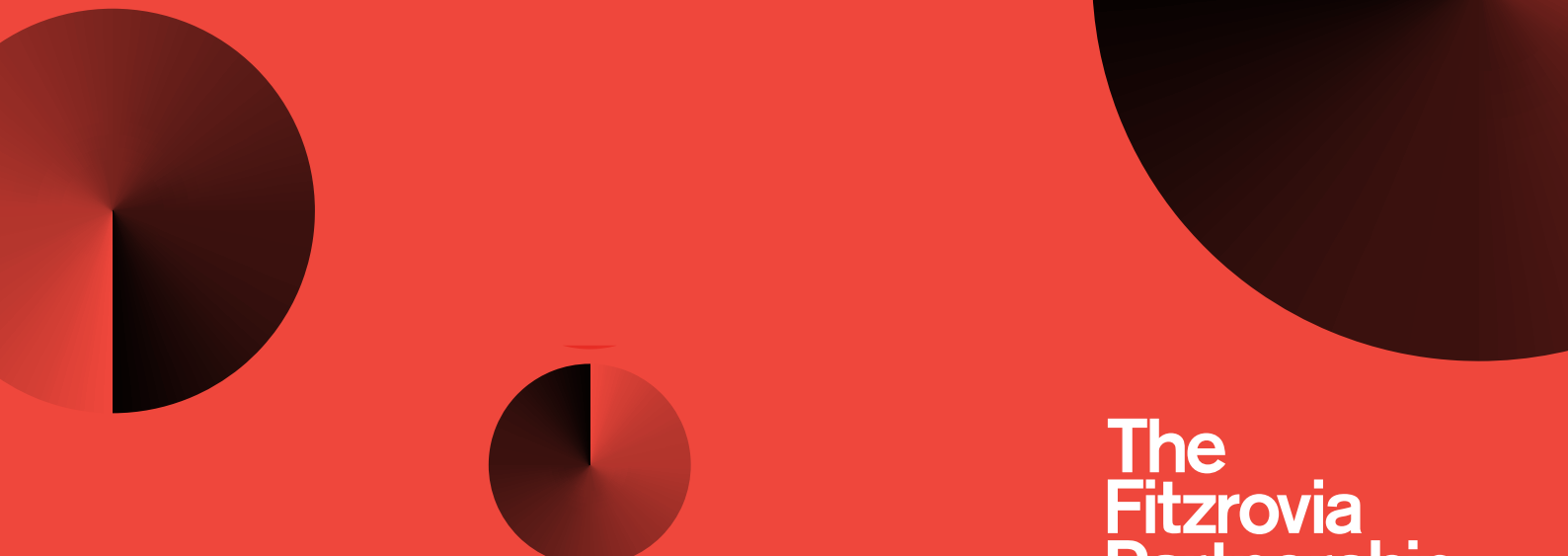




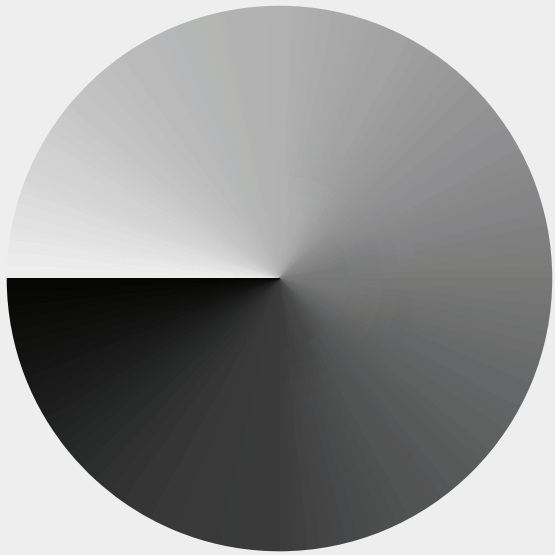
Members pack

Fitzrovia



Version update: January 2022

**The
Fitzrovia
Partnership**
Business Improvement District



Welcome

Office hours:

Monday–Friday
08.30–17.00

Out of office hours:

Please call 020 3146 4261

info@fitzroviapartnership.com

020 3146 4261

11–13 Bayley Street, London, WC1B 3HD

www.fitzroviapartnership.com

Fitzrovia and The Fitzrovia Partnership

The Fitzrovia Partnership would like to welcome you as a member of Fitzrovia's Business Improvement District (BID). This membership pack details your exclusive member services which offer tangible business and employee benefits to enhance your experience of this wonderfully unique and diverse area.

We love Fitzrovia, and we know that many of our member businesses feel the same way. People arrive in this small pocket in central London and they stay, often for many years.

It is where the large business community sits comfortably alongside the small residential population and our world-class student fraternity. It is unlike any other area in central London.

The history speaks for itself. It has been home to significant creative influencers, poets, writers, musicians, revolutionaries, campaigners, militants, eccentrics, pioneers, entrepreneurs and business leaders.

Their legacy is 'creativity'. There is no coincidence therefore that Fitzrovia provides a naturally inspiring stimulus in what is now the cornerstone of creativity.

In its current guise, it is home to large established global companies, entrepreneurial SMEs, leading flagship stores and innovative independents. Whilst the industries may change, the creativity never wanes.

This present-day hub attracts media and design, architecture, built-environment, film and production, fashionistas, writers, actors, musicians, academics, scientists and innovators from all over

the world. In fact, anyone with spirit, passion and innovative drive.

Part of our role is to represent, contribute, shape, protect, inform, enhance, facilitate, collaborate, introduce and engage whilst delivering value for money for business.

We hope you enjoy it as much as we do.

The team



Lee Lyons
Chief Operating Officer
lee.lyons@fitzroviapartnership.com



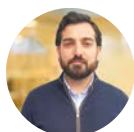
Bee de Soto
Head of Marketing and Communications
bee.desoto@fitzroviapartnership.com



Stephanie Brown
Marketing Executive
stephanie.brown@fitzroviapartnership.com



Nancy Rogers
Business Support
nancy.rogers@fitzroviapartnership.com



Farid Aliev
Place Management Supervisor
farid.aliev@fitzroviapartnership.com



Amy Gershfield
Member Engagement Executive
amy.gershfield@fitzroviapartnership.com



Zack Thompson
Member Engagement Executive
zack.thompson@fitzroviapartnership.com



Street Warden Team
ambassadors@fitzroviapartnership.com
A team of four are led by Farid Aliev

Board members

David Whittleton

Arup (Chair)

David Byrne

The Doctors Laboratory
(Deputy Chair)

