

► Contact and how to get involved

CONTACT

If you have a question about BID services, want to report an issue, or would like to discuss how we can support your business, please get in touch.

Email: info@fitzroviapartnership.com

Phone: 020 3146 4260

Website: www.fitzroviapartnership.com/

General enquiries:

info@fitzroviapartnership.com

Billing queries:

BID levy bills are issued and collected by the billing authority.

For general queries about your bill, contact: info@fitzroviapartnership.com

Stay informed:

Sign up to member updates and follow our channels:

LinkedIn: [@TheFitzroviaPartnership](https://www.linkedin.com/company/TheFitzroviaPartnership)

or sign up to our newsletter:



HOW TO GET INVOLVED

We want members to help shape our priorities and delivery. You can get involved in any of the following ways:

- **Member meetings and briefings**
Join our regular sessions on issues affecting Fitzrovia.
- **Working groups**
Take part in focus groups linked to our missions: Safe and Clean, Economic Growth, Placemaking, and Sustainability.
- **Share insight**
Tell us what is changing for your business and what issues you are seeing. This helps us target services.
- **Host a visit**
Invite the team to your premises so we can understand your needs and keep in touch.

The Fitzrovia Partnership

5th Floor, 175/176 Tottenham Court Road,
London W1T 7NX

**The
Fitzrovia
Partnership**
Business Improvement Districts

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The Fitzrovia Partnership

Business Improvement Districts

Fitzrovia Westminster
2026/27
BILLING LEAFLET



▶ Contents

Introduction from the Chief Executive	3
Voice and Representation	4
Economic, Social and Governance	6
Environmental and Place	8
Reducing Costs	10
Insights	12
Promotion and Communications	14
Our Future Plans	16
BID Area	18
Income and Expenditure	19
Contact and how to get involved	20

▶ Introduction from the Chief Executive

Welcome to The Fitzrovia Partnership billing leaflet for 2026/27.

Over the past twelve months, The Fitzrovia Partnership has delivered a strong programme of activity, marking a productive year for the district. We have maintained our commitment to improving the district while sharpening how we operate and communicate our impact.

Key highlights from the year include:

- **Enhanced day-to-day services** – Our street teams have delivered consistent, visible support across safety, security and cleanliness, with refined deployment ensuring reliable coverage district-wide
- **Stronger partnerships** – We have worked more closely with Camden and Westminster Councils and key stakeholders, taking a firm, fair and consistent approach to complex issues such as rough sleeping
- **Business-led initiatives** – Events and activations including Food and Drink Trails and London Festival of Architecture 'Fitz & Sits' installations have driven footfall and showcased local businesses
- **Strategic placemaking** – We are developing an integrated area strategy to guide future improvements and build the case for a greener, more welcoming public realm
- **New leadership and focus** – A refreshed Senior Leadership Team is now in place. While our six core work programmes remain unchanged, from 2026/27 our activity will be framed through four clear missions: Safe and Clean, Economic Growth, Placemaking and Sustainability

This leaflet shows how your levy income is invested and the outcomes it supports. Thank you for your continued support in helping us improve Fitzrovia. Please get in touch if you'd like to discuss any of the work taking place or raise an issue for consideration.



Andrew Munk
Chief Executive, The Fitzrovia Partnership

▶ Voice and Representation

We strive to make sure Fitzrovia's business voice is heard and acted on. We do that by staying close to what is happening on the ground and by keeping a constant line of contact with key stakeholders. Camden and Westminster Council teams, The Met Police, TfL, major landowners, local institutions, and service providers.

A lot of the work is practical and immediate. Sorting a problem location. Agreeing who is responsible. Getting a response when something has been missed. Some of it is longer term. Making sure Fitzrovia is properly reflected in policy, planning, transport decisions and public realm schemes that affect how the area works for trading, access and safety.

We also help members speak with one voice when it matters. By bringing businesses together around shared issues, setting out the evidence and putting forward clear asks, we can get quicker answers and better outcomes than businesses chasing the same problem separately.



