



**URBAN PARTNERS
FOR KING'S CROSS
EUSTON &
ST PANCRAS**

Working together
for a thriving urban
neighbourhood



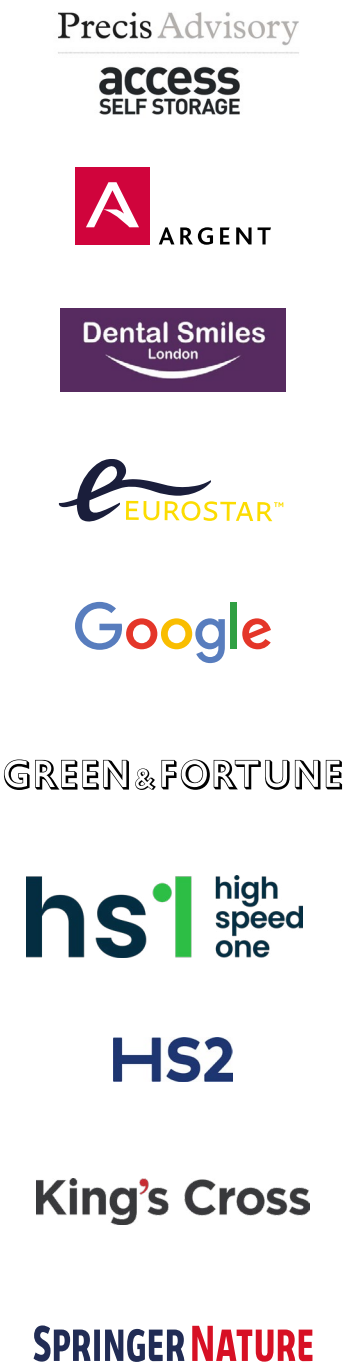
Urban Partners Annual Report 2022



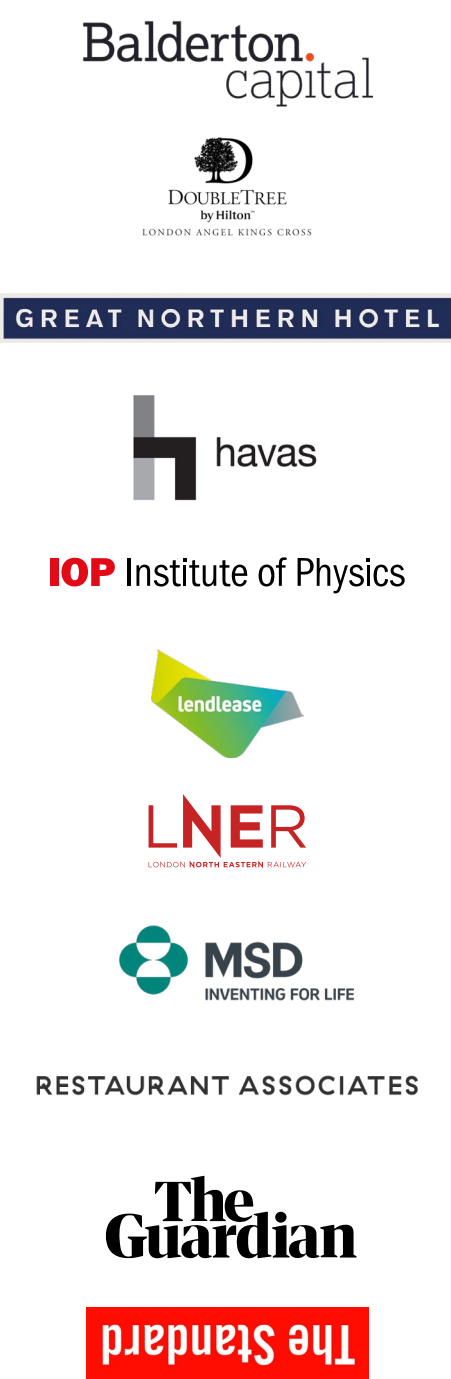
@UrbanPartnersUK
www.urbanpartners.london

Our Members

Board Members



Executive Members



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About Urban Partners

The voluntary business partnership for King's Cross, St Pancras and Euston

Urban Partners is made up of a diverse range of member organisations from across the King's Cross, St Pancras and Euston area.

Membership is voluntary and our members give their time, expertise and resources to achieve a shared vision and mission for the local area.

Our members include global organisations and local businesses from a range of sectors, including media, digital and tech, leisure and hospitality, property and construction, science and tech, and travel and infrastructure.



Our Priorities

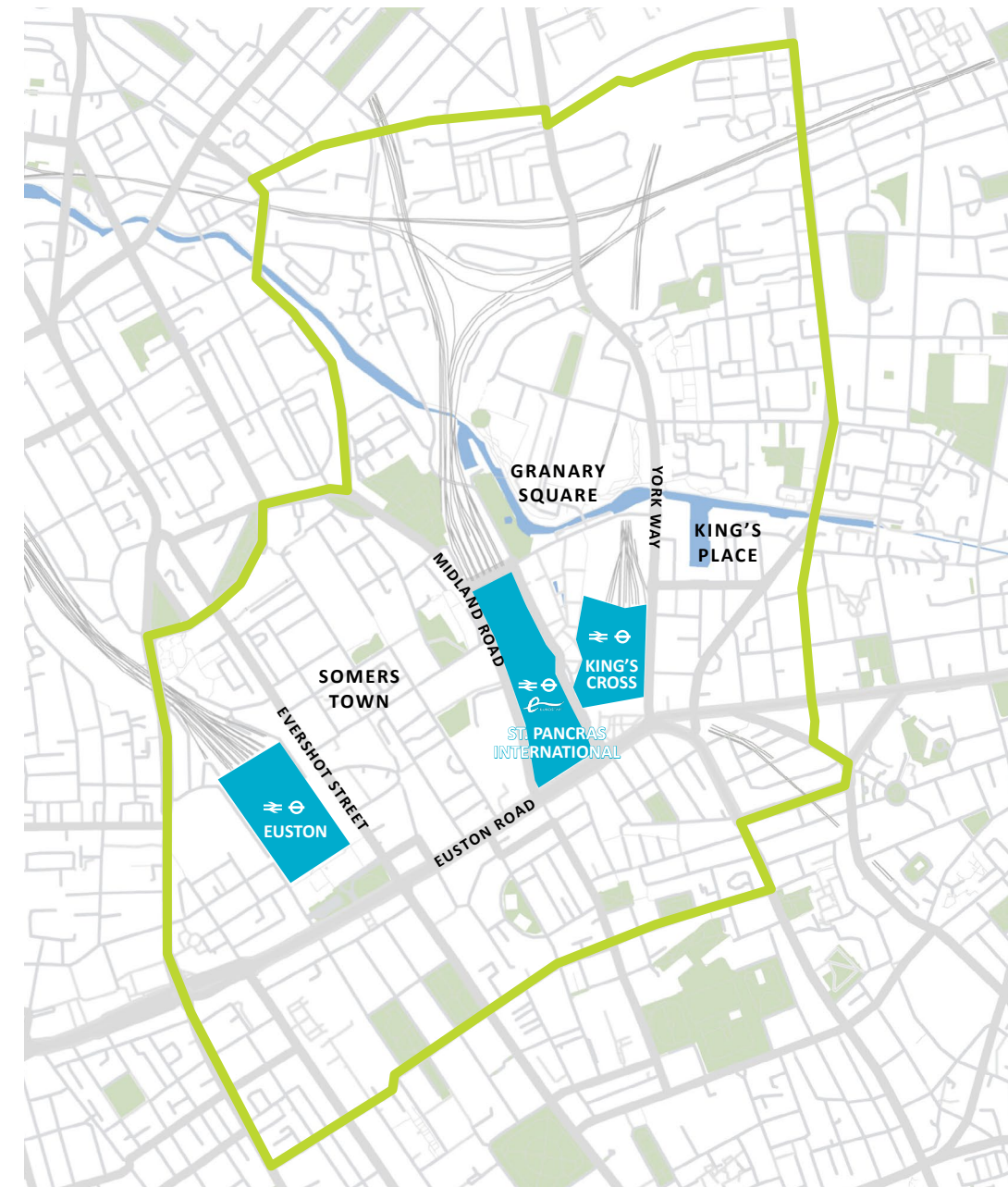
1. Benefitting Employees
2. Engaging the Next Generation
3. Representing Businesses

