

SUMMARY REPORT
2021-2022
THE YEAR AHEAD
2022-2023





We remain focused on the area's recovery, encouraging a confident return for office workers and visitors and supporting retailers and hospitality businesses. Our adapted projects and services strengthen the connection to the local community while supporting mental health and wellbeing.

Making sure the area is safe, clean and vibrant has proved even more important as we work to encourage increased numbers of office workers and visitors to Marylebone. We reintroduced more of our outdoor events in 2021, holding events in Portman Square Garden throughout the summer - and for the first time in the run up to Christmas - providing local workers, residents and visitors with food and drink stalls, live music and crafting workshops. Meanwhile, our regular food markets outside 55 Baker Street returned alongside our monthly in-person walking tours, encouraging people to get out and about and explore the Quarter.

Our Street Team continues to focus on keeping the area clean and safe working closely with the area's security teams, Police, Council and outreach services and we are delighted that our plans to add more outdoor public space in Manchester Square received the green light with construction commencing shortly.

Ensuring those working locally are well supported and maintain their connection to the community is key. We delivered an enhanced programme of online and in-person activities focused on mental health and wellbeing, workshops, training sessions and social activities. Our Smarter Giving programme continued to strengthen the connection between businesses and the community, once again highlighting our members' generosity with drives and donations to local charities that continue to experience high demand for their services.

Our Marylebone film served to remind employees working remotely about the fantastic attributes of the area and also progressed our efforts to promote the area to visitor audiences. We continue to promote the area's retailers and hospitality businesses through our various communication channels as well as advocating for financial support from Government as they continue to face challenges.



We are now looking to the future as we begin to consult on plans for our next five-year BID term (2023-28) and we will be reaching out to all members and wider stakeholders to ensure we understand your priorities for the area and the Partnership. Initial consultation identified sustainability and area promotion to attract visitors as particularly important as well as ensuring the Quarter is clean and safe with lots on offer to attract people to the area.

We will be laying solid foundations in 2022-23 to drive these priorities forward in our third BID term. In addition to progressing our work to promote Marylebone in 2022-23 we will continue to progress our Sustainability Strategy and Action Plan, developing and articulating our vision and provision for the area and our members, with bold objectives that support the aspirations of local businesses while putting the Quarter firmly on the map as a place that promotes green initiatives, positive mental health and community spirit. We are also commissioning new public realm studies to identify where further improvements are needed including in the intended extension to the BID area around Marylebone Station.

You will find more information about our projects this year and how we plan to develop these further in 2022/23 in the following pages. We are particularly looking forward to working with you in 2022 to shape our future plans to ensure a bright future for Marylebone for everyone.

The continuing impact of coronavirus meant that, once again, BakerStreetQ had to operate under a restricted budget last year while we shored up our income. This, along with the direct impact of coronavirus and associated restrictions, necessitated some of our programmes being put on hold or reduced in scope. The Partnership has elected not to apply the inflationary increase to BID levy payments for our hospitality, leisure and retail members in 2022-2023 in recognition of the particularly challenging climate they continue to face.

