

# FLEET STREET QUARTERLY

FLEET STREET QUARTER

Special Edition

Shaping This Historic Location Into a Thriving Quarter

fleetstreetquarter.co.uk



## FLEET STREET QUARTER: 2000 YEARS IN THE MAKING

If cities were trees, the City of London would surely be an oak! The City of London is ancient and mighty, steeped in tradition whilst also a powerful catalyst for change and evolution. As a true Londoner born and bred, I love this city! To be a custodian of the Fleet Street Quarter, a new Business Improvement District (BID) that covers 43 hectares of the western side of the City of London is an enormous privilege and a tremendous opportunity.

Fleet Street and its environs has inspired innovation and welcomed business for over 2000 years, it has adapted and reinvented itself throughout history, it is the Grand Dame of Innovation! Dr Johnson lived and wrote the very first dictionary here, our revered newspaper industry began on Fleet Street in the 16th century, and as to food and drink, Ye

Olde Cheshire Cheese pub and chophouse has been standing on its current site since 1538, being rebuilt in 1667 after the Great Fire of London, it is amazing just to think of the revellers that have shared a drink or two, Charles Dickens, Mark Twain, Alfred Tennyson and Sir Arthur Conan Doyle to name but a few!

Today the streets and alleys are home to giants in law, finance, property and media and is a thriving and growing business hub. Eating and drinking delights are proffered from basements to rooftops, and there is theatre, museums and art all there to enjoy. The job of the Fleet Street Quarter BID, working in partnership with the City of London Corporation and our levy paying community, is to celebrate the Quarter's history whilst

WE ARE  
SOWING THE  
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REINVENTION

enhancing the area for those that live, work and visit here, supporting existing businesses and repositioning the area as an incubator for emerging markets, the creative industries and international trade.

We are sowing the seeds of revival and reinvention, over the next five years we will see a vast development pipeline coming to fruition alongside an extensive public realm programme, developing a thriving infrastructure to meet the growth we shall be seeing, and creating a vibrant, innovative, welcoming Quarter for all.

**LADY LUCY FRENCH OBE**  
CEO, FLEET STREET QUARTER BID



# TELLING THE STORY OF PRINT: ST BRIDE FOUNDATION



Amidst the dirt, noise and overcrowding of late-Victorian Fleet Street, the idea was formulated to create a foundation providing social, cultural and educational amenities for the local community, with printing at its heart. In 1894, St Bride Foundation was founded as a print school, library and community facility, tucked behind St Bride Church, away from the bustle of the 'Street of Ink'. The Prince of Wales laid the foundation stone in 1891, and the new institute opened on 20 November 1894 to much fanfare, attended by the Lord Mayor, with the band of the third London Rifle Volunteers serenading the crowds. The new Foundation was a purpose-built hub for all that was new in the print trade and reflected Victorian sentiments for nurturing both mind and body.

The print school provided technical training for those entering the trade and was furnished with cutting-edge equipment, including the revolutionary Linotype machine. The earliest classes catered to compositors, machine minders' pressmen and lithographic and colotype printers. These evolved to meet the technical developments and demands of the trade. By 1920, the school had expanded to serve 1,300 students with 45 distinct classes. Having outgrown its origins on Bride Lane, the print school was transferred to larger premises in 1922 to become what is now London College of Communication.

Alongside the printing classes, the Foundation was a hive of activity, with facilities spanning a washhouse, laundry, gymnasium, free lending library and a variety of sporting and arts clubs. For a few pennies, local workers

and residents could avail themselves of the swimming pool, which was patronised by 40,000 people a year at its peak. Today, the pool remains intact beneath the seating of the Bridewell Theatre and the original tiles, pumping equipment and changing rooms can still be seen.

At the heart of the Foundation was the technical library. Originally aiding the practice of print school students, the library is still used today by a global audience of printers, designers, students, academics and creatives. The library collection began with the purchase of a personal library of 3,000 books belonging to Victorian master printer William Blades and has since been supplemented with type specimens, archive collections and objects such as presses and type-founding equipment.

The Foundation continues its legacy of print education through a programme of workshops in printing, wood engraving and related crafts in its functioning print workshop. St Bride Foundation maintains a significant role in the cultural life of the local community through its theatre, exhibitions and talks programme. The building acts as a venue for an array of activities, from weddings to workshops, conferences to choir rehearsals. The library and print workshop remain at the heart of the Foundation, which exists to tell the story of print, providing creative inspiration for the communities of designers, researchers, printers and the public who bring life to the building and collections.