UP Vision

Working together for a thriving urban neighbourhood.

We want to play our part in creating a living, breathing, self-sustaining neighbourhood - where the businesses who are based here, the people who live here and the employees who work here, support each other and take an active role in shaping the future social and economic character of the area.

Our boundary



Borders

NORTH

Blundell Street
Brandon Street
Agar Grove

SOUTH

Torrington Street
Gordon Square
Tavistock Place
Sidmouth Street
Swinton Street (A501)

EAST

King's Cross Road
Lorenzo Street
Calshot Street
Caledonian Road

WEST

St Pancras Way
Crowndale Road
Hampstead Road

Welcome and Foreword

Wendy Spinks, Urban Partners Chair

This year may have commenced with continued uncertainty and a long road to recovery for many of our businesses, but few could have predicted at the outset what 2022 had in store, most notably the scale of the impact of the war in Ukraine and the cost of living crisis here in the UK. It was felt, however, that we were emerging from the 'pandemic era' years and as such was a time for Urban Partners to commit to renewing its purpose to support our local area and its communities.

We set out our plans for 2022 in the look ahead that concluded our 2021 annual report. We were inspired by a suggestion presented in New London Architecture's Local London: Building Resilient Neighbourhoods Report; that we should shift our way of thinking away from a Business Improvement District (BID) model towards a District Improving Businesses (DIB) one. Central to this was the need to enable local communities to improve their areas with the support of businesses rather than businesses deciding what communities need.

To ensure we were fully adopting this community-led approach we first set out on a consultation exercise to capture local priorities and the needs of the King's Cross, St Pancras and Euston community. Extensive work had been undertaken by our local authorities, Camden and Islington, to produce strategies



for building back stronger following the pandemic, and these were valuable references for our plans, as were the Camden Renewal Commission's Missions for Change and Good Life Euston's initial report findings. Crucially we consulted our brilliant community partners for their input and suggestions, many of which were the origin of the activity detailed in this report. Thanks must go to those organisations, too numerous to list here, for their continued support of Urban Partners.

The need to support young people, so impacted by the pandemic, was a universal suggestion and one endorsed by Sir Keir Starmer, our local MP for Holborn and St Pancras at his annual meeting with our Board of Directors in February. Urban Partners has always delivered initiatives for young people (aged 16 - 25) through our Engaging the Next Generation priority and relaunched the Homework Club

in 2021, thanks in no small part to the dogged determination of Springer Nature.

In 2022 not only were we able to do more, but we were able to broaden our offer for young people beyond academic and careers support. Our third project to enhance the outdoor spaces at local schools, the Maria Fidelis Greening Project, was delivered in 2022 and the Wellbeing and Learning Garden we funded for Regent High School in 2021 neared completion. Access to outdoor space had been so restricted for young people during lockdowns and I'm immensely proud that, the games area we funded at Edith Neville Primary School in 2020, we've now made a real difference to young people attending our partner schools in Somers Town.

Our expanded support offer for young people is captured in detail in this report, but I want to highlight one great initiative we

were able to part-fund for New Horizon Youth Centre (NHYC), The Life Skills Programme. This programme is an embodiment of the DIBs approach, enabling young people by providing them with the practical skills to live independently. It's efforts such as this that has led many of our members to pursue individual support for NHYC.

Our community partnership activity in 2022 wasn't just limited to supporting the next generation. We extended our volunteering partnership with Camden Giving for a fourth year to provide our members with opportunities to volunteer at local grassroots charities, our members' employees came together at volunteer gardening sessions and to cook for C4WS Homeless Project's Friday Club and the citizen grants we funded the We Make Camden Kit to award further epitomised the community-led approach we are taking.

Urban Partners' other main focus in 2022 was to develop our second Wellbeing Walk route to the south of Euston Road. As we looked to work with Camden Council to deliver the route, we funded projects linked to its key themes of cleaner air, active travel and, of course, wellbeing. Our partnership with Footways saw Urban Partners feature on their beautiful new walking map of Central London. The map features a network of quieter, less polluted routes and includes many through the world's densest air quality network. The network, installed in Camden in 2022, features 225 air monitors and Urban Partners has sponsored these along our two Wellbeing Walk routes and in proximity to our partner schools in Somers Town.

Beyond the pandemic and our 2022 activity captured in this report, what's next for Urban Partners? The Board of Directors undertook a review of the

partnership in 2022, taking the opportunity to press reset at the start of 2023 to embark on a fresh set of activities with renewed focus. The results are captured at the end of this year's report where we look ahead to a new era for Urban Partners.

We look forward to sharing our plans for 2023 with you and to what, collectively, we can achieve for our King's Cross, St Pancras and Euston area. I must, as always, give thanks and pay tribute to our members and the many dedicated people who volunteer their time to represent them. We could never have achieved as much in 2022 without them, nor could we have done so without the leadership of our appointed project team, led by Michael Richardson of Evergreen Reputation.



