



The Fitzrovia Partnership

Business Improvement District

2020/21 ANNUAL REVIEW





FOREWORD

From its inception as a Business Improvement District (BID) in 2012, The Fitzrovia Partnership has sought to embrace its members and the wider business community behind a shared vision for Fitzrovia.

During the past decade The Partnership has provided a formal mechanism to provide enhanced leverage, investment, sustainability, profile, operational and promotional activity, scale, and budget to the overall management of Fitzrovia, for the benefit of its members operating in the area.

Having brought together local businesses in July 2017, our members resoundingly gave their support for the renewal of The Partnership's mandate. 87% voted in favour of the BID, thus maintaining its role as a business collective in Fitzrovia.

Over the past 2 years COVID-19 has brought many challenges to the area. In addition to the health challenges, economic sustainability has never had such a critical focus placed on it and The Partnership has worked hard to support the business community, wider stakeholders and residents where possible.

The Partnership has adapted its existing services to be able to offer the best response for the membership and the area as a whole. As an organisation, we have remained agile and flexible in order to refocus the deliverables as we moved through the different stages of the government COVID roadmap.

This annual report provides highlights of our work over the past year together with our ambitions moving forward. The Fitzrovia Partnership will continue to be ambitious, embracing the changes taking place while protecting what makes Fitzrovia a great place to be. We will continue to develop our work with partners and ensure that our members benefit from both a vibrant and commercially successful destination of choice.

We will continue to develop our work with partners and ensure that our members, and the wider community, benefit from a vibrant and commercially successful destination of choice.

David Whittleton

CHAIRMAN



The Fitzrovia Partnership is a Business Improvement District representing more than 250 businesses in Fitzrovia.

Through partnership and engagement we help to create and enhance an economically vibrant destination, offering tangible and collective benefits to those who work, live and visit Fitzrovia. Whilst promoting a strong sense of local identity, The Fitzrovia Partnership works with community groups, residents and Local Authorities to deliver the key themes identified by our members and set out in our business plan.

Our key priorities during the past 5 years have been:

- SHAPING CHANGE
- REDUCING COSTS
- SUSTAINABLE WORKING
- SAFER AND CLEANER
- EVENTS AND PROMOTION
- INSIGHT

BOARD MEMBERS

Our Board of Directors, which is chosen from the businesses that form the constituency of the organisation, lead and guide the work of the Partnership. The Board drives our stated aims and objectives and maintains good governance, overseeing the budget and monitoring performance.

Directors

David Whittleton, Arup (Chairman)

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

Fiona Clark, David Miller Associates

Simon Wolny, UCLH

Aristos Papasavva, Gigs

Niccolo Consigli, My Bloomsbury

Jimmy Munoz, Metro Bank

Warren Fry, McDonalds

Richard Jackson, UCL

Rebecca Hossack, Rebecca Hossack Gallery

Observers

Cllr Adam Harrison, Cabinet Member, Camden Council

Inspector Paul Clarke, Partnership & NPT, Met Police

Abbas Raza, (TfL)



SUPPORT TO MEMBER BUSINESSES DURING THE COVID RESTRICTION PERIOD

REACTIVATE – RECOVER – REVIVE

Online guide to Covid-19 circulated to members to provide intelligence during the pandemic.

REPRESENTATION AND LOBBY

For business rate support, VAT concessions and grants to assist business sustainability.

STREETERIES

Installed to support Food & Beverage sector and provide amenity for office community.

STREET WARDENS

Supported business throughout the period of lockdown and restriction.

COMMUNICATIONS

During the period of Covid-19 restrictions, The Fitzrovia Partnership sent 147 member updates with government briefings, business updates and Fitzrovia insight.

Over 143,000

electronic communications were sent to member database and business subscribers.

98.7%

of communications successfully delivered.

26.9%

open rate of electronic communications.





COVID-19 RESPONSE

The Fitzrovia Partnership has worked tirelessly throughout the pandemic, adapting existing services to be able to offer the best response for the membership and the area as a whole. Our key focus was safety and security together with member communications to ensure businesses were informed of business-critical information, updated health guidance and travel requirements. Over time, the focus became recovery with a priority on the reactivation of public space and providing greater confidence to the returning business community.

