

BAKER STREET  
QUARTER  
PARTNERSHIP



**SUMMARY REPORT**  
2019-2020  
**THE YEAR AHEAD**  
2020-2021





The completion of the Baker Street Two Way project paves the way for a suite of programmes enhancing the amenity of the area for all: greening, retail, events and experiences and accessibility – while not losing sight of our core projects to enhance the area’s management and safety and facilitate responsible behaviours benefitting the wider community.

The installation of the first Christmas lighting scheme in the Quarter was perhaps a fitting way to celebrate the completion of the Baker Street Two Way project with a display celebrating various aspects of the history of the area while adding charm and sparkle. The removal of the divisive one-way system has created a more pleasant, calmer environment - no longer dominated by traffic - with wider pavements, additional crossings and more trees. With this much needed transformation of the street environment complete we are now working to enhance the area’s amenity further. We are refreshing our greening strategy, progressing a new public space at Manchester Square and working to achieve the enhancements to the retail and food and beverage offer you have told us you would like to see. We will also be developing our events and experiences programme and supporting our ambitions with the new area identity.

Sustainability has emerged as a key priority for members and

establishing how we can facilitate and promote sustainability in the Quarter is a new workstream for 2020 – broadening our existing focus on Better Air Quality. We have also added accessibility to our programmes incorporating audits of key premises and the provision of accessibility information for the area.

Our security programmes were a key focus last year. In response to calls from our membership, and with support from the Portman Estate, we expanded our Street Safety Team to provide a reassuring on street presence into evenings and weekends, offering vital support to local police teams and ensuring that crime and antisocial behaviour in the area remain at a low level. We established our Radio Network, linking security teams across the area, to provide a safety net that benefits everyone. As part of our Resilience workstream we established our Incident Alert Facility to enable effective communications in a crisis and provided counter terrorism and crisis training and exercises.

Our consolidated waste collection service, Smarter Recycling, continues to grow in number of participants, significantly reducing the number of waste trips and emissions in the area. Meanwhile, our ongoing work to build and maintain partnerships between businesses and local charities and communities through our Smarter Giving programme has succeeded in establishing business support for schools and facilitated the placement of local people into jobs in local businesses.

In this booklet we report in more detail on our achievements over the last year and set out our plans for the next 12 months all working towards our vision of the area as a Place for People and a Place for Business. We look forward to working with you this year.