John Bonning

The Building Centre

Jason Parker

Make Architects

Rebecca de Souza

Heal's

Vasiliki Arvaniti

Derwent London

Tom Leathart

City of London

Simon Wolny

UCLH

Aristos Papasavva

Gigs

Niccolo Consigli

MyBloomsbury

Fiona Clark

David Miller Associates

Warren Fry

McDonalds

Rebecca Hossack

Rebecca Hossack Gallery

Jimmy Munoz

Metro Bank

Observers**Cllr Adam Harrison**

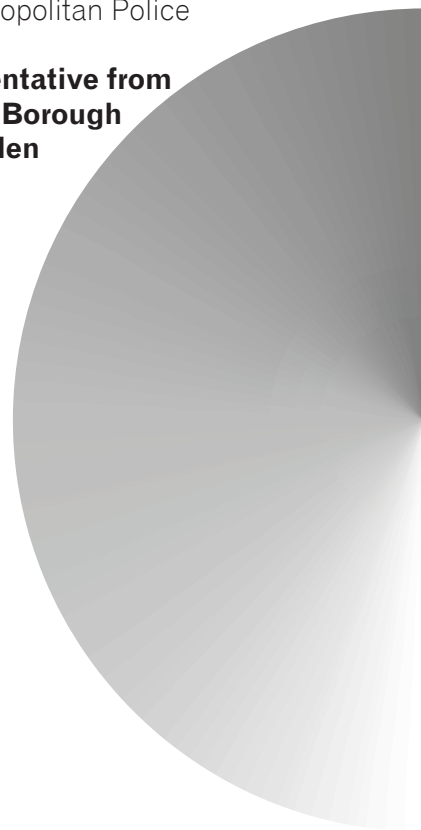
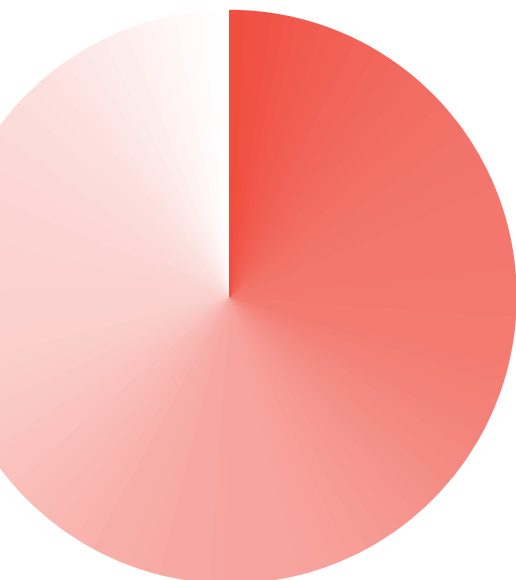
Cabinet Member,
Camden Council

Abbas Raza

TfL (Transport for London)

Insp Paul Clarke

The Metropolitan Police

**Representative from
London Borough
of Camden**

Who to contact

The Fitzrovia Partnership Team

For general enquiries, training, local and destination marketing:

020 3146 4260

info@fitzroviapartnership.com

11–13 Bayley Street, London WC1B 3HD

Office hours:

Monday–Friday

08.30–17.00

Out of office hours:

Please call 020 3146 4260

The Fitzrovia Partnership Ambassador and Street Warden Team

Please contact us for security and anti-social behaviour in the area:

07740 545 925

ambassadors@fitzroviapartnership.com

www.fitzroviapartnership.com

Member benefits

Savings and Waste

savings@fitzroviapartnership.com

020 3146 4260

Skills Training

training@fitzroviapartnership.com

Counter Terrorism Training

training@fitzroviapartnership.com

Member Marketing

marketing@fitzroviapartnership.com

B2B Collaborations and Promotion

marketing@fitzroviapartnership.com

B2B Networking

events@fitzroviapartnership.com

Latest news

Business activities, including travel:

www.fitzroviapartnership.com

Offers in the area:

www.enjoyfitzrovia.co.uk

Media Enquiries

marketing@fitzroviapartnership.com

Keeping you informed

As part of your membership, we will keep you informed by email of:

- Training
- Savings
- Security and travel alerts
- Events
- Offers
- Local news
- Insights



Safety and security in Fitzrovia

Emergency services

999

Police, Fire, Ambulance

When:

- The incident is life threatening.
- The suspect is still on the scene.

Non-emergency police reporting

101

When:

- A crime has occurred and the suspect has left.
- Crime and anti-social behaviour.
- Begging.

Local police contacts

Bloomsbury Station

Bloomsbury Safer Neighbourhood

020 8721 2693

bloomsbury.snt@met.police.uk

To share:

- Information about security issues or anti-social behaviour. They operate in the area in shift patterns so may not always be available.

 Twitter @MPSBloomsbury

Crimestoppers

0800 555 111

www.crimestoppers-uk.org

To report a crime or suspicious behaviour anonymously.

Anti-terrorism hotline

0800 789 321

When: "If you suspect it, report it"

Report suspicious behaviour such as: large purchases of chemicals; vehicle hire in suspicious circumstances; a person holding passports/documents in different names for no obvious reason; a person travelling for long periods of time but vague about where going.

Non-emergency NHS

111

Call 111 when you need medical help fast and it's not a 999 emergency.

For a doctor's appointment, please download the app, NHS Online: 111

Reporting Cleaner Issues in Fitzrovia Clean Streets in Camden



Download the app: **Love Clean Streets**

To report:

- Fly-tipping
- Litter
- Overflowing waste bins
- Dead animals
- Graffiti

Call **020 7974 4444**

To report:

- Illegal street traders
- Missed waste collections

Reporting Anti-social Behaviour, Homeless and Vulnerable People in Fitzrovia

Camden StreetSafe



Download the app: **Camden StreetSafe**

To report:

- Public drug use
- Street drinkers
- Rough sleepers
- Beggars

Our partners

MAYOR OF LONDON

The Mayor's
Office



Camden
Council



Transport
for London



Heart of London



BIDs across
London



Developers



Resident
groups



City of Westminster

Westminster Council



Community
groups



Cross River
Partnership



The Met Police



NWEC



The Building
Centre

ARUP

Arup

**Camden
Climate Change
Alliance**

CCCA

SPRINGBOARD.

Springboard



Greater London
Authority



Department of
Culture
and Leisure



Association of
Town Management

PLACEMAKING
LONDON

Placemaking
London



Institute of Place
Management

Introduction

Welcome to your membership of The Fitzrovia Partnership. Our job is to work with you to make Fitzrovia a successful, vibrant and desirable workplace for your business and employees. We bring together businesses and deliver enhanced and additional services whilst promoting a strong sense of local identity.

