



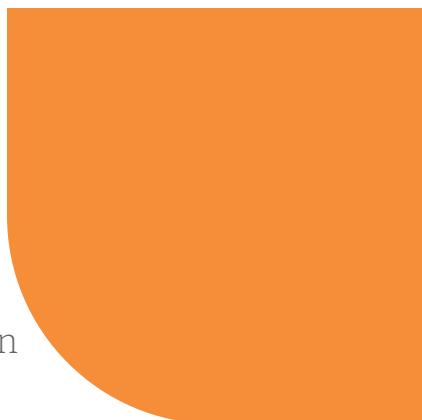
URBAN PARTNERS
FOR KING'S CROSS
EUSTON &
ST PANCRAS

Working together
for a thriving urban
neighbourhood



Urban Partners

Annual Report 2024



@UrbanPartnersUK
www.urbanpartners.london

Our Members

Board Members

Precis Advisory



GREEN&FORTUNE

KINGS PLACE



HS2

King's Cross

SPRINGER NATURE

Executive Members



GREAT NORTHERN HOTEL

HAVAS



RESTAURANT ASSOCIATES

**The
Guardian**

The Standard

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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

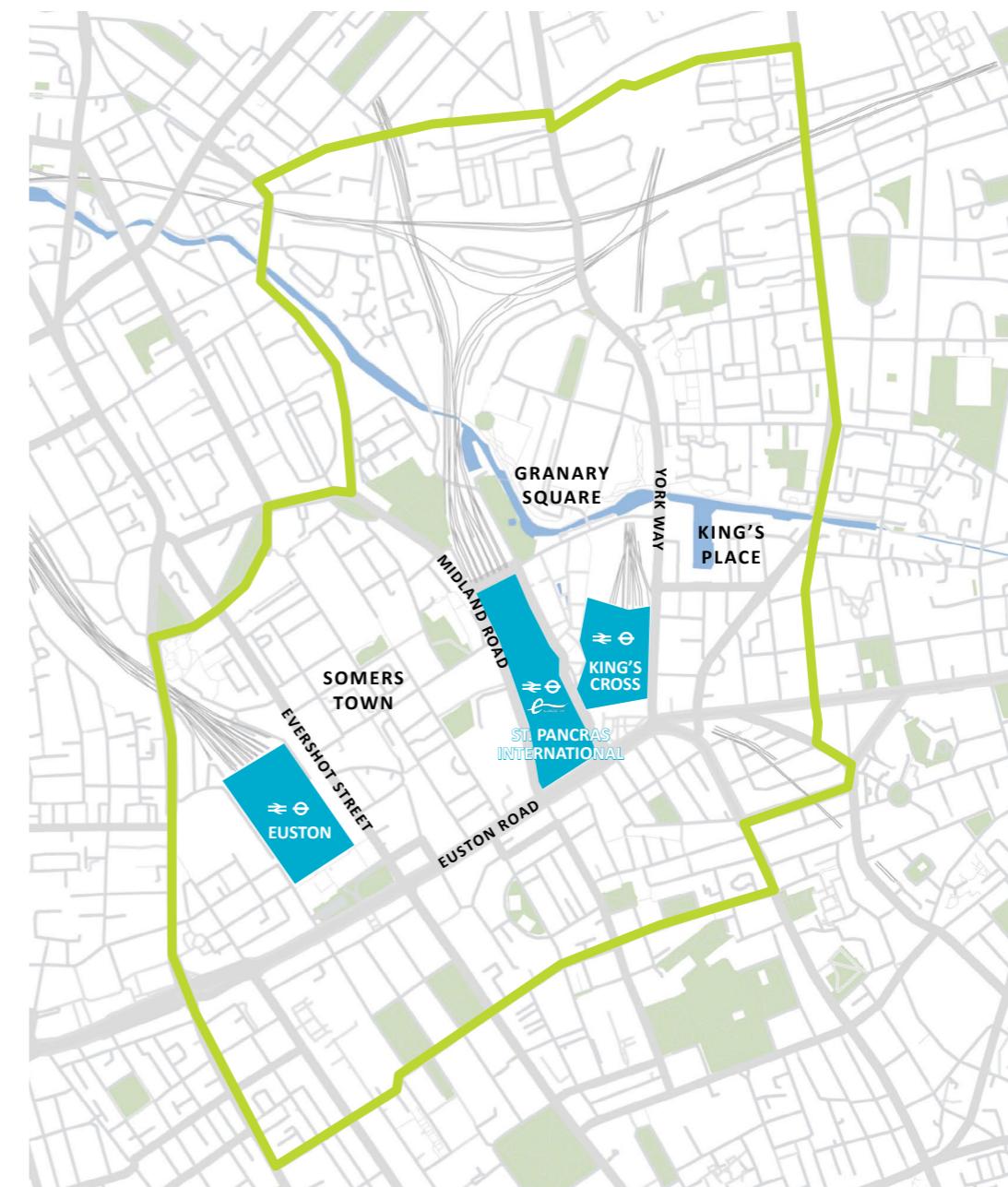
1. Benefiting Employees
2. Engaging the Next Generation
3. Representing Businesses