Penny Alexander
Chief Executive

OUR VISION 2018-2023



A Place For People

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



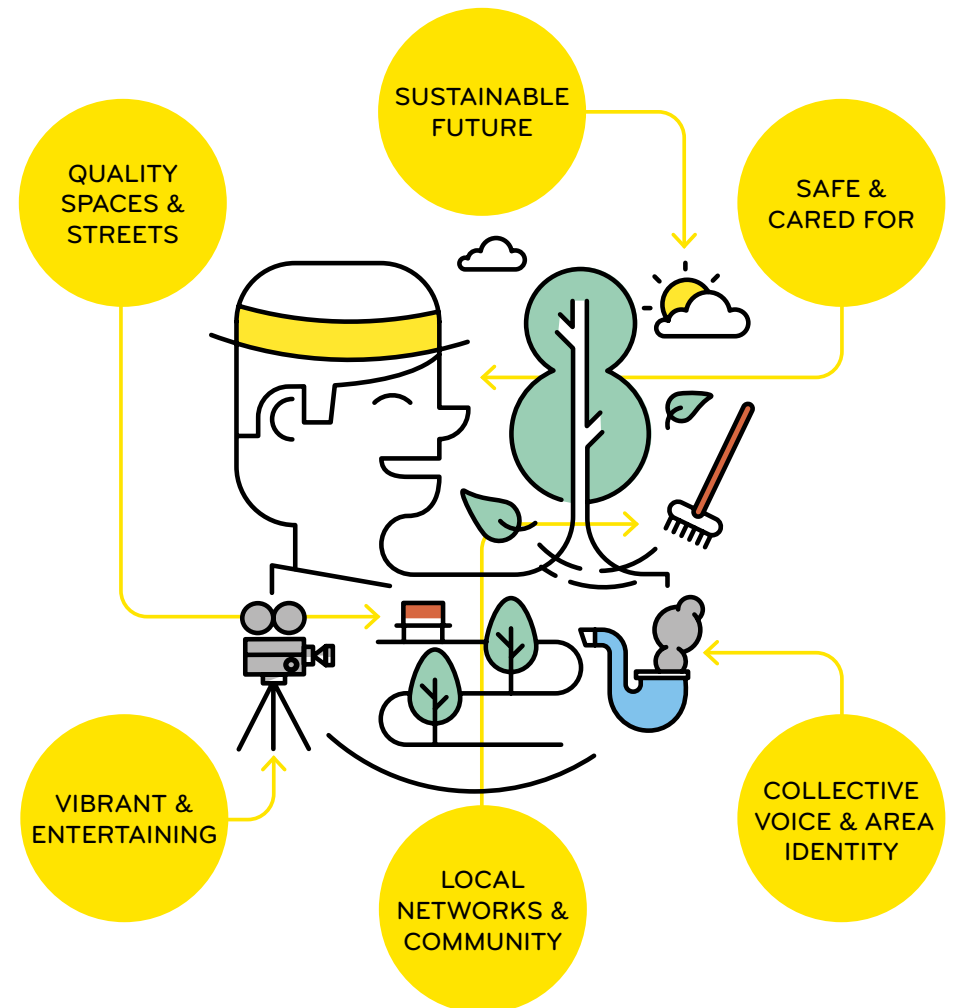
A Place for Business

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

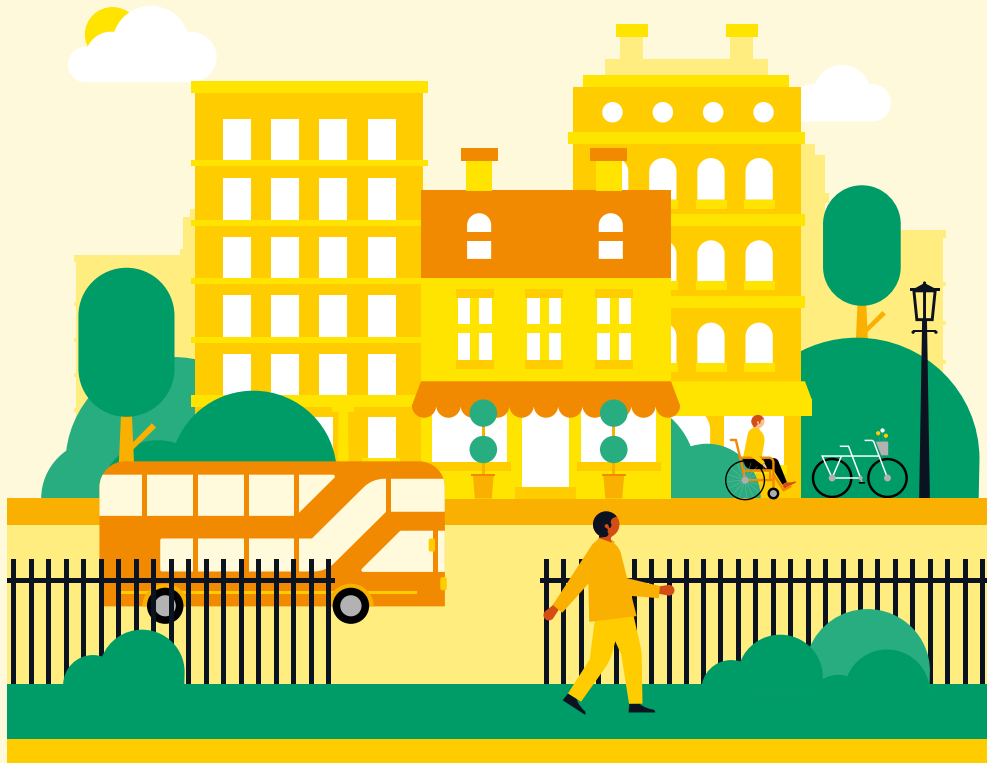


SUMMARY REPORT 2021-22 & THE YEAR AHEAD 2022-23



Quality Spaces and Streets

These are our projects that transform Baker Street Quarter into a first-class environment for everyone who works, lives or visits here. Adding public respite and green space to the area has long been a priority, made stronger by strengthened demand in the wake of the pandemic. Works to enhance George's Park are underway and works on Manchester Square will commence shortly with discussions also taking place to activate the forecourt area outside Baker Street Station.



GATEWAY PROJECT: MANCHESTER SQUARE

This project aims to create a new, much-needed outdoor public space in Manchester Square for local workers, visitors and the wider community to take a break, as well as establish an attractive gateway to the area from the south, encouraging visitors to walk into Marylebone from Oxford Street and the new Crossrail connection at Bond Street. The scheme greatly enhances pedestrian crossing facilities, adds a new cycle infrastructure and will also support the Wallace Collection's outreach programmes for young people. Consultation on the designs has been completed and approval granted by the Westminster Council Cabinet with construction commencing March 2022. The project is being funded by The Portman Estate, BakerStreetQ and from a successful CIL grant application to Westminster City Council.



GATEWAY PROJECT: BAKER STREET STATION FORECOURT

We have been working positively with Transport for London to progress our vision to enhance and reappropriate the space outside Baker Street station as a 'piazza', creating a more pleasant gateway to the area and valuable public outdoor space. We hope to be able to progress some activation next year and are supporting TfL's efforts to progress wider improvement in the longer term.





NEW PUBLIC SPACES

Our outdoor pop-up space, George's Park, is receiving a refurbishment this year with more planting already added and plans to add an attractive mural.

RETAIL STRATEGY

This programme is separately funded by our property owner members to progress a strategic, coordinated, joined up approach and vision to retail leasing in the area. With retail leasing fluctuating in the current context, the programme is predominantly focused on providing insight and facilitating pop-up uses. This will be kept under review by the Owner Board during 2022-23.

GREENING

We have successfully added greening to the area in our public space projects and benefitted from advice through the Wild West End Network in relation to planting choices.

ACCESSIBILITY

This theme has emerged as an important part of the development of our Sustainability Action Plan and we will be progressing this in 2022-23.

WONDERPASS

We continue to manage the cleansing and security of the Wonderpass – assisted by Madame Tussauds on the security, and share maintenance responsibilities with Transport for London.



WHAT'S NEXT?

GATEWAY PROJECT: MANCHESTER SQUARE

With construction works due to take place from spring until autumn 2022, we will continue to work closely with the Council, contractors and the businesses and residents of Manchester Square as work commences to create this new outdoor amenity space. We are in the process of developing a detailed management plan, with commitment from us, The Portman Estate, Westminster Council and The Wallace Collection, to keep the area clean and safe once works have been completed.

GATEWAY PROJECT: BAKER STREET STATION FORECOURT

We will continue our discussions with Transport for London exploring possible and appropriate uses of the space outside of Baker Street Station, as well as preparatory work – most crucially funding identification - for the longer-term improvements.

RETAIL STRATEGY

This workstream will be kept under review by the Owner Board during 2022-23 to ensure that it continues to address the shifting needs of building owners and retail tenants in the area at this time. It remains our ambition to launch the vision and approach when the time is right tying in with the development of the area identity and promotion work.

This project will continue to be funded by local landowners represented on our Owner Board.

GREENING

Longer term greening opportunities will be a key consideration in our public realm studies taking place this year. This will include exploring ways in which greening can enhance wellbeing, maximise biodiversity, mitigate climate impacts through methods such as sustainable urban drainage and contribute towards improved air quality.