We represent your interests in:



lobbying and advocacy with local and national government



creating a healthier environment through enhanced public realm



developing sustainable working initiatives



local business promotion, campaigns and destination marketing



providing resources for a safer and cleaner area



hosting events, business networking and collaborations



offering a programme of business savings



representing the local working community



investing in research and business insight for decision making



influencing the impact of local developments

All your benefits are detailed in this members pack.

What we do for you

The Fitzrovia Partnership has six business priorities that form our mandate and determine our deliverables to member businesses:



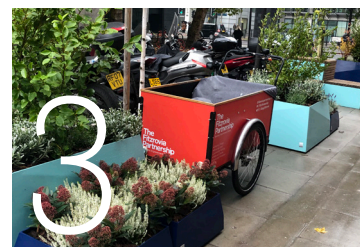
Shaping change

Working in partnership with local government and key stakeholders across London, we can keep you informed of what's happening in the area. Where necessary we are an influential voice.



Reducing costs

Our extensive cost savings programme take advantage of economies of scale and specialist procurement services to help you reduce your business costs.



Sustainable working

We promote the district's approach to sustainability and environmental awareness, supporting new schemes and initiatives.



Safer and cleaner

Our team of dedicated Street Wardens and Environmental Officer work alongside the local authorities to keep the streets and public spaces safer and cleaner.



Events and promotions

Our unique events, business collaborations and marketing programmes with bespoke offers for member organisations, make the area a fun and vibrant place to be.



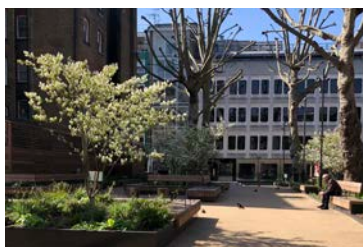
Insight

We commission specialist strategic reports for strategic decision making, such as footfall. We bring local businesses together through business-focused events and networking.

At a glance



Shaping Change and Public Realm



- Tottenham Court Road, Crossrail
- Oxford Street District
- High Speed 2 (HS2)
- Commercial and Retail Developments
- Improved Public Realm
- Fitzrovia Village
- Advocacy and campaigning



Reducing Costs



- Business Rate Evaluation
- Free Training
- Telecoms and Set up
- Cars, Taxis and Courier
- Handyman and Maintenance
- Office Supplies including stationery and janitorial
- Testing
- Energy and Water
- Pest Control
- Building Security
- Waste and Free Recycling (Allocation)
- Merchant Fees
- IT Services and Security Solutions



Sustainable Working



- Enhanced public realm and streetscape including FitzPark
- Waste consolidation
- Freight consolidation
- Free meeting rooms and business space
- Protecting and celebrating the area's heritage
- Employability programme with local schools, agencies and colleges
- Corporate Social Responsibility
- Sustainability Forum with Air Quality Champions
- Free Training
- Member Collaborations and Promotion
- Strategic Placemaking



From driving down business costs, to lobbying for improved environmental quality, The Fitzrovia Partnership plays a crucial role in the area.



David Byrne, Chief Executive, The Doctors Laboratory

Working with over

350

businesses in Fitzrovia



Safer and Cleaner



- Membership of Safer Business Network
- Radio Link (Fitzbac)
- Street Warden service reporting anti-social behaviour, crime and supporting businesses and community
- Private prosecution cases saving members £6,250 per case
- Collaborative working with local agencies, central authorities and the police
- Business continuity and resilience advice and support including training
- Training (ACT)
- Street management and Place Ambassador reporting street cleansing, highways and other street issues



Events and Promotion



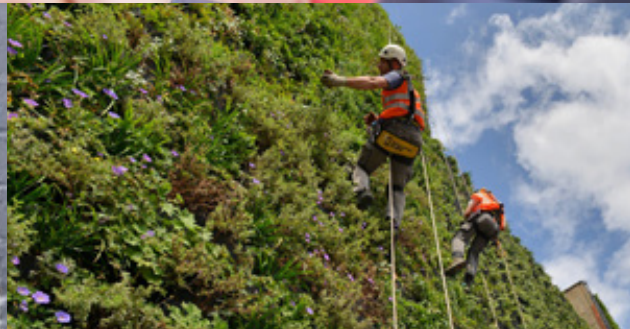
- Member collaborations
- Member events
- Loyalty schemes
- Food and retail events
- Local marketing
- Destination marketing
- EnjoyFitzrovia
- Eat@Fitzrovia
- Shop@Fitzrovia
- Art@Fitzrovia
- Seasonal campaigns
- Online promotions
- Festive lights
- Area trails
- London events, e.g. Let's Do London, Camden Together
- Food and retail trails



Insight



- Footfall Reports for Fitzrovia and West End
- Footfall UK Benchmark Reports
- Crossrail impact study
- Business events and networking
- Specialist Insight Breakfast Meetings
- Business rate reports
- Occupancy levels
- Vacancy Rates
- Average Commercial Rents
- Air quality
- Crime statistics
- Street activity
- Deliveries report
- Crossrail statistics
- Transport for London statistics
- Shaping Change Impact
- Oxford Street Consultation
- Resilience and Continuity Planning
- Eating out and retail reports





Shaping change

**The
Fitzrovia
Partnership**
Business Improvement District



Shaping change

With constant change and development happening in Fitzrovia, we provide an influential voice to help shape these changes to meet the needs of our business members whilst mitigating disruption during building works.

What we do



Lobby influencers and decision makers



Seek input and opinion from member businesses



Respond to public consultations



Represent member business requirements at stakeholder meetings



Provide collaborative and joint responses to local government proposals and strategies



Regularly update member businesses and invite feedback



The Fitzrovia Partnership is our go-to for information, facts and figures, updates and concerns, and they will communicate formally to the relevant bodies on our behalf.



Aristos Papasawa, Owner, Gigs



Key developments

Key developments affecting Fitzrovia in the next five years:



1

Tottenham Court Road, Crossrail

The Elizabeth line will stretch from Reading to Heathrow in the west and to Shenfield and Abbey Wood in the east, resulting in an extra 1.5 million people within 45 minutes of central London.

The £14.8 billion investment will carry an estimated 200 million passengers per year with 41 stations and 24 trains per hour in each direction.

2

The West End Project

The West End Project is Camden Council's £35 million public realm project which will transform the heart of the West End making it more attractive for residents, workers and visitors while boosting the local economy.

The project saw the introduction of permanent 2-way traffic flow for all vehicles and cyclists on Gower Street and restricted access on sections of Tottenham Court Road at set times.

3

Oxford Street District

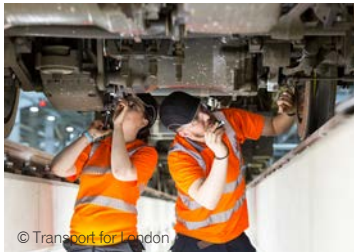
The first phase of the overarching Oxford Street District strategy involves plans to install a temporary scheme on Oxford Street itself, with the aim of showcasing innovation, sustainability, culture and diversity.

