



**The
Fitzrovia
Partnership**
Business Improvement District

Business Plan 2017 – 2022

Delivering value for business



CHAIRMAN'S FOREWORD



David Whittleton Chairman

THE FITZROVIA PARTNERSHIP HAS BEEN REPRESENTING BUSINESS FOR APPROACHING 10 YEARS AND FOR THE PAST FIVE YEARS AS A BUSINESS IMPROVEMENT DISTRICT (BID). IN ADDITION TO OUR 250 BID MEMBERS, WE REPRESENT A FURTHER 150 SMALL AND INDEPENDENT BUSINESSES WHO WORK WITH THE PARTNERSHIP ON A VOLUNTARY BASIS. WE HAVE A TRACK RECORD OF DEVELOPING THE AREA FOR THE BETTER WHICH HAS EARNED US A REPUTATION AS A CREDIBLE CONTRIBUTOR TO THE SUCCESS OF THE DISTRICT.

Fitzrovia continues to experience major change. Crossrail, the development of Tottenham Court Road, changes to infrastructure and development of the built environment represent the most significant changes to the neighbourhood since the 1960s.

Together with the economic benefits these changes bring, there will inevitably be increased pressure on Fitzrovia's public realm and public services. Ensuring the upkeep and maintenance of streets, open spaces and other public amenities presents a major challenge. The Fitzrovia Partnership has an important leadership role in helping to shape this change for the benefit of all that work in, live in, and visit the area.

Now is the time to be ambitious, embrace the changes taking place while protecting what makes Fitzrovia a great place to be. Now is the time for The Fitzrovia Partnership to push on, developing its work with partners, and ensure that its members benefit from a vibrant and commercially successful destination of choice.

David Whittleton
Chairman



Cube, 90 Whitfield Street

THE FITZROVIA PARTNERSHIP

THE FITZROVIA PARTNERSHIP IS A BUSINESS IMPROVEMENT DISTRICT, WHICH IS A BUSINESS-LED AND BUSINESS-FUNDED BODY FORMED TO IMPROVE A DEFINED COMMERCIAL AREA. THEY ARE CREATED THROUGH A BALLOT PROCESS TO DELIVER ADDITIONAL SERVICES TO LOCAL BUSINESS. THEY REPRESENT THE INTERESTS OF A DEFINED GROUP OF BUSINESSES, WHICH OPERATE IN A PARTICULAR COMMERCIAL DISTRICT.

Over 270 Business Improvement Districts have been established in the UK with a total investment of over £100m – investment which is directed by business towards the issues that affect them most. There are currently over 50 Business Improvement Districts in London.

79,000

businesses are BID members across the UK

£76m

investment directly into local communities

£35m

additional inward investment leveraged

Our vision

A WORLD-CLASS BUSINESS DISTRICT AND DESTINATION OF CHOICE:

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

Our core purpose

THROUGH PARTNERSHIP AND ENGAGEMENT WITH THE BUSINESS COMMUNITY TO HELP CREATE AND ENHANCE AN ECONOMICALLY VIBRANT DESTINATION, OFFERING TANGIBLE AND COLLECTIVE BENEFITS TO THOSE WHO WORK, LIVE AND VISIT FITZROVIA.

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.



Arrival of Crossrail

Less congestion underground, 28 minutes from Heathrow and 65m additional passengers.



£1.5m saved in business costs

Through our joint procurement **s@vings** scheme we have helped our members save £1.5m in business costs.

Improving Air Quality

Creating a healthier working environment and place to live with fewer emissions, less traffic congestion and smarter building systems.

Free Recycling



New look for Tottenham Court Road



An iconic street in central London, the £35m investment in public realm and traffic enhancements will make Tottenham Court Road and its hinterland safer and more attractive, boost business and create new public spaces.

Festive Lighting 'fit' for London's West End



Security and Resilience

Communication networks and a strong partnership with the statutory authorities ensuring business is well-informed and resilient to potential disruption.



A welcoming street presence

Our team of ambassadors create a welcoming presence within Fitzrovia and with partners a greater sense of wellbeing.

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.

4

SAFER AND CLEANER

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

5

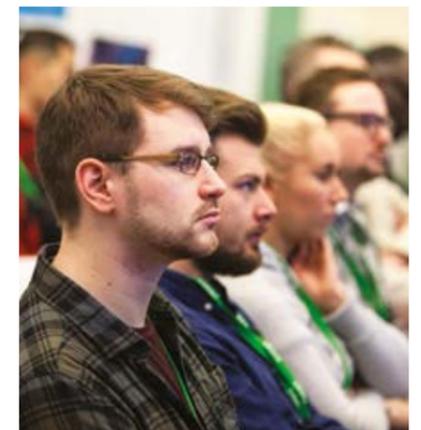
EVENTS AND PROMOTION

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

6

INSIGHT

Fitzrovia is home to international organisations as well as a range of 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.



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



WE WILL CONTINUE TO PROVIDE BUSINESS WITH AN INFLUENTIAL VOICE TO STIMULATE AND SHAPE 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.

Fitzrovia and its surrounding districts are experiencing a period of considerable change. Many of these developments will have a direct and indirect impact upon Fitzrovia and its members. The Fitzrovia Partnership will help shape this change to meet the needs of its business members and how they wish to see Fitzrovia evolve and grow.

