



**The  
Fitzrovia  
Partnership**  
Business Improvement District

**BID RENEWAL**

**BUSINESS PLAN**

**2022 > 2027**

EXECUTIVE SUMMARY



## 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. In 2017 our members resoundingly showed their support for the renewal of The Partnership's mandate with 87% voting in favour of the BID maintaining its role as a business collective in 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 – benefitting its member businesses and the wider community. In particular, over the past two years The Partnership worked tirelessly throughout the COVID-19 pandemic, adapting existing services to be able to offer the best response for the membership and the area as a whole.

**Moving forward**, Fitzrovia must be at the forefront of transitioning to a more sustainable district working towards the goal of Carbon Net Zero. The Fitzrovia Partnership has an important leadership role to play in this. It will place sustainability at the heart of the organisation and behind activities in Fitzrovia, encouraging collaboration between businesses, to drive added-value solutions for the area. This will mean leading campaigns on behalf of members that reduce the environmental impacts of conducting business, whilst improving the economic and social sustainability for businesses and other stakeholders.

The 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 Fitzrovia and London's goal to become 'cleaner, greener and ready for the future'.

In everything we do, we will continue to be ambitious, embracing the changes taking place whilst protecting the essence of 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.

**David Whittleton**  
CHAIRMAN

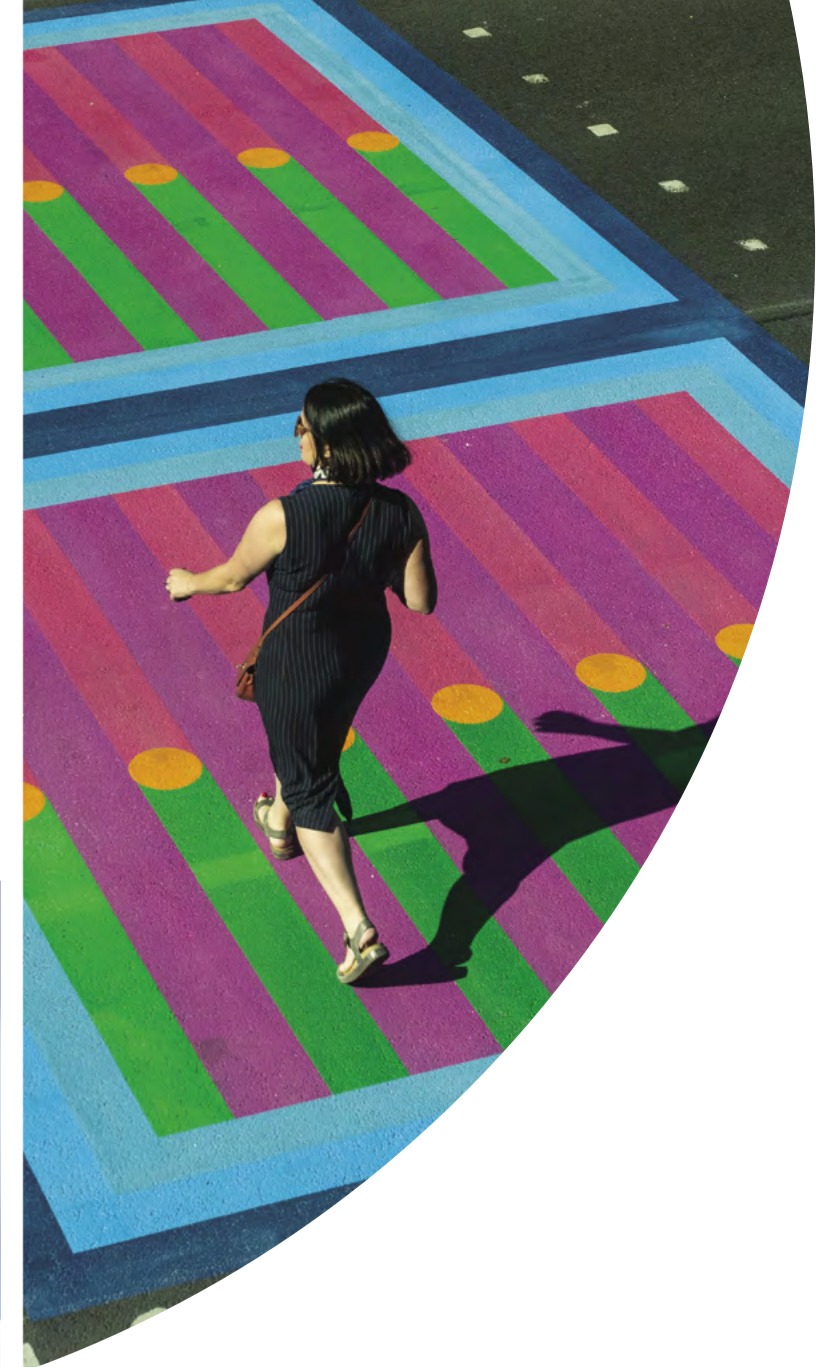
**Lee Lyons**  
CHIEF OPERATING OFFICER

This is an Executive Summary of the **BID Renewal Business Plan 2022 > 2027**. For the detailed plan, please see online: [fitzroviapartnership.com/bid2022](https://fitzroviapartnership.com/bid2022)

