

**FLEET** QUARTER  
**STREET**

**OVERVIEW OF  
PROJECTS, INCOME &  
EXPENDITURE ANALYSIS  
2025/26**





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# INTRODUCTION

The Fleet Street Quarter BID was established in April 2022 to enhance and promote this historic and dynamic area as a leading destination for business, culture, and leisure.

As we look ahead to next year, we take pride in the progress made this year — supporting and strengthening our community, improving the district, and laying a strong foundation for the future. Over the past year, we’ve delivered public realm improvements, vibrant cultural events, and proactive safety initiatives to continue to drive a thriving, inclusive business environment.

We thank our members and partners for their continued support and look forward to driving further positive change together.

This report focuses on the projects delivered by the BID from the period of April 2024 to March 2025 and our budget and planned activities for 2025/26.

## OUR FOUR STRATEGIC THEMES

**PUTTING FLEET STREET QUARTER BACK ON THE MAP**

**CREATING A CONNECTED COMMUNITY**

**CLEAN & GREEN**

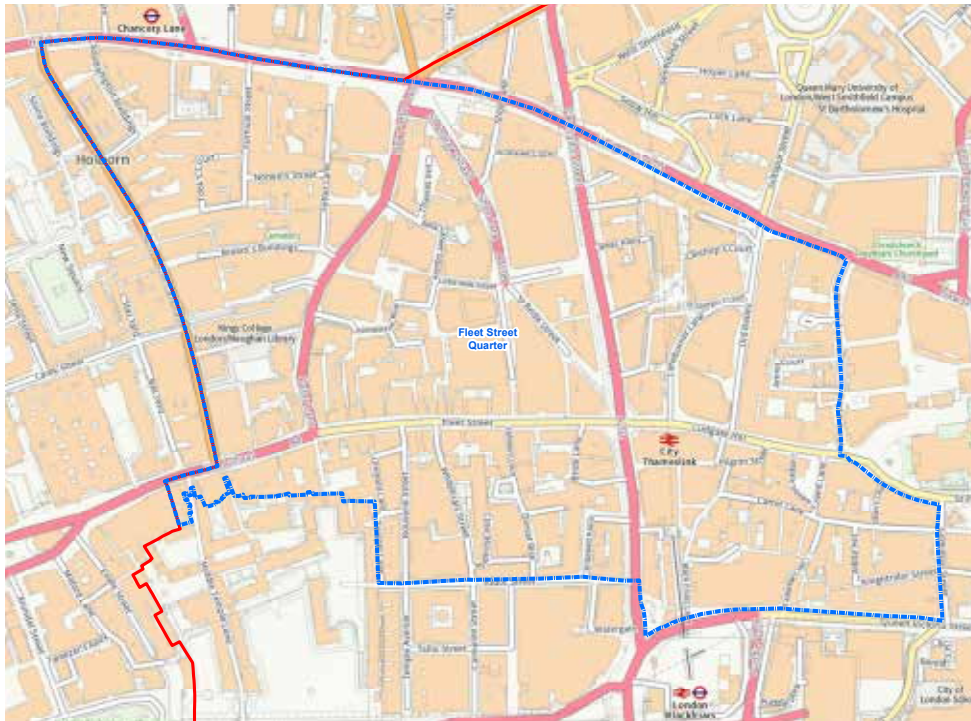
**SAFE & SECURE**





# BID BOUNDARY

Encompassing an area which features Fleet Street at its heart, but embracing fascinating areas such as Chancery Lane, Holborn, Ludgate Hill, Fleet Place, Tudor Street and New Street Square, the Fleet Street Quarter aspires to shape the whole area into a thriving place to work, live, and visit.











# PUTTING FLEET STREET QUARTER BACK ON THE MAP

This year, we've delivered a series of impactful campaigns and events that highlight the unique character and offer of the Quarter, ensuring it remains front and centre in the minds of businesses, visitors, and stakeholders alike. Through **strategic partnerships, targeted marketing, and a program of cultural and business-led initiatives**, we have enhanced the Quarter's profile, attracted new opportunities and driven footfall.