During 2022-23 we will actively seek out opportunities to add greening with property owners, building managers, retailers and hospitality. We will draw on valuable shared resources through our continued involvement in the Wild West End initiative, to encourage and facilitate sustainable, high quality and impactful urban greening in the Quarter.

ACCESSIBILITY

As a key aim linked to our emerging Sustainability Action Plan, we will progress our vision to make our area of Marylebone as accessible as possible for everyone. In 2022-23 this will mean progressing research to establish where improvement is needed and how best to present information on accessibility for the area for those who need it. We will work with key partners such as TfL and Westminster City Council to advocate for and communicate improved accessibility at key transport interchanges and public amenities.

WONDERPASS

We will continue to manage the cleansing and security of the Wonderpass working with partners Madame Tussauds and Transport for London.

Sustainable Future

Sustainability – including air quality and carbon reduction – is a key priority for our members and their staff and vital to ensuring a healthy future for the Quarter. Our programmes all deliver on sustainability/ESG for businesses, their people and the local community providing practical services, sharing of best practice, and building the reputation of the Quarter as an area focused on sustainability. We are looking forward to building on this further through 2022 with the development of our Sustainability Action Plan that will form a basis for all our workstreams as we draw up plans for our third term.



HELPING BUSINESSES TO REDUCE EMISSIONS

Our Smarter Recycling waste collection service offers businesses the unique opportunity to work together to reduce traffic and emissions in the Quarter. Working with two industry leading waste and recycling service providers, Paper Round and Westminster City Council's Commercial Waste Service, we offer an area-wide scheme that helps businesses cut costs and meet their green goals by minimising waste and increasing recycling rates. Since its launch, Smarter Recycling has reduced waste collection trips, and consequently traffic emissions, in the area by 58%, with a majority of members signed up along with many non-member street level businesses. As well as reducing traffic emissions and traffic volumes, the service supports our efforts to manage kerbside waste. Our Smarter Recycling partners remained agile and responsive to our members' needs throughout 2021, with flexible billing and collections in response to reduced need during Covid restrictions.

We have continued to update members on our services and initiatives taking place via our newsletter and regularly refresh the Sustainable Future section on our website with suggestions and resources to help businesses improve their sustainable practices, including a zero and low emissions supplier listing. In addition to this, our training programme featured new courses including Carbon Literacy and Reduce, Reuse, Recycle which proved popular with our members.



SUSTAINABILITY STRATEGY

Following the development of our gap analysis last year, using Bioregional's One Planet Living as a framework, we were able to assess and demonstrate where our programmes and projects are delivering on sustainability and ESG. This activity, alongside consultation with our members, is feeding into the development of our Sustainability Strategy and Sustainability Action Plan. This crucial piece of work forms the basis of our priorities and plans, interweaving with all our workstreams and initiatives, as we move towards renewal and into our third BID term in 2023.



AWARENESS AND ACTION

We continue to promote, campaign and communicate initiatives and solutions to inform and help local businesses to improve their sustainability credentials. In 2021, this included providing information on lower emission solutions for deliveries, servicing and travel, promoting national campaigns such as Plastic Free July and sharing best practice examples from members such as Cushman & Wakefield's Sustainable Events Charter. As cycling and walking have become increasingly popular modes of transport, we ensured members were aware of walking and cycling routes to the area as well as cycle parking and we promoted the launch of e-scooters in August.

THE BIGGER PICTURE

We are working actively with our fellow London BIDs, land and property owners and local authorities to push for commitment and activities that will make a real impact to the area and wider London sustainability. Our advocacy work continues to support and push for low emission and low carbon initiatives, including supporting proposals for a zero emissions zone for the West End, earlier electrification at Marylebone Station and the Greenways proposals for the area.



WHAT'S NEXT?

SUSTAINABILITY STRATEGY

We will continue to work to Bioregional's One Planet Living Framework to develop our first Sustainability Action Plan in 2022-2023, in consultation with our members and partners. This action plan will set a clear vision for sustainability in the Quarter and our work in supporting members and will be central to our plans for our third BID term.

The emphasis of our action this year will be on enhancing the reputation of the Quarter as an area committed to sustainability, establishing a dedicated focus group to ensure that activities are relevant to our members as well as reflective of emerging requirements on businesses for carbon reduction, waste and ESG reporting. We will work closely with key partners such as the GLA and Westminster City Council, to align with broader climate emergency policy, targets and strategies for the city, including involvement in the development of the Sustainable City Charter for Westminster.

Whilst our sustainability framework covers the breadth of sustainability themes including wellbeing and community, which are covered under other programmes, we will also be delivering specific services and programmes focused on carbon reduction and improving air quality.

MEMBER SERVICES: CARBON AND AIR QUALITY

We aim to further grow use of our Smarter Recycling scheme. With the majority of our members now signed up our focus remains on signing up smaller businesses working with our two waste providers to help reduce waste left on the kerbside. In addition to this we will be introducing free waste audits in response to new waste and recycling legislation changes as part of the Environment Bill, with an expected increase in requirements for segregation of business waste.

We will continue to develop our training programme with new relevant courses following the popularity of recently introduced Carbon Literacy and Reduce, Reuse, Recycle workshops.

We will be enhancing our web-based resources providing information on the services available and case studies and best practice from the member community. These will all be highlighted across our channels and through targeted communications.

