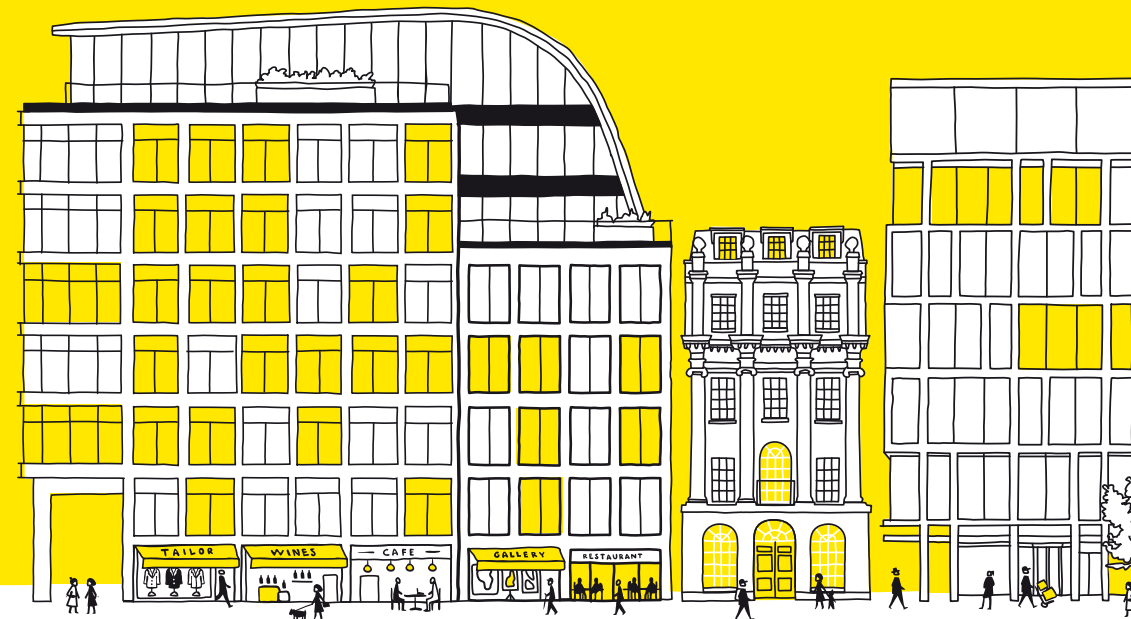




GREEN SPACES  
 IDENTITY  
 EASY ACCESS  
 VILLAGE FEEL  
 EVENTS  
 PRETTY  
 CLEAN & TIDY STREETS  
 FOOD SHOPS  
 SAFE  
 CHOICE  
 DIVERSE MIX OF EVENTS  
 CHILTERN STREET  
 CONVENIENT  
 HAVING YOU TO SPEAK TO  
 LOCATION  
 FOOD MARKETS  
 COMMUNITY FEEL  
 PARKS  
 BOUTIQUE NATURE

SNAPSHOT OF WHAT PEOPLE LIKE ABOUT THE BAKER STREET QUARTER AREA FROM OUR 2014 MEMBER SURVEY.



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We are delighted with the results from our 2014 Member Survey.

THESE ARE DISPLAYED THROUGHOUT THE REPORT LIKE THIS.

**£80,000**  
OF PROCUREMENT  
SAVINGS IDENTIFIED

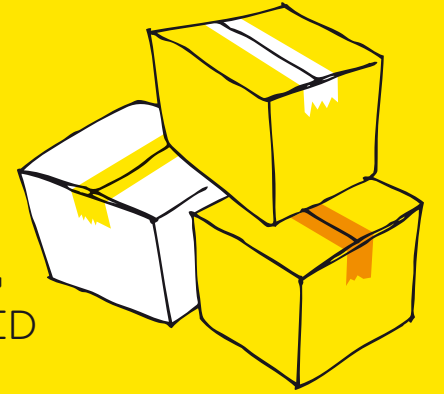


OVER **12,500**  
ATE AT OUR  
FOOD MARKETS

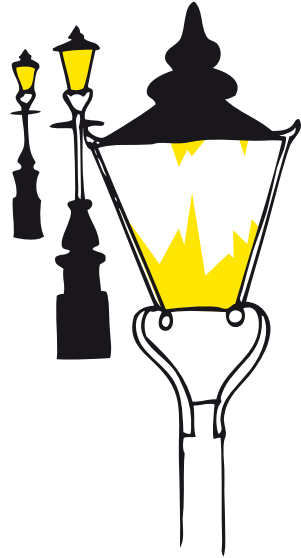
**74%**  
INCREASE  
IN OUR  
NEWSLETTER AUDIENCE