**The Fitzrovia Partnership** is a Business Improvement District (BID) 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 business and those that work, live and visit Fitzrovia. Since our establishment in 2012 we have invested over £10m of BID levy directly into the area to support the themes and shared priorities of our members. Over that period we have matured in our influence and ability to affect positive change, delivering tangible results and return on investment.

The Fitzrovia Partnership provides the business community with a collective voice and the ability to influence and shape the future. It acts as a catalyst to attract public and private investment for projects that enhance the neighbourhood, and helps to secure funding for the delivery of services which add value to Fitzrovia and its business community.



## THE FITZROVIA PARTNERSHIP 2022–2027

**Our 2022–27 Business Plan is The Fitzrovia Partnership's £6 million, five-year programme of investment to enhance the sustainability and physical presence of the area and the range of services required to ensure that it looks and feels safe, clean and welcoming. It builds on the successes already achieved in maintaining the special appeal of Fitzrovia.**

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

# Why support The Fitzrovia Partnership?

Continued investment in Fitzrovia is not just good for businesses but for everyone who works, lives and visits the district. If businesses vote 'yes', our Business Plan will guide the district-wide activities of The Fitzrovia Partnership.

1. £6M INVESTMENT INTO FITZROVIA
2. RETURN ON INVESTMENT
3. A MORE EFFECTIVELY MANAGED AND SUSTAINABLE DISTRICT
4. DESTINATION OF CHOICE FOR BUSINESSES, WORKERS, VISITORS AND RESIDENTS
5. SUPPORT FOR ECONOMIC RECOVERY
6. COLLECTIVE BUSINESS VOICE ON ISSUES THAT MATTER
7. CONTINUITY OF THE ENHANCED SERVICE PROVISION IN FITZROVIA

## A SUSTAINABLE DISTRICT OF CHOICE

The Fitzrovia Partnership will place sustainability at the heart of the organisation and believes collaboration will become an essential requirement to drive added-value solutions for business and the wider community.

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

## One Ambition – Three Themes – Six Work Programmes

### ONE AMBITION: OUR 2022 > 2027 TARGETS

- A return to economic and social activity to pre-2019 levels.
- A shared outcome with the Mayor of London's target to make the capital Carbon Net Zero by 2030 and Camden Council's 2030 Carbon Net Zero target. Participation in the Camden Climate Change Alliance which supports the delivery of both the Camden Climate Action Plan and the Camden Clean Air Action Plan.
- Championing the ESG framework and minimising business impact upon the environment.
- A further £3m reduction in business costs through specialist procurement and economies of scale.
- Collaborative working with members and partners, both public and private, to enhance the quality of the public realm and amenity.

### THREE THEMES



#### ECONOMIC

##### GOOD GROWTH

The need to minimise the impact of business 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.



#### ENVIRONMENTAL

##### HEALTHY ENVIRONMENT

The Partnership has an important leadership role to play working with members to reduce the environmental impact of conducting business, whilst improving the economic and social sustainability for businesses and residents alike.



