

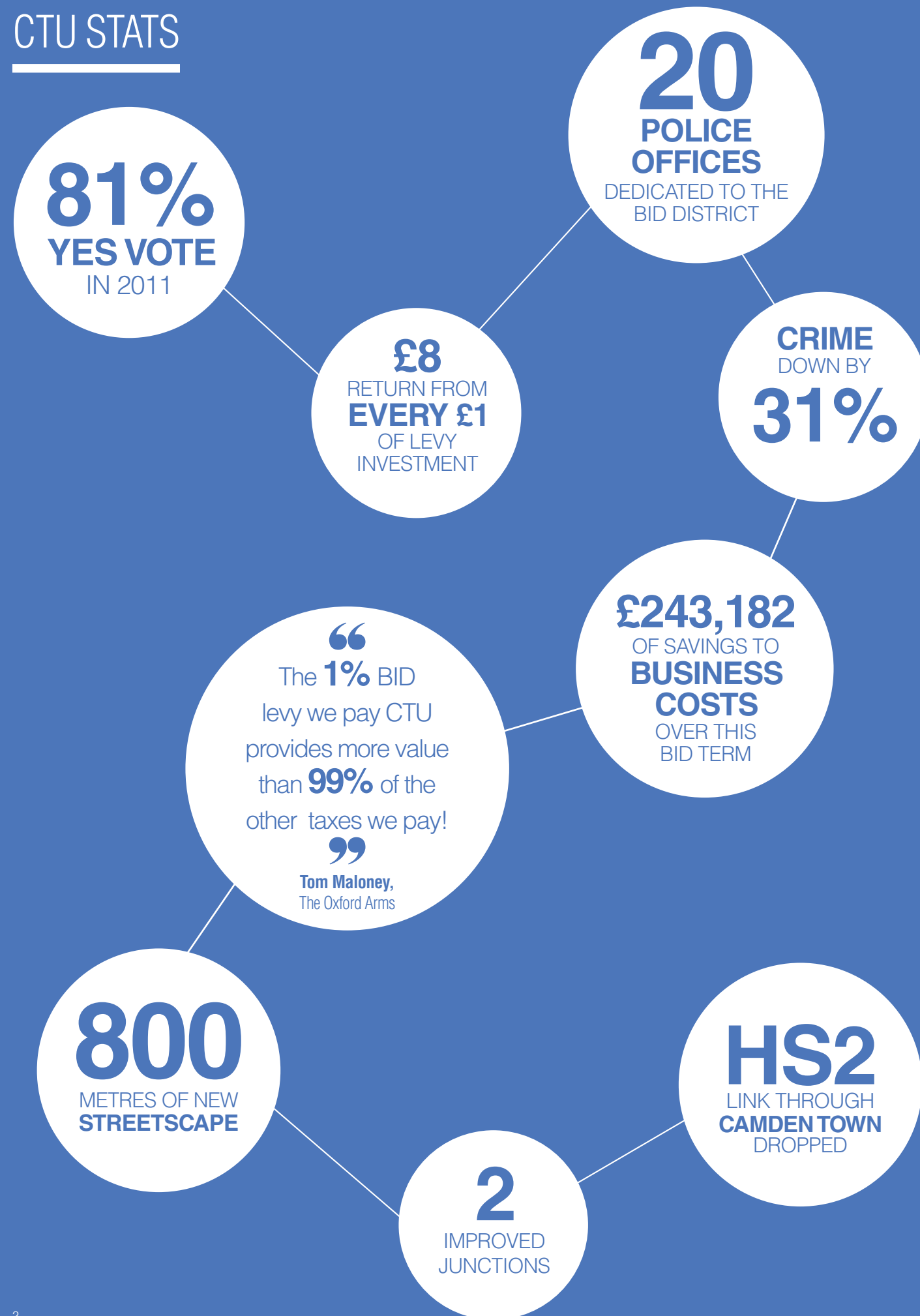


# CAMDEN TOWN UNLIMITED

RENEWAL & EXTENSION  
**PROPOSAL**  
2016-2021



## CTU STATS



# WHY VOTE YES?

## A VOICE FOR BUSINESS

Camden Town will undergo major changes over the next five years. We will make sure that your voice is heard every step of the way and the opportunity to Camden's businesses is fully realized.



## A CREATIVE CAMDEN

We will continue our Collective project, which has had an incredible impact using little CTU funds. Collective members have spent more in Camden's businesses on lunch alone than CTU's contribution to the project.



## MORE POLICE

We will lobby to retain the dedicated Camden Town police force despite public sector cuts, and ensure crime that affects your business is always the priority.



## NEW BUSINESS FOR OUR MEMBERS

We will grow Collective which builds on Camden's creative reputation by offering a home to young, dynamic businesses and brings you additional trade: 62% of Collective's businesses have traded with Camden Town's existing businesses.



## BUSINESS COMMUNICATION

We will continue and expand our anti-crime initiatives, and investigate ways to increase their scope using new technology. Facilitating business communication in this way combats crime in conjunction with police resources.



## FREE RECYCLING & CHEAPER BILLS

We will continue our partnership with First Mile to bring free and subsidised recycling to all our members. Not only helping reduce core costs, but also making sure that waste is collected in a timely manner. We will also continue our partnership with Meercat to provide joint procurement to our members.



## LOCAL DISCOUNT SCHEME

Following the success of the Wedge card, we will launch a new local discount scheme. It will now be easier for businesses to track usage and make joint offers.