▶ WHAT WE DELIVERED IN 2025/26

- **Convened regular forums** and smaller working groups so members could raise issues early and shape priorities.
- **Coordinated responses** on shared challenges, including street environment, safety, servicing and major works.
- **Provided a single point of contact** between members and partners, helping issues move faster and with less duplication.
- **Represented Fitzrovia** in borough-led and London-wide discussions where decisions affect access, trading conditions and the public realm.
- **Supported member organisations** with introductions, briefings and practical problem-solving when issues involved multiple agencies.

▶ WHAT WE WILL FOCUS ON IN 2026/27

- **More structured, area-based engagement** so we hear from every part of the district, not purely the busiest streets.
- **Clearer reporting** on actions taken and what has changed as a result.
- **Earlier input into consultations** and schemes that affect access, safety, streets and the local economy.
- **Stronger coordination** across Camden and Westminster Council so members experience a joined-up approach.

- **17 consultations responded to**
- **3 Pubwatch meetings**
- **First UK BID to be a Carbon Literate organisation**
- **Members of FitzWest Neighbourhood Forum Executive Committee**
- **Living Wage Foundation and Good Work Standard Accredited**



▶ Economic, Social and Governance

We support Fitzrovia's economy and we help members play a positive role in the local area.

This covers two areas:

Firstly, economic growth. We work to protect and strengthen Fitzrovia as a place to do business. That means helping members deal with pressures that affect trading and operations, making the case for Fitzrovia in wider policy decisions, and supporting activity that brings people into the area and keeps it competitive.

Secondly, corporate social responsibility. Many members want to do the right thing locally but do not always have the time, contacts or routes to do so. We connect businesses to practical opportunities in Fitzrovia, from community support and volunteering to partnerships that address local challenges. We focus on work that is well organised, respectful to local communities, and easy for members to take part in.



▶ WHAT WE DELIVERED IN 2025/26

- **Supported business growth** and retention by representing member needs in local decisions that affect access, servicing, safety and the trading environment.
- **Built partnerships** that help members contribute locally in a way that is useful and well coordinated.
- **Connected businesses** to local organisations and projects, making it easier to offer time, resources or expertise.
- **Supported programmes** that strengthen the local economy, including skills, employment and business to business connections where relevant.
- **Created a Community Grant** to distribute funds to local charities supporting the Fitzrovia community.

▶ WHAT WE WILL FOCUS ON IN 2026/27

- **A clearer economic growth offer** for members, with practical support and better signposting to partners and programmes.
- **More opportunities** for businesses to contribute locally, with simple routes for volunteering, giving and collaboration.
- **Stronger links** between business needs and local priorities, so CSR activity is useful for the district and meaningful for members.
- **Better reporting** on outcomes so members can see what has changed, not just what has taken place.

- **13 training courses provided**
- **166 attendees across the sessions**
- **15 businesses participated in our business football league, in support of Fitzrovia Youth in Action**

- **10 grants awarded to local charities, community organisations, and social enterprises that deliver projects directly impacting Fitzrovia**
- **Supported 2 local Fitzrovia initiatives including Fitzrovia Arts Festival and Crabtree Fields refurbishment**

▶ Environmental and Place

We focus on the things that shape how Fitzrovia feels and functions day to day. Cleaner streets, well cared for public spaces, safer routes, and practical improvements that make it easier to move around and enjoy spending time here. We also support members with environmental action that is realistic and useful, linking businesses to local partners, tools and projects that help cut emissions, reduce waste and improve air quality.

A lot of this work is delivered in partnership. We coordinate closely with Camden and Westminster Council, landowners, TfL and local operators so improvements stick and the basics are done properly. We also take a problem-solving approach: identify the issue, agree the right response, then continue until resolved.



▶ WHAT WE DELIVERED IN 2025/26

- **Targeted cleaning** and maintenance activity in priority locations, shaped by member reporting and hotspot data.
- **Practical greening** and public realm improvements, including planting and small scale interventions where they add value and are easily maintained.
- **Better coordination** on street issues with Camden and Westminster Council, including reporting, follow up and resolution.
- **Support for local environmental projects** and partnerships, including work linked to waste, air quality and greener streets.
- **On site problem solving** for issues such as fly tipping, graffiti and damage, with escalation where required.

