



BAKER STREET
QUARTER

DRAFT PROPOSAL
FOR A BUSINESS IMPROVEMENT
DISTRICT (BID)
2013-2018

AUTHENTIC / STYLISH / CONNECTED

A Business Improvement District will enable our area to become a thriving, high-quality locality for everybody working, visiting and living here. It will also provide strong business representation and a powerful collective voice. This is your opportunity to shape the future of Baker Street Quarter.

WHAT IS A BID?

A Business Improvement District (BID) is a not-for-profit company set up by businesses to improve an area. It is directed and funded by businesses to make improvements to the trading environment.

A BID is a legal body which can only come into being following a successful ballot in which all eligible businesses have a vote on whether proposals, such as those contained in this document, should go ahead.

For a BID ballot to be successful, it must be won on two counts:

1 / A straight majority of the number of those voting

2 / By a majority in the Rateable Value of those voting

There are over 120 BIDs nationwide, including five in the City of Westminster: our neighbours the New West End Company (NWEC), Heart of London BID, Bayswater BID, Paddington BID and Victoria BID.

To find out more about the Baker Street Quarter BID, visit www.bakerstreetquarter.co.uk or call 020 3056 5910.

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To make sure your voice is heard, get in touch:

020 3056 5910

@ pennyallexander@
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co.uk



I am delighted to present you with the draft Baker Street Quarter BID Proposal: our proposition for sustaining and upgrading the area in which we live and work, and for supporting those who operate in this important part of Westminster.

We are now seeking your input before the plans are finalised and put to ballot early next year. This represents an exciting opportunity for the businesses of Baker Street and Portman Square to drive forward a powerful, focused agenda for change.

The Baker Street and Portman Square area has improved considerably over recent years, with a number of high-quality developments and new occupiers. The area has exceptional transport links and a strong cultural and leisure offer. However, it suffers from dominant traffic, issues with the public realm – especially around Baker Street Station – and with petty crime. Baker Street Quarter will address these issues, focus attention on the streetscape and strengthen the image and reputation of our area.

We have been very encouraged by the positive response we have received from the many businesses we have consulted about the BID. This proposal has been drafted in response to the feedback gathered, though it is still very much a draft document and we want to ensure that it meets your desires and expectations.

A BID would enable the area to become a high-quality, thriving locality for all those working, visiting and living here. It would allow Baker Street Quarter to implement more comprehensive, larger-scale improvements and services for the area, building on the initial pilot projects embarked upon by the current stakeholder partnership. All of these would be directed by the businesses being served and represented by the BID. A BID would also provide strong business representation and a powerful collective voice for the area.

This document sets out our proposed projects for implementation from April 2013. It specifically covers what the BID means for the businesses of Baker Street Quarter. There are a number of legal requirements for a document of this nature, and this information can be found in the last section of the draft proposal.

We would be very happy to discuss any aspect of these proposals with you, so please do not hesitate to contact us. This is your opportunity to shape the future of Baker Street Quarter.

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

WHAT DO OUR BUSINESSES WANT?

Our proposals for the future of Baker Street Quarter have been determined by the business community. A Perception Analysis exercise was undertaken between September and December 2011 to gauge the views and highlight key issues for local businesses and stakeholders, and to explore potential future projects for Baker Street Quarter. This consisted of a detailed online consultation survey and additional one-on-one discussions with a number of key stakeholders in the area.

THE AREA TODAY AND ASPIRATIONS FOR THE FUTURE

Responses reveal many positive facets of the area, including the sense of a quieter oasis in a central and well-connected area; the neighbourhood feel; safety; the varied retail and leisure offer; ambience and a pleasant environment.

Perceived weaknesses were also identified, with predominant concerns being traffic and congestion – in particular the dominance of the traffic on Baker Street; poor pedestrian crossings and underpasses; the area outside Baker Street Station; some poor-quality retail and a lack of access to green space.

Several priorities for the area were also highlighted, with improvements to the public realm being identified as most important (82% identified this as their first or second priority). Enhancements to the area's retail, leisure and cultural offer were also prioritised (50%) with the development of a strong collective voice for the area also a popular theme (41%).

82%

OF PEOPLE WHO TOOK PART IN THE SURVEY IDENTIFIED IMPROVEMENTS TO THE PUBLIC REALM AS A PRIORITY.

HOW WE DID THE RESEARCH

The online consultation was promoted via email, personal contact and on the Baker Street Quarter website and received 144 responses. The results of the survey and our detailed discussions with businesses and stakeholders in the area are summarised here under the theme headings used in the on-line survey.

HIGH-QUALITY PUBLIC REALM



80%
support the promotion of walking and **75%** cycling.
SEE PAGE 07

PROMOTION



60%
are in favour of local networking events.
SEE PAGE 08

SERVICES TO BUSINESSES



49%
are keen on a business recycling service provided by the BID to local businesses.
SEE PAGE 10

ENHANCEMENTS TO THE AREA'S RETAIL, LEISURE AND CULTURAL OFFER



52%
are behind enhancing the retail offer – which would in turn encourage people to spend more time in the area.
SEE PAGE 07

COLLECTIVE VOICE



85%
support a collective body and voice for businesses.
SEE PAGE 09

HIGH-QUALITY PUBLIC REALM

Our analysis demonstrates that the majority of people feel the Baker Street Quarter environment is average (51%). Vehicular congestion and traffic is a major concern (68%), with street maintenance, pedestrian congestion and litter also seen as issues.

People generally feel safe in the area (73%). However, the area around Baker Street Station, Marylebone Road and the underpasses are locations where people feel unsafe, and these were also identified as areas needing particular attention with regard to cleansing and maintenance. The suggestion of a coordinated approach to deterring phone and bag theft from local premises was very popular (77%) as was the idea of an additional uniformed presence in the area (56%).

