



The  
Fitzrovia  
Partnership  
Business Improvement Districts

Fitzrovia Westminster

**2025**  
**BID LEVY**

1 April 2025 – 31 March 2026

# ► The Fitzrovia Partnership

## Business Improvement Districts

The Fitzrovia Partnership's role is to bring together local businesses and stakeholders to drive added-value solutions to deliver a vibrant and commercially successful destination of choice. By leading projects, campaigns and programmes with commercial and sustainable benefits, we have an important role in helping the district work towards the goal of Carbon Net Zero to benefit all.

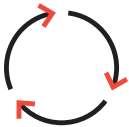
## ► Action Plan

Sustainability is at the heart of everything we do in driving added-value solutions for the area through six key 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 seek to assist members in achieving 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:

We 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.

## ▶ Highlights To Date

### ▶ CLEAN AND SAFE

Our Street Warden Team are on site Monday to Friday 10:00 to 19:00. They carry out reassurance visits to all our street-level accessible members daily and deal with incidents as required. Our street cleaning provision is above the baseline agreement in place with Westminster City Council. The operative collects loose waste from the streets Monday to Friday 07:00 to 15:00. Our service also includes a jet washing facility and reporting of fly posting.

- Reassurance visits **7,283**
- Street cleaning collections **1,380 bags**
- Jet washing **28 locations**
- Flyposting reports **880**

### ▶ RECYCLING

Our service provides a subsidised allocation for member businesses to increase the recycling rate within the area, which contributes to our sustainable district objective. The businesses in our area are recycling **17** different streams including tetra pak, coffee cups, soft plastics, and glass with **5** new waste streams added this year.

### ▶ SUSTAINABILITY STRATEGY

Our work on the development of our Sustainability Strategy for the district has been running throughout the year, culminating in its launch in April 2025.

- Co-design of the strategy has engaged over **100 local businesses and residents**
- Establishment of the Sustainability Group includes over **30 members**

### ▶ PUBLIC REALM

A total of **11** place and public realm projects have been identified that include public realm, sustainable movement and placemaking improvements.

### ▶ DISTRICT PROMOTION

A wide range of promotions and communications have been provided throughout the year including a highly impactful Food and Drink Trail.

- Hospitality businesses taking part in the Trail was **24**
- Increase in footfall during the Trail **49%**

### ▶ TRAINING

A variety of training courses available to members have been held throughout the year including first aid, fire marshal, sexual harassment, mental health awareness, waste regulations, and cyber security.

- Total number of attendees at sessions **120**

### ▶ INSIGHT AND VOICE

Three detailed consultation responses have been submitted on behalf of the partnership - Sustainable transport strategy; London Assembly call for evidence on London's high streets; and public realm proposals for Great Titchfield Street.

A new insights service has been developed this year which provides valuable research and intelligence and is available to members on request.

### ▶ MEMBER EVENTS AND COLLABORATION

Many opportunities for member engagement, collaboration and networking have been held across the year ranging from webinars, group member meetings, professional services networking and an employee football league.

### ▶ COMMUNITY AND SOCIAL

Sponsorship of the Fitzrovia Community Centre annual street party event, as well as continued support of funding proposals and opportunities for the Centre.

Local outreach promotions to **170** businesses for volunteers to tie into corporate CSR programmes.

# ► Income and Expenditure

## Budget 2025/26

### 2024/25

Income	
BID Levy	745,000
Additional Income	12,636
Interest	594
<b>Total Income</b>	<b>758,230</b>
Voice and Representation	27,953
ESG	55,786
Environment and Place	159,401
Reducing Costs	52,290
Insights	22,648
Promotion and Communication	106,858
Management and Overheads	161,085
Contingency	37,250
<b>Total expenditure</b>	<b>623,271</b>
Operational surplus/(deficit)	134,959

### 2025/26

Income	
BID Levy	790,371
Additional Income	27,950
Interest	8,600
<b>Total Income</b>	<b>826,921</b>
Voice and Representation	50,482
Placemaking and ESG	55,040
Operations	271,760
Business Support	78,862
Insights	28,758
Promotion and Communication	106,864
Management and Overheads	172,026
Contingency	83,371
<b>Total expenditure</b>	<b>847,163</b>
Operational surplus/(deficit)	(20,242)

These BID arrangements are run by The Fitzrovia Partnership company which also runs the London Borough of Camden BID arrangements within the Fitzrovia area. These budgets relate only to the Westminster BID arrangements but current reserves in the company will resource the projected deficit for 2025/26.

# ► Governance

## Company Members

The company membership has two categories:

**BID levy payers** – commercial occupiers liable to pay the Business Improvement District levy.

**Voluntary members** – companies admitted to membership of the BID subject to the approval of their application by the BID Company Board.

## Company Organisation

A Board of Directors, chosen from the businesses which form the constituency of the organisation, lead and guide the work of The Fitzrovia Partnership. Underneath the Board sits a Finance and Governance Group, Operating Group and Sustainability Group.

## Westminster City Council

The BID area is within Westminster City Council jurisdiction and two important legal agreements exist between The Fitzrovia Partnership and the Council.

- 1. An Operating Agreement** which provides the basis for collecting the BID levy from the businesses;
- 2. A Baseline Agreement** which sets out service specifications for statutory provision such as cleansing, highways and community safety which will continue to deliver throughout the lifetime of the BID.

### For further information:

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