## IMPROVE CONNECTIONS

We will work with like-minded organisations to improve walking and cycling links between Camden Town, King's Cross and Euston. This will ensure that Camden Town benefits from the increased footfall brought by HS2 and the King's Cross redevelopment. We will also work to minimise transport disruption during these developments.





## STATEMENT FROM THE CHAIR

Welcome to CTU's BID proposal for our 3<sup>rd</sup> term – our manifesto for the next 5 years. We have been hard at work meeting as many of you as possible. What you want from your BID has formed the foundation of our plans, outlined here. Read on to find what we will achieve over the next five years.

Since its inception in 2006 CTU has followed a step-change approach. This allowed us to prioritise the fundamental drug, crime and cleanliness problems while also building in support strategies that ensure that there is a framework in place for long-term defence against these problems. The increased policing we secured fights crime directly, while the longer-term greening, streetscape and reputation building gives deep roots to these gains.

However we believe that there is still much work to be done. Camden, like the rest of London will experience massive shifts in the coming years. We want to make sure that your voice is heard in these changes and the opportunities they pose are fully realised.

Our door is always open to you. Our work is only possible thanks to you, our members. Let us know your thoughts and concerns, we will make sure your voice is heard



**Simon Pitkeathley**  
Chief Executive



**Christopher Shaw Frics**,  
Shaw Corporation  
Chairman



**Alex Proud**  
Proud Galleries,  
Vice Chair, Chair of  
Celebrate & Promote  
Chair of Cut Crime



**Martin Sagar**  
Sheppard Robson  
Vice Chair, Chair of  
Clean & Green

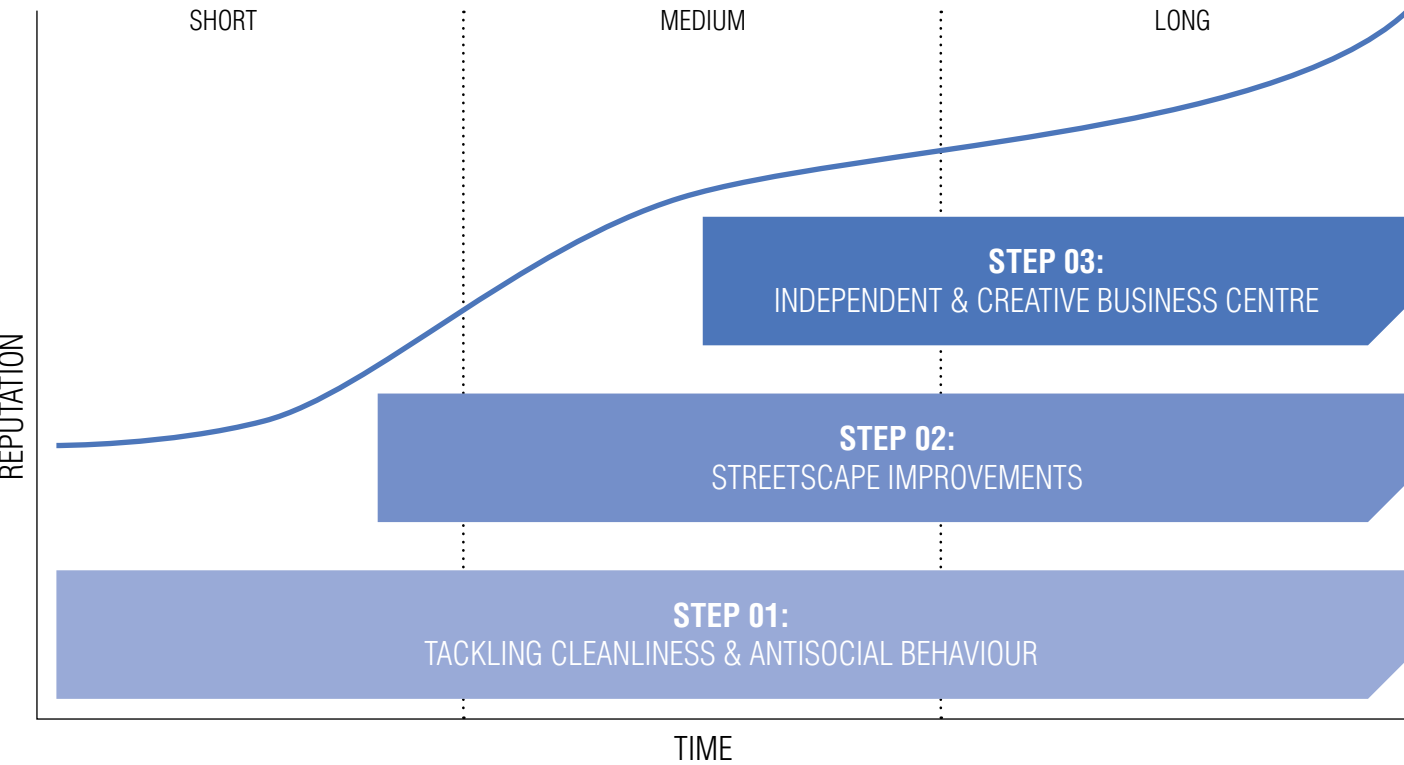


**Deb Thomas**  
Arup,  
Treasurer, Chair of  
Admin & Finance



**Barry Casey**  
Haché Burgers  
Chair of HR

## STEP CHANGE APPROACH



- 03** We know that Camden's reputation has been built on independent and creative businesses. Our Collective project aims to maintain and advance this reputation by supporting young, creative businesses to start-up and test the market in Camden Town. We will continue this project with grant funding from partner organisations, working ultimately towards a fully self-sustaining model.
- 02** The next step was to lock in this crime reduction with passive, long-term defence. The best way to do this is to improve the physical environment, which has a dramatic effect on crime levels. The improvements have had a tangible effect on crime rates and pedestrian flow, and helped reduce pedestrian crowding with wider pavements.
- 01** The priority for CTU and our member businesses has always been to address crime and antisocial behaviour. Once we had a framework to address these we began further reputation building programmes.