Planting (such as hanging baskets) (67%), improvements to frontages (50%) and higher-quality paving (49%) were the most popular options for improving the streetscape. There is support for promoting walking (80%) and cycling (75%), with many commenting on the need for wider pavements, better crossings and more secure cycle stands.

SERVICES TO BUSINESSES

A range of services that the BID could provide to businesses in the area was suggested. Of these, the most popular were: a business recycling service (49%), a joint procurement initiative (40%), personal safety training (35%), and advice on reducing a business's carbon footprint and operating costs (32%).

ENHANCEMENTS TO THE AREA'S RETAIL, LEISURE AND CULTURAL OFFER

The Perception Analysis exercise explored factors that would encourage people to spend more time in the area away from their area of work (at lunchtimes, in the evening and at weekends). The factors identified that would have the most effect in this respect were: more cafés/bars and restaurants (56%), a better retail offer (52%) and entertainment in public spaces (49%).

A strong desire was expressed for a greater variety of high-quality, independent or unusual retail and leisure operators. There is also a desire for outdoor seating and a guide to help people find the hidden treasures of the area, which are often slightly out of the way. 43% of respondents were keen to see uniformed Street Ambassadors in the area to monitor the streetscape and assist with local information and directions.

PROMOTION

How the area should be positioned, marketed and promoted engendered a significant number of comments. Respondents were happy with the Baker Street Quarter brand. Suggestions for the area's positioning included: "the new business quarter", "safe, commercial but with a residential local culture", "vibrant, cosmopolitan but niche", "a niche location near the West End, with all the convenience and less hassle", "a more relaxed area of the West End" and "modern and upbeat".

The promotion of the Baker Street Quarter area was viewed as very important to some businesses (29%). Many are interested in greater communication with their business neighbours (59%) and local networking events (60%). Suggestions of an area magazine, online directory and guide to cultural and leisure attractions were also well received.

COLLECTIVE VOICE

People do not feel well informed about developments and events related to the local area (82%) and would like to receive communications about such matters (89%). The matters respondents would like to see taken up with public service providers were dominated by concerns with traffic, congestion, the environment around Baker Street Station and the Marylebone Road underpasses. There was overwhelming support for the development of a collective body and voice for businesses in the Baker Street Quarter area (85%).

A BUSINESS IMPROVEMENT DISTRICT FOR BAKER STREET QUARTER

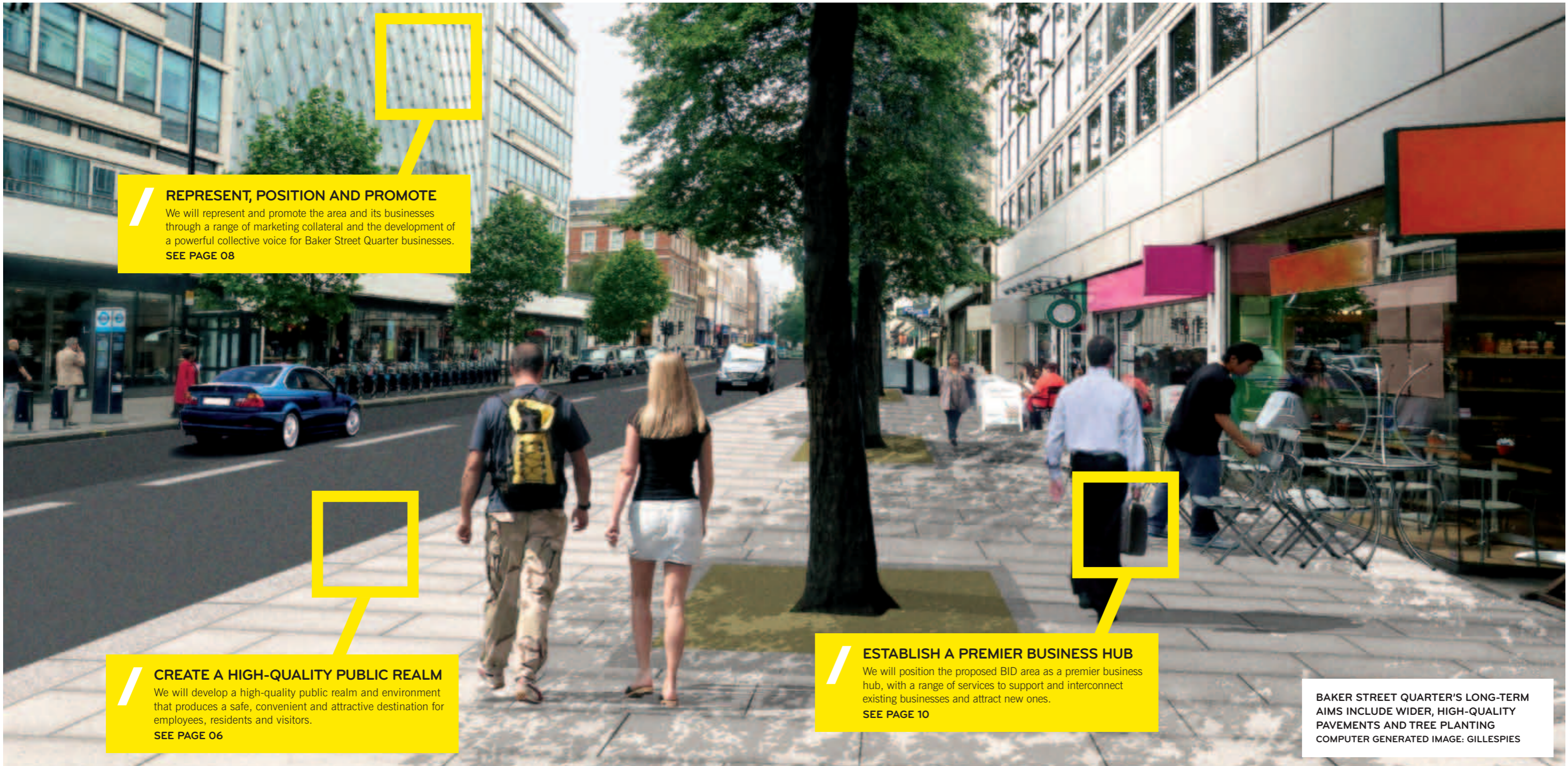
The suggestion of a Business Improvement District (BID) for Baker Street Quarter was supported by the majority of respondents with only 6% saying they would not be in favour. The survey also identified many individuals and organisations who would like to be involved in shaping the development of projects and services for the area.