The pandemic has redefined the way we think and behave and will accelerate changes in our everyday lives; to the way we travel to work and our reliance on traditional office accommodation, to the way we interact with colleagues, customers, suppliers and help maintain a sustainable environment.

With this changing landscape new ways of operating will emerge and significantly the benefits of working together will take on a renewed importance. The Fitzrovia Partnership will exercise an important leadership role in helping to shape this change for the benefit of all that work in, live in, and visit the area.

Lee Lyons

CHIEF OPERATING OFFICER

Reactivate Recover, Revive

PERFORMANCE HIGHLIGHTS

There are a number of common themes to which The Fitzrovia Partnership focuses its activity:

SHAPING CHANGE

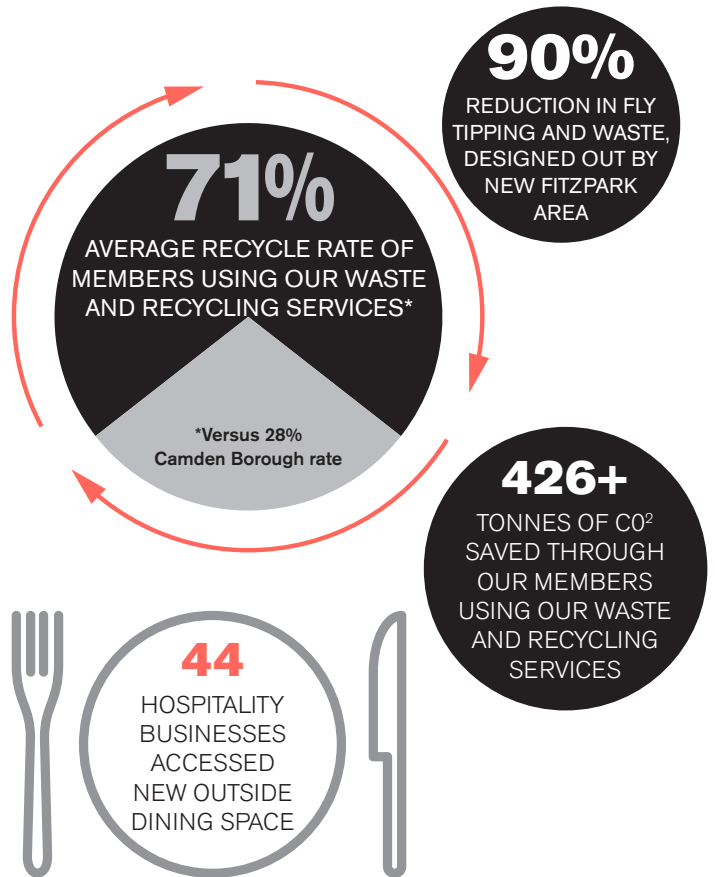
We provide businesses with an influential voice to stimulate change, where necessary resolve challenges and take advantage of opportunities. We work in partnership with, and lobby local government, to help support our business community to grow and flourish in Fitzrovia.

