

BAKER STREET  
QUARTER  
PARTNERSHIP

2016 -  
2017

ANNUAL REPORT

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# LOOKING BACK & LOOKING AHEAD

As we prepare for our second five year term we have drawn up our plans for 2018-2023 and have also been reflecting on our achievements since we were established in April 2013.

Since we started operating we have delivered major investment into the local infrastructure. We have brought businesses and others together to strengthen the community and improved the wellbeing of those working in the area. We have effectively tackled anti-social behaviour and reduced traffic and emissions. We have also created strong partnerships with the local authority and police to enhance local service delivery while becoming the prime advocate for the district among public sector decision makers.

The business plan we have developed with our members for 2018-2023 marks the next chapter for Baker Street Quarter Partnership. It is an exciting time for the area with the transformative Baker Street Two Way project due to complete in early 2019, the arrival of Elizabeth Line at Bond Street Station in late 2018 and proposals to transform Oxford Street being considered. We must capitalise on these opportunities and harness the maximum benefit for the Quarter.

Our future plans include improvements to the pedestrian environment en route from Bond Street Station to Baker Street with a focus on the potential for Manchester Square. We will be progressing a retail strategy centred on Baker Street and Wigmore Street to widen its appeal. We will seek additional planting and advance an area wide Christmas lighting project to bring sparkle in the dark, winter months. The 'Collective Voice' we provide for business in the area will be important in influencing the plans for Oxford Street and ensuring concerns regarding the possible impact for Marylebone are addressed.



You can read more in our recently published 2018-2023 business plan available at [www.bakerstreetq.co.uk](http://www.bakerstreetq.co.uk) or on request from the Baker Street Quarter Partnership office.



# OUR VISION 2018-2023



### A Place For People

Where they want to work, are keen to visit, eager to explore and happy to live.



### A Place for Business

An area that is welcoming and first class, supporting business operations and promoting staff wellbeing.



## The West End's Commercial District of Choice

# OUR PRIORITIES 2018-2023



# REPORTING ON 2016-2017

Our focus and efforts are determined by our businesses and this has been especially important in 2016 - 2017 as we began preparing our plans for our second term. We are grateful to our members and stakeholders – and in particular our Board and Steering Group Members - who have volunteered time to set out their priorities and ideas shaping our future plans. Whilst we have refined and rearticulated your priorities looking forward, we have continued to work to address them this year.

Our Annual Member Survey once again evidenced strong and increasing levels of satisfaction with the area, our services and events. Member engagement with our programmes remains high and we were delighted with Award recognition for our projects.

This included winning a London Transport Award for our projects to reduce traffic in the area - and being shortlisted in the prestigious New London Architecture awards for The Wonderpass at Baker Street Station.

The survey also reinforced the issues in the Quarter for us to continue to improve. Persistent, related concerns with dominant traffic, air quality and pedestrian safety remain and are being addressed by our Smarter Recycling and Baker Street Two Way project among others. Concern with begging has fallen but is still high at 68%. Our multifaceted approach to addressing begging has been effective and well received. We have also worked to strengthen the area's resilience with security another identified priority.

We continue to draw benefit to the area through our strong working relationships with the Council, Transport for London, Police and the Mayor's office and are grateful for their support.

In the immediate future we are focused on the implementation of the Two Way project and encouraging members to vote in our renewal ballot. We will be maintaining business as usual for our services and activities and ensuring smooth continuity but with added momentum as we move through to our second BID term.

We hope we can count on your support in the November ballot to ensure our future plans become a reality and to secure a bright future for Marylebone.