▶ WHAT WE WILL FOCUS ON IN 2026/27

- **More visible**, consistent street scene activity in priority corridors and hotspots.
- **A clearer approach to maintenance** of greening assets, so interventions look good and stand the test of time.
- **Practical support** for member environmental action, including signposting and pilots that are easy to join.
- **Stronger coordination** on issues that cross boundaries or involve multiple agencies, including TfL routes and major works.
- **Better reporting** on what we did, where, and the change delivered.

Through our First Mile scheme

- **245,000 kg Waste Recycled**
- **70.5% recycling rate**
- **1,290 trees saved by recycling paper**
- **18,000 kg of loose rubbish removed from streets**
- **2,500 instances attended**
- **2,000 miles covered by FitzRover**
- **47 members on FitzBAC (Business Against Crime) Radio Scheme**
- **50 members on Safer Business Network Alert System**
- **307 rough sleeper engagements**
- **734 theft / shoplifting responded**
- **54 million steps covered by The Fitzrovia Partnership Street Wardens (equivalent of walking around the world and some)**
- **Rough sleeping encampments reduced from 32 to 1 on Tottenham Court Road**

▶ Reducing Costs

We help members reduce the everyday costs of operating in central London. Whether this is through direct savings through group deals and trusted suppliers, or by avoiding costs by fixing problems quickly, sharing intelligence and helping you navigate the right contacts in Camden, Westminster and other key partners.

We also focus on the things that quietly add up: waste and recycling, energy use, security arrangements, and time spent chasing issues that could be resolved at source. Where the BID can make it easier, cheaper or faster, we build it into the member offer.



▶ WHAT WE DELIVERED IN 2025/26

- **Secured member discounts** and negotiated offers with suppliers relevant to Fitzrovia businesses.
- **Supported members** to improve waste and recycling arrangements, including advice and signposting to better value services.
- **Shared practical guidance** and updates on issues that affect costs, including business rates and local changes that impact operations.
- **Helped members resolve operational issues** that create knock on costs, including street environment problems and recurring anti-social behaviour hotspots.
- **Delivered member briefings** and one to one support on the areas where small changes can reduce member spend.

▶ WHAT WE WILL FOCUS ON IN 2026/27

- **A clearer package of member offers** with simple sign up and visible savings.
- **More targeted support on waste,** recycling and servicing to cut avoidable costs and reduce disruption.
- **Practical support on energy** and buildings where there is an obvious route to savings.
- **Better use of shared intelligence** so we can spot recurring issues and fix them.