West End Project
Pocket Park – Capper Street



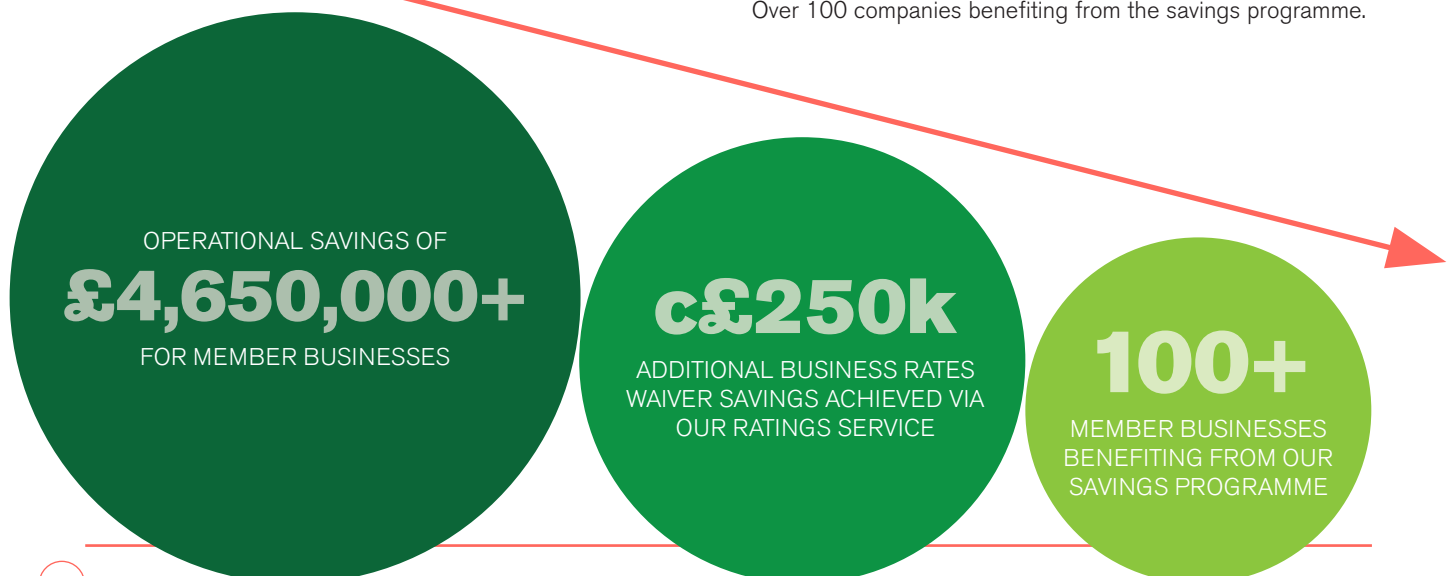
SUSTAINABLE WORKING

We 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.



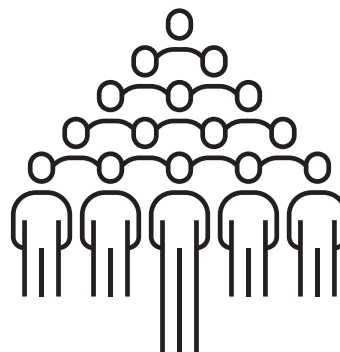
REDUCING COSTS

Increasing business costs continue to challenge organisations in Fitzrovia. Through specialist procurement and economies of scale, the Fitzrovia Partnership provides added value and tangible benefits to help meet members' economic, corporate, and social responsibility, and environmental ambitions, with Over 100 companies benefiting from the savings programme.



EVENTS AND PROMOTIONS

The Partnership develops the reputation and positioning of Fitzrovia and promotes a cohesive identity for our commercial hubs through intelligent and adventurous marketing. We collaborate with neighbouring West End organisations in a collective marketing strategy raising the profile of Fitzrovia for corporate, employee and consumer audiences.



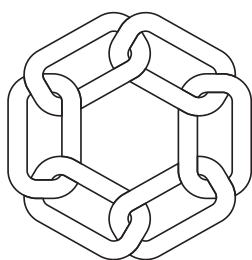
18.1%

MONTH ON MONTH
FOOTFALL INCREASE ACHIEVED THROUGH
OUR 'LET'S DO FITZROVIA' CAMPAIGN*

*Versus +1.9% increase for Greater London, +0.2% for the UK
and -2.5% for the West End.

SAFER AND CLEANER

We find innovative and effective ways of working to ensure Fitzrovia is memorable and inspiring; making our streets safer, cleaner, and more welcoming. We look at how we manage and enjoy public space, what takes place and how it looks and feels; advocating change where necessary.



£64k

IN COST SAVINGS TO
BUSINESSES FROM
PRIVATE CRIMINAL
PROSECUTIONS
FOLLOWING ARREST



70%
OF RETAIL,
LEISURE
AND HOSPITALITY
MEMBER BUSINESSES
USING
FITZBAC RADIO

11,000+

HOURS WORKED
PATROLLING THE DISTRICT
BY OUR STREET WARDENS



INSIGHT

Fitzrovia is home to international organisations as well as a range of commercial offices, national and independent shops, restaurants and leisure operators. As a collective, the Partnership brings them together through business focused events to provide access to insights and commercial opportunities.