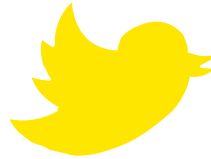
**25**  
CHARITY  
DONATIONS &  
VOLUNTEERING  
DAYS ARRANGED



**3,780**  
PUBLIC REALM  
PROBLEMS  
RESOLVED



**374%**  
TWITTER  
FOLLOWERS INCREASE



SMARTER RECYCLING  
**LAUNCHED** IN MARCH  
THIS YEAR

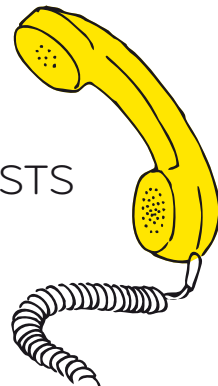
**34,385**  
WEBSITE PAGE VIEWS



**49,500**  
PEOPLE WELCOMED  
BY AMBASSADORS



**50**  
ONE STOP  
SHOP REQUESTS  
RESOLVED



STREETS  
DEEP  
CLEANED  
**EVERY**  
MONTH



**200**  
PEOPLE HAVE  
ENJOYED OUR  
GUIDED WALKS





## INTRODUCTION FROM OUR CHIEF EXECUTIVE

We started the year with services to monitor and care for the area (Street Ambassadors); enhance its vibrancy (Food Markets, Guided Walks); save our member businesses time (One Stop Shop Support line) and money (Procurement) and the early stages of our Major Projects to reduce traffic dominance and improve the station.

Over the year we have added to these services with additional cleansing, networking events, a comprehensive waste and recycling service, festive lights and our localised Corporate Social Responsibility brokerage. The huge enthusiasm from the local business community for supporting local charities and community groups has been a particular highlight this year and has led to us expanding this programme. Our major projects have also taken great strides forwards which although not yet visible are setting strong foundations for their realisation in the longer term.

We conducted our annual survey recently to ask our members their views on our projects and services and are really delighted with the results some of which are included throughout this report. The high number of responses (over 50%) demonstrates our members continued commitment to the Partnership and the area. The overwhelming result

is very positive although we remain acutely aware of the need to improve certain areas of the Quarter, with traffic dominance and the area around Baker Street Station (including the subway) highlighted again as your main concerns. Increased issues with begging in the area were also expressed.

Our first year has also been a year of building and cementing relationships with statutory bodies and the wider community. Our relationships with the Council, TfL and the Police have enabled us to work more effectively to improve and manage the area. We are pleased to have developed positive relationships with the residents of the area – in particular the two local amenity societies, the Marylebone Association and St Marylebone Society.

As a Partnership we are working with a wide range of businesses, residents, statutory bodies and other stakeholders to ensure the Quarter meets the current and future needs of all working, living or just passing through the area. We are excited by the potential this Partnership represents for the future of the area and look forward to continuing to work with you.

**Penny Alexander**  
Chief Executive

**The businesses of the Quarter demonstrated their commitment to the area in February 2013 when they voted to collectively invest in its future. This commitment has continued with so many investing their time as members of our Boards and Steering Groups providing expertise, challenging us and ensuring our aims and efforts are sound and successful. We are grateful for all of this support and the faith the businesses of the Quarter have put in the Baker Street Quarter Partnership team to deliver their vision.**

And deliver we have... in our first year of operation we have quickly established a large number of projects and services all working towards ensuring the Quarter provides a high quality environment for businesses, residents and visitors alike.

## THOUGHTS FROM OUR CHAIRMAN

**I hope you will agree that the Baker Street and Portman Square area has changed since the Baker Street Quarter Partnership began. Certainly the Portman Estate, as a Marylebone based property company, is very excited by what it has already achieved and what this means for the future of the area. Our commitment to the area is long term - we have had an interest in the area for approaching 500 years and aim to be here for at least the same again. We want to ensure this is an area that our residential and workplace occupiers can enjoy and feel committed to as a community. However we cannot make this happen alone.**

The wide range of improvements and services provided by Baker Street Quarter Partnership provide a rounded and strategic set of improvements across the area as a whole. Negative aspects such as traffic volume and dominance are being tackled; positives such as community events and tools to encourage exploration are added, whilst ensuring broad benefit for all with the Corporate Social Responsibility and employment programmes.

I am grateful to the small, dedicated Baker Street Quarter Partnership team for making it all happen.



**Simon Loomes**, Chairman,  
Baker Street Quarter Partnership  
Strategic Projects Director,  
The Portman Estate

## ABOUT BAKER STREET QUARTER PARTNERSHIP

**Baker Street Quarter Partnership was founded by a core group of businesses and stakeholders in the area to drive forward positive change to create a thriving and prosperous community for everyone. Following a two year development period we were established in April 2013 and now represent over 170 businesses.**

Our overall aim is to create a quality environment in which to work and live, a vibrant area to visit and a profitable place to do business. Our long-term projects and area management initiatives seek to improve the area for the benefit of all and our support and promotion of businesses will ensure the area continues to thrive.