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



“ As we reflect on the past year, it is inspiring to see the impact that Urban Partners has had on our local community. From launching our inaugural World of Work (WOW) Week, which provided invaluable industry experience to local students, to developing our Apprenticeship Support Programme, ensuring SMEs and young talent thrive in Camden and Islington, our work continues to evolve in meaningful ways.

Our commitment to youth engagement, skills development, and social value remains at the heart of everything we do.

Through our Community Fund, we have supported grassroots initiatives, while our partnerships with STORE STORE and local councils have provided young people with access to creative education,

career pathways, and real-world experiences. Meanwhile, our Wellbeing Walk project and professional networks continue to foster a more connected and inclusive local economy.

Looking ahead, our 2025 Business Plan sets out an ambitious vision to build on this momentum, ensuring that businesses, students, and community organisations can work together to create a thriving, sustainable, and dynamic district. Thank you to our members, partners, and supporters for your dedication and collaboration—together, we are making a lasting difference.

Wendy Spinks
Chairperson, Urban Partners



2024 Overview: A Year of Growth and Impact

Inaugural World of Work Week: Inspiring the Next Generation

In response to the growing challenges of securing traditional work experience, Urban Partners launched World of Work (WOW) Week, a dynamic youth engagement initiative designed to give local students valuable industry exposure. This programme introduced students to multiple sectors, helping them build CV-enhancing experiences and develop career awareness.



We extend our gratitude to all of the businesses that made this initiative possible, including those who generously provided lunches for the students - Waitrose & Partners, Benugos, Havas, Shake Shack, and Marks & Spencer via SSP Group plc. Moving forward, we remain committed to expanding our youth engagement programmes, ensuring the next generation is equipped with knowledge and inspiration to shape their future careers.

70

Students from King's Cross, Euston, and St Pancras participated

Students rated the programme

4.2 out of 5,
while teachers gave it 4.7 out of 5

Sessions covered marketing, branding, finance, and urban planning, offering **hands-on learning**

Plans are underway to expand the initiative **in 2025**

Urban Partners Apprenticeship Levy Support Programme

The Urban Partners Apprenticeship Support Programme was developed to address a growing skills gap and help local businesses access Apprenticeship Levy transfers. By redirecting unspent levy funds into SMEs, Urban Partners has created a collective impact greater than any individual business could achieve alone.

Through this programme, Urban Partners is committed to expanding reach, mobilising training providers, and supporting businesses in Camden and Islington.

Key Highlights:



Supported 30 SMEs in providing placement opportunities for 50 apprentices



Focused on priority sectors: construction, green skills, digital, hospitality, and creative industries.



Included line manager training, Good Work Health Check consultations, and consider diversity & inclusion best practices.



Strengthened local talent pipeline and ensured sustainable business growth.

Supporting Youth through Creative Education

Education, employment and skills development

Urban Partners collaborated with STORE STORE in 2024 to provide after-school clubs and workshops for Camden state school students. These sessions fostered creative skills and career pathways, offering students hands-on experience in:



Furniture design



Digital arts



Ceramics

“ We want all young people to 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