# CUT CRIME

## OUR WORK SO FAR

Our approach to crime is to combat the cause as well as the symptoms. To achieve this we continue to run short- term, high impact programs in parallel with longer-term solutions.

### SHORT TERM, HIGH IMPACT:

- The success of CTU-funded security patrols demonstrated the efficacy of a visible presence. Combined with our lobbying, this helped secure £2 million extra funding for policing Camden Town.



- Our CBAC radio link currently connects 65 participating businesses to each other, police officers and the CCTV control room. Facilitating communication between businesses reduces reliance on the police, making sure that police resources are directed where they're needed.
- The success of CBAC led us to launch a new partnership, the Quiet Streets programme. It builds on the general soft close principals in Camden, providing coordination between venues to guide customers safely and quietly out of the area. To date 100 officers from 40 venues are part of Quiet Streets.



### LONG TERM, SUSTAINED IMPACT:

- The success of these programmes is complemented by a long-term and sustainable passive defence approach. Our work on Camden Town's streetscape helps to design out crime. The psychological impact of the streetscape has a powerful effect on crime rates: a study of Camden High Street north found a 56% drop in crime after the streetscape works.



- The Collective project is also integral to our passive crime defence solution. Collective converts disused buildings into low cost business space. The resultant activity is one of the most powerful forms of passive crime defence for deserted parts of the high street. The long term reputation building Collective provides also helps reduce crime.

**£2M**

EXTRA FUNDING FOR  
POLICING CAMDEN

**31%**

DROP IN  
CRIME SINCE 2011

**19%**

DROP IN CRIME IN  
THE BID AREA  
LAST YEAR

COMPARED TO

**5%**

DROP IN CRIME  
FOR THE BOROUGH  
AS A WHOLE



### OUR PLANS FOR BID 3

Our most important job over the next five years is keeping the additional police resources in place. We know how quickly crime can creep back and will fight hard to keep this vital funding.

We will make sure that fighting crime remains a priority and resources are directed where they're most effective.



# LOBBYING

## OUR WORK SO FAR

By representing the aligned interests of our members we give you a combined voice much more powerful than the sum of its parts. Successful past lobbies include:



£2 million police funding, allowing a dedicated Camden town police task force.



Removal of the HS2-1 link which would have ripped through the heart of Camden Town, affected every business and cost up to £631m to the local economy, as well as the ten years of disruption and blight during construction.



Dramatically reduced Northern line closure program for the 2012 Olympics. The initial programme proposed 33 consecutive, full line closures and 16 months of early weekday closures. We intervened, engaged with key players and negotiated a much reduced closure programme of 12 partial and non-consecutive closures. We know the importance of transport links to Camden's businesses and will continue to monitor closure programmes as the underground is updated.



This is a fantastic result. Without the dedication and the investment of CTU in making the case for Camden business, We would have had less opportunity to succeed.

The council look forward to continued partnership working with CTU to achieve a good result for Euston Station, and for the HS2 project as a whole. Congratulations and thanks again to all involved!

Lazzaro Pietragnoli,  
Councillor



## OUR PLANS FOR BID 3:



Make sure that HS2 is the best it can be for our businesses. So far the focus has been on premises threatened with demolition, but just as important is making sure the construction, which affects a much wider span of businesses, is intelligently managed.



Continue our lobby against Permitted Development Rights (PDR). Designed to ease the housing market, PDR has had a disastrous effect on Camden Town by removing oversight from office to housing conversions. This is resulting in the loss of business space, increased rents and the possibility of businesses being evicted to make room for housing.



Ensure that Euston station is fit for purpose. We will make the case for a northern entrance, to direct the new footfall up to the southern end of Camden Town.



**£6.3M**  
SECURED FOR  
STREETSCAPE  
IMPROVEMENTS

**£2M SECURED**  
FOR POLICE FUNDING

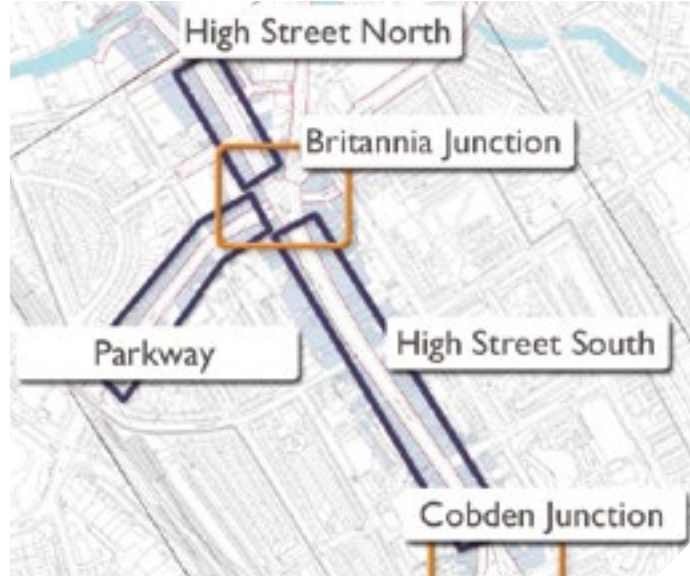


# CLEAN & GREEN

## OUR WORK SO FAR

In 2009 CTU commissioned Camden Town First, a masterplan that provided a joined up view of the significant streetscape improvements Camden Town required. Creating a concrete plan helped CTU coordinate the various parties required to deliver this £6.3 million project.

