

The Fitzrovia Partnership

Business Improvement District



**WEST FITZROVIA
BUSINESS PLAN
2023 ▶ 2028**

EXECUTIVE SUMMARY

Foreword

From its inception as a Business Improvement District (BID) in 2012, The Fitzrovia Partnership has embraced its members and the wider business community through a shared vision for the Camden part of Fitzrovia. In July 2022, members voted 96% in favour of the BID maintaining its role for a third term to deliver its mandate.

Over the last decade, The Fitzrovia 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 Camden Fitzrovia. It is now time to extend these benefits to businesses and the wider community in West Fitzrovia by establishing a BID on the Westminster side of the borough boundary.

Our ambition is to provide a seamless set of services across Fitzrovia and the borough boundary. Businesses have told us they want to see an improved environment, cleaner, greener, and safer streets, whilst championing sustainability at the neighbourhood level.

This is an Executive Summary of the BID Business Plan for West Fitzrovia. A £4 million, five-year programme of investment to enhance the sustainable and physical presence of the area to ensure that it looks and feels safe, clean and welcoming for everyone.

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

In everything we do, we will continue to be ambitious, embracing the changes taking place whilst protecting the essence of what makes the whole of Fitzrovia a great place to be. We will continue to develop our work with partners and ensure that our Westminster businesses benefit from a vibrant and commercially successful destination of choice.



Fiona Clark
DAVID MILLER ARCHITECTS



Steve Ford
UNIVERSITY OF WESTMINSTER

About Us

The Fitzrovia Partnership is a Business Improvement District representing more than 250 businesses on the Camden side of Fitzrovia.

Established in 2012, we have successfully 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 that includes over £6m in business cost savings alone. In July 2022 we secured our third successful ballot, giving us a mandate until 2027. Working with stakeholders such as the police, TfL and local councils, we would like to expand our offering to all businesses in Fitzrovia and set up a sister BID in West Fitzrovia, from the Camden borough boundary to Great Portland Street. This will ensure that all businesses in the area receive the same benefits, support and enhanced activities – regardless of the borough boundary. It will also fill the gap where no BID currently exists in the area north of Oxford Street.

"I welcome the formation of the new West Fitzrovia Business Improvement District, which will use expert local knowledge to further connect businesses to those who use the area. I look forward to working with them in their efforts to support a thriving round-the-clock offer, including tackling violence against women and girls."

Amy Lamé
NIGHT CZAR, GREATER LONDON AUTHORITY

There are over 60 BIDs in London alone and 17 just in Westminster, meaning that all our surrounding commercial districts benefit from having a BID.

We will provide the business community with a collective voice and the ability to influence and shape the future by lobbying on behalf of businesses regarding taxation, business costs and other business critical issues. We will act as a catalyst to promote public and private investment into projects which enhance the neighbourhood and fund services which add value to West Fitzrovia and its business community.

The West Fitzrovia BID embraces several representative sector groups – offices, both individual tenants and those in shared office spaces, hotel and hospitality, retail, leisure, community and property, along with statutory and community groups – all of which will have a role within our governance structure and West Fitzrovia BID's decision-making process.



David Whittleton
CHAIRMAN



Lee Lyons
CHIEF OPERATING OFFICER

Why Support West Fitzrovia?

Investment in West Fitzrovia is not just good for businesses but good for everyone who works, lives and visits the district. Businesses have the opportunity to vote on this business proposal to guide the district-wide activities:

▶ £4 million investment into West Fitzrovia

▶ Over £2 million savings in business costs

- ▶ Specialist procurement of business utilities and services
- ▶ Free training programmes for staff

▶ Create a sustainable district

- ▶ Support for businesses seeking social and environmental accreditation such as B Corp
- ▶ CO2 savings through consolidated services and area-wide programmes
- ▶ Secure inward investment for sustainable enhancements and development

▶ Destination of choice

- ▶ A safer environment for staff and visitors
- ▶ A cleaner environment with a dedicated cleaning team
- ▶ A greener neighbourhood to create a healthy environment

▶ Representation with local and central government on issues that matter

- ▶ Oxford Street District plans
- ▶ Business rates
- ▶ Business policies

▶ Enhanced service provision across West Fitzrovia

- ▶ Working with Westminster and Camden Councils
- ▶ Additional street cleaning, litter provision and street team patrols
- ▶ Data insight and reporting to include TfL station data, footfall, spend, trend, air quality, property data

▶ 2023 – 2028: A Sustainable District of Choice

Working in partnership with Westminster City Council, whilst supporting the objectives of the Mayor of London and Fitzrovia West Neighbourhood Plan, the West Fitzrovia BID will bring together the different activities of individual businesses to contribute to London's goal to become 'cleaner, greener and ready for the future'.

