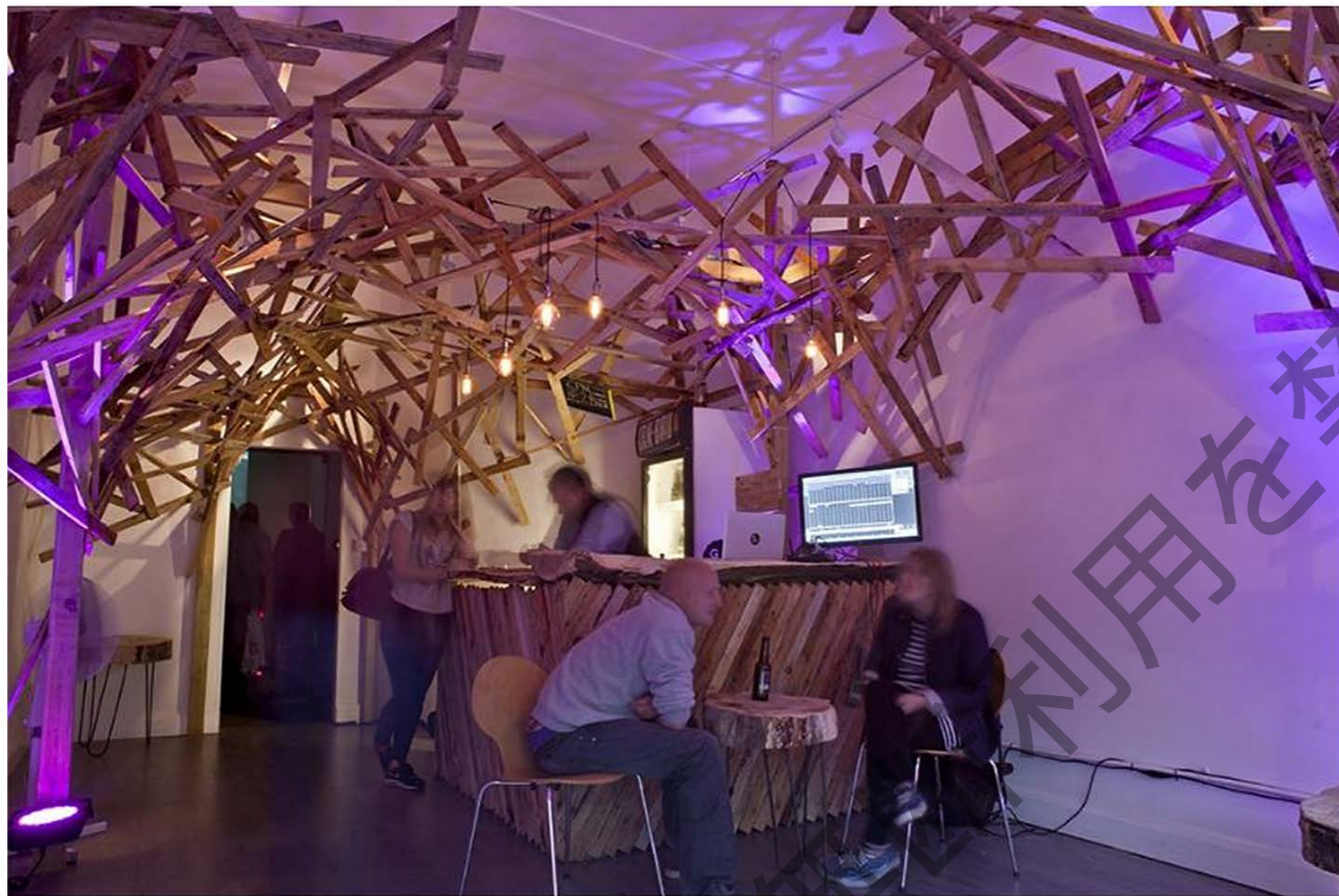
Beginnings: C.

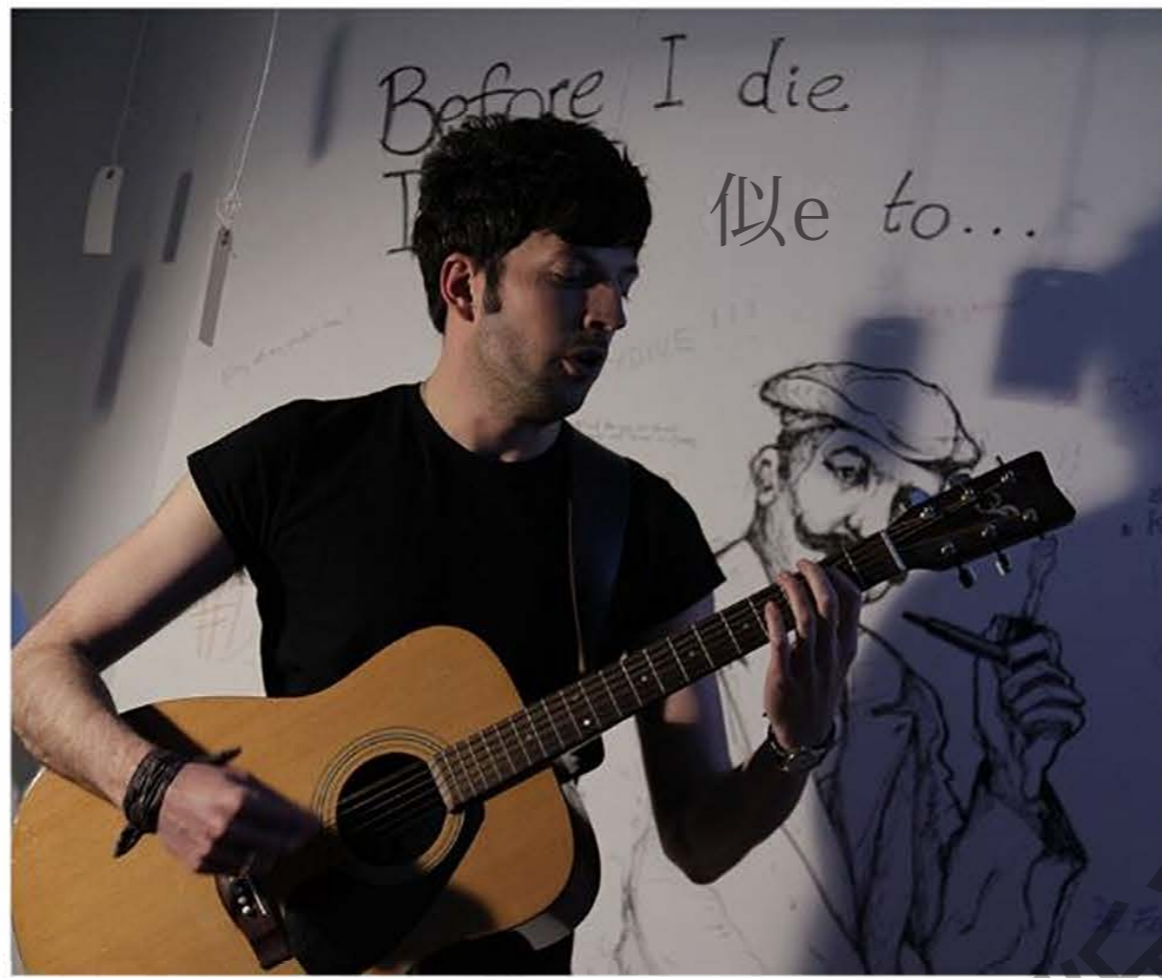
2009

Funded by:
CAMDEN
TOWN
UNLIMITED

Camden Town Unlimited started C, a free pop-up shop programme for creative start-ups. The first iteration of Collective. Four pop-up shops were occupied over this time.







2012



Collective secured funding from the Mayor of London and Camden Council to expand its free services.