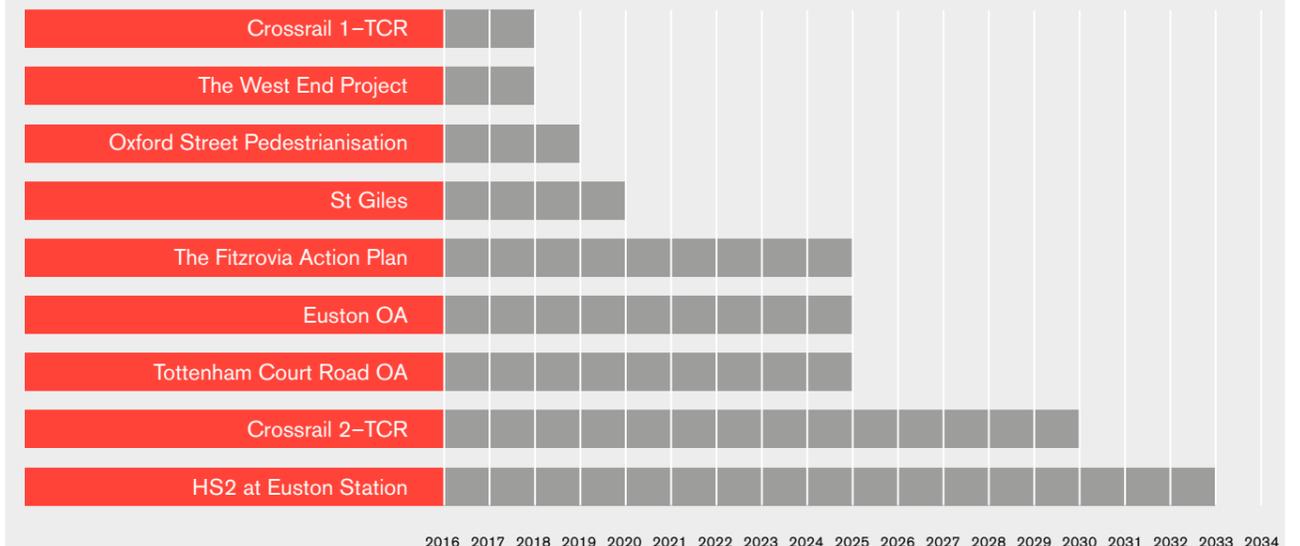
Fitzrovia will continue to experience considerable change in the short, medium and long term resulting from investment in transport, the public realm, commercial and residential developments. These changes represent opportunities to generate local economic benefits for business and improved quality of place for residents and visitors.

However, they also bring with them a range of drawbacks including noise, congestion and general disruption to the neighbourhood. Continuing action by The Fitzrovia Partnership and its partners will be required to mitigate the negative impacts of growth and change and to secure lasting benefits from them.

The schemes, policies and developments shown below represent key areas of change which are likely to impact Fitzrovia, The Fitzrovia Partnership's members and the area's residential community.

The Fitzrovia Partnership has a key role to play in shaping local policies, programmes and initiatives that bring the maximum benefits from growth. This will require working with The Mayor's Office, Camden Council, Transport for London, developers, residents, the West End Partnership and other parties who both impact and help to maintain, renew and manage the neighbourhood.

Timescale of major changes close to and within The Fitzrovia Partnership BID area



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 Papasava 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



INCREASING OCCUPANCY COSTS CONTINUE TO CHALLENGE BUSINESS IN FITZROVIA. THROUGH SPECIALIST PROCUREMENT AND ECONOMIES OF SCALE, THE PARTNERSHIP WILL CONTINUE TO PROVIDE ADDED VALUE AND TANGIBLE BENEFITS TO HELP MEET MEMBERS' ECONOMIC, CORPORATE SOCIAL RESPONSIBILITY AND ENVIRONMENTAL AMBITIONS.

There are commodities and services common to most businesses such as energy, stationery, water, taxi & courier and building management services. By joining the procurement power of the business community, The Fitzrovia Partnership is able to:

- ▲ Reduce member costs
- ▲ Improve service levels
- ▲ Lessen environmental impact
- ▲ Enhance management information



Tottenham Court Road

REDUCING BUSINESS RATES

£500,000

saved in business rates

The Partnership has identified savings in business rates of approaching £500,000. We will continue to provide free business rates consultations with partners BNP Parabis to assist members mitigate, where possible, the business rate increases experienced as part of the 2017 assessment.

With respect to the 2017 re-assessment of the business rates, the Chancellor announced in the Autumn Statement that as a result of business representations including that of The Fitzrovia Partnership, the Government will reduce its transitional cap on rate rises. It is estimated that ratepayers in London will save a net £90m in lower business rates bills over the next five years as a result of the revised scheme.

The Fitzrovia Partnership together with Central London BIDs will continue to campaign for a positive consideration of local mitigating schemes and a long-term review of business rates system.

