



BAKER STREET  
QUARTER  
PARTNERSHIP

BAKER STREET QUARTER PARTNERSHIP  
BUSINESS IMPROVEMENT DISTRICT (BID)

**SUMMARY REPORT 2015-2016  
& ANNUAL PLAN 2016-2017**

# INTRODUCTION

2015-16 marked the mid-point of our initial five year term and the completion of our first major project – 'The Wonderpass' transforming the dingy Marylebone Road subway. Two public consultations on the Baker Street Two Way project brought it closer to realisation and our waste and delivery consolidation projects have progressed significantly, attracting grant funding and beginning to deliver traffic reductions – and consequently improvements to air quality. Our programme of social events and activities was further extended with the addition of singing and running clubs plus an expanded training programme for members.

At this key mid point we commissioned an independent survey of our members to ensure robust, independent measurement of our work – with the Policy Studies Institute at the University of Westminster assessing our performance over the year. We were delighted with the high response rate (50%) and that 94% say their experience of us and our work so far has been positive. Our Street Management Services were rated highly with our Ambassadors given four or five out of five stars and satisfaction with the area's cleanliness, safety and maintenance continuing to rise to 80%. Our Summer in the Square events were rated good or very good by 100% of those that attended and our weekly email newsletter was read by 84%. Our Smarter Giving service was given four or five stars and our Baker Street Regulars directory with local offers was also rated highly.

In relation to the area the Mid-Term Survey Report states that, 'This is a highly positive and steadily-improving picture of the area. 92% now rate the general environment as attractive compared to 86% in 2013/14 and 44% in 2012. Nine out of ten people consider the Baker Street Quarter to be "an enjoyable area to spend time in". However, the report also identified the top issues of concern. Traffic-related issues (traffic noise/dominance; air quality/pollution and traffic speeds) were of concern to 88%. 62% were concerned about pedestrian mobility or safety (pedestrian safety/road crossings and pedestrian congestion/crowded pavements). Of increased concern was begging – the top single issue of concern (57% of respondents).

These results reassure us that our focus on improving our key streets and reducing traffic remain on point. These will continue in the year ahead and this summer we will also be building on current programmes to provide a rounded approach to tackling begging in the Quarter. We have carried out a full review of programmes for 2016-17 to ensure value for money, streamlining several and identifying and adopting more cost effective solutions for our communications. We have also actively and successfully applied for grant funding to supplement our BID levy income.

In addition to the extremely positive feedback from our members we were thrilled to be awarded a Proud Project Award from British BIDs for our Smarter Giving initiative. The award is a testament to how popular collaborations with local charities are with our members.

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 September and we hope you will join us to hear more about this and our future plans at our AGM on 15 September 2016.

As indicated in last year's brochure, we are this year adding a small increase to the BID levy so that it changes from 1% to 1.025% of rateable value.

We look forward to working with you in 2016 to continue this exciting progress to ensure a consistently, high quality, vibrant environment for your business and staff with tailored, useful services and an established business voice in decision making for our area.

**Penny Alexander**

Chief Executive  
Baker Street Quarter Partnership



The Wonderpass

Baker Street Quarter Partnership's three strategic objectives have been refined and renamed but remain the same in essence and are being delivered through a range of projects.

### **1 / HIGH QUALITY PUBLIC REALM**

Developing a high quality public realm that produces a safe, convenient and attractive destination for employees, residents and visitors. Ensuring the area leaves a positive lasting impression on all who experience it.

### **2 / VIBRANT QUARTER**

Promoting the Quarter and its businesses, and enhancing its offering through events and activities. Maximising the experiences of everyone who works in, lives in and visits the area by providing entertainment and encouraging discovery.

### **3 / MEMBER SERVICES**

Providing a range of services to support and interconnect businesses. Offering members ways to save time and money, reduce their environmental impact and contribute positively to the local area.