CAMDEN
TOWN
UNLIMITED

MAYOR OF LONDON

Camden

7 Hubs
245 businesses supported



Pop-ups: Retailers

185 new retailers on the High Street

Jobs
129 jobs created



Jobs: Training and

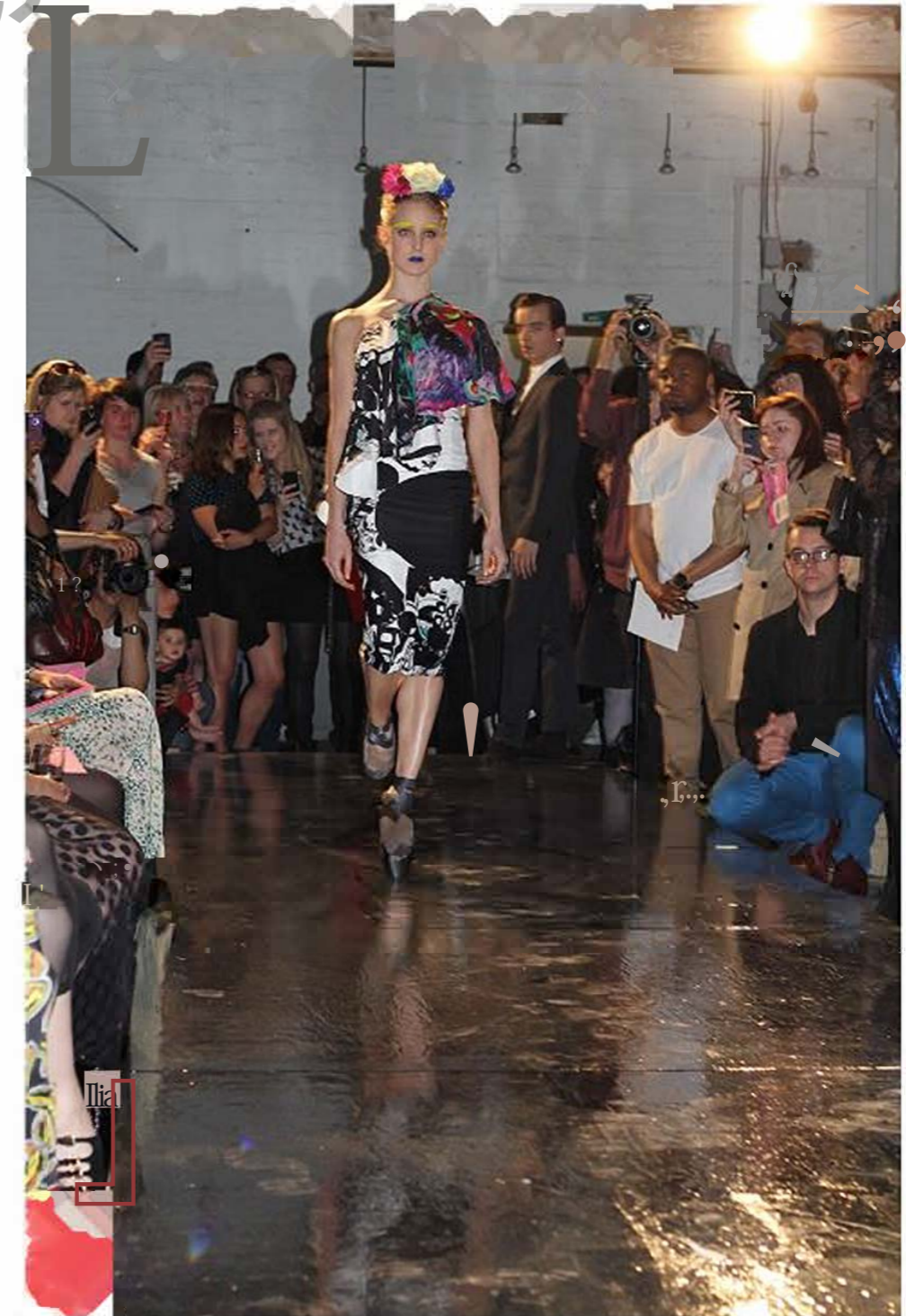
Hubs: Hotdesking space for creative start-ups



Pop-ups: Retail space to test the market



Jobs: Training and events for local young people





Collective 2012–2014, social & GVA outputs



BE AMAZING. PARTNER UP.

SUPPORTED BY
MAYOR OF LONDON

CAMDEN
TOWN
UNLIMITED

hs
engine for growth



Collective

With London's housing crisis putting increased pressure on business space, Collective focused on providing free and low cost space for fledgling creative businesses.

2014

Funded by:

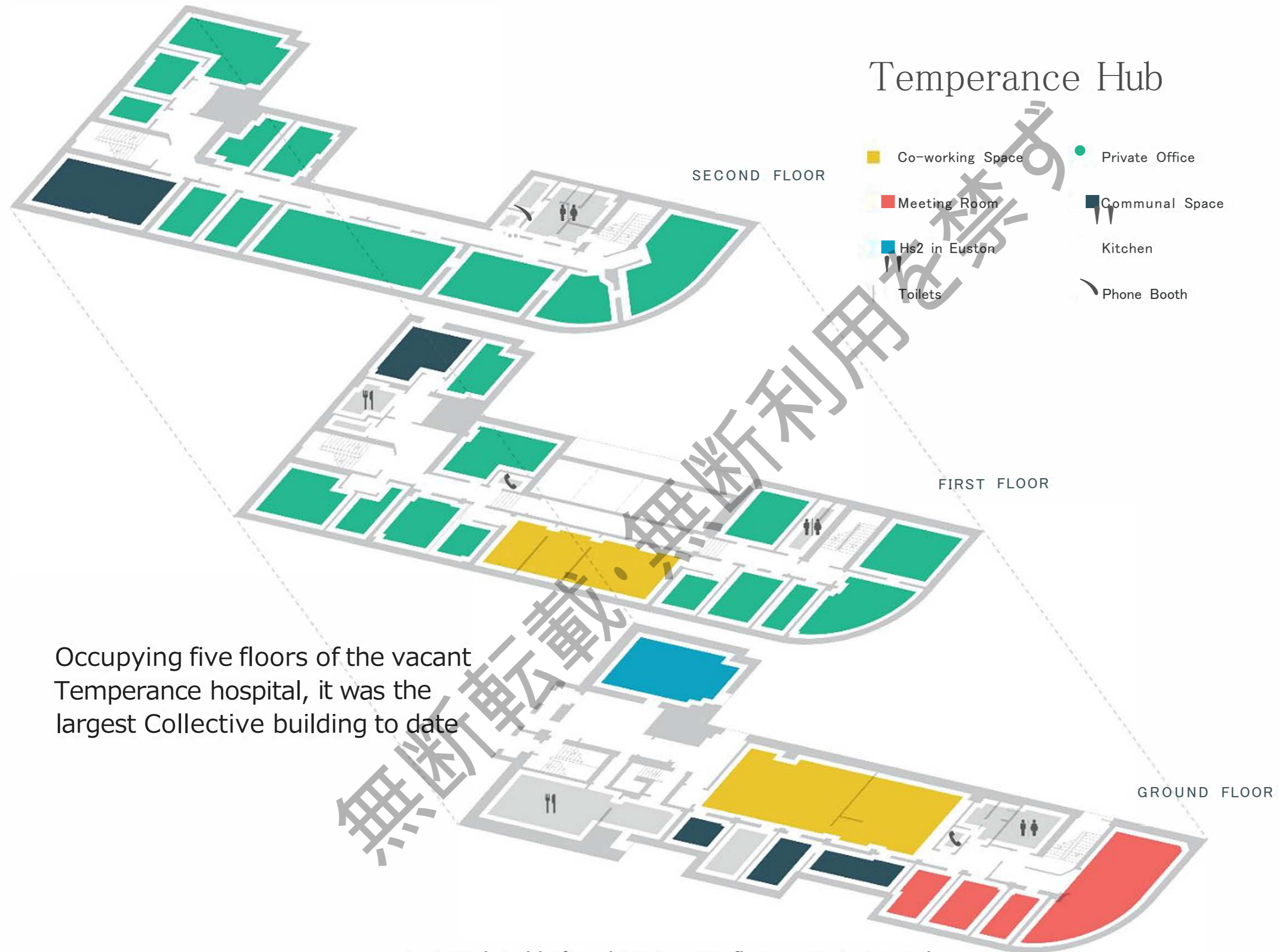
CAMDEN
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UNLIMITED

MAYOR OF LONDON

Temperance Hospital



Temperance Hub



Occupying five floors of the vacant Temperance hospital, it was the largest Collective building to date

Map produced before the upper two floors were renovated



2018

Funded by:

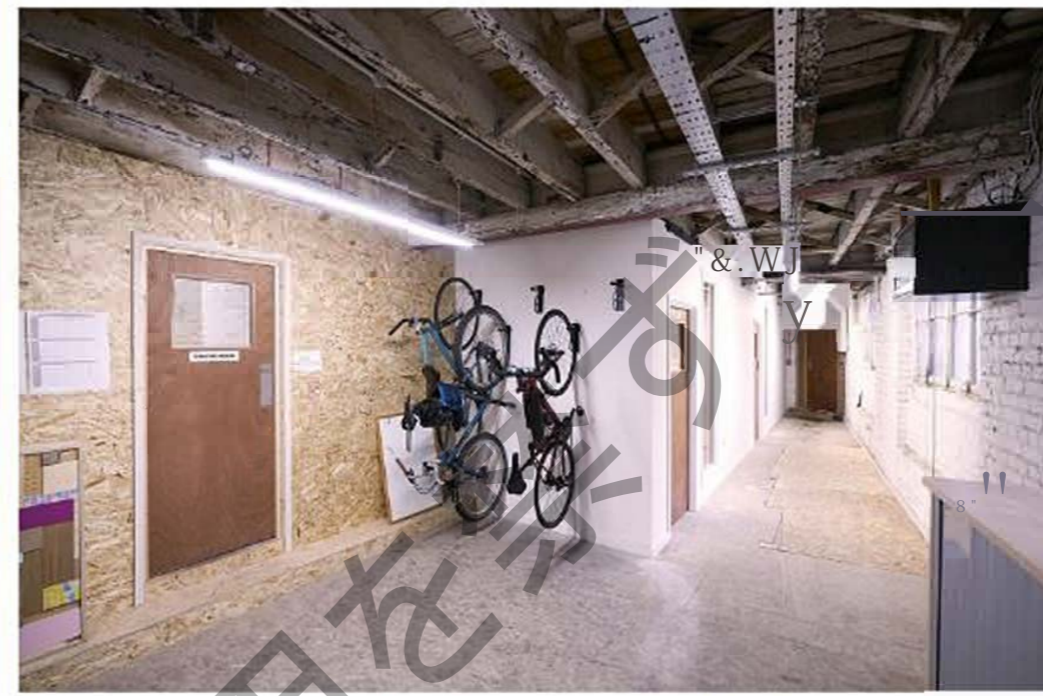


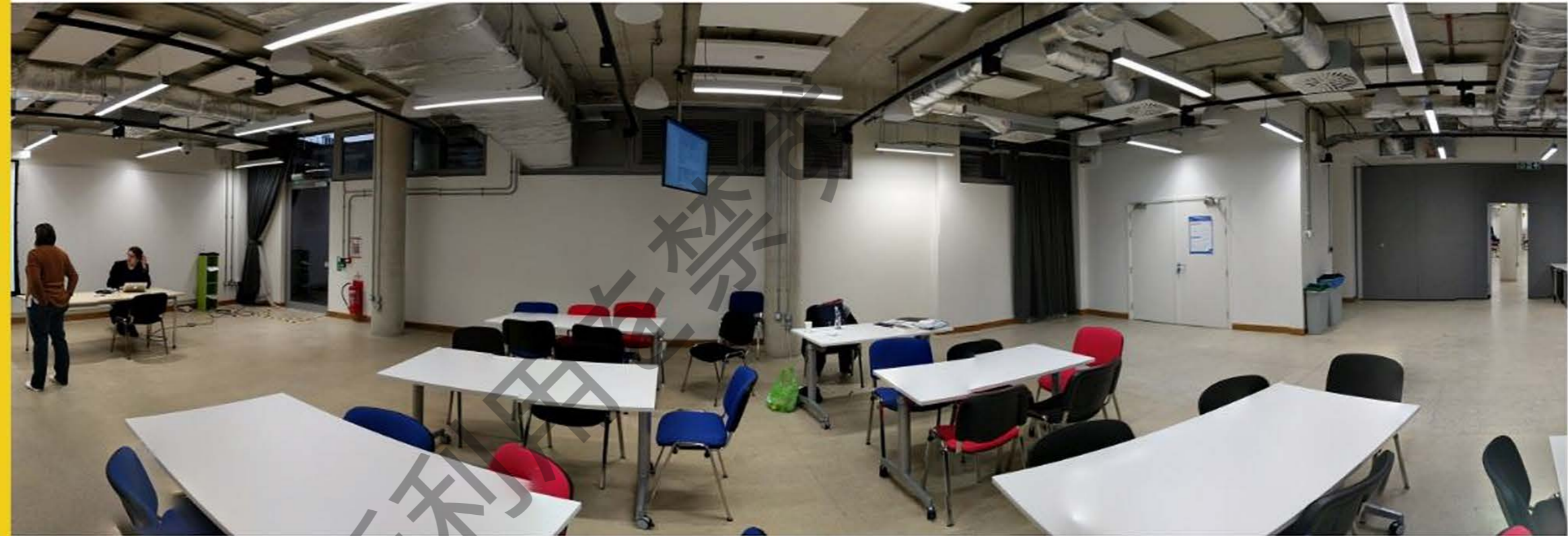
In 2018 Collective migrated back to the heart on Camden Town with Collective Auctions Rooms.

Surplus built up from the subsidised offices in Temperance Hospital was used to renovate the space, making it the first entirely self-sufficient Collective building.

Collective Auction Rooms is four floors of coworking and subsidised offices and continues to offer 24/7 access to its members, all year round.





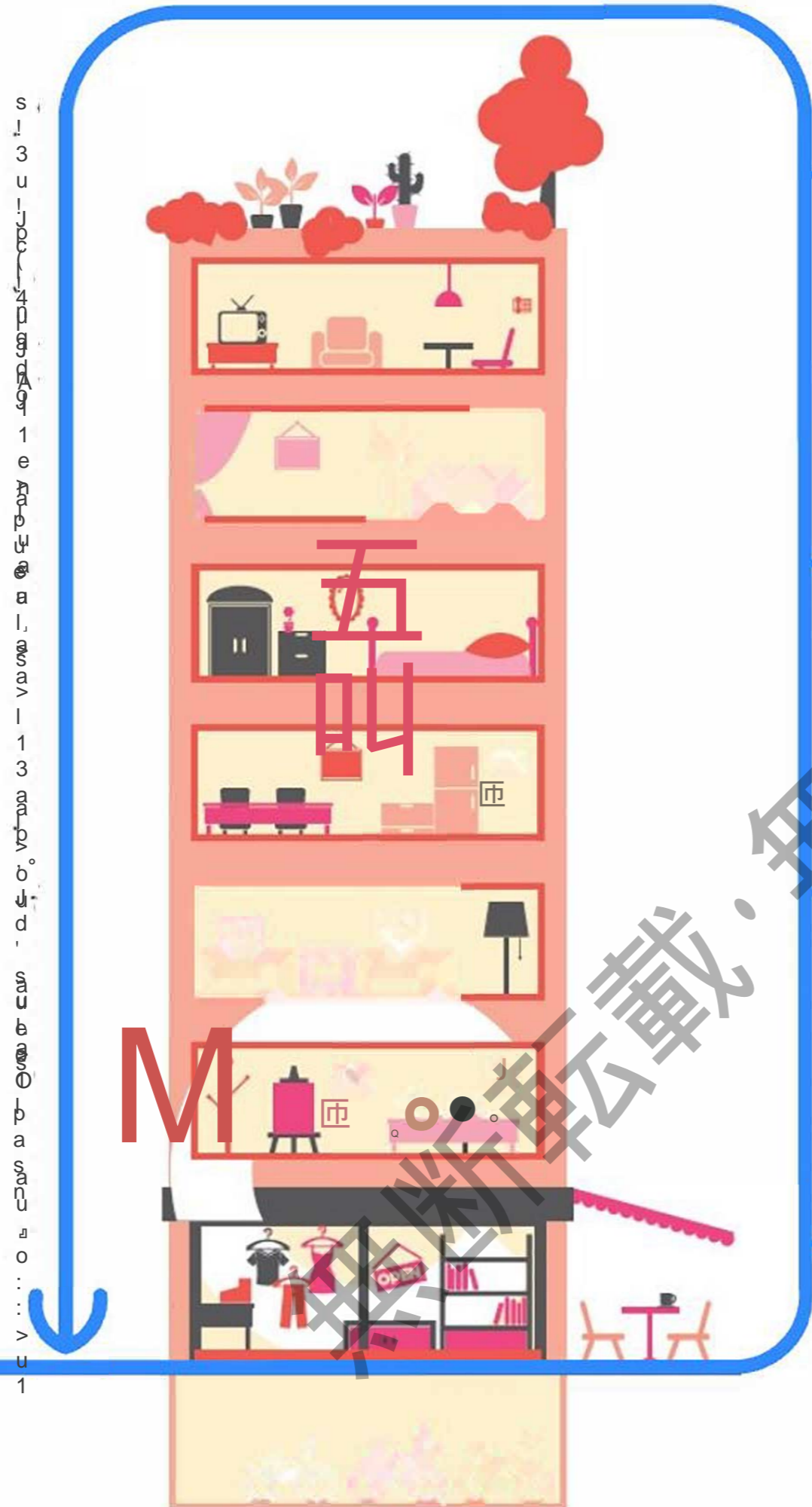


Collective also co-runs a purpose built co-working space in partnership with UCL, BaseKX.