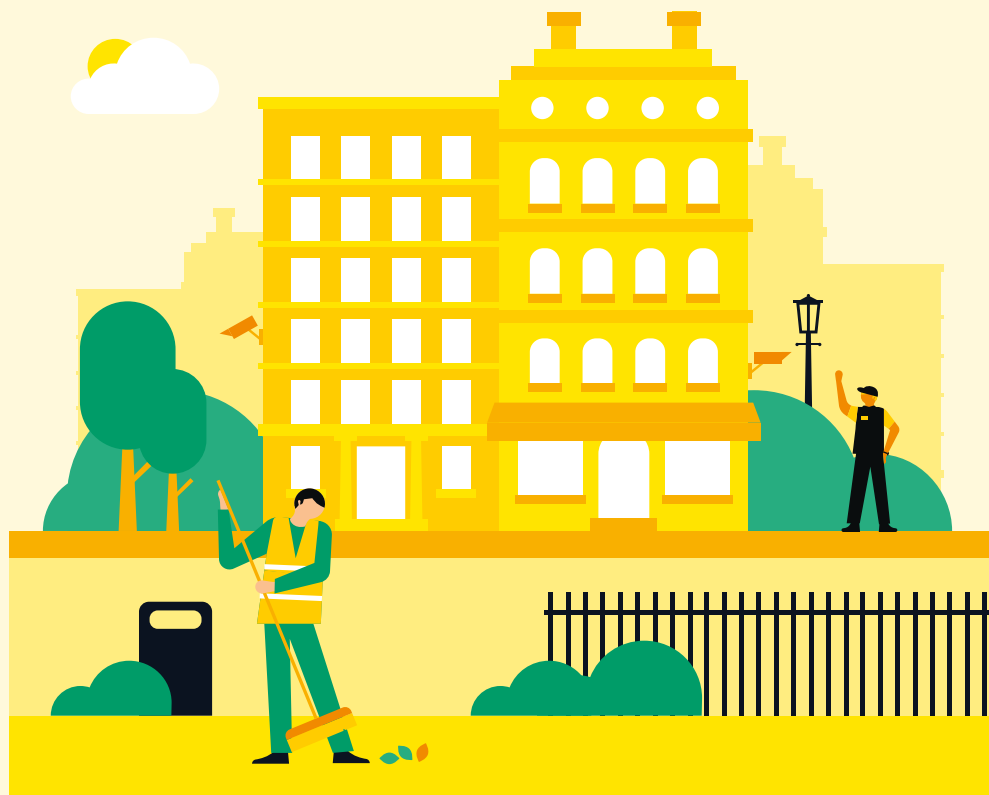
THE BIGGER PICTURE: FREIGHT CONSOLIDATION AND ZERO EMISSIONS

We will be working with partners as part of the West End Zero Emissions Group (ZEG) towards achieving meaningful reductions in freight and delivery traffic in the area and will also be an active partner, alongside BIDs, TfL and WCC, supporting proposals for a zero emission zone for the wider West End. We will be encouraging businesses, landlords and building managers to sign up to the newly emerging Westminster Sustainable City Charter to demonstrate and secure a range of sustainability commitments, including carbon reduction.

Safe & Cared For

A safe and well-managed environment is good for everyone and especially important as we look to increase visitors to the area and continue to welcome those returning to the workplace. Our Street Team provides ongoing reassurance to businesses and those working and living locally as well as a crucial link with the Council and Police.

Going forward, this area of work remains a priority, maintaining and enhancing safety with a range of initiatives to support businesses with security and resilience, alongside the street environment and cleaning services.



REASSURANCE

Throughout 2021, despite fluctuations in Covid restrictions, our effective Street Safety Team provided a reassuring presence in the Quarter, particularly important to workers returning to the area after time away and those visiting. Using the strong relationships built with local businesses and the Council, any issues identified by the Street Team were resolved swiftly, while for more complex matters, our Operations team were able to use the information gathered by the team to work with building managers, the Council, Police and outreach teams to work through to resolution.

MANAGING THE STREETS

Our Street Safety Team work to deter crime and anti-social behaviour, monitor the cleanliness and maintenance and liaise with outreach support services to refer those requiring assistance. Part-funded by The Portman Estate, they cover the area seven days a week and work closely with Police and security teams, encouraging the sharing of information so that issues can be resolved swiftly and effectively. In the summer, they worked to ensure that outdoor dining areas in Seymour Place and New Quebec Street were well-managed and safe, in partnership with the Safer Business Network. In the autumn we trialled additional outreach services in the area working with The Passage to provide targeted support and resolution for those sleeping on the streets which proved successful in identifying and putting in place support relevant to individuals.

Meanwhile, our Street Environment Manager kept a close eye on the cleanliness of the area, reporting issues where necessary, and worked closely with retailers and food outlets, supporting the promotion of these businesses, collating information on their opening hours and takeaway and collection services for our office team to communicate more widely via social media and in the newsletter.

Our radio network continues to facilitate swift, real-time communication between our Street Team and security teams across the Quarter, that enables an immediate response to major issues and the sharing of intelligence to inform the Police and the Council. In addition to this, the Team are able to distribute and collate intelligence via the Safer West End intelligence sharing platform and liaise regularly with neighbouring street safety teams, the local Police, Council and outreach teams.

SUPPORT FOR MEMBERS

Our support line continues to assist members with any issues effecting their business and/or their premises and wider enquiries. In 2021, as restrictions continued to create challenges for businesses, we used our contacts at the Council, the Police and partner organisations to source information and guidance on topics such as travel, security and financial assistance. We also gathered insights into reoccupancy numbers from building managers and local Tube entry and exit statistics from TfL to help inform businesses' ongoing strategies, in particular the area's retail and hospitality sector. This information was shared via tailored communications and on our website.

In addition to this, we continued to provide regular updates to members on street works, events, planned protests and other relevant information.

INCREASING SECURITY & RESILIENCE

Our Security and Resilience programme is designed to enhance the capacity of the Baker Street Quarter area and the businesses within it, to resist, respond, react to and recover from a threat to business arising from a security related incident. Our provision of training and support for businesses continued including our annual area wide major incident table-top exercise and Police counter terrorism training modules, Action Counter Terrorism (ACT) and See Check and Notify (SCaN). Our Joint deployments with Operation Servator also took place again in November. In addition to this, we ran an introductory session on proposed Duty to Protect legislation in May.

In 2021, we further enhanced our tailored security communications to member businesses, utilising our now-established platforms

including our radio network, Incident Alerts and the DISC intelligence sharing platform. We also began work on facilitating mapping of public assets in the area such as defibrillators and identifying locations for Emergency Trauma Packs. This feeds into the development of our Recovery Database of local resources and businesses who can help others in the area after a significant incident.

We continued to participate in the West End Security Group as well as maintain strong relationships with various Police departments. These partnerships provided vital information that was shared with our members to protect their staff and premises and limit crime to a low level across the area.



WHAT'S NEXT?

