

angel.london

**ANNUAL  
REVIEW  
2016/17**



### **Says Christian Malign of Kipferl:**

"Recycling is close to our heart – our recycling rate is around 80% - and I can always rely on angel.london to support us in our efforts, whether it is the collection of paper and cardboard, coffee grounds or even the occasional pallet to be disposed of. Thank you for a great and important service to our business!"

# SEE WHAT WE'VE GOT TO OFFER

"Brexit has created some very uncertain times and anxiety about how it will impact the City and affect businesses here at the Angel.

I'd like to reassure you that we will focus on what we do so well which is keeping the Angel Town Centre clean and safe, making our commercial area the best place to do business in. With the successful renewal of the BID in October 2017, our nine-officer Angel Police Team will continue to be out on the streets dealing with anti social behaviour and retail crime. Our cleaning and recycling contracts will be maintained and our rapid response service improved by expanding the team. Look out for our new ambassadors who happen to be your much cherished recycling team.

We're campaigning for a reduction and revaluation of business rates which may adversely affect our smaller

businesses and licensed premises. We are here to advise on the things that affect your business locally - planning issues, rates and enforcement are everyone's most common queries but we try to find a way forward for every problem you have, starting simply with finding the right person to speak to. At the other end of the scale we shall continue to enhance the commercial environment by fighting against permitted development rights which allow business premises to become residential, diluting the retail and hospitality offer.

We value our small retailers who give the Angel its character and are looking to actively engage with more landlords to encourage the right retail mix. We will soon be offering professional advice on the presentation of shop fronts to keep the Angel looking the way it does and enhance the appeal of the area.



As shopping habits change and the high street leans more towards services, our night time economy grows in importance. Our highly-praised Angel PubWatch group manages the area expertly, which generates confidence for our five wonderful theatres which all play their part in our reputation as a cultural destination. We know Angel's lively offer has certainly been a factor in the number of new business relocating here.

This year Angel has attracted some major creative and tech hubs which perfectly demonstrates the confidence businesses have in the area. Their trust is well-placed. Whatever challenges lie ahead – we will deal with them."

*Christine Lovett*

Christine Lovett,  
CEO  
angel.london





**Says James Freeman of James Freeman Gallery:** "The angel.london team has done a tremendous job following the flood. They were on hand from the very start to help coordinate the clean-up and keep everyone informed, and since then have taken up the responsibility of supporting businesses as we enter the process of dealing with Thames Water and their insurers. A crisis like this really tests the mettle of all those affected, and when disaster struck, angel.london went over and above their remit to provide real support to the local community and business."

# STRENGTH IN NUMBERS

We were re-elected for another five years after campaigning on a ticket of being good value for money, listening to what businesses want - and delivering it. We are your single point of contact for everything your business needs – just try us.

We have extended the BID boundary along Upper Street and Essex Road, which means welcoming 80 new businesses into our community.

We are determined to reward everyone's loyalty by keeping our Angel lively and popular so your business will thrive, encouraging more investment here, and representing your best interests on local matters and in national issues every chance we get.

Street team (left): We were so impressed by the way Islington Council's street teams and our recycling boys rolled up their sleeves and helped clear up after the Camden Passage flood that we wanted to say a BIG formal thank you and took them out for breakfast.

120 people attended our recent Community Security Zone anti terror training//**39 businesses visited weekly by Angel Police Team**//37% reported crimes resolved//**£350 a year average saving for businesses using our free recycling**//5 miles of streets swept daily//**2 x elephants' weight of paper and cardboard collected a week**//our recycling service means 6 less lorries' worth of traffic & pollution at Angel daily//**15,000 signatures on our anti-business rate rise petition handed to the Treasury**//leading the fight for flood compensation for 30 Angel businesses//**10 businesses voluntarily paid to join angel.london to benefit from our services**





### **Says Seanan O'Rourke from Slim Jim's bar:**

"The night time economy is a major contributor to the wealth of the Angel. Making sure the environment is fun yet safe is a huge undertaking, not only for us licensees but also for the police and Islington Council. angel.london makes sure we are all working together. Not only do we have the Angel Police Team at our disposal but can also rely on Operation Nightsafe and Park Guard. Being awarded Purple Flag three years running means we have consistently achieved a very high standard for our night time offer here at Angel - and we plan to keep it that way."