OUR OBJECTIVES

Originally defined in June 2011, the Partnership's three strategic objectives were reconsidered and refined following the subsequent Perception Analysis exercise. They were found to be sound, with greater prominence now given to the public realm.

“ Occupiers and owners, in this distinct area of Central London, have partnered to focus on key initiatives such as public realm improvement schemes that see business and public interests aligned.

Laurie Low
Estate Manager, Great Portland Estates PLC



REPRESENT, POSITION AND PROMOTE
We will represent and promote the area and its businesses through a range of marketing collateral and the development of a powerful collective voice for Baker Street Quarter businesses.
SEE PAGE 08

CREATE A HIGH-QUALITY PUBLIC REALM
We will develop a high-quality public realm and environment that produces a safe, convenient and attractive destination for employees, residents and visitors.
SEE PAGE 06

ESTABLISH A PREMIER BUSINESS HUB
We will position the proposed BID area as a premier business hub, with a range of services to support and interconnect existing businesses and attract new ones.
SEE PAGE 10

BAKER STREET QUARTER'S LONG-TERM AIMS INCLUDE WIDER, HIGH-QUALITY PAVEMENTS AND TREE PLANTING
COMPUTER GENERATED IMAGE: GILLESPIES



PROPOSED BUDGET: £2,588,200

(Plus Capital Works Fund for large-scale public realm improvement projects)



CGI: GILLESPIES

THE FOCUS OF OUR STREETScape PROJECTS IS TO TRANSFORM OUR AREA WITH GREATER PEDESTRIAN SPACE, CONNECTIVITY AND AMENITY

CREATE A HIGH-QUALITY PUBLIC REALM

The public realm is a priority for businesses in Baker Street Quarter, with a real desire to build on recent improvements and ensure the area reaches its potential to become a high-quality business and leisure destination. A BID would enable a focused approach to improvements to the streetscape and environment, tackling low-level issues that detract from the area as part of a programme working towards large-scale, longer-term improvements.



“ Like any station, Baker Street Station only works when it works effectively in the context of the area that it serves. I’m therefore delighted to be working in partnership with Baker Street Quarter on the station and the station forecourt. Working together, we can deliver tangible and sustained improvements.

Graeme Craig
Commercial Development
Director, Transport for London



AN INFORMED APPROACH

Baker Street Quarter has carried out an Urban Realm and Transport Study (Gillespies, SKM Colin Buchanan, 2011) considering the current streetscape, its functionality and how it could be improved in relation to: pedestrian environment; traffic systems; vehicle movement; and greening. This builds on the Public Realm Strategy (Gehl Associates, 2008) commissioned by The Portman Estate. A Green Infrastructure Audit (Land Use Consultants, 2012) has also been completed further considering opportunities for greening. Baker Street Quarter carries out a rolling programme of streetscape audits identifying highways and cleansing issues. Local crime statistics and accidents are also regularly considered.

LONG-TERM OBJECTIVES: THE FUTURE OF THE BAKER STREET QUARTER STREETScape

The focus of Baker Street Quarter’s streetscape improvement projects is on transforming our area from one dominated by traffic to an area with greater pedestrian space, connectivity and amenity. This will encourage more vibrant streets and high-quality retail and leisure operations.

Our long-term objectives are:

- 1/ To work with Transport for London (TfL) to greatly improve the area outside Baker Street Station, creating a new public space, removing the clutter and traffic from this key area and ensuring that the Marylebone Road underpasses provide a pleasant, high-quality alternative to the surface-level road crossing.
- 2/ To remove the Baker Street/Gloucester Place gyratory system by reintroducing two-way traffic, thereby diminishing the dominance of traffic, enabling a more pleasant pedestrian environment and encouraging a more vibrant street scene.
- 3/ To develop a high-quality and diverse retail and leisure offer in Baker Street Quarter.

MOVING TOWARDS A FIRST-RATE STREETScape

Baker Street Quarter is already promoting the gyratory removal and Baker Street Station projects with TfL, Westminster City Council (WCC), and the Greater London Authority (GLA), whose support and enthusiasm will be crucial to its realisation. The BID would contribute significantly, fund preparatory reports and assessments and, perhaps most importantly, act as a catalyst maintaining a focus on their importance, identifying sources of funding and continuing to work with these and other statutory bodies to ensure their progression.

TfL have expressed their support in principle for the removal of the gyratory and their intention to provide funding to match that contributed by the private sector and other stakeholders (an arrangement they have provided for other schemes in the capital). Baker Street Quarter will establish a Capital Works Fund for these projects, towards which the BID Board can assign funds, including any annual unspent contingencies and additional (non-BID levy) contributions.