▶ 1 Ambition

Our 2023 – 2028 Targets

- ▶ A shared outcome with the Mayor of London and Westminster City Council's target to make the capital Carbon Net Zero by 2030
- ▶ A signatory of the Council's Sustainability City Charter
- ▶ Championing the ESG framework and minimising business impact upon the environment
- ▶ At least a £2m reduction in business costs through specialist procurement and economies of scale
- ▶ Collaborative working to enhance the quality of the public realm and amenities

▶ 3 Sustainability 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. Members have the opportunity to work with one another to benefit their business.

Environmental – Healthy Environment

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

Social – Vibrant Communities

Businesses recognise their role in protecting and enhancing the environment to be part of a vibrant and supportive community. The Fitzrovia Partnership seeks to bring together the different activities of individual businesses which support the future social sustainability of the area.

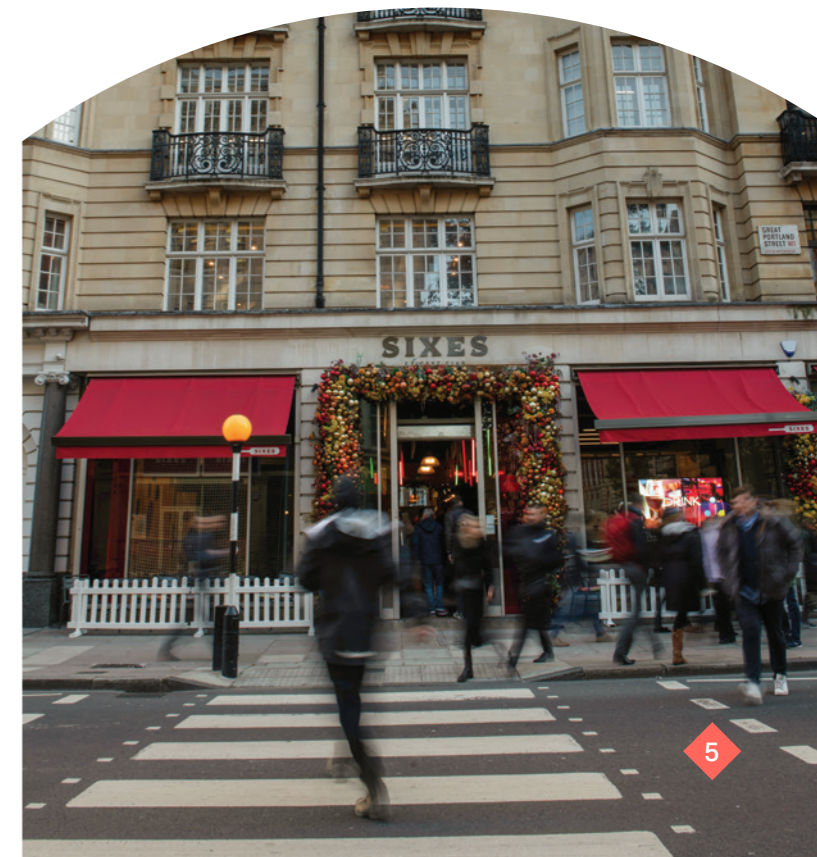
▶ 6 Work Programmes

Each programme will support and promote the growth of Fitzrovia and its business community whilst reflecting the additional interests of the wider community.

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

"We moved to Fitzrovia last year from another BID area which did a lot of work on sustainability and we fully support the Fitzrovia plans to make Fitzrovia a more sustainable neighbourhood."

Luke Peters
DEPUTY MANAGING DIRECTOR, ARCHETYPE



▶ Voice and Representation

Work Programme 1

The Fitzrovia Partnership is a representative voice for Fitzrovia businesses. It facilitates a two way dialogue between its members, local stakeholders / residents and local councils.

We will:

- ▶ Provide essential business-led leadership and influence
- ▶ Represent Fitzrovia business at local and central government levels
- ▶ Provide a representative voice for businesses by working alongside the Fitzrovia West Neighbourhood Forum
- ▶ Drive a collaborative campaign in response to the climate emergency to: improve air quality, reduce carbon emissions, reduce surface transport and congestion
- ▶ Maintaining the area's diverse and unique offering, respecting its history and heritage
- ▶ Establish a property owner forum
- ▶ Establish a positive working relationship with resident and other non-business communities

▶ ESG – Economic, Social and Governance

Work Programme 2

The Fitzrovia Partnership will assist members achieve increasingly important ESG targets through its collaborative work in the district.