# SAFER MORE SECURE ANGEL

## **2016**

We are pleased to introduce our new Angel Police Team sergeant Neil Fraser. Neil already knows the Angel well and is keen to meet as many of you as possible. You're welcome to see him at our office at 2.30pm every Monday or arrange a visit to your premises by calling the police team hotline exclusive to all angel.london members.

angel.london's most important role is to cut crime. It's the main reason a BID was set up at Angel. Our nine officers funded by your BID levy are dedicated to tackling crimes that can daily affect you, your staff and customers - shoplifting, anti-social behaviour, mobile phone and bag snatches, violence, burglary and bike theft.

More and more businesses are confidently reporting crimes that they know will be taken seriously. The team are now regularly tackling organised begging and illegal street trading,

while offering bespoke security training including helping bank staff to spot vulnerable customers and all frontline staff in spotting fraudulent ID.

We aspire to be London's safest town centre - we know the presence of our officers sends the message that Angel is a no-go zone for criminals.

Our police team also support our work with Met Police counter-terror teams increasing the Angel's resilience to threats of all kinds. We set up our Community Security Zone to bring together key organisations creating a cohesive, united approach to security. Counter-terror experts share the latest intelligence and advice, meaning everyone can play a pro-active part in keeping the Angel safe. Our workshops offer everyone access to business continuity templates and best practice for emergency situations.

## **2017**

- NEW WhatsApp message group so retailers can keep in instant touch, following the success of our PubWatch group where licensees quickly share details of incidents and images of suspected criminals
- increasing the number of businesses signed up to our CSZ for greater awareness of counter-terror initiatives
- contribution to roaming CCTV targeting crime hotspots identified by police and the council
- more Angel Police Team training exclusively for BID members to combat retail theft
- more face-to-face meetings between businesses and the police team to discuss security concerns
- better engagement with businesses in closed centres such as Angel Building and the BDC regarding security issues.





**Says Matt Crawford of After Noah:**

"When business rate rises were announced, angel.london was a huge source of help and advice, and instrumental in bringing the business community together to take the fight to the Chancellor. They organised a well-supported Islington petition gathering thousands of signatures, and a variety of angel.london businesses took it to Downing Street. Now, angel.london must keep this issue at the top of its agenda and pursue it with the utmost vigour until the matter is satisfactorily and fairly resolved."

# CARING FOR THE ANGEL, KEEPING IT CLEAN, AND SUSTAINABLE

## 2016

We have agreed standards of street cleaning with Islington Council, which does a great job, but our members demand a higher level of cleansing and presentation so their customers and employees have the best experience possible. As well as our extra sweeping and jet-washing, we're introducing a brand new Up Your Street Service where you tell us which grime hotspots need deeper or more regular attention.

We're also on hand to help solve those annoying issues – graffiti, fly-tipping, dumping, spills or broken paving and trip hazards. Tell us if you see anything - we are determined to action things the day they are reported.

And that's not to mention our seven-day recycling service that puts money back in everyone's pockets. All angel.london members are encouraged to sign up.

## 2017

- we'll be looking at a variety of ways to engage everyone in reducing emissions and improving Angel's air quality. We're encouraging fewer freight deliveries through companies doubling up, restaurants installing environmentally-friendly induction, streamlining the number of recycling companies collecting, and promoting cycling to work.
- new rapid response ultra clean graffiti and spills service
- targeted jet-washing outside businesses who need it, particularly in Chapel Market every Monday
- increasing businesses recycling by 33%
- looking at reducing the cost of utilities through bulk purchasing
- increasing by 33% the use of our office furniture and equipment exchange

- more engagement with landlords to keep the Angel sustainable with the right kind of retail offer. Pop-ups in empty properties are good for sharing business rates
- supporting the expansion of our night time economy. We are proud of the pro-active way it's managed by PubWatch - run by our licensees and supported by angel.london - hailed as an example of best practice among police and licensees across the capital
- more summer flowers
- investment in even more dazzling Christmas lights in even more areas.





## Says Miranda Pitcher, Head of Development at Little Angel Theatre:

"Little Angel Theatre is a long established arts venue which has been embedded within the Islington community for over 55 years, so joining angel.london as a voluntary member felt like the perfect fit. Being part of the angel.london network has enabled us to forge new and positive links within the business, cultural and community landscape – helping us to achieve our aim of bringing great art and creative activities to the area. In addition angel.london have been hugely supportive of our community outreach programme and our new Creative Learning Centre on Sebbon Street."

