



**The
Fitzrovia
Partnership**
Business Improvement District

Business Plan 2017 – 2022

Delivering value for business





Cube, 90 Whitfield Street

Our vision

A WORLD-CLASS BUSINESS DISTRICT
AND DESTINATION OF CHOICE:

- ▲ **Commercial**
- ▲ **Health**
- ▲ **Education**
- ▲ **Retail**
- ▲ **Food & Beverage**

Five years of progress

members *@fitzrovia*

Over 200 of our members are directly engaged with our work programmes.



British BIDs Accreditation for Best Practice

During 2015 The Fitzrovia Partnership was awarded the industry accreditation award for best practice in BID management.



The Partnership's annual celebration of 'Eating Fitzrovia', attracting over **10,000 people** working, living and visiting the area.



Our annual celebration of furniture, raising the profile of Tottenham Court Road and its hinterland as the capital's leading destination for homeware.



Business priorities

1

SHAPING CHANGE

We will provide businesses with an influential voice to stimulate change where necessary, resolve challenges and take advantage of opportunities. We will work in partnership with, and lobby local government, to help support our business community to grow and flourish in Fitzrovia.

2

REDUCING COSTS

Increasing occupancy costs continue to challenge business in Fitzrovia. Through specialist procurement and economies of scale, The Fitzrovia Partnership will provide added value and tangible benefits to help meet members' economic, corporate and social responsibility, and environmental ambitions.

3

SUSTAINABLE WORKING

We will promote the district's approach to sustainability and environmental awareness; striving for a healthier and more cost-effective operating environment and enhancing both individual businesses and the area's environmental credentials.



SHAPING CHANGE

65m

additional visits from **Crossrail**

£35m

investment into revitalising **Tottenham Court Road**
and public spaces

Global

brands choosing **Fitzrovia** as destination of choice

“ Managing this area cannot be done piecemeal. It requires a co-ordinated approach and this is what The Fitzrovia Partnership does so effectively. ”

John Bonning Board Member
Director, **The Building Centre**



“ HMUCLH fully supports the continuation of The Fitzrovia Partnership. There is no doubt they have made a difference to the area, by improving the quality of the operating environment and helping to maintain Fitzrovia as a destination of choice. ”

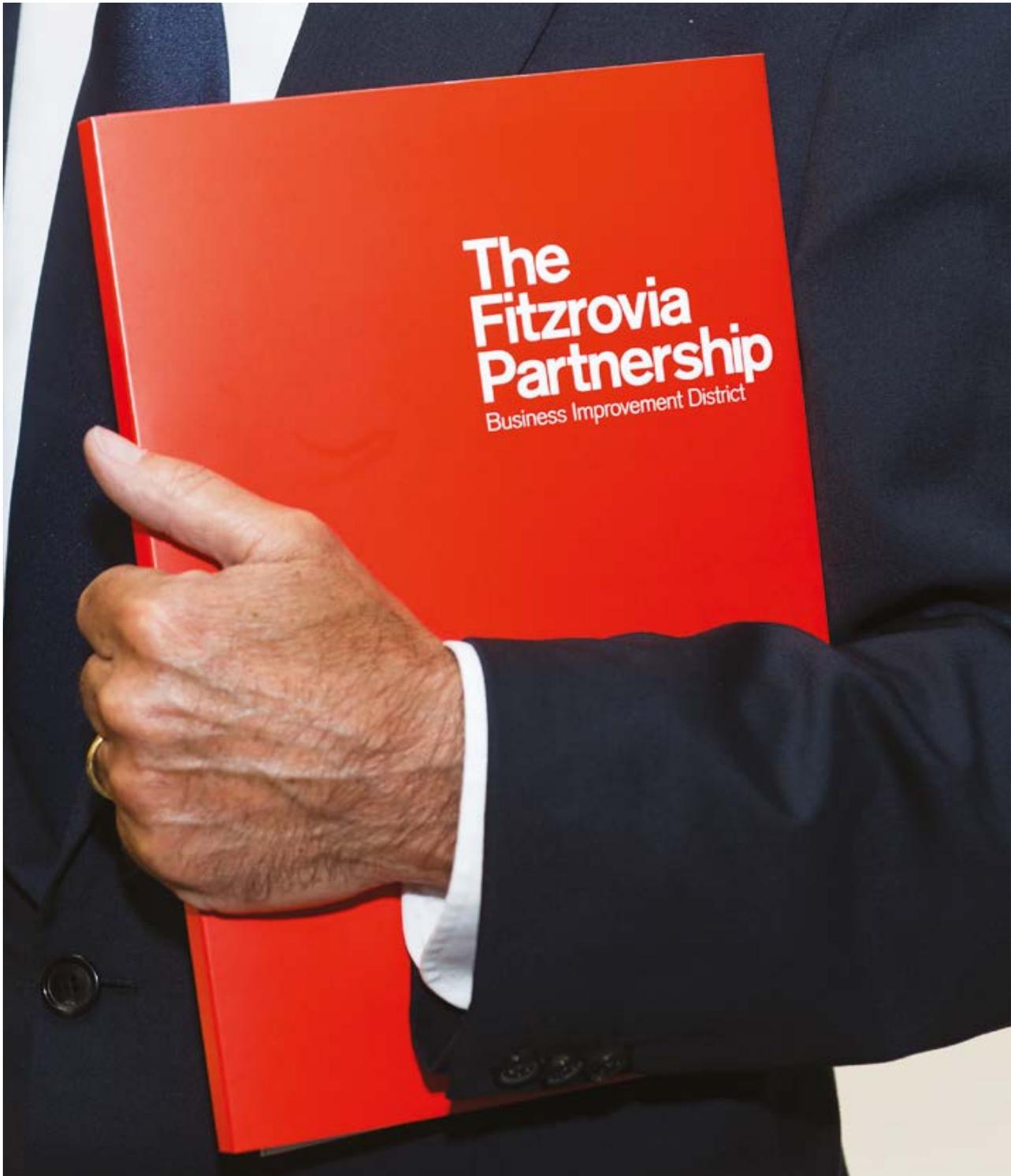
Keith Lawrence Board Member
General Manager, **HMUCLH**