We are a not-for-profit company limited by guarantee and are funded by businesses as a Business Improvement District, or BID, a model that exists in over 180 locations countrywide. Importantly each BID is tailored to suit the local environment, needs and stakeholders.







## CREATING A HIGH-QUALITY PUBLIC REALM

WE KNOW FIRST IMPRESSIONS COUNT AND WE WANT TO MAKE A LASTING IMPRESSION ON PEOPLE WHEN THEY ENTER THE QUARTER FOR THE FIRST TIME. BUT NOT JUST AT FIRST, WE WANT TO ENSURE THAT EVERY SINGLE TIME SOMEONE VISITS THE AREA THEY LIKE WHAT THEY SEE.

**We are developing a high-quality public realm and environment that is not only attractive but a safe and convenient destination for all. This core objective focuses on creating clean streets that look welcoming, are safe to explore and an area that is a place to be proud of.**

## MAJOR PROJECTS

OUR MAJOR PROJECTS ARE BY NATURE LONGER TERM AND WE EXPECT THEM ALL TO BE COMPLETED BEFORE THE END OF OUR FIRST BID TERM (MARCH 2018).

### TWO WAY SCHEME

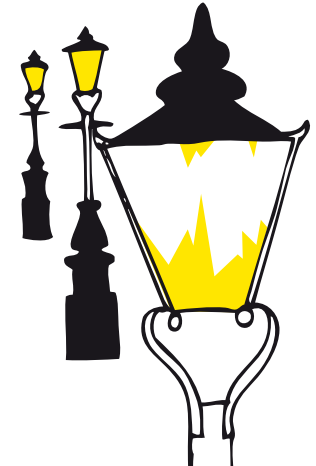
Our two way scheme for Baker Street and Gloucester Place is progressing well. We are delighted that the Mayor of London's office recently gave the project its approval which enables further progression. The scheme has also been chosen as a one of three schemes supported by the London First WEST group. Most importantly to us local stakeholders have indicated their support for the principle of the scheme including the two local amenity societies, the Marylebone Association and the St Marylebone Society, who represent many local residents.

The Baker Street, Gloucester Place gyratory system has a significant negative impact on the area and this is reflected in the many studies of the area we have commissioned as well as surveys and focus groups with those working and living in the area. The dominance of traffic was the main concern for the majority of respondents

to our annual member survey above all else with pedestrian congestion, pedestrian safety, air pollution and traffic speeds also all featuring as dominant concerns.

Whilst the concept of the two way scheme is at an early stage, considerations to date indicate that the proposed two way scheme for the area would smooth traffic flows thereby reducing traffic speeds and noise (removing the speeding between red traffic lights). It would also enable wider pavements in congested areas, much needed improved pedestrian crossing facilities and better provision for cyclists whilst maintaining facilities for buses, taxis, parking and loading. Importantly, the scheme is considered to have a 'neutral' impact on the surrounding road network, which means that it would not push any more traffic onto surrounding streets.

The project is being progressed through a Project Board which we sit on with The



**55% SAID DOMINANCE OF VEHICLE TRAFFIC IS THEIR TOP CONCERN. THE ASSOCIATED ISSUES ALSO RANKED HIGHLY: AIR POLLUTION - 38%, PEDESTRIAN CONGESTION 37%, PEDESTRIAN SAFETY 33% AND TRAFFIC SPEEDS 26%**

Portman Estate, TfL and Westminster City Council (WCC). This Board directs how the funds for the project are spent with WCC as accountable body. We will be ensuring our members are fully informed and consulted on the scheme and a full consultation exercise will also be conducted by WCC. The project has received £400,000 in funding from TfL and WCC and the planned completion date is 2017.





## BAKER STREET STATION

We continue to work with TfL to improve Baker Street Station and in particular the area to the front and have seen some improvements to retail frontages and tenants. The ultimate aim is to create a piazza style space outside the station providing much needed space for pedestrians as well as a smart, uniform frontage on this attractive building. This scheme is at present fully funded by TfL and we expect to see the full scheme realised in the next 16 months.

WHEN WE ASKED OUR MEMBERS WHAT THEY DID NOT LIKE ABOUT THE AREA BAKER STREET STATION WAS HIGHLIGHTED AGAIN AND AGAIN.