It is hard to remember just how bad the public realm was before Britannia Junction and High Street North were completed; cramped pavements, multiple crossing islands and pedestrian barriers. The street environment is now much more pedestrian friendly without affecting traffic flow. Cobden junction has just been completed, rationalising the road layout and widening pavements to the standard set by Britannia Junction.



## BORROW A BIKE

In partnership with the GLA we are piloting a competitive bike sharing scheme. We have distributed bikes to two of our member businesses, who compete to cover the most ground in a month. The winner keeps the bike and competes with a new contestant.

### GET IN TOUCH

jessica@camdentownunlimited.com  
to join the waiting list.



## DRIVING DOWN COSTS



**FREE RECYCLING** – we offer a free and subsidised mixed recycling service to all our members, call 080 0612 9894 or email [ben.stgeorge@thefirstmile.co.uk](mailto:ben.stgeorge@thefirstmile.co.uk) to sign up.



**JOINT PROCUREMENT** – we buy business utilities in bulk and pass the savings on to our members, call 014 4441 6529 to find out more.

In many cases the savings from these services are more than the BID levy itself.

# 904.3

TONNES  
RECYCLED

# £243,182

SAVED OVER THIS  
BID TERM



## OUR PLANS FOR BID 3

We have already secured the final part of our streetscape plan: High Street South, between Camden Town and Mornington Crescent. If the BID is successful we will deliver this in the next two years, giving Camden town a uniform and pleasant streetscape along all its major arteries.

- Camden Town, an established creative cluster is next door to fast growing business centres. Kings Cross, Regents Place, and Euston will all experience huge growth in the coming years. We will make sure that Camden Town benefits from these by

strengthening the links between these areas and making full use of the canal footpath to Kings Cross. This will drive footfall and new customers to the area and make sure that Camden Town maintains its global reputation for the creative industries.

- The borough of Camden is facing huge cuts, with funding halved from 2010 to 2017 and it's all too easy to pass the reduced services on to businesses rather than face resident backlash. We will fight to maintain services such as street cleaning wherever possible, and can step in to retain the service level if required.



# CELEBRATE & PROMOTE

## OUR WORK SO FAR

Over the last nine years we have built on Camden's reputation as a centre for the creative industries, superb nightlife and new fashion, maintaining it as a world class destination. We deliver projects to bring buzz to Camden Town, but we're also here to help deal with unanticipated events. We coordinated the response to both Camden fires and the London riots, making it clear that Camden Town was still open for business and running additional programmes to mitigate their consequences.

## KING OF CAMDEN



Every year we hold the King of Camden awards to celebrate Camden's best independent retailers. We also support them in making offers to local customers with our local discount card.



Festival opening night

## FESTIVAL & HIGHLINE



In May 2014 CTU, Collective and the BID members collaborated to deliver Camden Create, a three day celebration of Camden Town. We used this as a chance to promote all aspects of Camden's creative industries with entertainment, talks, exhibitions and tours around Camden's finest food and drink proprietors.



Pavilion at Britannia Junction



We also initiated a project inspired by New York's highline. Our Camden Highline utilised vacant rooftop space, improved the aesthetics of the town and sparked discussion on how we use the space available to us.



The Rooftop Line



Bird Houses



The team and I are absolutely ecstatic with this award. Camden is an absolutely fantastic place to work and these awards create a great buzz amongst the local community and the voting from the general public means so much to us all at hob Camden.

**Lisa Dopson,**  
HOB Camden manager



King of Camden Awards night



## OUR PLANS FOR BID 3

### DISCOUNT CARD

We will build on the success of the Wedge card with an all new discount scheme.

Using smart technology we will give businesses the opportunity not only to reward these customers, but also collect data to help bring in new people and turn them into loyal customers. 80% of a business's revenue comes from 20% of their loyal customers.

### EVENTS & FESTIVAL

With the expansion of Collective we can now offer a flexible event venue to our members. Get in touch if you have an idea that needs space to grow.

We're also open to the idea of running another Create Festival in the next five years - let us know what you think.



# COLLECTIVE

## OUR WORK SO FAR

Camden Town has a long-standing reputation as a hive for the creative industries, but has faced increasing competition from new and emerging centres of innovation and entrepreneurship that can offer cheaper overheads. Collective was created in partnership with Camden Council and the GLA to combat this, establishing Camden Town as a viable place to start a business. The core of collective is to lease disused buildings and use this space to provide work and retail space to test the market, bringing new life to Camden Town through the introduction of young businesses.

## FUNDING



Collective is a powerful example of CTU's goals of delivering outputs with minimal use of the BID levy. The project is jointly funded by CTU, Camden Council and the Greater London Authority, which means CTU's businesses only contribute a small proportion of match funding.