FREE STAFF TRAINING

1,000

staff members up-skilled

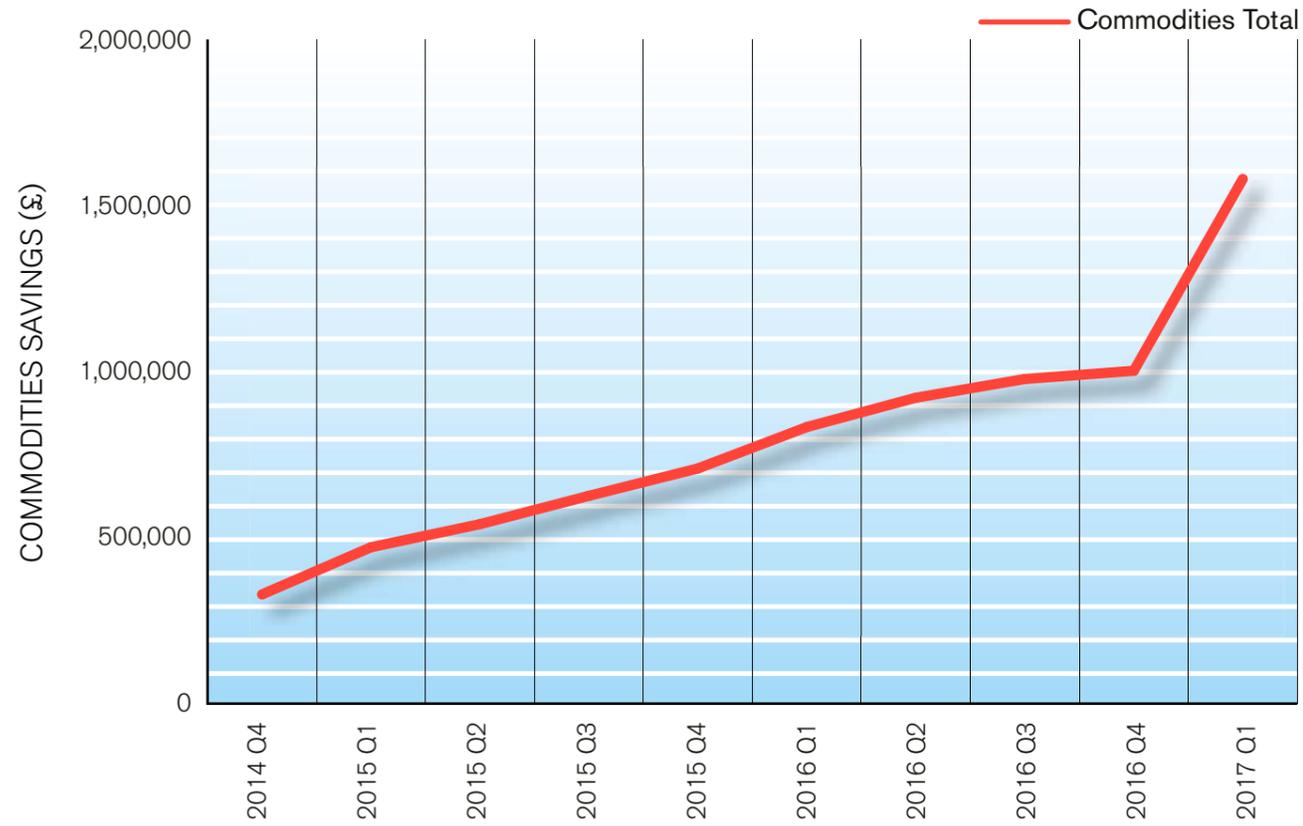
In response to member demand, The Partnership has introduced a diverse Training Programme that supports our members with the provision of increased skill sets through accredited courses and vital Counter Terrorism seminars.

The Fitzrovia Partnership will maintain and develop this programme of free staff training for member businesses increasing its range of training available in response to business demand.

Our current training programme includes First Aid, Conflict Management, Contingency Planning, First Aid, Fire Safety, Health & Safety and Risk Assessments.

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



OUR ONWARD OBJECTIVE WILL BE TO PROMOTE THE DISTRICT'S APPROACH TO SUSTAINABILITY AND ENVIRONMENTAL AWARENESS; STRIVING FOR A HEALTHIER AND MORE COST-EFFECTIVE OPERATING ENVIRONMENT AND ENHANCING BOTH INDIVIDUAL BUSINESS AND THE AREA'S ENVIRONMENTAL CREDENTIALS.

BETTER AIR QUALITY

Pollution levels in Fitzrovia are unacceptably high and it has become a major concern of both business and the residential community.

In recent years there has been a significant growth in delivery vehicles which, when coupled with buses, taxis and construction traffic, leads to increased congestion. This, combined with older heating and air conditioning systems in buildings, further worsens the area's poor air quality.



Val Shawcross, CBE Deputy Mayor, Transport

AIR QUALITY CHAMPIONS

- ▲ Arup
- ▲ British Film Institute
- ▲ British Cardiovascular Society
- ▲ Café Nero
- ▲ David Miller Architects
- ▲ Derwent London
- ▲ Feilden Clegg Bradley Studios
- ▲ Gaucho Restaurant Group
- ▲ Heal & Son
- ▲ Hudson's Property
- ▲ Imagination Group
- ▲ Pied à Terre
- ▲ Sainsbury's
- ▲ Say Media
- ▲ Target MCG
- ▲ The Academy Hotel London
- ▲ The Building Centre
- ▲ The Doctors Laboratory

CAMDEN BUSINESS SUSTAINABILITY AWARDS

The Partnership was recognised during 2017 for leading the way in seeking environmental sustainability for the benefit of Fitzrovia, Camden and the wider community – Winners of the Leadership in Green Procurement award.



Lee Lyons BID Manager The Fitzrovia Partnership

FREIGHT CONSOLIDATION

We will further develop our previous successes to reduce and rationalise business deliveries through preferred supplier schemes using electric vehicles and shared delivery arrangements.

The Partnership's freight scheme is an innovative new way of delivering goods in London that helps reduce congestion, pollution and importantly also saves local businesses money.

Working with specialist partners we were delighted to have launched our first product-led service, **FitzOffice Supplies**, during 2016 – a consolidated office supplies service which delivers reduced costs to members as well as reducing delivery carbon emissions by up to 90%.

COMMERCIAL WASTE & RECYCLING CONSOLIDATION

Much of the district's waste is set out on the pavement for kerbside collection which distracts from the area's appearance, stains the pavement and impedes pedestrian movement.

We will work with businesses, building managers and the appropriate authorities to implement bespoke services that collect from inside and/or at times that are more conducive to business, the wider community and the general operating day. We will lessen the environmental impact of waste and recycling collection through more efficiently planned routes and vehicles that emit less pollution.

To date our 'Zero to Landfill', carbon neutral, ISO 14001 and 9001 accredited Waste Management and **FREE** recycling service has significantly reduced CO₂ emissions in the Fitzrovia area.



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.



SKILLING AND JOBS

Working with business, employment agencies, schools and colleges, we will support local people into jobs and help facilitate skills to match the requirements of business in Fitzrovia.

