



BAKER STREET  
QUARTER  
PARTNERSHIP

BAKER STREET QUARTER PARTNERSHIP  
BUSINESS IMPROVEMENT DISTRICT (BID)

**SUMMARY REPORT 2014-2015  
& ANNUAL PLAN 2015-2016**

# INTRODUCTION

The last year was an important year for the Baker Street Quarter Partnership. We gained political and financial support to enable the progression of our major projects to tackle dominant traffic and secure improvements to Baker Street station and Marylebone Road subway. Our day to day management of the public realm is now well established and making a recognised difference with a 42% increase in satisfaction with the local environment. We built on our events programme with our hugely popular Summer in the Square events and launched our Baker Street Regulars app encouraging further local exploration. Our Member Services have expanded significantly to cater to demand with Smarter Recycling, Smarter Giving and our new Training Courses proving particularly popular and saving our members a significant amount of money.

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 September and we hope you will join us to hear more about this and our future plans at our AGM in September this year.

Please note that we have not added the permitted inflationary increase to the 1% BID levy again this year, however we do expect that we will need to add a small inflationary increase from April 2016 to cover our increased costs over the three year period. We expect the BID Levy to be no more than 1.025% of rateable value for 2016-2017.

We look forward to working with you in 2015 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



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 / CREATE A HIGH QUALITY PUBLIC REALM**

Developing a high quality public realm that produces a safe, convenient and attractive destination for employees, residents and visitors

### **2 / VIBRANT QUARTER**

Promoting the Quarter and its businesses and enhancing its offering through events and activities

### **3 / MEMBER SERVICES**

Providing a range of services to support and interconnect businesses

# SUMMARY REPORT 2014-2015

## HIGH QUALITY PUBLIC REALM

• **Baker Street Two-Way Project:** Our two-way scheme for Baker Street and Gloucester Place gained the necessary approvals from the Mayor's Office, Transport for London (TfL) and Westminster City Council (WCC) this year to enable the scheme to progress to detailed design and consultation. The scheme was also adopted by the London First WEST group as a scheme they will support and promote. 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 completion date is 2017.

• **Marylebone Road Subway:** Our long held aspiration to make meaningful improvements to this space will be realised this Spring following a successful funding application to TfL. This funding is being supplemented by a contribution from the local Westminster Ward Councillors to support the project. We will be creating a 'Wonderpass'



including 3D displays from local institutions such as the Wallace Collection and Madame Tussauds. Our contribution of £72,000 over three years to the project has attracted funding of £380,000 from other sources.

• **Street Ambassador Service:** Our Street Ambassadors continue to patrol the streets of the Quarter 8 hours a day, 5 days a week and provide daily audits of any issues needing attention.  
» Since 1st April 2014, the Ambassadors have made 5,919 environmental reports of which 5,707 have been resolved with the remainder being escalated for further action.  
» The Ambassadors have welcomed and assisted 46,545 people.

• **Safe and Secure:** We hope to implement our intelligence sharing system before the end of this financial year – this is currently delayed by changes in Police guidance on these systems.

• **Local Relationships:** We continue to work closely with the Police, Council and outreach services to ensure issues affecting our members are focused on. This is especially important as public service providers have to make further cuts to their services.

• **Smarter Quarter:** Our additional cleaning and maintenance service (over and above Council provision) continues to provide a quarterly deep clean of the Marylebone Road underpass as well as twice weekly flushing, pavement cleansing 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 will be progressed before the end of the financial year – north Wigmore Street, Broadstone Place and the area outside 55 Baker Street – only one of these schemes will be funded directly by BSQP.

• **Baker Street Station:** We provide regular input to TfL's plans to improve Baker Street Station. The project focuses on the area to the front and west of the station. We have already seen some improvements to retail frontages and tenants. We are pleased that our comments so far have been taken on board in the preliminary plans which we hope to see realised late in 2016.

• **Winter Lights:** We expanded our lights display to include lights and trees outside 55 Baker Street in addition to the Portman Square Garden lights.

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



## VIBRANT QUARTER

• **Summer in the Square:** Our first series of summer events in Portman Square provided a fun, alternative way for people to spend their lunchtimes and evenings or engage in a bit of client entertainment. 13,000 people attended events including Wimbledon screenings, Sunset Cinema, Golf in the Garden and an extended food market.