Collective Event

COLLECTIVE HAS BROUGHT  
DIRECTLY INTO CAMDEN **£3.2M**

FOR EVERY **£1** | COLLECTIVE GENERATES  
**£13.75**



WHEN THIS IS ADDED TO INDIRECT  
ECONOMIC BENEFITS SUCH  
AS JOB CREATION OR PRESS  
COVERAGE THIS RISES TO

**£16.5M**



Collective Market



The influx of new business has made a big difference to Camden; you can see it in the streets.

**Financial Times,**  
September 2015

The pop up is a bright statement on a dull Friday morning; full of the promise Collective offers to the area and to the young people involved.

**The Independent,**  
June 2013



## OUR PLANS FOR BID 3

### BASEKX

A mark of the evolution of Collective, BaseKX is a joint venture with UCL. This partnership provides a custom built home for Collective without any cost to CTU members, bringing the economic benefits without any BID levy spend.



### TEMPERANCE HOSPITAL

Temperance Hospital has sat derelict on Euston Road for ten years; now, we are transforming it into a brand new community hub. This has will help bridge the gap between Camden Town and Euston, and extended Camden Town's business district southward. It will also be open to the public, so come down and see the work we do, or get in touch if you wish to hold a business event in this reclaimed space.



Collective Hub



Creative industries have consistently been key drivers in areas transforming for the better, and I believe Collective plays an absolutely vital role in enticing these communities to Camden.

**Steve Ball,**  
The Blues Kitchen





# THE CAMDEN BUSINESS QUARTER:

## CTU'S LONG TERM VISION FOR CAMDEN

### OVERVIEW

We want to propel Camden Town and your business networks to the forefront of central London policy, making your business location more high profile and therefore easier to attract staff, customers and partners.

The unrivalled development taking place in and around Camden town including HS2 in Euston and the new business quarter in King's Cross offer amazing opportunities, and risks that must be understood and controlled. We will make sure that you get the best outcome from these developments, and that the risks are mitigated. As always, we are business-led, with a controlling board of directors drawn fully from member businesses; our job is to make sure Camden's existing business voice is heard in these projects.

### EXTENSION

One of the areas we have identified as vital to maximizing the opportunity is improving the links between Camden Town, Kings Cross and Euston. To this end CTU will be extending its eastern boundary to include the connecting area, broadening our business networks to deliver better value to all our members and including a larger section of Regent's canal, a vital link to King's Cross that is currently underutilised. Businesses in this area will join the CTU family and get all the benefits we offer our existing members immediately.

### STREET LIST

Adelaide Road (pt)  
 Albert Street  
 Arlington Road  
 Bayham Place  
 Bayham Street  
 Beatty Street  
 Bonny Street  
 Bridge Approach  
 Buck Street  
 Camden High Street  
 Camden Lock Place  
 Camden Road (pt)  
 Camden Street (pt)  
 Camley Street (pt)  
 Carlow Street  
 Carol Street  
 Chalk Farm Parade (pt)  
 Chalk Farm Road  
 College Place

Crowndale Road  
 Crowndale Road (pt)  
 Delancey Passage  
 Delancey Street  
 Dewsbury Terrace  
 Early Mews  
 Eversholt Street (pt)  
 Georgiana Street  
 Gilbey's Yard  
 Gloucester Crescent  
 Granary Street  
 Grand Union Walk  
 Greenland Place  
 Greenland Road  
 Greenland Street  
 Hampstead Road (pt)  
 Harrington Square  
 Haverstock Hill (pt)  
 Hawley Crescent

Hurdwick Place  
 Inverness Street  
 Jamestown Road  
 Juniper Crescent  
 Kentish Town Road (pt)  
 Kings Terrace  
 Lidlington Place  
 Lyme Street  
 Mandela Street  
 Mary's Terrace  
 Millbrook Place  
 Miller Street  
 Mornington Crescent (pt)  
 Mornington Place (pt)  
 Mornington Street (pt)  
 Nelson's Yard  
 Oakley Square  
 Oval Road  
 Pancras Road

Parkway  
 Pleasant Row  
 Plender Street  
 Pratt Mews  
 Pratt Street  
 Regents Park Road (pt)  
 Regents Park Terrace  
 Royal College Street  
 Sign Makers Yard  
 St Martin's Almshouses  
 St Martin's Close  
 St Pancras Way  
 Stanmore Place  
 Stucley Place  
 Symes Mews  
 Underhill Passage  
 Underhill Street  
 Water Lane



# FINANCIALS

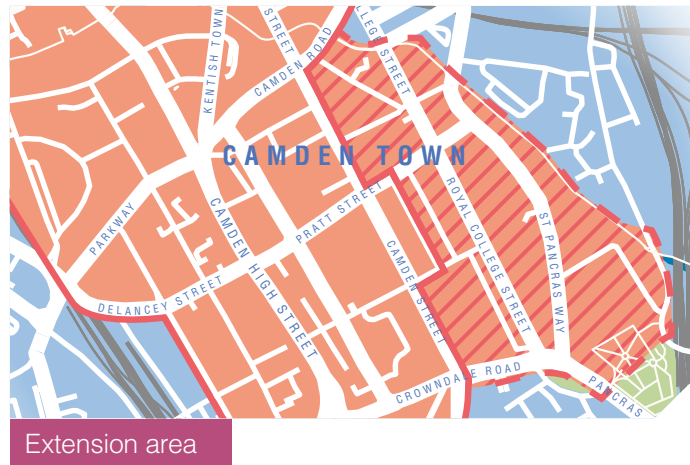
## INVESTING IN CAMDEN TOWN

Camden Town Unlimited is proud to deliver one of the highest returns on levy of a BID in the country. For every £1 of levy invested we have delivered £8 worth of returns over the last BID term.