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COVID AWARENESS
BUSINESS SUPPORT
E-NEWSLETTERS SENT –
PROVIDING GUIDANCE
AND CLARITY OF
GOVERNMENTAL
REGULATIONS AND
ADVISING ON AVAILABILITY
OF FINANCIAL SUPPORT

15

COMMERCIAL VEHICLES
MONITORED USING
TELEMATIC DONGLES
TO DEMONSTRATE THAT
81,000KG OF CO²
CARBON SAVINGS COULD
BE ACHIEVED PER YEAR BY
CHANGING TO ELECTRIC
VEHICLES – RESULTING IN
DISTRICT WIDE WASTE AND
RECYCLING TENDERING
REQUIREMENT OF 100%
EV USAGE FOR NEW TERM
CONTRACTS

52

INSIGHT REPORTS
INCLUDING
WEEKLY FOOTFALL
AND DISTRICT
UNDERGROUND
PASSENGER USAGE

INCOME AND EXPENDITURE

Year Ended 31 March 2021

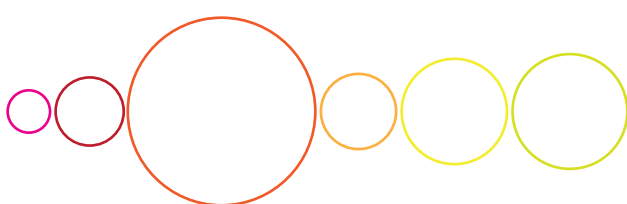
	2021		2020	
	£ EXPENSES	£ INCOME	£ EXPENSES	£ INCOME
Income				
Bid levy		772,725		1,016,407
Voluntary income		92,086		55,515
Other income		8,086		11,980
		872,897		1,083,902
Other operating income				
Government grants receivable and released		22,776		—
Bid delivery costs	428,104		773,599	
Administrative expenses	201,439		263,819	
		(629,543)		(1,037,418)
Operating surplus		266,130		46,484
Investment revenues				
Bank interest received		1,359		266
Surplus before taxation		267,489		46,750
		30.64%		4.31%



DISTRIBUTION COSTS AND ADMINISTRATIVE EXPENSES

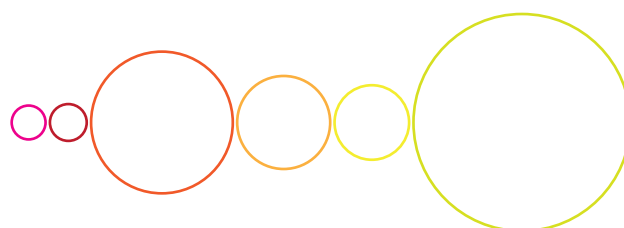
Year Ended 31 March 2021

	2021 £	2020 £
Distribution Costs		
● Insight	31,677	46,242
● Shaping Change	49,812	49,861
● Safer and Cleaner	133,861	182,474
● Sustainable Working	54,868	119,589
● Reducing Costs	75,985	97,675
● Events and Promotion	81,901	277,758
	428,104	773,599



Distribution Costs 2021

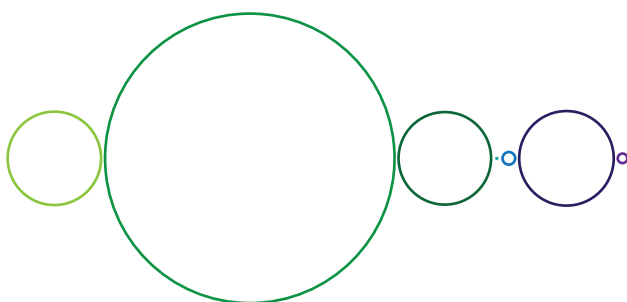
● Insight	7.4%	● Sustainable Working	12.8%
● Shaping Change	11.6%	● Reducing Costs	17.8%
● Safer and Cleaner	31.3%	● Events and Promotion	19.1%



Distribution Costs 2020

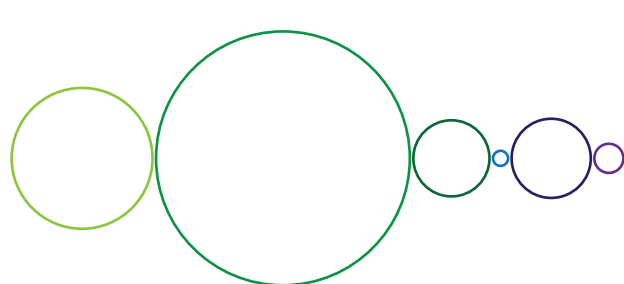
● Insight	5.9%	● Sustainable Working	15.5%
● Shaping Change	6.5%	● Reducing Costs	12.6%
● Safer and Cleaner	23.6%	● Events and Promotion	35.9%