## MARYLEBONE ROAD SUBWAY

The subway under Marylebone Road provides a vital and safe alternative crossing to the staggered and congested crossing at ground level. However currently it is not well used as it is poorly lit, maintained and signed and suffers from mis-use and anti-social behaviour. Over this year we have developed a good relationship with the TfL officers responsible for the subway and we will shortly be replacing the gates either end

of it. The gates will prevent mis-use of the space and enable us to invest in improving the space with the reassurance improvements will not be damaged. Our longer term vision for the space is to create a display of local institutions. TfL are very supportive of this and have indicated that they will invest substantially in improving the space to give us a 'blank canvas' from which we can achieve this vision.

THE SUBWAY WAS IDENTIFIED AS AN AREA MANY MEMBERS WOULD LIKE TO BE IMPROVED

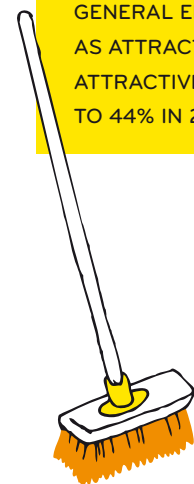
## AREA MANAGEMENT

WHILST WE WORK TOWARDS ACHIEVING OUR MAJOR PROJECTS WE ARE ENSURING THE AREA IS LOOKED AFTER, MONITORED AND MAINTAINED.

### SMARTER QUARTER

To meet our members expectations for the street environment we have put in place an additional cleaning and maintenance service (over and above council provision) providing a quarterly deep clean of the Marylebone Road underpass as well as twice weekly flushing, pavement cleaning and bin washing throughout the Quarter. Our Street Ambassadors monitor the area to identify any 'grot spots' that need targeting and we encourage our members and other locals to do the same.

86% NOW RATE THE GENERAL ENVIRONMENT AS ATTRACTIVE OR VERY ATTRACTIVE COMPARED TO 44% IN 2012.



### STREET AMBASSADOR SERVICE

David and Gabriela patrol the streets of the Quarter 8 hours a day, 5 days a week. As well as providing assistance and a friendly welcome they carry out daily audits of the streets of the Quarter.

Between 1st April 2013 and 31st March 2014, our Ambassadors made 5,375 environmental reports of which 5,365 have been resolved with the remainder being escalated for further action. Our Ambassadors also welcomed and assisted 49,500 people.



Friendly, approachable, positive attitude. I have often observed them supporting tourists in the area as they find their way. A good supporting service to the area and comforting to know they are watching for any emerging issues that need improvement.

92% HAVE MET OUR AMBASSADORS AND 88% HAVE HAD A POSITIVE OR VERY POSITIVE EXPERIENCE WITH THEM.



## LOCAL RELATIONSHIPS

We have developed strong relationships with the local Council, Police, TfL and outreach services with regular meetings to ensure issues of concern to our members are prioritised and tackled. On a daily basis our Ambassadors act as their eyes and ears providing useful information enabling enforcement and improvement where required.

This element of our work is especially important as public sector resources are stretched and inevitably therefore focused on areas with severe issues. Happily our area does not generally fall into this category but our neighbouring areas do so we are monitoring the impact

of these changes, particularly with regard to displacement of crime and anti-social behaviour, and ensuring a focus remains on the issues in the Quarter.

*“Just wanted to say a big THANK YOU to the Ambassadors for all your feedback. Can't begin to tell you how helpful it is to me and the team. I have been collating all the information which you send onto our criminal intelligence database. What you do does make a difference to us.”*

**Sgnt David Miller,**  
Metropolitan Police

ANTI SOCIAL BEHAVIOUR (BEGGING & THEFT) WAS RANKED HIGHLY AS AN ISSUE THAT CONCERNS YOU. OUR WORK WITH PARTNERS FOCUSES ON ADDRESSING THIS

## TRENDS AND CONCERNS

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

## VIBRANT QUARTER

THE QUARTER IS THE LARGEST COMMERCIAL DISTRICT IN THE WEST END BUT WITH ITS HISTORIC CHARM AND LONG STANDING RESIDENTIAL POPULATION IS ANYTHING BUT A STERILE BUSINESS AREA AND WE WANT TO ENSURE IT STAYS THAT WAY. OUR AREA IS UNIQUE, WITH A COMBINATION OF LARGE OFFICES AND BOUTIQUE INDEPENDENT RETAILERS, AND WE WANT EVERYONE TO ENJOY IT AS MUCH AS WE DO.

## FESTIVE LIGHTS

We added festive lights to Portman Square Gardens during the winter months and will be building on this for next winter.





WE BRING VIBRANCY TO THIS MUCH LOVED AREA AND CREATE WAYS FOR PEOPLE TO DISCOVER THE UNDISCOVERED, MEET EACH OTHER, SOCIALISE AND ENJOY WHAT THE QUARTER HAS TO OFFER.



### FOOD MARKETS

Our monthly Food Markets have become a popular, vibrant fixture in the Quarter with attendance topping 3,000 for the first time this year and a total of 12,500 enjoying them.

