

# Fitzrovia's Business Improvement District

The  
Fitzrovia  
Partnership  
Business Improvement Districts



# Welcome

**Welcome to Fitzrovia's Business Improvement District (BID).  
As a member of the BID, you are now joining a community of  
over 370 businesses in Fitzrovia.**

The role of The Fitzrovia Partnership is to represent businesses to help create and enhance an economically vibrant destination. We provide the business community with a collective voice and the ability to influence and shape its future.

**This membership pack highlights your exclusive member benefits to be enjoyed by your company and employees.**

**A community of over**

# 370

**businesses in Fitzrovia**

# Fitzrovia – BID Area



## WESTMINSTER

- 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

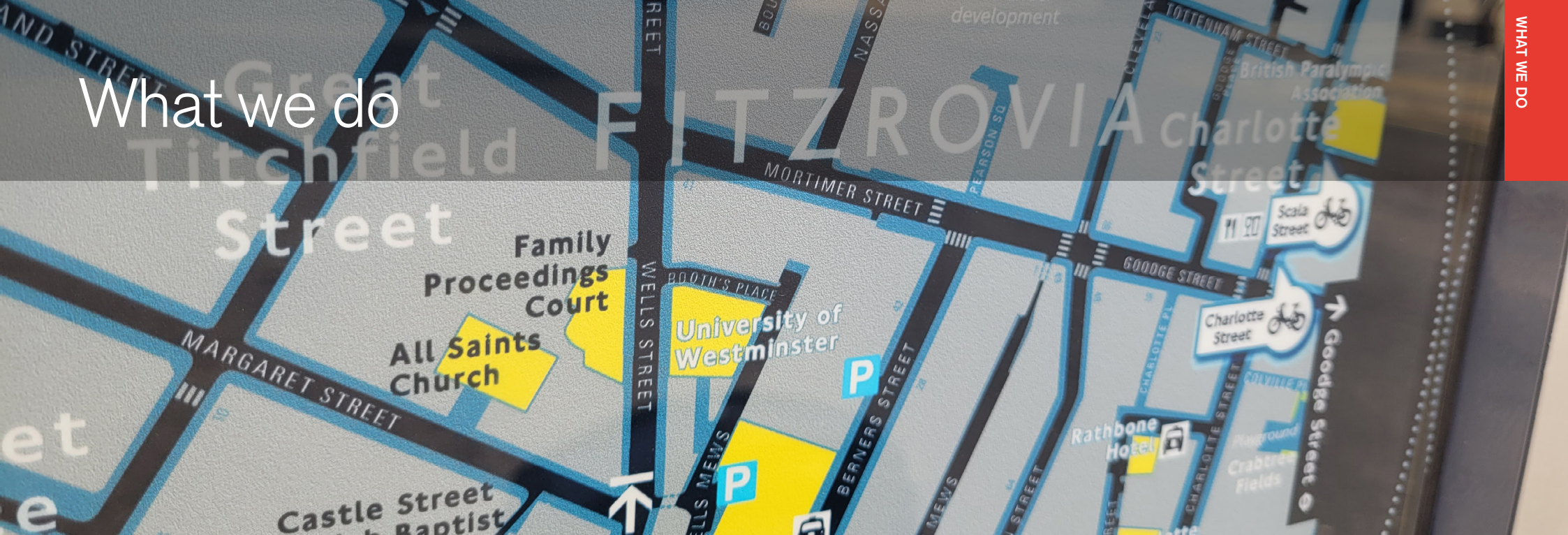
\* Street crosses the borough boundary into Camden. The whole of the Westminster part of these streets are included in the BID area.

## CAMDEN

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

# What we do



The Fitzrovia Partnership places 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.

There are six work programmes that support the business objectives and sustainability themes for the area:



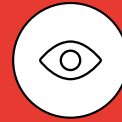
Voice and Representation



Reducing Costs



Economic, Social, Governance (ESG)



Insights



Environmental and Place



Promotion and Communications

# What we do

Over

# £1m

inward investment for Fitzrovia via our Fitzrovia Village placemaking strategy



Over

# 10,000

vehicle journeys saved per year through the eWalker and consolidated office supplies programme



An average of

# 5,518

reassurance and safety check-ins made to businesses by our street wardens per year



Up to

# 65

Fitzrovia businesses benefitting from the Business Climate Challenge

Over

# 147

promotional opportunities for your business

Over

# £7m

saved by member businesses since the BID's inception

# Voice and Representation

Through lobbying and consultations, we provide a presentative voice for Fitzrovia's businesses at local and central government levels.

## What we do for you

- Provide essential business-led leadership and influence.
- Represent Fitzrovia businesses with Westminster City Council, Camden Council, Transport for London (TfL), The Metropolitan Police and The Mayor of London.
- Provide a voice for businesses by working alongside residential organisations and other non-business communities.
- Lead collaborative campaigns to improve air quality, reduce carbon emissions, reduce surface transport and congestion.
- Maintain the area's unique and diverse offering whilst respecting its history and heritage.

# Voice and Representation



# 93%

approval for Whitfield Street  
stretery

# 8

phone boxes removed from  
Tottenham Court Road in  
partnership with the London  
Borough of Camden

## Current programmes:

- London Borough of Camden Consultations
- TfL (Transport for London) Consultations
- Westminster City Council Consultations
- The Metropolitan Police Consultations
- Collective Campaigning for Policy Change (e.g. VAT-Free Shopping)
- Current Consultations ↗

# ESG – Environment, Social and Governance



Environmental, Social and Governance (ESG) has taken on a greater significance in recent years. Sustainability will be at the heart of everything we do and deliver for Fitzrovia during the BID term.

