

# The Fitzrovia Partnership – Summary of Consultation

## Background

Since its inception in 2009 the Fitzrovia Partnership has introduced itself to a wide audience in Fitzrovia and has, over that time, attracted approaching 100 voluntary members. During 2011 the organisation reviewed its status and undertook a feasibility study as to the possible development of a Business Improvement District (BID). A business model to give the organisation greater sustainability.

## Business engagement

Following the decision to explore BID status, a business engagement programme was put in place, during which the Partnership made contact with every business in the study area meeting representatives of 112 organisations that potentially would form part of a future BID. The list of businesses in the study area was provided by Camden Council.

• Total number of businesses in study area	211
• Number of businesses contacted	211
• Number of business contacts captured	158
• Number of meetings undertaken	112
• Number of businesses wishing no further contact	8

The feedback suggested a general appetite to review a BID proposal and as such the Partnership progressed to formal consultation. The feedback received from the business community helped to inform the business plan, illustrating a desire for:

- Influencing the agenda through communicating a strong, united business voice on a wide range of issues affecting Fitzrovia and its business constituents;
- Utilising the collective purchasing power of the BID and economies of scale to reduce business costs;
- Developing a shopping identity for Tottenham Court Road and introducing tactical marketing campaigns to help increase visitor numbers;
- Maintaining Charlotte Street as an eating place of choice for those working, visiting and living in the area;
- Reducing crime and anti-social behaviour in a secure environment in partnership with the Police and Camden;
- Delivering initiatives which support the ambition for a sustainable business district;
- Ensuring the business community is well connected and advised as to issues affecting Fitzrovia.

In March 2012 those businesses that did not have the opportunity to meet during the engagement period were sent a copy of the engagement literature to ensure every organisation had been made aware of the initiative (see attached).

In addition retail head offices were made aware of the work, being invited to a meeting to discuss the formal proposal.

During the period April – July, 2012 we plan to seek a meeting with each of the 229 businesses in our proposed constituency to discuss the formal BID proposal (listing provided by Camden). Each business has been sent a copy of the BID proposal. Where businesses have a local presence but their Head Office is located elsewhere, dialogue will be undertaken at both levels.

- Each business in the proposed constituency will be sent a BID proposal document;
- One to one meetings will be offered to all voters;
- Both local stores and Head Offices will be engaged in the ballot process.

All those businesses who agreed to be included in our database receive regular newsletters outlining events and works taking place in the District and the work of the Partnership in general. In addition they are invited to our networking and business briefing events.

As part of our wider communication we have met Cllr Sarah Hayward, Rachel Stopard (Director) and Alison Griffin (Assistant Director) at Camden to overview our ambitions. In addition we have communicated with our three ward Councillors, Adam Harrison, Milena Nuti and Abdul Quadir, a meeting having been arranged for June 2012.

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