*“We love taking part in the food market. It’s a great way for us to showcase our restaurant and give people a little taste of what we do and really good fun for the team too. In addition it allows us to promote & support our charity Variety.”*

**Madelaine,**  
Radisson Blu Portman Hotel

### EVENTS

We launched our Office Managers Network this year enabling peer networking and our Christmas celebration drinks. We were also involved with a number of other local events such as the Portman Square Garden Party, Chiltern Street shopping evening and Christmas Carols with Hyatt Regency London – The Churchill.

*“I have found the networking events helpful and enjoyable especially being new to the Quarter, it’s a good way to meet professionals from other businesses and be able to get to know more about what the Quarter has to offer.”*

**Jessica,** Sandaire

**88% HAD ATTENDED ONE OF OUR EVENTS WITH 97% OF THOSE RATING THEM EXCELLENT OR GOOD.**

### GUIDED WALKS

Over 200 people have attended our lively walks of the Quarter this year with themes including the Street of Sherlock, Baker Street Beatles and the Gardens of the Quarter.

**85% OF THOSE ATTENDING OUR WALKS RATED THEM EXCELLENT OR GOOD.**



### COMMUNICATIONS

Our focus in our first year of operation was on ensuring our members are aware of and make the most of our services.

Our newsletter reach has increased 74% over the year and our Twitter followers have increased 374%

**87% RATED OUR NEWSLETTER EXCELLENT OR GOOD.**

We have also increased awareness through our brand placement on a suite of assets, banners and decals.

We enhanced our website making it easier for members to use and this has now been added to with the addition of our directory and interactive map

**94% RATED OUR SOCIAL MEDIA EXCELLENT OR GOOD**

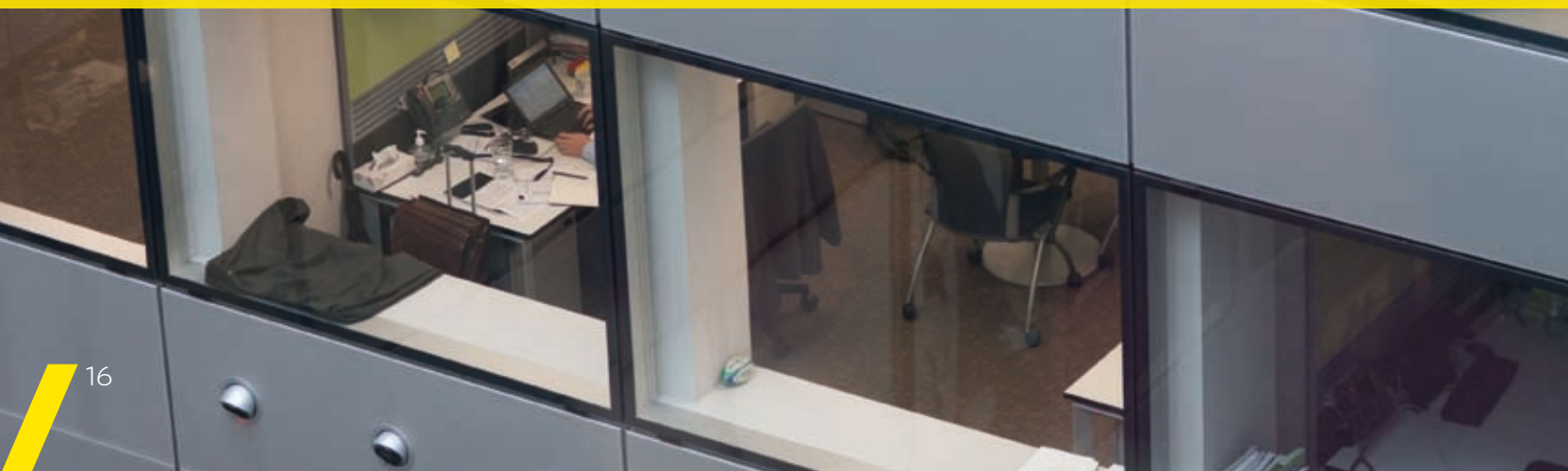
*“BSQP are doing a fantastic job and have got a lot done in a short space of time, please keep up the good work it is much appreciated and makes the area a much better place to work and socialise.”*





## OUR PREMIER BUSINESS HUB

BRINGING BENEFITS TO OUR MEMBERS IS AT THE HEART OF EVERYTHING WE DO. OUR BSQ MEMBER SERVICES ARE AVAILABLE TO HELP SAVE TIME AND MONEY, ENRICH EMPLOYEES' EXPERIENCES OF THE QUARTER AND LINK AND CONNECT BUSINESSES IN THE AREA.