We will:

- ▶ Develop a sustainability framework and delivery programme to achieve net zero, which focuses on:
 - Improving air quality
 - Reducing carbon emissions
 - Increasing recycling
 - Reducing surface transport
 - Reducing business costs
 - Maintaining a vibrant community and enhancing outdoor spaces
 - Security and safety
 - Business Resilience
- ▶ Identify and adopt new sustainable opportunities
- ▶ Set environmental targets across Fitzrovia
- ▶ Explore opportunities towards a circular economy in the area
- ▶ Provide an advisory service on compiling sustainability policies for member businesses
- ▶ Work in partnership with Westminster City Council to support inclusive business, recruitment and employment practices
- ▶ Set up a Corporate Social Responsibility programme



▶ Environment and Place

Work Programme 3

The day-to-day management of the area to improve its appearance and safety for workers, residents and visitors is an important requirement.

We will:

- ▶ Review and progress public realm and street management improvements
- ▶ Create a more attractive streetscape through greening
- ▶ Work with Fitzrovia West Neighbourhood Forum to bring forward priority public realm projects
- ▶ Provide enhanced security through a uniformed Street Team service to tackle anti-social behaviour and street crime
- ▶ Establish a Business Crime Reduction Partnership for the area
- ▶ Promote and provide additional street management services in partnership with the local authority and private organisations
- ▶ Promote and deliver active travel plans

Environment:

To support businesses in their journey to net zero, we will offer incentives and advice on sustainable travel, reduce polluting commercial vehicles and reduce single-use plastics. Activities will include:

- ▶ A panel of preferred suppliers offering the widest range of recycling options and using sustainable methods for waste management
- ▶ Free or discounted waste and recycling audits
- ▶ New services such as Deliver London and bike-based delivery services
- ▶ Business support to reduce energy costs
- ▶ Investment and incentives for Green Leases
- ▶ Improvements in air quality and a common zero carbon pathway

Place:

We will work with the Fitzrovia West Neighbourhood Forum to bring about longer-term and lasting improved public realm. Activities will include:

- ▶ An increase in pop-up parks and tree planting
- ▶ A network of walkable streets with places to dwell and relax
- ▶ The provision of more al fresco dining in suitable locations
- ▶ Improved safety at junctions to reduce collisions and casualties
- ▶ Improved connections and wayfinding from Oxford Street
- ▶ More electric vehicle charging points



▶ Reducing Costs

Work Programme 4

Increasing costs continue to challenge businesses, but The Fitzrovia Partnership's savings programme has already achieved £6 million bottom-line cost savings for member businesses.

We will:

- ▶ **Expand our industry-leading joint procurement and savings scheme to include West Fitzrovia businesses. Key commodities will include:**
 - Energy, including funding and incentives
 - Freight consolidation
 - Office supplies
 - Business rates
 - Professional service providers, i.e. testing, trades, general labour, etc
 - Free certified training for first aid, fire marshal and any other training needs required by businesses
- ▶ Provide a waste management and freight consolidation scheme to reduce costs
- ▶ Encourage a switch to renewable sources of energy through collective procurement
- ▶ Provide a discounted cargo bike scheme for businesses
- ▶ Actively promote business support provision provided by the City Council

▶ Insights

Work Programme 5

We deliver insights to support business decisions, enhance customer experiences, attract investment, attract more visitors, showcase the impact of our work programmes, evidence our advocacy and measure our overall impact.

We will:

- ▶ Provide business intelligence and market data
- ▶ Circulate weekly and monthly performance reports
- ▶ Host business networking meetings and business insight events
- ▶ Establish a structure for assessing the priorities and needs of different business sectors
- ▶ Collect data and publish regular insight reports to inform commercial decision-making
- ▶ Provide access to existing business support - local, London and National partners
- ▶ Develop 'Smart Cities' thinking and apply principles

▶ Promotion and Communication

Work Programme 6

The Fitzrovia Partnership has a broad communications and events programme that is free to use for member businesses. Our events, business collaborations and promotional programmes will grow into West Fitzrovia with bespoke offers for member organisations.