In the short to medium term, we have identified a series of streetscape improvements that will enhance the pedestrian environment and reduce the dominance of traffic. The synergy between these improvements and our long-term proposal for the removal of the Baker Street/Gloucester Place gyratory has been carefully considered to ensure that all improvements made will remain and contribute to the two-way traffic scheme. Short to medium-term projects include:

- Upgrading pavement surface materials
- Improving pedestrian crossings
- Removing telephone boxes
- Rationalising street signage and street furniture
- Traffic lane reduction on Baker Street
- Additional bike racks
- Widening pavements on the eastern side of Baker Street
- Additions to the area’s green infrastructure including:
 - New tree planting, such as the transformation of Baker Street into a ‘Green Boulevard’
 - Additional planting or hanging baskets
 - Assisting and encouraging interested parties to install green roofs and green walls to realise environmental and aesthetic benefits.

IMPROVING THE RETAIL AND LEISURE OFFER

Our area offers a wide range of retail, service and catering outlets. However, the Perception Analysis and Urban Strategy studies identified concerns regarding the quality, coherence and breadth of offer, and the impact on the streetscape of inactive building frontages.

Baker Street Quarter is therefore working to enhance the retail and leisure offer in the area, which will require the development of a vision and market positioning for the offer, supported by a qualitative examination of the desires and views of those currently using the area and solid research identifying available market spending. The Partnership will conduct this research and use it to underpin an active strategy to encourage landlords to let to retail and leisure operators fitting the identified vision and market positioning and profile desired by those working in, living in and visiting the area.

Baker Street Quarter proposes to drive forward this strategy by retaining the services of a retail property specialist with current local knowledge to sell the vision to both landlords in the area and prospective, desirable retail and leisure operators.

MAINTAINING AND RAISING STANDARDS

Baker Street Quarter will enter into a baseline agreement with Westminster City Council, clearly defining the levels of service provided by the Council. The BID will then make sure that this service is delivered, while the legal agreement will ensure that the activities of the BID are in addition to, and not in place of, existing council provision in the area.

The Baker Street Quarter budget will include a fund for cleansing and maintenance to rectify issues that require attention in order to meet the needs and expectations of Baker Street Quarter businesses but fall outside the remit of the Council.

The Partnership is proposing a small team of Street Ambassadors to ensure the monitoring and maintenance of high-quality public spaces in Baker Street Quarter. It is proposed that the Ambassadors would also visit local building managers and traders to offer support and advice on any problems, as well as providing an information and welcoming service, promoting local attractions and businesses.

This specialised, uniformed team would provide additional eyes and ears for the authorities, monitoring the streetscape and using PDA technology to map and report issues ranging from damaged paving or potholes, flooding and overfilled bins, to graffiti and antisocial behaviour. Reports would be sent to the relevant statutory body and then monitored in relation to stated response times, and followed up if necessary.

PUTTING SAFETY FIRST

While Baker Street Quarter is a relatively safe area, the Partnership wants to ensure it stays that way and is determined to address issues with phone and bag theft. Baker Street Quarter is proposing the following projects focused on safety and security in the area:

- The Partnership has developed a strong working relationship with Local Police, in particular the Safer Neighbourhoods Team, and will sit on the Safer Neighbourhood Team Panel to ensure the concerns of Baker Street Quarter businesses are heard and addressed by the local Police team
- Full implementation of Facewatch and associated awareness campaign. Baker Street Quarter is currently piloting this Police-accredited scheme, which tackles and deters bag and phone theft by facilitating the efficient exchange of information to assist detection and prevention of incidents, as well as providing reassurance to victims
- Awareness campaigns and training to inform and support businesses and local employees in increasing their resilience to crime. The campaigns will address current crime issues and training will include Personal Safety Training and tackling fraud
- Supporting building owners and occupiers in ‘designing out crime’ to reduce opportunities in the area for antisocial behaviour and criminality.

77%

SUPPORT A COORDINATED APPROACH TO DETERRING PHONE AND BAG THEFT FROM LOCAL PREMISES.

PROPOSED BUDGET: £1,300,700



“ We support the Partnership as it has been set up by business for business and provides us with a strong voice to represent the area and stand up for the interests of the private sector.

Andy Tyler
Partner, Cushman
and Wakefield



REPRESENT, POSITION AND PROMOTE

As a BID, Baker Street Quarter will provide a strong, collective business voice for the area, representing around 180 businesses. Baker Street Quarter will lobby for the prioritisation of public services and ensure that businesses have a more direct hand in the management and development of the urban realm.



OUR CAMPAIGN WILL INCLUDE AN APP AND ONLINE DIRECTORY OF LOCAL BUSINESSES, SERVICES AND FACILITIES

REPRESENTING STAKEHOLDERS' VIEWS

Representation is especially important in the current context of government funding cuts, associated reviews of local service provision and the political shift towards localism and delivery of the 'Big Society'. Government is encouraging more direct involvement from the private sector in both service provision and the shaping of neighbourhoods. Baker Street Quarter will ensure business interests are properly represented to take advantage of the opportunities this political change offers, while lobbying to protect public service provision in the area.

Baker Street Quarter's strong relationships with all private and public sector stakeholders in the area will also mean it can ensure local businesses are kept informed of developments that might affect their operations, such as central or local government policy changes, public events, road works, transport issues or building developments.

Baker Street Quarter will participate in any Neighbourhood Forum set up for the area, ensuring that the views and needs of its members are represented positively in any subsequent Neighbourhood Plan under the Localism Act.

A MISSION TO POSITION AND PROMOTE

The Partnership underwent a thorough and lengthy exercise to develop the Baker Street Quarter brand. This brand was strongly supported in our Perception Analysis survey. As a BID, Baker Street Quarter will work to promote and strengthen both the brand and the reputation and positioning of the area.