• **Food Market:** Our regular monthly Food Market has become a popular, vibrant fixture in the Quarter with attendance topping 2,900 in July 2014.

• **Guided Walks:** Over 250 people have attended our lively walks of the Quarter this year with themes including the Streets of Sherlock, Baker Street Beatles and the Architecture of the Quarter.

• **Member Events:** We provided a number of member networking events this year including our Office and Facilities Managers Network, Christmas drinks and AGM.

• **Baker Street Regulars App:** Our directory and deals app featuring local businesses launched in May to encourage people to explore and enjoy the Quarter. It has proved popular with 1,200 installations.

• **Communications:** Our communications work to ensure our members are aware of the services available to them from BSQP.

- » We redeveloped our website this year to make it more user friendly and include a full directory of businesses and services in the area and also added a Facebook page.
- » Our newsletter reach has increased 38% over the year and our Twitter followers have increased by 28%.
- » We have also increased awareness through our brand placement on a suite of assets, lamp post banners and window displays.

## MEMBER SERVICES

- **Smarter Recycling:** Our waste and recycling service has expanded significantly this year with 45 member businesses now using it and making a total of £97,000 of savings. The service provides a cost effective and subsidised total waste solution for our member businesses. It also has a positive effect on the local environment by reducing the number of waste collection vehicles in the area.
- **One Stop Shop:** Our support line has received 191 requests for assistance of which 149 are resolved with 42 ongoing.



- **Smarter Giving:** This programme has proved one of our most popular and has expanded significantly this year. We provide tailored proposals to those wanting to focus their Corporate Social Responsibility locally which have resulted in team building days for 12 volunteers and 10 individuals signed up to mentor programmes. We have also organised ten food and clothes drives and facilitated 15 donations including furniture, clothes, IT equipment, un-used fabric, locally brewed beer and even a kitchen. We have also directed £5,320 worth of funds to local charities. Our first toy appeal saw £2,160 worth of toys being donated to five local nurseries.
- **Recruitment:** Our recruitment service has been revised and now provides assistance to businesses interested in providing work placements rather than entry level recruitment. This work stream now sits under the Smarter Giving programme.

- **Training Courses:** We launched our training programme this year providing free local training for our members – which has proved very popular as it is not only cost effective but also provides an opportunity to meet other local workers. Courses to date include Emergency First Aid at Work, Fire Marshal Training, Self-Defence and Personal Safety and a Waste Legislation seminar.
- **Procurement Service:** Our procurement service has identified £170,000 of potential savings to our member businesses with over £69,000 already realised.

- **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 the Ultra Low Emissions Zone, permitted development and a number of other proposed changes to the Council's City Plan.
- **Smarter Deliveries:** We have completed the first (research) phase of our delivery consolidation project, working with the University of Westminster and funded by TfL. The next phase of the project is to pilot possible consolidation solutions aimed at reducing the delivery traffic in the area. This will commence in Spring/Summer this year.

INCOME	£
BID Levy Income	1,049,100
Voluntary Contributions	70,000
Other Income	41,000
Reserves	11,000
<b>TOTAL</b>	<b>1,171,100</b>
EXPENDITURE	£
HIGH QUALITY PUBLIC REALM	
Baker Street Two-Way Project	226,000
Marylebone Road Subway	2,800
Street Ambassador Service	104,700
Safe and Secure	1,000
Smarter Quarter	63,000
Winter Lights	27,600
Project Management	55,200
<b>SUBTOTAL</b>	<b>480,300</b>
VIBRANT QUARTER	
Summer in the Square	63,200
Food Market	6,000
Guided Walks	3,000
Member Events	17,000
Baker Street Regulars App	20,000
Communications	71,200
Project Management	74,800
<b>SUBTOTAL</b>	<b>255,200</b>
MEMBER SERVICES	
Smarter Recycling	40,300
Smarter Giving	11,000
Training Courses	15,000
Procurement Service	10,500
Smarter Deliveries	44,000
Project Management (includes One Stop Shop and Collective Voice)	52,400
<b>SUBTOTAL</b>	<b>173,200</b>
MANAGEMENT AND OVERHEADS	
Management and Administration	66,600
Overheads- Rent, Rates and Office Running Costs	163,000
Levy Collection Costs	21,000
<b>SUBTOTAL</b>	<b>250,600</b>
CONTINGENCY	
1% general provision	10,500
<b>SUBTOTAL</b>	<b>10,500</b>
<b>TOTAL</b>	<b>1,169,800</b>