#### SOCIAL

##### 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.

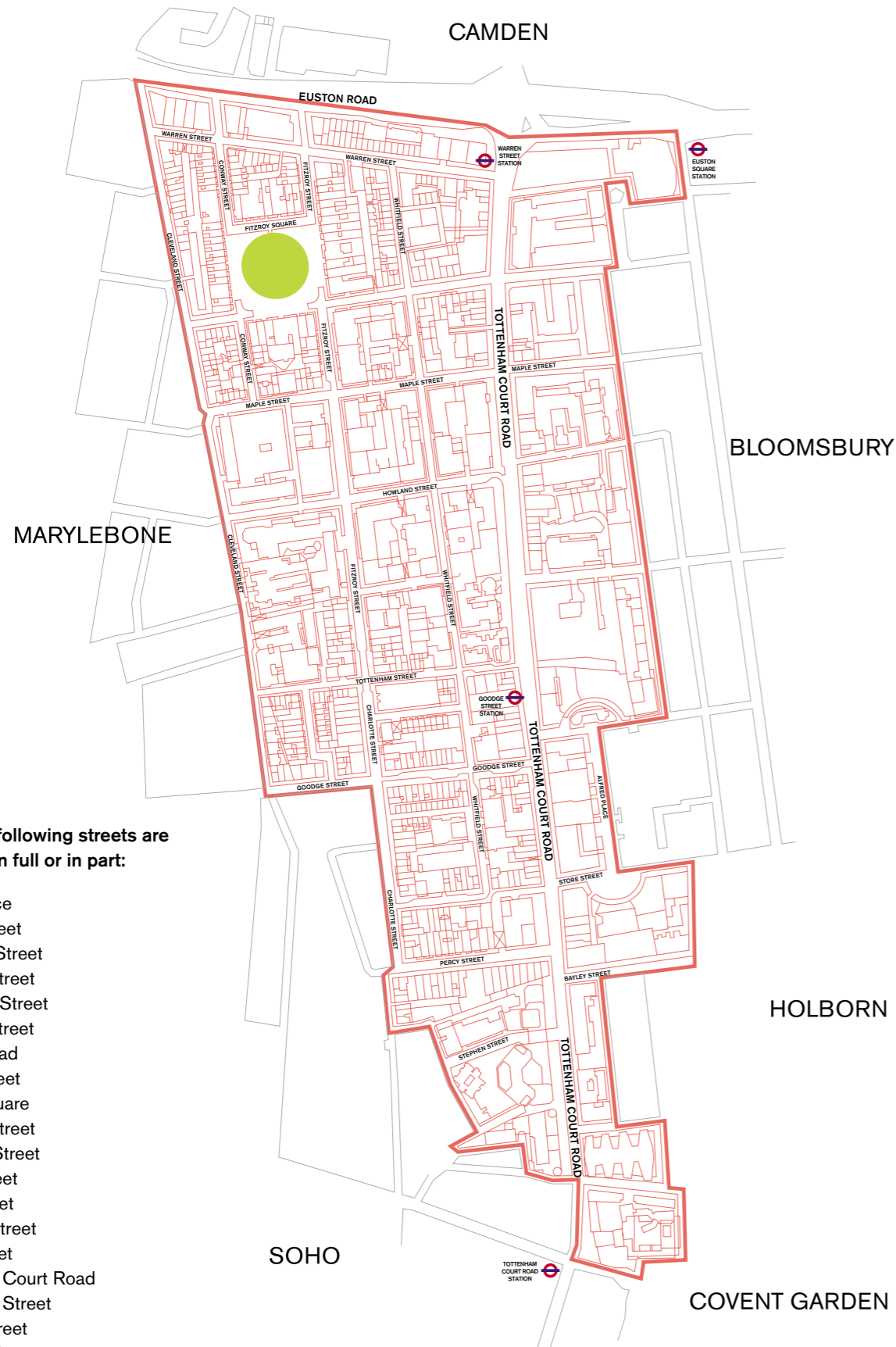
### SIX PROGRAMMES

The BID will focus its delivery programme on six interconnected themes which together will be effective in supporting and promoting the growth of Fitzrovia and its business community, whilst reflecting any additional interests of the wider community. These six key themes will be underpinned in their delivery by economic, environmental and social objectives:

1. Voice and Representation
2. ESG – Economic / Social / Governance
3. Environmental and Place
4. Reducing Costs
5. Insights
6. Promotion and Communication

# THE BID AREA

The formal boundaries of the BID are shown on the map below.



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

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

# FINANCE

The levy that provides the BID's funding is governed by a set of BID rules.

## The BID Rules

- The BID term will be a period of five years from 1 August 2022 until 31 July 2027;
- The BID levy will be applied to rated properties in the BID district with a rateable value of £160,000 or more;
- The levy will be a fixed rate of 1% rateable value as at 1 April, 2022 using the 2017 list for all eligible ratepayers;
- Properties that come into the rating list during the BID term will be subject to the levy from the effective date that the property is brought into the rating list and the rateable value effective at that time;
- Where the rateable value for an individual hereditament changes and results in a lower levy, then this comes into effect only from the start of the financial year in which the change is made and no refunds will be made for previous years. This is known as the closed year rule;
- The levy will assume an annual growth rate for inflation of 3% to be applied on 1 April each year;
- There will be no VAT charged on the BID levy;
- There is no distinction to be made between occupied or unoccupied hereditaments;
- The liability for the daily BID levy will fall on the eligible ratepayer;
- The eligible ratepayer will be liable for the BID levy for empty properties with no void period. Listed properties will be exempt;
- Charitable organisations in receipt of mandatory charitable relief from rates will receive an 80% allowance;
- The NHS Trust Hospital will receive an 80% relief allowance;
- The BID levy will not be increased other than as specified in the levy rules;
- The BID levy rules and BID area cannot be altered without an alteration ballot.