St. Pancras International | London Travel, Shopping & Dining (stpancras.com)

External contribution

Councillor Georgina Gould,
Leader of the Council, Camden Council



Over the past year, we have continued to face complex challenges within Camden and beyond. Our residents, community groups and businesses have been confronted by significant issues including the Cost of Living crisis, climate emergency and pursuit of equity.

It is evident that in order to effectively address these challenges and achieve real change for our community, we must partner and collaborate. This is precisely why initiatives like Urban Partners hold great significance.

As we emerged from the pandemic and faced these new and existing challenges, Camden Council was more committed than ever to taking meaningful action and renewing our purpose.

In March 2022, the Council published We Make Camden – our updated vision for the future of Camden. It outlines our shared goals and aspirations, which were developed through extensive discussions with residents, partners, community leaders and our business networks, including Urban Partners. We Make Camden highlights the big issues facing Camden that we collectively recognise as significant, as well as offering tangible strategies for achieving change together in the short, medium, and long term.

One of our four key We Make Camden missions is that every young person has access to economic opportunity that enables them to be safe and secure – an ambition that is shared by Urban Partners and reflected in this report and in the partnership's membership of our STEAM Board. Urban Partners has delivered a range of enrichment activities for its local Camden schools this year.

This includes physical investments in both the Maria Fidelis and Regent's High School grounds, funding for social action projects through the We Make Camden Kit, and support for the Sustainers Fest which provided a platform for students to use their voice to speak up about the climate crisis. Urban Partners members can make a real impact for local young people by committing to our STEAM Pledge and inspiring young people in primary and secondary schools across the borough with

meaningful career insights and opportunities, developing a diverse local talent pipeline.

Looking forward, we continue to work together to ensure that the opportunities created by the incredible growth of the knowledge economy in Kings Cross, St Pancras and Euston are experienced by our local communities. We will soon launch the KQ2050 Strategy, a groundbreaking initiative developed hand in hand with Islington Council and the Knowledge Quarter. This visionary strategy aims to establish a shared plan for achieving inclusive growth within the knowledge quarter innovation district. It serves as a comprehensive framework outlining our unwavering commitment to boost scientific and innovative advancements in the Kings Cross area, whilst simultaneously uplifting the surrounding communities.

I extend my gratitude to Urban Partners for the remarkable efforts demonstrated in this report, reflecting a year of collective work. In the coming year, let us unite and embrace the challenge of expanding our horizons to forge a stronger collaboration and more robust partnership. Together, we can foster the vibrant, sustainable, and inclusive neighbourhoods that our communities deserve.

Prioritising sustainability in developing our plan for 2022

Urban Partners committed to embed sustainability at the core of our outputs, using our set SDGs as a guide in the look ahead in our 2021 Annual Report.

Inspired by the collective show of action around the COP-26 Conference, our aim was to deliver real impact for our local community in 2022 by:

- Ensuring sustainability was central to or a key consideration of the projects we funded or undertook,
- Aligning to established priorities and needs for the King's Cross, St Pancras and Euston community that reflect frameworks such as the United Nation's Sustainable Development Goals (SDGs) at local level.

This approach would also ensure the longer-term sustainability of Urban Partners.

To achieve this, the following steps were undertaken in planning for 2022:

- Using our set SDGs to guide activity we would commit to
- Using localised priorities such as Camden Renewal Commission's four missions for change
- Consulting local partners and stakeholders to capture priorities and needs for the local community and established projects and initiatives designed to meet these
- Using the Camden enrichment pledge and Camden Council's ambitions for young people to inform a broader support offer for young people

Out of these steps came the programme of activity summarised in the following pages, established around three core activity themes:

- An expanded offer for young people
- Active travel and the Urban Partners Wellbeing Walk
- Supporting our local communities and partners

Many of our projects in 2022 overlap between the three themes and SDG goals, but collectively contribute to the sustainability of King's Cross, St Pancras and Euston and the people who live in, work in and visit it.

Our Sustainable Development Goals

4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



11 SUSTAINABLE CITIES AND COMMUNITIES



Overview of the year



The Regent High School Wellbeing and Learning Garden, funded by Urban Partners and completed in 2022.



Dental Smiles London joined the Urban Partners Board in April 2022.

The Urban Partners Board's annual meeting with Keir Starmer, the MP for Holborn and St Pancras, in February.

Urban Partners impact in 2022

21

Urban Partners members, maintaining our 2021 membership levels.

45%

Membership income for 2021 invested directly into local community projects.

85

Free members supported across Urban Partners comms channels.

10

Community partners granted funding in 2021.

3

Partner schools supported by Urban Partners and its members

6

Businesses providing work experience for local young people through Urban Partners.

25

Member employees attending volunteer gardening sessions at our funded projects.

183

Member volunteers connected with XX grassroots organisations since 2019.

27,000

Footways maps featuring Urban Partners distributed across London rail stations.

Our 2022 Community Partners



we make Camden



NH
YC NEW
HORIZON
YOUTH
CENTRE



& CAMDEN
GIVING

GLOBAL
GENERATION



Member highlights in 2022



St. Pancras International won Station of the Year - Major at the National Rail awards 2022. Congratulations to HSI, who were also nominated for a sustainability award for their 'Project Peatlands' campaign.

The Christmas tree at St. Pancras International, in partnership with The Prince's Trust.



SPRINGER NATURE GROUP

Springer Nature Group celebrated 180 years of serving the global research community in December.

Eurostar was awarded The Golden Whistles "Special Award" for its efforts with Avanti West Coast and ScotRail to highlight rail's role in the battle against climate change during COP26 and beyond.



AstraZeneca

AstraZeneca UK joined the King's Cross neighbourhood in February. The science-led biopharmaceutical company has chosen 2 Pancras Square as the new HQ for its UK business.

Havas won the 'Sustainability Best Practice' prize at the Ad Net Zero Awards, which recognises the work the advertising and communications industry is doing to tackle the climate emergency. Judges cited Havas' 'inspirational leadership' and 'scale of ambition' - in no small part down to the work it does in the local community.



Springer Nature's '2021 Sustainable Business Report' was awarded Best in the World at Hallbars Sustainability Report Awards 2022. The company, uses green energy for its London campus and has set a target to be net zero carbon through its value chain by 2040.



Havas UK's 'very ugly little thing.' The budget for their tree went to local charity New Horizon Youth Centre instead.

Their Royal Highnesses The Prince of Wales and The Duchess of Cornwall officially opened Meta's new offices on the King's Cross estate in April.



MSD announced in May that the Belgrove House site in King's Cross had been secured as the location of choice for its Discovery Centre and UK Headquarters. The build is now underway by developer (and board member) Preciis Advisory Ltd, with MSD moving in from 2027.