# SUMMARY REPORT 2015-2016

## HIGH QUALITY PUBLIC REALM

- **Baker Street Two Way Project:** Our Two Way Project for Baker Street and Gloucester Place continues to progress with the first public consultation taking place in summer 2015. A second consultation commenced in February 2016 focusing on seven junctions that had raised concerns for some users and for which alternative solutions have been developed to allay these. Our contribution to the scheme is £1 million with the remaining £7.5 million being drawn in from other sources including TfL, The Portman Estate and other private sector funders. The planned commencement date for works is early 2017.
- **Marylebone Road Subway:** Our long held aspiration to make meaningful improvements to this space was realised in January 2016 when 'The Wonderpass' was opened. This includes a timeline of the area and 3D displays from local cultural institutions such as The Wallace Collection and Madame Tussauds. We commissioned the works which were made possible through a successful application to TfL for funds. This funding was

supplemented by a contribution from the local Westminster Ward Councillors to support the project. Our contribution to the project of £75,000 over three years attracted funding of £380,000 from other sources.

- **Street Ambassador Service:** Our Street Ambassadors continue to patrol the Quarter eight hours a day, five days a week and provide daily audits of any issues needing attention.
  - » Since 1 April 2015, the Ambassadors have made 5,540 environmental reports of which 5,450 have been resolved with the remainder being escalated for further action.
  - » The Ambassadors have welcomed and assisted 31,850 people.
- **Safe and Secure:** Initial meetings for our proposed Business Security Zone took place in January 2016. This aims to facilitate closer working relationships between those responsible for security in the area and consideration of how we can work together most effectively in an emergency situation.
- **Local Relationships:** We continue to work closely with the Police, Council and outreach services to ensure issues affecting our members are focused on. We also enjoy positive relationships with our local amenity (residents) groups.
- **Smarter Quarter:** Our additional cleaning service (over and above Council provision) continues to provide a quarterly deep clean of the Marylebone Road subway as well as twice weekly flushing, pavement cleaning and bin washing. We negotiated daily wash-downs of the subway at no cost to us as part of this contract. Three areas we identified as requiring repaving were completed in early 2016: north Wigmore Street, Broadstone Place and the area outside 55 Baker Street – only one of these schemes was funded directly by BakerStreetQ.
- **Baker Street Station:** We provide regular input to TfL's planning to improve Baker Street Station. The project focuses on the area to the front and west of the station and we are pleased with the nature



Ambassadors Gabriela and Erwann



Summer Food Market at Portman Square Garden

of the designs to date. The timescale for further improvements is however unclear and we continue to push for their realisation.

- **Winter Lighting:** The Portman Square Garden lights were popular again in 2015 and were supplemented by festive banners on lamp columns and a window graphic display at 55 Baker Street. An area wide Christmas lights display is on hold until suitable lamp columns are put in place as part of the Baker Street Two Way Project.
- **Trends and Concerns:** We continue to monitor crime statistics, planning, highways and traffic information to identify trends and inform any members affected.
- **Area Greening:** Our Greenery Action Plan was published and presented to the Two Way Project team. We will be exploring implementation possibilities as part of the Two Way Project and more widely.
- **A Retail Strategy:** The Boards decided to put this on hold until after the implementation of the Baker Street Two Way Project.
- **Food Markets:** Our regular monthly Food Market has become a popular, vibrant fixture in the Quarter with attendance topping 2,400 in July.
- **Guided Walks:** Over 280 people have attended our lively walks of the Quarter this year with tours and talks including Inside The Wallace Collection and a Special Operations Executive on Baker Street talk added to the popular programme.
- **Events:** We provided a number of member networking events this year including our Office and Facilities Managers Network, very popular Christmas drinks and AGM.
- **Baker Street Regulars:** Our directory and deals app featuring local businesses continued to grow with 2,366 installations and 840 deals downloads in total. This is now fully integrated with our newsletter which highlights new deals or themed weeks further encouraging people to explore and enjoy the Quarter.
- **Communications:** Our communications ensure our members are aware of the services available to them and inform our members and the wider community of our events and projects to improve the public realm.
  - » Our newsletter reach has increased 25% over the year and our Twitter followers have increased by 27%.
  - » We had three lamp column banner displays to increase awareness and demonstrate guardianship of the area.
  - » We launched 'Neighbourhood News' – a hard copy newsletter aimed at residents and smaller businesses who are not members.