	2021 £	2020 £
Administrative expenses		
● Rent of Office Space	31,647	62,016
● Management & Professional Fees	96,249	110,925
● Business Support	31,367	34,018
● Bad and Doubtful Debts	1,106	–
● Office Supplies	5,002	7,624
● Systems, IT and Telephones	32,067	35,445
● Levy Collection	4,001	13,730
● Depreciation	–	61
	201,439	263,819



Administrative Expenses 2021

● Rent of Office Space	15.7%	● Office Supplies	2.5%
● Management & Prof Fees	47.8%	● Systems, IT and Telephones	15.9%
● Business Support	15.6%	● Levy Collection	2%
● Bad and Doubtful Debts	0.5%	● Depreciation	0%



Administrative Expenses 2020

● Rent of Office Space	23.5%	● Office Supplies	2.9%
● Management & Prof Fees	42%	● Systems, IT and Telephones	13.4%
● Business Support	12.9%	● Levy Collection	5.2%
● Bad and Doubtful Debts	0%	● Depreciation	0.2%

A SUSTAINABLE DISTRICT

Fitzrovia must be at the forefront of the transition to a more sustainable district model and The Fitzrovia Partnership has an important leadership role to play. This will mean leading campaigns on behalf of members that reduce the environmental impacts of conducting business, while improving the economic and social sustainability for businesses and residents alike.

In response to the global challenges of sustainable development, governing bodies such as the Mayor of London and local councils have set ambitious targets – and associated incentives and penalties – to address crucial issues such as air quality, social inequality and adaptation to climate change impacts. Consequently, businesses will need to take action to improve resource efficiency, working standards for employees and economic resilience.

The Fitzrovia Partnership will be a key facilitator in the implementation of sustainable programmes at a local level, co-ordinating public-private sector partnerships to implement activities that have a greater cumulative footprint and significantly contribute to London's goal to become 'cleaner, greener and ready for the future'.

The need to minimise the impact of businesses is both a moral and commercial imperative. The Fitzrovia Partnership will deliver collaborative activities which individual businesses often find difficult to achieve. Within a large collective, members will have the opportunity to work with one another to benefit their business.

2022 and Beyond

Moving forward The Partnership will place sustainability at the heart of its organisation and believes collaboration will increasingly be essential to driving added value for both business and the wider community.

Our 2022-27 mandate will launch campaigns that support the BID's 'Sustainable District Charter', setting ambitions that address issues such as climate change, economic vitality and employment.

Areas of action will be identified through a contextual review of current and upcoming policy by Camden Council and the Mayor of London, evaluation of stakeholder priorities and analysis of activities conducted by other BIDs.

Increasingly businesses are recognising their role and responsibility both in protecting and enhancing the environment in which they operate. The Fitzrovia Partnership seeks to bring together the many different activities of individual businesses in Fitzrovia into a framework aimed towards enhancing the future sustainability of the area.

OUR ONWARD OBJECTIVES WILL BE THREEFOLD:



GOOD GROWTH

The need to minimise the impact of businesses is both a moral and commercial imperative. Business Improvement Districts deliver collaborative activities which individual businesses often find difficult to achieve. Within a large collective, members have the opportunity to work with one another to benefit their business.



HEALTHY ENVIRONMENT

The Partnership places sustainability at the heart of its organisation and believes collaboration will increasingly be essential to driving added value for both business and the wider community.



VIBRANT COMMUNITIES

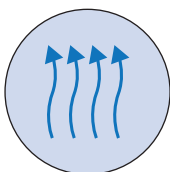
Increasingly businesses are recognising their role and responsibility both in protecting and enhancing the environment in which they operate. The Fitzrovia Partnership seeks to bring together the many different activities of individual businesses in Fitzrovia into a framework aimed towards enhancing the future sustainability of the area.

ESG

Environmental, social and governance (ESG) criteria are of increasing interest to companies, their investors and other stakeholders. With growing concern about the ethical status of companies, these standards are the central factors that measure the ethical impact and sustainability of investment in a company. ESG factors cover a wide spectrum of issues, many of which have traditionally been excluded from financial analysis.

