

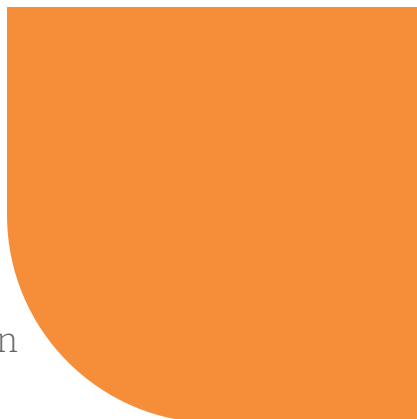
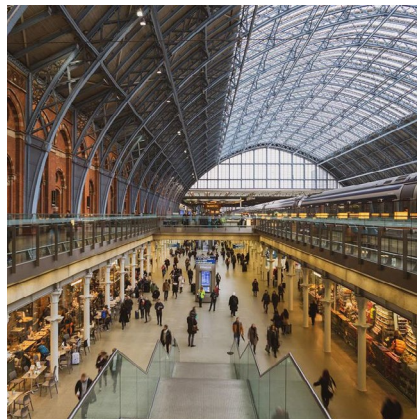


**URBAN PARTNERS
FOR KING'S CROSS
EUSTON &
ST PANCRAS**

Working together
for a thriving urban
neighbourhood



Urban Partners Annual Report 2023



@UrbanPartnersUK
www.urbanpartners.london



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Introduction

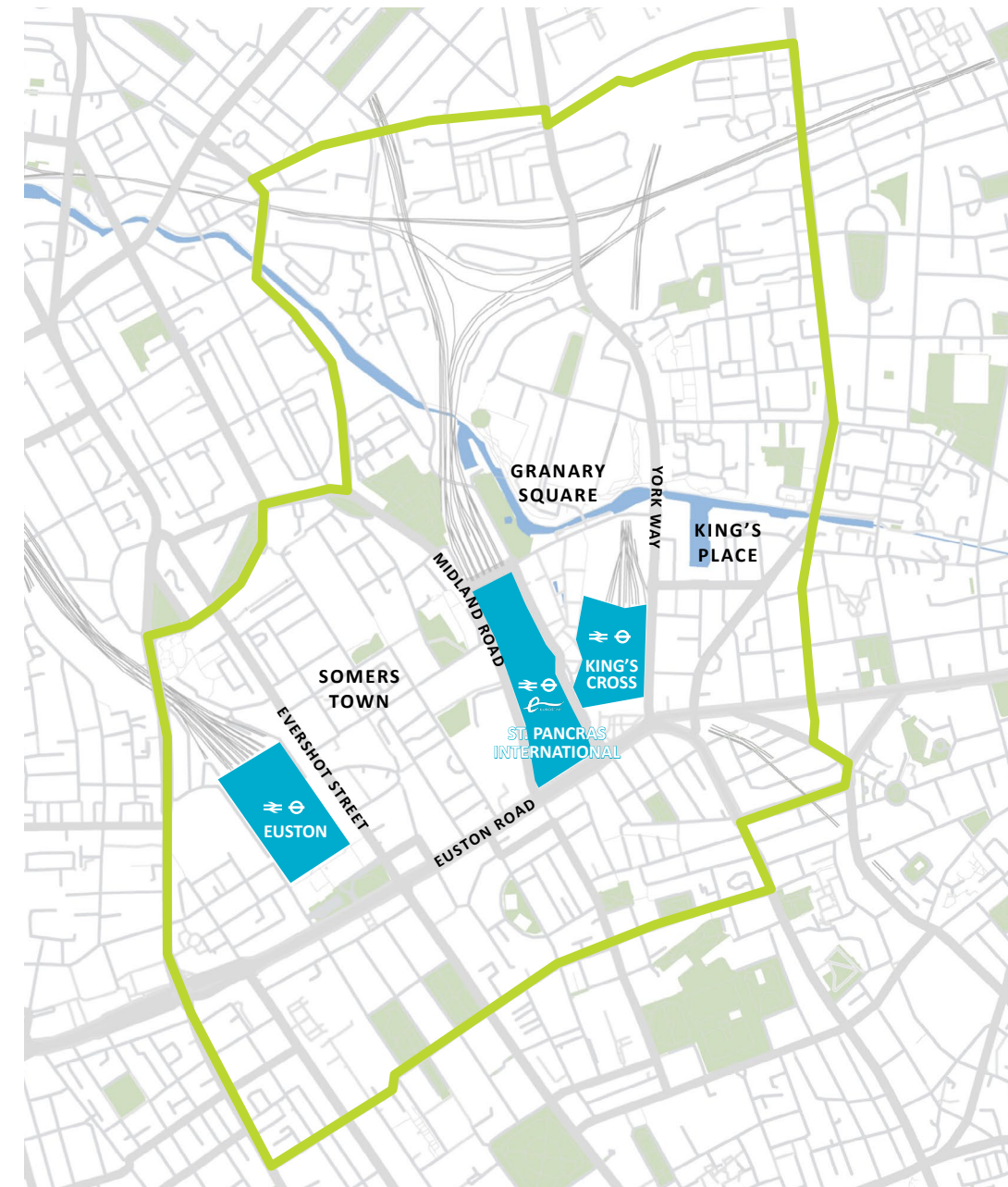
Urban Partners mission is to support the King's Cross, St Pancras, and Euston communities through collaboration, economic growth, youth engagement, and social value initiatives. In 2023, our work was structured around six key areas:

1. Youth Engagement and Outreach
2. Vocational and Community Engagement Outreach
3. Community Fund
4. Wellbeing Walk
5. Partnership Management and Membership Growth
6. Employee Engagement



This report presents our key achievements, challenges, and financial performance, incorporating data from the 2023 KPI Balanced Scorecard and updates from the Urban Partners Evergreen Board Update (October 2023).