**Penny Alexander**  
Chief Executive



“

IN THE IMMEDIATE FUTURE WE ARE FOCUSED ON THE IMPLEMENTATION OF THE TWO WAY PROJECT AND ENCOURAGING MEMBERS TO VOTE IN OUR RENEWAL BALLOT

”

# HIGH QUALITY PUBLIC REALM



## BAKER STREET TWO WAY PROJECT

This once in a generation opportunity to remove the divisive, noisy one way system on Baker Street and Gloucester Place made further significant progress this year with the last round of consultation and approval from Transport for London. Just after year end in June, Westminster City Council gave their go-ahead meaning works could commence in July 2017. This much anticipated project will reduce the dominance of traffic and benefit pedestrians and cyclists with improved crossings, better lighting and the removal of street clutter.



## BAKER STREET STATION

This year saw the approval of the designs developed by TfL for the station façade retail units with the first being implemented just after year end. We continued to press for more significant transformation for the station forecourt whilst recognising the practical complexity of this project. The project remains a priority for members and has therefore been included in our plans for our second term.



## THE WONDERPASS – MARYLEBONE ROAD SUBWAY

We continue to ensure that this convenient and entertaining crossing is clean, safe and well maintained. Analysis undertaken tells us that after the improvement works, morning usage increased by 154%, afternoon usage increased by 28%, and evening usage increased by 71%. The Wonderpass was shortlisted for New London Architecture's Transport and Infrastructure Award and also for the London Transport Awards.



THE WONDERPASS WAS RATED VERY GOOD OR GOOD BY **98%** OF MEMBERS IN THIS YEAR'S MEMBER SURVEY



## AIR QUALITY

Our efforts to reduce waste and delivery traffic were recognised in our win at the London Transport Awards. To date Smarter Recycling has reduced waste vehicle movements in the Quarter by 46% and we launched a campaign to lessen the number of personal deliveries to the area. To achieve greater impact we are working with our neighbouring BIDs and others through the Marylebone Low Emissions Neighbourhood.



## STREET MANAGEMENT

This team encompasses our Ambassador and Cleaning Team and since August a new Street Manager role, added in response to member concerns regarding anti-social behaviour and resilience. This three pronged approach is highly effective with 570 Anti-Social Behaviour reports addressed or escalated, and 95% of environmental reports resolved.



## BUSINESS SECURITY ZONE

Our secure web-based information sharing system is now in place. We have analysed existing emergency plans and provided workshops and templates to enhance the area's resilience and lay foundations for future emergency plan coordination.



88% OF MEMBERS SURVEYED SAID THE BAKER STREET QUARTER AREA IS ATTRACTIVE



## GREENERY ACTION PLAN

The proposed tree planting set out in this plan has been progressed in the Baker Street Two Way Project design. Trial tree holes have been dug determining the feasibility of the desired planting and plans refined accordingly.



## LOCAL RELATIONSHIPS

We continued to work closely with the Police, Council, TfL and outreach services to ensure issues affecting our members are addressed. We also enjoyed positive working relationships with our amenity (residents) societies.



## TRENDS & CONCERNS

We continued to monitor crime statistics, planning, highways and traffic information to identify trends and inform any members affected.

# VIBRANT QUARTER



## SUMMER IN THE SQUARE

The past year's programme of events yet again saw over 10,000 people enjoy Marylebone's must-do activities. Two summer food markets were complemented with a two-day Wimbledon festival in Portman Square Garden together with two evenings of Sunset Cinema at Manchester Square Garden. Once again local workers, clients, visitors and residents came together to enjoy the entertainment.



98% OF MEMBERS SURVEYED RATED THE FOOD MARKET VERY GOOD OR GOOD



## FOOD MARKET

Our popular monthly lunchtime food market at 55 Baker Street continued with a tasty array of food and gift stalls at Christmas.



## SOCIAL & WELLBEING

A programme of 24 creative and active events were hosted for members and non-members to enjoy including calligraphy classes, floristry, running and netball clubs. The personal safety & self-defence class was hugely popular and endorsed by members for their staff to attend.