The Fitzrovia Partnership provides business leadership and is a representative and authoritative voice on issues relating to the district. A leadership and advocacy programme will continue to focus on the role The Partnership plays in the broader strategic context and the relationships and activities it engages to influence ongoing economic development and business issues. The Partnership enjoys and values a strong relationship with the public agencies and in particular London Borough of Camden, to encourage greater investment in the area and an improvement in the quality of the street environment for all to enjoy.

REPRESENTING BUSINESS AND PROVIDING ADVOCACY ON IMPORTANT ISSUES

- ▲ Improving air quality
- ▲ Reform of business rating system
- ▲ Mitigating disruption while building work takes place
- ▲ Improving the quality of public space
- ▲ Introducing super-fast Broadband
- ▲ Reducing the level of crime and anti-social behaviour
- ▲ Protecting the heritage of Fitzrovia





Fitzroy Place



Colville Place

RESIDENTIAL COMMUNITY

There is a significant and eclectic residential community within Fitzrovia; a community proud of the area’s heritage and status and keen to protect its future wellbeing. Engaging with the wider community, those that work and live in the area will continue to be an important part of the organisation’s work plan to help deliver an improved sense of place for all to enjoy and benefit from. The Partnership will communicate to and work with the local community and provide an opportunity for wider views to be embraced within the Partnership’s decision making.

Fitzrovia is a residential neighbourhood in its own right, as well as an area well known as a furniture and design retail centre for London. It also hosts world-renowned higher education and healthcare institutions. It is this mix of residents, students, businesses, shoppers and visitors that makes the area the attractive and vibrant place it is today.

As major connectivity and accessibility projects unfold, the neighbourhood will become more accessible to residents, workers and visitors from further afield. Increasing footfall and demand for homes and commercial space will place increasing pressure on public services and amenities.

As Fitzrovia and its neighbouring areas grow, The Fitzrovia Partnership will need to play an important role in making the most of growth opportunities whilst also helping Fitzrovia retain its historical character and attributes. By doing so The Fitzrovia Partnership can not only help to secure lasting value for businesses, but importantly retain residents and mitigate some of the day-to-day challenges of increased economic activity and footfall pressure.

“The good work of The Fitzrovia Partnership over the last 5 years has made a huge difference in Fitzrovia, providing local leadership of the business community and helping deliver a destination of choice for business. Camden Council works closely with The Fitzrovia Partnership and values the collaborative approach to the overall management of the area.”

