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ACE EDWARDS MEWS BROADSTONE PL  
KENRICK PLACE GEORGE STREET PORTMAN NISH  
SQUARE **BAKER STREET** TA  
PORTMAN MEWS SOUTH YORK STREET WIGMORE  
T GLOUCESTER PLACE DUKE'S MEWS BRYANS  
ER BERKELEY STREET PORTMAN SQUARE BLANDFORD STREET GRAN  
T RODMARTON STREET MANCHESTER STREET DURWESTON M  
LUXBOROUGH STREET CHILTERN STRE  
R **ANNUAL REPORT** MEWS BICKEN  
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CRAWFORD STREET DURWESTON MEWS RODMA  
STREET KENRICK PLACE PORTMAN  
LANDFORD STREET HINDE STREET STA  
TMAN CLOSE MANCHESTER MEWS DUKE STREET UPPER BER  
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ORCHARD STREET PADDINGTON STREET CRAWFORD S  
ACE EDWARDS MEWS BROADSTONE PL  
KENRICK PLACE GEORGE STREET PORTMAN STREET SPANISH

BAKER STREET  
QUARTER  
PARTNERSHIP





AMBIENCE  
VILLAGE FEEL  
REVITALISED  
AMBASSADORS

FOOD SHOPS WALKS COMMUNITY

FOOD MARKETS

EVENTS CLEAN & TIDY  
CHILTERN STREET

LOTS GOING ON

ATMOSPHERE

EASY ACCESS

PRETTY VARIETY

REGENERATION

DIVERSE

VIBRANT

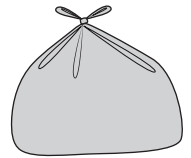
WHAT DO YOU LIKE  
MOST ABOUT THE  
BAKER STREET  
QUARTER?

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RESULTS OF OUR 2015 MEMBER  
SURVEY ARE DISPLAYED  
THROUGHOUT THE REPORT  
IN THIS STYLE

# THE YEAR IN NUMBERS



## 7,400

PUBLIC REALM PROBLEMS RESOLVED



## 13,000

PEOPLE ENJOYED OUR SUMMER IN THE SQUARE EVENTS



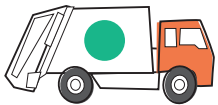
## 250

PEOPLE ENJOYED OUR GUIDED WALKS



## 410

LOCAL OFFERS REDEEMED ON BAKER STREET REGULARS



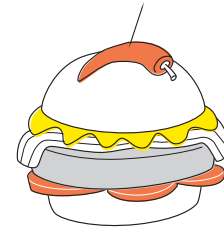
## 12%

REDUCTION IN WASTE VEHICLE TRAFFIC



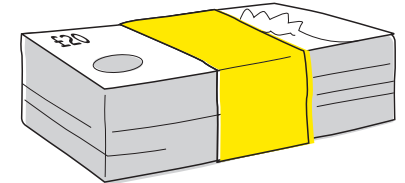
## 215

ONE STOP SHOP REQUESTS RESOLVED



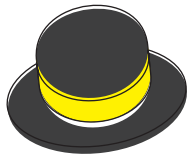
## 2,900

FOOD MARKET ATTENDEES IN JULY 2014



## £8,495

RAISED FOR LOCAL CHARITIES



## 54,850

PEOPLE WELCOMED BY STREET AMBASSADORS



## 25

LOTS OF CHARITY DONATIONS



## 50%

INCREASE IN NEWSLETTER REACH



## INTRODUCTION FROM OUR CHIEF EXECUTIVE

**T**his last year was an important one for Baker Street Quarter Partnership – a real coming of age. We gained political and financial support to enable the progression of major projects to enhance the public realm. Our day to day management of the street environment is well established and making a recognised difference and we now have an extensive range of events and programmes that bring together the wider community in this fantastic quarter of Marylebone.

In line with this coming of age we have ensured robust, independent measurement of our work – with the Policy Studies Institute at the University of Westminster assessing our performance over the year. We were delighted with the high response rate (50%) and thrilled that 94% say their experience of us and our work so far has been positive.