## MEMBER EVENTS

Our bi-annual networking events that bring together Office and Facilities Managers were held in October and March. Reassuringly we saw guests returning as well as lots of new faces. Our Christmas Drinks reception and AGM provided further ways for members to connect.



## BAKER STREET REGULARS

Our online retail directory and deals offering moved from an app function into our website with added functionality including search and filter tools. 350 retailers are featured and over the year 290 local deals were redeemed.

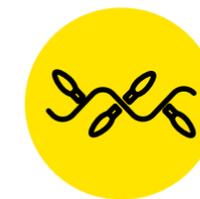


## GUIDED WALKS

Walks led by expert guides were increasingly popular with 200 people over the year learning something new about the area. New to the monthly programme were Women of the Quarter and Crime Fiction Writers. A tasting tour of local restaurants and independent retail was a particular highlight.



**86% OF MEMBERS' SURVEYED RELIED ON OUR NEWSLETTER FOR KEEPING UP TO DATE**



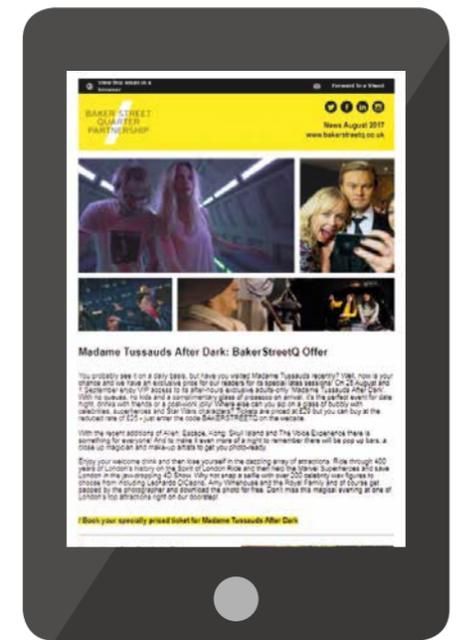
## BANNERS & CHRISTMAS LIGHTS

Three outdoor banners campaigns on lamp columns were held in May, October and December to brighten, entertain and mark a sense of guardianship of the Quarter. A festive window display was installed at 55 Baker Street for Christmas and we contributed to the winter lights at Portman Square Garden.