## What we do for you

- Lobby for inward investment and incentives to help businesses reduce energy consumption
- Identify and adopt new sustainable opportunities
- Set environmental targets for Fitzrovia
- Explore opportunities towards a circular economy in the area
- Provide an advisory service on compiling sustainability policies for member businesses
- Work with the Westminster City Council and Camden Council to support inclusive business, recruitment and employment practices
- Develop our Corporate Social Responsibility (CSR) programme



# ESG – Environment, Social and Governance



On average

# 9

charities and community programmes supported each year

# £153k

inward investment for Fitzrovia, funded by the GLA and Bloomberg

## Current programmes:

- [Business Climate Challenge](#) ↗
- [Corporate Social Responsibility](#) ↗
- [eWalker trial with UPS, Camden Council, CRP and Heal's](#) ↗

# Environmental and Place



Through a combination of a clear public realm strategy and effective day-to-day management of public spaces, we aim to deliver a cleaner, greener, safer and more sustainable district.

## What we do for you

- Create a more attractive streetscape through greening
- Review and progress public realm and street management improvements
- Provide enhanced security through our uniformed Street Team service
- Promote additional street management services
- Work with 10 partners and be the only BID participating in the DEFRA Clean Air Logistics for London programme, which will lever in £1m public investment to central London and tens of thousands specifically in Fitzrovia
- Deliver a West End-wide approach to improving local air quality and a common zero carbon pathway

# Environmental and Place



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, Sainsbury's, Great Portland Street**



# 64

businesses part of the  
FitzBac Radio Scheme

# 4,500

Fitzrovia businesses  
attended from  
radios calls

## Current programmes:

- [London Festival of Architecture](#) ↗
- [Fitzrovia Village Strategy](#) ↗
- [Public Realm and Street Management](#) ↗

# Reducing Costs



Our reducing costs programme is one of the most successful in the country. Bottom-line cost savings of more than £7million has been achieved whilst remaining committed to our members' ESG ambitions.

## What we do for you

- Provide a robust joint procurement and savings scheme
- Provide a waste management and freight consolidation scheme to reduce costs
- Help members switch to renewable sources of energy through procurement
- Identify savings on water and merchant fees
- Provide a free training programme for employees of member businesses

# Reducing Costs



Over  
**£7m**

in bottom-line cost savings  
for members, including  
freight consolidation  
benefits

Up to  
**50%**

savings on recycling  
for members

## Current programmes:

- [Free Member Training Programme](#) ↗
- [Savings Programme](#) ↗
- [Waste and Recycling Preferred Suppliers](#) ↗
- [Office Supplies Preferred Supplier Scheme](#)
- [Utilities Preferred Supplier Scheme](#)



Our role is to support Fitzrovia's businesses by using a data-driven approach that delivers regular updates and insights for our members. These insights help to support business decisions and attract investment.

### What we do for you

- Provide members with business intelligence and market data
- Circulate weekly and monthly performance reports
- Host networking events and insight meetings for businesses
- Provide access to existing businesses support – via local, London and national partners
- Develop 'Smart Cities' thinking and apply principles
- Ad hoc e-alerts with time critical information



# 14.1%

rise in Fitzrovia footfall  
(2022 v 2023)

# 7.2%

rise in Greater London  
footfall (2022 v 2023)

# 3.3%

rise in UK footfall  
(2022 v 2023)

## Current programmes:

- [Footfall Data](#) ↗
- [TfL Station Data](#) ↗
- [Member Networking](#) ↗
- [Insight Briefings](#) ↗

# Promotion and Communications



We have a broad communications and events programme that is free to use for member businesses. Member events, business collaborations and our promotional platforms help achieve a vibrant Fitzrovia.

## What we do for you

- Provide free access to B2B and B2C promotional platforms
- Develop and run targeted district-wide events and promotions
- Raise the profile of Fitzrovia by co-ordinating London-wide programmes such as the London Festival of Architecture and the London Design Festival
- Deliver promotional activity via social media, websites and newsletters
- Deliver member-to-member offers and a consumer loyalty programme
- Facilitate member collaborations, connecting Fitzrovia's office, retail and hospitality sectors



# Promotion and Communications



Over  
**26**  
free marketing campaigns  
per year

**141**  
member  
newsletters  
per year

### Current programmes:

- [Free Promotional Platform](#) ↗
- [Food and Drink Trails](#) ↗
- Christmas Lighting Programme London
- Design Festival District
- London Festival of Architecture Destination
- LoyalFree Fitzrovia Loyalty Programme
- [See Latest Promotions](#) ↗

# Get Involved



## The Fitzrovia Partnership Team

**General Inquiries:** 020 3146 4260  
**Email:** [info@fitzroviapartnership.com](mailto:info@fitzroviapartnership.com)

**Send offers to:** [marketing@fitzroviapartnership.com](mailto:marketing@fitzroviapartnership.com)  
**Talk to us about sustainability:** [sustainability@fitzroviapartnership.com](mailto:sustainability@fitzroviapartnership.com)  
**Access member training:** [training@fitzroviapartnership.com](mailto:training@fitzroviapartnership.com)  
**Take advantage of member savings:** [savings@fitzroviapartnership.com](mailto:savings@fitzroviapartnership.com)  
**Contact the Street Team:** [ambassadors@fitzroviapartnership.com](mailto:ambassadors@fitzroviapartnership.com)  
Fitzrovia Camden: 07704 780712 / Fitzrovia Westminster: 07702 949548

**Office Hours:** 08:30–17:00  
For out of office enquiries, please call: 07923 446 774

[www.fitzroviapartnership.com](http://www.fitzroviapartnership.com)

## Please contact Alice our Member Engagement Executive:

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