Google's King's Cross building topped out in June with the final steel beam put in place in June. Lendlease is constructing the building and meeting ambitious standards of sustainability and showcasing the very best in workplace design.



LNER has raised over £400K for their partner charity Campaign Against Living Miserably since 2018 thanks to fundraising activities supported by customers and colleagues.

Green and Fortune's King's Cross restaurant Rotunda continued its fundraising ways. They held a St. Patrick's Day lunch that raised £32,785 that was split across The London Irish Centre and The Clink. Rotunda also ran its Cook for Ukraine fundraiser to raise vital funds to support UNICEF's fundraising efforts.

GREEN & FORTUNE



King's Cross awarded FishTank Workshop the winner of their local competition to transform a vacant 2-storey premises into a new, long-term community offer. FishTank is an incubator programme for young entrepreneurs aged 18-30, offering desk space, training, business support enabling personal development and growth for their entrepreneurial ideas and enterprises. Instead of developing the premises as a retail and residential building, FishTank Workshop will be a unique space that will bring together the creative industries, young people, and new creative corporations on the King's Cross Estate.

An expanded offer for young people

Education, employment and skills development

Urban Partners joins Camden STEAM Board

In April 2022, Urban Partners joined our members Google and Lendlease on the board of Camden STEAM, Camden Council's flagship initiative which works with the borough's dynamic business community to drive skills and careers education.

Collectively the STEAM Board worked to develop the Camden STEAM Strategy 2022-2025 ahead of its launch in 2023 and to further its strategic objectives. Urban Partners will work with its members to deliver on the Camden STEAM Pledge and support all young people in Camden schools with inspiring career insights and opportunities.



STEAM is an acronym for Science, Technology, Engineering, Arts and Mathematics. The A stands for Creativity. It captures the belief that addressing STEM and Creativity together delivers greater value to individuals, employers, the local community and economy.

Sustainers Fest 2022: Inspiring future changemakers

Urban Partners and Google co-sponsored Sustainers Fest 2022, an event where 100 Camden secondary school students came together to learn about and discuss climate and social action. The event was curated by Think and Do Camden in support of Camden Council's Camden School Climate Charter.

The Camden School Climate Charter consists of 10 commitments covering a wide range of sustainability topics relevant to schools.

Signatory schools work through the charter as educators and organisations by teaching young people to be environmentally literate and reviewing the school's impact on the environment respectively.



"We want all young people leave schools as socially and morally responsible changemakers...able to contribute actively to their community and to the planet."

**Camden Council,
Building Back
Stronger: Camden's
Education Strategy to
2030**



The Springer Nature 'Mentoring Future Women of Science' programme

Work experience resumes in-person for local students

Urban Partners was asked by our partner schools Regent High and Maria Fidelis to help source work experience opportunities for their summer-term work experience weeks. Despite ongoing nervousness about offering work experience and the challenges presented by new, hybrid ways of working, six member businesses were able to offer placements.

Opportunities were provided by Balderton Capital, Eurostar, Havas, HS2, Lendlease (via its suppliers Quod and ACME) and Springer Nature.

Homework Club

Springer Nature hosted its in-person Homework Club once again, supported by Urban Partners, with a small number of sixth form students from Maria Fidelis Catholic School attending to have a place for quiet study and support from subject experts.

The Springer Nature team also continued its annual 'Mentoring Future Women of Science' programme where around 25 students from Elizabeth Garrett Anderson School can seek advice on further study and careers from 19 volunteer mentors. The business hopes to grow its mentoring and homework programmes in 2023.

Turn to page 24 to read about the two citizen-led projects we funded through the We Make Camden Kit to provide opportunities for local children and young people.

**we
make
Camden**

An expanded offer for young people

Enhancing outdoor spaces at local schools

During the Covid-19 pandemic, Urban Partners has funded projects to enhance outdoor spaces for young people at three schools in Somers Town.

2020

Funded the installation of an astro-turfed mixed-use games area (MUGA) at Edith Neville Primary School.

2021

Funded the Wellbeing and Learning Garden at Regent High School

2022

Funded the Maria Fidelis Catholic School Greening Project.

Maria Fidelis Greening Project

To continue its support for enhancing outdoor spaces, Urban Partners funded Think and Do Camden to deliver greening at Maria Fidelis Catholic School, one of our partner schools.

Three large planters were installed outside the front of the school to add greenery on arrival for students and staff alike. Previously, the school had an austere concrete entryway popular with local rough sleepers. In the playground, trees have been planted to improve air quality and low butler sinks have been upcycled and planted with herbs for students to maintain. Students and staff have commented that they are really happy with the new planters and plants and that it has made a big difference to the school.



Regent High School Wellbeing and Learning Garden

In 2021, Urban Partners funded the creation of a Wellbeing and Learning Garden on an undeveloped and unused plot in the grounds of Regent High School, one of our partner schools. The partnership committed £20,000 to fully fund our partner Global Generation's three-phase development of the Wellbeing Garden, a five-year maintenance agreement following completion and a programme to engage its member employees with local community gardening projects.

The first phase of the project, The Garden Build, was completed in 2021 and included a Lunchtime Garden Club for students run by Global Generation's Community and Education Gardener. In 2022, phases two and three, The Building Living Habitats Phase and the Wildlife Habitat Creation Phase, were completed and an After School Garden Club was held for students.

The garden provides many benefits for the school and its students and staff to enjoy beyond the beautiful displays created by Global Generation. From observing much-increased biodiversity to ongoing planting, growing and harvesting with students, the Wellbeing and Learning Garden also provides an additional space for expanded learning. Classes have been held in the garden, including for SEND students.

In 2023, planting and developing the garden will continue with students and Urban Partners will support this through more volunteer gardening sessions. Global Generation is also looking to build an outdoor classroom within the garden to encourage more lessons to be held in it.

Find out about our volunteer sessions for the schools projects on page 23.



The Global Generation Plant Nursery Project, supported by Lendlease

The project consisted of a polytunnel/plant nursery in the Story Garden which became a supplier of local plants, grown with local people, and serving as a training platform for community and commercial greening developments taking place in the local area. To date, approximately 1,000 plants have been supplied to the local community either through plant sales or other various greening initiatives was approximately. In Feb - Mar 2022, six people achieved Entry Level AQA horticultural certificates, four of whom were young people.



Air quality monitors funded at Camden partner schools

Urban Partners has funded eight of the AirScape air quality sensors in Camden. This includes a sensor at each of our Camden partner schools Regent High School, Maria Fidelis School and Edith Neville Primary School.