## OUR PROPOSITIONS

We propose to extend the Camden Town area east to Camley St and south down Pancras Road (see the map). This will widen our local business network and deliver more value to all members through economies of scale. We are excited to welcome these new businesses and look forward to working with them.

As we saw in the second term, the success of the BID was in its ability to react quickly to changing conditions to overcome the most serious threats to the town centre. This budget is prepared at a time where public funding is under heavy pressure with serious cuts and difficult decisions ahead. Ensuring our business environment remains safe, clean and fully functional remains our top priority. This is at the heart of what we do and in these times of reduced public spending will require greater advocacy and management. We know it will require substantial public sector financial contributions to deliver our ambitious public realm strategy.



We will also need to secure match funding with other partners to achieve it, and will be subject to other funding timescales. Therefore, we will maintain flexibility in this budget to make sure we deliver the optimum return for your money. We will continue to use the Board and members' expertise to determine how best to spend our budget year on year. We also have a long-term ambition to make the BID a profit making organisation, reinvesting all surplus back into Camden Town. We will explore proposals in the next BID term to realise this ambition.

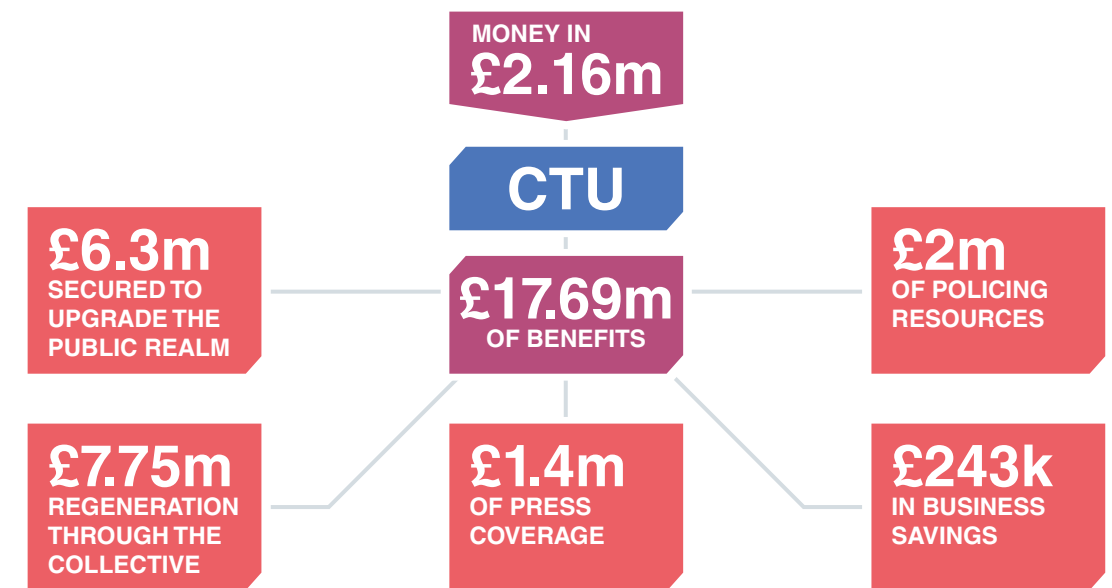
## WHAT IS A BID?

Camden Town Unlimited, a Business Improvement District, is an independent, business led company that seeks to improve Camden Town as a place to work, live, visit and do business in. We want to increase the commercial performance of Camden Town for your customers, your clients and your bottom line.

Whilst most of the business rates collected by Central Government are distributed elsewhere in the country, the BID levy represents just 1% of these rates and is 100% ringfenced for