**Penny Alexander**  
Chief Executive  
Baker Street Quarter Partnership

# OUR VISION 2018-2023



## A Place For People

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



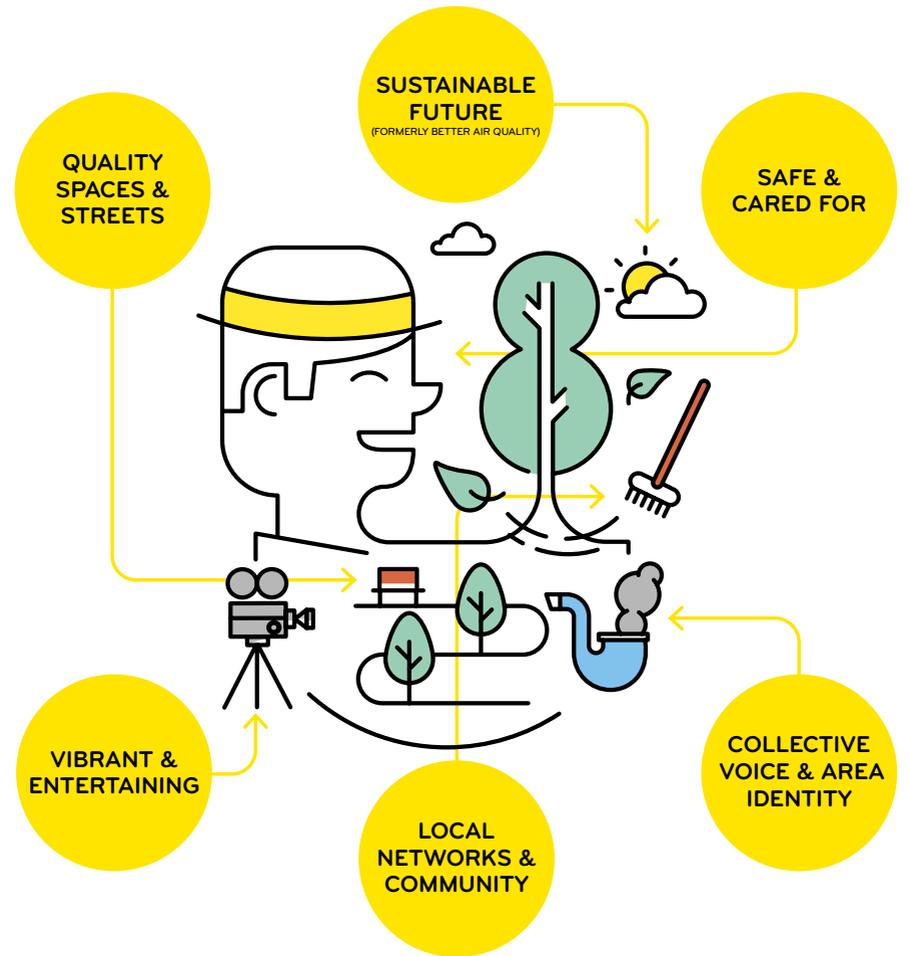
## A Place for Business

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



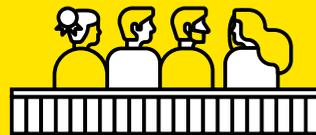
## The West End's Commercial District of Choice

# OUR PRIORITIES 2018-2023





**SUMMARY REPORT**  
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# QUALITY SPACES & STREETS

**Our projects to transform the area and create a first class environment for everyone who works, lives or visits here took a leap forward this year with the completion of the Baker Street Two Way scheme, enabling us to move forward with further improvements to better the appearance and amenity of the area focusing on greening, new public space and in the longer term enhancing the retail offering.**



## **BAKER STREET TWO WAY PROJECT**

After years of detailed planning, lobbying, fundraising and 18 months of construction, our biggest public realm project to date, to remove the hectic one-way system on Baker Street and Gloucester Place, was completed in 2019. The initiative, which prioritises pedestrians by creating calmer and greener streets, features benefits such as wider pavements and better crossings.

We are grateful for everyone's patience during the works. The team worked closely with Westminster City Council, TfL and their contractors for the duration, making sure that building owners and businesses were kept up to date as the final resurfacing and snagging was concluded and roads re-opened. 90% of members responded that they felt informed and prepared for the switchover to two-way traffic in our annual survey. The post implementation monitoring strategy is now underway.

## **MANCHESTER SQUARE**

With the Elizabeth Line due to arrive at Bond Street Station, this gateway to the area will increase in significance for those travelling to the Quarter. Currently the narrow pavements and lack of crossings make it difficult for pedestrians to navigate. We have therefore developed plans for the Square to greatly improve it for pedestrians as well as adding a new, green public space that can be used by those that work and live locally during their lunchbreaks and free time. Spaces like this are currently lacking in the area with most of them not accessible to the public.

Following positive initial consultation with local stakeholders, funding for the scheme has been committed by the Portman Estate and raised through a successful funding bid to Westminster City Council's CIL pot. Detailed design is underway to create a better environment for pedestrians and a new public space that is sympathetic to the heritage of the Square, benefitting from its location in front of The Wallace Collection and providing a valuable amenity for local employees, residents and visitors.





### RETAIL STRATEGY

We continue to progress this work stream with the long-term aim of creating a broader, more coherent retail and leisure provision that addresses the needs of those that work and live locally. In 2019, we carried out a survey and focus groups to gain an understanding of what people would like to see provided and this, combined with mobile data, was then fed into the development of a 'Vision' for the offer in the area. The property owners have committed to progressing this vision and are providing funding for a retail consultant to facilitate a coordinated and joined up approach to retail leasing in the area.

### GREENING

Adding planting and foliage to the area's streets not only makes it look more attractive but can also improve local air quality. We have been looking at ways to enhance local greening by identifying sites and producing practical guides and tools to encourage interested businesses and landowners to get involved. In addition to our plans for Manchester Square, George's Park, our quiet courtyard public space, tucked away near the junction with George Street and Baker Street, continues to provide much needed space for local workers to head to during their breaks and hosts popular pop-up food stalls throughout the year. George's Park is provided in partnership with Derwent London and The Portman Estate.



### BAKER STREET STATION FORECOURT

This project is currently on hold as we try to identify a way forward with TfL. We continue to lobby for improvements to the station frontage and the forecourt area on behalf of our members.

# WHAT'S NEXT?

### BAKER STREET TWO WAY PROJECT

We continue to feedback members' thoughts and experiences of the new road configuration to Westminster City Council and TfL. The results of the monitoring strategy are expected in winter 2020 measuring local air quality as well as pedestrian and vehicular movement, with a focus on key junctions within the area. We will report back these findings to our members as we receive them.

### MANCHESTER SQUARE

We will continue to work with stakeholders to implement our plans for the public open space outside of The Wallace Collection. Further design stages and consultation will take place with our aspiration for construction to commence in winter 2020. This start date is however dependent on the forthcoming Oxford Street District Transformation programme and discussions are underway with the team at Westminster City Council to ensure that works are aligned and that disruption is kept to a minimum.

### RETAIL STRATEGY

Alongside our retained retail consultant, we will continue to work with landowners to develop a coordinated approach to achieving the aims of the Retail Strategy. This will include engaging with property agents to implement a strategic and collaborative framework for retail leasing, ensuring that Baker Street Quarter is marketed consistently and that the right occupiers are sourced to suit the needs of the area as a whole. The vision and joined up approach will launch in spring 2020.