• **£105,000** savings via preferred supplier waste scheme with First Mile

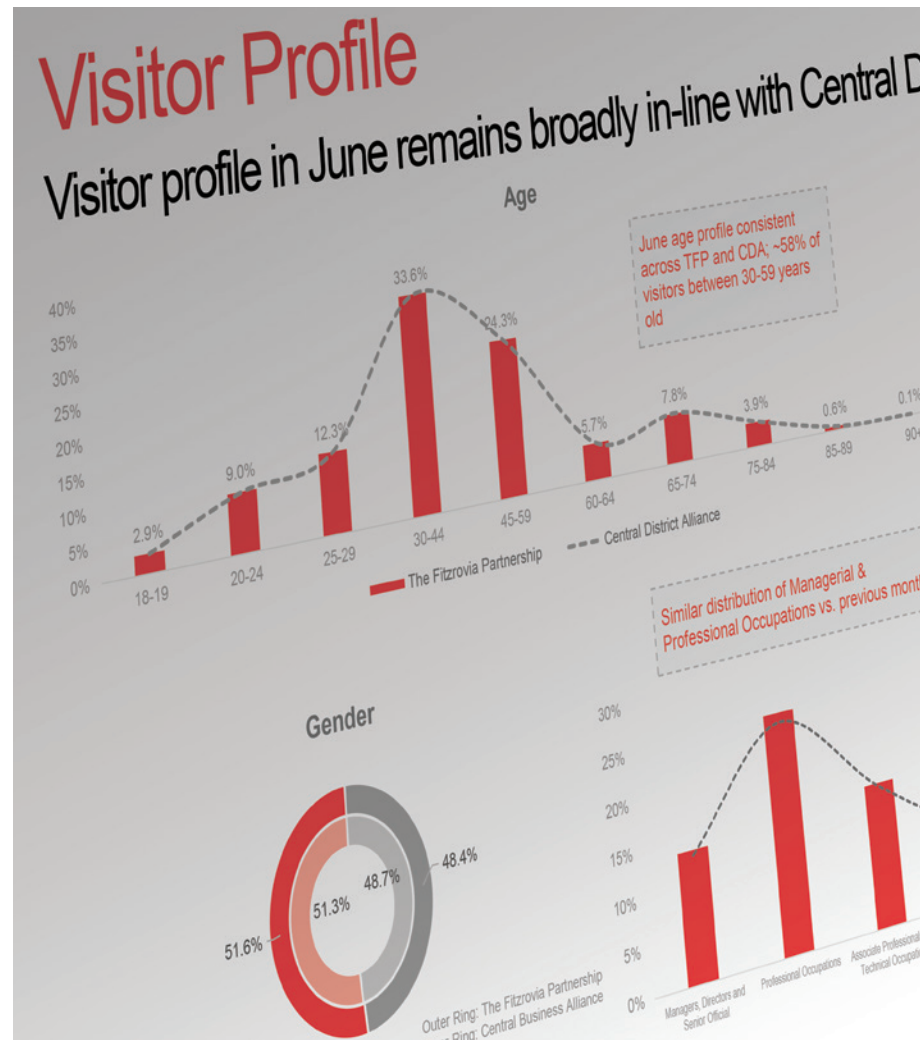
• **£21,500** savings on training services



▶ Insights

Good decisions need good information. We collect and share insight so members can understand what is changing in Fitzrovia and what it means for trading, operations and investment.

That includes footfall and movement patterns, business mix, vacancies, safety and street environment hotspots and feedback directly from members. We use this information in two ways. Firstly, to target our own services so time and resource go to the right places. Secondly, to be a collective voice for Fitzrovia businesses with partners and stakeholders, backed by evidence rather than anecdote.



▶ WHAT WE DELIVERED IN 2025/26

- **Produced regular updates** on the local economy and the factors affecting businesses in Fitzrovia.
- **Tracked and shared insight on hotspots** and recurring issues to support targeted on street action.
- **Built a clearer picture of business mix** and change in the district, including key clusters and emerging trends.
- **Gathered member feedback** through visits, meetings and surveys and fed it into priorities and delivery.
- **Used evidence** to support discussions with Camden, Westminster and other partners on issues affecting the area.

▶ WHAT WE WILL FOCUS ON IN 2026/27

- **More consistent, easy to use reporting** for members, with clear takeaways and what it means in practice.
- **Stronger tracking** of place-based issues so we can show change over time, not just one-off reporting.
- **Better insights** to support member decision making, including planning, major works and access changes.
- **Clearer outcomes reporting** so you can see what the BID delivered and where.

- **30 million+** footfall per year
- **80 million+** journey taps in and out of Tottenham Court Road, Goodge Street, Warren Street and Great Portland Street stations total
- **£13.2 billion** of Gross Value Add (GVA) 2.29% share of London economy
- **£12 billion** property asset value



► Promotion and Communications

We promote Fitzrovia as a place to visit, work and do business, and we keep members informed about what is happening in the district. That includes telling the story of Fitzrovia in a way that is accurate and useful, and making sure members have clear, timely updates on issues that affect day to day operations.

Through our communications, we share what we are doing, what has changed, and what is coming up. We also use promotion to convey practical local updates, support the local economy, directing people towards Fitzrovia's businesses, streets and spaces, and encouraging discovery beyond the main routes.



► WHAT WE DELIVERED IN 2025/26

- **Delivered regular member updates** covering operations, safety, projects, and borough led activity that affects the area.
- **Promoted Fitzrovia** through campaigns and content that highlighted local businesses, destinations and events.
- **Supported member activity** through amplification, signposting and coordination where appropriate.
- **Consistently communicated** about disruptions, major works and local issues, helping members plan ahead.
- **Maintained and updated our online channels** so members and audiences can find accurate information quickly.