## IN NUMBERS

 <b>12</b> penguins positioned around the quarter for a Christmas trail saw families from across the footprint, the UK and more globally take part	 <b>13</b> Lectures at the historic Dr Johnson's House, home of the 18th-century English writer and lexicographer Samuel Johnson	 <b>2</b> magical Christmas lights switch on ceremonies which generated a 20% increase in footfall	 <b>11,000</b> additional visitors to the area, attracted by our Festive Penguin Parade
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## 2024/25 HIGHLIGHTS

- The Festive FSQ program returned bigger and better, featuring enhanced branding, additional lighting, a penguin parade, an evening Christmas market, and a two-day craft market at New Street Square.
- Comedian and children's author Olaf Falafel, the voice of our penguin trail audio, lit up Chancery Lane, while actor and writer Alex Macqueen illuminated Ludgate Circus. Festive networking drinks also provided a great opportunity for local professionals to connect.
- At the London Festival of Architecture 2024, we launched Assembly, a pop-up amphitheatre at the Maughan Library, designed by Urban Radicals. In partnership with Sadler's Wells, YAMATO drummers opened the space, which went on to host Shakespearean plays, film screenings, listening parties, and talks.
- Developing our Cultural Strategy, in partnership with cultural agency Future City, to expand the 'after work' and weekend offer and support our mission of 'putting Fleet Street Quarter back on the map.'
- Developing our Commercial Strategy to tackle vacant ground floor units and bring in new retailers and leisure opportunities to the area.
- Increase in press coverage, brand affinity and awareness, particularly among our local audiences.





# CREATING A CONNECTED COMMUNITY

In 2024-2025, the Fleet Street Quarter BID continued its **work to create a connected and inclusive community, bringing businesses, workers, and local stakeholders together.** Through initiatives that encourage collaboration, networking, and shared experiences, we're building stronger relationships across the district.

## IN NUMBERS



6

weeks of free sports provision through our Summer of Sport programme



15,000

FSQ Quarterly newspapers circulated to the community, showcasing local business and talent



£10,000

contributed to local charities through our Action Funder programme



100+

food markets facilitated through Kerb in Fleet Place

## 2024/25 HIGHLIGHTS

- Pop-up games, including table tennis and chess, added an element of fun and fitness to our streets during the summer. The installation of the City's first community Wallball court in partnership with Wall Ball UK in New Street Square created a new space for leisure and connection.
- The BID hosted a selection of festive workshops that brought the Christmas spirit to the Fleet Street Quarter such as wreath and Christmas card making, wine tasting and a gin tasting and talk at Dr Johnson's House.
- We launched our FSQ Community Choir, offering a new opportunity to connect through music. The Choir had their debut performance at our festive light switch on.
- Our dedicated programme of events under the Discover FSQ initiative, encouraging new starters in the area to explore and engage with their peers, the businesses, history and unique cultural offerings of the Fleet Street Quarter.
- Our first ever FSQ Cook-Off in partnership with local business CORD restaurant brought the community together through food, creating an opportunity for friendly competition, community building and a celebration of culinary creativity.
- From cultural programming to Business Breakfast Clubs with Mott MacDonald, our ongoing business networking series provided opportunities for connection, association, and relationship-building among local businesses and stakeholders.
- In September, FSQ launched a partnership with Neighbourly, a volunteering platform that connects FSQ workers with local charities, enabling businesses to give back to the surrounding community and make a positive social impact.







# CLEAN & GREEN

In 2024-2025, the Fleet Street Quarter BID continued to lead the way in creating a cleaner, greener, and more sustainable district. With initiatives such as the Green Skills Construction Hub and the Urban Farmer Project we're encouraging innovative solutions to enhance green infrastructure and promote sustainable practices.

## IN NUMBERS



9

events for our Climate Festival in partnership with Climate Action Week, which featured discussions on some of the most pressing challenges facing businesses and the climate



£9M

of City of London Community Infrastructure Levy funding secured for the Transformation Fleet Street Project to improve the public realm



50

businesses at our first ESG Summit where we brought businesses together to share their ESG experience and inform how best we can support our businesses on sustainability



737

people signed up to our Love to Ride platform promoting cycling for all and continuing FSQ's commitment to green transport