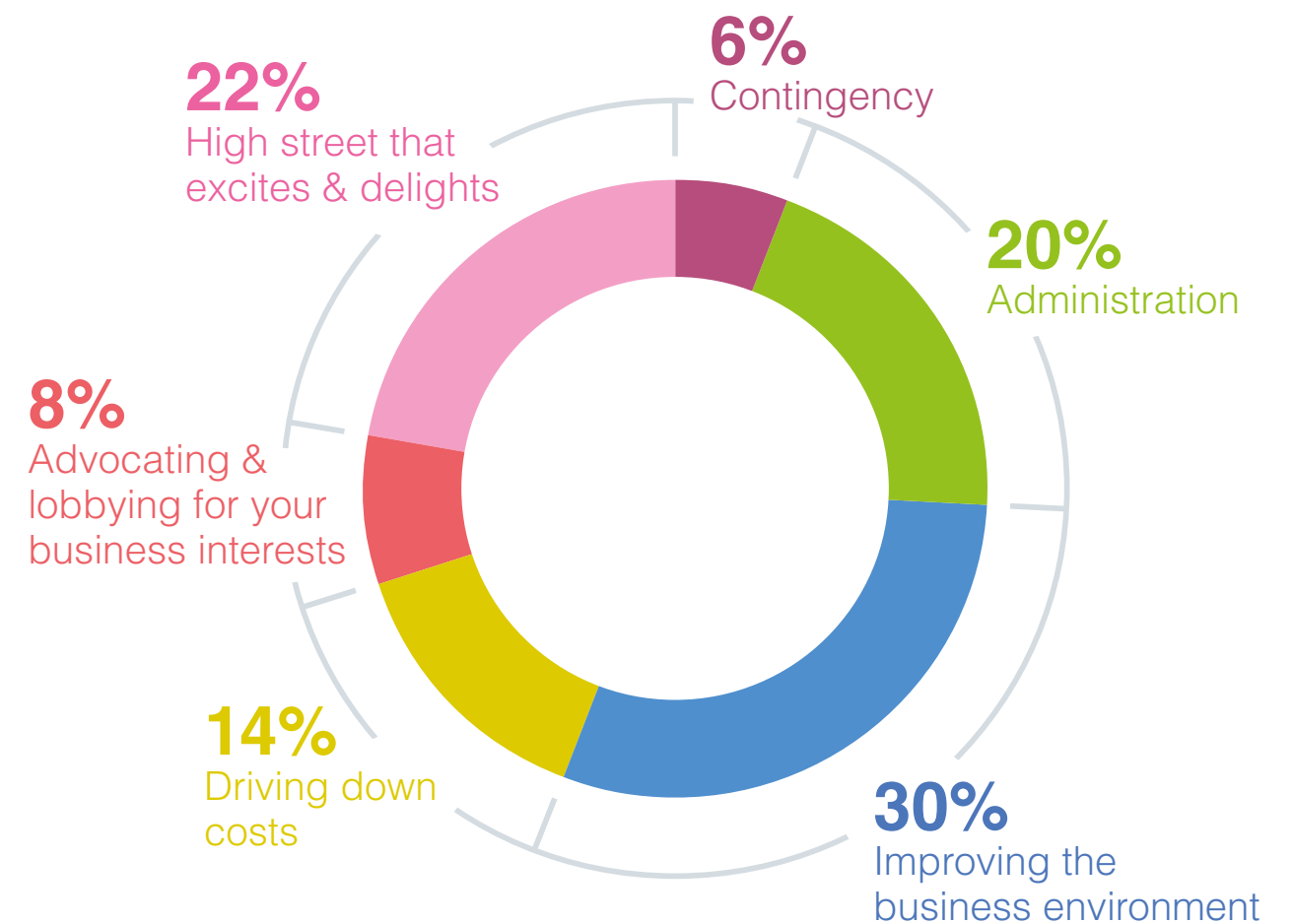
Camden Town. This money cannot be spent subsidising existing services but must be additional to those provided by the local authority and other statutory bodies – you will not be paying for Council services.

A BID term can last for a maximum of five years, after which it can only remain in existence if it is approved by the members at a renewal ballot.



## PROPOSED INVESTMENT

We will receive around £4.9 million between 2016 – 2021. We will invest it in the following suggested proportions:



BID levy increases with inflation, with the figure determined by the Board on an annual basis but restricted to RPI+1%



# GOVERNANCE

## 01. THE PROPOSER:



Camden Town Centre Ltd is the renewal proposer and the legal entity that runs the BID activities in the existing area around Camden Town and pending a successful ballot would continue to do so for the existing area and for the proposed extension.

CTU is also the BID Proposer for a new Euston Town BID which would become a key strategic partner with shared interests pending a separate successful ballot, which is being run separately but simultaneously and will become the interim management company that will manage Euston Towns BID activities. In the event that one of the ballots is unsuccessful, Camden Town Centre Ltd will continue to run activities in either successful area (Camden Town in addition to extension or the new Euston Town BID) where in the case of Euston Town BID the Euston steering committee shall become the interim board, hold a special AGM to elect board members then decide the governance structure best suited to the area's benefit.

## 02. THE GOVERNING ARRANGEMENT:



The current Camden Town Centre Ltd Board of Directors lead and guide the work of Camden Town Unlimited and have been elected from a variety of sectors' both private and public partners, to offer a wide range of skills, experience and balanced opinion.

In the event of a successful ballot they shall oversee the delivery of the 2016-2021 BID proposal for CTU and its extension area. In the new Euston BID its steering committee shall become the interim board, hold a special AGM to vote in board members from its membership then decide upon the most suitable governance structure to support Euston Town's BID Proposal.

## 03. FINANCIAL DECISIONS:



We will continue to use the Board and members' expertise to determine how best to spend our budget year on year. The elected board shall review the BID's threshold and revise upwards to maintain its current membership numbers if deemed necessary, as and when central government revalue business rates (currently expected to be in 2017). BID levy shall only be applicable upon assets to the extent they are within the BID boundary held by a hereditament.

## 04. FAIR & TRANSPARENT:



All BID members are eligible for a seat on the Board, and elections are held ahead of our AGM every year, where 33% of the seats are automatically available. Please contact us if you wish to be considered for a seat on the board.

## 05. THE MANAGEMENT:



The award winning team at Camden Town Centre Limited will deliver the projects and services outlined in the proposal, with the support of specialist advisors.

The Camden Town Unlimited team will also be the interim team for Euston Town and support the Euston Town BID until the best management and governance structure to deliver their proposal is decided at a special AGM.