The planned temporary changes will make Oxford Street more exciting and attractive to visitors and residents, increasing dwell time and creating a more vibrant experience.

Tottenham Court Road station
will see more than

68 million

passengers following
the opening of Crossrail in 2022



4

High Speed 2 (HS2)

Phase one: London to
West Midlands 2026

High Speed 2 is a planned high-speed railway connecting London with the major cities in the north of the United Kingdom. Euston is the station where HS2 trains will begin and terminate their journeys and will undergo a transformation with the addition of 11 new platforms and a reconfiguration of the surrounding area.

5

Commercial and Retail Developments

There are a number of commercial and mixed-use developments underway in Fitzrovia including: Arthur Stanley House, Tottenham Street; The Workhouse, Cleveland Street and Tottenham Mews; 247 Tottenham Court Road.

How you benefit



An influential voice to represent your business interests



Development briefings and invitations to consultations



A lobbying body with London-focussed stakeholders



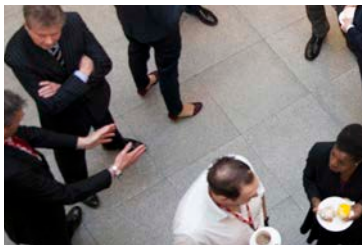
Working party inclusion for influential projects



A conduit between local government and local agencies



Quarterly sector-based sub-group meetings



Key information updates



Reducing costs

**The
Fitzrovia
Partnership**
Business Improvement District

What is included in the savings programme



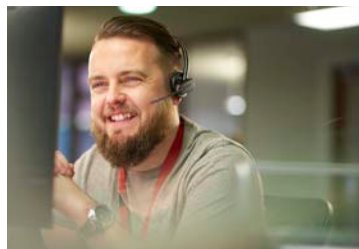
Office Supplies



The team will analyse your stationery and office supply requirements and beat any price from your current provider and guarantee a next day delivery. In addition, by using our preferred supplier, it cuts down on vehicles to the area with one journey per day, helping Fitzrovia to be greener and more sustainable. Services include: stationery, newspaper and magazine delivery, milk (in glass bottles), collection of shredding, empty toners.



Telecoms and Set-Up



Looking at business landlines, business mobiles and broadband, we can provide a complete end-to-end business solution that is tailor-made to suit your requirements. We will analyse often complicated itemised bills and secure the best market rates, saving you time and money. Whether it is merely a like-for-like service at the best market rate, or a completely new set-up for your business, our experts are here to make this simple and hassle free from start to finish.



Safety and Testing



Your business and its premises must pass all legal testing to reach modern safety standards. To help your business meet these testing requirements, The Fitzrovia Partnership provide highly-qualified suppliers at the best market price, ensuring your business is protected and complies with Health and Safety regulations.

- PAT Testing
- Periodic Testing
- Fire Alarm and Extinguisher Testing
- Thermal Imaging
- Emergency Light Testing
- Legionella Water Testing
- Reactive Electrical Maintenance

For more information

Call 020 3146 4265 or email savings@fitzroviapartnership.com



Energy and Water



Utility markets are volatile. Understanding them can be complex and time-consuming. Our energy team will take care of the process from start to end, covering all aspects of the energy procurement process. We audit your current consumption and, working with national suppliers on the wholesale market, we use the buying power of the BID to secure the best contract at the best price. We track your renewal dates and ensure you don't roll onto high variable tariffs and continue to monitor the market to ensure you have the right contract for your business.



Waste and Free Recycling



The Fitzrovia Partnership offers an allocation of free recycling services for your business. Members have access to mixed and cardboard recycling at no cost (within their allocation), as well as a large range of other services at a discounted rate, such as electrical, confidential, toner and battery recycling and many others. Through our preferred supplier, members can also gain access to waste transfer notes and free recycling reports.



Maintenance and Handy Man



Our perfect "one stop shop" solution for all your maintenance and handyman requirements. Providing professional, reliable and cost-effective tradesmen you can trust, so removing the burden and stress of finding the skills and people you need. We tackle all types and size of job, so you can focus on your day-to-day business.

For more information

Call 020 3146 4265 or email savings@fitzroviapartnership.com



Merchant Fees



Businesses are faced with an array of complex charges and industry coding, which can mean they could be unaware they are paying excessive fees. Using your specific merchant account reports, we review all rates offered across the marketplace to ensure you are not being overcharged for your merchant account. In addition to this, our team of industry experts ensure that all solutions offered are compliant with current legislation, guaranteeing you peace of mind for your business.



Insurance



By bringing together and negotiating for businesses within the same sector, we can consolidate your needs and offer better premiums. We analyse the marketplace and bring you the best rates for your specific business needs.



Building Security



To ensure you have all the protection you need – for all of your business assets, physical and digital – one of our security experts will work with you to provide a solution that is safe, professional and cost-effective. Our services include: Man Guarding, Access Control, Risk Assessment, Intruder Alarm, Biometrics and CCTV.

For more information

Call 020 3146 4265 or email savings@fitzroviapartnership.com



Pest Control



No city is immune to pest activity. Our pest control teams work discreetly to ensure this is always kept under control. We carry out a free appraisal of your site and produce a report showing all potential risks. We then create a service contract that ensures you have the correct level of cover for your business needs.



Business Rates Evaluation



The Fitzrovia Partnership is currently working with BNP Paribas Real Estate to offer members a FREE business rates service whereby an initial analysis is made of your current liability. The initial analysis assesses opportunities to achieve savings, whether it be through the appeals process to the Valuation Office Agency, securing reliefs from the local councils or by obtaining refunds resulting from a historic audit of the rates bills received.

The Partnership sponsors the initial analysis for your business. If saving opportunities are identified, you have the option to contract BNP Paribas Real Estate directly in the pursuit of bringing these savings to fruition.



Executive Cars, Taxi and Courier



Executive Cars:

Our Business Travel service is high-quality, environmentally friendly and cost-effective. With new European standard, fuel-efficient engines, you can sit back in your executive hybrid or MPV, and relax in the knowledge that you are saving up to 25% on standard fares, and helping to reduce emissions in Fitzrovia.

Taxi and Courier: We have pre-negotiated rates for motorcycle, van and cycle couriers across London, as well as private hire taxis. The courier service can take care of large, small, local, national and international deliveries.