Since the launch of the air quality network, The Camden Clean Air Initiative has delivered multiple AirScape workshops to schools including our partner Regent High School and see school teachers use the data in their lessons.

Turn to page 21 to find out more about our partnership with AirScape and The Camden Clean Air Initiative.



Helping the youth in our community, two wheels at a time

UP co-funded Your Bike Project to deliver bike workshops for St Pancras and Somers Town residents at The Story Garden. Your Bike Project is a local non-profit organisation, specialising in up-cycling and cycle maintenance. The project not only encourages sustainable travel but provides an exit strategy for young people in the community who are not in education, employment, or training (NEET) as well as those involved in violence and/or gangs.

The workshops ran six times a week from from March - September. 126 people attended.



An expanded offer for young people

Community Partner Spotlight: New Horizon Youth Centre



Throughout 2022, Urban Partners and its members continued their support for New Horizon Youth Centre (NHYC), the charity providing young Londoners experiencing homelessness with personalised support to give their potential a home. NHYC's day centre is located in Somers Town.

Life Skills Programme funding

Urban Partners donated £3,000 in 2022 towards funding the Life Skills Programme, part of NHYC's holistic wrap around support for young people experiencing homelessness. Activities specifically delivered through this programme are vital in helping young people to both access and sustain employment and accommodation and gain the practical skills to enable them to live independently. The donation contributed to NHYC achieving the following in spring 2022:

42	24	21	14
Young people engaging in Life Skills programme	Young people attending Communication & Relationships skills workshops (including Women's and Men's Group)	Young people attending Independent Living skills workshops, including Money Matters	Young people involved in youth participation

10 Days to Take on Youth Homelessness

NHYC's flagship annual fundraising and awareness raising campaign was again co-delivered by our members Argent and Havas UK. #Stopthebus saw a double-decker bus parked on Granary Square, King's Cross to reflect the number of young people, the capacity of the bus, moving into rough sleeping or homelessness each day in the capital.

Urban Partners sponsored the campaign as a bronze sponsor.



Havas UK 'Charity of the Year' partnership

Havas UK wrapped up its multi-year partnership at the end of 2022, which saw

- ▶ 1755 pro-bono hours given, valued at an astounding £419k
- ▶ Over £16,000 donated directly by Havas employees
- ▶ A comprehensive rebrand of the charity undertaken.

MSD partnered with NHYC for a second year, donating \$100k of grant funding as part of its Neighbour of Choice programme to support 'health in the drop in', a health and wellbeing programme for local young people experiencing homelessness.

Eurostar donated £5,118 collected via its donation boxes located in its Departures Hall in St. Pancras International.

Springer Nature's London team nominated NHYC as charity of the year for its winter fair.

Members support the next generation

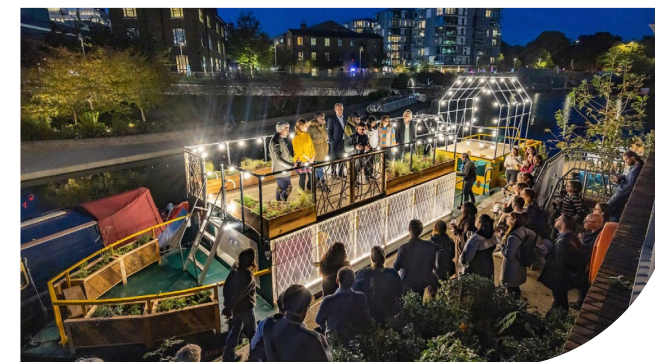


Our members continued their support for young people in 2023 through a range of initiatives.

Urban Partners supported Havas to welcome 49 young people into the business via 'HKX Platform' - its entry-level placement programme which specifically targets underrepresented talent from disadvantaged and diverse backgrounds. 19 have now been employed on a permanent basis. The business also welcomed more than 180 students from local schools through its 'Havas Doorway' programme, providing education and awareness of opportunities into our industry.

MSD partnered with The Crick Institute to deliver educational outreach activities to local Camden schools, including site tours and career sessions.

Lendlease continued its work to champion Camden STEAM by supporting various STEAM initiatives in schools across Camden.



The Global Generation Floating Classroom is now complete with a long-term lease on the Regent's Canal adjacent to the Estate which will officially launch in Spring 2023.

The classroom will deliver practical, water-based, educational activities with local schools, families and young people and a focus on sustainability.

The future generation at nearby Argyle Primary School from years 1, 3 and 4 designed bunting for St. Pancras International to get 'Royal Ready' for the Platinum Jubilee Celebrations.