We will:

- ▶ Provide access to local marketing promotional platforms at no charge
- ▶ Develop targeted, district-wide events and promotions to attract visitors whilst enhancing programmes offered by Westminster City Council and TfL
- ▶ Provide access to engaged audiences on EnjoyFitzrovia and The Fitzrovia Partnership marketing platforms

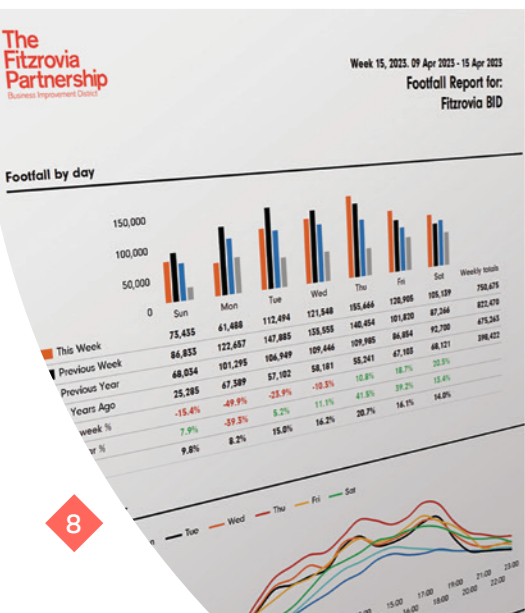
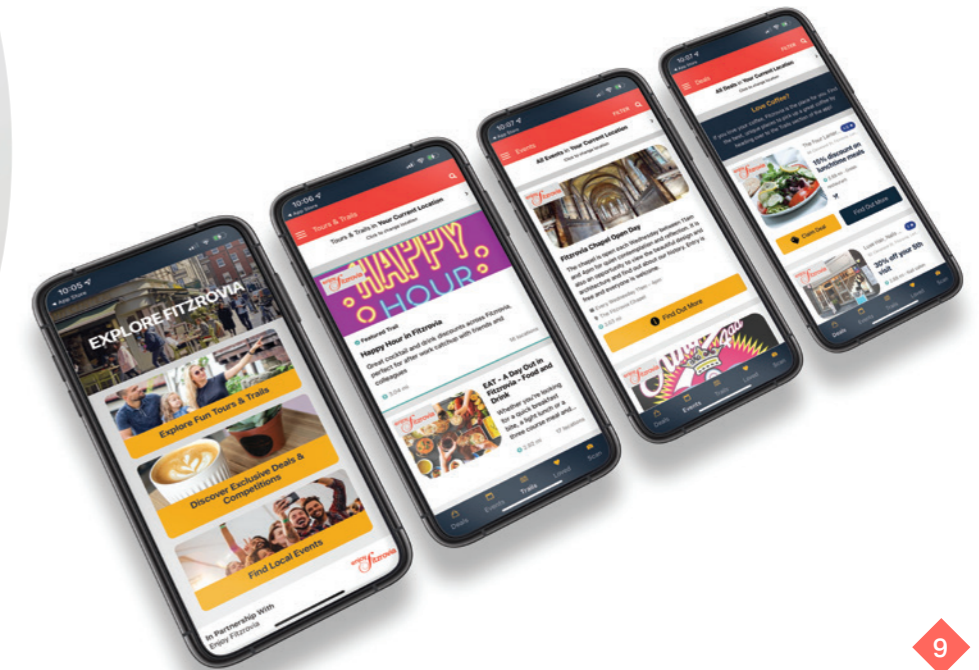
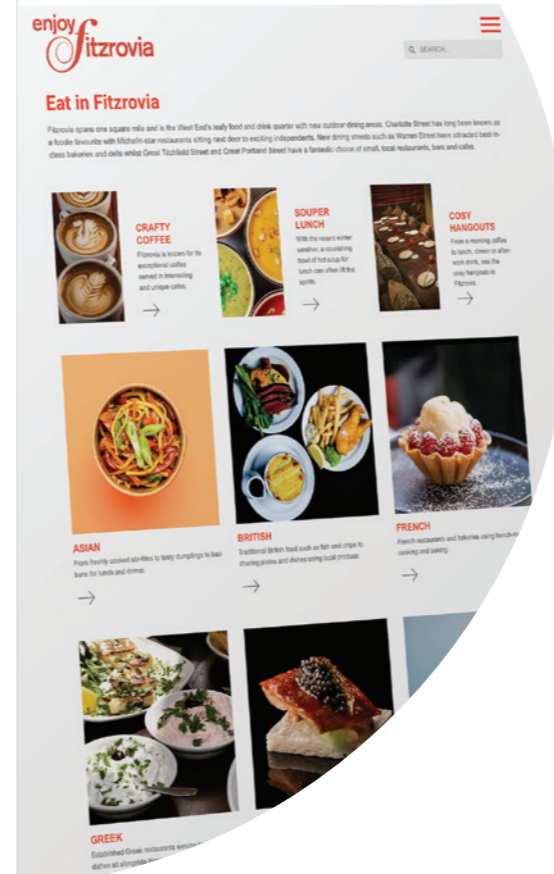