For more information

Call 020 3146 4265 or email savings@fitzroviapartnership.com



IT Services and Security Solutions



Through our IT provider, we can offer expert IT services that support and protect your business. Cost-effective solutions include: Infrastructure (Cloud computing, Hardware, Network design, SharePoint, Cloud software and support packages, Managed network support, Support for your IT); Consultancy (Strategy, Virtual IT manager, Business resilience and disaster recovery, Security, Office Moves, Application development, Office 365 migration, SharePoint consultancy).



Free Training



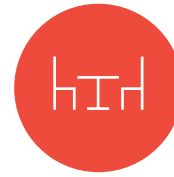
The Fitzrovia Partnership offers a diverse Training Programme that supports our members and their staff with Accredited Courses and vital Counter Terrorism Seminars.

Members benefit from valuable up-skilling and knowledge building for individuals within their organisations. Attendance is free of charge (cancellation/no-show charges will apply) and with all courses held locally, costs are mitigated further by reduced time out of the business taken and travel costs.

See *Working in Fitzrovia* for greater detail on The Training Programme, course content, programme schedule and registration.

Email:

training@fitzroviapartnership.com



Meeting Space Discounts



The Fitzrovia Partnership facilitates to member reduced rates for meeting space in the area. From single workstations to larger meeting areas to allow for boardroom style events.

For more information

Call 020 3146 4265 or email savings@fitzroviapartnership.com



Surveyor



The Fitzrovia Partnership offers a dedicated surveyor who acts on behalf of the tenant. They will assess members property to ensure that they can benefit from rent reviews, lease renewals, rating appeals and service charge disputes.

Members are entitled to a free initial consultation to discuss their requirements and assess the potential of moving forwards.



Cleaning Services



The Fitzrovia Partnership offers its members a range of cleaning services to ensure that their property is kept clean and well maintained. These services include daily office cleaning, window cleaning, hard-floor cleaning, carpet cleaning, furniture cleaning, curtain cleaning, jet and pressure washing, recycling, waste disposal and rubbish removal.

Cleaning staff are available in the morning, midday and/or evening.

Preferential rates are available.

For more information

Call 020 3146 4265 or email savings@fitzroviapartnership.com

Working in Fitzrovia

The Fitzrovia Partnership is constantly looking at ways of improving and enhancing the work experience in the area for member businesses and their employees.



Free Training



Throughout the year, The Fitzrovia Partnership provides members with an evolving Training Programme, offering access to a host of courses and seminars that seek to equip your business with the skill sets required in key areas such as Contingency Planning and Business Resilience, and a variety of Health and Safety elements.

The Fitzrovia Training Programme includes Conflict Management, Contingency Planning, Counterfeit Note Training, Cyber Security, Fire Safety Awareness Level 1, First Aid Levels 1–3, Health and Safety Levels

In a typical year,

185

individuals from 74 member businesses take part in free, vital workplace training courses.

1–3, Operation Trammel, Risk Assessments Counter Terrorism Awareness Training.

As part of your membership, training and upskilling courses are provided free of charge, although late cancellations and no shows will be charged.

We continue to explore e-learning opportunities – please check the website for updates.

If there are additional training courses you would like to see added to the programme, email us: training@fitzroviapartnership.com

Please check the website: fitzroviapartnership.com/training for full details including venue locations and how to book.



Workspace and Meeting Rooms



Members of The Fitzrovia Partnership have access to discounted rates for meeting space, event space and co-working areas in the area.

For more information; savings@fitzroviapartnership.com

Well-being in the workplace

With an increasing emphasis on staff well-being and a duty of care for employers towards their employees, The Partnership is developing a well-being offer to include both mental and physical wellness elements through sessions in yoga, pilates, tai chi, mindfulness, meditation as physical classes and via zoom.

The Partnership will seek to provide additional skill sets for individual and management resources that look to improve productivity and in part mitigate loss to business from staff absence.

Mental well-being areas of focus for the programme include mindfulness skills that can be implemented by individuals in addition to accredited courses for mental health first aiders and support in combating tech fatigue.

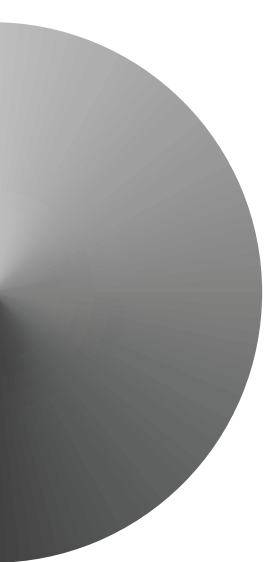
Physical well-being activities encompass yoga/pilates and martial arts practices, along with advice on nutrition and healthy eating, and helping staff to build a greater sense of community and get outside through opportunities to take part in football tournaments, running clubs and informative walks, along with dedicated workshops on posture.

“

I really appreciated the opportunity to have a forced loosen up through the time over lockdown for Tai Chi classes. They were short enough to fit into the day and active enough to make a difference.

”

Stephanie Welch,
Arup



Total waste management solution for members

The benefits of a Total Waste Management Solution include:

- Cost savings for members
- Clean streets
- Collection consolidation

Cost savings

Through our savings programme, members receive preferential rates on waste collections through our preferred supplier.



Clean streets

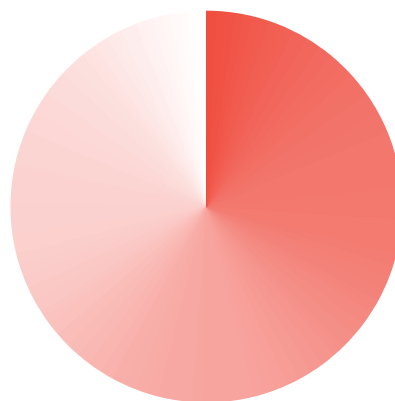
We work with Camden Council and their Love Clean Streets app to promote a 'bags off the street' policy at banded times.

Collection Consolidation

We support and facilitate efficient deliveries and consolidated collections to reduce the number of vehicles in the area.

More than
100

member businesses are actively achieving free or reduced costs for their commercial waste management through our service.



For more information

Call 020 3146 4265 or email savings@fitzroviapartnership.com

The Fitzrovia Partnership working with First Mile

1 April 2021–31 March 2022

SERVICE	What	Quantity	Non-Member	Member price
MIXED RECYCLING	Paper, plastics, cardboard, food cans, glass bottles (Also see recycling for individual items – cardboard, glass, paper)	Rolls of 25	£1.80	£1.25
GENERAL WASTE	Non-recyclables, wood, polystyrene, rubber	Rolls of 25	£2.00	£1.45
CARDBOARD RECYCLING	Recycling stickers	Rolls of 50	£1.80	£1.25
CONFIDENTIAL SACK	Paper, newspaper, brochures	1 bag up to 25 k	£7.99	£5.00
FOOD (2.5KG)	Food waste, green waste, biodegradable packaging	Rolls of 25	£1.00	£0.80
FOOD (5KG)			£ 1.80	£1.25
COFFEE (2.5KG)	Coffee granules	Rolls of 25	£1.15	£1.03
COFFEE (5KG)	Coffee cups	Rolls of 25	£1.30	£1.30

Please note: You may notice that some products have a TFP member saving of 0%, as the TFP member price is the same price as the price for non-members. This is because some recycling streams are easier to dispose of, and produce a higher quality recycling – so First Mile charge very low prices for these to all their customers.