Urban Partners Community Fund: Investing in Local Impact

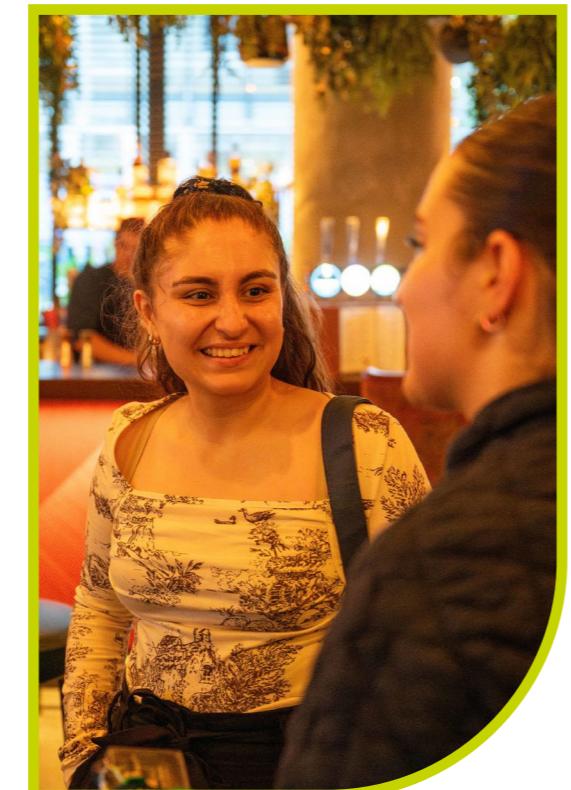
The Urban Partners Community Fund was established to support grassroots initiatives that enrich young people's opportunities, promote sustainability, and align with UN Sustainable Development Goals.

Key Highlights:

Grants of £500 to £1,000 awarded to local businesses and charities.

Priority focus on education, economic growth, and sustainability.

Reviewed by the Executive Committee to ensure strategic alignment.



This fund ensures Urban Partners can support impactful projects outside of core objectives, empowering local organisations to create lasting positive change.

To learn more about the community fund and how to apply, please visit urbanpartners.london.

Other Notable Activities in 2024

Work Insights Programme

Member businesses (LNER and HAVAS) hosted workplace introduction sessions for young people.



Islington Empower Programme

Urban Partners supported year 9 students at risk of becoming NEET (Not in Education, Employment, or Training).



Wellbeing Walk Expansion

After securing planning permission in 2023, Urban Partners worked with Camden Council and local landowners to prepare for the southern route installation.



Women's Network Launch

A new platform was established to connect women from all member businesses, fostering cross-sector knowledge-sharing.

Event Managers & HR Networks Relaunched

- Event Managers Network (formerly PA Network) keeps businesses updated on local event opportunities.
- HR Network connects HR professionals across Urban Partners' members to share best practices.



Supporting School Wellbeing

Continued funding of Maria Fidelis' Wellbeing Garden, providing a green space for students.

Urban Partners 2025: Strengthening Community Impact

Looking ahead, Urban Partners will continue to focus on economic development, youth engagement, and social value. Our 2025 initiatives include:

Expanding World of Work (WOW) Week

- Offering real-world challenges to enhance problem-solving and professional skills.
- Strengthening partnerships with businesses and educators.

Enhancing Workplace Insights

- Deepening student exposure to local industries.
- Strengthening ties with the Camden STEAM Board to align with educational goals.

Growing Apprenticeship Support

- Helping SMEs access funding and training.
- Creating 30-50 new apprenticeships in high-priority sectors.

Completing the Wellbeing Walk South

- Installing signage and wayfinding improvements.
- Exploring further expansion based on WOW Week insights.

Strengthening Employee Engagement

- Expanding networking groups and skill-sharing opportunities.
- Increasing support for volunteering initiatives.

Investing in Community Grants

- Continuing the Community Fund to support grassroots initiatives.

Revamping Urban Partners Digital Presence

- Launching a new website to better serve members and the community.



Conclusion

2024 has been a transformational year for Urban Partners, filled with milestones in youth engagement, business support, and community investment.

With a strong foundation in place, we are excited for the opportunities ahead in 2025. Thank you to our members, partners, and supporters—your dedication ensures that we continue to make a lasting difference in King's Cross, St Pancras, and Euston.

Together, we are shaping a stronger, more connected community.



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.

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.

Partnership and collaboration
Join other similarly minded businesses in the local area.

Connect with the community
Access our broad network of local partners and stakeholders.

Impact
For many businesses, we can achieve more collectively. 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

Acknowledgements

Urban Partners wishes to thank the following individuals and organisations:

- ▶ Wendy Spinks for another fantastic 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 2023
- ▶ 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 2023.



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