BaseKX offers low-cost fixed desks in a co-working environment, for both Collective members and UCL graduates.



C3: A purpose-built, mixed-use Collective-owned building



Rooftop garden

- Green infrastructure
- Harnessing nature to provide for the community

Upper Floors: 1, 2 and 3 bedroom flats for rent.

- A high proportion of affordable housing
- Collective services financed through rental income

Lower Floors: Collective Hub

- Provides self-employment opportunities
- Includes community training and event space

Ground Floor: Collective Marketplace

- Work experience opportunities
- Start-up retailers can test the market



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CAMDEN
INSPIRE
AWARDS



Celebrate & Promote



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Independent

NORTHERN LINE

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AWARDS



Celebrate & Promote



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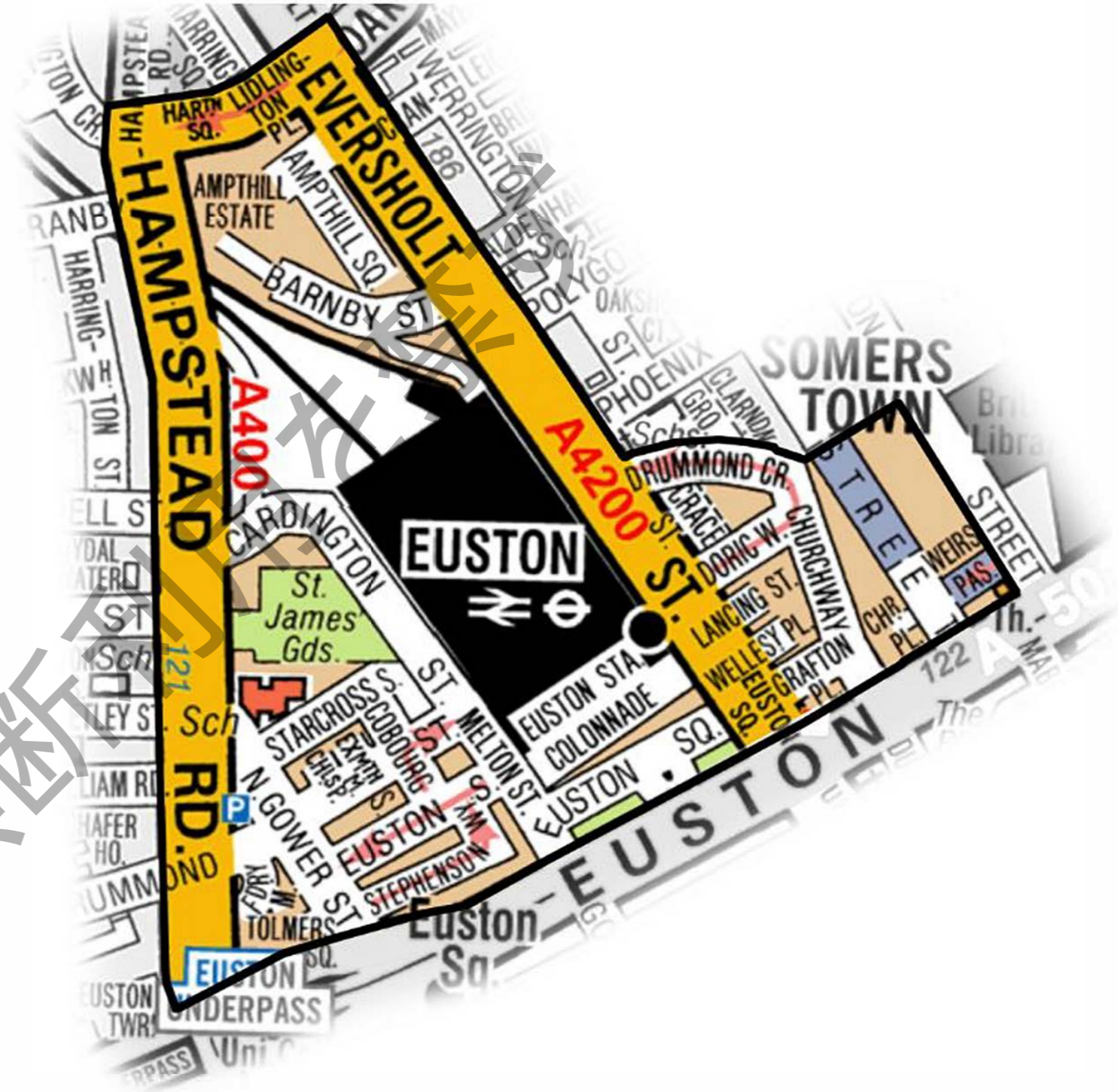
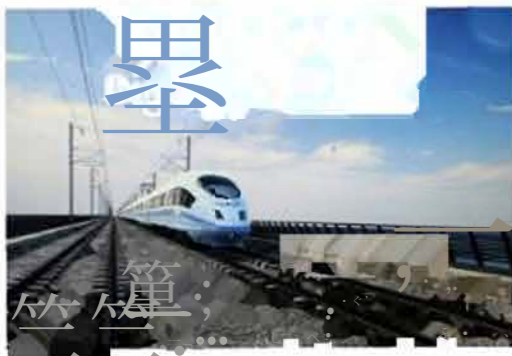
Independent

NORTHERN LINE

Lob
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EUSTON TOWN

- Sister BID to CTU
- In operation since 2016
- 130 member businesses
- 3 priorities:



Current Projects



- Low Emission Neighbourhood
- Aims to link Regent's Park and Euston Station.
 - Enabled by 111 mature trees, public art and green infrastructure.
 - A series of sustainability events, including the high profile Invisible Dust, will help to launch the initiative.



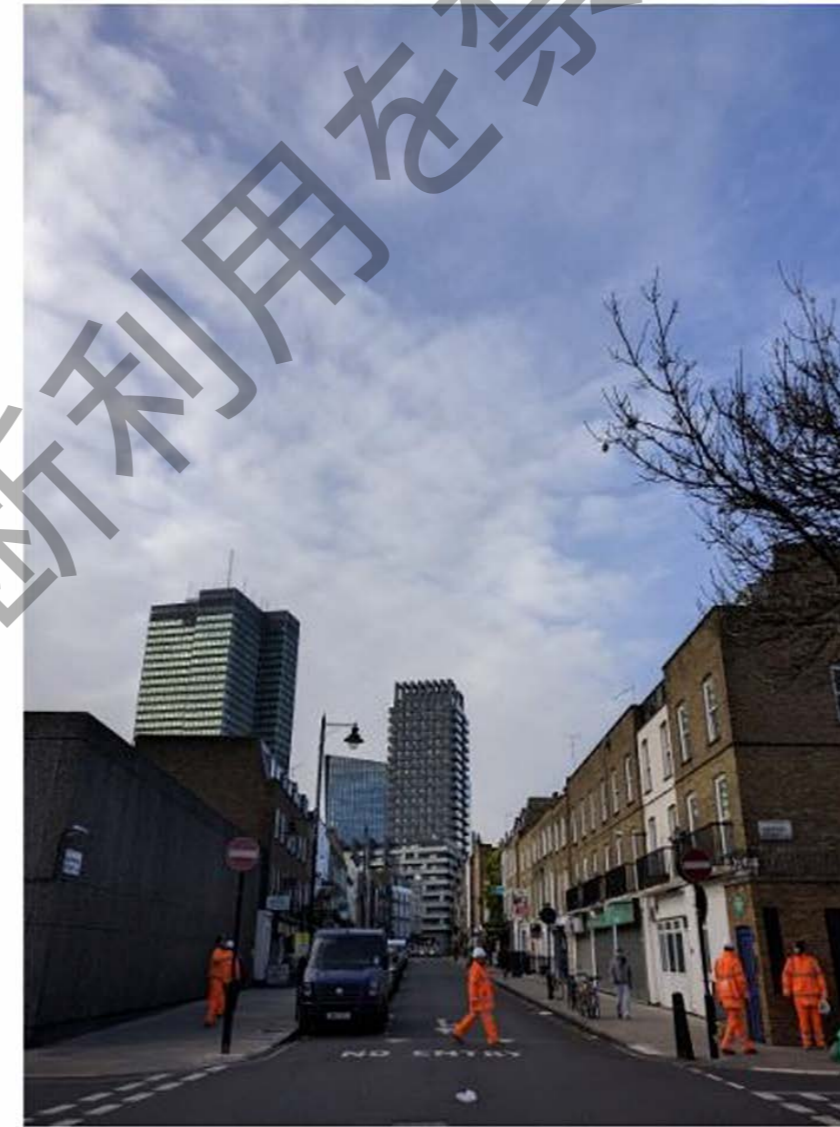
- Euston Square station improvements with TfL's Ambience Partnership
- Introduce a bright planting scheme and community-related wayfinding to add a sense of creativity and individuality.
 - The BIO is conscious of creating public space that works for everyone, avoiding creating the sense that art and public space has been imposed upon the local community.