We want to position Baker Street and Portman Square as destinations of choice, providing a sense of place and ownership for those who work in, live in and visit the area. To achieve this, we propose to develop a comprehensive marketing and promotional campaign with two key objectives:

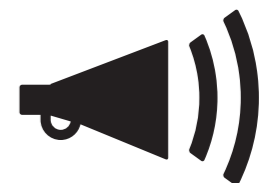
- 1/ To encourage those working in and visiting the area to explore and take advantage of the range of attractions and facilities here
- 2/ To promote the area and Baker Street Quarter businesses with media, national and international audiences

The campaign will include a number of key elements:

- Collaboration with the media to promote Baker Street Quarter and its businesses to a national and international audience
- The Street Ambassadors will provide a welcoming and information service in addition to their public realm monitoring role
- An app and online directory of local businesses, services and facilities

- An area guide and map – online and in hard copy/magazine form
- Seasonal events such as markets, pop-up galleries and performances to inject vibrancy into the area
- The continuation of our popular free guided walks of the area
- Regular networking events
- Regular e-newsletters
- Further development of the Baker Street Quarter website.

COLLECTIVE VOICE



79% see benefit in developing a collective voice for businesses in the area



ESTABLISH A PREMIER BUSINESS HUB

Baker Street Quarter is proposing a range of services to eligible businesses in the area. These are focused on reducing operating costs and making it easier to do business in Baker Street Quarter.

“ Baker Street Quarter is an important vehicle for ensuring this area fulfils its potential as a well-located, well-connected prime location for business.

Richard Loftus
Managing Director,
Loftus Family Property



THE BID WILL PROVIDE A FREE EMPLOYMENT SERVICE TO REDUCE COSTS AND ENABLE BUSINESSES TO RECRUIT LOCALLY

THE PROPOSED SERVICES INCLUDE:

- A joint procurement scheme to realise overall savings on supplies common to businesses in the area, such as energy, waste collection and stationery
- Dedicated support from the Baker Street Quarter team on matters relating to the public realm and trading environment, saving you time and money, easing your frustrations and getting faster and more satisfactory results
- A free business recycling service to reduce waste collection costs and assist businesses in improving their green credentials
- A zero-to-landfill programme providing convenient waste collection, which ensures waste does not go to landfill
- Advice and support for businesses on reducing their carbon emissions and 'greening' their business
- Assistance to businesses wishing to develop their Corporate Social Responsibility agenda, focused on brokering links between interested businesses and local charities, schools and community groups
- Assisting local businesses and stakeholders wishing to develop or improve their premises in consulting with the local authority, local stakeholders and amenity societies
- A local employment brokerage service to assist businesses with finding local, screened candidates to fill vacancies.



“ As a significant occupier in the area we wanted to play an active role in the formation and direction of Baker Street Quarter and I am privileged to hold the role of Vice Chair. We have over 700 employees in our Head Office on Baker Street and feel it is vital that we invest in the area to ensure it continues its transformation and retains its status as one of the very best places to work and live in Central London.

Tim Robinson
Partner and Head of West End Offices, Knight Frank LLP



40%

SUPPORT A JOINT PROCUREMENT SCHEME.

SERVICES TO BUSINESSES



many businesses have expressed a strong interest in the proposed Corporate Social Responsibility programme

FINANCIAL MATTERS

Over the five years of its initial term, the Baker Street Quarter BID will raise approximately £5.45 million through its BID levy and landlord contributions, to be spent exclusively in the defined BID area. The levy will be 1% of the rateable value of each defined ratepayer in the BID area, of which there are approximately 180.

HOW MUCH WILL IT COST YOUR BUSINESS?

To calculate your annual BID levy for 2013–2014, simply multiply your rateable value by 0.01.

For example, if the rateable value of your business unit is £500,000 per annum, the annual levy would be £5,000. Over 70% of businesses in the BID area will be paying between £1,500 and £5,000 per annum.

The BID Levy Rules on page 14 set out which businesses are eligible to pay the BID levy. The Baker Street Quarter team would be happy to let you know if your business is eligible to pay the BID levy and, if so, how much your annual levy would be.

Contact us on:

☎ 020 3056 5910

@ pennyalexander@bakerstreetquarter.co.uk

COLLECTING THE BID LEVY

BID levy payments will be due on 1st April each year and will be collected by Westminster City Council on behalf of Baker Street Quarter. The BID levy monies will be collected into a ring-fenced BID account and these will be regularly transferred to the BID Company.

Baker Street Quarter and Westminster City Council will enter into an Operating Agreement following the BID ballot. This sets out how the BID levy is to be collected and administered and how it will be monitored by both parties. The agreement will ensure that the BID levy is collected effectively and efficiently.

ADDITIONAL FUNDING

Baker Street Quarter has been successful in obtaining voluntary contributions from landowners and an in-principle commitment of funding from TfL for the gyratory removal project. The Partnership will actively seek further voluntary contributions from landowners and other stakeholders to help drive forward the vision for the future of the area. Funding and grants from public sector bodies, such as TfL and the GLA, and grant schemes will also be sought for specific schemes and projects. Existing BIDs have a strong track record of leveraging external funding sources to benefit their area.

FINANCIAL ARRANGEMENTS

- The Baker Street Quarter Board will approve, in advance, an annual budget for the BID for each financial year
- Baker Street Quarter will not be able to operate in deficit or incur liabilities that come into effect after the operational period i.e. after March 2018
- Baker Street Quarter will produce annual accounts for each financial year and these will be available to all BID levy payers and the Local Authority. These will be presented at Baker Street Quarter's Annual General Meeting
- The BID Board will decide how any unspent or additional income should be utilised
- The budget includes a 5% contingency reserve to take into account any unexpected shortfall
- Any redistribution of funds between projects within the total annual programme budget will require BID Board approval.

BUDGET 2013–2017

The budget split has been determined by the priorities of the business community identified through our Perception Analysis exercise and consultation.

