



BAKER STREET
QUARTER

BAKER STREET QUARTER PARTNERSHIP
BUSINESS IMPROVEMENT DISTRICT (BID)

**SUMMARY REPORT 2013-2014
& ANNUAL PLAN 2014-2015**

INTRODUCTION

Baker Street Quarter Partnership works as a catalyst for change, working with members (BID Company Members) and stakeholders to achieve shared aims for the area. The strength of the partnership has enabled us to quickly establish an extensive programme of improvements and services. As we near the end of our first year of operation we are looking forward to building on this solid base to drive forward positive change for our members.

The information in this leaflet is produced in line with the Business Improvement Districts Regulations and provides information on our achievements to date and plans for the next financial year. We will be producing a full annual report in spring and we hope you will join us to hear more about this and our future plans at our AGM later in the year.

We have made great strides to enhance the appearance of the Quarter's public realm and progress our major projects to tackle traffic dominance on Baker Street and improve the Baker Street Station frontage. We now have a full range of member services available, with two more launching before the end of the financial year and yet more in the pipeline for 2014-15.

Our Board has resolved not to apply the permitted inflationary increase to the BID Levy for 2014-15. It will remain at 1% of your property's rateable value.

We look forward to working with you to continue shaping our exciting future. We will take further steps to ensure a consistent, high quality environment is provided for your business with tailored, useful services and an established business voice in decision making for the Quarter.

Penny Alexander

Chief Executive
Baker Street Quarter Partnership



Baker Street Quarter Partnership continues to work to our three strategic objectives to be delivered through a series of projects over the lifetime of the BID term.

1 / CREATE A HIGH-QUALITY PUBLIC REALM

We are developing a high-quality public realm and environment that produces a safe, convenient and attractive destination for employees, residents and visitors.

2 / REPRESENT, POSITION AND PROMOTE

We represent and promote the area and its businesses through a range of marketing collateral and the development of a powerful collective voice for Baker Street Quarter Partnership members.

3 / ESTABLISH A PREMIER BUSINESS HUB

We work to position the BID area as a premier business hub, with a range of services to support and interconnect existing businesses and attract new ones.

SUMMARY REPORT 2013-2014

HIGH QUALITY PUBLIC REALM

- **Two way scheme:** Our two way scheme for Baker Street and Gloucester Place is now being progressed through a Project Board where we are joined by the Portman Estate, Transport for London (TfL) and Westminster City Council (WCC). This Board directs how the funds for the project are spent with WCC as the accountable body. The project has received £400,000 in funding from TfL and WCC. The planned completion date is 2017.

- **Street Ambassador Service:** This is provided 8 hours a day, 5 days a week and includes daily audits of the streets of the Quarter.
 - » Since 1st April 2013, our Ambassadors have made 3,903 environmental reports of which 3,780 have been resolved with the remainder being escalated for further action.
 - » Our Ambassadors have welcomed and assisted 49,500 people.

- **Local Relationships:** We have developed strong relationships with local Council, Police and outreach services. Regular meetings take place to ensure issues of concern to our members are prioritised and tackled.

- **Safe and Secure:** We have set up an intelligence sharing system for the Quarter. This enables us and our members' security managers to be informed about those individuals or groups causing problems in the Quarter.

- **Smarter Quarter:** We have put in place an additional cleaning and maintenance service (over and above council provision) providing a quarterly deep clean of the Marylebone Road

underpass as well as twice weekly flushing, pavement cleaning and bin washing.

- **Baker Street Station:** We continue to work with TfL to improve Baker Street Station and surrounding areas. We have seen some improvements to retail frontages and tenants. This scheme is at present fully funded by TfL and we expect to see the full scheme realised in the next 18 months. More imminently you will see much needed improvements to the underpass which we are project managing, working with TfL, WCC & Madame Tussauds.

- **Festive Lights:** We added festive lights to Portman Square Gardens for the winter months.

- **Trends and Concerns:** We monitor crime statistics, highways and traffic information to identify trends and inform any members affected.



REPRESENT, POSITION, PROMOTE

- **Food markets:** Our monthly Food Markets have become a popular, vibrant fixture in the Quarter with attendance per market topping 2,500 for the first time this year.