Current Projects



Low Emission Neighbourhood

- A green link between Regents Park and Euston Station.
- Defined by miniature destinations of public art and green infrastructure.
- A series of sustainability events, including the high profile Invisible Dust, will help to launch the initiative.



Euston Square station improvements with TfLs Ambience Partnership

- Introduce a bright planting scheme and community-related wayfinding to add a sense of creativity and individuality.
- The BID is conscious of creating public space that works for everyone, avoiding creating the sense that art and public realm design has been imposed upon the local community.

The future of the BID will continue to be characterized by HS2 and the effects it has on the area.

2016 2021 theme: Connectivity

Regent's Canal



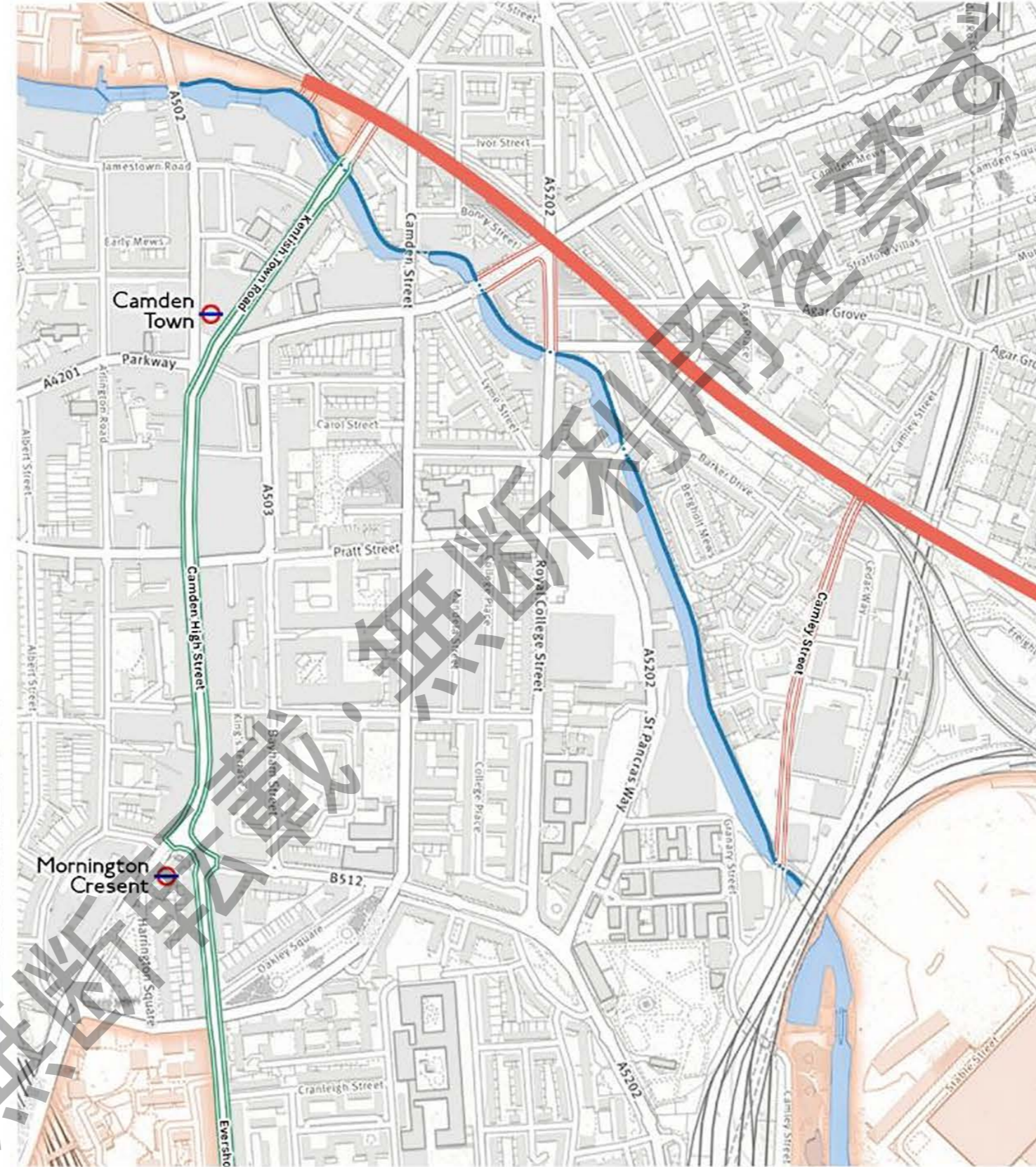
Transforming an underused local asset into a viable, lower exposure walking route



Creating miniature destinations to attract footfall

Installing new habitats to create a thriving local ecology

This space can be a huge benefit to local businesses being used by employees, event space, attracting visitors.



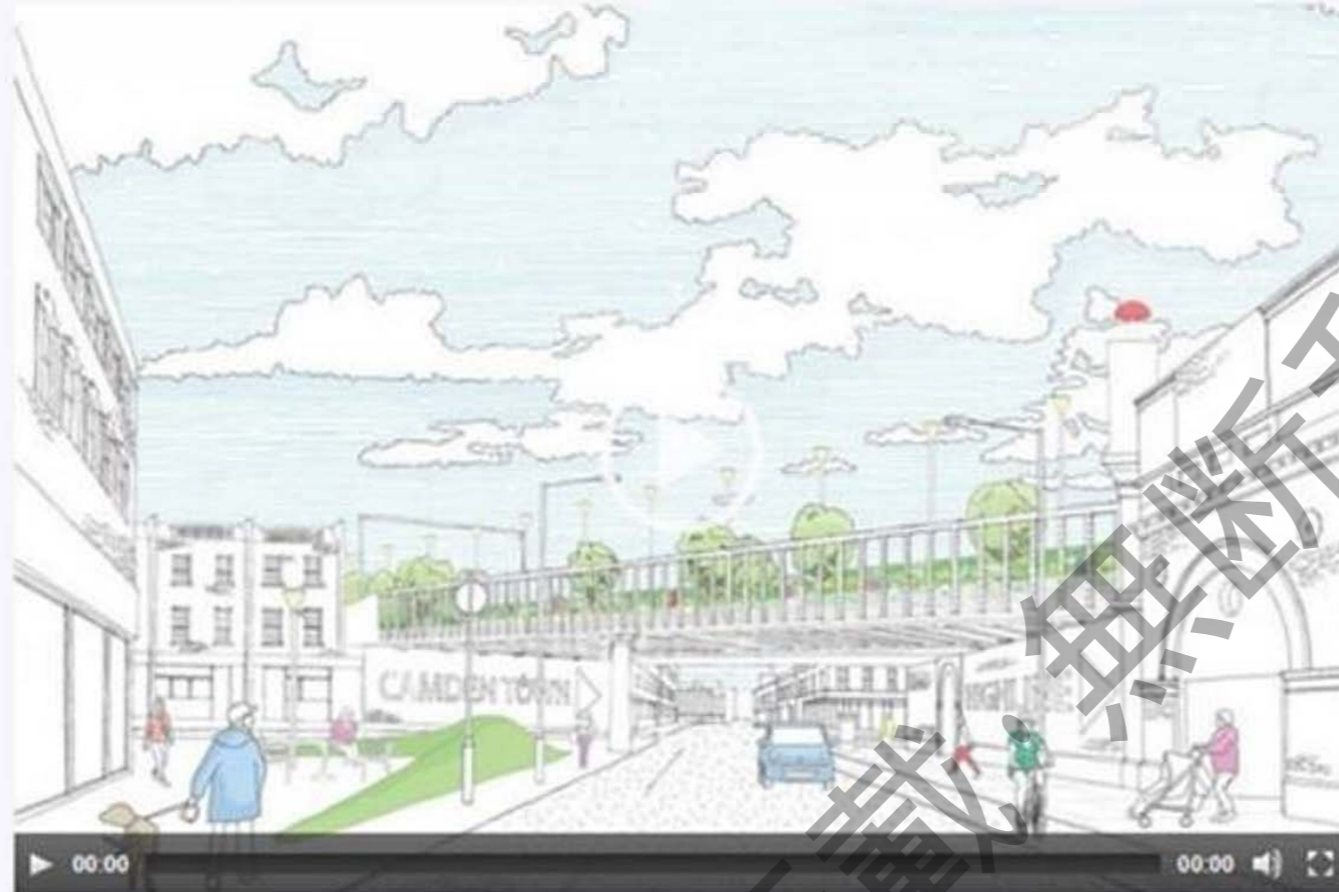
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Camden Highline