## 2024/25 HIGHLIGHTS

- We started work on implementing our Public Realm Vision that we published in 2023/24, starting with the small pedestrian lanes and courtyards that connect Fleet Street to Gough Square and a project to illuminate the Holborn Viaduct.
- Launch of The Floet, a first-of-its-kind 360-degree Green and Digital Construction Skills Hub and Fleet Studios, a creative space for local artists. The Green Skills Hub provided free learning and Fleet Studios brought emerging arts and affordable studio space to FSQ.
- Creation of the Urban Farmer Project, a dynamic marketplace, educational hub, and event space dedicated to tackling food poverty and widening access to sustainable farm produce, featuring a cultural space and exhibition area.
- Alicja Patanowska's 'Plantation' installation (pictured right) was showcased at the launch of the Urban Farmer Project, it ingeniously repurposes discarded drinking glasses and handcrafted porcelain elements to cultivate plants hydroponically.
- We held free guided cycling tours for people to showcase how easy it is to ride around

the area and provide nuggets of local history, plus Police bike marking events and free bike maintenance with Dr Bike.





# SAFE & SECURE

This year, we have continued our work to make the area safer, enhancing cooperation with the City of London police to deliver a safer, more welcoming environment for everyone in our area. Our initiatives, such as targeted crime prevention events, and visible security measures through our friendly ambassadors, have contributed to a greater peace of mind for businesses, employees, and visitors alike. Together, we are shaping a community where safety is not only a priority but a lasting achievement.

## AMBASSADOR STATS



## IN NUMBERS

**16** Days of Activism Against Gender-Based Violence saw events and talks held in the quarter which included a Women's Safety Roundtable, Bystander Intervention Training and a Women's Personal Safety Class

**87** people across the City attended the Employer's Initiative for Domestic Abuse Awareness Webinar with the City BIDs

**100+** local workers undertook Active Bystander Training led by Suzy Lamplugh Trust which educates on the effect of the bystander and how to intervene safely if you witness any form of abuse.

## 2024/25 HIGHLIGHTS

- The 'Walk and Talk' scheme returned, allowing individuals to discuss safety concerns directly with City of London Police officers. Individuals can point out areas they feel unsafe and get to know their local ward officer.
- Our 'Coffee with a Cop' sessions continued within the Fleet Street Quarter, showing the BID's commitment to improving safety and security. It provided a direct line between the local community and City of London Police to resolve concerns quickly and effectively.
- Counter-Terrorism Training and Crime Prevention Workshops were held, covering topics such as bag thefts, phone snatching, distraction-based thefts, VAWG (including Ask for Angela, personal safety for women), drink spiking, gym and bike thefts, and how to report a crime.
- A VAWG Awareness Hub was set up outside Blackfriars station in partnership with the City of London Police. 97 public interactions took place, raising awareness about issues related to violence against women.
- As an official partner for EIDA (Employers Initiative for Domestic Abuse), we regularly hold sessions for businesses to get advice and are currently working on an SME toolkit.
- Crime Prevention Hubs were regularly held in local businesses, offering safety and security advice and creating a direct line of support between City of London Police and Fleet Street Quarter employees.







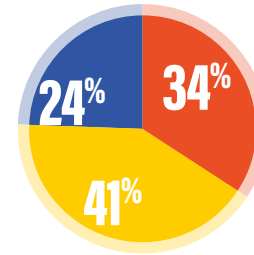
# 2025-2026 PLANS

As we look ahead to 2025-2026, our future plans for Fleet Street Quarter are deeply rooted in the feedback from our midterm review.

The community has spoken, and we are committed to delivering on their desires for more well-being initiatives, a stronger focus on sustainability and ESG, and an expanded calendar of activations and events. Building

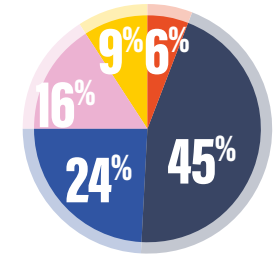
on the success of beloved campaigns like the Summer of Sport and our Christmas festivities, we are excited to introduce a series of ambitious projects under our four strategic themes.

Are you **aware of the BID** and its mandate? (210 responses)



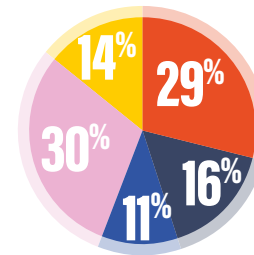
● Yes ● No ● Somewhat

Which of the **BID's community activities** would you like to see more of?