# BUDGET

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
	£	£	£	£	£	£
<b>Income</b>						
BID levy	1,050,000	1,081,500	1,113,945	1,147,363	1,181,784	5,574,592
Property Voluntary Contributions	60,000	61,800	63,654	65,564	67,531	318,549
Commercial Income	50,000	51,500	53,045	54,636	56,275	265,456
Public Funding	50,000	51,500	53,045	54,636	56,275	265,456
<b>Total Income</b>	<b>1,210,000</b>	<b>1,246,300</b>	<b>1,283,689</b>	<b>1,322,199</b>	<b>1,361,865</b>	<b>6,424,053</b>
<b>Expenditure</b>						
Voice & Representation	95,000	97,850	100,786	103,809	106,923	504,368
ESG	100,000	103,000	106,090	109,273	112,551	530,914
Environment & Place	250,000	257,500	265,225	273,182	281,377	1,327,284
Reducing Costs	100,000	103,000	106,090	109,273	112,551	530,914
Insights	60,000	61,800	63,654	65,564	67,531	318,549
Engagement & Communication	250,000	257,500	265,225	273,182	281,377	1,327,284
Administration & Management	200,000	206,000	212,180	218,545	225,102	1,061,827
Contingency	105,000	108,150	111,395	114,736	118,178	557,459
<b>Total Expenditure</b>	<b>1,160,000</b>	<b>1,194,800</b>	<b>1,230,645</b>	<b>1,267,564</b>	<b>1,305,590</b>	<b>6,158,599</b>
Annual Surplus	50,000	51,500	53,044	54,635	56,275	
Cumulative reserves		101,500	154,544	209,179	265,454	265,454

## Notes to Budget

Budget figures are indicative based on the anticipated levy income using 2017 rateable values. Assumed 3% annual inflationary increase and 100% levy collection rate. Levy income may fluctuate in relation to occupancy and is subject to the market at the time of the ratings assessment.

Allocations reflect current priorities; these may change causing variances and re-allocations across the five year term. Any material variations of the budget will be approved by the Board. Contingency based upon 10% of BID levy.

Our management and overhead will be maintained beneath the industry benchmark of 20%, currently reflecting 19% of expenditure. We seek to leverage voluntary income, which will help enable more of our members' contributions to be allocated to work programmes, which directly benefit business and the local area in general.

# ORGANISATION STRUCTURE

The Fitzrovia Partnership Board drives our stated aims and objectives and maintains good governance, overseeing the budget and monitoring performance.

## Board Members

**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

**Neil Robbie**, City of London

**Fiona Clark**, David Miller Architects

**Simon Wolny**, UCLH

**Aristos Papasavva**, Gigs

**Niccolo Consigli**, My Bloomsbury

**Jimmy Munoz**, Metro Bank

**Warren Fry**, McDonald's

**Richard Jackson**, UCL

**Rebecca Hossack**, Rebecca Hossack Gallery

## Observers

**Cllr Adam Harrison**, Cabinet Member, Camden Council

**Inspector Paul Clarke**, Metropolitan Police

**Abbas Raza**, Transport for London

## THE BALLOT – USING YOUR VOTE

From June 2022 you will be given the opportunity to vote on this business proposal for the renewal of The Fitzrovia Partnership BID.

To ensure neutrality, the BID ballot will be administered by the Council's Returning Officer and Electoral Services staff. It will be arranged in line with the rules set out in the BID regulations (2004) as approved by Parliament.

- Your ballot paper will be distributed on  
**27 June 2022**
- You will need to cast and return your postal vote by  
**5pm on 28 July 2022**
- The results of the vote will be announced on  
**29 July 2022**

To discuss this document in more detail please call **020 3146 4260** to speak to **Lee Lyons** or e-mail: **lee.lyons@fitzroviapartnership.com**

Full ballot arrangements are available at **www.fitzroviapartnership.com**

The BID is your opportunity to have an influential voice and implement changes that will positively affect your business and help us all to promote a thriving Fitzrovia.

Working together with our partners and our local communities, we can ensure that Fitzrovia remains a vibrant, viable and sustainable area which works for businesses and residents and of which everyone can be proud.

# It's your vote. Use it.

This is an Executive Summary of the BID Renewal Business Plan 2022 > 2027.

For the detailed plan, please see online:  
[fitzroviapartnership.com/bid2022](http://fitzroviapartnership.com/bid2022)

## The Fitzrovia Partnership

11–13 Bayley Street, London WC1B 3HD

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Business Improvement District



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