



Welcome to *Fitzrovia* *Partnership*

The Fitzrovia Partnership is the area's Business Improvement District (BID). We represent more than 300 business across this vibrant neighbourhood.

We bring businesses together to connect, engage, collaborate, and deliver shared priorities, removing everyday frictions to help you get things done.

Our purpose

To create safe and sustainable spaces, champion commercial growth and promote what makes Fitzrovia unique. We know a thriving Fitzrovia is local-led.

Our missions



Safe and clean

We tackle waste hotspots, support reducing homelessness, manage antisocial behaviour and improve street safety.



Economic growth

We support business growth, driving inward investment, and creating an ecosystem for networking and connection.



Placemaking

We work to enhance the character and identity of the area, creating reasons to visit and encouraging people to stay.



Sustainability & Social Value

We want to drive positive environmental and social impact across Fitzrovia.

Want to find out what this means for you?

Get in touch with us at info@fitzroviapartnership.com



How you can benefit

There are many practical services you can benefit from, as well as a programme of activity you can take part in and enjoy. Here's a taster of what we do:

Dedicated street wardens

Available six days a week



Additional street cleaning

Making sure we look our best

Networking opportunities

Connect with your peers, potential customers, and the community

Zero-to-landfill waste service

We've partnered with First Mile to provide exclusive discounts and waste management support

Volunteer matching

Connecting community organisations with businesses and employees for meaningful opportunities that reflect their interests and experience

Circular marketplace

We'll connect you with businesses, charities, and community organisations so that your extra equipment can be reused locally

Area placemaking

Improving public spaces

Training and resources

Upskill your team with our free training opportunities

Representation

We facilitate conversations on business rates, travel, and more

Employment initiatives

We help businesses support young people to build career skills, confidence, and connections

Destination marketing

We're showcasing Fitzrovia as a leading business and visitor destination

Cost savings

We'll help support you to reduce your bills

Sustainability health-check

Find out how you can improve your credentials

Insights and data

Footfall, dwell time, and spend