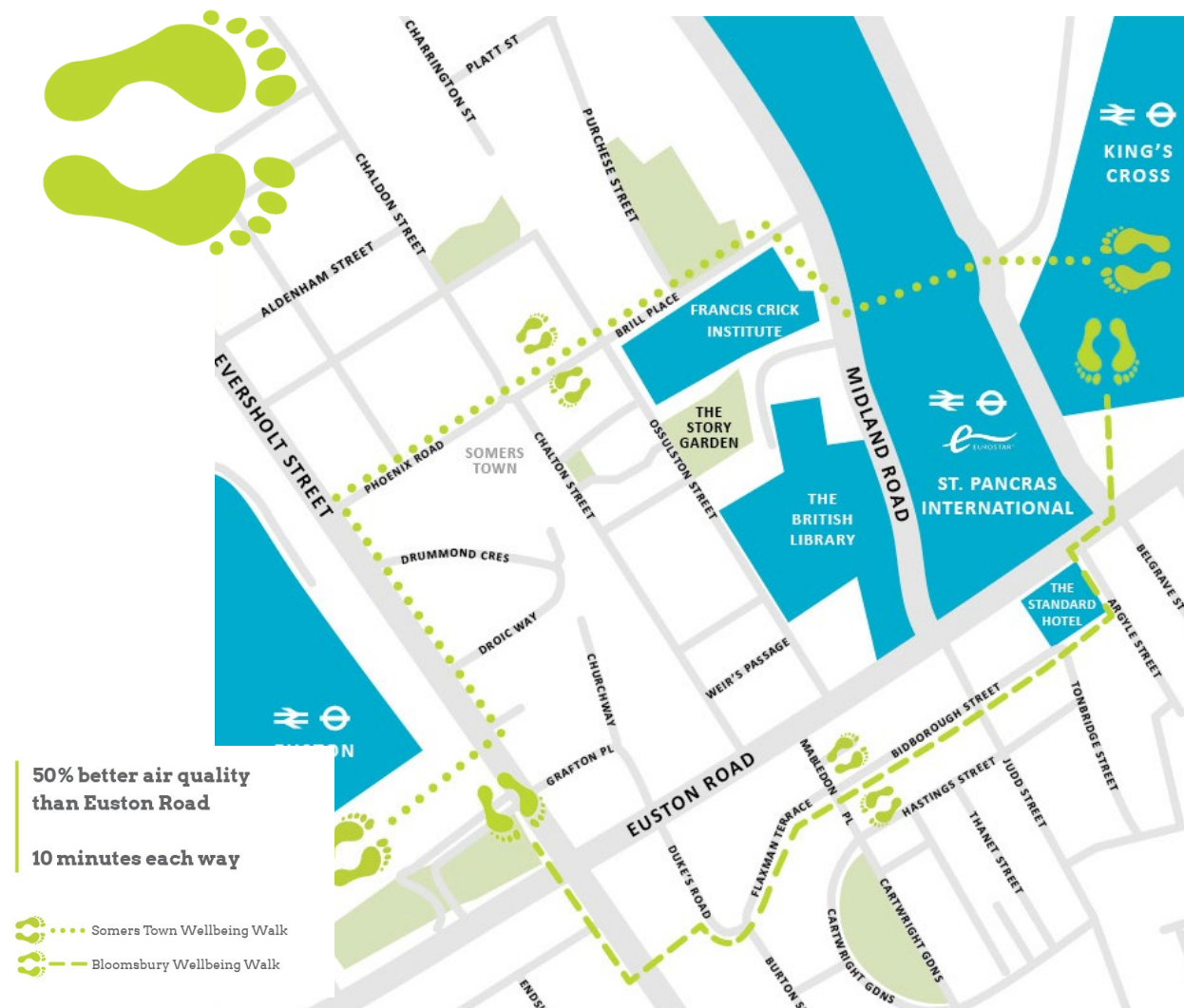


Google UK held its first Summer Series, a week-long programme of workshops and activities dedicated to encouraging, inspiring, and engaging young people in our local area. Google partnered with KX Recruit, the recruitment service that matches employers and jobseekers at King's Cross, for one day specifically focused on 18 - 25 year olds.

The Institute of Physics held their 'Superheroes Unlimited' summer exhibition at their building in King's Cross and around Islington. Exploring how physicists save the world with science, the exhibition and event programme included activities, make and takes, and games for all the family to enjoy. Nearly 3,000 people engaged with the exhibition over its 7 week run, and were inspired by the diverse range of role models who were showcased.



Active travel and the Urban Partners Wellbeing Walk



New Wellbeing Walk route to launch in summer 2023

During the first half of 2022, UP built relationships and funded projects that would build support for our new Wellbeing Walk. Launch of the route, taking people on feet between Euston and King's Cross to the south of Euston Road, had been much-delayed by the Covid-19 pandemic.

Thanks to the efforts of Cllr Adam Harrison, Cabinet Member for a Sustainable Camden and our partners at Footways, Camden Council has fully committed to the new Wellbeing Walk. Supporting the installation of wayfinding signage by UP is the council's first phase of activity for the route. A second phase will see

bigger interventions by Camden, with proposals to review traffic measures, footpaths and the opportunity for more green spaces along the route.

The Wellbeing Walk's southern route via Bloomsbury will launch in summer 2023 with 40 signage installations funded by us installed along the route.



Walking and Cycling Commissioner Will Norman shows off the Footways map

Let's Walk: UP sponsors new Footways walking map

UP co-sponsored the new edition of the Footways walking map of Central London, designed to get Londoners and visitors to the capital walking along its network of healthier, quieter streets.

The new map launched fittingly in May, National Walking Month, with a digital version and a beautiful printed map both featuring the new

and existing Wellbeing Walk routes. 10,000 copies were distributed free at Network Rail stations and our member employees were able to collect them at designated locations within our area.

By the end of 2022, 27,000 printed maps had been distributed, including 6,000 between King's Cross and Euston stations. The

online versions, first created in 2020 and updated for 2022, have been viewed over 1.5 million times.

Other sponsors of the Footways campaign included our members King's Cross Central Limited Partnership and London North Eastern Railway, as well as City of London Corporation and Central District Alliance BID.

Active travel and the Urban Partners Wellbeing Walk

Enhanced air quality monitoring in our area

Urban Partners was one of the first sponsors of the air quality sensor network in the Borough of Camden, a joint initiative launched in 2022 by AirScape and The Camden Clean Air Initiative. Camden is now home to 225 sensors, the densest air quality network in the world. This network will fundamentally transform how air pollution is monitored and prove vital to London meeting the World Health Organisation's (WHO) health-based guidelines by 2030.

We have sponsored eight monitors in total, with six along our existing and new Wellbeing Walk routes. These monitors will help to articulate the benefits of taking our Walk instead of the heavily polluted Euston Road route. Air quality monitoring commissioned by UP for the Wellbeing Walk in 2014, 2017 and 2019 found that the existing route had 50% better air quality than Euston Road.

In addition, we have sponsored three monitors at our partner schools Edith Neville Primary School, Regent High School and Maria Fidelis Catholic School in Somers Town to build on the projects we have funded to enhance outdoor spaces at each school.

Supporting Camden Council for Clean Air Day

UP sponsored the Somers Town Future Neighbourhoods 2030 team's 'Acting for Cleaner Air' event in Somers Town in June. The event was held adjacent to the existing UP Wellbeing Walk and included a guided walk from Footways, a range of initiatives shared with attendees on how to play their part in cleaning the air we breathe and free coffee and orange juice generously provided by our member Restaurant Associates.

Acting for Cleaner Air

June 16, 2pm - 5pm | Polygon Road Open Space

Join the Somers Town Future Neighbourhoods 2030 team this Clean Air Day as we share a range of initiatives that could help you play your part in cleaning the air we breathe!

- Discover indoor and outdoor air quality advice
- Borrow a bike for free
- Gardening tips and free plants
- Join an air quality walking tour around Somers Town
- Find out more about Somers Town Future Neighbourhoods 2030
- Grab a free drink and snack

The event is free and open to all.

If you would like to book a place on the walking tour at 3.30pm, scan the QR code below or register on Eventbrite:

<https://bit.ly/3xnS5mV>

Urban Partners Wellbeing Walks

Urban Partners and Footways London have created a list of Wellbeing Walks that will help you navigate the borough while avoiding areas with high pollution.

footways.london/urban-partners

Sponsored by

“ Since the launch, we have delivered multiple AirScape workshops to schools and resident groups to teach the community about the key pollutants and their causes, how to use AirScape, and the practical uses of air quality data. We have seen cycling groups use the ‘clean air route’ function to choose better roads to cycle on, school teachers use the data in their lessons, and the council reference it in documents such as their Clean Air Action Plan. Our aim is to continue to increase engagement with the network and see an improvement of air quality in the Borough of Camden.”