**ST BRIDE FOUNDATION**  
14 BRIDE LN, LONDON EC4Y 8EQ

## FANCY A GIN & TONIC?

Nestled in the alleyways of the Fleet Street Quarter is the City of London Distillery, the first, and still the only, gin distillery in the Square Mile for 200 years. The City of London has a rich history of gin distilling, during the Gin Craze in the 18th Century there was a working still in one out of every four habitable structures in the City, benefitting from the flood of spices and fruit coming in to the Port of London. A series of laws passed towards the end of the 1700s saw high taxes imposed on gin and shut down the majority of distillation, transforming the streets of the City of London.

In 2012 however, the City of London Distillery opened its doors, and is now the home of the multi-award-winning Whitney Neill gin. A unique combination of bar and distillery where you can sip



cocktails overlooking the copper stills, with a faint aroma of gin in the air which only adds to the atmosphere. Visitors are also able to take a guided tour and learn, which includes a gin tasting to finish. The Distillery also offers the chance to make your own personalised gin in their Gin Lab, from choosing ingredients all the way through to sealing the bottle.

**CITY OF LONDON DISTILLERY**  
22-24 BRIDE LANE, EC4Y 8DT



## A 300 YEAR-OLD TOWNHOUSE, NESTLED AMONGST A MAZE OF COURTS AND ALLEYWAYS

Samuel Johnson, a highly distinguished 'man of letters,' perhaps most well-known for his comprehensive English Dictionary of 1755, but also for his prolific output of poems, essays and novels lived in the Fleet Street Quarter area.

His stunning Georgian townhouse, set just off Fleet Street in Gough Square is now a museum boasting historic interiors, paintings and prints, personal effects and other exhibit, giving an impression of what it might have been like during his occupancy. Johnson is the second most-quoted Englishman, having most famously said '...when a man is tired of London, he is tired of life.'

If you visit Dr Johnson's House, make sure to visit the statue of Hodge at the bottom of Gough Square. Hodge was Johnson's most famous cat and features in James Boswell's *Life of Johnson*. Hodge is depicted sitting on a dictionary next to some empty oyster shells, referencing Johnson's habit of buying the cat oysters to eat.

**DR JOHNSON'S HOUSE**  
17 GOUGH SQUARE, EC4A 3DE

WHEN A MAN IS TIRED OF LONDON, HE IS TIRED OF LIFE.



# AN INTERVIEW WITH PAGEANTMASTER DOMINIC REID OBE

## SO, DOMINIC, HOW DID YOU COME TO BE PAGEANTMASTER OF THE LORD MAYOR'S SHOW?

I inherited the job from my father, he became master through the design work he did. He was appointed in 1972 and died unexpectedly from a heart attack and now I have been doing the role for 30 years. My father was involved with the festival of Britain in 1951 and ever since has been a huge part of London.

One of the things that was influential was in his last year when I worked alongside him. Something went wrong with us in front of us and I went to put my arm forward and he held my arm back and said leave it, sometimes you need to leave things or they will get worse. A quote that has stayed with me ever since!

## WHAT ARE YOUR RESPONSIBILITIES AS PAGEANTMASTER?

My responsibilities are to pull everything together and encourage organisations to come together. I generate the content and make sure everything goes well. I liaise with the City of London Police, city of London corporation and the military.

## AND WHAT IS YOUR FAVOURITE THING ABOUT THE SHOW?

You step through this door to a show which only exists one day a year. As soon as it ends life returns to normal and everything is back to how it was. It really is a spectacular day for everyone.

## HAS ANYTHING EVER GONE WRONG, AND DID YOU HAVE TO STEP IN?

Things have gone wrong but very happily nothing too dramatic, sometimes things are in the wrong order. A few years ago, Roger Griffin's coach broke down and it came to a complete standstill.

However, on the whole people have enjoyed it and nothing too bad has happened. It's a fantastic day out and always has been good. Over 800 years of successful shows and people have always had a good time.

## YOU MENTIONED THE SHOW HAS BEEN RUNNING FOR OVER 800 YEARS, HOW DO YOU ENSURE IT GETS BETTER EVERY YEAR AND CONTINUES TO DRAW A BIG CROWD?

I think the trick is we must do something that people are familiar with. Things have to be traditional, and people need to enjoy it. Whilst keeping things traditional we must still tweak things and give them a modern twist. People



have high expectations, so we have to keep up with the pace. The attendance of people has risen and I'm sure we will see more crowds this year too. The public are always eager to get involved.

## SINCE YOU BECAME PAGEANTMASTER OVER 30 YEARS AGO NOW, HOW HAS THE SHOW CHANGED?

On the face little has changed but it has radically been transformed. We've got many more young people involved and new artists designing our graphics. In 2015 we started with Peter Blake and he made one of our posters. We have had an online presence since 1997 and at the time we were one of the very few to have something as big as that.