The dominance of traffic and associated concerns with pedestrian and cyclist safety, air quality and noise continue to be the prevalent concern of our members and our main focus. The Baker Street Two Way project represents a once in a generation opportunity to put right the issues caused by the ill-fated one way system experiment. We are delighted that Westminster City Council and Transport for London have taken forward formal consultation over summer 2015. We are also grateful to TfL and our local Westminster Ward Councillors for providing the funding to make our vision to transform the subway

under Marylebone Road into a 'Wonderpass' feasible – we look forward to presenting it to you later in 2015.

Our work to reduce traffic in the area has born results with a 12% reduction in waste vehicle trips in the area due to our consolidated Smarter Recycling service. This has the added benefit of providing annual cost savings to many businesses. We are already working to increase this further with an expansion to the waste scheme and our new focus on consolidating deliveries in the area.

Of course our Street Ambassadors continue to monitor the area and are central to our Street Management operations which provide additional cleaning and repairs and we have seen a 48% increase in satisfaction with the local environment. Our close working relationship with the Police and outreach teams have been especially important as we continue to address concerns with street based anti-social behaviour.

We have also had a lot of fun this year bringing the entire Marylebone community together with a full programme of events and clubs. Foodies enjoyed our monthly markets, sporty souls our weekly netball club, the more musically inclined our singing club while the inquisitive explored on our monthly guided walks. Further exploration of our local retailers has been encouraged through the Baker Street Regulars app we launched in May with a full directory and an ever increasing array of offers. And of course our hugely popular Summer in the Square series, which saw 13,000 people enjoy food, film, screened sporting action and golf in Portman Square Gardens over the summer.

Our new programme of training for members also brought local workers together providing local training sessions on a range of topics – with the added benefit of convenience and financial savings for businesses. Our most popular service this year has been Smarter Giving which brokers relationships between local businesses and local

charities and community groups. The amount of donations facilitated continues to increase with volunteers, funds, mentors, toys, food, clothing, equipment and even a kitchen provided to support local causes.

Next year will see the completion of our first major project and new programmes to enhance the security of the area and reduce the impact of delivery traffic. We are very grateful to the many individuals, businesses, organisations and public service providers who work with us and look forward to achieving even greater things for the area in the 2015-2016 year.

**PENNY ALEXANDER**  
CHIEF EXECUTIVE



## THOUGHTS FROM OUR CHAIRMAN

**F**irst and foremost I would like to thank the significant number of members who support the Partnership in delivering achievements across all sectors of its activities. The expertise and governance provided by our community of businesses have ensured that the Partnership's activities remain targeted to the area's needs and can be delivered in an efficient and timely way. This work, and the often personal time volunteered is much appreciated.

In the last year the team have continued to expand the services on offer, all delivered with the enthusiasm they have shown since the beginning in 2013. Events, business services and street management generate an environment that benefits not only those that work in the area but residents and visitors alike. They should be commended for their achievements.

The City Council's proposals for the new two way project are welcome and timely as central London battles with the increasing impact of traffic and deliveries alongside greater pedestrian demand. The fundamental redesign of the traffic

movement coupled with major investment in new signals and safety measures will bring improvements for all street users. Added to this is the comprehensive renewal of pavements, road surfaces, lighting and street furniture which will give the area a new look and feel. There is much work to do to ensure that the details of the project are right before it continues but the principle is good and worthy of all our support.

Finally, we continue to enjoy the benefits of being located in Westminster; a fine and well managed City which is looking to the future in concert with the businesses that make it their choice of location. In this context I would like to take a moment here to reflect on the enthusiasm and energy provided by the late Councillor Audrey Lewis. Audrey will be missed by Baker Street's community.