Georgina McGivern, Programme Manager of Camden Clean Air

Image credit: John Sturrock, c/o King's Cross.

Supporting our local communities and partners

In partnership with the local community

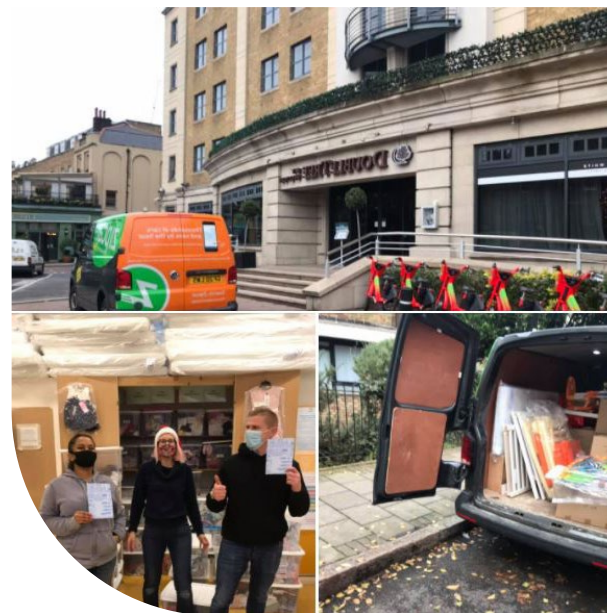


Camden Giving volunteering partnership

Urban Partners extended its volunteering partnership with Camden Giving for a fourth year in 2022. Commenced in 2019, the partnership connected our member employees with volunteering opportunities at grassroots charities and community groups in Camden.

During the partnership, 228 volunteers supported 55 organisations.

Urban Partners committed £10,000 annually to Camden Giving for the duration of the partnership. Our businesses amplified the partnership by offering further individual support to Camden Giving and its supported organisations. This included payroll giving donations, member employees from LNER and Google appointed to trusteeships at Camden Giving's supported charities, provision of office space and meeting rooms and even members running the London Marathon to fundraise for Camden Giving.



Members such as DoubleTree by Hilton London Angel Kings Cross amplified the volunteering partnership by expanding on their original volunteering support. The team far exceeded their initial introduction to the charity Little Village by volunteered 270 hours driving in and around the borough delivering clothing, kids toys and other essential items to families in need.

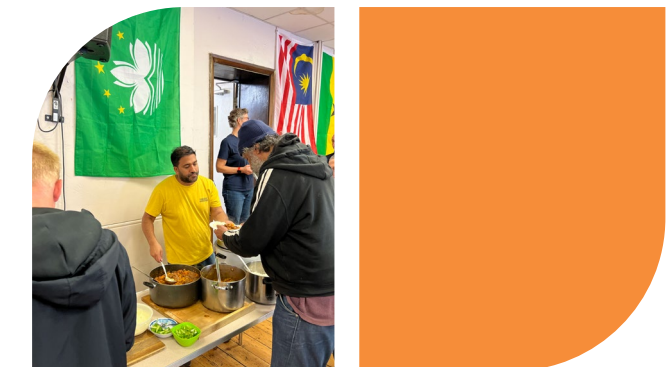
UP Master chefs get cooking at C4WS Friday Club

UP completed two volunteer cooking sessions with C4WS Homeless Project for its long-running Friday Club, a weekly drop-in service at King's Cross Methodist Church for the homeless, vulnerable and in need. Employees from Lendlease, HSI and our project team prepared and served hot meals for 40 people per session, under the expert guidance of Head Chef Paulino from our member Restaurant Associates. We also donated toiletries at each session for Friday Club members.



C4WS seaside trip

Insert C4WS logo UP funded the annual seaside trip organised by local partner C4WS Homeless Project for its Friday Club shelter users. The funds allowed 27 people to spend a day in Brighton, enjoying fish and chips on the seafront and tea and cake in the afternoon.



Pensioners Christmas Party

UP donated raffle prizes to Maria Fidelis Catholic School for the annual Pensioners Party held at the school. All items were purchased in King's Cross and St. Pancras International.

Employee engagement: Volunteer gardening sessions

Urban Partners provided local volunteer gardening sessions throughout the summer for our member employees. Sessions were held to support our funded projects, the Wellbeing and Learning Garden at Regent High School and the Maria Fidelis Catholic School Greening Project.

In addition, we funded group corporate volunteering sessions for members, with more sessions available in 2023.



A team from HSI volunteered at Global Generation's Story Garden in King's Cross for their Away Day. The team built a huge mound and a medicinal mound that has attracted swarms of pollinators. Squash planted during the session was harvested and distributed to the local foodbanks.



Members of Lendlease's Euston team volunteered at the Wellbeing and Learning Garden for their Community Day. The team created a Bug Hotel and new planting areas and helped with landscaping and woodworking activities for the garden.

Supporting our local communities and partners

Funding community projects with We Make Camden

Urban Partners provided four citizen grants to the local community through the We Make Camden Kit, which gives money and support to Camden residents and community groups who have great ideas for their communities.

Funding of up to £2,000 is awarded to deliver ideas that contribute to Camden's four Missions for change. Decisions on who receives funding are made by a panel made up of Camden residents supported by a partnership between Camden Council and Camden Giving.

Camden's four Missions evolved from the work of Camden's Renewal Commission.

Urban Partners funded £7,000 in grants, which were awarded to projects supporting the two Missions most relevant to our priorities.

Mission for change:
Sustainable neighbourhoods

Grantee: Sam Mason & BoxKick Juniors Boot Camp BoxKick

Grant: £1,500

Juniors Boot Camp work with young people from Somers Town to improve their physical activity and their knowledge of healthy food.

They used the grant to support 20 children (5-12) and young people (13-18).

Lead facilitator Sam Mason grew up on Somers Town Estate and has experienced the same inequalities that the beneficiaries have faced, including lack of resources and employment.



Grantee: Alexis Bilik & Crochet Classes

Grant: £2,000

This project, based in the NIC Centre in King's Cross enabled 25 young adults (19 - 25), adults aged 26 - 65 and seniors (65+) to come together in a space where they could learn how to crochet while feeling comfortable and part of a community.

Sessions were for one hour a week for 14 weeks during the autumn school term with a break over the half term.

“

As a young person who was in the same position as these young people not wanting to go to school and offending I feel it is a good way to show them there is more to life and making money can be done by simply window cleaning.”

Sheikh, Citizen Grantee

Mission for change:
Opportunities for children and young people

Grantee: Kay and Curlzz like Kay

Grant: £1,500

Curlzz like Kay aims to provide hairdressing service for any low income children (5-12), young people (13-18) and young adults (19-25) in Camden.