## VIBRANT QUARTER

- **Summer in the Square:** Our second series of summer events in Portman and Manchester Square Gardens provided a fun, alternative way for people to spend their lunchtimes and evenings or engage in a bit of client entertainment. 10,000 people attended events including Wimbledon screenings, Sunset Cinema and an extended food market.



2015 Christmas Toy Appeal

fundraising initiatives. This programme won the 'British BIDs Proud Project' award in 2015.

- **Training:** Our training programme continues to be popular offering members a range of certified courses and workshops which are not only cost effective but an opportunity to share practical advice and network with neighbouring businesses. Courses to date include Emergency First Aid at Work, Fire Marshal, Self-Defence and Personal Safety, Health and Safety courses including IOSH Managing Safely, and social media and wellbeing workshops.
- **Procurement Service:** Our procurement service has been subsumed into our Smarter Deliveries programme as the benefits to be gained from delivery reduction in terms of traffic and pollution reduction have proved of more interest and relevance to members than savings.
- **Representation / Collective Voice:** We have ensured the area and our businesses are properly represented by sitting on relevant local panels (The Marylebone Neighbourhood Forum, Policing and Crime Panels and the West End Partnership) and responding to a number of key local consultations regarding topics such as permitted development, the impact of begging, the Ultra-Low Emission Zone, Lorry Safety and a number of other proposed changes to the Council's City Plan.
- **Smarter Deliveries:** We gained further grant funding for this programme enabling the implementation of consolidation programmes in two large multi-tenanted buildings. We are aiming for a 50% reduction in delivery trips to these buildings.
- **Counter Terrorism and Crisis Planning:** This has been developed through the formation of our Business Security Zone. This will enable better coordination and communication between businesses in the area and consider how we can make the area more resilient.
- **Air Quality:** We continued to raise our concerns about poor air quality and have supported an application for a Low Emissions Neighbourhood for Marylebone. Our Smarter Recycling and Smarter Deliveries projects are our key programmes in relation to air quality with both reducing traffic.

## MEMBER SERVICES

- **Smarter Recycling:** We now have 64 members using this subsidised total waste solution. This has resulted in a 12% reduction in waste vehicle trips in the area. Members have made savings of £45,000 and the responsible disposal of the waste has meant 711,930kg CO2 savings.
- **One Stop Shop:** Our support line has received 197 requests for assistance of which 177 are resolved with 20 ongoing.
- **Smarter Giving:** This programme continues to be very popular facilitating support from member businesses to local charities and community groups. We provide tailored proposals to those wanting to focus their Corporate Social Responsibility locally which have resulted in team building days for 76 volunteers and 28 individuals signed up to mentor programmes. 5 work placements have been successfully completed. We have also organised 30 Food, Toy and Clothes drives and facilitated 22 lots of donations including furniture, IT equipment, books and cosmetics. With our support, members have raised £74,000 for local causes through various

## 2015-2016 FINANCIALS

<b>INCOME</b>	<b>£</b>
BID Levy Income	1,039,000
Provision for reduced income due to redevelopment & bad debts	(34,900)
Voluntary Contributions	76,500
Grants and other income	84,000
<b>TOTAL</b>	<b>1,164,600</b>
<b>EXPENDITURE</b>	<b>£</b>
<b>HIGH QUALITY PUBLIC REALM</b>	
Baker Street Two Way Project	235,000
Subway/Wonderpass	57,500
Safe Public Realm	7,340
Street Ambassadors	105,480
Winter Lights/Banners	7,870
Air Quality	5,000
Smarter Quarter	24,100
Project Management	56,940
<b>SUBTOTAL</b>	<b>499,230</b>
<b>FLEXIBLE FUND</b>	
Flexible Fund	1,000
<b>SUBTOTAL</b>	<b>1,000</b>
<b>VIBRANT QUARTER</b>	
Events, Food Markets and Walks	85,290
Central Marketing	25,090
Digital and Directory	37,970
Banners and Engagement	20,960
Winter Lights/Banners	3,900
Project Management	72,840
<b>SUBTOTAL</b>	<b>246,050</b>
<b>COLLECTIVE VOICE</b>	
Collective Voice	12,850
<b>SUBTOTAL</b>	<b>12,850</b>
<b>MEMBER SERVICES</b>	
Smarter Recycling	44,500
Procurement	(1,000)
Cycle Hub	10,000
Smarter Giving	25,720
Smarter Deliveries	68,000
Member Training	23,440
Project Management	59,340
<b>SUBTOTAL</b>	<b>230,000</b>
<b>MANAGEMENT AND OVERHEADS</b>	
Overheads- Rent, Rates and Office Running Costs	159,410
Levy Collection Costs	17,950
Management and Administration	67,490
<b>SUBTOTAL</b>	<b>244,850</b>
<b>CONTINGENCY</b>	
1% general provision	10,040
<b>SUBTOTAL</b>	<b>10,040</b>
<b>TOTAL</b>	<b>1,244,020</b>