MANAGING THE STREETS

Our Street Safety Team will continue to manage the safety, cleanliness and maintenance of the area to ensure a positive experience for those working and living in the area or visiting. They will maintain their strong relationships with Police, neighbouring street teams and security personnel at buildings in the area to ensure that information and intelligence is collated and shared and will work with outreach services to signpost homeless and vulnerable individuals to the support they need. We will also continue our funding of additional outreach services to provide targeted support and resolution for those sleeping on the streets in the area following the successful trial last year. In addition to this we will be exploring with our members the possibility of a pilot 'safe places' initiative to provide a safe place anyone can access if they find themselves in need.

Our Street Environment Manager will continue to address cleanliness and maintenance in the public realm, support our work to promote local retailers and eateries and publicise services such as our Baker Street Regulars and Smarter Recycling.

With the completion of the new public space in Manchester Square expected in Autumn 2022, we will take on additional management responsibilities working with The Portman Estate, The Wallace Collection and Westminster City Council to ensure the space is clean and inviting.

This initiative is part-funded by the Portman Estate.

SUPPORT FOR MEMBERS

Our member support line will remain in place to assist members with any issues effecting their business and/or their premises. We will continue to collate reoccupancy insight and travel data to share with the Quarter's businesses. We will also continue sending tailored communications on street works, events, security and other relevant information.

INCREASING SECURITY & RESILIENCE

Our work in 2022 will build on the progress of this programme to date. Our training and support for businesses, including our annual major incident table-top exercise and police counter terrorism training modules - Cyber Crime prevention, Action Counter Terrorism (ACT) and See Check and Notify (SCaN) - will be offered in a range of formats relevant to different audiences. We will also be undertaking joint deployments with the Project Servator Team.

We will continue our security communications via our incident alert platform with tailored information collated from national and local bodies relating to security alert levels, advice, protests and incidents relevant to the area. Our strong relationships with Metropolitan Police officers and departments as well as security leads in neighbouring BIDs and Estates are critical to this workstream so we will maintain an active membership of the West End Security Group.

We will stay abreast of developments relating to the Government's Duty to Protect legislation and will keep businesses in our area informed of and prepared for the likely implications. We will be further developing the recovery database for the area of local resources and businesses who can help others in the area after a significant incident. This will be further increased through our local scheme to support and encourage the provision of publicly accessible enhanced emergency medical equipment across the area.



Vibrant & Entertaining

We ensure there is plenty to offer those working, living and visiting the area by providing activities, events and illuminations to create a vibrant and enjoyable environment and enhance the visitor experience. Recognising the importance of maintaining our members' employees' connection to the area while some worked remotely, we delivered a programme that combined in-person events with online activities, preserving the sense of community and supporting their wellbeing.



EVENTS, EXPERIENCES & SOCIAL ACTIVITIES

Our primary focus for this workstream was to welcome the return of office workers to the area and to entertain residents and domestic tourists exploring our part of Marylebone. Our events boost the area's vibrancy and increase footfall, particularly important in cementing the local sense of community. As restrictions eased, we were able to reintroduce some of our popular in-person events, giving our members' employees the chance to socialise outdoors.

This featured monthly activities in Portman Square Garden in partnership with Portman Marylebone, which included trialling events during the weekends, a concert to celebrate the 100-year anniversary of Wigmore Hall, food stalls, creative workshops, book swaps, pub quizzes and wellbeing events. Just before Christmas, our first ever Marylebone Winter Garden event gave visitors the opportunity to browse a range of gift ideas from local businesses including Dashing Tweeds, William Crabtree & Sons and The Japanese Home, while enjoying festive tipples with Philglass & Swiggot, food with Zayna, Tamarind Tiger and Daisy

Green, and accompanied by live music. We also reintroduced and increased the frequency of food markets in the atrium of 55 Baker Street which take place all year round.

Alongside these in-person events, we continued to deliver a programme of online events and activities for those working remotely. With the aims of maintaining a connection with the area and of supporting the wellbeing of our member businesses' employees, sessions included mindfulness and meditation, yoga, sleep workshops and creative writing.



ENCOURAGING EXPLORATION

We have continued to build strong relationships with the area's retailers and eateries to promote their offer to the local audience and relaunched our online directory alongside our Baker Street Regulars exclusive deals and special offers. This was further supported through our various communications platforms, including the newsletter, growing social media channels and targeted mailouts featuring seasonal promotions and events.

Our guided walks programme continues to be very popular, taking place both virtually and in-person in 2021. Themes included LGBTQ+ History in Marylebone, Hotels of the Quarter, The Beatles, Marylebone Fashion, Rock & Pop, and food and drink tours to coincide with our September in the Square event and Christmas Lights switch on. Our printed map and guide provided a handy insert for new starter packs and a handout for hotel concierges.

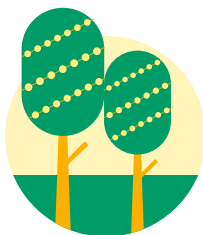


CHRISTMAS LIGHTS

Our area-wide Christmas lights returned in 2021, decorating the area once again for the festive period with installations in five locations – Marylebone Road/ Baker Street junction, outside of 55 Baker Street, Portman Square and Manchester Square, – along with lamppost decorations along the length of Baker Street. Each installation represented an event or era from the area's history, including Lady Montagu's blue stocking parties, the Baker Street Bazaar, and the Sherlock Holmes festive tale, 'The Adventure of the Blue Carbuncle'. A walking tour of the light displays was well attended in early December, coinciding with our Marylebone Winter Garden event and Christmas networking drinks and, for those that couldn't attend, a downloadable Christmas Lights Discovery Guide was added to the website with more information on the stories behind each of the installations.

This project received contributions from both Manchester Square Garden Trust and Portman Square Gardens Trust.

Our plans to expand the scheme by working with building owners and businesses to engage with the themes of the lights were put on hold due to continued Covid restrictions.



WHAT'S NEXT?