To date, The Partnership's employability programme has secured participation of member businesses, representing the Built Environment, Charity, Cultural, Enterprise, Finance, Hospitality, Media, Retail and Tech industries. Students in years eight and nine from a selection of Camden's schools have had the opportunity to explore potential career paths during employment events hosted by The Partnership.

We will continue to work with the Camden Business Board to drive forward the Government's new apprenticeship initiative and assist members with fulfilling their work placement opportunities.

As an incubator for new businesses, we will provide an opportunity for young entrepreneurs to develop their business ideas in a lower cost environment.



Make the Grade event



Fitzrovia incubation area and meeting room facilities

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



Katherine Fussey, Public Realm Ambassador

WE WILL FIND INNOVATIVE AND EFFECTIVE WAYS OF WORKING TO ENSURE FITZROVIA IS MEMORABLE AND INSPIRING; MAKING OUR STREETS SAFER, CLEANER AND MORE WELCOMING. WE WILL LOOK AT HOW WE MANAGE AND ENJOY PUBLIC SPACE, WHAT TAKES PLACE AND HOW IT LOOKS AND FEELS; ADVOCATING CHANGE WHERE NECESSARY.

BUSINESS RESILIENCE

External forces are a threat to the continuity of business from terrorism, disruption to utilities, road closures and forces of nature – preparedness is key to the area’s resilience.

We will provide timely information through mobile communications and expansion of our radio link service to those responsible for managing and protecting the wellbeing of staff and buildings. In partnership with the statutory authorities, we will develop an evacuation plan for our whole district embracing all building-specific evacuation points.

Working with the Metropolitan Police, we will provide Counter Terrorism training events and briefings throughout the year to help members review and develop their Business Contingency Plans to help them through any emergency that may take place.

AMBASSADOR SERVICE

Our team of Ambassadors make an important contribution to the quality of life in Fitzrovia for our members, their staff, visitors and the local community. In partnership with the statutory authorities, they provide a wide range of services to help maintain a clean, safe, and well-presented area. Our ambassadors are also the public face of The Partnership, offering visitors a friendly, confident and well-informed welcome to Fitzrovia.

Our Ambassadors are effective in helping to manage:

- ▲ Illegal street trading
- ▲ Busking and noise pollution
- ▲ Litter, street cleansing issues and general refuse
- ▲ Street lighting
- ▲ Damage to paving and highways
- ▲ Graffiti and fly posting
- ▲ Proliferation of leaflets
- ▲ Damage to street furniture
- ▲ Criminal activity
- ▲ Anti-social behaviour

They provide an effective conduit between our business members sharing information on issues such as crime trends and anti-social behaviour, developments and general news and events.

The team ensures members are kept informed on issues that may affect day-to-day operations.



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.



CLEANER STREETS

A quality landscape is essential for business, sought after by those working and living in Fitzrovia and enhances the reputation of the area as a destination of choice.

In addition to working with London Borough of Camden to improve the level of service provision in the area our Ambassador service will continue to provide additional cleansing services which add value to the work of the statutory authorities.

Our shared objective: 'a litter-free Fitzrovia'.

Moving forward The Partnership will work more closely with the London Borough of Camden and seek to introduce joint management plans in key areas of public space.



The Fitzrovia Partnership Street Cleaning Service



Fitzroy Square

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



THE PARTNERSHIP WILL DEVELOP THE REPUTATION AND POSITIONING OF FITZROVIA AND PROMOTE A COHESIVE IDENTITY FOR OUR COMMERCIAL HUBS THROUGH INTELLIGENT AND ADVENTUROUS MARKETING. WE WILL COLLABORATE WITH NEIGHBOURING WEST END ORGANISATIONS IN A COLLECTIVE MARKETING STRATEGY RAISING THE PROFILE OF FITZROVIA FOR CORPORATE, WORKER AND CONSUMER AUDIENCES.

THE FITZROVIA PARTNERSHIP WILL BRING LUMIERE LONDON TO FITZROVIA

The second edition of the hugely successful event is taking place in January 2018. Set over four evenings, Lumiere will light up London and Fitzrovia with a series of installations by the best national and international artists involving some of the UK’s most stunning architecture and landscapes.

Lumiere London 2018 will attract significant footfall to the commercial hub of Fitzrovia, enhancing our credentials as a destination of choice and providing benefit for local businesses and organisations – in which is traditionally one of the quietest periods of the year.

Lumiere has been described as “the best event since the Olympics”.



FESTIVAL OF FURNITURE

For over 200 years Tottenham Court Road has been home to some of the world’s most iconic furniture brands.

Our Festival of Furniture event each year will continue to celebrate the diverse range of products through a range of events, promotions and PR activity helping to establish the street as London’s unrivalled furniture and interiors hub.



£125,000

PR value

Showcase

at the Ideal Home Show

Over 75%

increase in footfall



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



Feast@Fitzrovia, Charlotte Street



NEW FESTIVE LIGHTING

A renewed five year business plan will provide the opportunity to deliver a new festive lighting scheme for Fitzrovia focusing on the commercial hubs of Tottenham Court Road and Charlotte Street.

Delivering a 'capital' attraction at one of the most important times of the year for business, it will also provide a sense of place for those working, visiting and living in the area.

LEVERAGING THE RETAIL CALENDAR

The Partnership will develop a promotional programme which is correlated with the retail calendar and maximises commercial opportunities.

This will be delivered in conjunction with other marketing organisations, neighbouring BIDs and partners. It will secure commercial and media partnerships to provide added value.

LOYALTY SCHEME

The Partnership's loyalty scheme, **Swipii**, allows local workers and residents to access fantastic rewards from Fitzrovia's independent retailers.

The Scheme's top performing businesses have seen 100s of new customers discovering just what it is that sets them apart and the great offers they have for those shopping in the area.