Cllr Sally Grimson Board Member
Cabinet Member for Sustainability and Environment,
Camden Council



REDUCING BUSINESS COSTS

£1.5m

savings in business costs

150

businesses engaged in our s@vings scheme

8:1

return on investment

“The Fitzrovia Partnership has had great success in reducing operating costs by using the collective strength of the business community. We look forward to adding value to this work over the next 5 years and leveraging further investment into our district which we call home.”

Aristos Papasavva Board Member
Owner, **Gigs**



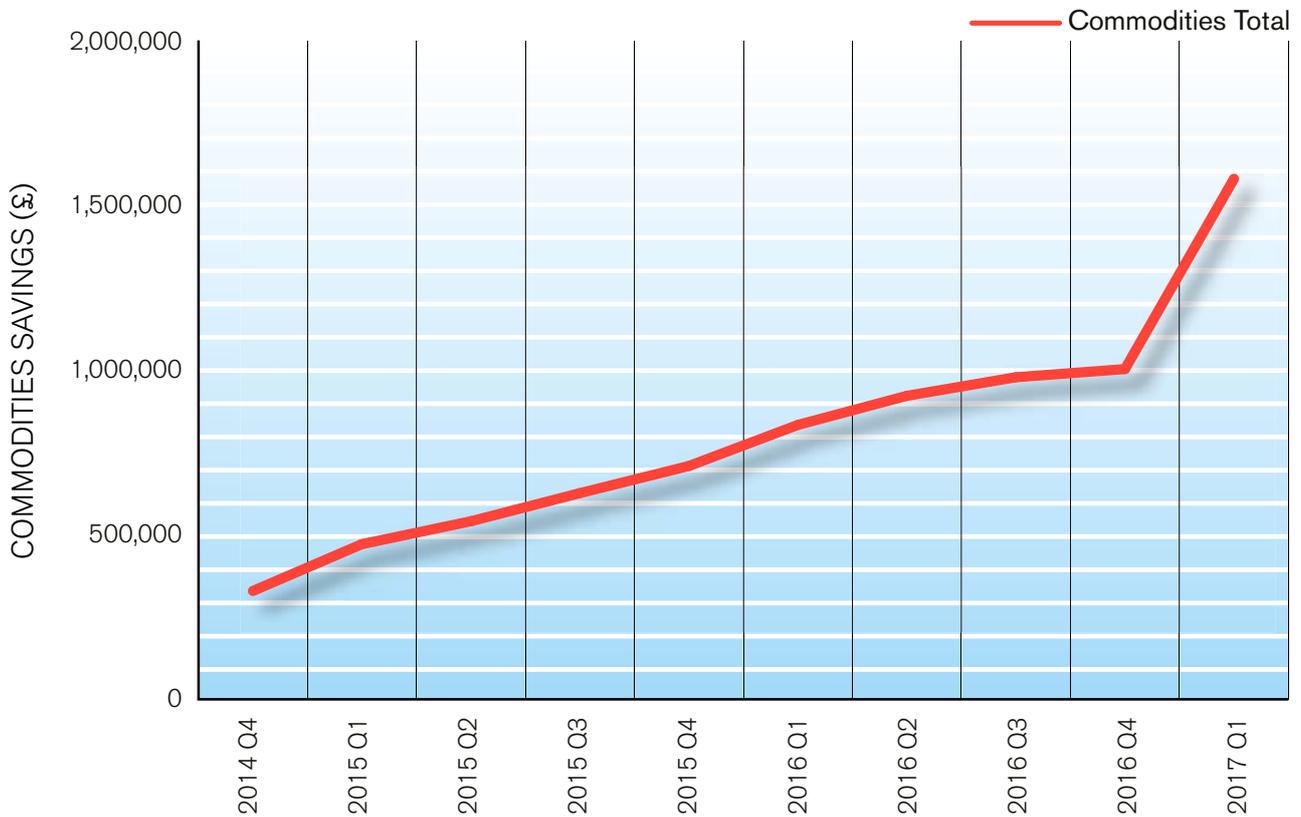
“From driving down business costs to pushing for Government reform of the business rating system and lobbying for improved environmental quality to the area, The Fitzrovia Partnership plays a crucial role on behalf of businesses, visitors and residents of Fitzrovia.”