# CAMPAIGNING, PROMOTING, AND SUPPORTING BUSINESSES

## 2016

We've been listening to what matters to you and turning it into action. Established businesses are moving their headquarters here because we've made Angel a safe and exciting place for their employees to work, and in turn the creative buzz in this environment attracts fledgling companies and footfall. And we're building on these daily so the town centre stays vibrant and busy.

- actively campaigning against government policy that makes it easier for landlords to convert their properties from commercial into residential use. Permitted development rights increase the value of properties but can kill a high street. We are determined to make sure our high street stays full of thriving businesses with a great offer.
- business rate rises affect every business here at Angel, with some facing such increases

they will need to close. We have been leading the borough-wide fight against the increases, gathering a huge 15,000 petition that three angel.london businesses presented to the Treasury.

- leading the fight for compensation to help flooded businesses get back on their feet by representing them at regular meetings with Thames Water and Islington Council, and keeping them up to date on all developments.

## 2017

- putting Angel on the map as a cultural destination, London's exciting town centre full of surprises
- new Angel ambassadors offering a warm welcome for your customers and visitors. They'll be a friendly face, your point of contact for our services, the eyes and ears of the Angel, checking out

security while doing a daily environmental audit and dealing quickly with fly-tipping or spills

- promoting the re-opening of all Angel businesses after the flood
- managing the implications of the Crossrail 2 development in our businesses' interests, safeguarding our heritage and creating the right kind of development, always safeguarding the best interests of business community
- securing business rates refunds for every business affected by utilities' disruptions



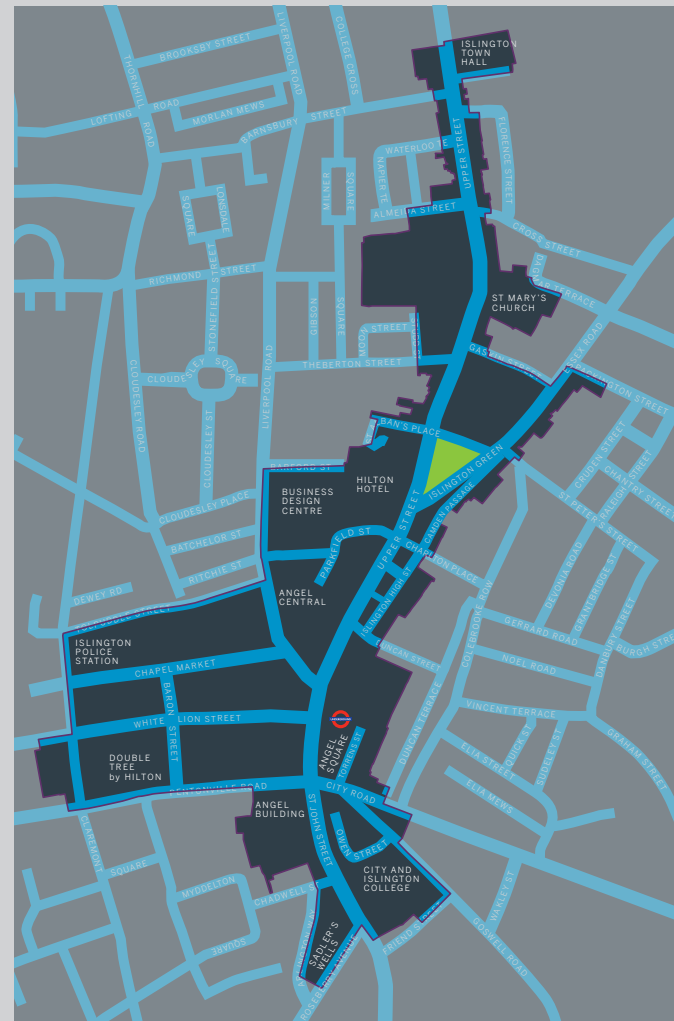


**Says David Twydel, chair of Chapel Market traders:**

“Working alongside angel.london keeps Chapel Market up to date on everything that might affect us, particularly how the Crossrail development could impact the market every step of the way. We trust angel.london to do the right thing strategically for businesses and traders.”

# BID AREA

The BID covers 43 streets around the Angel and includes 564 properties, including large office blocks, workshops, international hotels, small cafes, industrial warehouses, pubs, bars, restaurants and major chain stores, are liable for the levy.









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