### GREENING

Through the implementation of our Greening Strategy, we will be encouraging businesses to establish their own greening projects, offering support and practical guidance including how to navigate through possible barriers such as planning regulations and sourcing potential funding opportunities.

### ACCESSIBILITY

This new work stream will look to publicise and improve the area's accessibility for those with additional needs. After an initial consultation and audit, focussing on key buildings and transport hubs, we aim to start producing audits and accessibility guides from winter 2020.



# SUSTAINABLE FUTURE

(FORMERLY BETTER AIR QUALITY)

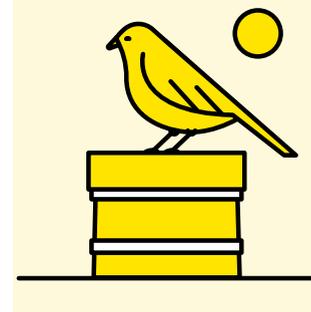
With sustainability an increased focus for our members, moving forward we are broadening this priority and developing a sustainability strategy for the area. Air Quality remains a key priority within this theme with 60% of members rating it their top priority.

## SMARTER RECYCLING

Our established, area-wide Smarter Recycling service has reduced waste collection trips into the local area by 58% with a resulting decline in traffic and a 35% reduction in CO<sub>2</sub>e (Carbon dioxide equivalent) emissions. The service continues to expand, now with 72% of members signed up. We extended the preferential rates offered by the service to smaller businesses this year which has helped reduce emissions further while also assisting our efforts to control waste and bags being left on the kerbside.

58%

REDUCTION  
IN WASTE  
COLLECTION TRIPS  
INTO THE LOCAL  
AREA



## AIR QUALITY HUB

We developed our online Air Quality Hub so that it now features a number of suggestions and resources to help businesses to become more environmentally friendly and play their part in reducing emissions. The site includes a Green Supplier Listing to assist businesses looking for suppliers with green credentials who operate locally, along with a tool aimed at reducing personal deliveries to the area.





#### **AWARENESS AND ACTION**

April 2019 saw the introduction of the Ultra-Low Emissions Zone covering all areas of Inner-London including Baker Street Quarter. We provided information on this to our members, highlighting the impact it would have on their day-to-day operations, via our newsletter and social media channels. We also communicated a number of London-wide walking and cycling initiatives and greening projects and continued to support anti-idling campaigns.

#### **THE BIGGER PICTURE**

As we all know, the issue of air quality isn't limited to the Baker Street Quarter area and addressing it from a London-wide perspective is the only way to make significant difference to those who live and work here. We have submitted responses to Mayoral and Council consultations emphasising the level of business concern with air quality and encouraging TfL to take the lead in meaningful pan-London freight reduction. We successfully had this priority adopted by the Central London BIDs group for further lobbying to the Mayor.



## WHAT'S NEXT?

#### **SUSTAINABILITY**

Research carried out as part of the development of our Retail Strategy, highlighted significant interest in the broader Sustainability agenda. As such, we will be developing our Sustainability Strategy in 2020-21, encouraging and facilitating sustainable business practices and responsible consumer behaviour. This will start with consultation to identify priorities and what is achievable in the short, medium and longer term with a strategy in place in early 2021.

#### **HELPING BUSINESSES REDUCE EMISSIONS**

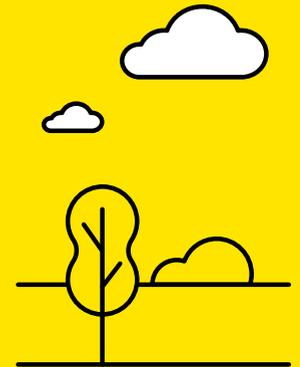
We will continue to promote our Smarter Recycling service particularly to non-member businesses, via our newsletter and Street Environment Manager, to further reduce waste trips to the area.

#### **AWARENESS AND ACTION**

We will promote examples of good practice and success stories via our newsletter and social media as we identify best practice initiatives and activities through the development of our Sustainability Strategy.

#### **THE BIGGER PICTURE**

Our lobbying activities will continue to focus on freight reduction and consolidated deliveries as well as target the earlier implementation of hybrid buses and taxis. New themes will be added as we develop our Sustainability Strategy.



# SAFE & CARED FOR

**A safe and well-managed environment is good for people and good for business. Our Street Management Team has made a noticeable difference to the area, monitoring cleanliness and deterring crime and anti-social behaviour. Our efforts to maintain and enhance these standards continue with additional security, waste and cleaning services along with support for businesses to improve their resilience to the impact of a major incident.**







### MANAGING THE STREETS

2019 saw the expansion of our effective Street Safety Team, enabled by additional funding from The Portman Estate, offering a reassuring on-street presence into the evenings and at weekends, keeping crime and antisocial behaviour within our area at a low level. The team has dealt with an array of issues from identifying fraudulent activity on local cash machines and tackling the problem of organised begging, to signposting support services for vulnerable individuals. They offer vital support to the police, sharing crime prevention messages, reporting incidents and gathering evidence.