David Byrne Board Member
Chief Executive, **The Doctors Laboratory**



SAVING BUSINESS MONEY

To date, The Partnership has identified and achieved accumulated savings of £1.5m through SMART purchasing of commodities including Energy, Taxi & Courier, Handyman, Stationery, PAT Testing, Pest Control, Telecoms, Training, Waste & Recycling and Business Rates service.



Looking to the future we will look to introduce new commodities into the scheme, work with businesses not currently engaged in the initiative and increase the number of commodities each member is embracing. Existing work will continue as commodity contracts reach their renewal once again and are tendered for best price.

Member businesses will continue to receive **FREE** Recycling as part of the **s@vings** scheme.

REDUCED BUSINESS CRIME

The Fitzrovia Partnership will employ a number of initiatives aimed at reducing business crime and will negotiate dedicated resources from the Police and the London Borough of Camden to assist in this objective.

The aim being a reduction in the number of burglaries and overall level of retail crime.



SUSTAINABLE WORKING

Better air quality

1,100 tonnes of CO₂ saved per year

Free

district-wide recycling

Less Traffic

through freight and waste consolidation

“London’s West End needs to be smarter in how deliveries are handled and to realise further investment in our public spaces. The Fitzrovia Partnership’s support on these issues are vital to the area.”

Niccolo Consigli Board Member
General Manager, **My Bloomsbury**



“The support that The Fitzrovia Partnership gives to business in Fitzrovia is outstanding. It provides a great forum for us to get together to discuss issues and common interests and how to best take the area forward. It is a well-led team that has produced some great results.”

Richard Baldwin Board Member
Director, **Derwent London**





Windmill Street, FitzPark pop-up park

A GREENER FITZROVIA

Across London, Green Infrastructure is becoming more instrumental as a means of addressing poor air quality and improving the local streetscape environment.

In order to enhance the quantity of green space in the area we will develop, stimulate and encourage:

- ▲ **Pop-up parks**
- ▲ **Living walls**
- ▲ **Hanging baskets**
- ▲ **Roof gardens**
- ▲ **The adoption of the latest environmental standards to the built environment**

We will pull together the environmental commitment of buildings and businesses in the district and communicate and promote the area's overall environmental credentials.

Green infrastructure helps cool the built environment and reduce energy consumption. It improves air quality, provides a home for wildlife, improves our health and wellbeing and creates attractive places where people want to be.

A greener Fitzrovia benefits us all.



SAFER AND
CLEANER

Security aware
resilient and prepared

9,000 hours
of additional policing and patrols

1 million sq ft
of pavement cleaned

“ The Fitzrovia Partnership works closely with the police and London Borough of Camden to provide our members with timely information and expert advice to reduce crime and anti-social behaviour. ”

David Fereday Operations
The Fitzrovia Partnership



“ We encourage all businesses to participate in The Fitzrovia Partnership's resilience initiatives. We are all stronger by working together. ”

Tom Leathart Board Member
Assistant Director, City of London



PREVENTION OF CRIME AND ANTI-SOCIAL BEHAVIOUR

Building upon our Business Crime Reduction Partnership, reducing the effects of crime and anti-social behaviour to provide a safer environment for our businesses and the community remains a priority moving forward.

Fitzrovia Business Watch – allows businesses to meet with the Police and London Borough of Camden to share and discuss details of suspects, crime trends and local issues.

Radio Link and WhatsApp – enables members the ability to share fast time information with other members.

Ambassador Service – provides an additional uniformed presence with particular respect to worker, resident and visitor wellbeing.

Enhanced Enforcement – closer working with the Police and London Borough of Camden ensures a more adequate level of Police and PCSO presence in the area.

The Partnership will continue to provide FREE crime prevention advice and equipment.

EVENTS AND PROMOTION

90%

increase in turnover in 10 years

Over 40 million

media reach from promotional activity

640,000

daily visitors enter the West End

“Events draw in people and increase footfall and are especially important in quieter months. We support and look forward to The Fitzrovia Partnership’s event programme moving forward which will help maintain the area as a vibrant part of the West End.”

Leonora Popaj Board Member
Director, **Pied à Terre**



“The Fitzrovia Partnership has demonstrated their expertise in promoting the destination successfully. Collaborating and trusting local partners such as The Fitzrovia Partnership is an invaluable resource, essential to ourselves and the destination in which we chose to operate.”