- **Guided Walks:** Over 200 people have attended our lively walks of the Quarter this year with themes including the Street of Sherlock, Baker Street Beatles and the Gardens of the Quarter.

- **Events:** We launched our Office Managers Network enabling peer networking and our Christmas Celebration Drinks brought all members together. We were also involved with a number of other local events such as the Portman Square Garden Party, Chiltern Street shopping evening and Charity Christmas Carols.

- **Privilege Programme:** Our Baker Street Regulars app, providing staff at our member businesses with local deals and offers, will launch towards the end of this financial year.

- **Communications:** Our focus this year has been on ensuring our members are aware of and get the most out of our services.

- » Our newsletter reach has increased 74% over the year and our Twitter followers have increased 374%
- » We have also increased awareness through our brand placement on a suite of assets, including branded banners, outdoor graphics and marketing collateral.
- » We enhanced our website making it easier for members to use and will be adding to this later in the year with a redesign, complete business directory and link to our app.

- **Representation:** We have ensured both the Quarter and our members are properly represented by sitting on relevant local panels (Policing and Crime Panels, West End Partnership). We have responded to a number of key local consultations regarding topics such as cycling route plans, business crime, the GLA annual plan and the future of Westminster public services.



PREMIER BUSINESS HUB

- **Procurement Service:** This has identified £80,000 of potential savings to our members with over £39,000 already realised. Energy, handyman services and pest control have all proved popular commodities.
- **One Stop Shop:** Our support line has received 64 requests for assistance of which 50 are resolved with 14 ongoing.
- **Smarter Recycling:** Our waste and recycling service provides a cost effective and subsidised total waste solution. This was recently soft launched with five members using the service. It will be fully promoted to members in Spring 2014.
- **Recruitment:** Our Employment Broker has successfully placed two local people into roles at a member business. We have also progressed work placement opportunities with local businesses. There is currently no cost to the BID for this project.
- **Smarter Giving:** Members have really taken to our CSR programme, through which we assist them to connect with and support local charities and community groups. Local hotels provided Christmas lunch in a local old people's home, unwanted computers have been provided for youth clubs, shower gels and soaps for homeless hostels, household items for a recently housed homeless man, books for family centres and chocolates to the homeless, parents at family centres and the elderly. There is currently no cost to the BID for this project.

2013-2014 FINANCIALS

INCOME		£
BID Levy Income		959,800
Voluntary Contributions		75,000
Seed Capital Payable from Voluntary Contributions		-51,800
TOTAL		983,000
EXPENDITURE		£
HIGH QUALITY PUBLIC REALM		
Two Way Scheme		165,000
Street Ambassadors		106,000
Smarter Quarter & Safe and Secure		38,600
Festive Lighting		1,100
Project Management (incl Trends & Concerns and One Stop Shop)		39,950
SUBTOTAL		350,650
REPRESENT, POSITION, PROMOTE		
Events, Food Markets and Walks		38,750
Marketing Materials, Website and Promotions		145,050
Project Management		52,200
SUBTOTAL		236,000
PREMIER BUSINESS HUB		
Smarter Recycling		49,900
Procurement Service		35,000
Project Management		36,850
SUBTOTAL		121,750
MANAGEMENT AND OVERHEADS		
Management and Administration		54,200
Overheads- Rent, Rates and Office Set-Up & Running Costs		103,300
Levy Collection Costs		19,400
SUBTOTAL		176,900
TOTAL		885,300

Note: Figures projected for last quarter

Project Management lines are included under each programme heading and constitute full project management of all aspects of each programme

ANNUAL PLAN 2014-2015

The programme for our second year of operation ensures we build on the achievements made to date, continue and develop our successful projects and incorporate new projects to further widen our reach. Our significant new projects for 2014-15 are a delivery consolidation study and trial, a festive lighting scheme, a summer events programme and the development of paving improvement schemes.

CREATING A HIGH QUALITY PUBLIC- REALM

The public realm remains a priority for members. We will build on recent improvements and ensure the Quarter reaches its potential to become a high-quality business and leisure destination properly serving those located here.