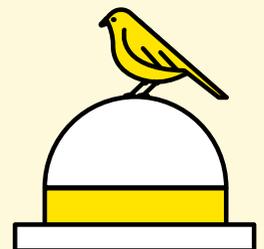
In recent months we have rolled out the Baker Street Quarter Radio Network, linking up security teams at buildings throughout the area with the Street Safety Team and the police. The Network supports the sharing of information in real-time to help tackle crime and antisocial behaviour, protect businesses, their staff and the wider community as well as providing useful evidence that can be used in court. To date, 31 security teams are part of the Network. Our online intelligence sharing facility further strengthens area security and supports local police teams.

Meanwhile our Street Environment Manager continues to monitor the public realm, ensuring the area maintains a high level of maintenance and cleanliness - reporting environmental issues to the relevant Council department. In addition to this, he has worked closely with businesses to publicise the Smarter Recycling scheme, particularly to non-member businesses, along with the Baker Street Regulars promotion opportunity.



31

SECURITY TEAMS  
ARE PART OF THE  
BAKER STREET  
QUARTER RADIO  
NETWORK



## INCREASING SECURITY AND RESILIENCE

We have been developing a coordinated approach to enhance the capability of the area and the businesses within it to resist, respond, react to and recover from a critical incident in the area. Our first Area Wide Emergency Planning Exercise took place in 2019 to assess how businesses respond following a major incident. This exercise highlighted the need to have solid business continuity plans in place, that are strengthened by working in close conjunction with neighbours.

The exercise also clarified our role in facilitating effective communication between businesses, the Council and the police. Consequently, we launched our new Incident Alert Facility late in 2019 enabling us to send out communications efficiently relating to serious incidents to key contacts via email, SMS and App notification.

We have provided members with counter terrorism training and up to date information on current threats and best practice and our participation in the West End Security Group has further strengthened this along with building relationships with relevant police departments.

## SUPPORT FOR MEMBERS

Our member support line continues to assist members with any external issues affecting their premises or the wider public realm. In 2019, 90% of queries were resolved. In addition to this, our local connections mean that we are well-placed to assist with member enquiries on a variety of topics, ranging from recommendations of suppliers to local event venues.



# WHAT'S NEXT?

## MANAGING THE STREETS

Our extended Street Safety Team will continue to deliver on-street presence and deterrence against crime and antisocial behaviour. They will be working closely with security teams in the area to ensure that the Radio Network is used effectively to report and monitor events taking place and will maintain their links with police, the Council and outreach services.

Our Street Environment Manager will continue to patrol the area's public realm and outdoor spaces to ensure that issues are reported and dealt with efficiently. He will be working closely with businesses to promote initiatives such as Smarter Recycling and Baker Street Regulars.

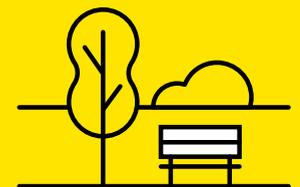
## SUPPORT FOR MEMBERS

We will continue to make the most of our local knowledge and strong partnerships to assist businesses with their queries and resolve reported issues quickly and effectively.

## INCREASING SECURITY AND RESILIENCE

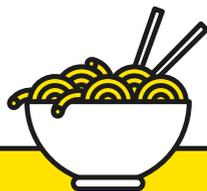
We will continue to drive forward this programme to establish a robust security, intelligence sharing and emergency planning network to enhance the resilience of the area and safety of businesses, staff and visitors. Our second annual Area Wide Emergency Planning exercise has been scheduled alongside our programme of counter terrorism training in partnership with the police. We will also be assessing appetite for a session on best practice in business continuity planning and adding crisis management and continuity plan templates to the library function on our Incident Alert app.

We will be focusing in particular on post-incident recovery this year and will be mapping security and continuity assets in the area, for example defibrillators and Emergency Trauma Packs, as well as developing a 'recovery database' featuring local resources and organisations that can assist during and after a significant incident.



# VIBRANT & ENTERTAINING

The Baker Street Quarter has plenty to offer with our popular year-round events programme, exclusive deals and lighting and banner displays, creating an exciting, vibrant environment that brings the community together and enhances staff and visitor satisfaction. Our recently expanded programme includes activities that support the health and wellbeing of workers with the aim of adding more value to businesses and supporting staff retention.



