



**Vision On!**

**hosted by Bristows**





## **A Vision for Midtown**

“More than just a space between City & West End”

**Alistair Subba Row**

Chairman, Midtown Business Club

- Founded in 2007
- 170 members
- Collective voice needed for these diverse villages
  - Bloomsbury and St Giles
  - Clerkenwell
  - Covent Garden
  - Hatton Garden
  - Holborn
  - Smithfield
  - Strand
  - North of Fleet Street
  - South of Fleet Street

## Key opportunities from Members' 'Vision consultation' 2011

- 1) Linking public realm improvements
- 2) Accelerating transportation and movement improvements
- 3) Collective and organised 'giving something back'
- 4) Ensuring a sustainable neighbourhood
- 5) Managing a shared identity that benefits all
- 6) Business to business.

## Vision Event Feedback

### 1) **Public Realm**

#### **Good**

Attractive oasis – green open spaces

Riverside Balcony

Significant public realm improvement through development

i.e. NSS / CSG / Fetter Lane / Chancery Lane

#### **Bad**

Alleys

Big junctions

Variety of styles and qualities of open spaces

Un-connected neighbourhoods

## Vision Event Feedback

### 2) **Transport and movement**

#### **Good**

Strong infrastructure and accessibility  
Crossrail / Blackfriars improvements

#### **Bad**

Low awareness  
Poor street navigation  
Dual carriageways break movement  
Regular Tube congestion

## Vision Event Feedback

### 3) **Sustainability**

#### **Good**

New, green buildings coming through  
Flexible change-of-use for reusing old buildings  
Strong public transport network

#### **Bad**

Issue Awareness  
No local leadership  
Collective involvement for common goals

## Vision Event Feedback

### 4) **Identity**

#### **Good**

World-class visitor attractions  
Centres of Excellence – Legal, Academic, Creative, Cultural  
Attractive, individualistic ‘villages’

#### **Bad**

Siloed, separate initiatives  
Low weekend activity  
Business focus



**Moving forwards** ...working towards further consultation and the adoption of a Ten-Year Plan

**Collaborative approach** ...work together to implement this cohesive Plan for the area with strategies that maximise private and public funding

**Strengthen** ...MBC Board and ensure the delivery teams are fit-for-purpose



“An amazing group of like minded people with not only a vision for a better Midtown, but a passion and determination to deliver well thought out improvements.”

To become involved

Visit [londonmidtown.org](http://londonmidtown.org) or Email [info@londonmidtown.org](mailto:info@londonmidtown.org)



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## **Panel Discussion**

### **London Borough of Camden**

Ines Carvalho, Senior Sustainability Officer

### **City of London**

Simon Mills, Head of Sustainable Development

### **Islington Council**

Bevan Jones, Carbon Partnerships Officer

### **City of Westminster**

Joe Baker, Environmental Projects and Policy Manager

## **Forthcoming events**

**Tuesday 15<sup>th</sup> November, 6pm** – hosted by Freshfields Bruckhaus Deringer  
The London 2012 Olympic & Paralympic Games – update

**Tuesday 22<sup>nd</sup> November, 6pm** – hosted by Saffery Champness  
MBC Young Professionals Network – launch event

**Tuesday 29<sup>th</sup> November, 7pm**  
The Midtown Business Club Dinner, Bloomsbury Big Top

**Tuesday 6<sup>th</sup> December, 6pm** – hosted by Corney & Barrow  
Christmas Drinks – Fleet Place

See [londonmidtown.org](http://londonmidtown.org) for further information and to make bookings



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