

BAKER STREET
QUARTER

BUSINESS
IMPROVEMENT
DISTRICT

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BAKER STREET QUARTER BUSINESS IMPROVEMENT DISTRICT

The Baker Street Quarter Business Improvement District (BID) was approved for implementation on 26th February 2013 and will formally commence operation on 1st April 2013. We were delighted with the positive response to the BID Proposal and wish to thank all of you who voted in the ballot.

If you are one of the few businesses in the area who is not in touch with us on a regular basis, please do make contact so that we can ensure you benefit from the BID services and can provide input on the range of projects we will be implementing this year.

This information in this leaflet is provided in line with Schedule 4:3 of the Business Improvement Districts (England) Regulations 2004 and provides information on our achievements to date and plans for the next financial year.

We look forward to working with you to make Baker Street Quarter an even better place to do business: a thriving, high-quality locality, with tailored business services and a powerful collective voice.

Penny Alexander
Chief Executive
Baker Street Quarter



INTRODUCTION TO BAKER STREET QUARTER

Baker Street Quarter was set up as a not-for-profit company in March 2011 by a group of businesses and stakeholders with a shared interest in improving the area as a place to do business.

The Partnership established an objective of working with local businesses and strategic partners to ensure that the area develops a high-quality and safe public realm; a range of services to support and represent the local business community; and a longer-term aspiration of establishing a Business Improvement District.

The group provided seed funding to enable the Partnership to develop and pursue these aims through a range of preparatory and pilot projects and detailed consultation and planning in relation to the proposed BID.

Baker Street Quarter developed three Strategic Objectives following extensive consultation:

- Create a High Quality Public Realm
- Represent, Position, Promote
- Establish a Premier Business Hub



ACHIEVEMENTS TO DATE

CREATE A HIGH QUALITY PUBLIC REALM

- Carried out comprehensive studies of the area's public realm to inform future plans and projects: Urban Realm and Transport Study; Green Infrastructure Audit (funded by the GLA); and Street Audit.
- A detailed study to inform future efforts to improve the retail and leisure offer in the area considering the desires and aspirations of those working and living locally in relation to the current offer.
- A visioning study of potential improvements to Baker Street Station.
- Installed Legible London signage throughout the area, improving pedestrian navigation between the north and south of the area in time for the Olympics.
- Helped ensure the inclusion of Baker Street in TfL's priority programme of

nine stations identified for significant investment.

- Planted additional trees on side streets in conjunction with The Portman Estate.
- Piloted Street Ambassadors to monitor the public realm and provide assistance to local businesses.



REPRESENT, POSITION, PROMOTE

- Food markets - the success of an initial trial market has resulted in a full monthly programme of food markets in Baker Street Quarter.
- Events - bringing together local business representatives.
- Ensured Baker Street Quarter has a seat on the proposed Neighbourhood Forum to ensure businesses are represented.
- Developed and implemented the Baker Street Quarter brand.
- Developed the Baker Street Quarter website and regular e-bulletin.
- Provided free guided walks.
- Produced an area directory of shops and services.
- Represented Baker Street Quarter in key consultation responses regarding the future of public services and community governance.

ESTABLISH A PREMIER BUSINESS HUB

- Funded Olympic banners and provided Olympic travel advice.
- Supported businesses on a range of matters related to the public realm, such as traffic management during building works, rough sleepers and delivery issues during street works.
- Carried out a successful job brokerage assisting a business wishing to employ someone local and unemployed into an entry level position.
- Assisted businesses wishing to donate time (reading volunteers and mentors) and resources (second-hand computers) to local schools and charities.



THE PROGRAMME FOR 2013-2014

The establishment of a Business Improvement District for Baker Street Quarter enables a full and sustainable programme of services and projects to make a real difference to businesses operating in the area.

