

# WELCOME TO FITZROVIA

**Welcome to Fitzrovia** — a vibrant central London district where creativity, innovation and history converge. It hosts leading institutions, dynamic industry hubs and a diverse community of innovators, entrepreneurs and business leaders who foster collaboration and economic growth.

It is renowned as a hub of arts, culture and hospitality — home to luxury design-led hotels, pioneering hospitality brands and a long-established community.



## *Hello!*

We are The Fitzrovia Partnership, the area's Business Improvement District (BID) and represent more than 300 businesses across this vibrant neighbourhood. Our role is to bring businesses together through partnership, engagement and collaboration to deliver shared priorities to make Fitzrovia a thriving destination.

From driving inward investment, to enhancing safety and improving our streets, to championing Fitzrovia's unique character through district events, we're here to support the success of the area and its business community.

We create unique opportunities and services for our member businesses that are difficult to achieve individually. This includes:

- Dedicated street warden team
- Additional street cleansing
- Networking opportunities
- Representation with local stakeholders
- District-wide sustainability programmes
- Opportunities to shape placemaking
- Free training and resources
- Insights and district data
- Community events
- Destination marketing and promotion
- Community CSR programmes
- Circular economy schemes

If you would like to know more, we'd be happy to meet to chat through.

## *The Fitzrovia Partnership Team*



## In good company

Fitzrovia brings together a remarkable mix of industries that shape the neighbourhood's unique character. From world-leading research institutions and creative studios to pioneering hospitality brands and innovative tech firms, the area thrives on collaboration across diverse sectors. This dynamic ecosystem not only fuels growth and opportunity but also makes Fitzrovia an inspiring place to work, create and connect.

### Collaboration Innovation Impact



Cutting-edge **medical facilities** and pioneering **scientists** shaping the future of healthcare



Long-standing **anchor companies** that have chosen Fitzrovia as their base for generations



Specialists in **finance, law and investment** call Fitzrovia home, offering trusted expertise to global and local clients



Leading **academic institutions** and world-renowned **laboratories** driving global innovation

### Retail Hospitality Design



**Luxury design-led hotels** across the district represent the area's extensive creativity



**Independent** retailers, eateries, bars, coffee shops and bakeries choose Fitzrovia as their first home



**Charlotte Street** is known as a foodies paradise with new quarters emerging on Tottenham Court Road, Warren Street and Great Titchfield Street



A centre for **luxury homeware and design**, showcasing artistry and craftsmanship

### Arts Culture Creativity



A hub for **media, creative industries, AI and tech**, leading global trends



The spiritual home of **architecture, engineering** and the **built environment**



Flanked by RADA and the BBC, it's where **innovation meets entertainment** with new immersive experiences



Fitzrovia's **charitable and community groups** bring people together, supporting inclusivity and wellbeing