The grant meant 60 young people from low income backgrounds got access to hair services before school or any occasion that required a smart appearance.



Grantee: Sheikh Rouf Window Cleaning

Grant: £2,000

A Camden resident is providing an opportunity for young people who are on the verge of offending, have reoffended or are NEET by helping them get a business running.

He will be providing 5 young people (13-18) referred by youth clubs, to work as window cleaners in the area by paying them Local Living Wage during the holidays. This will then present an opportunity for them to continue this work on their own by giving them the equipment to start and two local businesses that they will regularly work on while expanding.

“

I am a young black woman. I am one of five children. Money has always been a barrier. I couldn't look after my appearance in the way I wished to. I got teased at school as my hair was never done. Therefore this is an issue close to my heart.”

Kayla, Citizen Grantee

we make Camden

£7,000

Supporting our local communities and partners

Partnership in Action: Cook for Good

Cook for Good is a social business that brings businesses and communities together through food. With the support of corporate clients and partnerships, it tackles food poverty and social isolation on the neglected social housing estate Priory Green Estate in King's Cross.

Cook for Good turned a deserted laundry building on the estate into its 'Community Pantry.' The surplus food pantry provides a 'food bank with dignity' where local residents pay £3.50 to do their weekly shop. The nominal amount helps address the stigma of food banks and the pantry doubles as a soup café and community space. Cook for Good also offers community cooking classes and employability training.

In 2021, former UP member Ted Baker was seeking to donate its commercial catering kitchen ahead of moving its headquarters out of the local area. UP consulted our partners and was able to introduce Ted to Cook for Good. Community cooking classes and corporate teambuilding events now take place in Cook for Good's kitchen, using £1,000s of equipment from Ted's kitchen.



Cook for Good Soup

The Community Pantry café serves soup made using left-over vegetables from the surplus food shop. Pantry members loved the soup and a new venture, Cook for Good Soup was born that would provide skills training and employment opportunities. Residents are taught to make soup that is then to be sold to businesses in Kings Cross.

Urban Partners visited the Community Pantry in September and tried the soup. We also loved it and introduced the Cook for Good team to our member Restaurant Associates to support the development of the venture.

The Restaurant Associates team brought in the organisation's health and safety expert to assess the operation and viability of production of the soup for local businesses model. This development work will continue through 2023.

The collaboration with Cook for Good also saw Restaurant Associates commit to providing resources and support from its own teaching kitchen. The organisation's team of experienced chefs will work closely with the Cook for Good team, sharing recipes, providing support and advice, and running classes to help support their efforts and bring new ideas to the table.



Looking ahead: A new era for Urban Partners

The Urban Partners Board undertook a strategic review of the partnership in 2022 to update its vision, purpose and priorities. This accompanied our collective emergence from the Covid-19 pandemic into new ways of working.

The pandemic continued to affect many of our member businesses in 2022, alongside other factors such as The Great Resignation, the cost of living crisis and the ongoing impact of Brexit. Inevitably these issues affected the projects that the partnership could deliver.

Urban Partners sought to press reset ahead of 2023, ensuring it was aligned to members' and local priorities. An updated mission would allow the partnership to embark on a clear new set of activities with renewed focus. Doing so would increase the impact of Urban Partners projects, in turn ensuring the longer-term sustainability of the partnership.

Our Mission

Support our community of King's Cross, St Pancras and Euston, through active partnerships that create thriving places to learn, work, live and play.

Our Goals

Contribute skills and commerce to the local economy

Engage the next generation and support its growth

Add social value to the local area.

Our Priorities

When developing new or existing projects, activity will be undertaken only if it relates to an identified need in the community and aligns to our three missions. Urban Partners may support its members to deliver activity related to an individual mission but will focus on prioritising action that achieves against all three.

Our focus in 2023 will be on two flagship projects, centred around:

Youth learning and engagement

Vocational and community outreach engagement

Our full strategy will be launched in spring 2023 following extensive local consultation to develop the core projects.

Become an Urban Partners member

We welcome new members from our King's Cross, St Pancras and Euston area. Now is the perfect chance to join as we embark on our three-year plan to support our community.

Membership types

BOARD - £15,000 per annum

Join the Urban Partners board of directors and set the strategic direction and vision of the partnership.

EXECUTIVE - £3,000 per annum

Join the Urban Partners executive steering committee and play a central role in shaping and delivering the partnership's activity.

How to become a member

To find out more about Urban Partners, view our prospectus online at; urbanpartners.london/membership

To arrange a membership meeting with the team, contact us via hello@urbanpartners.london.

Partnership and collaboration

Join other similarly minded businesses in the local area.

Corporate social responsibility

Demonstrate CSR and ESG commitments publicly.

Connect with the community

Access our broad network of local partners and stakeholders.

Impact

For many businesses, we can achieve more collectively than we can individually. Urban Partners strives to deliver actual change and not just talk about it.

Employee engagement

Provide employees with a greater sense of connection to the local area

Keep it local

Reinvest in the local area and demonstrate an organisation's commitment to its local area.

Why join Urban Partners?

Have your say

Input into our plans and help us shape and deliver the most effective projects we can.

Shape the next generation

Help develop the next generation through education, employability and skills development initiatives.

Acknowledgements

Urban Partners wishes to thank the following individuals and organisations:

- Wendy Spinks for a sixth year of steering the partnership in a voluntary capacity as Chair of Urban Partners
 - Our members at Board and Executive level, for their ongoing commitment to Urban Partners during 2022 and throughout the pandemic.
 - The individuals who represent our members on the Urban Partners Board and the Executive Committee Steering Group.
 - Our partners at Camden Council and Islington Council.
 - All of the community partners and local stakeholders who provided valuable insight, ideas and introductions during development of our plan for 2022.
 - Cllr Adam Harrison, Cabinet Member for a Sustainable Camden and the Footways team, Emma Griffin and David Harrison, for championing the new Wellbeing Walk route within Camden Council
 - Malaika Bain-Peachey, Global Generation's Community and Education Gardener for her ongoing efforts to engage students and teachers in the Wellbeing and Learning Garden
 - Our Project Team at Evergreen Reputation, for their running of Urban Partners in 2022 and throughout the pandemic.
- Special thanks must also go to Su Millar of Havas UK for six years of dedication to Urban Partners and for grasping every opportunity the partnership provided for its members. Su has left to start a new life abroad and will be sorely missed.



URBAN PARTNERS FOR KING'S CROSS EUSTON & ST PANCRAS

Working together
for a thriving urban
neighbourhood

UP