Continuing Projects:

- **Two way scheme:** Modelling and consultation will continue in line with our project plan aiming for completion in 2017.
- **Street Ambassador Service:** Providing coverage 5 days a week, 8 hours a day.
- **Local Relationships:** Continuing our regular meetings with the council, police and outreach teams to ensure issues of concern to our members are prioritised and tackled.
- **Safe and Secure:** Fully implementing our intelligence sharing system for the Quarter to enable us and our members' security managers to receive and provide information on those causing problems in the Quarter.
- **Smarter Quarter:** Ongoing additional cleaning and maintenance service (over and above



council provision) providing a quarterly deep clean of the Marylebone Road underpass as well as twice weekly flushing, pavement cleaning and bin washing.

- **Baker Street Station:** We will continue to work with TfL to progress the realisation of significant improvements to the Baker Street frontage. This is fully funded by TfL
- **Trends and Concerns:** We will continue to monitor crime statistics, highways and traffic information to identify trends and inform any members affected.

New Projects:

- Improvement schemes for problematic areas of paving in the Quarter.
- A festive lighting scheme for the Quarter.

REPRESENT, POSITION, PROMOTE

We will be continuing our events, activities and promotions for members in 2014-2015. The range of events, will be expanded, particularly outdoor events popular with our members for adding to the vibrancy of the Quarter. We will also continue to provide a strong, collective business voice for the area.

Continuing Projects:

- **Food markets:** Monthly Food Markets in the 55 Baker Street atrium and in Portman Square Garden in the summer months.
- **Guided Walks:** Monthly walks exploring the Quarter.
- **Events:** We will be continuing our programme of events which offer networking opportunities.

- **Privilege Programme:** Our app and directory will be expanded over the year following its launch.
- **Communications:** Our weekly newsletter will continue, as will our existing social media activity. We will be adding further social media platforms to cross-promote our app.
- **Representation:** We will continue to represent our members and the Quarter on relevant panels and consultations.
- **New Projects:**
 - **Events:** A full outdoor summer events programme.



PREMIER BUSINESS HUB

Our member services will continue to provide tailored, efficient, cost saving support, with many also benefiting the environment by reducing traffic in the area

Continuing Services:

- **Procurement Service:** Our savings programme will continue to provide procurement support to our members.
- **One Stop Shop:** Our support line will continue to provide support, information and solutions to our members.
- **Smarter Recycling:** Our waste and recycling service will be available to all our members.
- **Recruitment:** We will continue to offer our recruitment service to members wishing to recruit local people into entry level roles.
- **Corporate Social Responsibility (CSR):** We will continue our CSR brokerage programme as part of our broader Smarter Giving programme.

New Services:

- **Smarter Giving:** A broader CSR scheme, expanded to include a diverted giving scheme to encourage people to give to homeless charities rather than directly to those on the street.
- **Smarter Deliveries:** A pilot scheme working with the University of Westminster and TfL to explore the potential to rationalise deliveries to our members.
- **Training Courses:** Tailored to suit our members including first aid, health and safety and green business advice.



2014-2015 FINANCIALS

INCOME	£
BID Levy Income	985,800
Voluntary Contributions	70,000
TfL (grant)	35,000
TOTAL	1,090,800
EXPENDITURE	£
HIGH QUALITY PUBLIC REALM	
Two Way Scheme	200,000
Street Ambassadors	112,200
Safe, Clean, Maintained Public Realm	73,400
Festive Lighting	27,600
Project Management (incl Trends and Concerns & One Stop Shop)	53,700
SUBTOTAL	466,900
REPRESENT, POSITION, PROMOTE	
Events, Food Markets and Walks	79,650
Marketing Materials, Website and Promotions	119,600
Project Management	69,300
SUBTOTAL	268,550
PREMIER BUSINESS HUB	
Smarter Recycling	90,300
Procurement Service	25,000
Smarter Giving	10,000
Smarter Deliveries	47,000
Member Training	15,000
Project Management	56,650
SUBTOTAL	243,950
MANAGEMENT AND OVERHEADS	
Management and Administration	62,650
Overheads- Rent, Rates and Office Running Costs	103,250
Levy Collection Costs	21,000
SUBTOTAL	186,900
TOTAL	1,166,300

Project Management lines are included under each programme heading and constitute full project management of all aspects of each programme

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