EVENTS, EXPERIENCES & SOCIAL ACTIVITIES

We hope to build on the outdoor events delivered in 2021, animating the spaces available to us, adding vibrancy and generating footfall to benefit the area's retail and hospitality businesses and tourist attractions. In addition to this, our bi-monthly food markets will continue, and we will be revisiting pop-up food and retail experiences both outdoors and within local hotels and office buildings. We plan to broaden our involvement with the Marylebone Food Festival as well as look to organise events in conjunction with London-wide festivals and key moments such as Book Giving Day, London Design Week, LFA, London Jazz Festival, Open Square Gardens and Make Music Day.

As well as in-person activities we will retain flexibility for virtual content for those working remotely with a programme of online workshops that look to retain their feeling of being part of the Baker Street Quarter community and to support their mental health and wellbeing.

CHRISTMAS LIGHTS

Our area-wide Christmas lights scheme will reappear in 2022 with new designs in Portman Square Garden ahead of a new scheme from 2023. We plan to reinstate development plans put on hold due to Covid to expand the scheme by working with building owners, managers and businesses as well as working to increase member engagement and interactivity with the scheme by encouraging events, activities and food and drink offers based on the themes of the lights.

ENCOURAGING EXPLORATION

Our priority will be promoting local retailers and hospitality in 2022-23 as the area's businesses continue to find their feet during the ongoing challenge of Covid. We will further develop our communications platforms – the website and its directory as well as social media and targeted mailouts - to support this. We hope to reinstate our previous work identifying office buildings, occupiers and hoteliers who are keen to host pop-up experiences and promotions from local retailers and facilitating these links. In addition to this, we will focus on new businesses moving into the area and quickly provide promotional opportunities to help get them off the ground. Our Baker Street Regulars' offers will continue to be promoted and boosted by themed and seasonal deals.

The guided walks programme will continue with added capacity on our most popular walks as well as introducing new themes including Dickens in Marylebone, Mansions and Mosques, Mindfulness and Nature walks. We will also be promoting our self-guided tours to appeal to people visiting the area and virtual walks to engage those unable to attend the guided walks in-person.

Our printed map and guide for the area will be maintained and updated when required to ensure the latest additions to the Quarter are featured.



Local Networks & Community

A sense of community sets this commercial district apart from others. Our local information hub allows businesses and their staff to get involved in Marylebone and mix with others. We make local corporate giving easier by pooling resources, with support for local charities and community groups continuing to flourish throughout 2021. In addition to this, we continued to support our members' employees with their mental health, wellbeing and training needs and, as restrictions lifted, reintroduced some in-person networking events.



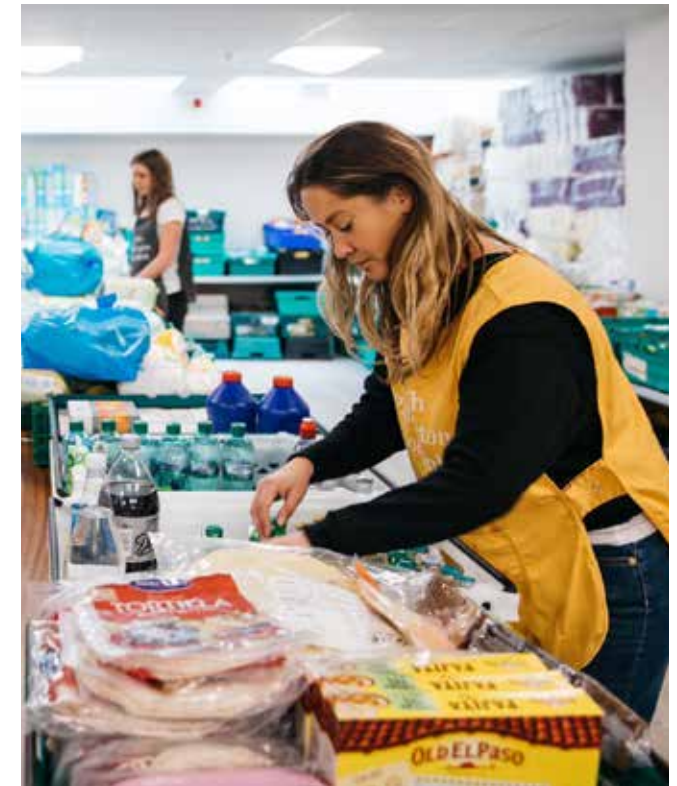
SMARTER GIVING: LOCAL GIVING

The generosity of our members reached new heights in 2021, making a real difference to the local community. While high demand for the services provided by local charities continued, we were able to facilitate donations from our members to those supporting refugees, vulnerable people and low-income families. We continued to highlight the most effective ways to support the homeless, raising awareness of the work of outreach services and charities. There was huge support for North Paddington Food Bank, both with food and financial donations. In addition to this, we had an incredible response to a call to help young Afghan refugees, recently arrived and living in hotels in the area, with donations of education resources and back packs to help them settle into new schools. Our usual toy and food drives saw businesses donating over 340 toys for local nurseries, 60 gifts for local elderly residents and over 40 food parcels and our popular annual Christmas raffle and our Marylebone Winter Garden workshops raised over £1,500 for Marylebone FoodCycle.



SMARTER GIVING: EMPLOYMENT & OPPORTUNITY

Despite much of this programme remaining limited last year due to continuing Covid concerns, we continued to develop our relationship with local schools as well as partner organisations such as employment and apprenticeship services. We used our newsletter to communicate Young Westminster Foundation's desire to form partnerships with local businesses to help them strengthen their provision for young people in the borough as well as promote Westminster Employment Service (WES) which focuses on getting local residents into local jobs and working to help those businesses facing real challenges with recruitment.



A SENSE OF COMMUNITY

A HUB OF LOCAL INFORMATION

Our communications have remained crucial in sustaining a sense of community and connection to the area, keeping our member businesses and their employees informed as the area has reopened while maintaining the link with those that have continued to work remotely. We have continued to develop our website as a central hub of information, both for businesses and for consumers, ensuring we share relevant and useful information, and this year relaunched our business directory to support the local retail, food and drink and hospitality offer. We have continued to build on our weekly News of the Quarter newsletter – with over 3,000 subscribers – alongside regular targeted communications such as a Retailer and Hospitality update, internal communications mailout and social media to ensure that all audiences are kept informed and up to date.