The Fitzrovia Partnership will seek to assist members achieve these important targets through its collaborative work in the District. The Partnership will focus on the following issues:

Our focus



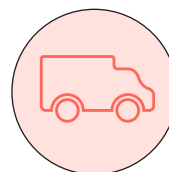
IMPROVING AIR QUALITY



FEWER CARBON EMISSIONS



INCREASED RECYCLING



LESS TRAFFIC



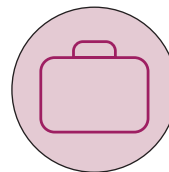
REDUCING BUSINESS COST



A VIBRANT COMMUNITY



SECURE AND SAFE



BUSINESS RESILIENCE



It is an increasing possibility that ESG may become compulsory and to stay ahead of regulations and the competition companies should look to integrate their business into the ESG framework. Organisations that struggle to embrace environmental or social factors may end up struggling to deal with regulatory, legal or reputational issues. Evidence is also beginning to demonstrate that companies performing on ESG practices have higher growth and lower volatility, higher employee productivity, reduced regulatory and legal interventions and cost reductions.

The Fitzrovia Partnership seeks to support members in embracing these environmental and social matters by pushing towards a sustainable Fitzrovia. COVID-19 and climate change have made us realise that we are not “masters of our planet but rather stewards of nature” and ESG has taken on a greater significance in light of recent events.

In collaboration with our members and partners we seek to help Fitzrovia build a more sustainable and resilient future.



A LONG TERM AGENDA

To achieve The Partnership's objectives will take time and as such re-affirming the BID's 5-year mandate will be an important stepping stone to success.

The Partnership will continue to provide greater strategic context for business, galvanize the business community, statutory authorities and wider stakeholders behind a common vision for the district, and generate an enhanced income stream which benefits the whole area in terms of service provision. It will provide the business community with an ability to influence and help shape the future.

- Return on investment
- A better environment for business
- A more effectively managed and sustainable district
- A destination of choice for businesses, residents and visitors alike
- Effective engagement with the wider 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 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 communicates and works with the local community and provides an opportunity for wider views to be embraced within The Partnership's decision making.

The Fitzrovia Partnership's current business mandate will require renewing on the 31 July 2022. A work programme has been put in place to secure a successful ballot of the BID's members to operate for a further 5 years. The ballot of businesses itself will take place in June/July 2022 with the new mandate commencing 1 August 2022.