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 2016-2017

Our programme for our fourth year of operation continues to focus on ambitious and practical projects to resolve dominant traffic and poor air quality and we expect to see significant results from our Smarter Deliveries project. Our events, social clubs and training programmes will continue to bring our members and the entire community together and the growth of our business to business platform will enable our members to further connect. Our Street Management services will be enhanced further with our work on the Business Security Zone to ensure we are working together effectively to enhance the security of the Quarter. The incorporation of new projects this year will be limited given the already extensive programme and to enable focus on the development of the BID renewal campaign. This also reflects restrictions on the budget due to changes in the business rates list caused by works, commercial to residential conversions, redevelopments and existing members taking on more space.

The flexible fund previously included in the Public Realm budget has now been made a standalone budget as several possible projects for the fund this year do not relate to Public Realm.

## HIGH QUALITY PUBLIC REALM

With the first major public realm project completed (The Wonderpass), the focus for public realm will be on the Baker Street Two Way Project as well as our continued and enhanced Street Management services.



Smarter Recycling service

- **Marylebone Road Subway:** Following completion of the subway transformation BakerStreetQ maintains responsibility for additional cleansing and maintenance for some elements of The Wonderpass and arranging security to open and close the gates. BakerStreetQ will also monitor the impact of the works.
- **Baker Street Two Way Project:** The results of the second round of consultation will be available in spring 2016. The Traffic Management Order consultation on loading will follow in late 2016. The aspirational date for works to commence is early 2017.
- **Street Ambassador Service:** Reporting on issues in the public realm and providing assistance five days a week, eight hours a day
- **Local Relationships:** Continuing our regular liaison with the Council, Police and outreach teams to ensure issues of concern to our members are prioritised and tackled.
- **Safe and Secure/Business Security Zone:** Facilitating the sharing of intelligence between security managers in the area and further progressing an area wide plan for emergency situations.
- **Smarter Quarter:** Our additional cleaning and maintenance service (over and above Council provision). We provide a quarterly deep clean of the Marylebone Road subway as well as twice weekly flushing, pavement cleaning and bin washing. We also instigate improvements to paving as necessary.
- **Baker Street Station:** We will continue to work with TfL to progress the realisation of significant improvements to the station frontage and forecourt.
- **Trends and Concerns:** We will continue to monitor crime statistics, highways, planning and traffic information to identify trends and inform any members affected.
- **Winter Lighting:** We contribute to the Portman



Did You Know Banner Campaign May 2015

Square lights and will also again be displaying festive lamp column banners to brighten up the area in the winter months.

- **Area Greening:** Further progressing the implementation of our Greenery Action Plan to enhance the area and improve air quality.

### VIBRANT QUARTER

Our programme of successful community and member events will continue along with our Baker Street Regulars directory with local offers. We plan to link Regulars into our popular e-newsletter and website. Two lamp post banner campaigns are planned in addition to the winter banners which will be repeated from 2015.

Planning for the late 2017 BID Renewal campaign will commence in 2016.

### Continuing Projects:

- **Food Market:** Monthly Food Market in the 55 Baker Street atrium.
- **Summer in the Square:** Our hugely popular

summer events including Wimbledon Screenings, Sunset Cinema and extensive Food Market offer.