14,000
members

3000
rewards claimed

30+
participating businesses



BUSINESS INSIGHT

Research

market intelligence to assist decision making

Intelligence

through shared business performance monitoring

Events

Business to Business networking

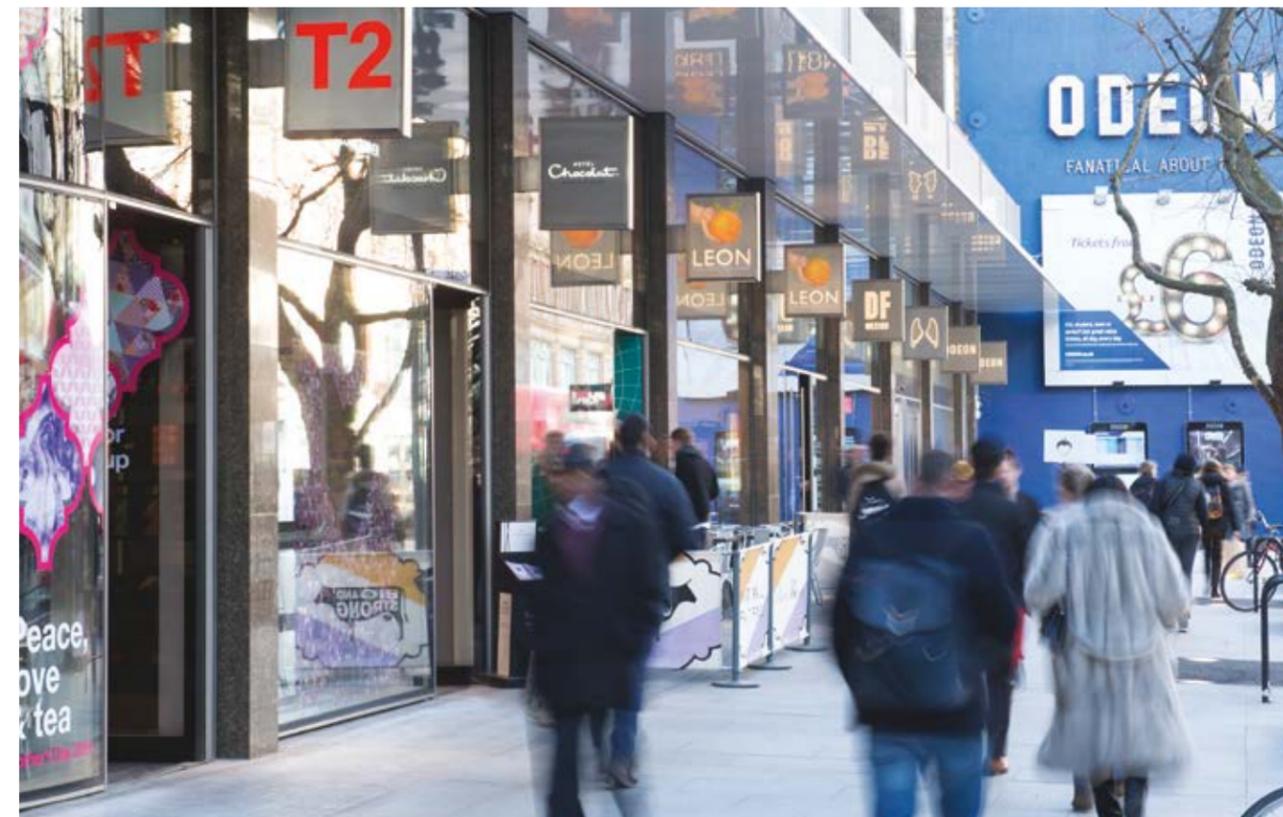
“ The Fitzrovia Partnership has offered consistently useful information and support from both a promotional and operational perspective sharing insights on general trends in the area. I have enjoyed working with The Fitzrovia Partnership team. ”

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**



Tottenham Court Road

FITZROVIA IS HOME TO INTERNATIONAL ORGANISATIONS AS WELL AS A RANGE OF NATIONAL AND INDEPENDENT SHOPS, RESTAURANTS AND LEISURE OPERATORS. AS A COLLECTIVE, THE PARTNERSHIP BRINGS THEM TOGETHER TO PROVIDE ACCESS TO INSIGHTS AND COMMERCIAL OPPORTUNITIES.

RESEARCH AND INTELLIGENCE

Reliable and relevant information is key to understanding trends and essential to business planning. We commission and collect research and data to provide our members the market insight they need.

- ▲ **Business trends**
- ▲ **Footfall**
- ▲ **Sales data**
- ▲ **Hotel occupancy**
- ▲ **Office availability**
- ▲ **Business rates**

Navigating around the statutory authorities can be a challenge. The Fitzrovia Partnership provides a conduit with the Council and Police to assist business in matters relating to planning, licensing, waste services, cleansing and highways.

BUSINESS TO BUSINESS EVENTS

The Partnership provides an opportunity for its members to engage in business-to-business activity through issue-led briefings, member-centric promotions and direct introductions.

Our dedicated Member News publication provides updates on current projects, key issues impacting the area and promotional opportunities for members.

The Partnership hosts a series of Member Events throughout the year that provide a platform for members to engage with industry specialists and fellow members from the business community.

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.