## WHAT IS THE VALUE OF THE LORD MAYOR'S SHOW TO THE CITY OF LONDON?

A phenomenal thing in a number of ways. A platform for good citizenship, any 1000 of the people in the show can be interviewed and they will demonstrate a fantastic overview of the city. A day of public enjoyment allowing people to engage with all things London. People of all ages can get involved and be a part of a bigger project.

## OUTSIDE OF PAGEANT-MASTERY, YOU'RE ALSO THE CEO FOR THE INVICTUS GAMES, HOW DO THE ROLES COMPARE?

They're very different but same at the same time! In 8 years we went from nothing at all to something enormous. Its all about community and coming together with shared goals and values. They're both very challenging in different ways.

# DAN JOBSZ ON THE MAGIC OF THE CITY AND MEMORIES OF THE LORD MAYOR'S SHOW

Dan Jobsz is the owner of The Wardrobe Bar & Kitchen on Carter Lane in the Fleet Street Quarter. A lifelong Londoner, he recalls some of his memories of the City in times gone by.

The "square mile." The old walled city of London. Such a uniquely iconic patch, dripping in heritage round every street corner. Epicentre of the British Empire, centuries old streets littered with the worshipful societies and ancient collectives worthy of a Dan Brown tome; streets like East Cheap, Poultry and Pudding Lane - more apt on the pages of Harry Potter!

I've always been captivated by the history of London, not least by the majestic Thames that drew its first settlers and dissects it still, timelessly underpinning the tirelessly evolving populace. Moorgate, Bishopsgate and Aldgate leave clues in their names to the great stone gateways that once patrolled the Roman walls to old Londinium. I challenge anyone to cross a bridge and not ponder the

generations of primitive Londoners wading clay banks, or not imagine this vital tributary pulsating with grand vessels feeding the industrial revolution of the 19th century, the air thick with coaly soot.

If you find a moment in your busy London life, treat yourself to a walk across London Bridge, look about 15m downstream to the East, and imagine for a moment the original Living London Bridge, replete with medieval shops, dwellings and market stalls along its length, the sounds and smells of farmers funnelling cattle to Smithfield Market drenching the airspace over the Thames.

The Lord Mayoralty is an enshrined London institution, but it only touched my young life because my Mum worked at The Scandinavian Bank at One Carter Lane, which was on the parade route. She would bundle us into London every year, and provide a unique vantage at a first-floor window overlooking the array of floats as they passed by. This vibrant festival was always a big day out; only problem was my Mum would make my brother and I write essays about it afterwards! None of that this year, but I look forward to the festivities as much now as I did as a kid in the 80's.

...and what could be more British than a Full English Tart to fuel your day. Swing by the delightfully charming (not biased!), Wardrobe Bar & Kitchen just 100 yards from the Cathedral for brunch and strategic caffeination!

## THE WARDROBE BAR & KITCHEN 53-55 CARTER LN, EC4V 5AE

## GLAZED VEAL SWEET-BREAD WITH TONNATO, SWEET-SOUR LEMON & GREEN SAUCE

Impress your guests with this delicious recipe from CORD's à la carte menu.

To prepare the sweetbread, slowly bring to the boil in cold water with the herbs and seasoning. Boil for two mins then cool for 15, transfer to ice. Remove skin and clean, keeping the trimmings. Roll the sweetbread with pepper and chickpea flour. Set aside, prepare other elements. Once prepared, cook the sweetbreads and trimmings in clarified butter slowly until a nice colour is developed.

To make the tonnato put all the ingredients into a food processor. Slowly add the oil to create a sauce with the consistency of mayonnaise, season.

To make the green sauce, pick the parsley and blanch in salted water, transfer parsley into ice water. Put all ingredients into a food processor, blitz slowly adding the oil.

Zest lemons and cook with 100g of lemon juice and 50g of sugar to make a syrup. Then, separately, peel and chop the lemons and cook the fruit with the remaining 50g of sugar and the salt until the lemons soften and are cooked. Once everything has cooled, blitz together.

To present, place a small amount of the sauces on to each plate, put the fried sweetbread on top of this, then pour over your reduced veal jus.