**SIMON LOOMES,**  
CHAIRMAN, BAKER STREET  
QUARTER PARTNERSHIP

STRATEGIC PROJECTS DIRECTOR,  
THE PORTMAN ESTATE



## ABOUT US

Baker Street Quarter Partnership was founded in 2013 by a core group of long established businesses and stakeholders based in the area, as a way to drive forward positive change and create a thriving and prosperous community for everyone. We now represent over 170 businesses in the area.

Our overall aims are 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 all and promotion of all 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 210 locations in the UK. Importantly each BID is tailored to suit the local environment, needs and stakeholders.



# HIGH QUALITY PUBLIC REALM

WE WANT TO ENSURE OUR FANTASTIC AREA  
LEAVES A POSITIVE LASTING IMPRESSION ON  
ALL WHO EXPERIENCE IT





# MAJOR PROJECTS

OUR LONG TERM MAJOR PROJECTS ARE COMPLEX AND WILL TAKE SOME TIME TO IMPLEMENT – BUT WILL HAVE A CONSIDERABLE POSITIVE IMPACT



## BAKER STREET TWO WAY PROJECT

This has been a significant year for the two way project – a once in a generation opportunity to remove the divisive, noisy one way system. The project is key to our ambition to redress the dominance of traffic in the area – 68% of our members rated traffic-related issues their biggest concern.

We are delighted that Westminster City Council is now leading this project with support from TfL who has committed £10 million to the project. The project has now progressed to detailed design and a formal public consultation recently concluded over the summer. The results of which will inform the next steps of the project.

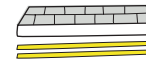
## KEY FEATURES



Significant reduction to the dominance of noisy, fast moving traffic



More than 50 new or improved pedestrian crossings – all with 'green-man' facilities



Widened and improved paving



Improved street lighting



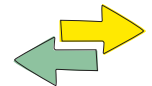
Better cycling facilities



Opportunities for tree planting



New road surfacing



Two, one phase, straight across crossings over Marylebone Road

Existing Marylebone Road Crossing



Proposed improved Marylebone Road crossing



### MARYLEBONE ROAD SUBWAY – THE WONDERPASS PROJECT

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 misuse and anti-social behaviour. During the year we developed a closer working relationship with the TfL officers responsible for the subway and arranged for the broken gates to be replaced. The gates allow for the subway to be locked overnight which reduces the risk of misuse and opens up the opportunity for further investment. Our longer term vision to transform the space into a Wonderpass – an attractive and entertaining space that showcases our area, will become a reality in late 2015. Attracting considerable external funding from TfL and WCC Ward Councillors, the Wonderpass will not only be a decorative project but one that upgrades and improves the structure for the long term.



OVER 85% RATE THEIR EXPERIENCE OF USING THE EXISTING SUBWAY AS NEUTRAL OR BAD



### 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. TfL has developed a design guide for all new shop frontages which overtime will create a smart, uniform retail frontage. The ultimate aim is to create a piazza style space outside the station providing much needed space for pedestrians. TfL is currently carrying out feasibility works for the piazza proposals.

Right: An artist's impression of Baker Street Station frontage.





## AREA MANAGEMENT

OUR CONTINUED WORK TO ENSURE THE AREA IS MONITORED AND MAINTAINED HAS ACHIEVED STRONG RESULTS



### 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 – north Wigmore Street, Broadstone Place and the area outside 55 Baker Street, have each been repaved.

As always we are conscious to ensure value for money for our members. We negotiated to attract external funds for the works so we funded just one of the three repaved areas.

### STREET AMBASSADOR SERVICE

Our Street Ambassadors patrol the streets of the Quarter 8 hours a day, 5 days a week and provide daily audits of any issues needing attention. This includes things such as dumped rubbish and street repairs. Since 1 April 2014 they have made 7,600 environmental reports of which 7,400 have been resolved with the remainder being escalated for further action. In addition, the Ambassadors have welcomed and assisted 54,800 people.