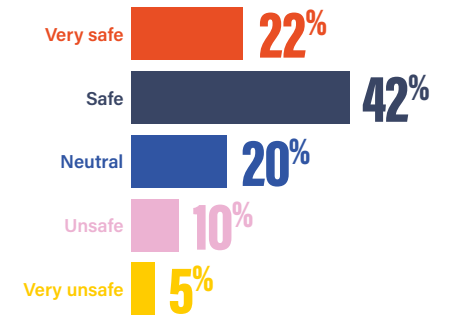
Skills training  
Community events & activation  
Business development & networking events  
Wellbeing initiatives  
Volunteering and charity support

What types of **events or activities** would you like to see more of in Fleet Street?

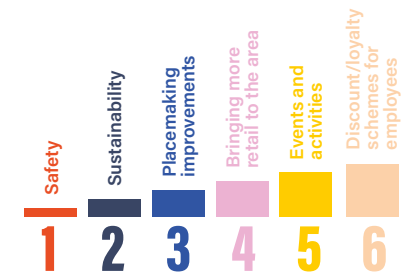


Cultural festivals  
Business networking events  
Historical tours & exhibitions  
Food & drink markets  
Live performances and entertainment

How **safe do you feel** in Fleet Street Quarter?



Which of the projects do you think are **most important and valuable** to the improvement of Fleet Street Quarter?







## PUTTING FLEET STREET QUARTER BACK ON THE MAP

The midterm review highlighted a strong appetite for more activations and events that bring people together and showcase the unique character of Fleet Street Quarter. In response, we are doubling down on our efforts to position the area as a cultural and culinary destination. Our projects under this theme aim to attract visitors, support local businesses, and create memorable moments for the community.

### PROJECT HIGHLIGHTS

- **Literary Festival:** A celebration of Fleet Street's rich literary heritage, featuring author talks, workshops, and storytelling sessions to engage locals and visitors alike.
- **Pop-up Retail Activations:** Temporary retail spaces to showcase local businesses and emerging brands, driving footfall and supporting the local economy.
- **London Restaurant Festival:** A culinary extravaganza highlighting the diverse dining options in the area, with special menus and events to attract food enthusiasts.
- **The Big Egg Hunt:** A family-friendly event combining art, exploration, and community engagement, with hidden egg sculptures across the district across Easter.
- **Christmas:** Expanding our festive campaign with more lights, markets, and events to create a magical holiday experience for all.

## CONNECTED COMMUNITIES

Feedback from the midterm review emphasised the importance of well-being initiatives and community engagement. Under this theme, we are focusing on projects that encourage social interaction, support local businesses, and enhance the quality of life for everyone in Fleet Street Quarter. From expanding our Summer of Sport programme to growing our festive events, we aim to create a more connected business community.

### PROJECT HIGHLIGHTS

- **KERB Market:** Renewing our partnership with KERB to bring a variety of street food to Fleet Place, with special events like International Women's Day celebrations to drive footfall and engagement.
- **Summer of Sport:** Bringing back free sports activities, including wallball coaching and table tennis, to promote worker well-being and community spirit.
- **Business Networking & Upskilling:** Hosting more events to support SMEs, including networking opportunities and workshops to help businesses thrive.
- **Public Space Activation:** Encouraging social interaction and economic activity through community-driven initiatives, events, and activities in public spaces.
- **Website Refresh:** Commissioning Hudson Fuggle to update our website with new functionality, making it more user-friendly and informative for visitors and locals.



## CLEAN & GREEN

Sustainability and ESG were key themes in the midterm review. Our Clean & Green theme focuses on enhancing the public realm, increasing green infrastructure, and celebrating urban design. These projects reflect our commitment to creating a more sustainable and visually appealing environment for everyone.

