



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 or Email 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 15th November, 6pm – hosted by Freshfields Bruckhaus Deringer
The London 2012 Olympic & Paralympic Games – update

Tuesday 22nd November, 6pm – hosted by Saffery Champness
MBC Young Professionals Network – launch event

Tuesday 29th November, 7pm
The Midtown Business Club Dinner, Bloomsbury Big Top

Tuesday 6th December, 6pm – hosted by Corney & Barrow
Christmas Drinks – Fleet Place

See londonmidtown.org for further information and to make bookings



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