Rebecca De Souza Board Member
Head of HR, **Heal's**





FEAST@FITZROVIA

Charlotte Street is one of London's top food destinations. Feast@Fitzrovia has established itself as an annual festival of offers, exclusive dining experiences and spectacular events including The Charlotte Street Summer Fayre.

10,000
visitors

28 million
media reach

£76,000
PR value



BUSINESS INSIGHT

Research

market intelligence to assist decision making

Intelligence

through shared business performance monitoring

Events

Business to Business networking

“ The Fitzrovia Partnership has offered consistently useful information and support from both a promotional and operational perspective sharing insights on general trends in the area. I have enjoyed working with The Fitzrovia Partnership team. ”

David Berens Board Member
Partner, **Fuglers**



“ Business intelligence from The Fitzrovia Partnership is essential to understanding our trading environment and we value the insight provided by The Fitzrovia Partnership. ”

Luke Ade Board Member
General Manager, **Sainsbury's**



FINANCE

THE FITZROVIA PARTNERSHIP IS GOVERNED BY GOVERNMENT REGULATIONS. AS SUCH, ONCE A MAJORITY VOTE HAS BEEN ACHIEVED, THE BID LEVY BECOMES MANDATORY ON ALL DEFINED RATEPAYERS. THE BID RULES PROVIDE THE BASIS FOR CALCULATING THE BID LEVY, WHICH FORMS THE SUBSTANTIVE PROPORTION OF THE FITZROVIA PARTNERSHIP'S BUDGET.

BID RULES

- ▲ The BID term will be five years from 1st August 2017 to 31st July 2022;
- ▲ The BID levy will be applied to rated properties in the Business Improvement District with a rateable value of £160,000 or more;
- ▲ The BID levy will be fixed at 0.9% of rateable value using the 2017 rating list, as at 1st April 2017 (rising annually by 3% to reflect inflation);
- ▲ The liability for the daily BID levy will fall on the eligible ratepayer;
- ▲ Charitable organisations in receipt of mandatory charitable relief from rates will receive an 80% allowance;
- ▲ The BID levy will not be increased other than those specified in these levy rules;
- ▲ The eligible ratepayer will be liable for the BID levy for empty properties with no void period. Listed properties will be exempt;
- ▲ There will be no VAT charged on the BID levy.

OUR DISTRICT

All of the following streets are included in full or in part:

- ▲ Tottenham Court Road
- ▲ Goodge Street
- ▲ Euston Road
- ▲ Whitfield Street
- ▲ Fitzroy Street
- ▲ Fitzroy Square
- ▲ Charlotte Street
- ▲ Conway Street
- ▲ Cleveland Street
- ▲ Warren Street
- ▲ Maple Street
- ▲ Howland Street
- ▲ Tottenham Street
- ▲ Percy Street
- ▲ Stephen Street
- ▲ Bayley Street
- ▲ Store Street
- ▲ Windmill Street
- ▲ Alfred Place
- ▲ Chenies Street



GOVERNANCE

FORMAL PARTNERSHIPS, AND MORE SPECIFICALLY BUSINESS IMPROVEMENT DISTRICTS (BIDs), CAN PROVIDE EFFECTIVE ORGANISATIONAL MODELS, WHICH BRING TOGETHER THE BUSINESS COMMUNITY, BOTH OCCUPIERS AND OWNERS, AND THE PUBLIC AUTHORITIES, TO WORK TOGETHER FOR THE BENEFIT OF DEFINED LOCATIONS.

COMPANY MEMBERS

The company membership has two categories:

BID levy payers – commercial occupiers liable to pay the BID levy are admitted to membership in accordance with the BID Company's Articles of Association.

Voluntary members – companies and organisations that are not BID levy payers are admitted to membership of the BID subject to the approval of their application by the BID Company Board. Their application is ordinarily supported by either a financial contribution of a fixed annual sum (cash or in kind) or their strategic importance to the delivery of the BID's business objectives. Key groups include smaller businesses that choose to join The Partnership on a voluntary basis, property owners and Camden Council.



Fitzroy Street

LONDON BOROUGH OF CAMDEN

A key relationship exists between The Fitzrovia Partnership and Camden Council. The Council is the main determining authority in respect of the streets and properties in the area of the BID Company.

Two important legal agreements exist between The Fitzrovia Partnership and the Council.

- ▲ An Operating Agreement which outlines how the BID levy is collected, administered and passed over to the BID.
- ▲ A Baseline Agreement which specifies the level of service provision in the area. This agreement ensures that any services the BID provides are additional.