*The Ambassadors have been hugely helpful in supporting us to address some anti-social behaviour issues taking place outside our premises. Their hands-on approach to helping us has been invaluable.*

JAMIE MARGARITIS, DERWENT LONDON



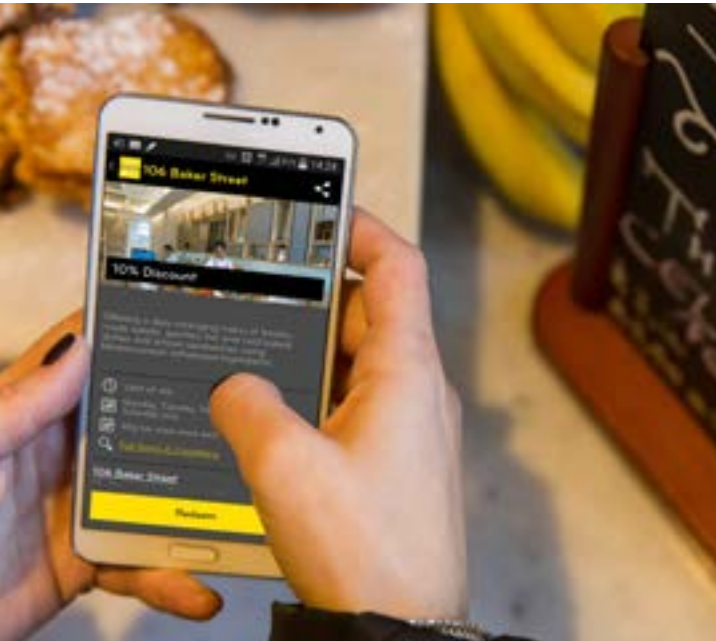


# VIBRANT QUARTER

WE WANT TO MAXIMISE THE EXPERIENCES OF EVERYONE WHO WORKS, LIVES AND VISITS THE AREA BY PROVIDING ENTERTAINMENT AND WAYS TO ENCOURAGE DISCOVERY







### BAKER STREET REGULARS APP

Our directory and deals app featuring local businesses launched in May 2014 to encourage people to explore and enjoy the Quarter. It has proved popular with over 1500 downloads and 410 offers redeemed with local businesses. It's mutually beneficial for users and the local retailers.



**100% OF ATTENDEES RATED SUMMER IN THE SQUARE EVENTS VERY GOOD OR GOOD!**

*A huge thank you for the Summer in the Square events. There was a lovely atmosphere and it makes such a difference to the working week having these events available to us.*

SARAH NORTHCOTE-SMITH,  
CAESARS ENTERTAINMENT UK



## EVENTS

### SUMMER IN THE SQUARE

Our first series of summer events in Portman Square in 2014 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 these events, which included Wimbledon screenings, Sunset Cinema, Golf in the Garden and a summer festival.

### FOOD MARKET

Our regular Food Market has become a popular, lively 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 opportunities for our members to network and get to know one and other including our Office and Facilities Manager events, our Christmas Drinks and AGM. In addition, our social Netball Club and Singing Group are very popular.



**84%** USE OUR NEWSLETTER  
 REGULARLY TO KEEP  
 UP TO DATE WITH WHAT  
 WE'RE DOING



### WINTER LIGHTS

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

### COMMUNICATIONS

Our communication activities ensure our members are aware of all of the services we offer. We redeveloped our website this year to make it more user friendly and mobile responsive. It also features a full directory of businesses and services in the area.

Our weekly newsletter reach has increased by 50% over the year and our social media platforms have grown in size with 1,300 new Twitter followers, and Instagram, LinkedIn and Facebook profiles created.





# MEMBER SERVICES

OUR MEMBER SERVICES OFFER OUR MEMBERS WAYS TO SAVE TIME, MONEY, REDUCE THEIR ENVIRONMENTAL IMPACT, FOSTER NETWORKING RELATIONSHIPS AND ENRICH THEIR EMPLOYEES' EXPERIENCES OF WORKING IN OUR AREA



### SMARTER RECYCLING

The service provides a cost effective and subsidised total waste solution for users with added benefits to the local environment. The consolidation of waste collections has resulted in a 12% reduction in the number of waste vehicle trips in the area. This year the service increased significantly with 45 member businesses benefitting. Making a total of £97k of savings.