## PROCUREMENT SERVICE

Our service provides bespoke support on energy procurement as well as PAT Testing and Pest Control. The service saves businesses a lot of time as well as money by taking on the detailed procurement analysis and negotiation. So far we have identified £80,000 of potential savings to our member businesses with over £39,000 realised. Several of our smaller member businesses have saved more than their annual BID levy contribution through this service. Many have also used the service to provide useful benchmarking data.

“Seddon's has really utilised the procurement service and our most significant saving has been on our energy supplier. The saving we have made by switching supplier equates to three times that of our BID levy which is remarkable.”

Lois, Seddon's

76% RATE THE SERVICE EXCELLENT OR GOOD



## REPRESENTATION

We provide a strong coordinated voice for businesses to ensure the area and our businesses are properly represented by sitting on relevant local panels (Policing and Crime Panels, West End Partnership,

Marylebone Forum) and responding to key local consultations regarding topics such as cycling route plans, business crime, the GLA annual plan and the future of Westminster public services.



## SMARTER RECYCLING

Our waste and recycling service provides a cost effective and subsidised total waste solution for our member businesses and was launched in March 2014. It has proved very popular: five businesses signed up immediately and we now have 18 using the service including four multi-tenanted office buildings. The service is provided by Paper Round and has a number of attractive features:

91% LIKE THE IDEA OF SMARTER RECYCLING  
82% OF THOSE USING IT RATE IT EXCELLENT OR GOOD

“The hotel started Smarter Recycling as soon as the service launched. We’ve transformed our recycling practices and have even been commended for ‘environmental excellence’. The service has been seamless and our costs savings fantastic.”

**Michael,**  
Hyatt Regency London - The Churchill



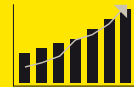
**Single Solution:** The service can handle all and any waste types at any scale.



**Financially Smart:** The service is subsidised by BSQP so the vast majority of mixed recycling can be collected for free



**Less Traffic & Pollution:** More businesses using the same provider means less vehicles, less traffic and less pollution which is a great thing for our Quarter.



**Smart Reporting Tools:** Members using the scheme can download full information from their own online portal.



**Completely Green:** Our service is 100% zero waste to landfill and ISO compliant to support our members' green credentials.



**Simple to start:** From the moment you sign-up we will take care of everything. We will visit you, assess what you need and get you started as soon as you're ready.



## SMARTER GIVING

Our members have really taken to our Corporate Social Responsibility (CSR) programme, through which we broker the needs of the local community and local charities with items that members are able to give. We established relationships with a whole host of local community groups and charities over 2013-2014 and maintain a directory of these groups and suggestions of how businesses can help them. Many members have found this helpful when selecting their charity of the year and looking for local volunteering opportunities. We have a special interest in the Church Street area, just outside the Quarter, north

of Marylebone Station – the fifth most deprived ward in the country.

Examples of support provided through the scheme throughout the year include:

Local hotels providing Christmas lunch in a local old people's home, the redecoration of a charity's offices, unwanted computers provided for youth clubs, shower gels and soaps given to homeless hostels, household items donated to a recently housed homeless man, books given to family centres and misbranded chocolates to the homeless, parents at family centres and the elderly.

“The Smarter Giving initiative has made it really simple for Elemis to help local charities. We regularly donate products which are distributed locally to charities and it's great to hear we're able to help those on our doorstep”

**Rebecca,** Elemis





## ONE STOP SHOP

Our support line received 179 requests for assistance in 2013-14 of which 170 are resolved with 9 ongoing. Requests have including requests for assistance with Anti-Social Behaviour, recommendations for caterers, grot-spots requiring cleansing and missing phone box doors.

*“We have found the One Stop Shop service incredibly helpful. Having one point of contact for any issues we have and knowing that these issues will be resolved without us having to spend time on them is invaluable. Simple things such as getting information about street incidents and litter outside our office have been addressed without giving us a headache.”*

Susan, WHEB Capital Partners

92% RATE OUR ONE STOP SHOP SERVICE EXCELLENT OR GOOD.

## RESPONSIBLE GIVING

Another element of the Smarter Giving project is our campaign to encourage giving to local outreach charities working with people who are homeless and on the street rather than directly to people on the street. We have adopted St Mungo’s Broadway, our local outreach partner, as our charity of the year.

By giving money directly to homeless people on the street you may be encouraging street lifestyles which puts people’s health and well-being at risk, rather than bringing about real and lasting change. People

can become homeless because of problems with relationships, mental and physical health, domestic abuse, jobs and rent. But people can – and do – recover, with support. We encourage responsible giving and encourage donations to be made directly to St Mungo’s Broadway.