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

Youth Engagement and Outreach

Urban Partners remains committed to preparing young people for the workforce, offering them career insights, professional exposure, and skill-building opportunities.

Key Achievements:

- ▶ A structured youth engagement programme was developed in partnership with Skills Builder.
- ▶ A sub-group of rail sector members (HS1, Eurostar, LNER) collaborated on a sustainability-focused workplace insights day for students.
- ▶ The first session was scheduled for 9th November as part of Green Careers Week, hosted by LNER at King's Cross Station.
- ▶ Plans were initiated to scale the programme, aiming for 100+ student placements during Camden's Work Experience Week (July 2024).



Vocational and Community Engagement Outreach

To strengthen employment pathways, Urban Partners advanced its Workwhile Apprenticeship Support Programme and explored a Shared Apprenticeship Programme.

Key Achievements:

- ▶ Developed a partnership with Workwhile to help local SMEs access Apprenticeship Levy funding.
- ▶ Workwhile proposed a Shared Apprenticeship Programme, allowing UP members to not only commit levy funds but also actively fund and promote apprenticeships.



Community Fund: Supporting Local Initiatives

Urban Partners established a £10,000 Community Fund to provide small discretionary grants to grassroots organizations and charities.

Key Achievements:

- ▶ The first grant was issued in October 2023 to support Copenhagen Street Food Bank, providing funding for tech hardware and software.
- ▶ Plans were made to encourage additional grant applications from local schools and charities before the end of 2023.



Wellbeing Walk: Enhancing Urban Spaces

Urban Partners continued its work on the Wellbeing Walk South, aimed at improving walkability, air quality, and accessibility.

Key Achievements:

- ▶ Successfully received planning permission on 13th October 2023 after a 25-week delay.
- ▶ Began collaborating with Camden Council and suppliers on the installation of wayfinding signage.
- ▶ Revised launch plans to Spring 2024, aligning with National Walking Month in May.
- ▶ Secured permanent planning permission for signage on the original Wellbeing Walk, replacing the temporary HS2-funded permission for Phoenix Road.
- ▶ % Achieved: 100%



Strengthening Business Partnerships and Membership Growth

To sustain and grow Urban Partners, we focused on expanding partnerships, increasing membership, and refining governance structures.

Key Achievements:

- Developed a full strategy, budget, and delivery plan to support membership engagement.
- Joined Argent's King's Cross ESG Forum, aligning with key social value projects while mitigating risks of overlap.
- Despite the loss of Balderton Capital as a member, UP generated £8,000 more in membership income than forecasted.
- Plans were made to actively recruit new members in early 2024, with board members supporting introductions.

Board Members

Precis Advisory

access
SELF STORAGE

A ARGENT

e EUROSTAR

Google

GREEN & FORTUNE

KINGS PLACE

hsⁱ high
speed
one

HS2

King's Cross

SPRINGER NATURE

Executive Members

DOUBLETREE
by Hilton
LONDON ANGEL KINGS CROSS

GREAT NORTHERN HOTEL

HAVAS

LNER
LONDON NORTH EASTERN RAILWAY

RESTAURANT ASSOCIATES

The
Guardian

The Standard

Employee Engagement: Strengthening Workplace Connections

In response to member feedback, Urban Partners reintroduced employee engagement as a core priority.

Key Achievements:

- Hosted two major events, including the Annual Report Launch and a small networking session.
- Plans were developed to establish an Employee Engagement Sub-Group, overseeing a 2024 calendar of events.



Looking Ahead: Goals for 2024

Youth Engagement & Skills

- Establish partnerships with local schools and councils to scope interest in future “World of Work” programmes.
- Increase student participation in work experience initiatives.
- Further build relationships with organisations to co-design creative education initiatives.

Apprenticeship & Employment Support

- Map apprenticeship levy opportunities across member organisations.
- Secure commitments from larger businesses to ring-fence unused levy funds for redistribution in 2024.

Wellbeing & Local Environment

- Work with Camden Council and local landowners to complete permissions and planning for the Wellbeing Walk expansion.

Member Engagement & Networks

- Relaunch internal networks (HR, Event Managers, etc.) to increase relevance and participation for 2024.
- Expand member communications and create a stronger pipeline for collaboration.



Conclusion

Urban Partners successes in 2023 were driven by the collaboration of our members, partners, and local organisations. As we move into 2024, we remain committed to expanding our impact, strengthening our community initiatives, and driving business engagement.

We extend our gratitude to everyone who contributed to making a difference in King's Cross, St Pancras, and Euston.

Together, we are shaping the future
of our community.



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UP