► WHAT WE WILL FOCUS ON IN 2026/27

- **Clearer, more consistent** member communications, with better targeting by topic and area where possible.
- **More promotion** that drives footfall and supports local spend, tied to moments in the year that matter for business.
- **Better coordination** of messaging with partners so communications are joined up during disruptions or incidents.
- **Stronger reporting back on delivery**, so members can see what the BID has done and the outcomes achieved.

Fitzrovia Food and Drink Trails

- **55** hospitality businesses participated
- **7,345** total samples enjoyed
- **22%** overall increase in visit volumes* (*on event days vs other Tuesdays in June)

Festive Lighting

- **580+** decorations installed across the district
- **204,000+** individual light points
- Christmas Tree Installed at Alfred Place
- Reindeer Ground Floor Feature installed on Tottenham Court Road



► Our Future Plans

Our priorities for 2026/27 are shaped by what members tell us matters most, and by the day-to-day realities of running a business in central London. Next year we are organising our work around a mission led approach. This is a simple way to set clear aims, focus resources, and report back on what changed.

► FOR 2026/27 OUR ACTIVITIES WILL ALIGN AGAINST FOUR MISSIONS:

Mission 1: **Safe and Clean**

A district that feels welcoming and well managed.

We will focus on visible on street activity, faster follow up on hotspots, and stronger coordination with partners on safety, anti-social behaviour and environmental issues.



Mission 2: **Economic Growth**

A district that supports trading and investment.

We will focus on strengthening the conditions for business, supporting members through change, and making the case for Fitzrovia in decisions that affect access, servicing and the local economy.



Mission 3: **Placemaking**

Streets and spaces that work better for people.

We will focus on practical improvements that make Fitzrovia easier to move around, more comfortable to spend time in, and more resilient through change.



Mission 4: **Sustainability**

Action that helps reduce impact.

We will focus on work that is practical and local, including cleaner air, waste, recycling and greener streets.



Westminster BID Area



- | | | |
|--------------------------|--------------------------------|-----------------------------|
| Berners Mews | Foley Street | Marylebone Passage |
| Berners Street – PART | Gildea Street | Middleton Place |
| Bolsover Street – PART | Goodge Street* | Mortimer Street – PART |
| Booth's Place | Gosfield Street | Nassau Street |
| Bourlet Close | Great Portland Street – PART | New Cavendish Street – PART |
| Bywell Place | Great Titchfield Street – PART | Newman Passage |
| Candover Street | Greenwell Street – PART | Newman Street – PART |
| Carburton Street – PART | Gresse Street* | Ogle Street |
| Charlotte Place* | Hallam Street – PART | Percy Passage |
| Charlotte Street* | Hanson Street | Rathbone Place* |
| Cleveland Street* | Hanway Street* | Rathbone Street* |
| Clipstone Mews | Langham Street | Riding House Street – PART |
| Clipstone Street | Little Portland Street – PART | Wells Mews |
| Devonshire Street – PART | Little Titchfield Street | Wells Street – PART |
| Euston Road – PART | Margaret Court – PART | Weymouth Street – PART |
| Evelyn Yard | Margaret Street – PART | |

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

Income and Expenditure

2025/26

Income	
BID Levy	790,000
Voluntary Income	27,950
Interest	2,150
Total Income	820,100
Voice and Representation	50,482
ESG	74,390
Environment and Place	271,760
Reducing Costs	78,862
Insights	28,758
Engagement and Communication	106,864
Administration and Management	172,025
Contingency - 8%	83,700
Total expenditure	866,841
Operational surplus/(deficit)	- 46,741

2026/27

Income	
BID Levy	798,275
Voluntary Income	45,700
Interest	4,300
Total Income	848,275
Voice and Representation	64,291
ESG	107,151
Environment and Place	214,302
Reducing Costs	85,721
Insights	42,860
Engagement and Communication	107,151
Administration and Management	144,654
Contingency - 8%	68,148
Total expenditure	834,277
Operational surplus/(deficit)	13,998

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 2026/27.