Savings tip from First Mile: split your recycling into more streams than just Mixed Recycling and General Waste, to get a cost saving.

Preferred Collection Times:

Members of The Fitzrovia Partnership have collections at the following times:

AM waste collection:
07.00–10.00

PM waste collection:
19.00–21.00

The Fitzrovia Partnership working with First Mile

1 April 2021–31 March 2022

SERVICE	What	Quantity	Non-Member	Member price
50L PPE BOX	Self-contained PPE boxes for used masks and gloves	50L PPE Box (including free collection)	£23.33	£23.33
CLEARANCE JUNK REMOVAL		Quote on demand with same day/next day collection		
BATTERY SACK (2.5KG)	Dry cell, alkaline, carbon and zinc, lithium, mercury, nickel metal, nickel cadmium, silver oxide, zinc air, UPS, server batteries	Packs of 5	£5.55	£5.55
STATIONERY	Pens, pencils, rulers, rubbers, highlighters	Packs of 5	£5.97	£5.97
TONER AND CARTRIDGES	Printer, toner, inkjet, photocopier cartridges	1 bag up to 25 kg	£16.88	£16.88
FLUORESCENT TUBES/BULBS	Fluorescent, sunbed, heating, detecting and tracing and sterilisation tubes, low energy, halogen and filament bulbs	Sold in rolls of 5	£63.88	£63.88
GLASS (5KG)	Glass bottles, jars and wine bottles	Rolls of 20	£1.35	£1.20
TEXTILES	Clothing, shoes, handbags	1 bag up to 25 kg	£13.70	£13.70

Preferred Collection Times:

Members of The Fitzrovia Partnership have collections at the following times:

AM waste collection:
07.00–10.00

PM waste collection:
19.00–21.00



Sustainable working



**The
Fitzrovia
Partnership**
Business Improvement District

Our Fitzrovia – Clean Air Village

Air quality in London improved during the Covid-19 pandemic which accelerated the need to implement clean air initiatives. We work as a partner of Cross River Partnership, Camden Climate Change Alliance (CCCA) and support the Mayor of London's initiatives.



Air Quality

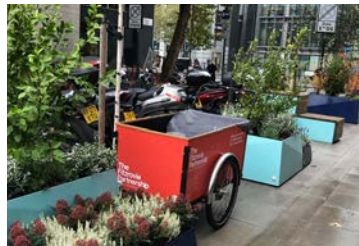


The Fitzrovia Partnership supports the Mayor of London and Camden Council's sustainability initiatives such as Camden Climate Change Alliance (CCCA) and Transport for London's Efficient Deliveries workshops. It is actively helping businesses to make positive changes to the area's air quality by developing bespoke actions plans.

The Partnership has been awarded with 'Highly Commended' for improving Air Quality in Camden and Islington Sustainability Awards.



Placemaking and Streetscape



The Fitzrovia Partnership vision is to increase walking and cycling through enhanced connectivity and transformed public realm; to create a safer, inclusive environment for all through improved streetscape design; to create a healthier environment through the promotion of sustainable transport alternatives and delivering mitigation to address vehicle emissions.

The first step is to create a green gateway from Euston Road into Fitzroy Street building upon greening interventions already made by The Fitzrovia Partnership in 2019 with #FitzPark.



Green Infrastructure



The Fitzrovia Partnership invests in green infrastructure and identifies opportunities for urban greening in the area to support sustainable working in the area. We work with businesses and building owners to support a vision for window boxes, planters and hanging baskets across the area. The Fitzrovia Partnership will continue to build on successes to date throughout 2020.

FitzPark

As a trial, FitzPark transformed a delivery bay into a pop-up park containing seating and planting for public use. Set up to promote health and wellbeing in the area, foster community interaction, improve the look and feel and increase bio-diversity, it had outstanding results.



2019 Awards: Highly Commended in 'Improving Air Quality' at Camden and Islington Sustainability Awards

Winner of the 'Design of a Temporary Landscape' at Landscape Institute Awards. Designed by Arup, the initial project was funded by The Fitzrovia Partnership with additional funding secured by Clean Air Better Business (CABB) from the Mayor's Air Quality Fund.

#Fitzpark has now been relocated to Fitzroy Street at the junction with Warren Street and has reduced reported Flytipping and Anti Social Behaviour in this area by 98%.

Freight consolidation

Also part of business savings, our freight consolidation projects include:



FitzOffice Supplies



By using one office stationery supplier, we have substantial buying power to negotiate preferential rates while consolidating deliveries to the area. We have identified that the number of vehicles delivering office supplies in Fitzrovia can be reduced by up to 75% by 2020.

Waste consolidation accounted for

246

CO2 tonnes saved in Fitzrovia in one year



Waste Management Services



By working with a preferred waste management company, we can manage the number of time-specific collections per day and number of vehicles entering the area. It is a carefully co-ordinated process with more than 100 members taking part.

“

From driving down business costs, to lobbying for improved environmental quality, The Fitzrovia Partnership plays an important role in informing, influencing and consolidating activities in the area for the benefit of businesses, workers, residents and visitors.

”

David Byrne,
Chief Executive,
The Doctors Laboratory

For more information
visit www.fitzroviapartnership.com

Corporate social responsibility programmes

The Fitzrovia Partnership works with local schools, agencies and colleges to offer education and skills programmes and workshops. We are committed to supporting a number of special local charitable and community organisations.

The Children's Ward at UCLH is The Fitzrovia Partnership's chosen charity.



University College London Hospital Children and Young People's Ward (UCLH)

Supporting fundraising programmes for the University College London Hospital Children and Young People's Ward (UCLH).



Donate a Gift:

Supporting the Children's Ward at UCLH every Christmas, by working with local businesses to provide additional presents or donations for children in hospital over the Christmas period.



Project Snacks:

Supporting ongoing activities aimed at improving the experience for those spending prolonged periods of time in hospital at UCLH, with a range of social activities such as *Breakfast Clubs*, *Pizza Clubs*, *Post Treatment Parties*.

