

SINGAPORE

Singapore River Business Consultancy

The Singapore River precinct, with three distinctive quays – Boat Quay, Clarke Quay and Robertson Quay – is the historic heart of the city and the foundation upon which Singapore has been built. Its diverse offerings and welcoming ambience are a draw for both locals and visitors. Its preservation and continued vitality are important for reasons both economic and cultural.



Background

The individuals who have invested in £6B worth of properties, businesses and residences along the Singapore River see its great potential to be a world-class, mixed-use destination. Historic shop-houses meld with new structures along a three kilometer stretch of entertainment and attractions, food and beverage (F&B) outlets, offices, hotels and residences in one of the city's oldest precincts to create an environment unique to Singapore and the region.

Yet while investments to increase the vitality of Singapore River have been made in the past 20-30 years by both the public and private sectors, stakeholders recognize that the potential of this distinctive place has not been fully realized.

The Singapore government engaged The Mosaic Partnership in a £400,000 commission. In an extensive two-year process to bring stakeholders together in a first-of-its-kind effort to cooperatively determine a future for the aging Singapore River precinct. What began as an opportunity to explore how public and private sector stakeholders could work together to improve one of Singapore's most important – yet challenged – areas, turned into a ground-breaking new approach to managing a place. The complex process included the engagement of more than 300 private property owners, merchants

and residents along Singapore River's sprawling 3-km stretch incorporating three distinct quays and their offers, and the participation of more than a dozen government agencies.

Together, they challenged old methods and negative perceptions to bring life to a new vision for Singapore River which effectively pays homage to its past, addresses its present challenges, and creates an achievable and well-supported brand and identity for the future. The work together gave birth to more than just a vision... it resulted in the creation of a new public/private partnership to lead the way forward in creating a stronger Singapore River.



Objectives

The key objectives of the study was to:

- Increase footfall, sales, property values, lease rates and occupancy rates and investment potential
- Develop the Singapore River brand, build awareness for the precinct and unify the river's three quays
- Create a cleaner, friendlier Singapore River
- Provide a safer experience by addressing anti-social issues
- Improve the overall management and maintenance of the public realm.
- Celebrate and embrace Singapore River's history
- Develop a strong private sector leadership for the precinct and a better partnership with the public sector

During the consultancy, significant consultation was done with Singapore River stakeholders to inform the business plan...

- 150+ stakeholder meetings
- 2 forums in each of the 3 quay (200+ attendees)
- Singapore River surveys (900+ responses)

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KEY FACTS

Contract Fee:

£400,000

Client:

SINGAPORE
GOVERNMENT