## 2014-2015 FINANCIALS

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 2015-2016

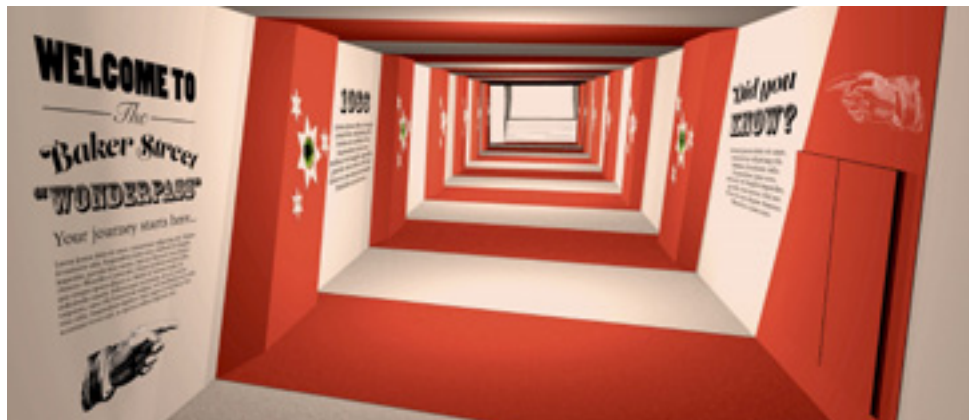
Our programme for our third year of operation is an important one for many of our major public realm projects, seeing the realisation of one of these and significant progress on others that we expect to complete over the following two years. We will also be continuing and building on our calendar of outdoor and member events as well as adding a business to business promotional service for members. We will continue to expand on our popular services and this year will include new focuses on air quality, counter terrorism and crisis planning.

## HIGH QUALITY PUBLIC REALM

The public realm remains the highest priority for businesses in Baker Street Quarter, with the dominance of vehicular traffic remaining a key concern. Our public realm programme continues to build on improvements to date and progress our major projects to ensure the area reaches its potential to become a high quality business and leisure destination properly serving those located here.

### Continuing Projects:

- **Marylebone Road Subway:** Significant improvement works to create an attractive space will complete this year. See concept design below.



- **Two-Way Scheme:** Detailed modelling and formal consultation will commence in line with our project plan aiming for completion in 2017.
- **Street Ambassador Service:** Reporting on issues in the public realm and providing assistance 8 hours a day, 5 days a week.
- **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:** Developing our intelligence sharing system for the area to enable us and our members' security managers to receive and provide information on those causing problems in the area.
- **Smarter Quarter:** Our additional cleaning and maintenance service (over and above Council provision). We provide a quarterly deep clean of the Marylebone Road underpass as well as twice weekly flushing, pavement cleansing and bin washing. We also instigate improvements to the highway as necessary.

- **Baker Street Station:** We will continue to work with TfL to progress the realisation of significant improvements to the Baker Street frontage which we hope will be completed in late 2016.

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

- **Winter Lights:** Expanding last year's scheme to cover the wider Baker Street Quarter area.

### New Projects:

- **Area Greening:** Exploring how we can progress greening of the area such as additional tree planting, green walls or rainwater gardens.

- **A Retail Strategy:** Progressing our initial retail strategy working with our property owner members to work towards a retail and leisure offer that meets the desires of those working and living in the area as well as visitors.

- **Air Quality:** We will be focusing on air quality this year with our waste and delivery consolidation schemes having a direct impact in this respect. We will also be providing seminars to raise awareness of the issue and what can be done to help ameliorate it such as changing behaviour with regard to taxis. We will also continue to lobby TfL and others regarding air quality.