We also support:



Fitzrovia Youth In Action

Supporting Camden's leading youth action charity with local activities and events.



Fitzrovia Centre

The Fitzrovia Centre provides a service for the local community, includes residents, families and workers.



Just Rifles

A small local charity on Charlotte Street that helps fundraising activities to support riflemen who have been killed or injured in action.



All Soul's Primary School

Supporting the only school in our BID area with fundraising at events and sponsorship of facilities.

Heritage and history

Fitzrovia is rich in heritage and history and has been home to many creative and influential characters. “The Fitzrovia Effect” provides a natural creative stimulus that continues to attract artists, thinkers, academics, scientists, innovators, filmmakers, architects, writers, actors, fashionistas, shoemakers, tailors, shirt-makers, art dealers, chefs and creative media.



From George Orwell, Virginia Woolf, Dylan Thomas and George Bernard Shaw to John Mendelssohn, Olaudah Equiano, Carl Maria von Weber and Edward Elgar. They all lived here. As history goes, the workhouse on Cleveland Street provided the inspiration for Charles Dickens' novel *Oliver Twist*. The Fitzrovia Partnership is committed to supporting initiatives, local businesses and local agencies to preserve heritage and



Heal's is over 200 years old – a formidable achievement by today's standards. The Fitzrovia Partnership promotes heritage and creativity which sets the area apart from other shopping destinations.



Rebecca de Souza, Head of HR, Heal's





Safer and cleaner

**The
Fitzrovia
Partnership**
Business Improvement District

Safe in Fitzrovia

Our team works with local businesses and partner agencies to help reduce crime and anti-social behaviour.



Street Wardens



The purpose of the Street Wardens is to provide a uniformed presence to safeguard visitor and business well-being. They monitor the street environment and work closely with our businesses, the police and agencies to help deter crime and anti-social behaviour and reduce the fear of crime.

They assist with:

- signposting visitors
- assisting the homeless and displaced individuals
- working with and updating the authorities
- reducing crime, anti-social behaviour and improving general area safety
- event management
- rapid response for local businesses.



The Fitzrovia Partnership Wardens have done a great job in tackling antisocial behaviour, and provide a reassuring presence to Heal's staff and customers.



John-Patrick Osborn, Operations Manager, Heal's

Our street warden team is provided by My Local Bobby who are experts in creating a safe and secure neighbourhood, free from crime and anti-social behaviour.

Whilst our street wardens have no arresting powers, they are instrumental in aiding arrests, working closely with the police and the local authority.

Working with TMI, the sister company of My Local Bobby, member businesses have access to a free private prosecution service should they wish to prosecute an offender. This is a saving of between £5,000 to £10,000 per case to a member business.

The Street Wardens and Place Ambassador make around

2000

business visits per year in the area.



They make a big difference to the area in helping with anti-social behavior.



Rimple Bansal, Owner, Orb Optical

Sharing intelligence

Communication is at the heart of any effective crime reduction programme. We have set up the following platforms for information sharing:



Radio Link



The Radio Link is a service provided by The Fitzrovia Partnership to reduce crime and increase the safety of members, their staff and local employees, residents and visitors. The two-way radios provide an effective and immediate means of communication and sharing information between retailers and licensed premises in accordance with the operating protocols. The Fitzrovia Partnership Street Wardens monitor and provide an immediate response to issues raised.



Business Continuity and Contingency



Working with the Metropolitan Police, local authorities, Transport for London, Public Health England, GLA and The Mayor's Office and central Government, The Fitzrovia Partnership shares best practice and advice to enable businesses to put together their business continuity and business plans.

This includes fast time intelligence and briefings during and following a major incident.

Our dedicated contingency website addresses the response to Covid-19:
fitzroviapartnership.bid

Clean in Fitzrovia



Street Management

The Fitzrovia Partnership's Environmental Officer manages the street environment, reporting highways, cleansing and utility issues affecting business and the community. The Environmental Officer also holds a SIA licence and is a licensed security operative for the area. We work closely with local government to resolve those issues.



We've seen a big difference in the reduction of rubbish and litter outside the store as a result of the work done by The Fitzrovia Partnership.



Soyeb Mankda, Store Manager, Tesco Express

The Fitzrovia Partnership reports on:

- Criminal activity
- Anti-social behaviour
- Litter, street cleaning problems and general refuse
- Illegal street trading
- Busking and noise pollution
- Street lighting
- Damage to paving and highways
- Graffiti and fly posting
- Prostitute cards in telephone boxes
- Damage to street furniture

Keep up-to-date Enewsletters

Our weekly enewsletter is sent to all member businesses and covers safety and security for the area. If you would like to receive it, please email marketing@fitzroviapartnership.com

FitzroviaPartnership.com

Our corporate website includes the latest updates from local agencies, such as the Metropolitan Police, MI5, Transport for London (TfL), Camden Council, Cross-sector Safety & Security Communications (CSSC), London Protect, Gov.uk and the National Counter-Terrorism Security Office.





Events and promotion

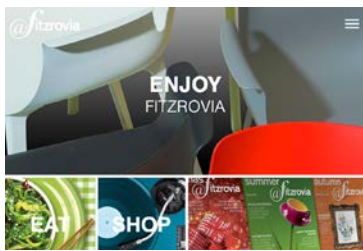
**The
Fitzrovia
Partnership**
Business Improvement District

Promotion

Being a member of The Fitzrovia Partnership provides an opportunity to offer Member2Member benefits and also reach a wider audience through our local and destination marketing programmes.



Website



www.fitzroviapartnership.com

The corporate website for local businesses and members with a login area to view insight reports and member-2-member offers.

www.enjoyfitzrovia.co.uk

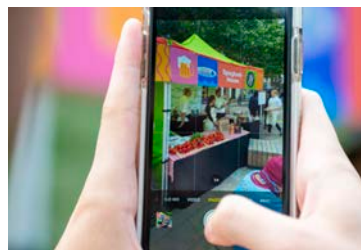
This is the go-to website for Fitzrovia, with the latest offers, events, dining facilities, retail and homeware stores. Fully search engine optimised to signpost visitors to hotels, restaurant, bars and the night-time economy; retail and homewares via

- [Eat@Fitzrovia](#)
- [Shop@Fitzrovia](#)
- [Art@Fitzrovia](#)

Sign up for offers
at enjoyfitzrovia.co.uk



Social



Consumer-focused promotional activity across social media channels:

Facebook [@enjoyfitzrovia](#)

The latest offers, events, new openings in the area. Historical facts and figures.

Instagram [@enjoyfitzrovia](#)

Capturing Fitzrovia through the lens.

Twitter [@enjoyfitzrovia](#)

Soundbites of local news, openings and events.