*The Boston Consulting Group, has used the Smarter Recycling service for over a year and not only have we saved a considerable amount over that time thanks to the BakerStreetQ subsidy, we have also increased our recycling rates which is great for our business and our environmental impact too.*

JASON KERR, THE BOSTON CONSULTING GROUP UK LLP

### SMARTER DELIVERIES

We have completed the first phase of our delivery consolidation project, working with the University of Westminster and funded by TfL. The next phase of work has begun and is focusing on consolidating deliveries at our largest multi-tenanted building, with the potential to roll this out to other multi-tenanted buildings in the area. This will reduce the environmental impact by reducing delivery traffic and improving air quality.



**100% RATED OUR SMARTER GIVING SERVICE VERY GOOD OR GOOD**

### 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. This has resulted in team building days for 34 volunteers and 12 individuals signed up to mentor programmes. We have also organised ten food and clothes drives and facilitated 25 lots of donations including furniture, clothes, IT equipment, fabrics, locally brewed beer and even a kitchen. We have also directed £8,495 worth of funds to local charities. Our first toy appeal saw £2,160 worth of toys being donated to five local nurseries.





*I thoroughly enjoyed the Self Defence class, it was really informative. I received training on quite a few techniques. It was so handy that it was arranged close to my office too.*

LEIGH SHEAR, LANE CLARK PEACOCK.



### ONE STOP SHOP

Our support service that deals with members individual requests for help on all manner of things such as broken paving, abandoned waste bags or charity donations. In the last year we received 226 requests of which 215 are resolved with 11 ongoing.

### 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 responded 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.

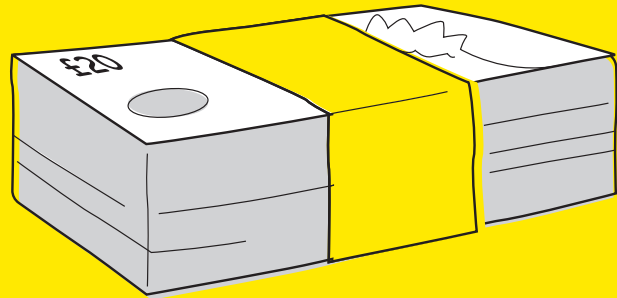
### TRAINING COURSES

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 Marshall Training, Self Defence and Personal Safety, Waste Legislation and Carbon Reduction seminars, an online reviews workshop led by Yelp and counter terrorism briefings.



# FINANCIAL STATEMENTS 2014 TO 2015

FOR THE YEAR ENDED 31 MARCH 2015



*The income and expenditure account is extracted from the audited financial statements for the year ended 31 March 2015. These are available upon request by contacting us.*

*\*\*A rolling five 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 3 years of the BID term in line with the 5 year budget. £148.5k of the reserves will be released in 2015-2016 with the remaining £133.7k committed to larger scale long term projects over the remaining 3 years of the BID term.*

## INCOME

BID Levy	£1,045,000
Voluntary Contributions and Other Income	£98,900
<b>TOTAL</b>	<b>£1,143,900</b>

## EXPENDITURE

High Quality Public Realm	£477,700
Vibrant Quarter	£255,000
Member Services	£131,100

## BID RUNNING COSTS

Core Salaries	£89,100
Office Running Costs	£87,400
HR, Recruitment, Training, Staff Welfare & Travel	£11,100
Bank Charges & Subscriptions	£7,000
Statutory Requirements – Insurance & Audit Fee	£12,000
Levy Collection Fees	£17,200
Depreciation	£14,800

## ONE OFF COSTS

Office Relocation Costs	£11,900
Legal Costs (Company Documents & Templates)	£5,300
<b>TOTAL</b>	<b>£1,119,600</b>
Surplus	£24,300
Brought Forward from 2013/2014	£258,000
Carried Forward to 2014/2015**	£282,300



