



# ANNUAL REVIEW



## STRONGER TOGETHER

"Now we've taken Angel out of London's top ten crime hotspots, our focus is on bringing people together for the warmest welcome at the Angel.

We have worked across the generations with businesses to encourage both employment opportunities and an exciting town centre for younger people, and a more appealing Angel for older people, making happen their wishes for deals, opportunities and quiet places to be.

Our team approach sees the Angel Police Team busy making the area safer, developing trusting and confident relationships with businesses through regular visits and their invaluable security and stock loss training sessions. Our Recycling Team are embedding themselves in the community, not only cheerfully collecting everyone's waste but also becoming our eyes and ears, reporting anything that's wrong and also guiding visitors to where they need to go.

We are encouraged by the growing popularity of our online Angel Crime Fighters website, creating a community where businesses share incidents, photos and warnings about what's happened. This instant communication means all our bars, pubs and venues can enforce their agreed 'Banned from one, barred from all' policy for a safer night out.

Its our joined up, integrated approach that makes everything we do more efficient and even better value for money for you."

*Christine Lovett*

**Christine Lovett**  
CEO angel.london

**Says Gerard Levy of Spice Shoes**  
"We were always happy with Angel bid services whilst in Upper Street so, despite moving to a slightly smaller shop in Camden Passage, we were delighted when we were told that we could still use all their services but as a voluntary member. Their free recycling still saves us a fortune!"



angel.london CEO Christine Lovett pictured with members of Angel Police Team dedicated to businesses.

## SUMMARY – HOW 2014 ADDED UP

Last year we promised to promote and celebrate the Angel as a destination, attracting more visitors and encouraging Islington residents to spend more time here. Indeed the figures show that more and more people are coming out of Angel tube every day, working, shopping, eating and drinking, and sampling all the Angel has to offer.

We are striving to deliver tangible benefits for all our 420 businesses – saving money through our free recycling, attracting and retaining staff and clients through an improved and safer town centre, encouraging investment to benefit everyone and representing the best interests of our members.

We are hoping to soon reward everyone's being here and staying local with a loyalty card that all businesses and staff can take advantage of.