CREATE A HIGH QUALITY PUBLIC REALM

The public realm is a priority for businesses in Baker Street Quarter, with a real desire to build on recent improvements and ensure the area reaches its potential to become a high-quality business and leisure destination properly serving those located here. Our public realm projects in 2013-1014:

- **Street Ambassadors** – a uniformed, welcoming and reassuring presence monitoring and reporting on all matters related to the public realm, such as litter, anti-social behaviour, rough sleeping, cracked paving stones and graffiti.
- **Facewatch** – a police accredited police reporting system to tackle bag and phone theft.
- **Targeted cleansing and maintenance** – to respond to issues and areas of concern to businesses (over and above the council's cleansing obligations).
- **Removal of excess street clutter** – such as guard railings and superfluous signage.
- **Continued advancement of our longer term projects:**
 - **Baker Street / Gloucester Place gyratory:** Working with TfL and WCC to progress the removal of the Baker Street – Gloucester Place gyratory including pulling together a full project management team for the scheme, carrying out detailed traffic modelling and a detailed funding plan.
 - **Baker Street Station:** Working as a Partner with TfL to ensure significant improvements to Baker Street Station continue to progress.
 - **Retail and Leisure offer:** Using our research into desires and aspiration for retail and leisure in the area to inform and persuade those letting property in the area (significant progress in this area is likely to be limited until the gyratory removal is achieved).

REPRESENT, POSITION, PROMOTE

As a BID, Baker Street Quarter will provide a strong, collective business voice for the area, representing around 165 businesses. Baker Street Quarter will lobby for the prioritisation of public services and ensure that businesses have a more direct hand in the management and development of the urban realm. Baker Street Quarter will also expand its range of promotions and activities for those working in the area including:

- **Monthly food markets** – a vibrant addition to lunchtime in the area.
- **A Privilege Card** – providing offers and discounts for local shops and services.
- **Events** – A programme of events to encourage exploration of the area and the development of relationships within the local business community.



ESTABLISH A PREMIER BUSINESS HUB

Baker Street Quarter will commence its range of services for eligible businesses in the area. These are focused on reducing operating costs and making it easier to do business in Baker Street Quarter.

They include:

- **A joint procurement scheme** – bringing BID businesses benefits from a nationwide BID procurement scheme, working to reduce costs on utilities, telecoms, testing, pest control, waste, taxis, couriers and printing.
- **One Stop Shop** – dedicated support from the BID team on matters requiring council or police attention or anything else pertaining to the local area.
- **CSR support/brokerage** – making it easy for companies to volunteer time, expertise or unwanted PCs/furniture to local community groups and charities.
- **A free recycling service** - reducing businesses' costs and impact on the environment whilst also reducing the number of waste collection vehicles in the area.
- **Employment brokerage** – a facilitated process assisting companies wishing to employ those out of work locally into entry level positions.



BUDGET

In 2013-2014 the BID expects to raise approximately £1 million in BID Levy income and voluntary contributions. The budget for 2013-2014 is set out below.

INCOME	£
BID Levy Income	932,100
Voluntary Contributions (taking into account repayment of seed capital)	32,000
TOTAL	955,100
EXPENDITURE	£
HIGH QUALITY PUBLIC REALM - 40%	
Capital Works	155,000
Street Ambassadors	153,500
Safe, Clean, Maintained Public Realm	56,500
Project Management	20,000
Subtotal	385,000
REPRESENT, POSITION, PROMOTE- 22%	
Marketing Manager	42,000
Events and Walks	52,500
Marketing Materials and Promotions	113,000
Subtotal	207,500
PREMIER BUSINESS HUB-16%	
Recycling/Zero to Landfill	60,000
Joint Procurement	23,000
Employment Brokerage	21,250
Green Business Advice	20,750
Project Management	30,000
Subtotal	155,000
MANAGEMENT AND OVERHEADS-17%	
Management and Administration	100,000
Overheads- Rent, Rates and Office Running costs	40,600
Levy Collection Costs	19,400
Subtotal	160,000
CONTINGENCY - 5%	
5% of BID Levy	47,500
TOTAL	955,000

The BID Promoters funded the BID Development and activity in 2012-13, including a development loan which will be repaid out of voluntary contributions in 2013-2014.