BUDGET BREAKDOWN FOR FIVE-YEAR BID TERM:

	2013–2014	2014–2015	2015–2016	2016–2017	2017–2018
INCOME	£	£	£	£	£
BID levy income	1,012,500	1,042,800	1,074,100	1,106,300	1,139,500
Voluntary contributions	80,000	82,400	84,900	87,400	90,000
TOTAL	1,092,500	1,125,200	1,159,000	1,193,700	1,229,500

EXPENDITURE	£	£	£	£	£
High-quality public realm	487,500	502,100	517,200	532,700	548,700
Represent, position and promote	245,000	252,400	259,900	267,700	275,800
Premier business hub	165,000	170,000	175,000	180,300	185,700
Management and administration	80,000	82,400	82,500	84,900	87,500
Overheads	60,000	61,800	63,700	65,600	67,500
Contingency (5%)	55,000	56,300	58,000	59,700	61,500
TOTAL	1,092,500	1,125,000	1,156,300	1,190,900	1,226,700



“ We are excited by the proposals for improving the public realm and retail offer in the area, which will benefit all those working in, living in and visiting the area.

Simon Taylor
Head of Asset Management,
Derwent London PLC

EXPENDITURE 2013–2014

HIGH-QUALITY PUBLIC REALM



45%
SEE PAGE 06

REPRESENT, POSITION AND PROMOTE



22%
SEE PAGE 08

PREMIER BUSINESS HUB



15%
SEE PAGE 10

MANAGEMENT AND ADMINISTRATION



7%

OVERHEADS



6%

CONTINGENCY



5%



“ We have invested significantly in improving our hotel to ensure we continue to meet the demands and expectations of our guests. We support Baker Street Quarter for the same reason: to invest in the quality of our locality.

Anup Sarin FIH
General Manager,
Best Western Premier
Mostyn Hotel



BID LEVY RULES – WHO WILL PAY THE LEVY?

The formation of a BID is enabled by government legislation and regulation. This section defines the proposed BID levy rules, as required by statute. Following a successful ballot, the BID would become mandatory for all the defined businesses or occupiers in the BID area.

- 1 / The BID term will be for 5 years commencing 1st April 2013.
- 2 / The BID levy for 2013/14 will be 1% of rateable value.
- 3 / The BID levy for subsequent years may be increased by the Board of the BID Body by up to 3% for the previous year (by way of example only, the BID multiplier for the second year could be increased up to 1.03%). Any increase beyond the second year will be compounded.
- 4 / The BID levy will be charged on all properties in the BID area which appear in the rating list with a rateable value (RV) of £150,000 or more.
- 5 / The BID levy will be based upon the rateable value in effect on 1st November 2012.
- 6 / Properties that come into the Rating List during the BID term will be subject to the BID levy from the effective date that the property is brought into the rating list and the rateable value effective at that time.
- 7 / The BID levy will be a daily charge, paid annually in advance.
- 8 / Ratepayers in receipt of mandatory charitable relief from business rates shall receive a 95% discount on the BID Levy.
- 9 / The BID levy will be applied to all hereditaments with a rateable value of £150,000 or more.
- 10 / A ratepayer will be liable to pay the BID levy on an unoccupied property without any void period or any empty allowance.
- 11 / There will be no VAT charged on the BID levy.

- 12 / The Board of the BID Body will be able to alter the BID arrangements, without an alteration ballot, so long as any alterations do not:
 - Alter the geographical area of the BID
 - Cause anyone to pay the BID levy who was not liable to pay it before or increase the amount of the BID levy for anyone
 - Conflict with the Local Government Act (2003) or The Business Improvement District Regulations (2004).

A full copy of the BID Levy Rules is available at www.bakerstreetquarter.co.uk

MEASURING OUR PERFORMANCE

Baker Street Quarter will be fully transparent and accountable to the businesses paying the BID levy.

We will measure the performance of the area and the BID through:

- Business and on-street surveys
- A detailed mid-BID-term consultation and review
- Quarterly detailed street audits
- Savings to businesses
- Carbon emissions reduction
- Crime statistics
- Footfall statistics
- Media coverage
- Website hits and users
- App (directory) downloads.

Baker Street Quarter will also apply for British BIDs accreditation to ensure an independent assessment of its quality management systems, to certify that the BID is well managed, has strong governance arrangements in place and complies with the legislation and regulations that govern it.

The Baker Street Quarter team is happy to answer any questions you may have about the BID Levy rules.

Get in touch:

- ☎ 020 3056 5910
- @ pennyalexander@bakerstreetquarter.co.uk

“ British Land is a keen supporter of BIDs throughout London and the country as a proven, democratically elected, efficient and effective vehicle for achieving sustainable improvements in business locations.

David Lockyer
Head of West End Office
Asset Management,
The British Land
Company PLC

”



THE COMPANY

Baker Street Quarter Ltd is incorporated as a not-for-profit company limited by guarantee. It was set up in March 2011 by a group of landowners, commercial occupiers and investors with a shared desire to drive forward a powerful agenda for change for the area.

The Partnership established an objective of working with local businesses and strategic partners to ensure that the area becomes a destination of choice with a high-quality and safe public realm and a longer-term aspiration of establishing a Business Improvement District.

The group provided seed funding to enable the partnership to develop and pursue these aims through a range of preparatory and pilot projects and detailed consultation and planning in relation to the proposed BID.

MEMBERS OF BAKER STREET QUARTER

FOUNDING MEMBERS

DERWENT LONDON



LOFTUS FAMILY PROPERTY



MEMBERS



“ Helping shape the future of the area we do business in was an opportunity we couldn't miss. A collective vision, well supported and funded, can only benefit the area.

Andrew Richardson
Managing Director,
Home House



THE BOARD

The Baker Street Quarter BID Board will be formalised once the BID is established. It will be made up of representatives of the Baker Street Quarter business community and will direct how BID funds are spent to improve the area for businesses.