## SOCIAL AND WELLBEING ACTIVITIES

'The Den', our health and wellness tipi at Summer in the Square, played host to a range of activities to enhance the wellbeing of local workers. These activities included art and fitness workshops with sessions provided by local businesses. Throughout the rest of the year, we promoted a range of activities including fitness classes and a film screening at Everyman Cinema. Our inaugural pub quiz was very popular and has now become a regular event and aims to encourage local workers to enjoy the Baker Street area beyond office hours.

## A FULL PROGRAMME OF EVENTS

A record number of people – 40,000 – attended our Summer in the Square Festival in 2019. The Festival, which takes place each year in Portman Square, features Wimbledon screenings, games and food stalls alongside the recent addition of 'The Den', a wellness tipi hosting activities for the whole community including art and fitness sessions along with workshops for local families and children.

Aside from Summer in the Square, our events programme also included our weekly food markets at 55 Baker Street and Portman Square Garden along with pop-up street food stalls in George's Park, providing tasty treats for workers on their lunchbreaks. We also organised a local food tour in conjunction with the Marylebone Food Festival.

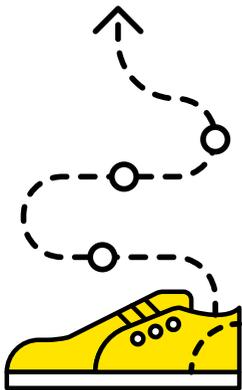




### ENCOURAGING EXPLORATION

Our Baker Street Regulars scheme helps to increase exposure of local businesses and independent retailers by promoting special offers and seasonal deals while at the same time encouraging local workers to explore the area in which they live. The deals are promoted via our online directory and in the weekly newsletter. The number of deals and redemptions continues to grow with an increase so far this year of 40%.

Our monthly guided walks have continued to be popular with recent themes including The Story of Selfridges, Crime Fiction Writers, Murder in Marylebone, Old Marylebone Town Hall, The Wallace Collection and its armouries. In addition to this, our printed area map and things to do collateral is used by the street team, in new staff induction packs and by hotel concierges.



### CHRISTMAS LIGHTS AND BANNERS

Christmas 2019 saw the first ever area-wide Christmas lighting scheme for Baker Street Quarter. The scheme featured unique displays installed at four key sites in the area – Marylebone Road/ Baker Street junction, Portman Square, Manchester Square and outside 55 Baker Street – along with lamp column installations along the length of Baker Street. Each of the displays reflected the area's uniqueness and represented stories from its history. The aim of the scheme was to brighten up

the area on darker winter nights, making it more welcoming for workers, residents and visitors and will form the foundations for Christmas lighting displays in years to come. The installations achieved a significant amount of media coverage with mentions in national, London-wide and local press as well as on social media.

A lamppost banner campaign highlighting the area's attributes was in place during the summer of 2019, our first campaign since the completion of the Baker Street Two Way scheme.

## WHAT'S NEXT?

### EVENTS, EXPERIENCES AND SOCIAL AND WELLBEING ACTIVITIES

In 2020, we will be working to refresh and extend our offer of events and activities focusing on experiences and promoting local operators as well as exploring the best ways of presenting and promoting the retail and experience offer in the area moving forward. In particular, we will be engaging with a broader range of retailers, leisure operators and hoteliers to provide content for the events and experiences programme as well as exploring possible involvement with London-wide festivals and dates in the calendar.

The popularity of last year's social and wellbeing workshops has demonstrated they are of real interest to local workers and that there is a desire amongst members to provide these kinds of activities for their staff. We will continue to build this programme, collaborating with a wider range of local businesses to provide an exciting line-up of social and wellness sessions to suit a range of interests.

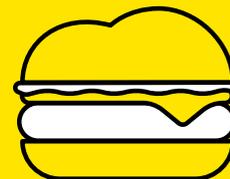
We will be looking to facilitate links between retailers with office buildings, occupiers and hoteliers to explore the opportunity of hosting pop-up experiences and promotions as well as developing relationships with partners that can deliver experiential events.

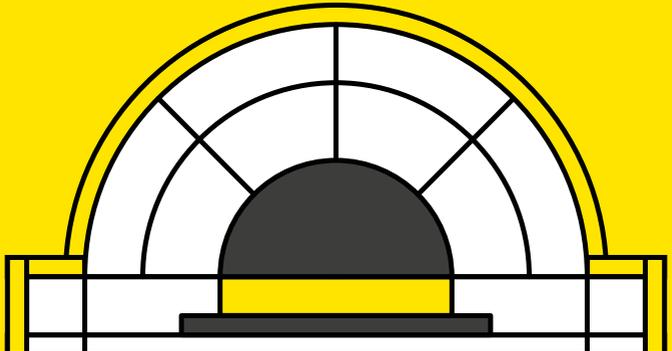
### ENCOURAGING EXPLORATION

We will continue to increase exposure of the area's eateries and retailers through the Baker Street Regulars scheme with a regular refresh of exclusive deals and special offers for local workers and residents promoted through our newsletter and website. Our popular monthly walks will also continue with new topics including Musical Marylebone and The London Blitz (80th Anniversary).