INCOME & EXPENDITURE

Budget 2017/18

Income	
Bid Levy	1,100
Voluntary Contributions	50
Commercial and Project Funding	75
Sundry	5
c/o 2016/17	150
Total	1,380

Expenditure	
Shaping Change	110
Reducing Costs	100
Sustainable Working	120
Safer & Cleaner	220
Events & Promotion	300
Insight	75

Administrative Expenses	180
Management	60
Total	1,165
Contingency	50
Surplus/(deficit)	165

Detail of expenditure is outlined on pages 12-35

5 YEAR CASH FLOW

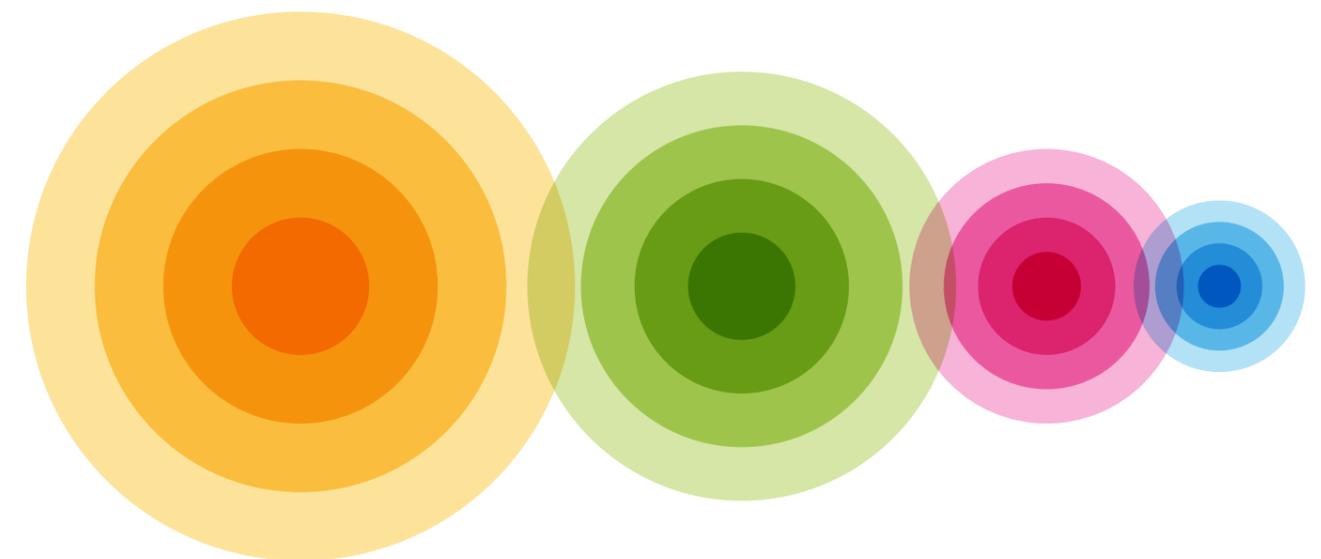
	2017/18	2018/19	2019/20	2010/21	2021/22
BID Levy	1,100	1,133	1,167	1,202	1,238
Voluntary Income	50	52	53	55	56
Commercial & Project Income	75	77	80	82	84

Management & Overhead

Our management and overhead is maintained beneath the industry benchmark of 20%, currently reflecting 18% of expenditure. We seek to leverage voluntary income, which will enable 100% of our members' contributions to be allocated to work programmes, which directly benefit business and the local area in general.

THE INVESTMENT

Number of Businesses	75	72	60	24
----------------------	----	----	----	----



Rateable value (£)	160,000 – 250,000	250,001 – 400,000	400,001 – 1,000,000	Over 1,000,000
Cost per year	1,440	2,250	3,600	9,000
Cost per week (from £)	28	43	69	173