It is also proposed that there will be Project Sub-groups for each of Baker Street Quarter's significant project areas, with the Chair of each sitting on the BID Board.

All BID levy-paying businesses are automatically company members and are encouraged to put themselves forward to sit on Baker Street Quarter's Project Sub-groups and Board.

The makeup of the BID Board will broadly reflect the makeup of businesses eligible to pay the BID levy with regard to business sector, size and location. There will also be places for significant voluntary contributors (landlords and investors).

The members of the current Baker Street Quarter Board will transfer to the new BID Board initially to ensure continuity. There will also be Board places available for new Board members.

Westminster City Council, Transport for London and the Metropolitan Police shall have seats as observers of the BID Board.

THE EXECUTIVE TEAM

The Board will initially be supported by a core executive team made up of a Chief Executive, and an Administrator. The BID projects and services will be run by an Operations Manager and a Marketing Manager. It is proposed that the core executive team and associated costs are met through voluntary contributions received and not from BID levy-generated income.

ACHIEVEMENTS TO DATE



LOOK OUT FOR OUR PILOT STREET AMBASSADORS DURING THE OLYMPIC GAMES

CREATING A HIGH-QUALITY PUBLIC REALM

- Comprehensive studies of the area's public realm to inform future plans and projects: Urban Realm and Transport Study; Green Infrastructure Audit (funded by the GLA); and Street Audit
- Installing Legible London signage throughout the area, improving pedestrian navigation between the north and south of the area in time for the Olympics
- Promotion and progression of improvements to the Baker Street Station forecourt, commissioning reports to investigate possibilities and bringing together key stakeholders to work towards a solution
- Pilot implementation of the 'Facewatch' system to tackle bag theft in the area
- Additional tree planting on side streets in conjunction with The Portman Estate
- Ambassadors: a pilot scheme developed for implementation during the Olympic period.

REPRESENT, POSITION AND PROMOTE

- Development and implementation of the Baker Street Quarter brand, following a thorough branding exercise
- Baker Street Quarter website and regular e-bulletin updates
- Free guided walks – a very popular addition to the area
- Representation of Baker Street Quarter in key consultation responses regarding the future of public services and community governance
- Olympics: providing access to advice regarding travel during the Olympic period for Baker Street Quarter businesses. Baker Street Quarter has also ensured the area will be 'dressed' during the Olympic period with banners and colourful planting.

ESTABLISHING A PREMIER BUSINESS HUB

- Support and advice to businesses on a range of matters related to the public realm
- Green Business advice to interested businesses, for example regarding the implementation of green roofs and reducing energy consumption (through a sustainable Green Club).

THE BENEFITS OF A BID

Baker Street Quarter is working to deliver a business environment that benefits every business sector.



REDUCE OPERATING COSTS THROUGH JOINT PROCUREMENT AND EMPLOYMENT BROKERAGE

OFFICE OCCUPIERS

- A strong business voice on issues that matter to you in your area
- The opportunity to shape the future of your area
- The ability to recruit and retain high-calibre staff attracted by a high-quality, attractive environment
- A more pleasant environment for visiting clients
- The opportunity to reduce operating costs through joint procurement, recycling, recruitment and time-saving support services
- The offer of dedicated support to enhance Corporate Social Responsibility and green credentials
- Regular local offers and promotions for staff
- Improved safety and security through our Street Ambassadors and projects to tackle crime and antisocial behaviour
- Regular information regarding area plans, road works, travel and traffic to minimise business disruption.



“ The collective services, such as joint procurement, recycling and recruitment, will be of great benefit to our business.