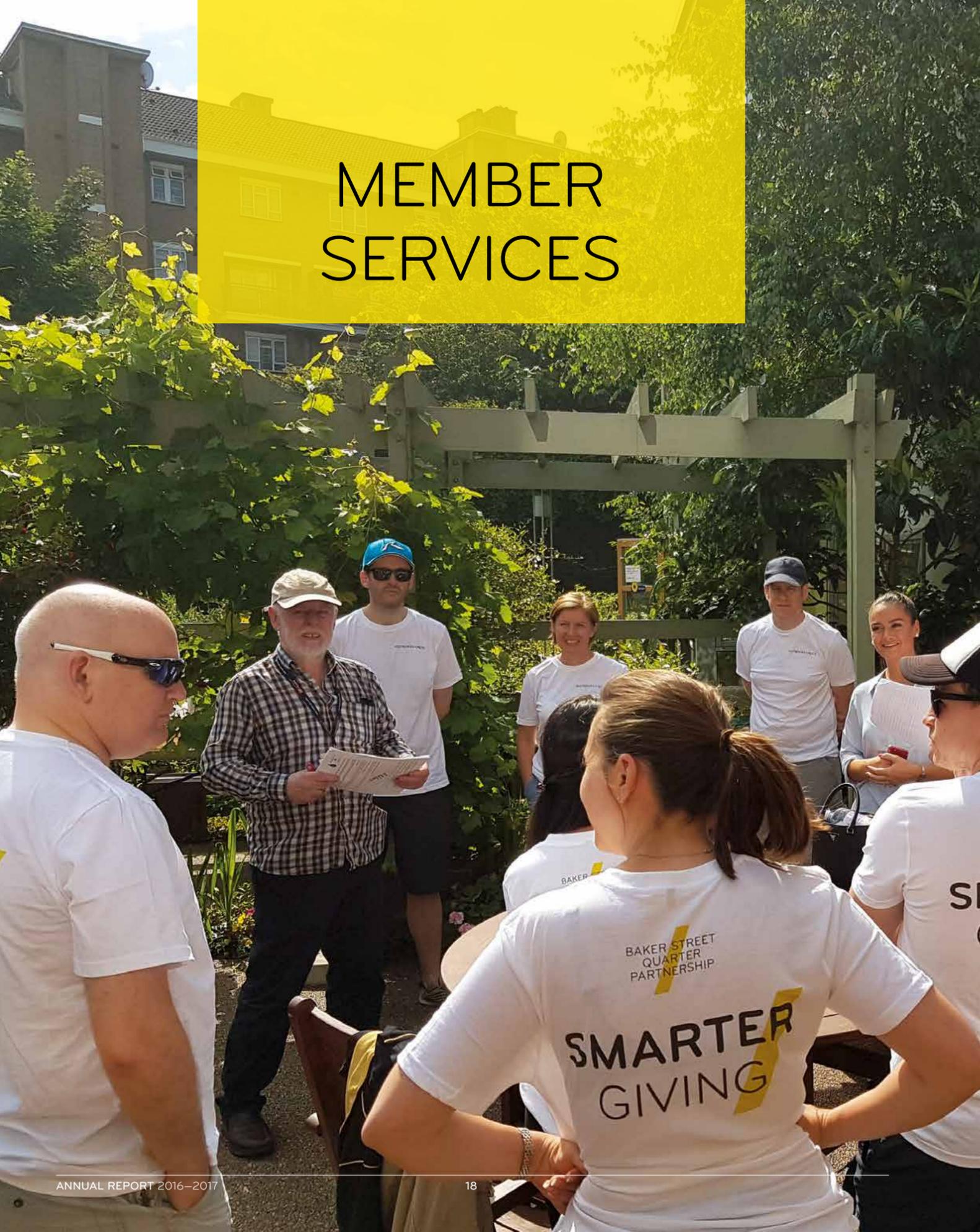


## COMMUNICATIONS

Our weekly digital newsletter, website and social media channels continued to have a strong following and usage. We increased our work with internal communications staff to ensure our messages are shared within workplaces and held a number of drop-in sessions. We distributed two 'Neighbourhood News' hard copy newsletters to 6,700 local addresses aimed at non-members and residents.



# MEMBER SERVICES



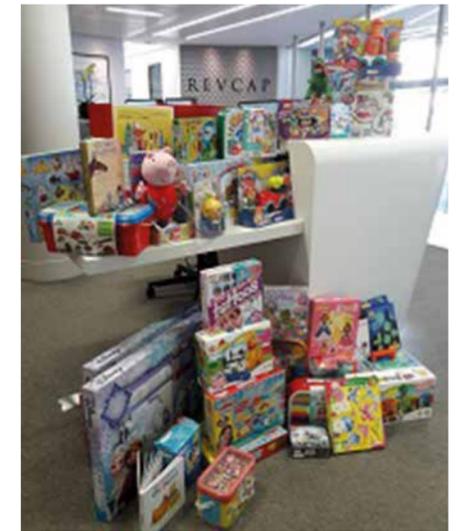
## SMARTER GIVING

This programme continues to grow, was shortlisted for a National Sustainable City Award and was recognised at the Westminster Community Awards. 135 volunteers donated their time, fifteen food, toy and clothes drives were held, over 2,200 pieces of unwanted IT equipment, furniture and crockery were re-homed and over £77,500 was raised for local charities. We supported the Real Change campaign led by three Central London homelessness charities, working with Westminster City Council, to help vulnerable homeless people while reducing the impact of begging.



