



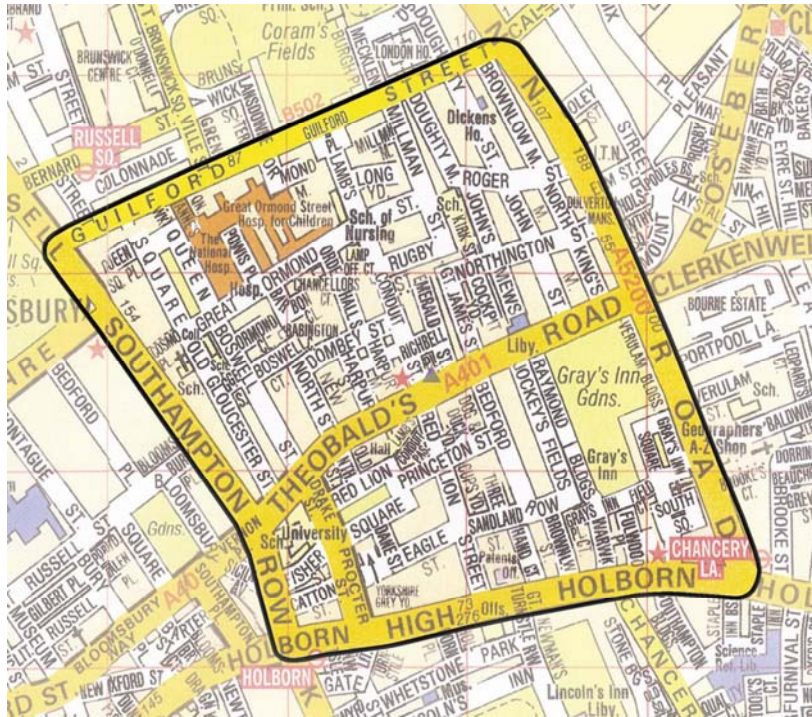
# Holborn Business Partnership Business Plan: Executive Summary

Holborn Business Partnership (HBP) is a new and groundbreaking private sector-led partnership, working with the London Borough of Camden to improve Holborn as a place in which to work, live and visit. Holborn is becoming an increasingly important commercial centre, located between the West End and the City. HBP aims to ensure the dynamic regeneration of the area in order to support the influx of new companies and to benefit existing businesses, landowners, employees and residents. It also aims to raise the profile of the area for visitors and investors. Holborn has a unique character and the Holborn Business Partnership will build on this to create a strong identity for the area.

The founding members who have provided seedcorn funding for the Holborn Business Partnership are Cable & Wireless, BT, Farebrother, Grange Hotels, Land Securities, MID UK, Montague Evans, Nabarro Nathanson and Warner Brothers. The London Borough of Camden, under the leadership of Councillor Jane Roberts, is also an integral partner, playing a central role in its development.

## **The area**

The HBP area occupies a small section of the overall Midtown location. It has been defined in order to recognise the local authority boundary, the need to be compact and the boundaries of other area based regeneration initiatives such as Hatton Garden, Holborn Viaduct and King's Cross Partnership. The current proposal is that the core HBP area shall be bounded by High Holborn to the south, Southampton Row to the west, Guilford Street to the north and Grays Inn Road to the east. However, the structure of the partnership will be flexible enough to enable the involvement of strategic bodies and organisations outside the area as appropriate.



## The Holborn Business Partnership area

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## The Vision

HBP aims to make Holborn a better place to work, live and visit.

In particular the partnership aims to promote and improve Holborn's unique identity and encourage improvements in quality, vitality, investment and safety, aiming to meet the needs of businesses, residents, community groups and visitors.

## Key Objectives

The partnership has developed 13 key objectives to translate this vision into action.

- Develop an inclusive partnership with an on-going programme of area management and regeneration.
- Develop a wide partnership base.
- Market Holborn and develop a high profile for the Holborn Business Partnership in the local area.
- Promote improved access to the area by public transport and on foot.
- Work towards improving the quality of the environment and streetscape.

- Encourage and facilitate effective management and service provision in the area.
- Ensure local businesses (both large and small) can thrive and prosper.
- Promote corporate social responsibility.
- Encourage businesses to create employment opportunities in Holborn for local people.
- Encourage inward investment in Holborn.
- Generate greater quality social opportunities for culture, entertainment and events.
- Work towards the reduction of crime and the fear of crime through the promotion of activity and the effective management of public spaces.
- Build on the unique character of the area to create a strong image and 'heart' for Holborn.

### **The approach**

This area based approach builds on good practice from private sector-led regeneration practised in the United States. In the US, local companies are empowered by federal government to establish Business Improvement Districts (BIDs), private sector partnerships funded by an additional local levy for businesses. The involvement of local businesses in the on-going improvement and management of tightly defined urban areas has had impressive results in cities across the US.

HBP is adopting some of the principles of Business Improvement Districts. The government is currently considering legislation in the UK to support the ability of the local authority to raise an additional levy on businesses. The finance collected would be allocated to local public-private partnerships to be spent on priority projects for businesses based in a tightly defined area. In the absence of this legislation, however, HBP will be raising funding through voluntary contributions on a subscription and sponsorship basis.

In support of sustainable private sector led partnerships, the government is helping to fund the creation of HBP alongside four other partnerships in central London through an SRB programme awarding £4.6m to be spent over five years across the five partnerships. The public funds will be awarded on the ability to match fund, with SRB contributions dropping away in later years to be replaced by additional private sector commitment. The aim is to create a partnership that will be sustainable and independently funded at the end of the SRB programme. The support of the private sector is therefore crucial to the success of the partnership.

## **The Programme**

The programme for year one has been determined through consultation with founding members. Examples of key projects include:

- High profile sponsored **clean-up**
- Public realm improvements to area outside **Holborn Tube Station**
- Environmental improvements to **Red Lion Square**
- Interactive Holborn **Website**

Further projects for years two to five are suggested in the business plan, but will be subject to extensive consultation with a wider set of stakeholders in the first year.

## **Organisation and Structure**

HBP is being incorporated as a company limited by guarantee. Geoffrey Lander, Partner at Nabarro Nathanson, has been elected as the first chairman for a period of two years. An executive has been formed, which meets regularly and HBP will in due course set up an advisory board, which will meet every six months. To further progress between executive meetings, short-life project task forces have been set up to appraise and implement specific projects. Three staff member have been appointed. Penny Alexander is the full time Executive Assistant. She is a graduate specialising in urban and environmental studies. Jacob Keene is on secondment from the London Borough of Camden for three days a week as Chief Executive and Michael Green (with 21 years experience in town centre management at Marks and Spencer and MEPC) is consulting on projects.

## **A better Holborn**

The outcome of this programme of work will be a robust, inclusive partnership with strong links between large employers and the local community and the effective involvement of the local authority and service providers. Any organisation with an interest in Holborn is encouraged to join.

A copy of the full business plan is available on request or at the following websites:

- [www.nabarro.com](http://www.nabarro.com)
- [www.farebrother.net](http://www.farebrother.net)