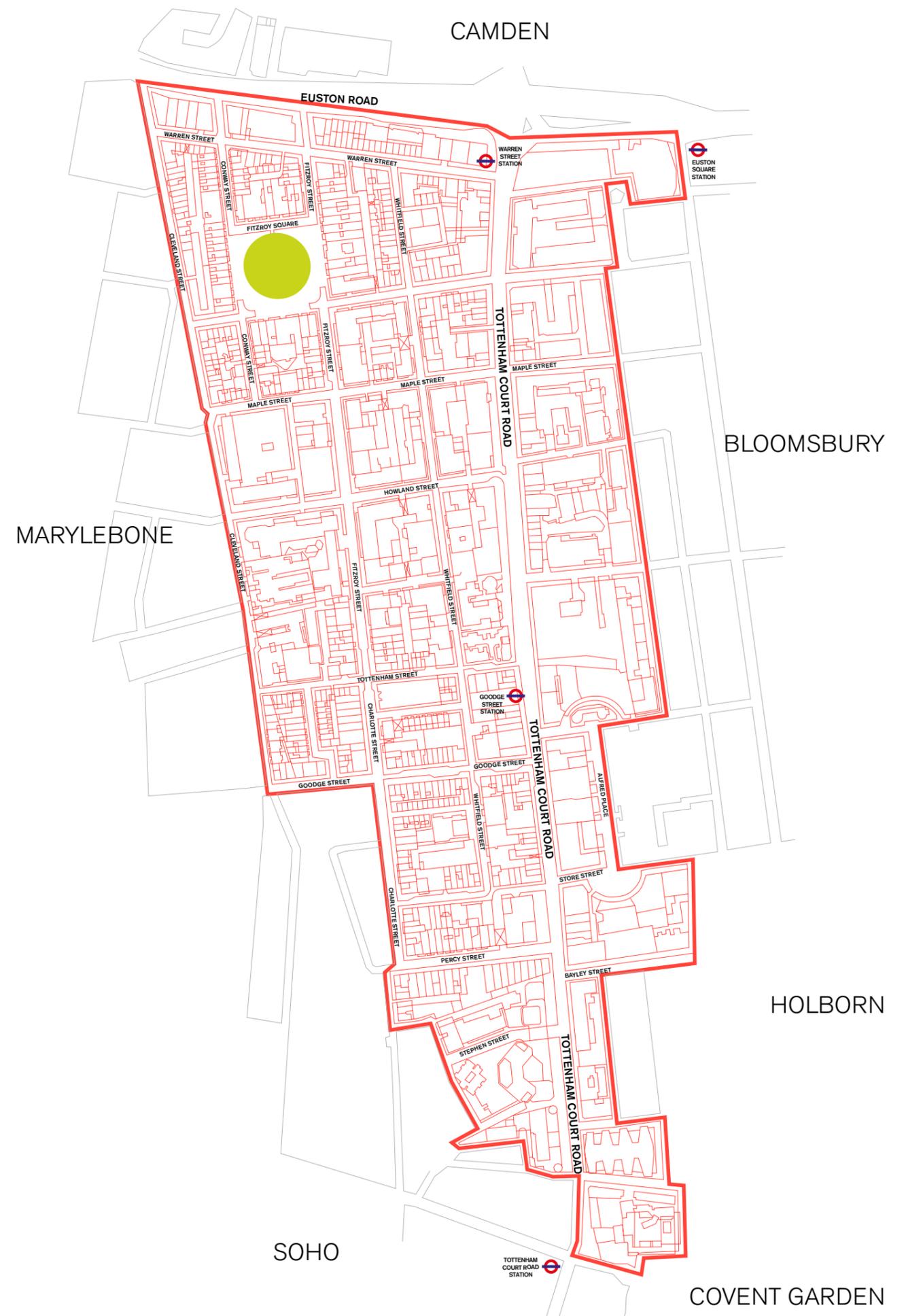
OUR DISTRICT

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



Fitzrovia



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.



Left to Right: Lee Lyons, John Bonning, Matt Casey, David Whittleton, Aristos Papasavva, Cllr. Sally Gimson, Rebecca De Souza, Sarah Ralphs, Richard Baldwin, Dr. Celia Caulcott, Max Neufeld, Leonora Popaj, Niccola Consigli, Gary Reeves, Keith Lawrence.

COMPANY ORGANISATION

A Board of Directors lead and guide the work of The Fitzrovia Partnership which is chosen from the businesses which form the constituency of the organisation. The Board seeks a wide range of skills, experience and a balanced opinion.

THE FITZROVIA PARTNERSHIP BOARD

Chairman **David Whittleton**
Arup

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

Keith Lawrence
General Manager, **HMUCLH plc**

Sean Affleck
Founding Member, **Make**

Rebecca De Souza
Retail Director, **Heal's**

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

John Bonning
Director, **The Building Centre**

Niccolo Consigli
General Manager, **My Bloomsbury**

Leonora Popaj
Director, **Pied à Terre**

Dr Celia Caulcott
Vice-Provost (Enterprise & London), **UCL**

David Berens
Partner, **Fuglers**

Aristos Papasavva
Owner, **Gigs**

Tom Leathart
Assistant Director, **City of London**

Richard Baldwin
Director, **Derwent London**

Max Neufeld
Chairman, **Charlotte Street Association**

Wesley Skow
Chairman, **Fitzroy Square Neighbourhood Association**

OBSERVERS TO BOARD

Cllr Sally Gimson
Cabinet Member for Sustainability and Environment,
Camden Council

Patrick Jones
Business Relationships & Networks Manager,
Camden Council

Matt Casey
Chief Inspector, **Metropolitan Police**

Sarah Ralphs
Stakeholder Engagement Officer, Business,
Transport for London



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.



Tottenham Court Road

BOARD SUB-GROUPS

The BID embraces the business and wider community with a programme of work which delivers a district with a strong sense of identity and one that is clean and safe for all. To help guide the BID in this pursuit a number of sector focus groups have been set up to encourage participation and help to add value to the decision making of the BID.

RETAIL GROUP

Our Retail Group aims to listen to the voice of retailers along Tottenham Court Road and the surrounding area, and deliver on projects aimed at driving footfall, supporting the retail calendar, creating a brand identity, and promoting events that we and our members are hosting.

Argos, BoConcept, Boots, Calligaris, Currys PC World, Dreams, Dwell, Grosvenor Casino St. Giles, Habitat, Heal's, Highly Sprung, Lloyds Bank, Lombok, McDonald's, Maplin, Marks & Spencer, Metro Bank, Muji, Multiyork, Natuzzi, Paolo Marchetti, Paperchase, Sainsbury's, Santander, Sofa Workshop, Soho Wine Supply, Specsavers, Tesco, Waitrose, west elm.

RESTAURANT & EVENING ECONOMY GROUP

Charlotte Street and its neighbouring area, plays a leading role in maintaining the vibrancy that attracts people working and living in the area. This forum makes sure that the view of the restaurant sector is represented.

26 Food + Drink, Bang Bang Canteen, Barrica, Black Sheep Coffee, BOBO Social, Coffee Cake & Kisses, DF Mexico, Drakes Tabanco, GAIL's, Gaucho, GIGS, Itsu, The Jack Horner, Konditor & Cook, Kua 'Aina, L'Etoile, Le Pain Quotidien, Mac & Wild, MoBa, My Hotels, Navarros, Nederlander, Obicà, Pescatori, Pied à Terre, Radisson Blu Edwardian Grafton, Percy & Founder's, ROKA, Roots Juicery, Salt Yard, Spaghetti House, Spearmint Rhino, The Old Dairy Café, The Remedy, Zizzi.

OFFICE SECTOR GROUP

This group involves the office community on an agenda that includes joint procurement initiatives, building B2B relationships, helping offices to feel safe and secure, supporting improved skill sets, staff benefits and welfare. The group is a platform for servicing common issues, and highlighting opportunities and events that impact the office sector.

Adobe Systems, Advanced Hair Studio, Arup, Betty Barclay International, British Association of Dermatologists, British Cardiovascular Society, British Film Institute, David Miller Architects, Dennis Publishing, Dentsu Aegis UK, Derwent London, Edf Energy, Encompass Digital Media, Entertainment One, Feilden Clegg Bradley, Fitzrovia Digital, Fremantlemedia, Freud Communications, Gardiner & Theobald, Gleam Futures, Goodman Jones, HOK International, IgnitionOne, Imagination, International Clothing Designs, Life Science Communications, London First, Make, MWB Business Exchange, Say Media UK, Silver Levene, Sinclair Is Pharma, Spencer Ogden, Target Media Group, The Building Centre Trust, The Doctors Laboratory, The Mission Marketing Group, The University of Law Limited, UCL Business, UCLH Charities, Vectos Transport Planning, Zuhlke Engineering, Tavistock Centre.