- **Guided Walks:** Further talks and tours will be added to the monthly walks exploring the Quarter.
- **Events:** We will be continuing our programme of regular member events providing further networking opportunities.
- **Baker Street Regulars:** We will continue to source new exclusive offers and update our local directory.
- **Communications:** Our weekly newsletter will continue, as will our Twitter, Facebook and Instagram activity.
- **Business to Business Platform:** We will further develop our platform to enable member to member collaboration.

### COLLECTIVE VOICE

BakerStreetQ continues to lobby and respond on behalf of members to relevant consultations and sits on the relevant groups and panels to ensure members' interests and concerns are recognised.

- **Lobbying and responding:** We maintain strong relationships with relevant public sector stakeholders including regular meetings with senior Council members and officers. We also maintain strong relationships with the two local amenity (residents) groups and sit on the Marylebone Forum, Safer Neighbourhood Panel, Problem Solving Meetings (Police, Council, outreach teams) and West End Partnership.
- **Neighbourhood Newsletter:** An area wide, hard copy newsletter aimed at residents and non-member businesses was launched in 2015 to increase awareness of BakerStreetQ and its programmes and encourage wider engagement. This will continue in 2016-17.
- **Public Affairs:** More effective work with other BIDs on public affairs is planned with proposed sharing of resource with both Westminster BIDs and the 16 BIDs in or bordering the Central Activities Zone.



Social Media Training Course

## MEMBER SERVICES

Our member services will continue to assist members in managing their impact on the area and contributing to the wider community. Improving air quality is a particular focus of this programme.

- **Smarter Recycling:** Our waste and recycling service will continue and we expect to sign-up still more members.
- **Smarter Giving:** This popular programme will continue to provide tailored CSR support, facilitating local volunteering, fund raising and other giving. We will also continue to assist businesses in providing employment support such as mentoring and work placements. In light of member concerns with begging we will be increasing opportunities for responsible giving to recognised local outreach charities.

- **Training Courses:** These will continue, tailored to suit our members including first aid, health and safety and self-defence.
- **One Stop Shop:** Our support line will continue to provide assistance and information to our members.
- **Smarter Deliveries:** We will continue the implementation of our delivery consolidation project working to reduce delivery traffic to large and multi-tenanted buildings through upstream consolidation, nominated carrier solutions and joint procurement. We will be actively seeking additional external funds to enable the additional of further buildings to the programme.

## 2016-2017 FINANCIALS

<b>INCOME</b>	<b>£</b>
BID Levy Income	1,036,240
Voluntary Contributions	81,500
Grants and other income	25,000
<b>TOTAL</b>	<b>1,142,740</b>
<b>EXPENDITURE</b>	<b>£</b>
<b>HIGH QUALITY PUBLIC REALM</b>	
Baker Street Two Way Project	214,000
Subway/Wonderpass	15,560
Safe Public Realm	13,500
Street Ambassadors	108,150
Winter Lights/Banners	9,000
Smarter Quarter	20,410
Project Management	62,330
<b>SUBTOTAL</b>	<b>442,950</b>
<b>FLEXIBLE FUND</b>	
Flexible Fund	16,000
<b>SUBTOTAL</b>	<b>16,000</b>
<b>VIBRANT QUARTER</b>	
Events, Food Markets and Walks	88,120
Central Marketing	15,250
Digital and Directory	30,780
Banners and Engagement	23,300
Winter Lights/Banners	4,750
Project Management	76,250
<b>SUBTOTAL</b>	<b>238,450</b>
<b>COLLECTIVE VOICE</b>	
Collective Voice	14,000
<b>SUBTOTAL</b>	<b>14,000</b>
<b>MEMBER SERVICES</b>	
Smarter Recycling	86,300
Smarter Giving	30,000
Smarter Deliveries	36,130
Member Training	23,000
Meeting Space	1,000
Project Management	62,350
<b>SUBTOTAL</b>	<b>238,780</b>
<b>MANAGEMENT AND OVERHEADS</b>	
Overheads - Rent, Rates and Office Running Costs	175,610
Levy Collection Costs	18,490
Management and Administration	82,300
<b>SUBTOTAL</b>	<b>276,400</b>
<b>CONTINGENCY</b>	
1% general provision	10,360
<b>SUBTOTAL</b>	<b>10,360</b>
<b>TOTAL</b>	<b>1,236,940</b>

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.

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