Serves 8

<b>Veal sweetbread:</b> 1kg sweetbreads Rock salt & pepper 1 Garlic clove Thyme and rosemary Chickpea flour Clarified butter	<b>Veal jus:</b> 40ml - 50ml
<b>Tonnato:</b> 200g confit tuna 6 anchovies 2 egg yolks 10cl Chardonnay vinegar 20g mustard 200ml veg oil (tuna oil) 20g capers	<b>Lemon sauce:</b> 10 lemons 100g sugar 5g salt 100g lemon juice
	<b>Green sauce:</b> 1 bunch parsley 1/2 bunch tarragon 1/4 bunch basil 1 soft boiled egg 50g capers 25g truffle juice 150ml olive oil Salt Pepper

## CORD BY LE CORDON BLEU 85 FLEET ST, LONDON EC4Y 1AE



# CELEBRATION OR QUALITY STREET? YOU DECIDE

The Lord Mayor's show is a very special day in the Farebrother calendar. Our founder Charles Farebrother, started the Fleet Street surveying business, that still carries his name on 6th February 1799. He went on to become the first of three Lord Mayors from the firm in 1833 during our long history. My own association with Farebrother, and this part of the City, only seems like it began yesterday. I started work at the firm 36 years ago at our former building at 29 Fleet Street which stands prominently adjacent to the Inner Temple. It is now the home of Whitby & Co opticians and the Fleet Street Clinic. I still adore the Fleet

Street Quarter's retained character, variety of historical buildings and its hidden gems that never fail to entertain

"Hold the front page!" and "Read all about it!" are now forgotten everyday sounds. Void of the newspaper industry which once dominated Fleet Street, the area still boasts gems including Wren's St Bride's Church, The London Silver Vaults and a variety of watering holes that have been serving the community for over 500 years, the Royal Procession route still flows past St Paul's Cathedral, down Ludgate Hill and along Fleet Street on to the Royal Courts of Justice.

Access has become so easy today with Thameslink, the Elizabeth Line and several local underground stations serving all parts of London. The increased use of the River Thames is facilitated by a River Bus pontoon at Blackfriars Bridge, whilst the River Fleet

itself can still be viewed from the basements of some of the local historic buildings. However, it's the exciting changes above ground that will make this area the most exciting place in the City to live, work, play and visit. There are some 25 schemes totaling 3.4 million square feet either under construction or in the immediate pipeline which will transform this part of the Capital. Carefully designed sustainable refurbishments of existing buildings will sit alongside new state-of-the-art green developments. This will include the City Corporation's Fleet Street Law Courts and the new City of London Police HQ at Salisbury Square.

Nestled amidst these amazing schemes we will see new, inviting public realm and green open spaces for everyone to enjoy as well as a variety of hotels, independent and international shopping, restaurants, bars,

and leisure facilities. The Fleet Street Quarter Business Improvement District became established this year and the home team is focused on delivering an ambitious £12.5m business plan with strategic themes focused on putting the area back on the map, cleaning and greening, safety and security and creating a connected community. Together we will inject some local excitement whilst driving much needed improvements to this important part of London.

I am hugely proud to be working with the City Corporation as Chairman of the Fleet Street Quarter. I think about this part of London as a box of Quality Street sweets – there's something here for everyone, so do come and explore it for yourself.

**ALISTAIR SUBBA ROW**  
CHAIR, FLEET STREET QUARTER BID



# THE FUTURE OF FLEET STREET QUARTER

The above map shows the development pipeline for the Fleet Street Quarter and surrounding area. These works will help to transform and reinvigorate this part of the City.

## UNDER CONSTRUCTION

- C1 Stonecutter Court
- C2 Chancery House
- C3 The Northcliffe
- C4 Salisbury Square
- C5 New Bridge Street House
- C6 Edenica
- C7 120 Fleet Street
- C8 The Carter
- C9 Holborn Viaduct
- C10 West Smithfield, Museum of London
- C11 150 Holborn

## PLANNING PERMISSION GRANTED

- C12 Victoria Embankment
- C13 Hale Court
- C14 New Street Square
- C15 Blackfriars House
- G1 65 Holborn Viaduct
- G2 5 Chancery Lane
- G3 Thavies Inn House
- G4 10 Salisbury Square
- G5 West Smithfield, Museum of London
- G6 Peterborough Court
- G7 65 Fleet Street

## POTENTIAL PIPELINE

- P1 Fleet House
- P2 100 New Bridge Street
- P3 1 Plough Place
- P4 Harmsworth House
- P5 Hill House
- P6 10 St. Bride Street
- P7 85 Fleet Street
- P8 40 Holborn Viaduct
- P9 3 Waterhouse Square
- P10 6 St. Andrew Street
- P11 Atlantic House
- P12 1 Fleet Place
- P13 Daniel House

# DID YOU KNOW



OVER THE NEXT 5 TO 10 YEARS

# 3m

SQ FEET IN THE FLEET STREET QUARTER AREA SET TO COME UP FOR LEASE

# £12.5m

OF LOCAL INVESTMENT FROM FSQ BID SET OUT BY THE LOCAL BUSINESS COMMUNITY

# 25,000

ADDITIONAL WORKERS ARE ANTICIPATED IN THE AREA