### PROJECT HIGHLIGHTS

- Public Realm Enhancements:** Major investments in streetscape improvements, including wayfinding signage, lane and alleyway upgrades, and the Holborn Viaduct project in partnership with the City of London. Read more here about the Fleet Street Transformation Project: ([FLEET STREET QUARTER'S ERA OF CHANGE](#)).
- Churchyards & Greening:** Partnering with the City of London and the Church of England to enhance churchyards and increase green spaces, creating peaceful retreats in the heart of the city.
- London Festival of Architecture:** Commissioning an installation by leading Polish Artist Oskar Zieta as part of the UK/ Polish bilateral season of cooperation (the Polish Cultural Institute sits in the centre of the FSQ footprint), celebrating cultural heritage and innovative urban design.
- Sustainable Urban Environment:** Continuing our commitment to cleaner streets, improved infrastructure, and enhanced public spaces for all.
- Climate Festival:** Building on the success of last year to partner with Climate Action Week and deliver a week of talks and panel discussions within the footprint.

## SAFE & SECURE

Safety and security remain top priorities for our community, as highlighted in the midterm review. Under this theme, we are focusing on initiatives that protect local businesses, support SMEs, and enhance digital resilience. From crime prevention workshops to real-time intelligence sharing, these projects aim to create a safer and more secure Fleet Street Quarter.

### PROJECT HIGHLIGHTS

- Community Safety & Crime Prevention:** Hosting SME workshops, crime prevention roadshows, and Community Safety Week to empower local businesses and residents.
  - SME Incident Response:** Allocating resources to address emerging crime trends and provide immediate support to businesses when incidents occur.
  - Cyber Resilience:** Partnering with the Cyber Resilience Centre for London to deliver workshops that help SMEs strengthen their digital security.
  - City Intel Membership:** Ensuring real-time crime alerts and intelligence sharing to enhance the safety and security of businesses and the community.
- Our future plans for Fleet Street Quarter are a direct response to the feedback and aspirations of our community. By focusing on these four strategic themes, we aim to create a district that is vibrant, sustainable, connected, and safe. Together, we can build a brighter future for Fleet Street Quarter, one that reflects the values and desires of everyone who lives, works and visits this historic footprint.





# 2024-2025 FORECAST POSITION

	£
2023-24 Reserves brought forward	1,191,757
BID Levy Income (assuming 95% Collection)	2,125,188
Voluntary Income and Sponsorship	68,333
<b>Total Income</b>	<b>3,385,278</b>
	£
Back on the Map	768,241
Connected Communities	589,102
Clean and Green	427,625
Safe and Secure	302,661
Staffing and Overheads**	232,552
Contingency***	105,627
<b>Total Expenditure</b>	<b>2,425,808</b>
2024-25 Estimated Closing Reserves	959,470

\* Based on forecasts made in November 2024 management accounts

\*\* Covered firstly by voluntary income. This includes statutory obligations incl levy collection fees.

\*\*\* 5% Statutory contingency set aside in 2025-26 Budget, to cover BID levy fluctuations, ratings changes and bad debts

# 2025-2026 BUDGET

	£
2023-24 Reserves brought forward	959,470
BID Levy Income (assuming 95% Collection)	2,209,402
Voluntary Income and Sponsorship	60,000
<b>Total Income</b>	<b>3,228,872</b>
	£
Back on the Map	718,878
Connected Communities	580,578
Clean and Green	337,044
Major Capital Projects	509,000
Safe and Secure	446,509
Staffing and Overheads**	259,551
Contingency***	110,470
<b>Total Expenditure</b>	<b>2,962,030</b>
2025-26 Closing Reserves	266,842



# GOVERNANCE AND BID BOARD

The BID is a not-for-profit company limited by guarantee, led by a Board of Directors made up of representatives from across sectors within the BID area. The BID term started on the 1st April 2022 and runs until 31st March 2027. The BID's activities are driven by a set of steering groups leading each key strategic theme of the BID. The Executive Team manages the projects that deliver the BID's ambitions.

## BOARD DIRECTORS

**Roy Pinnock** Chair of BID Board  
**Ruth Duston** Primera Corporation  
**Alison Turer** Framestore  
**Sarah Weekes** Delinian  
**Devinder Bhogal** Deloitte  
**Rafe Courage** Charles Russell Speechleys  
**Alison Lee** St Bride Foundation

**Karl Mitchell** Apex Hotels  
**Alienor Cointreau** Le Cordon Bleu  
**Charlotte Green** Lego  
**Fiona Jervis** Goldman Sachs

## BOARD OBSERVERS

**Ruby Raw** (City of London Corporation)  
**Suzanne Ornsby KC** (City of London Corporation)

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