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314 backers


£63,966 pledged of £37,236



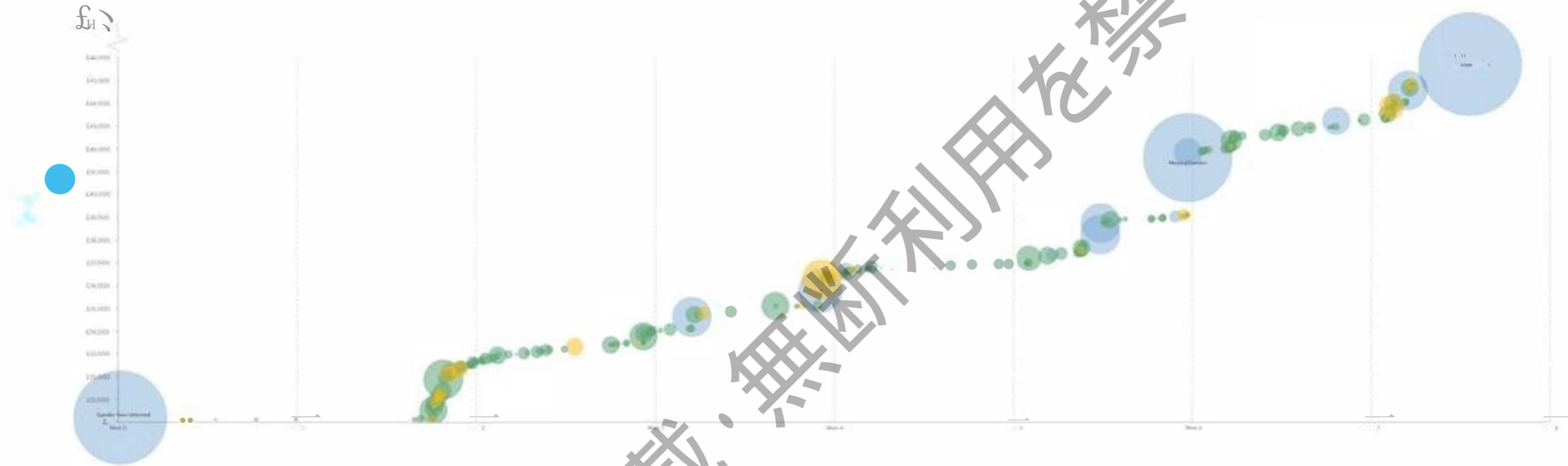
Funding is now over. Bear with us while we tot up all you [plm ges!](#)

Share 1h1s匹O}etl <::)Uk 19 pcomm1111 51 合 Folbw 27

Help transform a disused railway into a public park and garden walk between Camden Town and King's Cross!

Camden Highline  [About me](#)

Crowdfunding Summary



- Open - 1 type
- Investment
- Other
- Anonymous
- Success
- Failed
- £50

Sadiq Khan, Mayor of London:

"This innovative project has the potential to become a real asset for Camden and is a great example of a local community taking an idea and garnering support in order to make it a reality. I look forward to seeing it develop."

Keir Starmer MP:

"Regenerating this disused industrial thoroughfare between Granary Square and Camden Market into an accessible garden walkway will bring the communities of Holborn and St Pancras closer together, not to mention some much needed green space and fresh air. This is a fantastic vision, and I look forward to seeing it become a reality."

Councillor Georgia Gould, Leader of Camden Council:

"The Camden Highline is a really exciting proposal which is capturing the public imagination and would contribute to the Council's ambition to improve links between Camden Town, Carnley Street and King's Cross. The Council is ready to work with those behind the project as it moves forward."

London Enterprise District

Summary

- 1. The CID is in the London Central Activities Zone. It connects Camden Town, King's Cross and Euston.
- 2. The CID is a key transport interchange. King's Cross links six tube lines with two mainline & international train stations, while Euston provides a high capacity link to the UK's major cities.



Travel times to major national and international destinations.

- 3. The OLA identifies both Euston and King's Cross as opportunity areas in the London plan. Linking these with Camden Town amplifies its potential.
- 4. The CID is a significant built-up centre consisting of three overlapping clusters: creative industries in the north, life sciences/education in the south and tech in the east.
- 5. Camden Town and Euston benefit from UCC and strategic Business Improvement Districts (BIDs). The BID fills a large role in King's Cross.

Collective

- 21. The Collective project transforms vacant spaces into free hot desks, workspace, subsidised offices and training academies for creative and digital skills.
- 22. Since 2009 the project has transformed 15 properties, created 50,000 sq. ft. of workspace, 200 jobs, and won over 20 national awards.

• Previous & current Collective locations

- 16. The area, particularly King's Cross, has seen extensive redevelopment in the last 10 years.
- 17. The arrival of the new Camden Town tube, HS2, Crossrail 2 and other regeneration opportunities means the development will continue despite long-term property ownership in the area.
- 18. Profit-led, tree market property development has resulted in an extreme shortage of affordable housing and living space in London.
- 19. Euston, HS2 and St. Pancras International makes the CID a crucial link between the Northern Powerhouse, London and Europe.

Conclusions

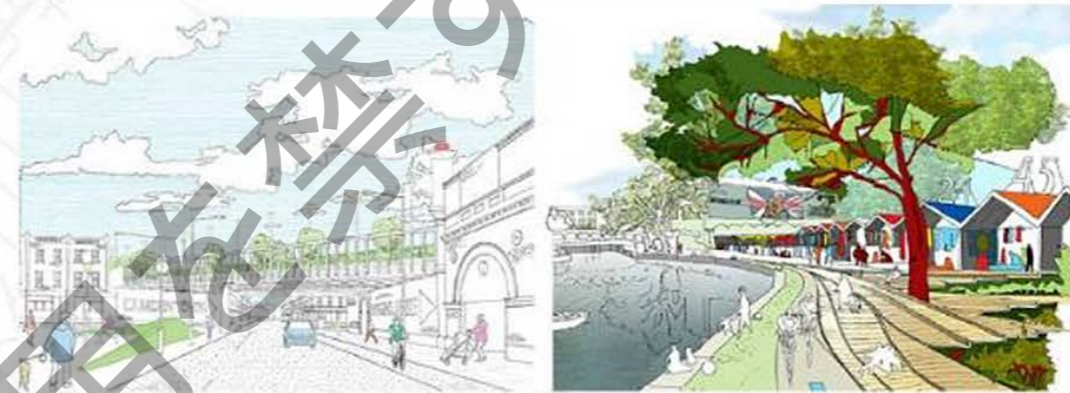
- 1.10 To fully realise the opportunity, developments must be coordinated by a local, strategic body.
- 1.11 The uplift offered by these developments must be captured as genuinely affordable workspace & housing.
- 1.12 The unique interplay of the CID must be used to accelerate delivery of the northern powerhouse and maintain London's global status.