## THE BOARD



**Christopher Shaw**  
Frics,  
**Shaw Corporation**  
Chairman



**Alex Proud**  
**Proud Galleries**  
Vice Chair, Chair of  
Celebrate & Promote,  
Chair of Cut Crime



**Martin Sagar**  
**Sheppard Robson**  
Vice Chair, Chair of  
Clean & Green



**Deb Thomas**  
**Arup**,  
Treasurer, Chair of  
Admin & Finance



**Berry Casey**  
**Haché Burgers**  
Chair of HR



**Michael Nicholas**  
**The Enterprise/**  
**Monarch**  
**/Camden Head**



**Lazzaro**  
**Pietragnoli**  
**Councillor**



**Will Fulford**  
**Camden Market**



**Mark Alper**  
**Market Tech**



**Andy Godfrey**  
**Alliance Boots**



**David Lynn**  
**MTV Europe**



**Jon Guest**  
**Canal & River Trust**



**Richard Pearl**  
**Camden Town**  
**Community Forum**



**Jon Pettigrew**  
**Camden Town**  
**Community Forum**



**Caroline Seward**  
**Getty Images**



**Theo Blackwell**  
**Councillor**



**Simon Brooker**  
**Metropolitan Police**



**Henry Conlon**  
**The Dublin Castle**



**Mark Johnson**  
**Morrisons**



**Graham Goodkind**  
**Frank PR**

## THE BID TEAM



**Simon Pitkeathley**  
**Chief Executive**



**Hasanul Hoque**  
**Projects and**  
**Finance Manager**



**Clayton F. Clarke**  
**Business**  
**Development**  
**Manager**



**William Ginestier**  
**BID Administrator**

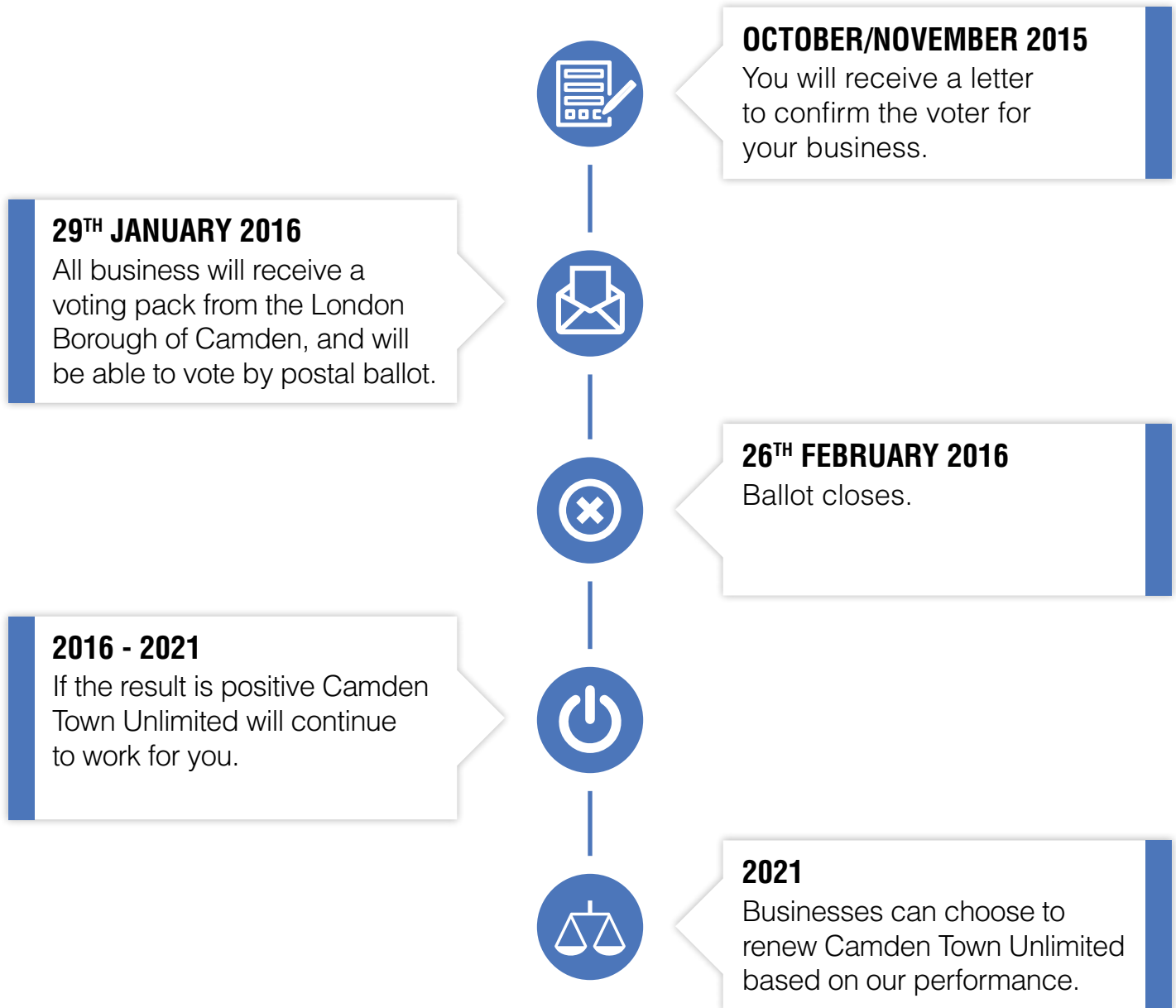
Thanks to:

The London Borough of Camden, the GLA, David Roberts Art Foundation, the Metropolitan Police, TfL, ATCM, British BIDs, Cross River Partnership, the Canal and River Trust, University College London, University of the Arts London and most importantly all of our members.

Please visit [www.camdentownunlimited.com](http://www.camdentownunlimited.com)  
for more details on CTU's BID arrangements



# HOW TO VOTE YES



## GET IN TOUCH

37 Camden High Street  
London, NW1 7JE

0207 380 8269  
[info@camdentownunlimited.com](mailto:info@camdentownunlimited.com)  
[www.camdentownunlimited.com](http://www.camdentownunlimited.com)



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