

# The Fitzrovia Partnership

Business Improvement Districts



# 2024 BID LEVY

1 April 2024 – 31 March 2025

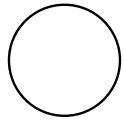
## ► The Fitzrovia Partnership

### Business Improvement Districts

Following The Fitzrovia Partnership's successful ballot at the end of last year, with 91% of voters voting in favour of a BID in Fitzrovia Westminster, we have made a good start with implementing the business plan which formed the mandate.

Our role in driving added-value solutions will ensure our members benefit from a vibrant and commercially successful destination of choice. This means leading campaigns such as inward investment programmes for sustainable business, facilitating business-led forums and working with key stakeholders to develop Fitzrovia's public realm and placemaking strategy.

## ► Our 2028 Targets



A shared outcome with the Mayor of London's target to make the capital Carbon Net Zero by 2030 and Westminster City Council's 2030 Carbon Net Zero target.



Collaborative working with members and partners, both public and private, to enhance the quality of the public realm and amenity.



Championing the ESG framework and minimising business impact upon the environment.



At least a £2million reduction in business costs through specialist procurement and economies of scale



A signatory of the Council's Sustainability City Charter



## ► Our 2023-28 Mandate

### 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, our 2023-28 mandate is based on three themes and incorporates six key programmes that support our Sustainability Charter.

## ► Three Sustainability Themes



### ECONOMIC – GOOD GROWTH

The need to minimise the impact of business is both a moral and commercial imperative. Members have the opportunity to work with one another to benefit their business and we will deliver collaborative activities.



### 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

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

The three themes will underpin the six key work programmes that deliver projects and activities:

## ► Six Work Programmes



### 1. VOICE AND REPRESENTATION:

We are a voice for business interests but any vision can only be achieved with the support of partners in the local authorities and wider community.



### 2. ESG – ECONOMIC/SOCIAL/GOVERNANCE:

We will seek to assist members to achieve these important targets through our collaborative work in the district.



### 3. ENVIRONMENTAL AND PLACE:

Our street team works hard to create and maintain a district which is attractive for business and their employees, residents and visitors.



### 4. REDUCING COSTS:

Maintain our industry-leading and award-winning joint procurement consolidation scheme to reduce member businesses' operational costs.



### 5. INSIGHTS:

We are constantly evolving our approach to data-driven performance to deliver insights to support members, enhance customers' experiences, attract visitors and inward investment.



### 6. PROMOTION AND COMMUNICATIONS:

We have a broad communications and events programme targeting businesses, residents and visitors which is free to use for member businesses.





## ► Fitzrovia Westminster BID Boundary

The formal boundaries of the BID are shown in the map below, aligning the boundaries with the Harley Street BID to the west and the New West End Company BID to the south.



Berners Mews  
 Berners Street – PART  
 Bolsover Street – PART  
 Booth's Place  
 Bourlet Close  
 Bywell Place  
 Candover Street  
 Carburton Street – PART  
 \* Charlotte Place  
 \* Charlotte Street  
 \* Cleveland Street  
 Clipstone Mews  
 Clipstone Street  
 Devonshire Street – PART  
 Euston Road – PART  
 Evelyn Yard  
 Foley Street

Gildea Street  
 \* Goodge Street  
 Gosfield Street  
 Great Portland Street – PART  
 Great Titchfield Street – PART  
 Greenwell Street – PART  
 \* Gresse Street  
 Hallam Street – PART  
 Hanson Street  
 \* Hanway Street  
 Langham Street  
 Little Portland Street – PART  
 Little Titchfield Street  
 Margaret Court – PART  
 Margaret Street – PART  
 Marylebone Passage  
 Middleton Place

Mortimer Street – PART  
 Nassau Street  
 New Cavendish Street – PART  
 Newman Passage  
 Newman Street – PART  
 Ogle Street  
 Percy Passage  
 \* Rathbone Place  
 \* Rathbone Street  
 Riding House Street – PART  
 Wells Mews  
 Wells Street – PART  
 Weymouth Street – PART

\* Street crosses the borough boundary into Camden. The whole of the Westminster part of these streets are included in the BID area.

## ► Deliverables & Highlights To Date

# The first 50 days

## Street Team Activity

- Warden team in place: **2** street wardens, **5** days a week
- Assurance checks to member businesses: **313**
- Environmental waste reporting: **67**
- ASB incidents dealt with: **9**
- Incidents and complaints dealt with: **85**

“ Due to The Fitzrovia Partnership's Street Team, we have noticed a marked decline in shoplifting at the store alongside the deterrent of any ASB in the area. Our staff feel much safer and appreciate the knowledge that they have the back-up of the MLB Street Wardens who regularly check in on us. They are a great team and we welcome them in the area. ”

David Mitchell, Store Manager at Sainsburys on Great Portland Street

## Promotional Activity

- Businesses taken part in events: **20**
- Businesses attended networking events: **13**
- Businesses promoted across emarketing and social media: **26**



## ► Finance

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

### BID Levy Rules

- The BID term will be a period of five years from 1 December 2023 until 30 November 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 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 rate payer;
- 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;
- Specifically, 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;
- Your levy is collected by Westminster City Council. Please include your BID Reference Number, detailed at the top of your BID Levy Invoice, with your payment.



	Year 1	Year 2	Year 3	Year 4	Year 5	Total
<b>Income</b>						
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
<b>Total Income</b>	<b>795,000</b>	<b>817,350</b>	<b>840,371</b>	<b>864,082</b>	<b>888,504</b>	<b>4,205,307</b>
<b>Expenditure</b>						
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
<b>Total Expenditure</b>	<b>778,600</b>	<b>801,958</b>	<b>826,017</b>	<b>850,797</b>	<b>876,322</b>	<b>4,133,694</b>
Annual Surplus	16,400	15,392	14,354	13,284	12,183	71,613
Cumulative Reserves		31,792	46,146	59,430	71,613	

## ► 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 Fitzrovia Westminster BID and the Fitzrovia Camden 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 Fitzrovia Westminster BID and the Fitzrovia Camden BID.

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



### **Message regarding e-billing from Westminster City Council:**

**Businesses paying their business rates by Direct Debit and not on e-Billing** will need to opt in to e-Billing for BOTH business rates and BID bills.

**Businesses not paying their business rates by Direct Debit** may opt in to BID e-Billing. **IMPORTANT** – these businesses cannot have their business rates bills by email unless they are paying by DD – this is due to the interrelationship between instalments and recovery for business rates.

**TO OPT INTO E-BILLING:** Email [westminsterbids@secure.capita.co.uk](mailto:westminsterbids@secure.capita.co.uk) with the reference(s) and the email to be used.

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## **For further information**

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Find us at: [www.fitzroviapartnership.com](http://www.fitzroviapartnership.com)

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### **The Fitzrovia Partnership**

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Business Improvement Districts

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