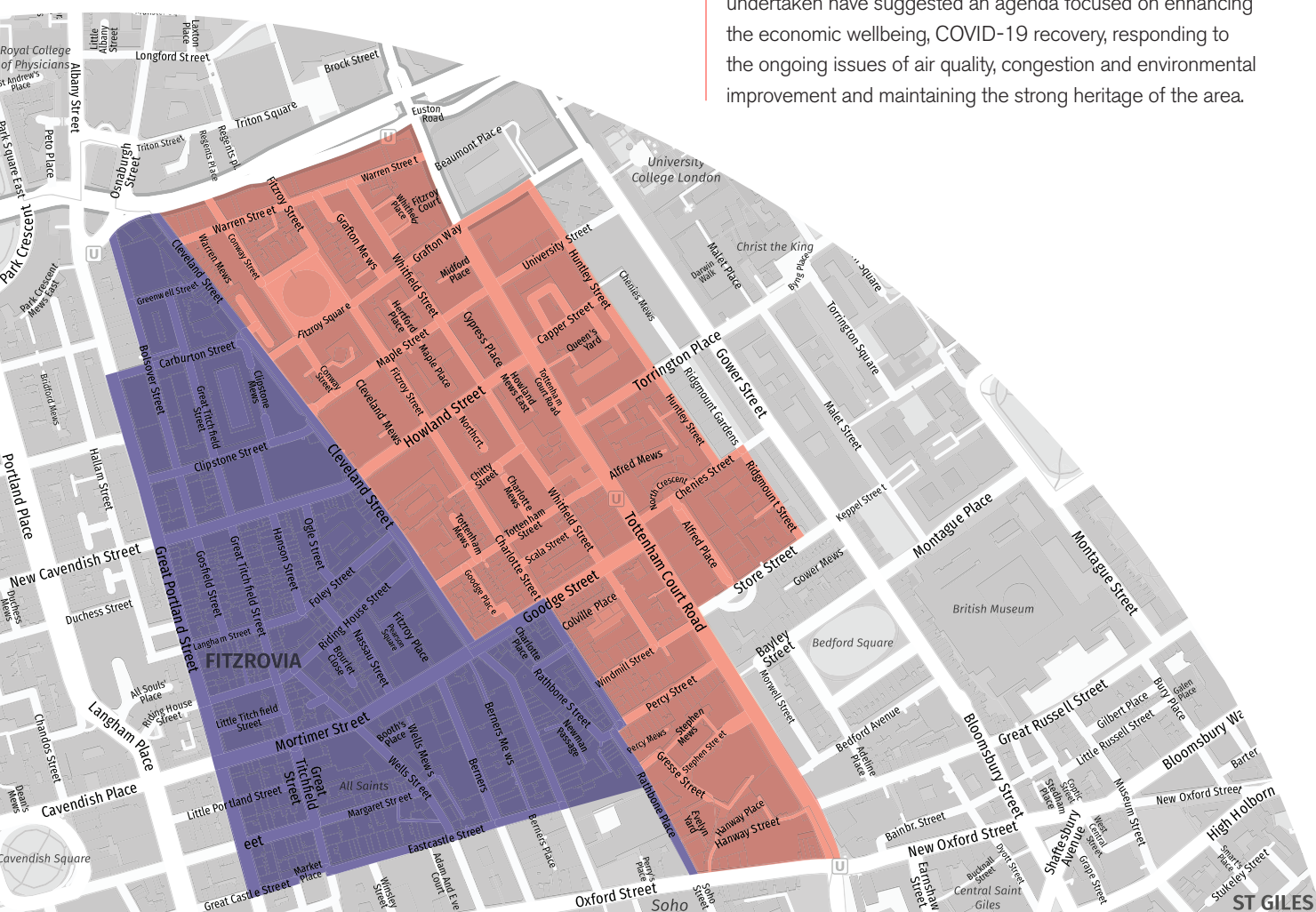
ESTABLISHMENT OF A BID FOR WEST FITZROVIA

West Fitzrovia is bordered by a number of Business Improvement Districts which have established themselves over the past 20 years. The most recent being the Harley Street Area Partnership.

During the last renewal of The Fitzrovia Partnership, the area of West Fitzrovia was identified as a potential area for the current BID to explore, particularly given the alignment of agenda and interest amongst a number of businesses in the area. It was subsequently agreed in the 2017 renewal plan to review the possible establishment of a BID in West Fitzrovia to work alongside the current Camden based BID.

A BID in the area will bring with it a collaborative approach and sustainable income stream to support locally driven initiatives and aspirations, many of which are outlined in the Neighbourhood Plan. COVID-19 has brought with it an unprecedented economic crisis, one which requires an ongoing response working in partnership with Westminster City Council. A Business Improvement District carefully positioned can play an important role towards recovery and future growth.

Early engagement with businesses in West Fitzrovia has shown a broad appetite to further explore the establishment of a business collective for this part of Fitzrovia. Business interviews undertaken have suggested an agenda focused on enhancing the economic wellbeing, COVID-19 recovery, responding to the ongoing issues of air quality, congestion and environmental improvement and maintaining the strong heritage of the area.



● Current Fitzrovia Partnership BID Area ● Proposed West Fitzrovia BID Area

Emerging Geographic Footprint for West Fitzrovia

The development of the West Fitzrovia Neighbourhood Forum has been a significant initiative during the past 5 years and one which will be embraced as part of any BID development approach taken forward. The early thinking around a West Fitzrovia BID is very much aligned to the ambitions of the Neighbourhood Forum and there is real opportunity to add value and bring to the table a collaborative approach from business and a 5-year income stream which can assist with projects identified.

To facilitate the development process the initiative is championed by The Fitzrovia Partnership, who can bring resource and energy to the project, as well as expertise in setting up the formal and informal elements of a Business Improvement District. The new entity is working collaboratively with the existing BID area to deliver added value, alignment and synergy across the full extent of Fitzrovia.



For further information

Call: 020 3146 4260

Email: lee.lyons@fitzroviapartnership.com

Visit: www.fitzroviapartnership.com

The Fitzrovia Partnership

11–13 Bayley Street, London WC1B 3HD

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Fitzrovia
Partnership**
Business Improvement District