## SMARTER RECYCLING

During 2016-2017 64 members were using our cost effective and subsidised total waste solution making a combined saving of £171,000 with 2,100 tonnes of waste diverted from landfill. This service has resulted in a 46% reduction in waste vehicle trips in the area - a real positive for air quality. The scheme has collected a number of accolades this year including 'finalist' at the National Recycling Awards, 'highly commended' at the Chartered Institute of Highways & Transportation Awards and 'shortlisted' at the National Sustainable City Awards.





## ONE STOP SHOP

Members made over 200 requests for assistance with 90% of these resolved and a few more complex ones ongoing. Examples include requests for supplier recommendations, reports of graffiti tags which we arranged to be removed and concerns about a group of moped drivers that were subsequently addressed by the Police.



## MEETING SPACE

Available to hire by the whole community, our well-equipped, vibrant space provides discounted rates for members. All revenue is re-invested in to our work.



FREE TRAINING COURSES  
 SAVED MEMBERS  
**£28,500 THIS YEAR ALONE**



## TRAINING

Providing free training courses to members proved to be a popular and effective way to save members money and time. 170 member employees received accredited training in a range of topics including emergency first aid and fire marshal training together with an IOSH course specifically for facilities management roles.



# COLLECTIVE VOICE



## CONSULTATIONS

We responded to a number of local consultations on topics including air quality, proposed changes to bus routes, the Ultra-Low Emissions Zone, begging, police services and taxi private hire regulations. On regional and national issues we joined forces with our neighbouring BIDs and others to provide a strong coordinated voice to the GLA, TfL and Government. Most significantly we joined forces with 42 London bodies representing over 16,000 businesses and local government in a united and unprecedented response to the business rates revaluation and the impact on London businesses which generated national media coverage.



## LOCAL PANELS

We continue to ensure that the area and our members are well represented. We sit on relevant local panels (The Marylebone Neighbourhood Forum, Policing and Crime Panels and the West End Partnership).

# FINANCIAL STATEMENTS

## FOR THE YEAR ENDED 31 MARCH 2017

### INCOME

BID Levy	993,100
Voluntary Contributions and Other Income	107,600

### TOTAL

## TOTAL

£

993,100
107,600

1,100,700

### EXPENDITURE

High Quality Public Realm	455,700
Vibrant Quarter	201,000
Member Services	176,600
Collective Voice	7,400
Flexible Fund	13,500

£

455,700
201,000
176,600
7,400
13,500

### BID RUNNING COSTS

Core Salaries	80,900
Office Running Costs	116,000
HR, Recruitment, Training, Staff Welfare & Travel	18,200
Bank Charges, Subscriptions	5,500
Insurance, Legal and Audit Fee	45,300
Levy Collection Fees & Leaflet	17,800
Surveys & Leaflets	7,700
Depreciation	5,600

£

80,900
116,000
18,200
5,500
45,300
17,800
7,700
5,600

### TOTAL

Balance	-50,500
Brought Forward to 2015/2016*	283,300
Carried Forward to 2017/2018*	232,800