# LOOKING AHEAD

AS WE APPROACH THE MID POINT OF OUR FIRST FIVE-YEAR TERM WE ARE FOCUSED ON SEEING OUR MAJOR PROJECTS BECOME A REALITY AS WELL AS BUILDING ON AND ENHANCING OUR EXISTING PROGRAMMES. THIS WILL ENSURE THE QUARTER PROVIDES A QUALITY, VIBRANT AND PROFITABLE ENVIRONMENT FOR OUR MEMBERS AND FOR ALL



**Improvements to the Quarter's public realm remains our focus and our members' priority. These are key to unlocking the area's great potential and these exciting developments will enable us to enjoy our area more than ever before.**

We continue to respond and adapt to address arising concerns. Air quality and begging are two prominent matters requiring multi-faceted and rounded approaches. Our consolidated waste and recycling service is already reducing traffic in the area and we are now looking to consolidate delivery traffic to enable further reductions. We feel there is more work needed to address the well-documented poor air quality of Central London and we will continue to lobby to ensure this is recognised and acted on by the relevant decision makers.

The causes of the increase in begging in the area are complex with local, national and international factors all playing a part. Our response will look to further support outreach work, facilitate alternative giving campaigns and, where necessary, assist with enforcement. All whilst working with relevant bodies and authorities to tackle and address the causes where possible.

Other new projects are the establishment of a Business Security Zone bringing together members' security professionals and developing a Business to Business platform for members to share their services with each other. Of course we will continue our exciting line up of events, with the ever popular Summer in the Square, food markets, networking drinks, netball, singing and running clubs and an expanded programme of training courses. We hope to see you at one of them soon.



## OCCUPIER BOARD



**SIMON LOOMES** (CHAIR)  
The Portman Estate  
Strategic Projects Director



**TIM ROBINSON** (VICE CHAIR)  
Knight Frank LLP  
Partner, Head of Property  
Asset Management



**ADAM THOMPSON**  
Winkreative  
Strategist



**ANDREW JACOBS**  
Sedons  
Head of Property



**CALUM STEWART**  
BDO  
Finance Partner



**PROF DAVID DEARNIE**  
University of Westminster  
Dean, Faculty of Architecture  
and Built Environment



**HELEN BIDDLE**  
Boston Consulting Group  
Head of Finance and  
Operations



**MICHAEL GRAY**  
Hyatt Regency London –  
The Churchill  
General Manager /  
Area Director



**ANDREW RICHARDSON**  
Home House  
Managing Director



**ANDY TYLER**  
Cushman & Wakefield  
Partner, West End Offices



**ANUP SARIN**  
Double Tree By Hilton  
London Marble Arch  
General Manager



**AMANDA CHERRY**  
Aspect Capital  
Director of HR



**SAM REGAN**  
Madame Tussauds  
Director of Facilities



**PETER HEARSEY**  
House of Fraser  
Executive Director,  
Legal & Property

## OUR TEAM



**PENNY ALEXANDER**  
Chief Executive



**KIRSTY JONES**  
Head of Marketing &  
Communications



**KATIE LINDSAY**  
Operations Manager



**DINA PATEL**  
Member Events &  
Office Manager



**KATE HESLEGRAVE**  
Smarter Giving Manager



**HELEN SUNDARAM**  
Communications Executive



**BETH EUSTACE**  
Team Executive Assistant



**ERWANN & GABRIELA**  
Ambassadors

## OWNER BOARD



**SIMON LOOMES (CHAIR)**  
The Portman Estate  
Strategic Projects Director



**SIMON TAYLOR (VICE CHAIR)**  
Derwent London  
Head of Asset Management



**GEORGIA HOGG**  
The British Land Company  
Property Management Executive



**LAURIE LOW**  
Great Portland Estates  
Asset Manager



**NICHOLAS LAZARI**  
Lazari Investments  
Director



**SUE WEST**  
Selfridges  
Director of Operations



**ZOE PERREUR-LLOYD**  
London and Regional  
Asset Manager





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