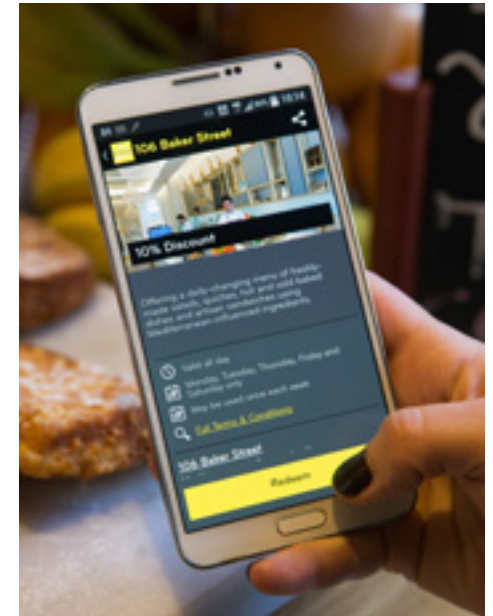
## VIBRANT QUARTER

We will be continuing our outdoor events, activities and promotions for members in 2015-2016 adding to the vibrancy of the area. Our website, newsletter and social media remain our key communication tools and we continue to develop these. We will also be developing a platform to enable our members to introduce and promote themselves to each other.

### 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:** Monthly walks exploring the Quarter.

- **Member Events:** We will continue our programme of regular member events providing further networking opportunities.

- **Baker Street Regulars:** We will continue to source new exclusive offers and update our directory on our app.

- **Communications:** Our weekly newsletter and website will continue, as will our Twitter and Instagram activity.

- **Outdoor Collateral:** We will continue our banner campaigns to enliven the Quarter. The Vibrant Quarter budget also contributes to our winter lights display.

### New Projects:

- **Business to Business Platform:** We will research and develop a platform to enable member to member promotional activity.

## MEMBER SERVICES

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:

- **Smarter Recycling:** Our waste and recycling service will continue and we expect to sign-up more members.



- **Smarter Giving:** Our popular Corporate Social Responsibility programme will be expanded in 2015-2016 to cater to demand. We will continue to provide tailored CSR support, facilitating local volunteering, fundraising and other giving. We will also continue assist businesses in providing employment support such as mentoring and work placements.

- **Training Courses:** Tailored to suit our members including first aid, health and safety and green business advice.
- **Procurement Service:** Our savings programme will focus on energy procurement support for our members as well as providing seminars on procurement best practice.
- **One Stop Shop:** Our support line will continue to provide support and information to our members.
- **Collective Voice:** We will continue to provide a strong, collective business voice for the area.
- **Smarter Deliveries:** We will continue our delivery consolidation project and hope to attract additional external funds to enable further progression of this project.

### New Services:

- **Counter Terrorism and Crisis Planning:** We will be progressing work with the Council and Police to ensure the area is as safe as it can be and everyone plays their part in this.



INCOME	£
BID Levy Income	1,049,100
Voluntary Contributions	73,000
Reserves	232,000
<b>TOTAL</b>	<b>1,354,100</b>
EXPENDITURE	£
<b>HIGH QUALITY PUBLIC REALM</b>	
Marylebone Road Subway	57,500
Baker Street Two-Way Project	235,000
Street Ambassador Service	113,000
Safe and Secure	2,750
Smarter Quarter	25,800
Outline Cost Winter Lights (Flexible Fund)	24,290
Outline Cost Greening (Flexible Fund)	20,000
Outline Cost Retail Strategy (Flexible Fund)	20,000
Outline Cost Highways Improvements (Flexible Fund)	25,000
Air Quality	3,000
Project Management	56,980
<b>SUBTOTAL</b>	<b>583,320</b>
<b>VIBRANT QUARTER</b>	
Food Market	6,400
Summer in the Square	53,100
Guided Walks	3,000
Member Events	20,500
Baker Street Regulars App	16,000
Communications	51,000
Outdoor Collateral	27,000
Business to Business Platform	8,000
Project Management	73,750
<b>SUBTOTAL</b>	<b>258,750</b>
<b>MEMBER SERVICES</b>	
Smarter Recycling	111,400
Smarter Giving	29,200
Training Courses	27,100
Procurement Service	3,600
Collective Voice	21,500
Smarter Deliveries	10,300
Counter Terrorism & Crisis Planning	1,000
Project Management	55,000
<b>SUBTOTAL</b>	<b>259,100</b>
<b>MANAGEMENT AND OVERHEADS</b>	
Management and Administration	69,150
Overheads - Rent, Rates and Office Running Costs	155,200
Levy Collection Costs	17,950
<b>SUBTOTAL</b>	<b>242,300</b>
<b>CONTINGENCY</b>	
1% general provision	10,500
<b>SUBTOTAL</b>	<b>10,500</b>
<b>TOTAL</b>	<b>1,353,970</b>

## 2015-2016 FINANCIALS

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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