1,151,200

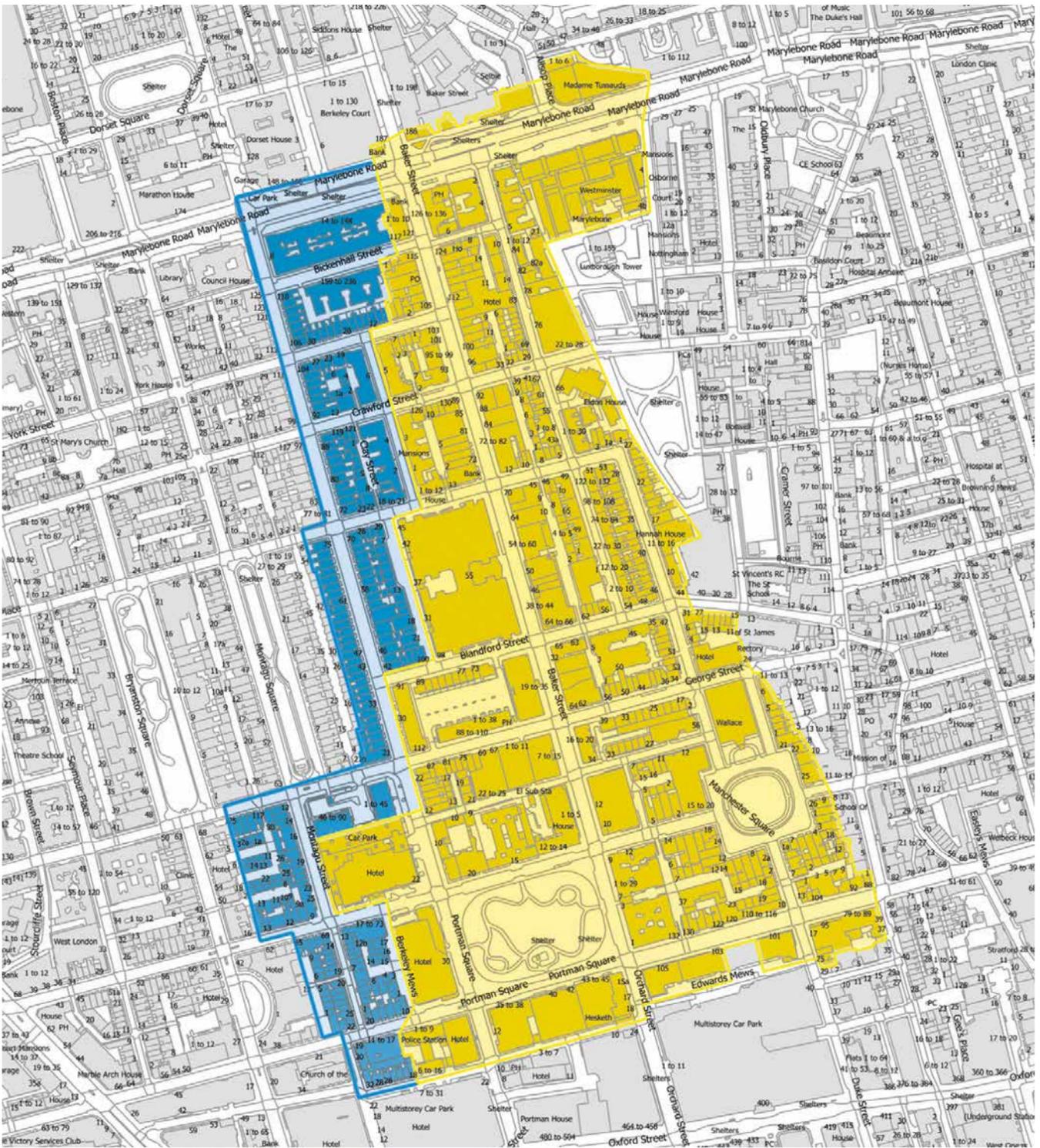
-50,500
283,300
232,800

The income and expenditure account is extracted from the audited financial statements for the year ended 31 March 2017. These are available upon request by contacting our office.

\*A rolling 5 year budget is in place and regularly monitored to ensure all revenue is used to achieve the key objectives of the Baker Street Quarter Partnership. The closing reserves will be released over the remaining year of the BID term in line with the 5 year.

# THE BAKER STREET QUARTER AREA

The existing Baker Street Quarter area is highlighted in yellow.  
The area highlighted in blue marks the proposed expansion from 2018.



WE WOULD LOVE TO HEAR WHAT YOU  
THINK OF OUR PLANS, OF OUR WORK  
TO DATE AND ABOUT THE AREA.  
DO GET IN TOUCH.



BAKER STREET  
QUARTER  
PARTNERSHIP

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