### CHRISTMAS LIGHTS AND BANNERS

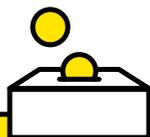
Building on the foundations made with the Christmas Lights in December 2019, we will be looking at expanding the displays more widely and working with businesses and building owners to encourage them to adopt lighting reflecting the area-wide theme, to further increase the impact. Alongside this, we will be working to increase member engagement and interactivity with the scheme through events and activities such as food and drink offers related to the lighting displays. A lamppost banner campaign, featuring the new Area Identity branding will be installed this year, adding colour and a sense of place.





# LOCAL NETWORKS & COMMUNITY

A sense of community is what sets Baker Street Quarter apart from other commercial districts. We bring together businesses and their staff to engage more actively with their surroundings through our range of communications, networking and training sessions and by pooling resources to support local community projects.



## A HUB OF LOCAL INFORMATION

We have worked hard to boost our communication reach with members. More than 3,300 of you (up by 15% in 2019) now subscribe to our weekly newsletter – News of the Quarter – featuring the latest news and events from us, our members and our partners as well as exclusive Baker Street Regulars deals and special offers. The newsletter recently achieved its highest open rate to date with 29% of recipients clicking through to articles and offers on the website. In addition to this, our social media channels and website have seen a significant increase in followers and visitors and, following a drive to update our key member contacts, we have established a targeted internal communications e-bulletin featuring news and information to be disseminated to staff. We have also introduced a bi-annual hard copy neighbourhood newsletter that is mailed to residential and smaller business premises to inform and encourage their engagement in our projects.

## SMARTER GIVING: LOCAL GIVING

Our established Smarter Giving programme facilitates introductions and partnerships between member businesses and local community groups and charities. Activities range from fundraising and donation drives through to individual and collaborative volunteering, this year seeing more than 400 individuals donating their time and 100s of donations made to 30 local charities, groups and schools. The Smarter Giving programme is hugely popular with members, consistently scoring 4-5 out of 5 stars in our annual survey. Recent achievements include £1500 raised for the Penfold Community Club through our Christmas raffle, Christmas card donations and fundraising at the Christmas market as well as a trip for 30 elderly residents to Windsor aided by six businesses volunteering and fundraising.

## SMARTER GIVING: EMPLOYMENT & OPPORTUNITY

Since 2018, our Smarter Giving Employment Strategy has provided skills sharing and support for local people to get into employment with several successes to date including recruitment drives for local hospitality businesses, school career day involvement and participation in the Council Enterprise week.





### EVENTS AND NETWORKS

In addition to our outdoor events and social and wellbeing activities, our bi-annual networking events bring local employees together and provide opportunities for them to collaborate, develop new skills and enjoy the area. In June 2019, Chiltern Firehouse welcomed a high number of attendees at a breakfast networking event. Our next event is planned in March 2020 at Holmes Hotel.

Our AGM in September took place at Carousel in Blandford Street at which attendees heard from our Vice-Chair, Georgia Hogg, and our CEO, Penny Alexander, on progress and plans for the future. In November, business members and representatives from partner organisations, community groups and residents' associations, were invited to let their hair down at our annual Christmas drinks reception, this year hosted by Caffè Cinquanta on Baker Street.

140

ATTENDEES AT  
TRAINING SESSIONS  
WITH A RELATED  
SAVING OF £34,000  
FOR MEMBERS

### TRAINING COURSES

We deliver a range of accredited training courses throughout the year free of charge to local workers, representing a significant saving for member businesses. These include fire marshal, first aid and health and safety as well as counter terrorism sessions delivered as part of our Increasing Security and Resilience initiative. Last year we added a new course on mental health in the workplace which was very popular. So far this year, there have been 140 attendees at training sessions with a related saving of £34,000 for members.

### MEETING SPACE

Our meeting room is fully equipped and available for hire at a subsidised rate for member businesses. This year has seen a record number of bookings with all proceeds – more than £9,000 – ploughed back into our projects and initiatives.

# WHAT'S NEXT?

### SMARTER GIVING: LOCAL GIVING

We will continue to provide tailored assistance and support opportunities, introductions and relationship development between businesses and local charities and community organisations as well as facilitating a wide range of activities including collaborative volunteering, food, toy and clothes drives and donations. We will also be promoting our new Making Change Count campaign to encourage those wishing to help the homeless to give to the local outreach charities.

### SMARTER GIVING: EMPLOYMENT & OPPORTUNITY

We will be further developing our Smarter Giving Employment Strategy including supporting businesses to recruit locally and exploring opportunities for businesses to mentor local entrepreneurs in the Church Street area. We will be extending our involvement in school careers programmes, adding 'Get to know our industry' events and exploring possible refinements to work experience provision in the area.