MENTAL HEALTH & WELLBEING

As mental health and wellbeing remains a core priority for our members, we continued to expand our provision of a range of mental health and wellbeing sessions and workshops using local providers, including mindfulness, yoga, fitness, creative writing and nutrition. We launched our Mental Health First Aider Network to share good practice and to help embed mental health and wellbeing into the culture of businesses in the Quarter.



EVENTS, NETWORKS AND TRAINING

Our programme of events and training aims to bring together our members and provide opportunities for them to collaborate, develop new skills and enjoy their place of work. In October, as restrictions had eased, we hosted our AGM at Hyatt Regency London – The Churchill, with a virtual attendance option for those that were unable to attend in person. Attendees received an update on projects and activities and our plans for the future, from Chair, Simon Loomes, and our Head of Marketing and Communications, Kirsty Tullett-Jones. In December, our annual Christmas networking drinks event returned, this year taking place outdoors in Portman Square Garden to tie in with the Christmas market event, where guests enjoyed live music, including a performance by the Wigmore Hall band, and refreshments supplied by local businesses Zayna, Tamarind Tiger and Daisy Green.



Our training programme continued to thrive online including the usual course provision – fire marshal, emergency first aid, health and safety and counter terrorism – as well as inclusion and diversity, mental health first aid and mental health for managers. We also introduced a new Carbon Literacy course to support the sustainability efforts of our members and to feed into the development of our Sustainability Action Plan. These courses continue to be provided free of charge to local employees, representing a significant saving to our members.

WHAT'S NEXT?

SMARTER GIVING: LOCAL GIVING

Our giving programmes will continue to focus on the Church Street and Lisson Grove area as well as local Marylebone Schools and projects. With demand on our local charities and community groups expected to remain high, we will continue to facilitate introductions and relationships between businesses and charities as well as fundraising activities.

We will continue to use our communications to encourage those wishing to support the homeless to give to relevant charities instead of directly. This will include seasonal campaigns focused on key giving periods such as Christmas and Ramadan to remind our audiences of the most effective ways to help.

We hope to be able to reintroduce Collaborative Volunteering in some capacity later in 2022.

SMARTER GIVING EMPLOYMENT & OPPORTUNITY

We hope to be able to reinstate our broader programme of facilitated assistance supporting businesses with recruitment and inspiring young people about the different career paths that our members' industries provide. We will be exploring how we can help our hospitality and retail members as they face acute challenges with recruitment. In addition to this, we will continue to expand our support to school careers programmes, facilitating relationships with our members, scoping out 'Get to know our Industry' days and promoting work experience. We are also investigating the potential for members to support local businesses in the Church Street area through mentoring and skill sharing.

A SENSE OF COMMUNITY

A Hub Of Local Information

In addition to our website, weekly newsletter, targeted mailouts and social media, this year we will focus on enhanced messaging around the sustainability offer and credentials of the area as

well as a strengthened focus on the Marylebone identity. We will continue work to bolster engagement and extend our communications reach to local workers as well as residential and visitor audiences.

Mental Health & Wellbeing

These programmes will remain a priority to support the needs and aspirations of our members and their employees. We will continue to develop our Mental Health First Aider Network and provide ongoing support to those that have taken on this role in local businesses. We will also continue and enhance our mental health and wellbeing activity programme using our network of local workshop providers including mindfulness, pilates, nutrition, Nature as a Tonic, and resilience and these will be delivered as a mix of virtual and in person formats to ensure that they are available to all.

EVENTS, NETWORKS AND TRAINING

We hope to be able to bring back our in-person events and networking programme in 2022 but will remain adaptive to the ongoing context. Our aim is to host two member networking events including one held alongside our outdoor events later in the year. Our AGM will take place as usual in the autumn, with a virtual dial in option if required.

Building on the success of our virtual sessions, we will continue to deliver our popular programme of training courses including IOSH, first aid and mental health, inclusion and diversity and carbon literacy. We hope to reintroduce in-person or hybrid training sessions as restrictions continue to lift and people feel comfortable attending.

BID RENEWAL

We will be continuing to consult on our plans for our next BID term for 2023-2028, publishing our business plan in early summer and then meeting with members prior to the ballot, scheduled to be held in November 2022.



Collective Voice & Area Identity

We continue to use our position as a recognised, coordinated voice for local businesses with strong links with the Council, fellow BIDs and local partners to ensure that the needs of businesses and the Quarter are heard and addressed. The development of a strong recognised identity - one that highlights our location in Marylebone, enhances the area's attributes, attracts investment, appeals to visitors and supports businesses in sourcing and retaining staff and customers – is a priority as we move beyond Covid recovery and towards our third term.



A STRONG IDENTITY FOR THE AREA

This important piece of work aims to support the aspirations for the Quarter by pulling together the area's retail, well-being and cultural offer into a coordinated, consistent and recognisable brand. A key priority for 2021-22 was to enhance our communications to support the promotion of the local retail and hospitality offer, with focus moving towards the visitor audience while continuing to engage with local workers and residents. This year we created our first film in partnership with the University of Westminster which highlighted the retail, hospitality and visitor attractions in the a

A VOICE IN LOCAL MATTERS

We have continued to maintain strong relationships with local partners including regular engagement with relevant public sector stakeholders, senior council members and officers, ensuring that our interests and concerns have been considered in matters that affect the Baker Street Quarter area. This has been extremely valuable throughout Covid restrictions and as recovery has begun. We have liaised regularly with building managers and larger occupiers to collate office occupancy statistics and we have also worked closely with TfL and benefitted from data including Underground entry and exit numbers. This data has been used to help inform local retailers and our hospitality businesses making difficult decisions related to resourcing. We have continued to be active on the Marylebone Forum, Safer Neighbourhood Panel, Problem Solving Meetings (Police, Council, Outreach Teams) and the West End Security Group.



LOBBYING & COORDINATED RESPONSES

Our enhanced advocacy work continued in 2021, representing the voice of local businesses faced with ongoing challenges related to trading restrictions and remote working. We joined neighbouring BIDs in supporting additional funding for TfL as well as joined coordinated lobbying calling for financial assistance and rates relief for retail and hospitality. Our robust relationships with senior council representatives, partners and local stakeholders proved invaluable in combining advocacy efforts to achieve the greatest impact.