COMMUNITY GROUP

The Community Group recognises the residents' important voice within Fitzrovia and therefore is reflective of residential, community groups and third sector interests. This is the group that provides the community with a conduit to business, as well as promoting community issues and events in their own right.

Bloomsbury Association, Charlotte Street Association, CNP, Fitzrovia Community Centre, Fitzrovia Neighbourhood Centre, Fitzrovia Trust, Fitzrovia Youth in Action, FSNA, London Borough of Camden, Gordon Mansions Residents Association, Tottenham Street Residents Association.

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.



David Whittleton Chairman and Lee Lyons BID Manager, The Fitzrovia Partnership

“ For nearly a decade we have enjoyed representing our business community – five years of this as a Business Improvement District. During this time many changes have begun to take place and we have sought to bring strong business leadership to the issues that matter most to business. We are proud of our achievements to date and look forward to working together to maintain Fitzrovia as a vibrant and commercially successful destination of choice, for all those that work, live, visit and choose to operate in the area. ”

Lee Lyons
BID Manager, The Fitzrovia Partnership

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.

- ▲ 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

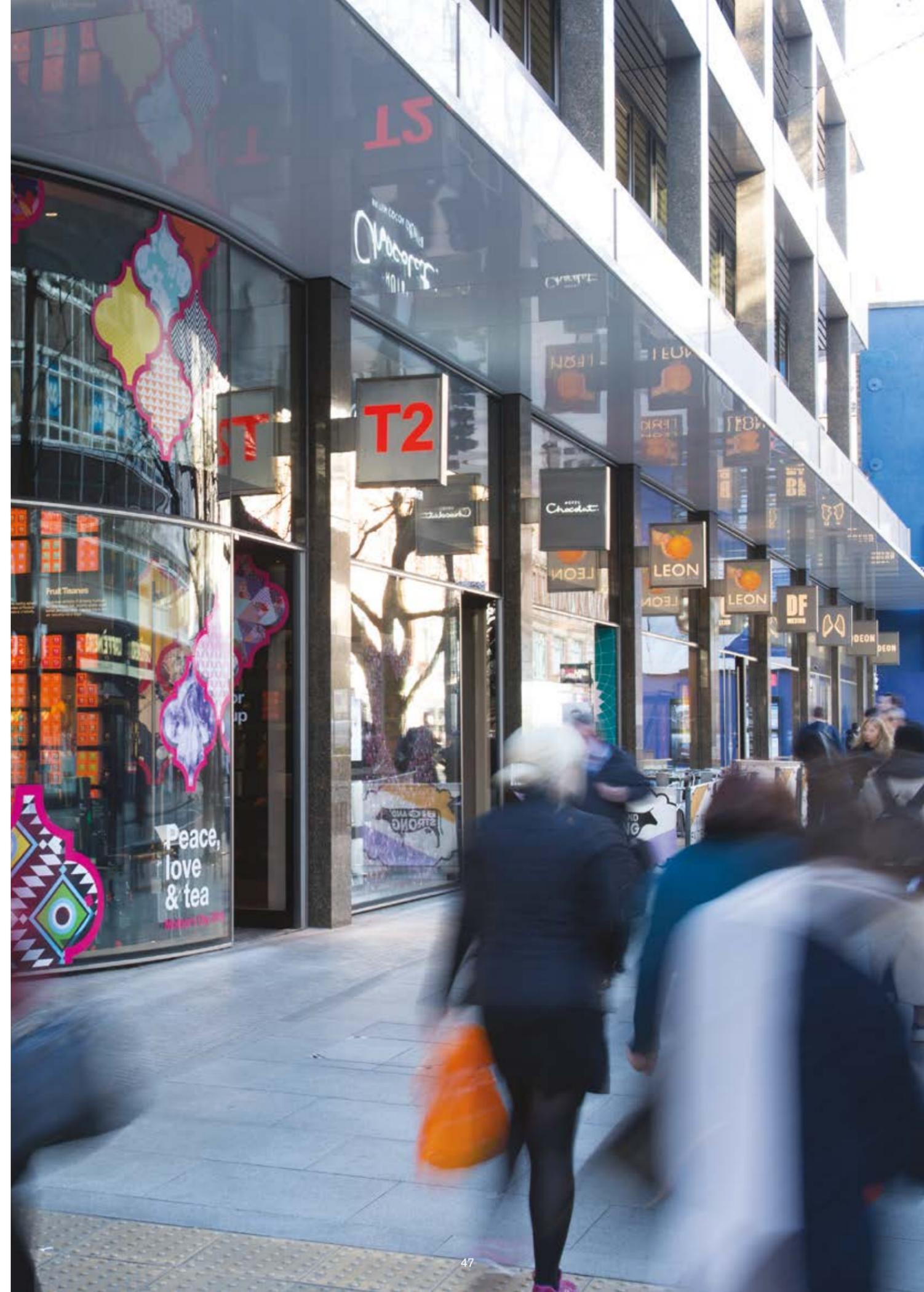
Gary Reeves

Executive Director

gary.reeves@fitzroviapartnership.com

Full ballot arrangements are available at:

www.fitzroviapartnership.com



The Fitzrovia Partnership

Business Improvement District

13 Fitzroy Street, London, W1T 4BQ.

T 020 7755 3192

E info@fitzroviapartnership.com

W fitzroviapartnership.com

TW [@fitzpartnership](https://twitter.com/fitzpartnership)