Martin Cannon
Property and Facilities
Management, BDO



A MORE PLEASANT ENVIRONMENT FOR STAFF, VISITORS, AND CLIENTS



INCREASED FOOTFALL THROUGH PROMOTION OF THE AREA

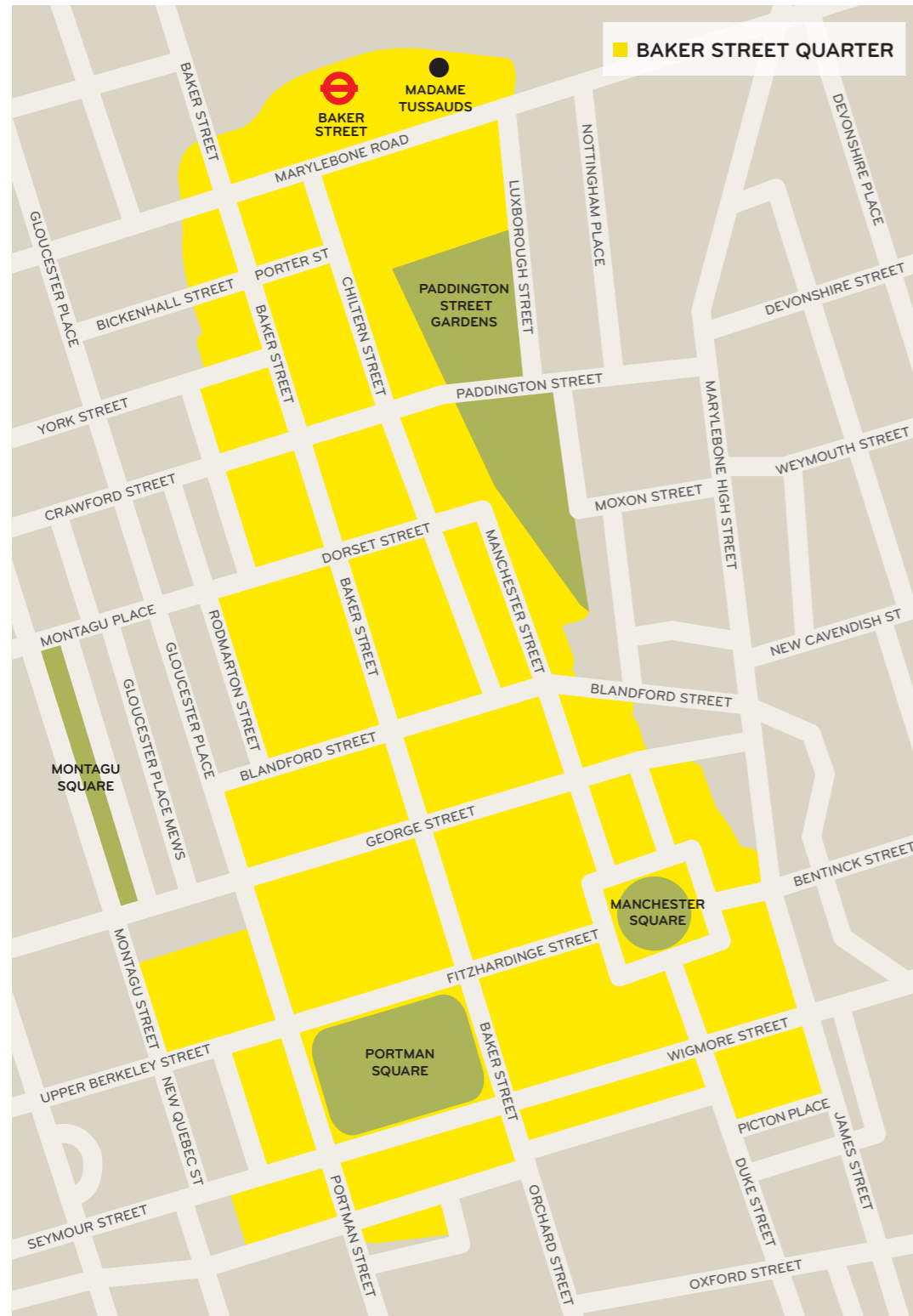
RETAILERS

- Increased footfall through promotion of the area and creation of a more attractive environment
- The development of an enhanced retail offer and mix in the area
- Promotion of retail operators locally, nationally and internationally through an online directory, app and area magazine
- Facilitated access to neighbouring businesses for local promotions or discounts
- A strong business voice on issues that matter to you in your area
- Assistance to visitors through the Street Ambassador programme
- The opportunity to shape the future of the area
- The opportunity to reduce operating costs through joint procurement, recycling, recruitment and time-saving support services
- The offer of dedicated support to enhance Corporate Social Responsibility and green credentials
- The ability to recruit and retain high-calibre staff attracted by a high-quality, attractive environment
- Regular information regarding area plans, road works, travel and traffic to minimise business disruption
- Improved safety and security through our Street Ambassadors and projects to tackle crime and antisocial behaviour.

LEISURE AND HOSPITALITY

- The positioning and promotion of the area nationally and internationally as a quality, vibrant leisure location
- A more pleasant environment for visitors and clients
- Promotion of leisure operators locally, nationally and internationally through an online directory, app and area magazine
- Facilitated access to neighbouring businesses for local promotions or discounts
- A strong business voice on issues that matter to you in your area
- Assistance to visitors through the Street Ambassador programme
- The opportunity to shape the future of the area
- The opportunity to reduce operating costs through joint procurement, recycling, recruitment and time-saving support services
- The offer of dedicated support to enhance Corporate Social Responsibility and green credentials
- Improved safety and security through our Street Ambassadors and projects to tackle crime and antisocial behaviour, with a specific focus on reducing bag thefts in leisure premises
- Regular information regarding area plans, road works, travel and traffic to minimise business disruption
- The ability to recruit and retain high-calibre staff attracted by a high-quality, attractive environment.

THE BAKER STREET QUARTER BID AREA



“ We are delighted to be part of this important initiative for the area, working to ensure the area is a destination of choice for visitors, businesses and residents alike.

Michael Gray
General Manager and Area Director UK and Ireland,
Hyatt Regency London
– The Churchill



“ We are delighted that Baker Street Quarter will be putting renewed resources into enhancing the Baker Street area. As the major visitor attraction in the locality we are very supportive of the BID. For our own part we recently invested heavily in restoring the frontage of our iconic building to bring it back to some of its original glory in time for what is undoubtedly London’s biggest year for centuries.

Meike Schulze
General Manager,
Madame Tussauds



The BID will enable our area to become a thriving, high-quality locality for everybody working, visiting and living here.

LET US KNOW WHAT YOU THINK

This is your opportunity to shape the future of Baker Street Quarter.

We want to hear your views on our draft proposals so that we can take these into account before our plans are finalised and put to ballot. We would be delighted to discuss these in person, but are also happy to receive comments by email or phone.

We will be finalising our BID Proposal in August 2012. Our BID ballot will take place in February 2013. This will be a formal, independent postal ballot carried out by Westminster City Council.

All qualifying ratepayers will be entitled to one vote per hereditament or rated property unit. It is important that the Council holds the correct contact details for the person who will vote on behalf of your business.

Baker Street Quarter is happy to supply the details of the person at Westminster City Council with whom businesses should register their voter details.

GET IN TOUCH

Please do not hesitate to contact Penny Alexander, Baker Street Quarter’s Project Manager, if you would like any further information or would like to arrange a meeting to discuss the BID Proposal in more detail.

☎ **020 3056 5910**

@ **pennyalexander@bakerstreetquarter.co.uk**

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**A BUSINESS-LED PARTNERSHIP SERVING
BAKER STREET AND MARYLEBONE**

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CHILTERN STREET
MANCHESTER SQUARE
BLANDFORD STREET



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