WHAT'S NEXT?

A STRONG IDENTITY FOR THE AREA

Strengthening the Marylebone identity for the area will be a focus for this year as well as enhancing awareness of the sustainability offer and credentials of the area that will be further progressed in the next BID term. As part of this work, we will be clearly articulating the area's retail, well-being and cultural offer to enhance and broaden awareness and understanding. This stream will work to support efforts to attract employees back to the workplace, recruitment and retention of talent to firms in the area and to attract visitors to Marylebone to help sustain local retail and hospitality in the face of reduced office worker footfall with the move to hybrid working models.

Following the success of the film we produced in 2021, we will continue to work with the University of Westminster on a series of films that reflect the range of what the area has to offer.

A VOICE IN LOCAL MATTERS

We will continue to participate in relevant groups and panels to ensure members' interests and concerns are recognised, including participating in the Marylebone Forum, Safer Neighbourhood Panel, Problem Solving Meetings (Police, Council, Outreach Teams) and West End Security Group. As the area moves into post-Covid recovery, we will continue to work closely with the Council and other public sector organisations to ensure the challenges and needs of local businesses are taken in to account.

LOBBYING & COORDINATED RESPONSES

We will continue to provide a strong coordinated voice for businesses in our area, working closely with the Council and partners, including neighbouring BIDs. We will maintain our position on the Central London BIDs group as well as participate in activities such as the public affairs resource shared across the Westminster BIDs that enables effective and strong responses on matters of local concern.

FINANCIAL REPORTS 2021-2022 & 2022-2023



FINANCIALS 2021-2022	TOTAL
INCOME	£
BID Levy Income	1,109,554
Voluntary Contributions	91,200
Reserves	585,200
TOTAL	1,785,954
EXPENDITURE	£
QUALITY SPACES AND STREETS	
Gateway Projects	11,900
Retail Strategy	0
Additional funding retail strategy	0
Wonderpass	16,900
Project Management	53,000
Sub Total	81,800
SUSTAINABLE FUTURE	
Sustainability Strategy	12,150
Helping Businesses Reduce Emissions	0
Awareness And Action	0
Project Management	27,100
Sub Total	39,250
SAFE AND CARED FOR	
Managing The Streets	276,500
Additional funding Managing The Streets	-85,700
Increasing Security And Resilience	14,000
Project Management	41,600
Sub Total	246,400
VIBRANT AND ENTERTAINING	
Events Programme	180,500
Events Programme income	-85,200
Social and Wellbeing Activities	3,800
Encouraging Exploration	33,700
Christmas Lights and Banners	83,500
Additional funding Christmas Lights	-20,000
Project Management	40,600
Sub Total	236,900
LOCAL NETWORKS AND COMMUNITY	
Smarter Giving	19,600
A Sense of Community	59,000
Events and Networks	23,100
Meeting Space	0
Training	28,300
Project Management	54,100
Sub Total	184,100
COLLECTIVE VOICE AND AREA IDENTITY	
Area Identity	15,000
Lobbying And Coordinated Responses	6,500
A Voice in Local Matters	0
Project Management	21,500
Sub Total	43,000
MANAGEMENT AND OVERHEADS	
Management and Administration	67,500
Overheads - Rent, Rates and Office Running costs	202,400
Levy Collection Costs	16,200
Sub Total	286,100
TOTAL	1,117,550

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 2022-2023	TOTAL
INCOME	£
BID Levy Income	1,054,500
Voluntary Contributions	100,50
Reserves	760,200
TOTAL	1,915,200
EXPENDITURE	£
QUALITY SPACES AND STREETS	
Gateway Projects	68,000
Public Realm Study	60,000
Retail Strategy	32,500
Additional funding retail strategy	-32,500
Greening	7,000
Accessibility	6,500
Project Management	65,500
Sub Total	207,000
SUSTAINABLE FUTURE	
Sustainability Strategy	15,000
Helping Businesses Reduce Emissions	7,500
Awareness And Action	200
Project Management	63,200
Sub Total	85,900
SAFE AND CARED FOR	
Managing The Streets	284,400
Additional funding Managing The Streets	-90,000
Increasing Security And Resilience	36,900
Cleansing and Maintenance	70,000
Project Management	63,100
New spaces management/maintenance contingency	15,000
Sub Total	379,400
VIBRANT AND ENTERTAINING	
Events Programme	128,700
Additional Events Programme	-20,000
Social and Wellbeing Activities	6,000
Encouraging Exploration	7,900
Christmas Lights and Banners	85,900
Additional funding Christmas Lights	-29,300
Project Management	63,000
Sub Total	242,200
LOCAL NETWORKS AND COMMUNITY	
Smarter Giving	34,400
Local Information Hub	69,600
Events and Networks	21,500
Training	39,000
Project Management	79,400
Sub Total	243,900
COLLECTIVE VOICE AND AREA IDENTITY	
Area Identity	107,500
Lobbying And Coordinated Responses	11,000
Project Management	30,500
Sub Total	149,000
MANAGEMENT AND OVERHEADS	
Management and Administration	95,800
Overheads - Rent, Rates and Office Running costs	208,300
Levy Collection Costs	17,100
Renewal contingency	55,000
Sub Total	376,200
CONTINGENCY	
1% general provision	11,500
Sub Total	11,500
TOTAL	1,695,100

As outlined in the 2018-2023 Business Plan a 3% inflationary increase will be applied to BID levy and Voluntary Contributions. The Partnership has elected however not to apply this increase to members in the retail, leisure and hospitality sectors in recognition of the particular challenges for these sectors in the current climate.

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

Income not allocated to projects will go into company reserves contingency and future projects in line with our six priorities.

The following projects have no budget allocation:

- Wonderpass – budget now sits within Safed And Cared For, Cleansing and Maintenance

- New public spaces – working with partners and landowners to identify spaces

- The Bigger Picture/Lobbying/A Voice In Local Matters – working closely with partner organisations to represent the voice of local businesses

- Support for Members – utilising our existing knowledge base and partnerships

- BID Renewal – this is covered under Local Networks & Community communications budgets and Management & Administration operating costs.



BAKER STREET
QUARTER
PARTNERSHIP

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