42% LIKE THE IDEA OF SMARTER GIVING AND OF THOSE WHO HAVE ALREADY USED IT, IT WORKED WELL FOR 92%

## RECRUITMENT

Throughout the year we have provided a recruitment service for businesses looking to provide employment and work experience opportunities to local people who have struggled to find employment.

We work with a pool of job seekers who have been out of work and are ready for a new start. All candidates are hand-picked and mentored and two were successfully placed this year.



# FINANCIAL STATEMENTS 2013 TO 2014

FOR THE YEAR ENDED 31 MARCH 2014

## INCOME

	Total
BID Levy	£1,027,581
Voluntary Contributions and Other Income	£37,051
<b>TOTAL</b>	<b>£1,064,632</b>

## EXPENDITURE

High Quality Public Realm	£296,542
Represent, Position and Promote (Vibrant Quarter)	£204,932
Premier Business Hub	£96,037

## BID RUNNING COSTS

Core Salaries	£79,554
Office Running Costs	£44,889
HR Costs, Staff Travel, Training and Welfare	£9,465
Recruitment Costs	£1,500
Bank Charges	£101
Corporate and Social Responsibility	£450
Subscriptions	£3,849
Statutory Requirements	£10,633
Levy Collection Fees	£19,795
Depreciation	£7,124
<b>TOTAL</b>	<b>£774,871</b>

Surplus	£289,761
Brought Forward from 2012/2013	£(31,761)
Carried Forward to 2014/2015**	£258,000

The income and expenditure account is extracted from the audited financial statements for the year ended 31 March 2014. 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 BID. The closing reserves will be released over the remaining 4 years of the BID term in line with 5 year budget.

£74k of the reserves will be released in 2014-2015 with the remaining £184k committed to larger scale long term projects over the remaining 3 years of the BID term.



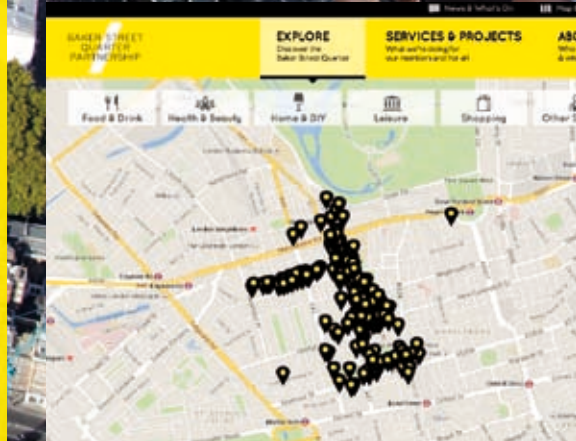


# LOOKING AHEAD

As we progress into our second year of operation, we do not like to rest on our laurels and already have several exciting new projects underway. We will be continuing with our existing programmes and building on our successes to date while continuing to seek out new ways of ensuring the Quarter provides a quality, vibrant and profitable environment for our members.

You may already have experienced the new summer events programme we put in place attracting 13,000 people to events including Wimbledon Screenings, Sunset Cinema and a Summer Festival. We have also recently launched our Baker Street Regulars app (with local directory and offers) and a programme of free training seminars for staff which are proving very popular. We are being funded by TfL to study delivery patterns in the area and trial consolidation options to reduce delivery traffic.

Of note with our existing projects: our Smarter Recycling Service is going from strength to strength. We also now have a dedicated Smarter Giving Project Manager as we have seen a huge increase in request for support for businesses wanting to targeting charitable support locally.