VOLUNTARY MEMBERS

Businesses of all sizes are important to The Fitzrovia Partnership. We maintain a voluntary membership scheme for businesses falling beneath the BID levy threshold or outside of the BID area. This will continue to give smaller businesses the opportunity to engage with, and benefit from, the BID, whilst not being compelled to contribute a mandatory levy.

An increasing number of businesses on the hinterland of our BID area have begun to show an interest in our work, particularly to the west and east of the current boundary on Cleveland Street and Gower Street. Feedback from businesses in west Fitzrovia in particular has been positive towards working with The Fitzrovia Partnership – this level of positivity has generally extended to other areas nearby.

Moving forward we plan to progress these opportunities outside our current boundaries, and work with businesses on a voluntary basis, with the potential to establish separate BID areas to operate under The Fitzrovia Partnership umbrella.

PROPERTY OWNERS

Property owners in the area will continue to be encouraged to join the organisation on a voluntary basis and help inform the more longer term objectives of the organisation. As set out in our member criteria, membership will be on the basis of a financial contribution towards the overall management of the BID or towards specific projects the BID seeks to advance.

THE FITZROVIA PARTNERSHIP TEAM

THE PROFESSIONAL AND EXPERIENCED TEAM AT THE FITZROVIA PARTNERSHIP WILL CONTINUE TO MANAGE THE PROJECTS AND SERVICES OUTLINED IN THIS BUSINESS PLAN TOGETHER WITH THE SUPPORT OF SPECIALIST ADVISORS.



British BIDs Accreditation for Best Practice

The Fitzrovia Partnership has been awarded the industry accreditation award for best practice in BID management.

Specifically the accreditation provides evidence of quality management and return on investment through service delivery. Focus is placed upon transparency, accountability, financial management and member engagement.

British BIDs Accreditation is the industry recognised standard:

Governance – Evaluating the selection process and effectiveness of the board, directors and members of the BID.

Management and Operations – Evaluating the staffing structure, contracts, and appraisals. This theme also covers insurance policies and data protection.

Financials – Evaluating the BID financial systems, ensuring professional and transparent procedures.

Performance Management – Evaluating the methods used by the BID to review performance and ensuring the views of levy payers are communicated back in to reflect the changing needs of the area.

Communication and Reporting – Evaluating the BID's communications activities, focusing on how processes and activities are reported to levy payers and how return on investment is assessed.

Using your vote

Business Improvement Districts (BIDs) are business-led and business-funded organisations formed to improve a defined commercial area. They are statutorily established once voted for by the majority of businesses in an area, and have a maximum term of five years before returning for renewal. Once a majority vote has been achieved, the BID levy becomes mandatory on all defined ratepayers. The Fitzrovia Partnership is the proposer for the BID in Fitzrovia and is the legal entity that will run the activities of the BID.

FROM 20 JUNE 2017 YOU WILL BE GIVEN THE OPPORTUNITY TO RENEW OUR BUSINESS MANDATE AND FOR THE FITZROVIA PARTNERSHIP TO CONTINUE TO WORK ON YOUR BEHALF.

To ensure neutrality, the BID ballot is administered by the London Borough of Camden Returning Officer and their Electoral Services staff. It will be arranged in line with the rules set out in the BID regulations (2004) as approved by Parliament.

The ballot needs to satisfy two tests – a majority in number of those voting and a majority in proportion of Rateable Value of those voting. The BID levy can only come into effect if these two tests are met. The BID levy is then applicable to all eligible businesses.

Voting procedures

-
- ▲ Your ballot paper will be distributed on 20 June 2017
 - ▲ You will need to cast and return your postal vote by 5pm on 20 July 2017
 - ▲ The results of the vote will be announced on 21 July 2017

All eligible businesses will be entitled to one vote per hereditament. Some businesses occupying more than one hereditament within the area will therefore be entitled to more than one vote.

A full list of businesses eligible to vote is available at:
www.fitzroviapartnership.com

To discuss this document in more detail please call
020 7755 3192 to speak to:

Lee Lyons

BID Manager

lee.lyons@fitzroviapartnership.com

Gary Reeves

Executive Director

gary.reeves@fitzroviapartnership.com

Full ballot arrangements are available at:

www.fitzroviapartnership.com

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