### A HUB OF LOCAL INFORMATION

Our focus in 2020 will be on our website and how this can best support our efforts to promote the local offer, events and experiences whilst also maintaining a corporate presence. We will also be incorporating the new area identity into our communications as well as considering how our company identity relates to this more broadly.

### EVENTS AND NETWORKS

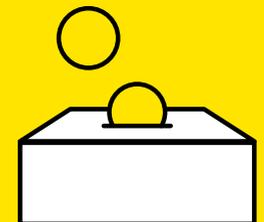
Our networking events, AGM and Christmas reception will take place again in 2020 and we will be exploring ways to maintain the high level of interest and number of attendees.

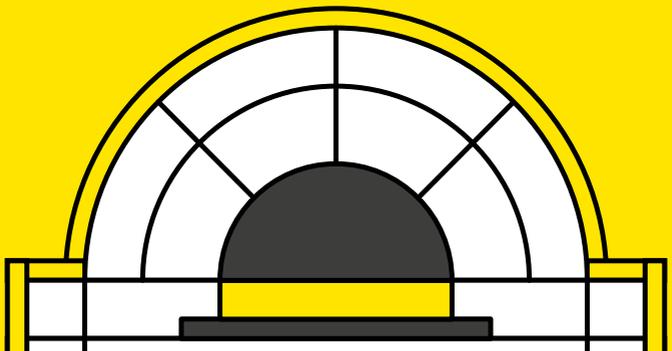
### TRAINING COURSES

We will continue to strengthen and promote our programme of training courses to benefit members and the professional development of their staff. We will be consulting with members on possible new topics related to health and wellbeing.

### MEETING SPACE

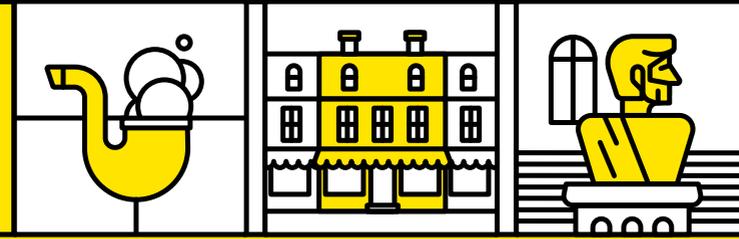
This will continue to be promoted to members at a subsidised rate with all income being reinvested back into our work.





**COLLECTIVE VOICE  
& AREA IDENTITY**

We give members an effective, coordinated voice on matters affecting their business and the local area. This voice is reinforced through the development of a strong recognised identity for the area that communicates and enhances the area's attributes, attracts investment, appeals to visitors and supports businesses in sourcing and retaining staff and customers.



**A STRONG IDENTITY FOR THE AREA**

We are in the process of developing an area identity to support the aspirations of the Quarter and pull together the strands of our own programmes aimed at enhancing the area's retail, well-being and cultural offer. Our aim is to produce a clear area identity that is easily understood, attractive and ultimately widely recognised, supporting staff recruitment and retention and the attraction of visitors, retailers, hospitality and corporate businesses. Core brand attributes and values were identified following consultation with stakeholders including residents, local employees, existing retailers and property owners. The next stage, to create clear, consistent area branding and logos, is now underway.



**A VOICE IN LOCAL MATTERS**

Working with our local partners helps us to stay abreast of issues and planned initiatives that effect our members and their staff. In addition to building and maintaining strong relationships with relevant senior Westminster City councillors and officers, we continue to represent the voice of businesses on a number of local groups and panels including the West End Security Group, the Marylebone Forum, the Safer Neighbourhood Panel, West End Partnership and problem solving meetings with police, the Council and outreach teams.



### **LOBBYING AND COORDINATED RESPONSES**

We have continued to present a coordinated response to a range of consultations on developments that directly impact the area. In 2019, we responded to Westminster City Council's City Plan, TfL's Ultra Low Emissions Zone (ULEZ) as well as the revised proposal to transform Oxford Street to ensure that the needs of Baker Street

Quarter businesses were taken into consideration. We have also worked in close partnership with fellow Westminster and central London BIDs to represent the voice of business including agreed common priorities for the Mayor: police resourcing, delivery traffic consolidation, business rate reform and business representation in regional government decision making.



## WHAT'S NEXT?

### **AREA IDENTITY**

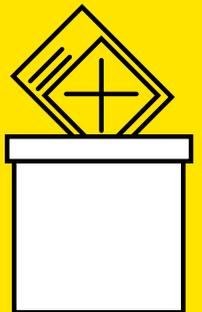
There is an exciting year ahead with the first phase of implementation of the new area identity and branding. We will be working with businesses and property owners to encourage their adoption of the new brand principles and messaging across their collateral, events and decisions to ensure the consistency that will help to embed recognition amongst workers, visitors and residents.