**12 beggars** a week are **moved** on and given appropriate **support**

**£330** a year average **saving** for **businesses** using our **free recycling** (often more than their BID levy)

**£69,000 in total saved** a **year** by **businesses** using our **FREE recycling**

**61%** of all **BID** businesses **saving money** on free recycling

**8 tonnes** paper & cardboard **recycled weekly** = 104 trees saved

20 key businesses formed our Community Safety Zone

**18 metres graffiti** instantly **removed monthly**

**520 hours** Angel **Police** Team working on the streets **weekly**

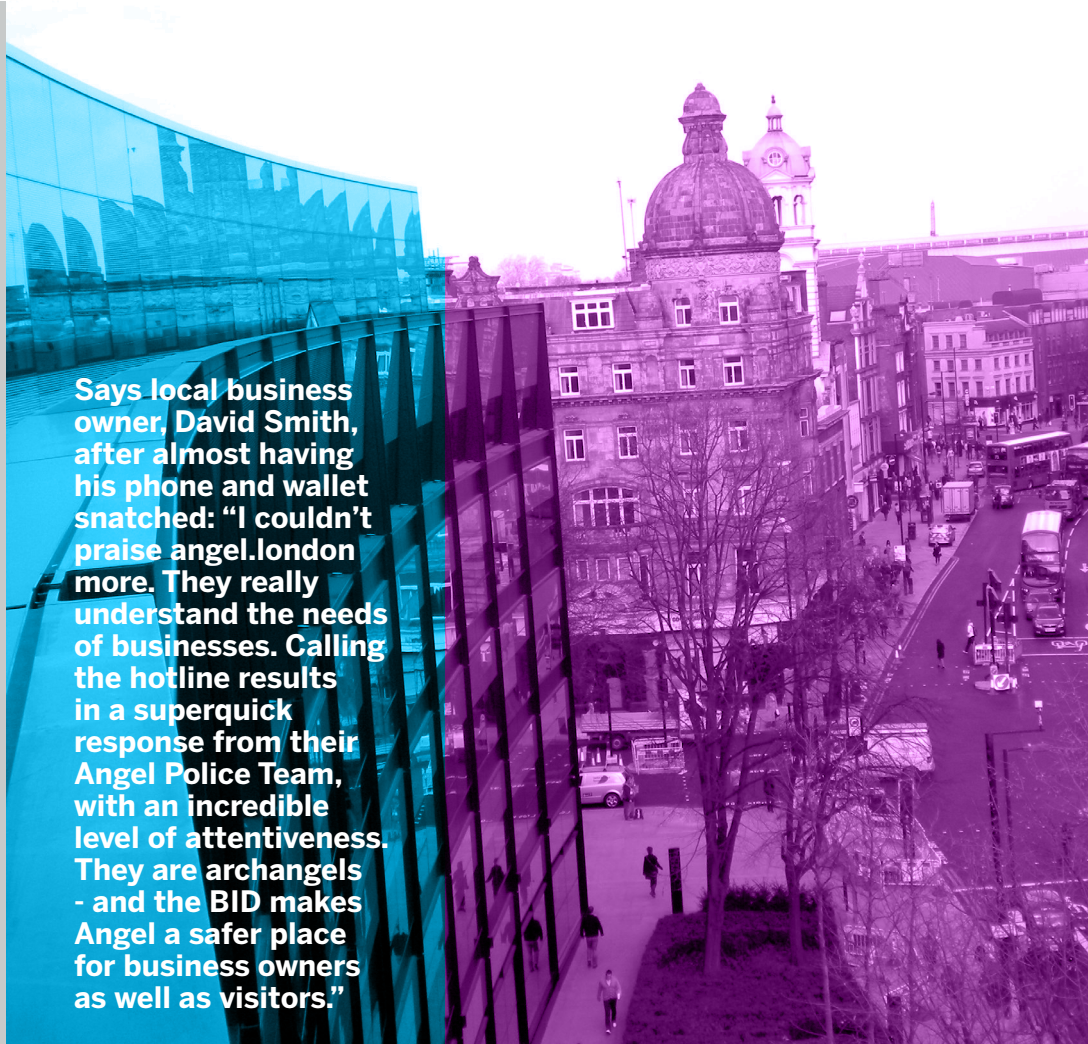
**131 fewer phone snatches** than last year

**doubled the number of businesses saving money** recycling coffee grounds

**271 businesses** registered as **Angel Crime Fighters**

**175 businesses** trained in counter-terror or **fake ID**

**20 bins disinfected weekly**



**Says local business owner, David Smith, after almost having his phone and wallet snatched: "I couldn't praise angel.london more. They really understand the needs of businesses. Calling the hotline results in a superquick response from their Angel Police Team, with an incredible level of attentiveness. They are archangels - and the BID makes Angel a safer place for business owners as well as visitors."**



## SAFER MORE SECURE ANGEL

### NOW

We are still the only UK BID with a dedicated police team and our Angel officers continue to cut crime and anti-social behaviour through plain-clothes operations or a high-visibility uniformed presence. The Angel not only gets safer, but feels safer too. An increasing number of BID businesses are reporting crime because they know they will be taken seriously and incidents investigated.

### OVER THE PAST YEAR

- 151 fewer people had phones or bags stolen
- 4 new non-BID PubWatch members paid to join
- 2nd year awarded Purple Flag for a safe night time economy
- 60 police decoy operations with bikes and phones
- hard line tackling persistent beggars – sent to court & fined
- 20 police visits to businesses weekly
- 45 incidents responded to weekly
- 70 extra uniformed patrols through setting up the Community Safety Zone
- 38 PubWatch members

### NEXT

- setting up Angel Crime Fighting Partnership to synchronise our seven crime reduction initiatives
- campaigning for more CCTV on Upper Street
- achieving 24-hour security at the Angel through co-ordinated working with street patrol Parkguard
- extending Angel Crime Fighters website to the rest of Islington
- reformed professional shoplifter giving advice to shops on their security
- improving our retrieval rate for CCTV footage from businesses



**Says Megan Shirley, Cancer Research Health Community Engagement Officer:**  
**“Dear Angel Police Team thanks for the self-defence training for our 23 staff – it will give them so much more confidence when they’re out on the roadshow campaigning.”**

Simon Tait of After Noah receives security advice from Angel Police Team

## KEEPING THE ANGEL CLEAN AND SUSTAINABLE

### NOW

The increasing number of new offices, shops and cafés moving to Angel say one of the reasons they're enticed here is the quality of our public realm. Not only do we work with Islington Council upgrading the pavements and removing trip hazards but our street-team is always busy cleansing, jet-washing, removing fly-tipping and spraying away graffiti instantly it's reported.