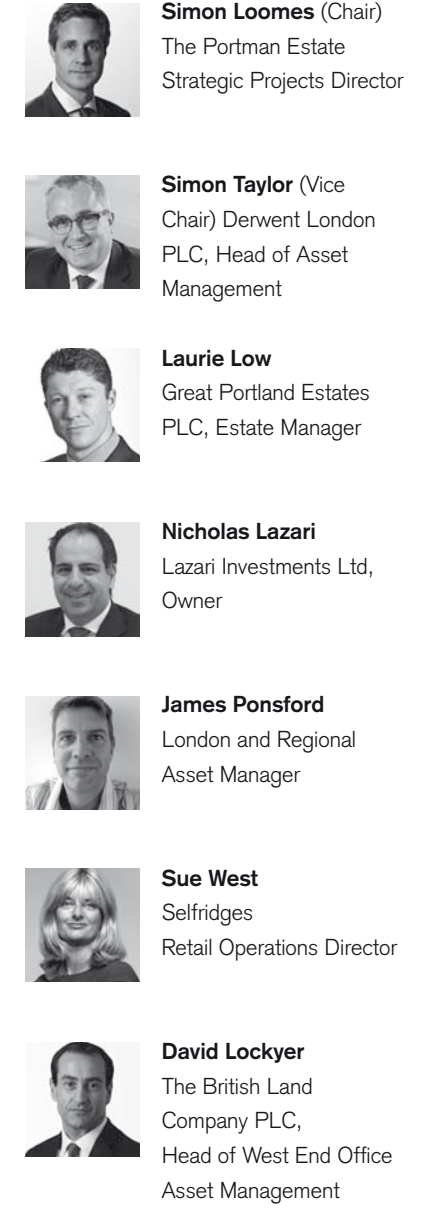
## OUR TEAM



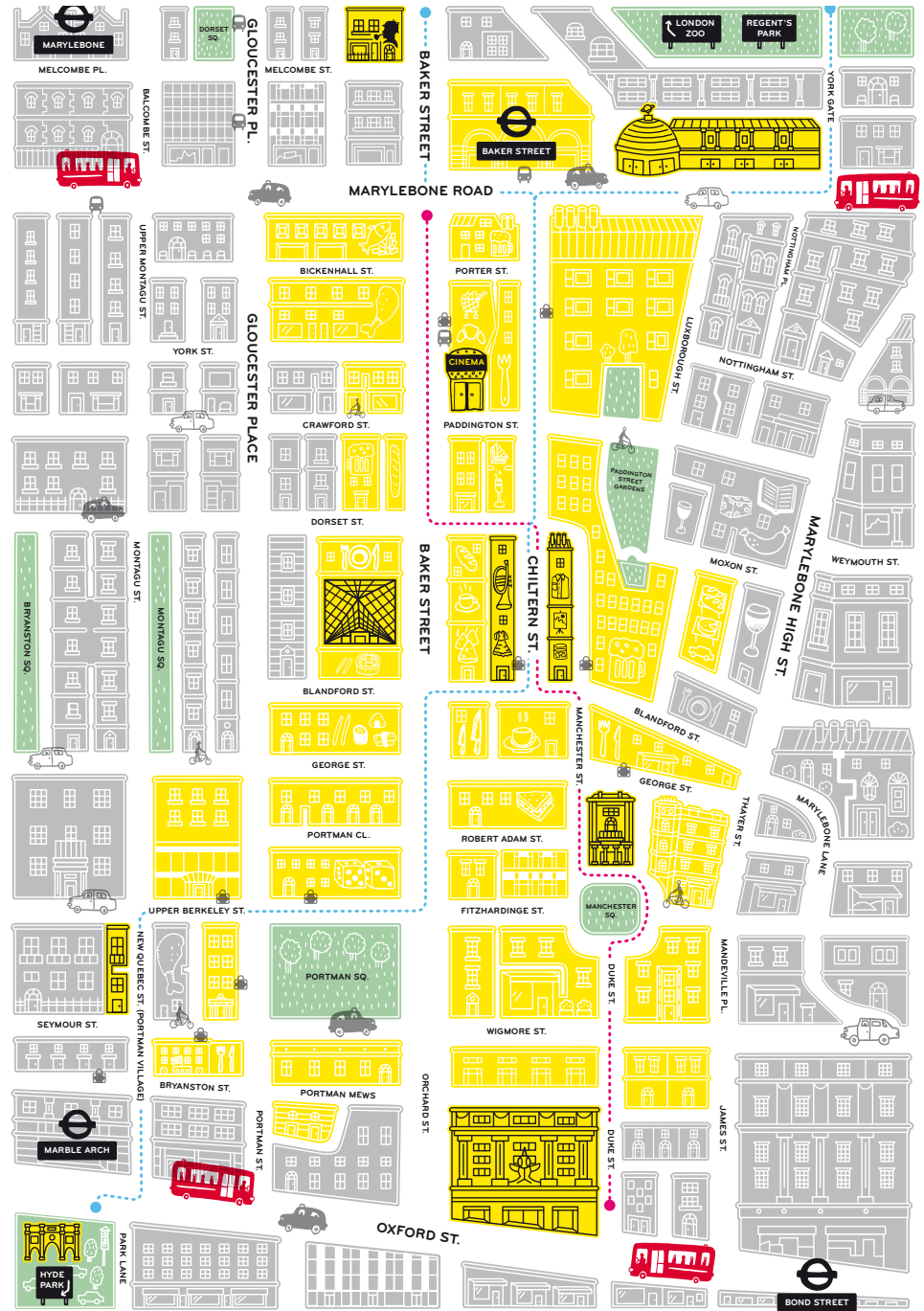
## OCCUPIER BOARD



## OWNER BOARD



MAP OF THE QUARTER







CONTACT BAKER STREET QUARTER PARTNERSHIP:  
020 3056 5910  
INFO@BAKERSTREETQUARTER.CO.UK  
WWW.BAKERSTREETQUARTER.CO.UK  
@BAKERSTREETQ