

The
Fitzrovia
Partnership
Business Improvement District

West Fitzrovia

YOUR INVITATION
TO CREATE A MORE
SUSTAINABLE
COMMUNITY

100
100
100
101
FORGED
IN THE
WHITE HEAT
OF
SCIENTIFIC
REVOLUTION



THE FITZROVIA PARTNERSHIP

The Fitzrovia Partnership is a Business Improvement District (BID) which was established for Fitzrovia Camden in 2012.

In July 2022 the business community voted – both by majority vote and by rateable value – 97% for us to continue operations with a new mandate for a third term through to 2027. They have seen first-hand the impact the BID has had in Fitzrovia Camden, such as more than **£10 million on infrastructure and additional services**, an improved waste and recycling provision, a street team with wardens and environmental resources and London-wide promotional activities. We have generated **£5m bottom line cost savings** for member businesses, **increased footfall by 18%** through our Let's Do Fitzrovia campaign, and **reduced carbon emissions** by over 426 tonnes.

The Fitzrovia Partnership is now exploring the possibility of extending these enhanced services across all of Fitzrovia, into Westminster, through the establishment of a new, integrated, Business Improvement District. We are now seeking input from the local Westminster business community, residents and other stakeholders to identify other requirements and drive added-value solutions to benefit the whole of the Fitzrovia district. We will place sustainability at the heart of everything we do as part of our efforts to support businesses in their own activities and as part of transitioning Fitzrovia to a more sustainable community.

Please read on for how to support and engage with this exciting opportunity.

Lee Lyons

Chief Operating Officer



WHY A BUSINESS IMPROVEMENT DISTRICT?

A Business Improvement District represents the interests of businesses and the wider community.

A Business Improvement District (BID) provides a formal mechanism to represent businesses and work with local stakeholders to provide investment, improve sustainability, raise an area's profile and deliver additional services to businesses and the wider community.

In London, there are over 60 BIDs, three of which adjoin West Fitzrovia:

- **1. The Fitzrovia Partnership (Camden)**
- **2. Harley Street Area Partnership**
- **3. New West End Company**

There is an opportunity to unite Fitzrovia across Camden and Westminster, work with local stakeholders and deliver an enhanced cross-boundary service provision.

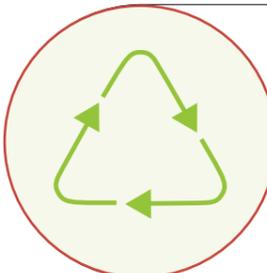
For more information on Business Improvement Districts, visit westfitzrovia.com



YOUR PRIORITIES

Priorities for each BID are determined by the local business community.

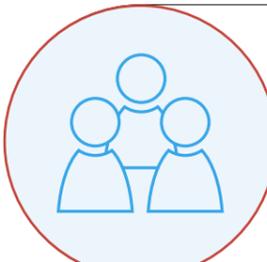
We have been talking to local businesses to understand their priorities and their support to form a BID in West Fitzrovia. They have been enthusiastic about the BID concept and so far the feedback has identified the following priorities:

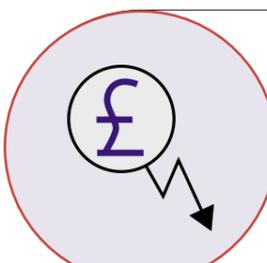
SUPPORT TO MEET SUSTAINABILITY OBJECTIVES



A CLEANER AND GREENER ENVIRONMENT



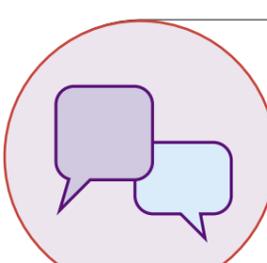
LINKS INTO THE COMMUNITY



COST SAVINGS



A SAFER DISTRICT



A BUSINESS VOICE

THE WEST FITZROVIA TEAM

Working with business.