Our friendly and efficient Angel Recycling Team have just been nominated for two national awards and we've expanded our FREE service to SIX recyclables SIX days a week – saving many businesses MORE than they pay in BID levy.

- £330 a year average saving for businesses using our free recycling (often more than their BID levy)
- £69,000 saved a year by businesses using our FREE recycling
- 40 tonnes paper and cardboard collected monthly
- 207 BID members signed up for recycling
- 200 interactions with businesses every day
- 35 bus stops & kiosks washed down weekly
- 10 hours jet-washing pavements at weekends
- 20 visitors a week given help & directions

### NEXT

- developing a more ambassadorial role for our recycling team, praised for their friendliness, all local and best-placed to steward visitors in the right direction
- training the recycling team to become an integral part of the Community Safety Zone, watching out for anything suspicious
- extending our plastics recycling
- continue improving the public realm in the way we're currently working with Islington Council outside Tesco on the green, removing trip hazards and solving major noise issues
- improving our swap shop to make sure all charities know immediately what office furniture and catering equipment we can deliver FREE from other businesses



**Says Joanna Theoklitou from the CoffeeWorks Project: “Just want to say a BIG thanks to the Angel recycling boys who are always really helpful and efficient.”**



Angel Recycling Team Damion, Rhys and Ash



# PROMOTING ANGEL AND SUPPORTING BUSINESSES

## NOW

We are promoting our strong Angel identity to bring in visitors and consumers, and enable businesses to attract and retain staff in a better working environment. We have worked with RBS to open their courtyard as a tranquil place for everyone to enjoy meetings, coffee and lunchtimes.

We are speaking as one strong voice on behalf of businesses, representing our members in their relationships with public agencies on matters such as planning, licensing, and penalty fines.

We are becoming London's most age-friendly town centre. Partnering three local pensioners' groups, our Age-friendly Angel is gathering pace (and national recognition).

- 9 years of dazzling Christmas lights
- 9 trees sparkling outside St Mary's Church Oct – March
- seventh award in seven years for Best Town Centre in London
- promoting 10 member businesses a day on social media
- advising 20 businesses a week on planning, licensing or recycling
- promoting indie businesses such as Loop in national contests

## NEXT

- loyalty card supporting businesses and saving money for users
- new consumer-facing web presence promoting all our members
- supporting the heritage of the Angel as Crossrail 2 decisions are made
- events on Islington Green including food festival, age-friendly picnic
- real estate survey so we can better communicate with landlords and keep the Angel sustainable and interesting
- establish better email communications with all businesses
- 2015 saw the first-ever age-friendly festival and we were so delighted with how businesses responded with offers and support we plan to make it an annual event



**Says Jane Chambers of Age UK Islington:**  
**“Thank you angel. london for hosting such a wonderful party to show our volunteers how much we appreciate them. Angel has a lot to offer local older people and businesses are demonstrating how they can make a difference to people’s lives.”**

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**the little things we do** taking away moving-in materials from **Crepeaffaire**...recycling plastic chairs, metal filing cabinets and trolleys from **Medical Architecture** in Arlington Way...80 boxes of out-of-date literature from **Kaplan Financial**... given 50 Chelsea handbag clips free to the **Wenlock** pub... recycled an ironing board from **Bolt Burdon**... ..bulk cardboard collection from **Face Creative** printers... rehoming bookcases from **Bolt Burdon** to 12 local workers...recycled old programmes from the **Almeida Theatre**...taken brewers mash from **The Brewhouse & Kitchen** to feed local farm animals...removed office furniture from **The Environmental Investigation Agency**...recycled paper files and brochures from **Hamptons**...and unwanted chairs from the **Angel Inn**... donated used printer cartridges to the **Dogs' Trust** (don't forget to put yours out)... ..big collection of cardboard from **Tangible Benefits**...recycling a vacuum cleaner from **Eye Level** opticians... removed graffiti from the front of **GH Media** in Goswell Road within two hours....recycled leather office chairs from **Equanimity** financial services...moved on beggars from outside **RBS Bank**...lobbied TfL to repaint the railings outside the **Angel Central**....moved on illegal stalls outside Angel tube... ..collected cardboard from **Superdry** store refit....took away a pallet from **James Freeman Gallery**...  
**what can we do for you?**

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