Corporate news and updates:

Twitter [@fitzpartnership](#)

Covers all business news pertaining to Fitzrovia and the wider area including news, travel and security alerts.



Social Campaigns



Retail Calendar:

Through our specialist in-house marketing team, we set up social media campaigns to support the retail calendar and awareness days e.g. National Clean Air Day, International, Small Business Saturday, Women's Day, Easter, Halloween, Christmas.

Campaigns:

Facebook, Instagram, Snapchat, Twitter

Member businesses:

Individual member campaigns are also set-up and managed, working with the business and their marketing team to promote to the local audience and the wider London audience.

57

businesses promoted
free of charge in
christmas booklet

“

The Fitzrovia Partnership's consumer newsletter effectively brought footfall to the store. As a result, the store obtained a large sale on the back of this, and as a result, brand awareness grew locally.

”

Helen Palao, Store Manager, Calligaris



Emarketing



Fitzrovia loyalty
programme



Destination
marketing



General consumer newsletter

- Monthly
- Offers and events; new openings; historical interest; Fitzrovia news
- *Audience:* general public, workers, visitors, residents, website subscribers

Weekly newsletter

- Weekly
- Weekly footfall reports, business updates and events, industry news, member2member offers, invites to member events, company updates, savings updates and training

Our loyalty programme allows member business employees to be rewarded for their custom in local cafes, beauty salons, and hairdressers. It is a free service funded by The Fitzrovia Partnership.

If you are interested in offering your employees the loyalty service or you are a venue and would like to participate, please email marketing@fitzroviapartnership.com

Download **LoyalFree**



Home to flagship stores, independent retailers, restaurants, cafes, bars coupled with the rich history and creativity that pervades the area, we build on the USPs to create a strong identity for Fitzrovia.

We work closely with influencers, the press and media to promote Fitzrovia's uniqueness and desirability to work, live and visit.

Events



Let's Do Fitzrovia



Let's Do Fitzrovia, Fitzrovia's reactivation campaign sat alongside Let's Do London and Camden Together and ran for the month of September. Every business in Fitzrovia was invited to participate in two food and drink fayres, hosting masterclasses, district-wide offers and trails, competitions, instore entertainment and collaborations and an extensive targeted online campaign.



Festive Lighting



Funded by The Fitzrovia Partnership, the festive lighting display decorates key streets in Fitzrovia - Charlotte Street, the food destination and Tottenham Court Road, the home of homeware. Each year, there is also a centrepiece in Whitfield Gardens which has included bespoke Christmas trees, a giant bauble installation, a star installation and walk through Christmas gift installation. All bring positive attention to the area.



Food Events



The Fitzrovia Partnership organises food and retail trails throughout the year to encourage workers, residents and visitors to experience the extensive choice in the area. Typically, they are one-day events and focus on key calendar dates such as Easter and Christmas.

2019 trails saw

37,000

incremental footfall



2 DAY FOOD & DRINK FAYRE



12 food venders



5 masterclasses



11 live shows

DISTRICT DISCOUNTS

37

OFFERS

3

NEW TRAILS

20

NEW BUSINESSES

FOOTFALL

100,000+

16 September (fayre 2)

FIRST DAY IN 2021

+18.1%

SEPTEMBER (-0.2% UK)

+16.4%

over two event days

ENGAGEMENT

228



actions

271



competition entries

3,400

additional page views

3,849

app users



LoyalFree





In sight

**The
Fitzrovia
Partnership**
Business Improvement District

Research and impact reporting

The Fitzrovia Partnership has an important role in providing members with an in-depth understanding of Fitzrovia's commercial environment, the impact of new developments and forecasting trends. Reports available to members are:

Weekly

- Footfall
- TfL station exit figures

Monthly

- Recycling rates and waste management
- Crime figures/trends

Quarterly

- Occupancy across sectors

Ad hoc

- Business rates analysis
- Air quality
- Shaping change and its impact

We also compile reports through questionnaires and surveys to understand the requirements and priorities of local businesses.

For example: Deliveries Survey, Open Door Policy, Priorities for Fitzrovia, Elizabeth line: Unlocking Growth Opportunities for London's West End

Weekly footfall reports are communicated to more than

85

local businesses, providing valuable insights into consumer trends through London and the UK.

More than

90

businesses participated in a deliveries survey, developed by The Fitzrovia Partnership, which provided vital information to relevant third party partnerships in helping to *Shape Change in Fitzrovia* and the West End Project.



The Fitzrovia Partnership provides an invaluable source of information to our business needs. Relevant and informative, I look forward to the weekly footfall e-mail and figures.



John Corrigan, Store Manager, Leon

B2B networking and collaboration

As a collective, The Partnership provides an opportunity for its members to engage in business-to-business activity through business briefings, networking events, member-centric promotion and direct introductions leading to collaborations and exclusive offers.



Member Events

Member events are hosted every two months by The Partnership and provide a platform for members to engage with fellow members from the business community.

The events are an informal opportunity to build relationships within the membership, while experiencing the wealth of creative spaces, drink and food offering within Fitzrovia's businesses.

Member introductions can be facilitated by The Partnership according to your business' requirements and objectives.

Business Insight Meetings

The Partnership hosts a series of insight meetings and briefings, presenting members an opportunity to engage with industry specialists on the key issues impacting business in Fitzrovia such as local development, air quality, business rates, employability, inward investment and street population.



Who to contact

The Fitzrovia Partnership Team

For general enquiries, training, local and destination marketing:

020 3146 4260

info@fitzroviapartnership.com

11–13 Bayley Street, London WC1B 3HD

Office hours:

Monday–Friday

08.30–17.00

Out of office hours:

Please call 020 7755 3192

The Fitzrovia Partnership Ambassador and Street Warden Team

Please contact us for security and anti-social behaviour in the area:

07740 545 925

ambassadors@fitzroviapartnership.com

www.fitzroviapartnership.com

Member benefits

Savings and Waste

savings@fitzroviapartnership.com

020 3146 4265

Skills Training

training@fitzroviapartnership.com

Counter Terrorism Training

training@fitzroviapartnership.com

Member Marketing

marketing@fitzroviapartnership.com

B2B Collaborations and Promotion

marketing@fitzroviapartnership.com

B2B Networking

events@fitzroviapartnership.com

Latest news

Business activities, including travel:

www.fitzroviapartnership.com

Offers in the area:

www.enjoyfitzrovia.co.uk

Media Enquiries

marketing@fitzroviapartnership.com

Keeping you informed

As part of your membership, we will keep you up-to-date through weekly newsletters covering Business News, Insight News and FitzFriday updates. E-alerts on security and travel are emailed as required.



Fitz

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