Mike Fairman is leading on the development of the West Fitzrovia BID. Mike helped establish the Marble Arch BID in 2016, prior to which he worked at Westminster City Council where he was responsible for BIDs and a wide variety of public realm and development projects.

mike.fairman@fitzroviapartnership.com

Zack Thompson supports Mike and liaises with businesses in West Fitzrovia. He is also responsible for The Fitzrovia Partnership's training & savings programmes for members.

zack.thompson@fitzroviapartnership.com



Mike Fairman



Zack Thompson

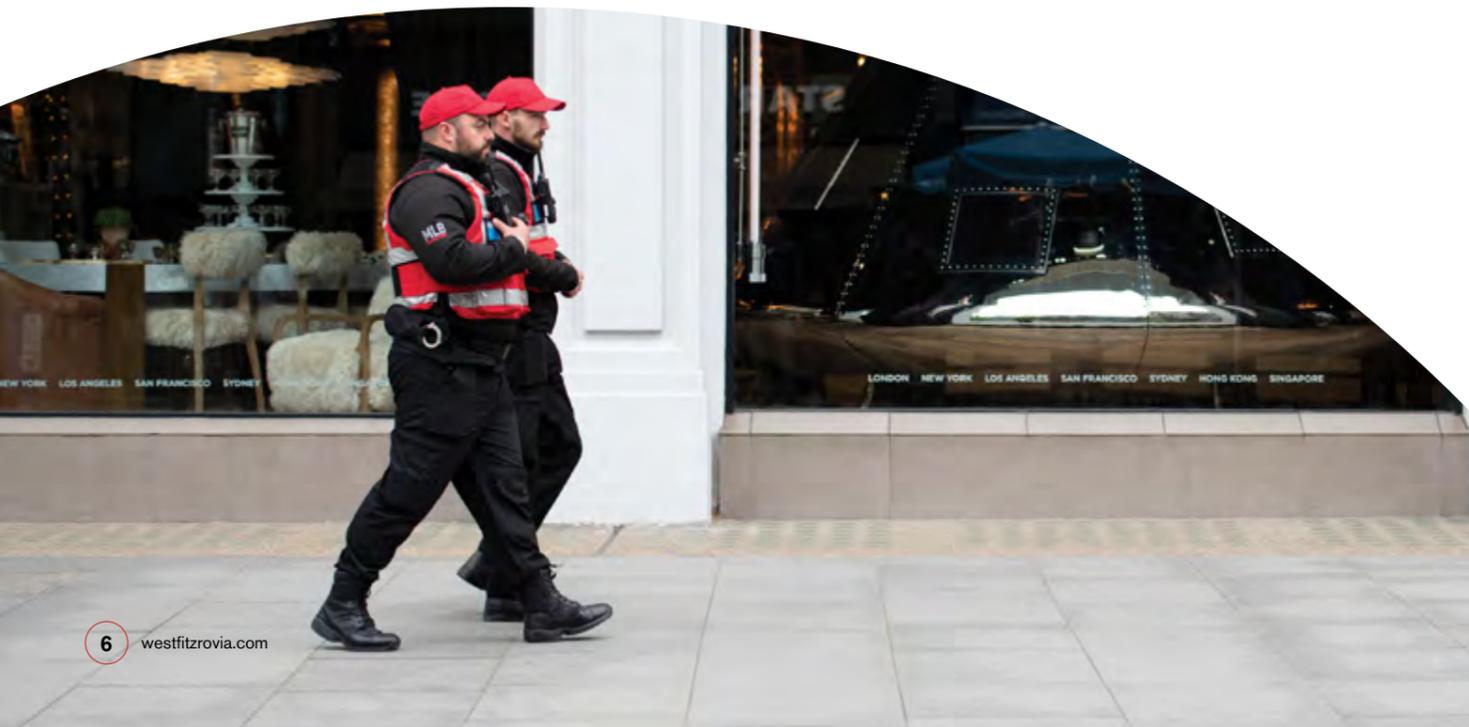
THE STREET TEAM

Providing enhanced services.

Our street team is a very positive and effective street presence in Fitzrovia. They not only provide reassurance but they are an immediate resource for businesses to call upon for any assistance. We have started a limited deployment in West Fitzrovia to:

- Report environmental issues to Westminster City Council
- Tackle anti-social behaviour
- Engage with businesses to understand any particular concerns

Once formally established as a BID, we will be able to recruit a full-time environmental and safety team working extended hours to respond to business needs.



YOUR OPPORTUNITY TO GET INVOLVED

Several businesses have expressed an interest in joining a steering group, overseeing the development of the BID. It will help define the business requirements for West Fitzrovia and include security, sustainability, community and marketing.

To be involved, please email: mike.fairmaner@fitzroviapartnership.com

WE WOULD LIKE YOUR FEEDBACK

Please tell us your priorities so we can form a BID proposal around your requirements.

- Sustainability Targets
- Business Insight
- Safer and Cleaner
- Events and Promotion
- Reducing Costs
- Business Representation
- Green Environment



Scan the QR code or visit https://bit.ly/West_Fitzrovia_Survey and let us know your priorities by completing our survey.

For further information, please see online:
westfitzrovia.com

The Fitzrovia Partnership
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