

22nd November 2010

London Midtown businesses' masterplan for growth

450 business representatives, council officials and community leaders gathered at the renovated Savoy Hotel on Wednesday evening to hear The Midtown Business Club's progressive plan for the year ahead and to celebrate its work in networking support, area marketing and providing a shared voice for businesses in Midtown, London. The Club, established by founding members Farebrother, Land Securities, CBRE and RBS three years ago and which has Deloitte, Mishcon de Reya and The Crown Estate as members, has just welcomed its 140th corporate to its ranks.

Chairman Alistair Subba Row of Farebrother set-out the Club's four-point plan to collectively create:

- A 20 year masterplan for Midtown including environmental, transport and public realm improvements
- An international place marketing strategy that celebrates the collection of world-renowned 'villages' that make up Midtown
- A sound stakeholder network to establish a pro-active voice for Midtown, at all levels of government
- A continuing platform for the generation of new business for member companies.

Alistair, who is Managing Partner and Head of Investment and Development at Farebrother commented "Midtown is an established and growing Central London business district with an interdependent economy, not reliant on a single sector. The Midtown Business Club gives the area's businesses a voice as well as clear plans to ensure that this historic part of Central London remains a leading, world-class business location. We hope that private businesses and the public sector will join together behind the plan as a force for real change."

Speakers at the event were in support of the changes. Fred Cerullo, President/CEO of New York's Grand Central Partnership and adviser to Mayors Bloomberg and Giuliani detailed the benefits of working together in partnerships and how uniting business communities is the key to a successful City, and Ross Walker, Economist at RBS delivered a timely and informative economic forecast.

ENDS

Notes

Further images from the Dinner and of the speakers are available.

Midtown Business Club

The Midtown Business Club is one of London's fastest growing business networking groups. The Club provides networking events and business contacts through its active membership and Directors, the local authorities, Transport for London, Emergency Services and many other key organisations. The Midtown Business Club is a not-for-profit organisation focused on:

- Providing new business opportunities for Midtown businesses
- Promoting Midtown as a business location
- Representing Midtown businesses.

Launched in 2007 by founding members Farebrother, The Royal Bank of Scotland, Land Securities & CB Richard Ellis, the Club's membership includes businesses, investors and friends, all committed to ensuring that Midtown continues to grow as a world class business location, long into the future.

Farebrother

Farebrother are property advisers and chartered surveyors offering a full range of property services in the Centre of London, specialising in Midtown and Southbank. Founded in 1799, the Practice acts for funds, estates, property companies, occupiers and private individuals, including Scottish Widows, PRUPIM, The Governing Body of Rugby School and Delancey.

Midtown

The Midtown office market broadly extends to Euston Road in the North, the Thames in the South, Farringdon Street/Road in the East and Trafalgar Square/Tottenham Court Road in the West. Major occupiers include Goldman Sachs, Deloitte and Warner Bros. The proportion of occupiers from creative sectors; fashion, media, internet and IT has increased in recent years, with brands such as Grey London, McCann Erickson, Agent Provocateur and Ben Sherman relocating to Midtown.

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