

- Providing new business opportunities
- Promoting Midtown as a business location
- Representing Midtown businesses



Please reply to:

## **MIDTOWN BUSINESS CLUB TRANSPORT/INFRASTRUCTURE SUB GROUP**

### **Terms of Reference:**

To raise awareness among our members of transport and infrastructure issues affecting stakeholders in Midtown, provide support to members where possible and be a representative voice on issues of a collective concern.

### **Strategy:**

Primary Objective: to make Midtown a better place to work, live and visit.

Transport Objective: explanation of impact on Crossrail upon Midtown, assist with rollout of Map based signage, identify location for 'Mayor cycle' initiative.

Infrastructure Objective: to include organogram of appropriate personnel to lobby relating to issues in respect of utilities eg EDF, Thames Water

To utilise members' opinions to ensure the best possible application of London-wide initiatives to Midtown and ensure outcomes that benefit stakeholders in Midtown.

**May 28th 2010**

For further information on the Transport & Infrastructure Sub-Group, please contact:

Andrew Parker, CB Richard Ellis (Chair)

Tel: 020 7182 3478 · E-mail: [andrew.parker@cbre.com](mailto:andrew.parker@cbre.com)

David Austin, MWB Business Exchange

Tel: 020 3402 5572 · E-mail: [daustin@mwbex.com](mailto:daustin@mwbex.com)

**[londonmidtown.org](http://londonmidtown.org) · [info@londonmidtown.org](mailto:info@londonmidtown.org)**

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The Midtown Business Club is a not-for-profit organisation focused on providing new opportunities for Midtown businesses, representing them, and promoting Midtown as a business location.

VAT Registration No. 920 5541 49

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## **MIDTOWN BUSINESS CLUB MARKETING SUB GROUP**

### **Terms of Reference:**

The Midtown Business Club is a not-for-profit organisation focused on:

Providing new business opportunities for Midtown businesses

Promoting Midtown as a business location

Representing Midtown businesses

### **Notes:**

Providing new business opportunities – e.g. providing networking events for local businesses and supporting events that promote Midtown businesses to wider audiences

Promoting Midtown as a business location – i.e. A co-ordinated place marketing campaign to encourage inward investment and local trade

Representing Midtown businesses – i.e. Providing a strong, collective voice for Midtown's businesses in local and central government decision-making.

### **Strategy:**

Help develop and successfully deliver MBC marketing: its events, initiatives and sub-group actions

Promote Club Membership as well as active membership

Manage the marketing budget

Report regularly to Main Board on marketing activities

### **May 28th 2010**

For further information on the Marketing Sub-Group, please contact

Ann Cadogan, Midtown Business Club

Tel: 01993 844776 · E-mail: [info@londonmidtown.org](mailto:info@londonmidtown.org)

[londonmidtown.org](http://londonmidtown.org) · [info@londonmidtown.org](mailto:info@londonmidtown.org)

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## **MIDTOWN BUSINESS CLUB ENVIRONMENT SUB GROUP**

### **Terms of Reference:**

To raise awareness among our members of the environmental issues affecting our businesses' carbon footprint and impact on the environment with the help and support of our four London boroughs.

### **Strategy:**

- Forming a small focus group of say four members representative of the different business sectors in the Club.
- Arranging an initial seminar or presentation to stimulate interest in environmental issues (possibly given by the Carbon Trust) and, depending on the response, offering other seminars and workshops.
- If possible, negotiating favourable terms with service providers.
- Assisting in or providing access to advice on compliance with increasing legislation and regulation.
- Making available information about loans or grants available.

**May 28th 2010**

For further information on the Environment Sub-Group, please contact:

Jodi Willis, MTT

Tel: 020 7836 1133 · E-mail: [jwillis@mttsustain.com](mailto:jwillis@mttsustain.com)

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## **MIDTOWN BUSINESS CLUB MIDTOWN STAKEHOLDER SUB GROUP**

### **Terms of Reference:**

To raise awareness among our members and key Midtown stakeholder groups of each others goals for the Midtown area, engaging with the L.As to seek collective support and be a representative voice on matters of mutual concern.

### **Strategy:**

Identify and engage with key stakeholders and local authorities covering the Midtown area.

Understand each others key goals and objectives now and for the future.

Agree regular communication channels, disseminating key information to each other.

Support each other on a collaborative basis on major matters affecting Midtown's future.

Raise awareness and achieve a co-ordinated approach to Midtown participation in the 2012 London Para Olympics and Olympic Games.

**May 28th 2010**

For further information on the Midtown Stakeholder Group please contact:

Aaron Boland, RBS (Chair)

Tel: 020 7591 4029 · E-mail: [aaron.boland@rbs.co.uk](mailto:aaron.boland@rbs.co.uk)

**[londonmidtown.org](http://londonmidtown.org) · [info@londonmidtown.org](mailto:info@londonmidtown.org)**

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