- 23. To date Collective has relied on grant funding & temporary local help. It now proposes a new, self-financing model: C3.
- 24. C3 is the acquisition of a site for mixed use development, which will combine Collective workspace with affordable housing. Non-profit and funded by social capital, the rental income will pay down the debt, leaving an asset that can be leveraged for future developments.

- 25. CID funding will transform the delivery of C3. There will be income stream to help kick further social capital, accelerating the delivery of several C3 sites. The CID will also influence other developments in the area, making self-financing and double space always the only option. Infrastructure projects in the area means C3s can be delivered without causing additional disruption.

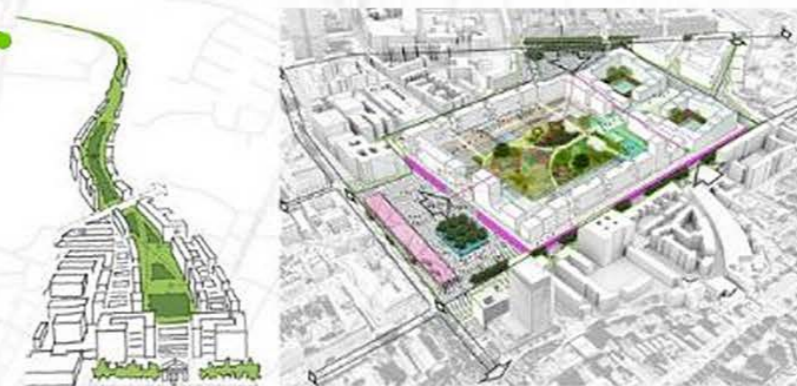
• Potential C3 locations

Connectivity – local



- 3. Physical connectivity has been a long-term issue in the CID area, reducing its potential as a cohesive district. Some CID funds will be used to unlock private investment into new east-west walking & cycling routes. Two complementary schemes are in development: on-site work along disused railway viaduct (highline) and improvements to Regents Canal tow path between Camden Town and King's Cross.

= new green space/working & cycling route



- 4. Euston Station is the centerpiece of this CID proposal. CID funds and influence will ensure that the development potential surrounding HS2, the station, Crossrail 2 and Crossrail 1 are fully realized. Covering the tracks and terminal will create new green space, remove mobility barriers and offers the potential for collective, commercial and residential development, creating a new, highly connected business hub.

Connectivity – national

- 51. The CID occupies a unique location in the UK with direct rail links to mainland Europe. Increased business activity, particularly with the support offered by Collective will help maintain London's global prominence.
- 52. Britain's exit from the EU could have profound implications for London's status as a global hub and reduce investment in the city. The CID can combat these effects.

- 53. There is a marked difference in investment opportunities, business clustering and workspace availability between London and the rest of the UK. Closing this gap by offering flexible collective work and meeting space to Northern businesses works to the benefit of all, spreading London's start-up culture, kick-starting the Northern Powerhouse and reducing pressure on London's workspace. Putting this in place now means the usage of HS2's capacity increase is guaranteed.



Step 1 Volterra economic report complete

Camden Enterprise District: Securing Camden's Inclusive Growth

Camden Town Unlimited and Euston Business Improvement Districts

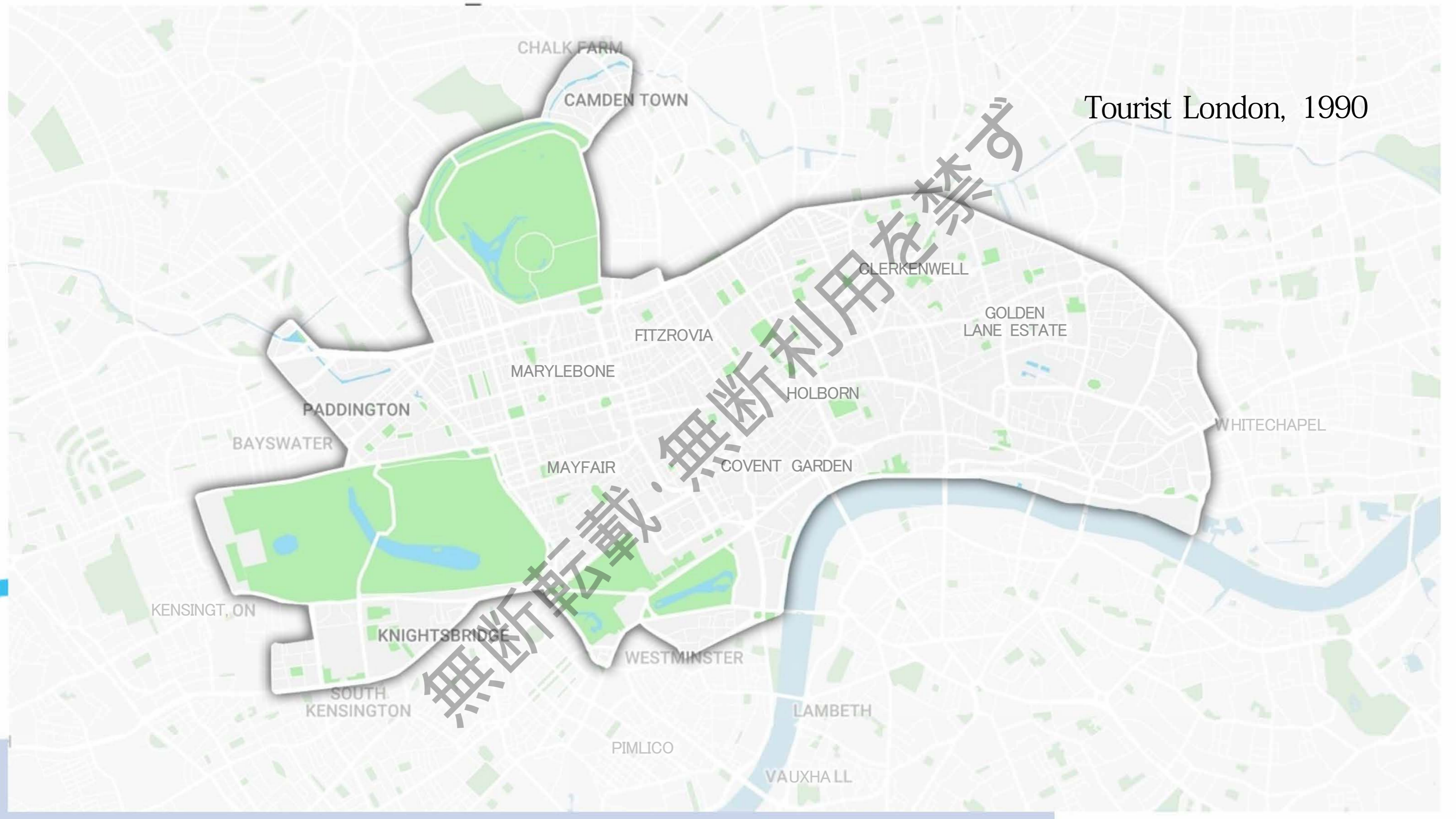
A report by Volterra Partners, January 2018