B2B BRAND



B2C BRAND

- ▶ Raise the profile of Fitzrovia by co-ordinating London-wide programmes such as London Festival of Architecture, London Design Festival and Fitzrovia Arts Festival
- ▶ Deliver promotional activity via social media, websites and newsletters
- ▶ Deliver exclusive member-to-member offers and a consumer loyalty programme
- ▶ Facilitate member collaborations, connecting the office community with retail and hospitality
- ▶ Provide weekly business and operational newsletters to ensure our members are kept up-to-date
- ▶ Ad hoc e-alerts with time critical information e.g. security updates



▶ The BID Area



▶ Organisation Structure

The BID is established as a not-for-profit, limited by guarantee company, overseen by a BID Management Team and governed by a Board of Directors, to achieve the things that businesses have asked for and have been identified within the business plan.

The West Fitzrovia BID and The Fitzrovia Partnership BID will form a single Board, comprising equal numbers of businesses from both areas. The Board of Directors, which is chosen from the businesses that form the constituency of both organisations, will lead and guide the work of both the West Fitzrovia BID and The Fitzrovia Partnership Camden BID.

Reporting to this Board will be separate operational sub-boards, one for West Fitzrovia and one for The Fitzrovia Partnership BID that will oversee the delivery of projects in their respective areas and recommend the setting of the annual budget to the overarching Board.

▶ 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 2023 until 31 July 2028.
- ▶ 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 of 31 March 2023 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 April 1 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 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.

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Income						
BID Levy	745,000	767,350	790,371	814,082	838,504	3,955,307
Property Voluntary Contributions	50,000	50,000	50,000	50,000	50,000	250,000
Total Income	795,000	817,350	840,371	864,082	888,504	4,205,307
Expenditure						
Voice and Representation	60,000	61,800	63,654	65,564	67,531	318,549
ESG	100,000	103,000	106,090	109,273	112,551	530,914
Environment and Place	200,000	206,000	212,180	218,545	225,102	1,061,827
Reducing Costs	80,000	82,400	84,872	87,418	90,041	424,731
Insights	40,000	41,200	42,436	43,709	45,020	212,365
Promotion and Communication	100,000	103,000	106,090	109,273	112,551	530,914
Administration and Management	135,000	139,050	143,222	147,518	151,944	716,734
Contingency – 8%	63,600	65,508	67,473	69,497	71,582	337,660
Total Expenditure	778,600	801,958	826,017	850,797	876,322	4,133,694
Annual Surplus	16,400	15,392	14,354	13,284	12,183	71,613
Cumulative Reserves		31,792	46,146	59,430	71,613	

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 8% of BID levy.
- ▶ Our management and overheads will be maintained beneath the industry benchmark of 20%, currently reflecting 17% 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.

► The Ballot – Using your vote

Governed by government legislation and regulations, **BIDs are statutorily established once voted for by the majority of businesses in an area and have a maximum term of five years before returning to their electorate for renewal. Once a majority vote has been achieved, a BID levy becomes mandatory for all defined ratepayers.**

When the majority of eligible businesses vote to establish a Business Improvement District, they create a legal vehicle and give it legitimacy as the voice of local businesses.

Throughout the UK, this combination has proved a powerful force for **every** of change.

From June 2023, **you** will be given the opportunity to vote on this business proposal for the creation of the West Fitzrovia BID.

To ensure neutrality, the BID ballot will be administered by Westminster City 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

Tuesday 13 June 2023

You will need to cast and return your postal vote by

5pm on Tuesday 11 July 2023

The results **of** your vote will be announced on

Wednesday 12 July 2023

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.

To discuss this document in more detail please call:

020 3146 4260 to speak to **Mike Fairman**

email mike.fairmaner@fitzroviapartnership.com

Full ballot arrangements are available at westfitzrovia.com/bid-2023

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.

This is an Executive Summary of the BID Business Plan 2023 – 2028. For the detailed plan, please see online:

westfitzrovia.com/bid-2023

It's your vote.

Use it.

The Fitzrovia Partnership

11–13 Bayley Street, London WC1B 3HD

**The
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Partnership**
Business Improvement District



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