### **A VOICE IN LOCAL MATTERS**

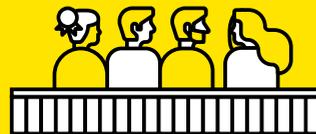
We will continue to sit on the relevant groups and panels to ensure members' interests and concerns are recognised and taken into consideration.

### **LOBBYING AND COORDINATED RESPONSES**

We will continue to provide a coordinated voice for local consultations with particular focus on the new proposals for Oxford Street and Marble Arch. We will play an active role in the Westminster BIDs and Central London BIDs groups to progress the agreed priorities.



**FINANCIAL  
REPORTS**  
2019-2020  
& 2020-2021



## FINANCIALS 2019 - 2020

INCOME	£
BID Levy Income	1,097,300
Voluntary Contributions	96,600
Other income	173,800
Reserves	177,800
<b>TOTAL</b>	<b>1,545,500</b>
EXPENDITURE	£
<b>QUALITY SPACES AND STREETS</b>	
Baker Street Two Way Project	138,000
Gateway Projects	73,800
Retail Strategy	17,500
Greening	9,000
Wonderpass	29,000
Project Management	68,600
Sub Total	335,900
<b>BETTER AIR QUALITY</b>	
Emissions Reduction	63,500
Awareness And Action	0
The Bigger Picture/Lobbying	0
Project Management	18,300
Sub Total	81,800
<b>SAFE AND CARED FOR</b>	
Managing The Streets	240,200
Increasing Security And Resilience	47,400
Project Management	31,800
Sub Total	319,400
<b>VIBRANT AND ENTERTAINING</b>	
Events Programme	66,100
Social and Wellbeing Activities	3,000
Encouraging Exploration	11,700
Christmas Lights and Banners	76,100
Project Management	51,400
Sub Total	208,300
<b>LOCAL NETWORKS AND COMMUNITY</b>	
Smarter Giving	32,400
Local Information Hub	51,800
Events and Networks	17,200
Meeting Space	500
Training	17,700
Project Management	48,200
Sub Total	167,800
<b>COLLECTIVE VOICE AND AREA IDENTITY</b>	
Area Identity	25,700
Lobbying And Coordinated Responses	9,500
A Voice in Local Matters	1000
Project Management	41,700
Sub Total	77,900
<b>MANAGEMENT AND OVERHEADS</b>	
Management and Administration	85,800
Overheads - Rent, Rates and Office Running costs	191,300
Levy Collection Costs	15,800
Sub Total	292,900
<b>CONTINGENCY</b>	
1% general provision	15,500
Sub Total	15,500
<b>TOTAL</b>	<b>1,499,500</b>

Notes: 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.

## FINANCIALS 2020 - 2021

INCOME	£
BID Levy Income	1,130,100
Voluntary Contributions	99,200
Other income	174,700
Reserves	46,000
<b>TOTAL</b>	<b>1,450,000</b>
EXPENDITURE	£
<b>QUALITY SPACES AND STREETS</b>	
Baker Street Two Way Project	30,000
Gateway Projects	20,000
Retail Strategy	60,000
Greening	5,000
Accessibility	6,500
Wonderpass	30,700
Project Management	70,700
Sub Total	222,900
<b>SUSTAINABLE FUTURE (FORMERLY BETTER AIR QUALITY)</b>	
Emissions Reduction	68,000
Sustainability	22,000
Awareness And Action	200
The Bigger Picture/Lobbying	0
Project Management	18,500
Sub Total	108,700
<b>SAFE AND CARED FOR</b>	
Managing The Streets	265,300
Increasing Security And Resilience	23,600
Project Management	37,800
Sub Total	326,700
<b>VIBRANT AND ENTERTAINING</b>	
Events Programme	65,800
Social and Wellbeing Activities	3,400
Encouraging Exploration	11,800
Christmas Lights and Banners	81,900
Project Management	53,400
Sub Total	216,300
<b>LOCAL NETWORKS AND COMMUNITY</b>	
Smarter Giving	31,400
Local Information Hub	57,100
Events and Networks	16,500
Meeting Space	700
Training	21,500
Project Management	47,900
Sub Total	175,100
<b>COLLECTIVE VOICE AND AREA IDENTITY</b>	
Area Identity	25,000
Lobbying And Coordinated Responses	9,900
A Voice in Local Matters	1,100
Project Management	40,400
Sub Total	76,400
<b>MANAGEMENT AND OVERHEADS</b>	
Management and Administration	85,300
Overheads - Rent, Rates and Office Running costs	186,200
Levy Collection Costs	16,200
Sub Total	287,700
<b>CONTINGENCY</b>	
1% general provision	14,600
Sub Total	14,600
<b>TOTAL</b>	<b>1,428,400</b>

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

As outlined in the 2018-2023 Business Plan a 3% increase will be applied to BID levy and Voluntary Contributions.



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