Volterra



無断転載・無断利用を禁ず

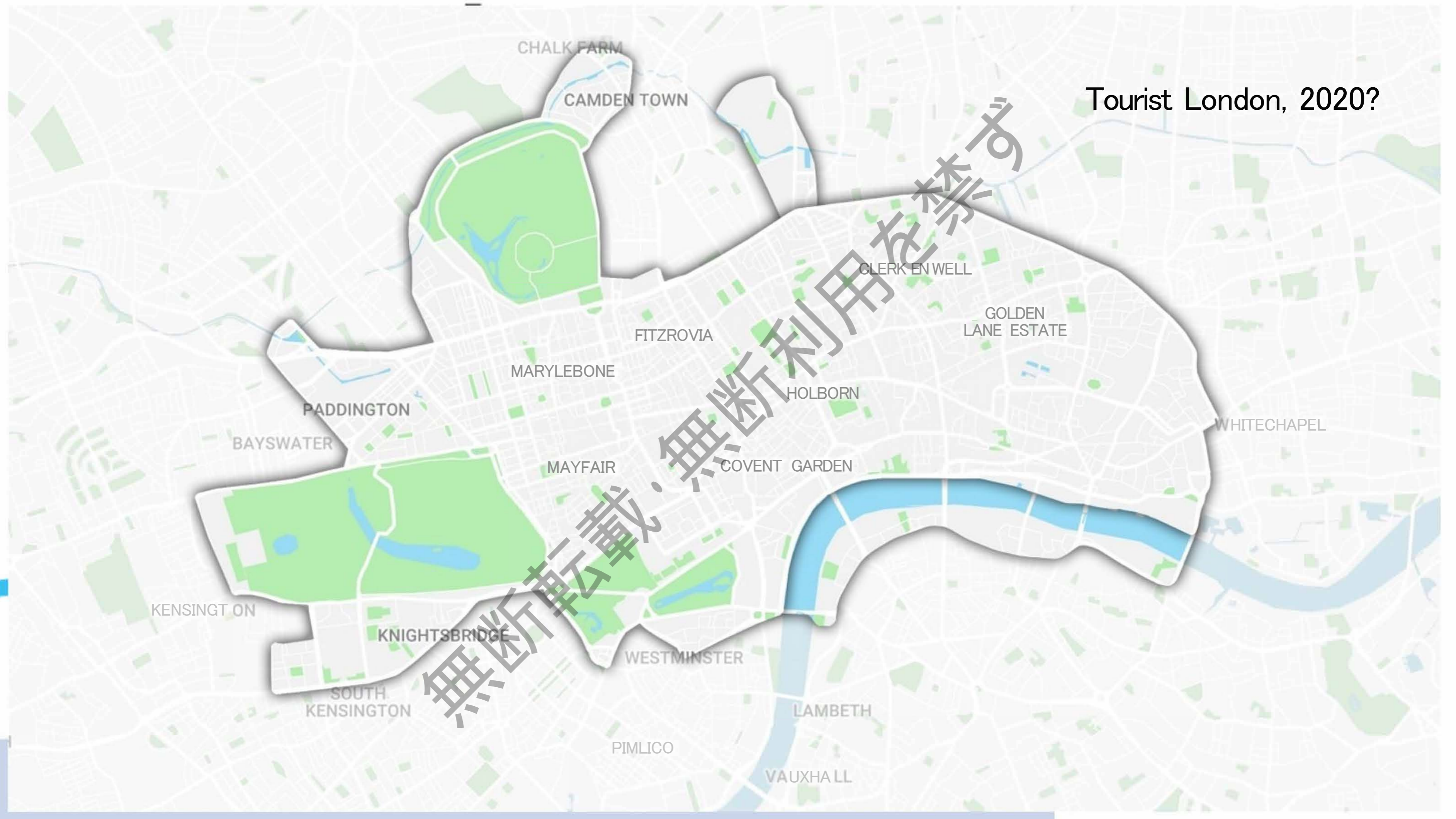
Tourist London, 1990



Tourist London, 2010



Tourist London, 2020?



CHALK FARM

CAMDEN TOWN

CLERKENWELL

GOLDEN
LANE ESTATE

FITZROVIA

MARYLEBONE

HOLBORN

PADDINGTON

BAYSWATER

MAYFAIR

COVENT GARDEN

WHITECHAPEL

KENSINGTON

KNIGHTSBRIDGE

WESTMINSTER

SOUTH
KENSINGTON

LAMBETH

PIMLICO

VAUXHALL

Euston Station & HS2



CHALK FARM

CAMDEN TOWN

CLERKENWELL

GOLDEN LANE ESTATE

FITZROVIA

MARYLEBONE

HOLBORN

PADDINGTON

BAYSWATER

WHITECHAP EL

MAYFAIR

COVENT GARDEN

KENSINGTON

KNIGHTSBRIDGE

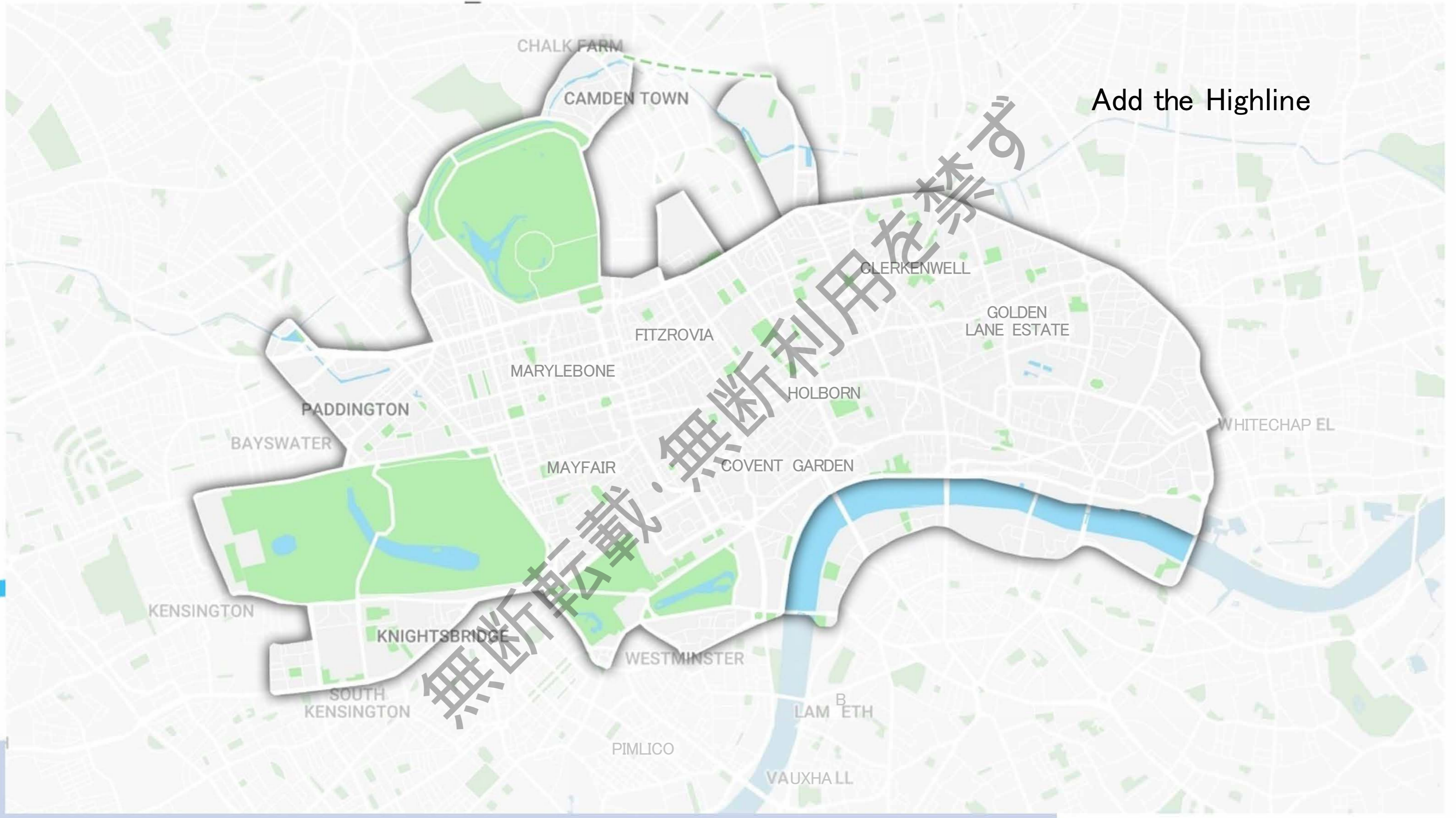
WESTMINSTER

SOUTH KENSINGTON

LAMBETH

PIMLICO

VAUXHALL



Add the Highline

CHALK FARM

CAMDEN TOWN

CLERKENWELL

GOLDEN LANE ESTATE

FITZROVIA

MARYLEBONE

HOLBORN

PADDINGTON

BAYSWATER

WHITECHAP EL

MAYFAIR

COVENT GARDEN

KENSINGTON

KNIGHTSBRIDGE

WESTMINSTER

SOUTH KENSINGTON

LAM BETH

PIMLICO

VAUXHALL

無斷利用也禁
無斷轉載

Tourist London, 2030?



無断転載・無断利用は禁じます

Step change approach:

