



## CONTENTS

|    |                                  |
|----|----------------------------------|
| 04 | Our Vision/Our Priorities        |
| 06 | Our Coronavirus Response         |
| 10 | Key Achievements                 |
| 12 | Reporting on 2020-2021           |
| 14 | Quality Spaces & Streets         |
| 18 | Sustainable Future               |
| 22 | Safe & Cared For                 |
| 26 | Vibrant & Entertaining           |
| 30 | Local Networks & Community       |
| 34 | Collective Voice & Area Identity |
| 36 | The Team                         |
| 37 | Board Members                    |
| 38 | Financial Statements             |
| 39 | Map                              |



A sense of community is what sets Baker Street Quarter apart from other commercial districts and at no time has this been more evident or important than in 2020. A year that none of us expected, and one that has created a great many challenges for local businesses and the area as a whole – but one that we will emerge from stronger, together.

In facing the current trials and changes we have grown, adapted and challenged ourselves while forging deeper and wider relationships across the community which will all ultimately benefit the future of this special neighbourhood.

Our four phase Coronavirus Response was put in place in spring 2020 as we reprioritised and adapted to the new landscape. We quickly modified our projects and services to address the immediate needs of our members, the front line Covid response and local charities and community groups before moving on to resource and plan for the area's recovery.

The people of the area remain our priority – those working here and living here. Enhanced and virtual mental health and wellbeing programmes and reassurance communications were put in place to support local workers. Our role in managing the area was even more important as our dedicated street team worked throughout to ensure the Quarter remained clean and safe and ready to welcome people back. Our security services and communications supported the security teams in place throughout and supported those leaving premises empty.

We shifted the focus of our Local Giving programme to support the front-line response, and the charities and community groups at the sharp end – in particular the local food bank and those addressing homelessness and isolation. Local businesses and their employees came together to support key workers, hospitals, vulnerable individuals and low-income families. This united effort is still in place today and will continue as demand for these services remains heightened for the foreseeable future.

Our role as a central hub for information collation and distribution came to the fore as we distributed vital and fast changing information from the Council, TfL, Police and others. We simultaneously ensured we understood businesses' challenges making certain the authorities were aware and responding to these, advocating for necessary changes to the guidance and restrictions on matters ranging from security to licensing.

Local retail and hospitality businesses have been hit particularly hard and are of course so vital to the vibrancy and amenity of the area we all enjoy. We have therefore focused on supporting them in particular with bespoke insight, guidance and communications and on hand support and advice. In addition to promoting the amazing range of products and services available virtually and for delivery, we facilitated additional outdoor seating licenses for hospitality businesses across the area.

As we move into the recovery phase, we are focusing on both attracting workers back to the area and encouraging visitors. We have reintroduced our outdoor events, walking tours and food markets, to create a buzz both for those that are returning for the first time in a while and to encourage visitors to explore the area. We have pivoted to focus on attracting visitors to compensate for likely reductions in office worker footfall with specific campaigns and events working with Portman Marylebone. With working from the office predicted to become optional for some and reduced for many, it is even more important that the area has lots on offer to attract people in, and in turn to sustain the area's vibrancy and retail offer.

Away from the focus on Covid, we took time this year to assess the sustainability of our work across the ten themes of the One Planet Living framework, with the principles of the framework informing our future planning. This considered our existing programmes on air quality, diversity, wellbeing, giving, waste, culture, community, carbon and travel and demonstrated a solid foundation for us to build on. This approach will inform the drafting of our plans for the next five years in advance of our mandate renewal ballot in 2022 and will also feed into our work to establish and present the area and its identity.

In the next pages, you can read more about our response to Coronavirus followed by a full round-up of all our projects and activities in 2020-21 – including exciting progress on our project for a new public space on Manchester Square.

2020 demonstrated more than ever the effectiveness of our collaborative approach, bringing together businesses, their employees, public sector partners and local residents. Our priority remains the people, businesses and vitality of this special corner of Marylebone we are privileged to play a part in, and we look forward to working with you all in the years ahead.

**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.



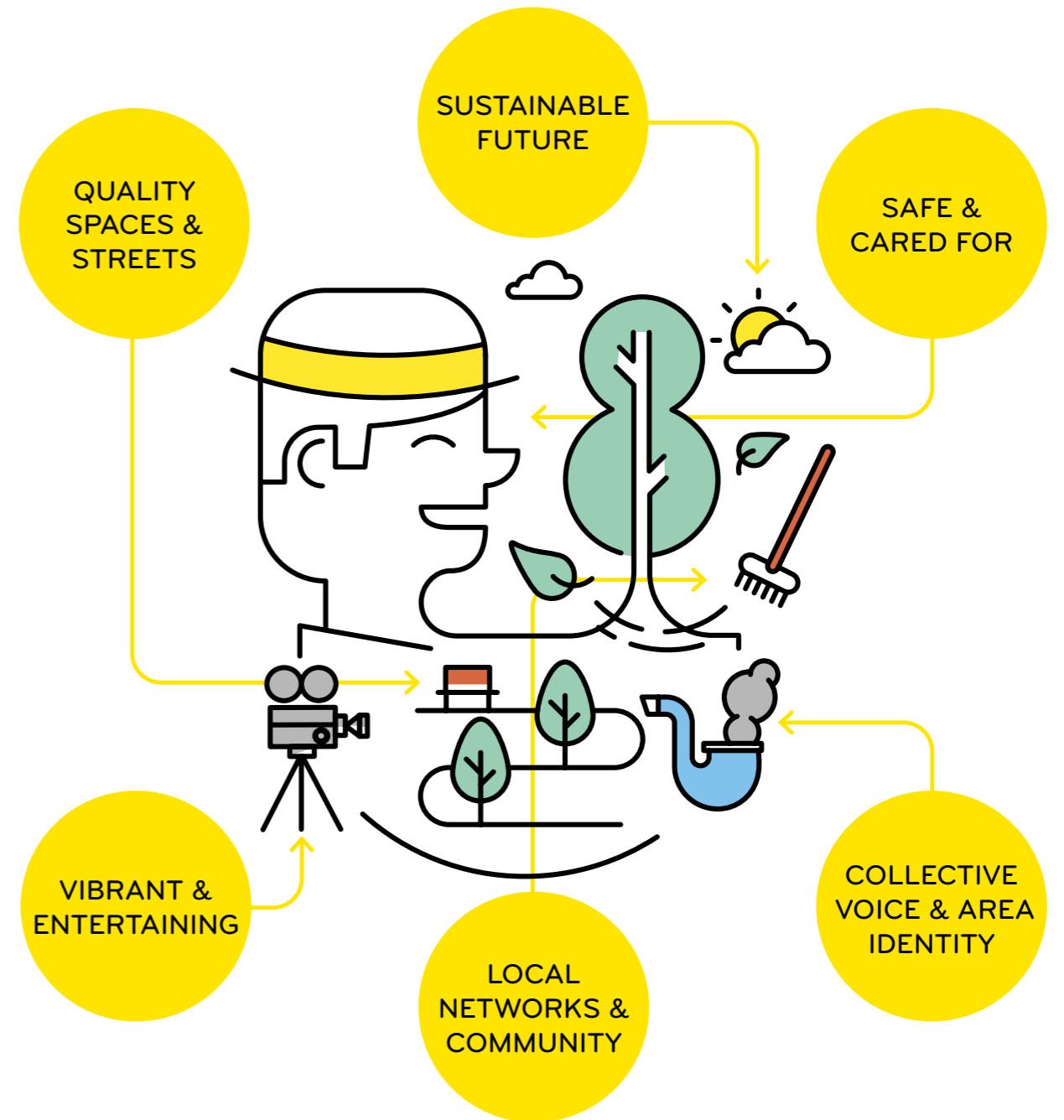
### A Place for Business

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



# Our Coronavirus Response

In response to the arrival of Coronavirus and the restrictions that ensued, we strengthened our role as a central hub, facilitating connections and collaborations and enabling information sharing between our members and their staff, building managers and security teams and local charities. In addition to this, we represented the voices of businesses and sectors within the area to the Council, Police, Government and wider London authorities, to ensure that there was detailed understanding and acknowledgement of the challenges facing businesses so that appropriate support could be put in place, both during lockdown and as reopening began.

## OUR FOUR-PHASE FRAMEWORK SET OUT KEY PRIORITIES AND ACTIVITIES IN RESPONSE TO CORONAVIRUS AND ESTABLISHED PLANS FOR RE-OCCUPANCY AND RECOVERY:



## WITHIN THESE PHASES, THE FOLLOWING KEY PRIORITIES CAME TO LIGHT, CREATING A FOCUS FOR OUR ACTIVITIES BOTH DURING AND POST LOCKDOWN:

### Reassurance

We recognised early on that workers and visitors need to know that the area is safe in order to feel comfortable travelling into and around the Quarter. With this in mind, we maintained regular communication, featuring information gathered from the council and TfL on topics such as enhanced cleaning and social distancing measures being put in place to offer reassurance to those looking to return. In addition to this, our Street Team, who were recognised as essential workers, continued to patrol the local area throughout the year, ensuring that it remained safe and tidy and monitored businesses' premises that were empty during the lockdown period. The Team were also able to offer advice on social distancing to the area's retailers and eateries and distributed our area-themed queue markers to those that needed them.

### Area Amenity & Vibrancy

We have continued to encourage support for local retail and hospitality businesses via regular communications and developed a reformatted online directory featuring up to date opening hours, takeaway and delivery services as well as promoting their virtual events, classes and activities. We also supported local cafes and restaurants with additional outdoor dining space and worked with The Portman Estate to secure temporary road closures, enabling greater outdoor dining spaces on New Quebec Street and Seymour Place during summer 2020. This work continues, ensuring that the area's offer and vibrancy is sustained, and in time enhanced, so that it remains attractive to visitors and workers. This has recently included the reintroduction of food markets in Portman Square Garden, 55 Baker Street and some in-person walking tours.

### Mental Health & Wellbeing

We expanded our wellbeing offer to include a number of online activities such as health, mindfulness and fitness classes alongside social and cultural activities, many of which were delivered by local providers, to help those working from home continue to feel connected to the area. In addition to this, we increased our provision of Mental Health First Aid as part of our training programme to address our businesses' concern for their employees' mental health. As the area opens up, we are beginning to reintroduce a number of in-person training and wellbeing sessions to our programme while maintaining a virtual option for those with limited time in the office.



## Advocacy & Insight

Early on, we joined successful efforts pushing for security staff to be recognised as essential workers, greater flexibility with planning and licensing, tailored financial assistance, business rates relief, the repurposing of outdoor space for hospitality businesses and improved pedestrian and cycling routes and facilities. Since then, we have supported campaigns for additional aid for those industries facing significant challenges, in particular hospitality, retail and tourism attractions.

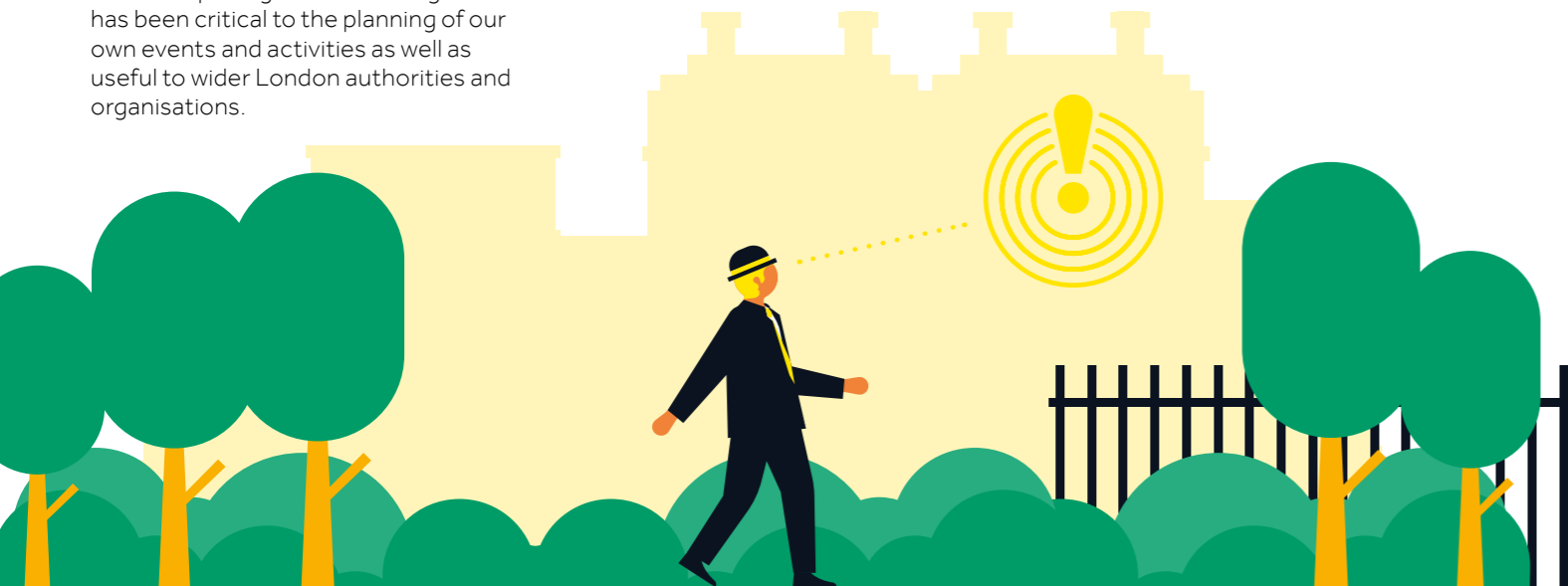
We recognised that our businesses benefitted from the sharing of insights, best practice and others' experiences so we gathered and shared relevant advice and information through our member and wider networks on topics such as furloughing, business rates, financial assistance and mental health support. In addition to this, we have been undertaking regular surveys of our members to gather insight into their plans for reopening and re-occupancy as well as travel statistics into the area from TfL. This data has been shared on a regular basis with retailers and hospitality venues informing them at a time when they are having to make difficult decisions about reopening and resourcing, and has been critical to the planning of our own events and activities as well as useful to wider London authorities and organisations.

## Area Promotion

We have been working closely with our partners in Marylebone to ensure that the area is promoted as a place to work, do business, live and visit and see this as a core initiative going forwards as restrictions are lifted. We have taken part in a number of campaigns focusing on visitor audiences including Let's Do London, launched by London Tourism Recovery Board and London & Partners, promoting central London to domestic tourists, as well as the Keys to Marylebone, introduced by Portman Marylebone, offering exclusive access to offers and promotions to those staying in local hotels. We have continued to promote the local offer – restaurants, cafes, retail and visitor attractions – through our newsletters and via our social media channels to ensure that the local audience, including those working remotely, can stay up to date on events and special promotions.

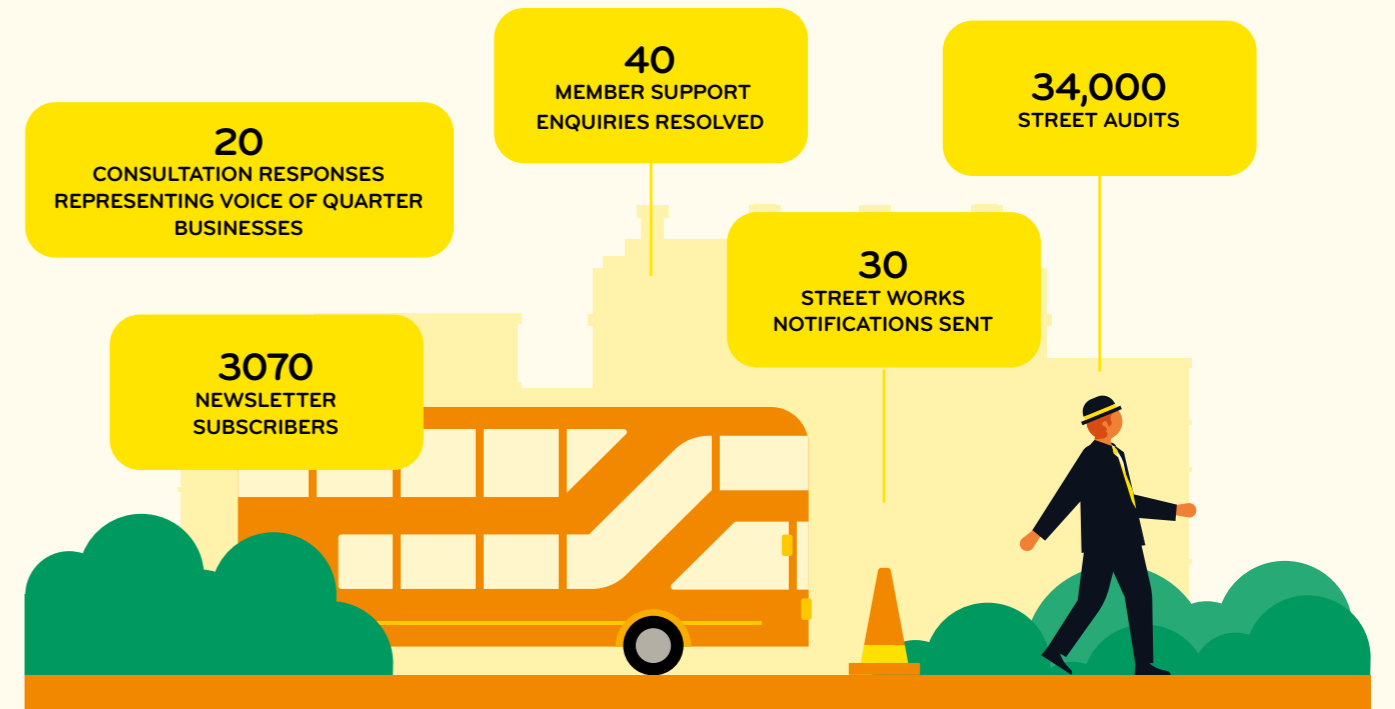
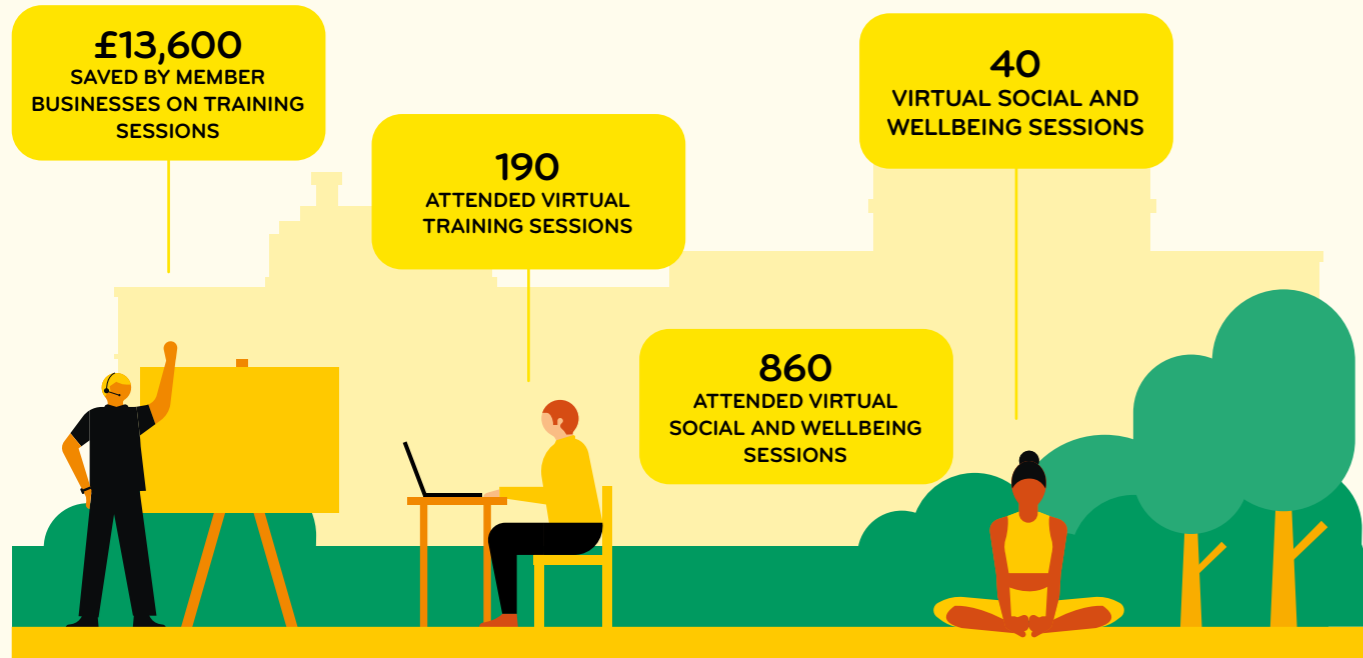
## Local Giving

Despite many working remotely, there was a significant desire amongst our members and their employees to support the Quarter's local charities and community groups. We used our Smarter Giving contacts to communicate and secure the help needed to support the frontline Coronavirus efforts and assist our local charities with hugely increased and more complex demands for their services. This brought about donations in the form of funding, parking spaces for key workers and donations of equipment as well as volunteers to aid those supporting the most vulnerable in the community. The challenge facing these organisations isn't over and we continue to facilitate partnerships between those that need support with member businesses that are keen to help.



# Key Achievements

April 2020 – March 2021





# REPORTING ON 2020 - 2021

# Quality Spaces and Streets

These projects support our goal of ensuring our part of Marylebone is a first-class environment for those that work and live locally as well as visitors to the area. The completed Baker Street Two Way scheme has proven to have had a positive impact on vehicle and pedestrian movements across the area and this means that our focus can now move to adding more greenery and much needed outdoor public spaces – the most significant project being a new public space on Manchester Square.



## Manchester Square



In 2020, our project to develop a new public space and improve pedestrian facilities around Manchester Square moved forward considerably. The scheme, funded by The Portman Estate, Baker Street Quarter Partnership and a successful CIL funding application to Westminster Council, will see the creation of an attractive respite space for local workers, visitors and residents – addressing the increased need for outdoor space post-Coronavirus – that also enhances the cultural landscape of Marylebone. The designs include seating, attractive greenery and planting as well as the possibility for public art and additional space supporting the Wallace Collection’s outreach activities.

Detailed plans have been drawn up by landscape architects DSDHA which will be consulted on in 2021 and it is hoped construction will begin late 2021/early 2022.

## Baker Street Two Way Project

90%

OF PEOPLE RESPONDING TO OUR ANNUAL SURVEY THINK THE AREA IS ATTRACTIVE

The aim of the project was to remove the hectic and divisive one-way system on Baker Street and Gloucester Place, replacing them with calmer, two-way flow with wider pavements, better crossings and improved facilities for cyclists – and that is exactly what was achieved! Following its completion in September 2019, a monitoring strategy was put in place to measure the impact of the new road configuration on air quality and vehicle and pedestrian flows, with particular focus on key traffic junctions. The results were published by TfL and Westminster City Council in October 2020. Noted in the report was a reduction in average vehicle speeds of around 25-30% without an increase in journey times, an increase in cycling, particularly on Gloucester Place, and a significant increase in footfall along Baker Street. There was also a significant reduction in nitrogen dioxide concentrations, partly due to the introduction of ULEZ but, when compared to figures in comparable areas of London, showed that the Two Way contributed to this improvement to local air quality.





## Retail Strategy

Our work to progress broader, more coherent retail and leisure provision for the area was refocused due to the Covid context, putting on hold the development of a detailed retail strategy and transferring our efforts to providing insight to property owners and exploring the potential for 'pop-up' activities.

This programme continues to be separately funded by our property owner members to progress a strategic, coordinated, joined up approach and vision to retail leasing in the area and will be kept under review by the Owner Board during 2021-22 to ensure that it continues to move with the shifting nature of retail at this time. It remains our ambition to launch the vision and approach when the time is right.

## Baker Street Station Forecourt

We have been working positively with Transport for London to progress our vision, which it published in 2020, to enhance the space outside Baker Street station, creating a more pleasant gateway to the area and valuable public space, tying in with our priorities and projects to enhance the area's amenity and vibrancy. We will continue to work with TfL to identify funding opportunities to support the progression of this project.



“

**I'm excited to see the greening projects and other opportunities come to fruition.**

Annual Survey participant

”

# Sustainable Future

Sustainability and air quality are key concerns for our members and their staff. Over the years we have introduced a range of services to help businesses with their sustainability activities, including our very successful and well-used Smarter Recycling waste collection service. We are now broadening our consideration and progression of sustainability for the area using the One Planet Living Framework to ensure we play an ambitious role in facilitating and encouraging sustainable behaviours and securing a sustainable culture and reputation for the area.



## Sustainability

The resilience of the Quarter will rely on continued, consistent stewardship and focus across environmental and social pillars to ensure our area is attractive, healthy, profitable and resilient to the range of challenges and opportunities the future will bring. Now even more so as we recover from the pandemic. In 2020 we commissioned Bioregional to carry out a detailed gap analysis to assess the sustainable attributes of our existing activities and projects as well as identify areas where improvements can be made using their One Planet Living framework. The analysis recognised the strength of our existing activities to reduce carbon, enhance wellbeing, enhance the area's vitality, add greening, support the wider community and the vulnerable. The framework will be used to clarify, broaden and inform our approach to sustainability moving forward ensuring we play a proactive role in enabling and inspiring sustainable practices, encouraging responsible consumer behaviour and in turn creating an area-wide culture and reputation of sustainability.

## Helping Businesses to Reduce Emissions

Our Smarter Recycling service has continued this year, albeit with smaller collections as businesses moved to remote working. Despite this, our Smarter Recycling partners remained agile and responsive to our members' needs, with flexible billing and collections in response to reduced demand and a specific PPE disposal service offered at a discount to our members too. Pre-Coronavirus, this consolidated, area-wide, total waste solution had 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.

We have continued to update and refresh the Air Quality Hub on our website with suggestions and resources to help businesses improve their sustainable practices, including a zero and low emissions supplier listing and Click and Collect information to reduce personal deliveries to the area.

4.75

**OUR SMARTER RECYCLING SERVICE WAS RATED 4.75 OUT OF 5 BY USERS**



## Awareness and Action

As walking and cycling became increasingly popular in 2020, we ensured that members and their employees were aware of routes to the area and were kept informed about new cycle parking that we had facilitated. We continue to regularly communicate London-wide walking and cycling initiatives as well as other air quality proposals via our communications. Our Street Team were on hand in September to politely remind drivers to turn off their engines when stationary in support of the #EnginesOff anti-idling campaign.



## The Bigger Picture

We are working with our fellow London BIDs, landowners and local authority to reduce traffic volumes and emissions through a new Westminster Council/ West End group focused on freight consolidation.



# Safe & Cared For

Our role making sure that the Quarter remains safe and well-managed took on new meaning in 2020 and continues to be as important as the area reopens. Our Street Team kept a watchful eye during lockdown, supporting essential retailers and local residents and ensured the area was clean and ready for workers and visitors to return. Going forward, this workstream remains a priority, maintaining the safety and security of the streets, supporting businesses with continuity planning and overseeing enhanced cleaning services.



## Managing the Streets

Throughout 2020, our Street Team maintained a visible presence during and after the lockdown periods, supporting essential retailers and businesses that remained open while monitoring the properties of those that had been forced to close. The Team played a crucial role deterring crime and antisocial behaviour in the Quarter as well as liaising with outreach services to refer homeless and vulnerable individuals requiring assistance. With additional funding from The Portman Estate, the Team worked closely with Police and security teams in the summer of last year to ensure that outdoor dining areas in Seymour Place and New Quebec Street were well-managed and safe and provided table-surfing prevention training for businesses, in partnership with the Safer Business Network.

Our Street Environment Manager continues to keep an eye on the cleanliness of the area and has worked closely with retailers and food outlets, providing valuable advice on social distancing and managing queues, including the distribution of our area-themed queue markers. He also played a key role in supporting the promotion of these businesses, collating information on their opening hours and takeaway and collection services to be communicated more widely via social media and in the newsletter.

Our radio network continues to facilitate swift communication between our Street Team and security teams across the Quarter, sharing real time information on matters of concern to create an effective and invaluable security network across the area and collating intelligence to inform the Police and the Council. This network is further enhanced by regular interactions between neighbouring street safety teams through virtual and in person intelligence sharing and regular meetings with the local Police, Council and outreach teams.

## Support for Members

2020 saw a significant increase in direct support for members as part of our Coronavirus response. Making use of our contacts at the Council, the Police and partner organisations, we were able to source information and guidance on topics such as security, furloughing and financial assistance as well as gather insights and best practice for reopening and re-occupancy planning, all of which featured in our regular communications and in a new Coronavirus section of the website. As cycling increased in popularity, we responded to enquiries regarding cycle routes and storage, while also sharing TfL's data on quieter times to use public transport. This support also extended to the area's retail and hospitality sector, helping business owners by signposting them to financial grants and rates relief as well as offering assistance with licensing for new takeaway and outdoor seating provision.

92%

OF PEOPLE RESPONDING TO OUR ANNUAL SURVEY THINK THE AREA IS WELL MAINTAINED



## Increasing Security and 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. Though a different type of major incident, Coronavirus has demonstrated the importance of agility, strong relationships and good communication and this year, our previous work on continuity planning, collated resources and key contacts in the Quarter was put to use in the early months of the lockdown.

We were able to move our counter terrorism training workshops online, including ACT Awareness and a SCan Communications for Communications Professionals. Joint deployments with Operation Servator continued and our area-wide table-top exercise took place as an interactive online session in February 2021. Attendees reviewed their response to a large-scale incident and examined the extent to which current plans address the actions required to support a return to normality. There was also a chance to explore cyber security vulnerabilities resulting from the move to increased remote working. 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 could be shared with our members to protect their staff and premises.

“

**The area always looks well kept, clean and vibrant. Big thank you to the street team and their support**

Annual Survey participant

”



# Vibrant & Entertaining

Our programme of activities, events and illuminations aims to create a vibrant and enjoyable environment that enhances staff and visitor experience. In 2020, the focus shifted to maintaining our members' employees' connection to the area while many worked remotely, preserving the sense of community while at the same time providing a much-needed boost to wellbeing. As the area reopens, we are reintroducing in-person events and activities with an enhanced focus on visitors to the area in support of our hospitality and food businesses.



## Events, Experiences and Social and Wellbeing Activities

With our usual outdoor events unable to take place, we significantly expanded our programme of online events and activities to support those working remotely or on furlough. We recognised that the wellbeing of employees was a concern for many of our member businesses so we worked to maintain their connection with the area with sessions including mindfulness and meditation, yoga and physio and winter wellbeing. The programme led to a huge increase in engagement with local workers, attracting a total of 860 attendees across the year. We made use of our various communications platforms – including our weekly newsletter, internal communications mailout, social media and website – to also promote online activities organised by local businesses and partners, including cooking a healthy breakfast with The Hyatt Regency – The Churchill, guest speaker talks and a laughter workshop with Home House and fitness sessions at BXR. We are exploring how to maintain this increased connection as we move forwards, continuing our programme both online and in-person.

In September, as restrictions lifted, we organised our first Autumn Graze outdoor market in Portman Square, in partnership with Portman Marylebone. The event took place over three days and offered a reassuring feel of vibrancy and community, featuring food and drink stalls and wellbeing and fitness activities organised by local businesses and partners including The Grazing Goat, Etna Coffee, Boxcar, Jikoni, The Montagu Kitchen, The Barracuda Club, University of Westminster, W1 Physio and more – all of whom benefitted from a much-needed opportunity to promote themselves. The event attracted local residents, domestic tourists and workers who had begun to return to the area. Through our partner Portman Marylebone a bespoke newsletter by media partner Secret London reached 22k people, influencer engagement with a combined following of 367k and a paid social media campaign had 21k engagements.

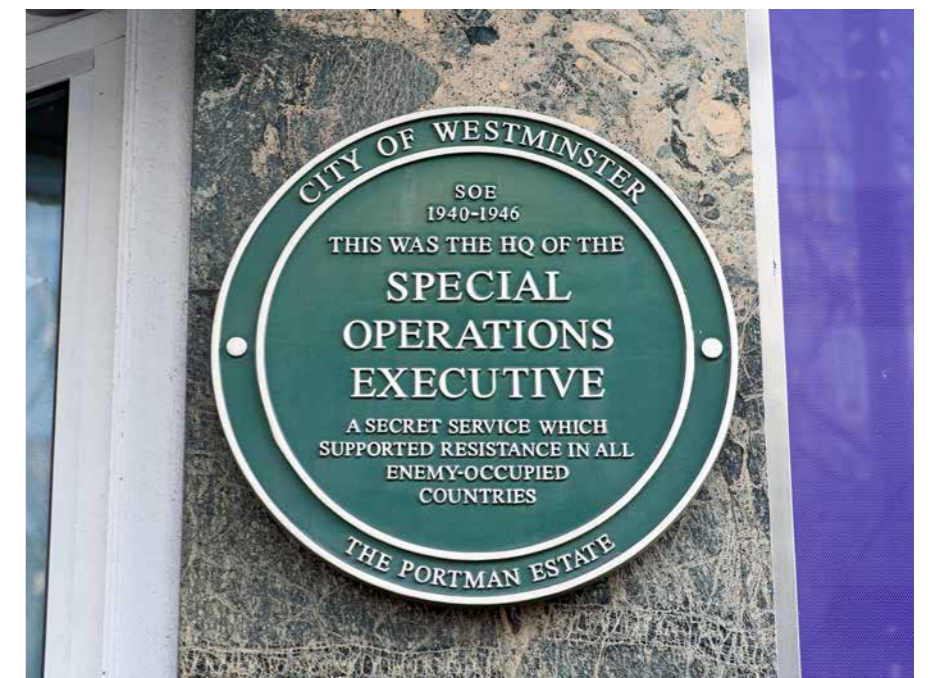
## Encouraging Exploration

As part of our Coronavirus response, we developed a comprehensive online directory of retailers and eateries in the area including details of their revised opening times, takeaway and delivery services and online activities to enable local workers and residents to explore and support their favourite businesses. This was further supported by our social media and regular Shop The Quarter newsletter highlighting exclusive deals, special offers and events at local businesses.

Our guided walks programme was temporarily moved online so that attendees could continue to enjoy exploring the history and character of the area virtually. Topics included a Blue Plaque Tour of Marylebone, Women of the Quarter, Days of the Workhouse, Streets of Sherlock and The Beatles Tour. The virtual option proved very popular, with an increase in the number of attendees, so we are looking to continue these, and as the area reopens have reintroduced in-person walking tours once again.

100%

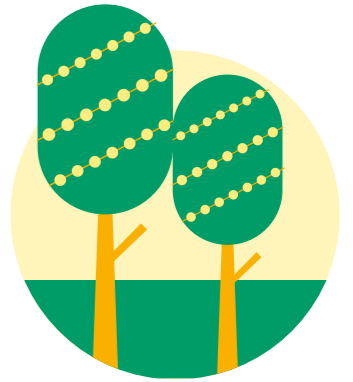
OF PARTICIPANTS RATED OUR WELLBEING WORKSHOPS EXCELLENT OR VERY GOOD





85%

OF PEOPLE RESPONDING TO OUR ANNUAL SURVEY THINK THE AREA IS ENJOYABLE TO SPEND TIME IN



### Christmas Lights and Banners

Building on the launch of our Christmas Lights project in December 2019 and brightening up the streets during the challenging second lockdown period, our displays adorned five locations in the area – 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 Baker Street Quarter Christmas Lights Discovery Guide was created with more information on the stories behind each of the installations and was available to download from our website.

“

**Thanks for all you do, it makes the area an attractive and enjoyable place to work, I have missed it!**

Annual Survey participant

”

# Local Networks & Community

In 2020, businesses and their staff came together with residents to support those that needed it most in the local community from key workers, those that were isolated and vulnerable and low-income families, highlighting the unique sense of community that sets Baker Street Quarter apart from other commercial districts in central London. Alongside this, we supported our members' employees with their training needs, moving the sessions online, and offered the opportunity for those working in specific business functions to discuss and share experiences, insight and best practice.



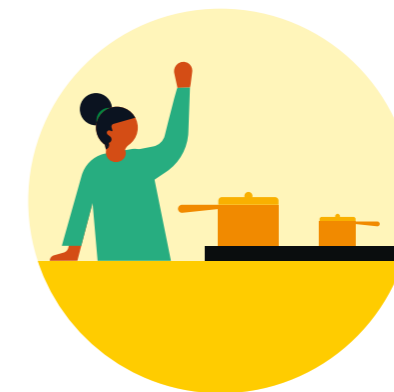
## Smarter Giving: Local Giving

Our Local Giving initiative stepped up as Coronavirus restrictions began to be imposed, supporting the critical needs of local charities and community groups and facilitating generous donations from our members to the front-line effort, both financial as well as offers of parking spaces, wellbeing packs and vouchers for those working locally. There was huge support for North Paddington Food Bank with members offering food and financial donations and volunteers helping with deliveries to those that were isolating and shielding. In addition to this, a large number of toys, activities and craft packs were given to charity nurseries to help families with limited resources for their children and donations of IT equipment were sent to Homestart Westminster and Young Westminster Foundation to ensure that young people could access home-learning resources. Despite working remotely, many volunteers helped support the elderly and those that were isolated via the Penfold Community Centre, engaging with them via regular phone calls and virtual fitness sessions. The generosity of our member businesses and their employees was as outstanding as ever for our Christmas charity appeals with 160 toys donated via our Adopt A Nursery Toy Appeal campaign and over £6,500 raised for the food bank.



## Smarter Giving: Employment & Opportunity

While much of our planned work was put on hold due to Coronavirus, we continued our link up with local schools and promoted Westminster Enterprise Week, taking place this year online. Businesses were asked to inspire local young people by hosting a panel or a Q&A, setting an enterprise challenge, running a networking event or offering careers advice.



99%

OF PEOPLE RESPONDING TO OUR ANNUAL SURVEY THINK OUR NEWSLETTER IS GREAT



## Hub of Local Information

Our communications became critical to our Coronavirus response activity in 2020, as a means of keeping our member businesses and their employees up to speed on the latest news and supporting their efforts with remote working and re-occupancy planning. The Coronavirus section was added to the website featuring a wealth of resources and links to reliable and informative sources such as the government, Police and the Council on topics including funding, guidance on furloughing, licensing for new takeaway and outdoor seating provision, safety and security. Working closely with our real estate members and wider networks we were also able to share details of useful webinars on topics such as office re-occupancy road-mapping and trends observed abroad to help inform local businesses' recovery plans. In addition to this, we shared details of virtual events, online activities, training sessions and local giving opportunities to maintain a connection with workers whether they be on furlough or working remotely.

Our weekly newsletter continues to be a valued source of information for our business members, local workers and residents as well as a beneficial promotional tool for local retailers, eateries and the hospitality industry, with over 3,000 subscribers, plus many more receiving it via company intranets and communications platforms. Alongside this, we continue to produce and send targeted communications including Street Works mailouts and Incident Alerts via our security app as well as a regular update to our internal comms and HR contacts on activities and training sessions that may be of interest to their colleagues. In 2020, we also added a regular mailout specifically for the retail and hospitality businesses, with news, insight data and resources to help them navigate trading through restrictions and support their reopening.

## Training Courses

Our programme of accredited training courses was both expanded and moved online in 2020 to enable those working remotely, as well as those on furlough, to continue with their professional development. This included the usual fire marshal, first aid and health and safety training and counter terrorism sessions as well as new additions of cyber security and, building on the theme of mental health and wellbeing, Mental Health First Aider and Mental Health for Managers, both of which proved very popular. We also added Coronavirus-specific workshops to our programme to assist facilities managers and those responsible for office reoccupation. These online sessions saw a significant increase in engagement and attendance, and we are looking at ways to continue this provision into the future to accommodate new working patterns while maintaining valuable contact with local peers.



“

**I have found your webinars brilliant and really informative through lockdown and always check your newsletter to see what's coming up**

Annual Survey participant

”

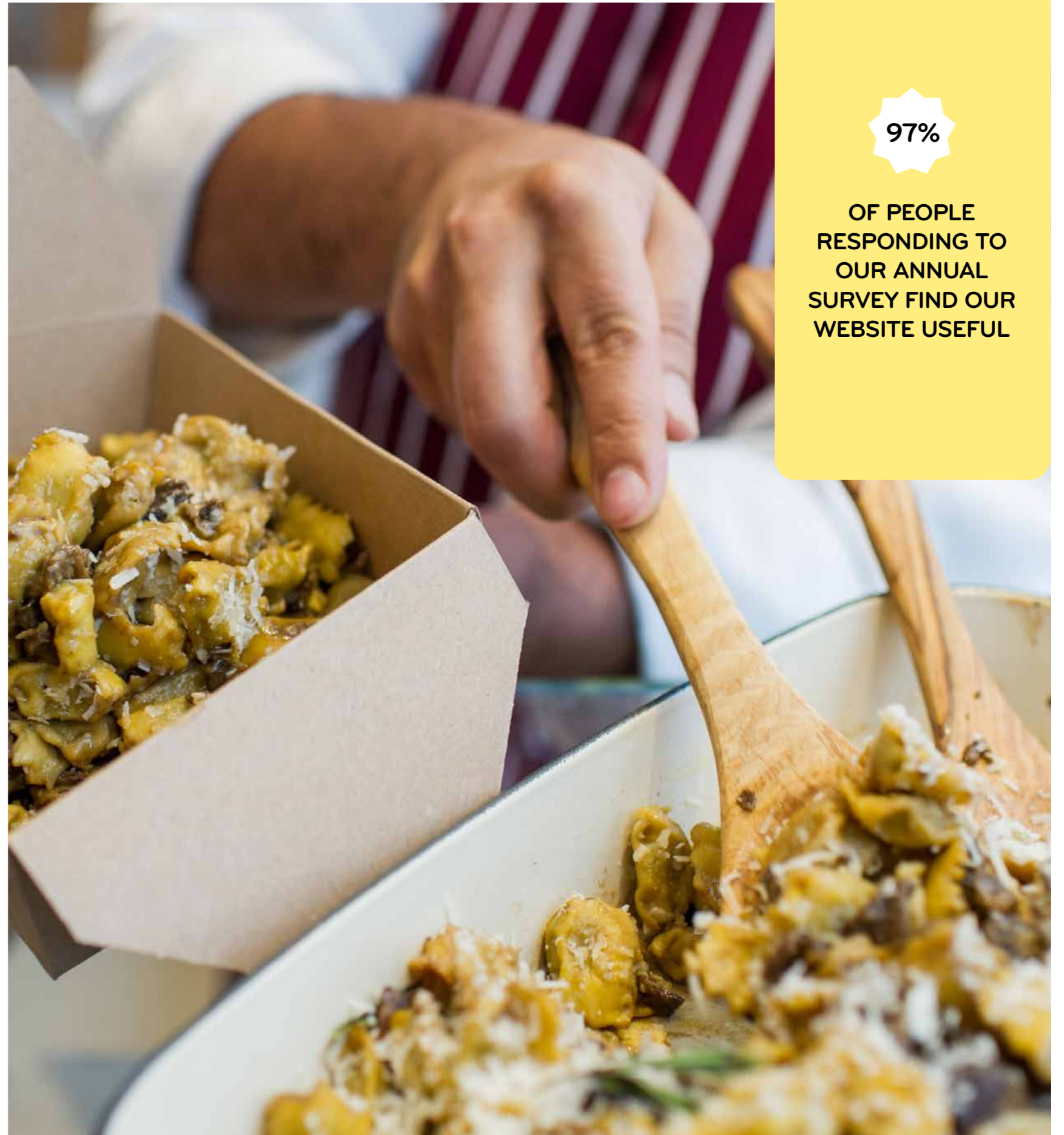
## Events and Networks

In place of our usual programme of popular in-person networking events, we hosted a series of online support group meetings for specific business operations at which members were able to share and discuss plans for reopening and reoccupation and benefit from others' experiences.

In September, our AGM took place outdoors in Portman Square, with a virtual attendance option for those working remotely. Attendees heard about our Coronavirus response, updates on projects and activities, and our plans for the future, from Chair, Simon Loomes, and our CEO Penny Alexander.

96%

**WOULD RECOMMEND OUR TRAINING COURSES TO COLLEAGUES**



97%

**OF PEOPLE RESPONDING TO OUR ANNUAL SURVEY FIND OUR WEBSITE USEFUL**

# Collective Voice & Area Identity

We have used our position as a recognised, collective voice for local businesses, in conjunction with our strong links with the Council, fellow BIDs and local partners, to ensure that the needs of business and the Quarter were heard and addressed throughout the periods of lockdown and uncertainty. As we move forward, the development of a strong recognised identity will become crucial to the area's recovery post-Coronavirus.



## A Voice in Local Matters

Our strong relationships and regular liaison with relevant public sector stakeholders, senior council members and officers has made sure that our interests and concerns have been considered in matters that affect the area. Our working relationship with Westminster City Council was enhanced greatly in 2020 with regular calls with the relevant cabinet members and senior officers. We have also engaged closely with TfL and benefitted from data including Underground entry and exit numbers to help inform local retailers making difficult decisions related to resourcing. We have continued to sit on the Marylebone Forum, Safer Neighbourhood Panel, Problem Solving Meetings (Police, Council, Outreach Teams), West End Security Group and the new Westminster Council/ West End group focused on freight consolidation. In addition to this, to support our work we also sit on local, regional and national BID groups to ensure that we are tapped into latest experiences, best practice and thinking.

“

**The Baker Street Quarter is an invaluable community of support, for information and collaboration**

Annual Survey participant

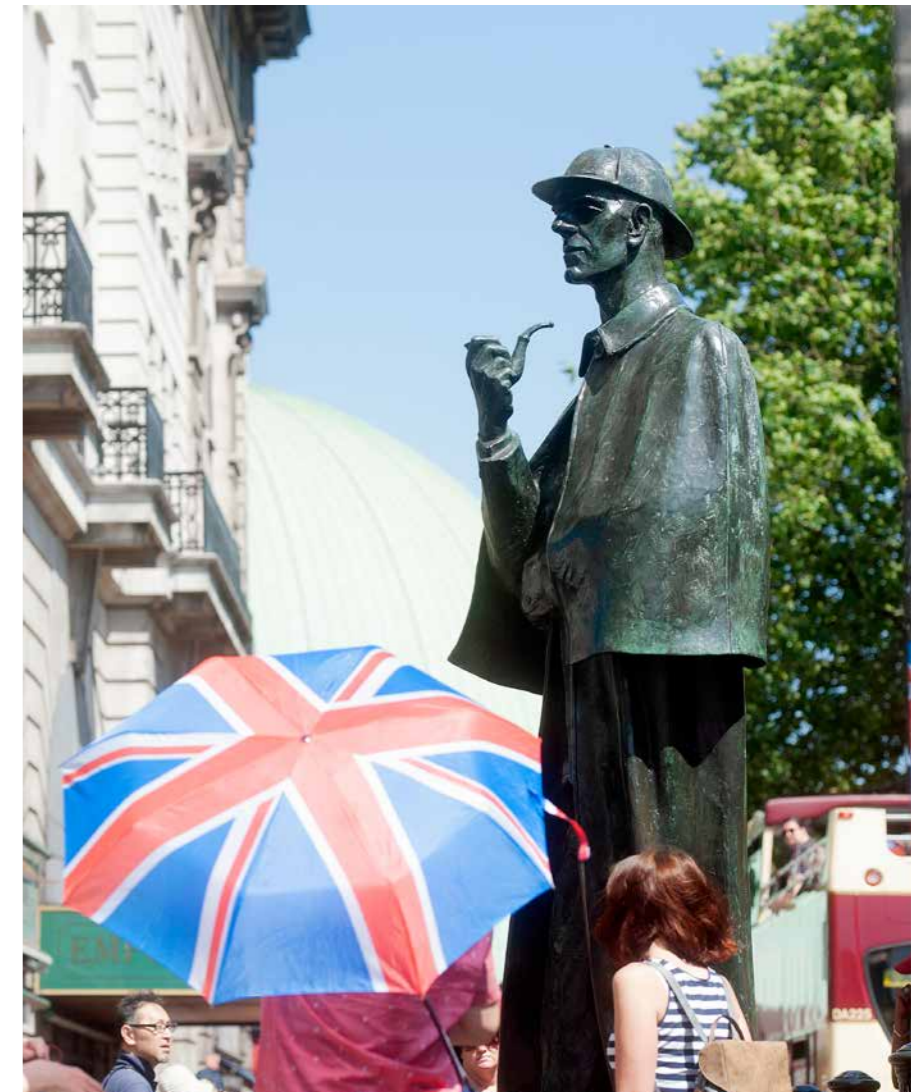
”

## Area Identity

The development of our area identity strategy was put on hold in 2020 as we considered the impact of the evolving post-Coronavirus context. This important piece of work aims to support the aspirations of this area of Marylebone by pulling together the unique retail, well-being, sustainability, community and cultural offer into a coordinated, consistent and recognisable identity - one that communicates and enhances the area's distinctive attributes, attracts investment, appeals to visitors and supports businesses in sourcing and retaining staff and customers.

## Lobbying and Coordinated Responses

We continued to represent the voice of businesses, this year faced with challenges associated with Coronavirus and the related trading restrictions throughout 2020. This included working closely with our neighbouring BIDs, with whom we successfully advocated for flexibility in applications for outdoor seating for hospitality businesses and campaigned for improved cycle storage and for better provision both for cyclists and pedestrians. We lobbied for greater flexibility with planning uses as well as for financial assistance for retailers and hospitality and continued our calls for long term rates reform.



# THE TEAM



## OCCUPIER BOARD



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



**SARAH BUTTLEMAN**  
Consultant Solicitor,  
Streathers Solicitors



**AMANDA CHERRY**  
Director of Organisational  
Development, Aspect  
Capital Limited



**ARNAUD DE  
SAINT-EXUPERY**  
Area Vice President & General  
Manager - UK and Ireland, Hyatt  
Regency London - The Churchill



**HANNAH GRUNDY**  
Communications  
and Project Manager,  
Winkreative



**RICHARD LEVY**  
Partner, BDO LLP



**CHRIS MELOY**  
Campus Services Manager,  
University of Westminster



**ANDREW RICHARDSON**  
Managing Director,  
Home House



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



**ANUP SARIN**  
Director of Operations  
(Aristel Hotels), Double Tree  
by Hilton - Marble Arch



**ANDY TYLER**  
International Partner,  
Cushman & Wakefield



**TIM WATERS**  
General Manager,  
Madame Tussauds

## OWNER BOARD



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



**VASILIKI ARVANITI**  
Head of Asset Management,  
Derwent London



**HANNA CORNEY**  
Asset Manager, British Land



**NICHOLAS LAZARI**  
Director, Lazari Investments  
Limited



**MICHAEL LINDSAY  
(VICE CHAIR)**  
Group Director of  
Construction, Selfridges  
Group



**LAURIE LOW**  
Senior Portfolio Manager,  
Great Portland Estates



**JAMES PONSFORD**  
Head of Asset  
Management, London &  
Regional Properties Limited

## OBSERVERS



**TOM KNIGHT**  
Portfolio Director, The  
Portman Estate



**PHILIP NORRIS**  
Director of Commercial Asset  
Management, The Portman  
Estate



**RACHEL THEVANESAN**  
Business Support  
Programme Manager,  
Westminster City Council



**PC DAVID MILLER**  
Dedicated Ward Officer,  
Marylebone High Street  
Metropolitan Police

# FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2021

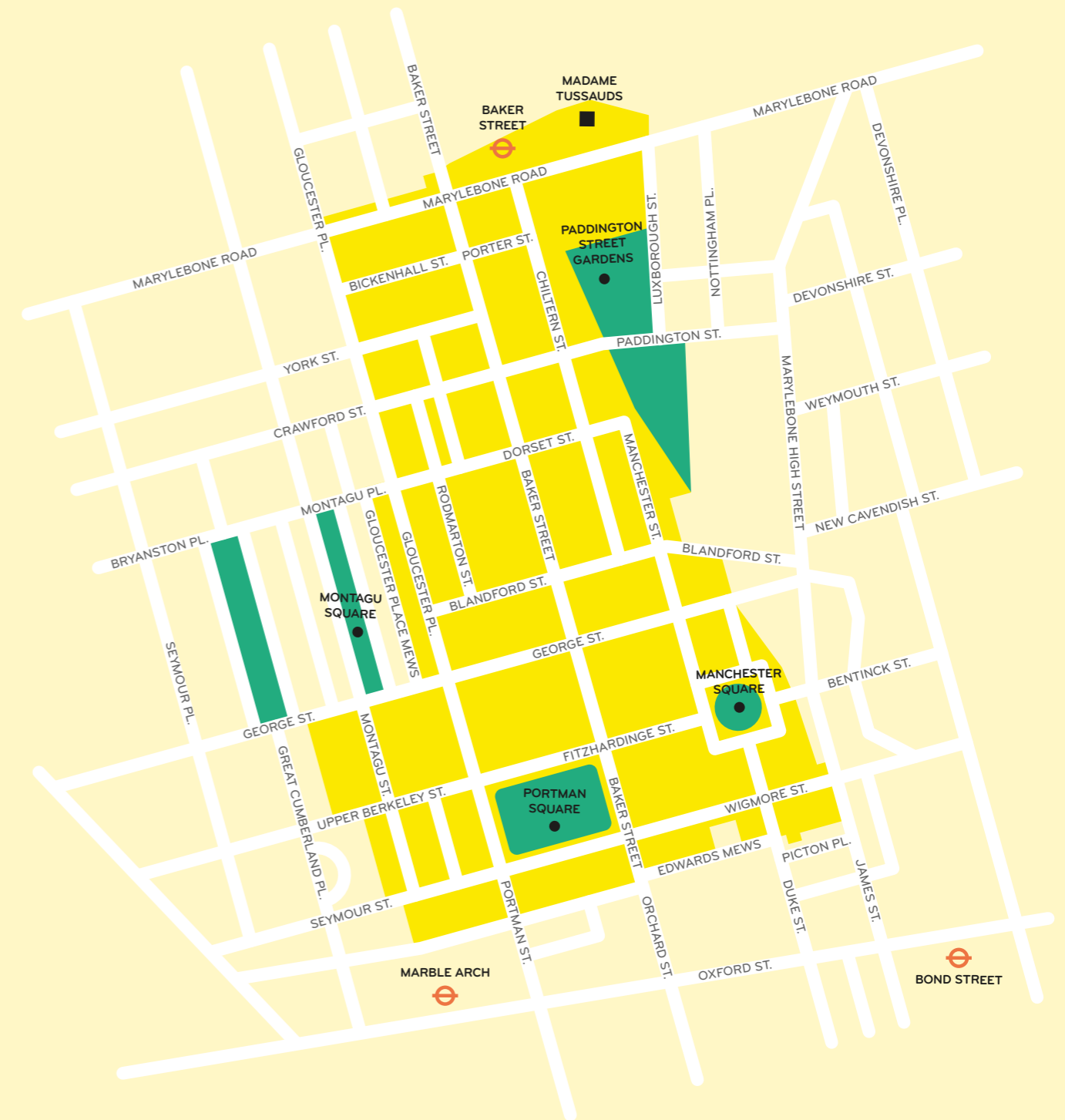
TOTAL

| INCOME  | £                 |
|---|-------------------|
| BID Levy  | £1,072,900        |
| Voluntary Contributions and Other Income          | £272,420          |
| Government Grant Income                           | £55,535           |
| <b>TOTAL</b>                                      | <b>£1,400,855</b> |
| EXPENDITURE                                       |                   |
| Quality Space & Streets                           | £122,910          |
| Sustainable Future                                | £55,000           |
| Safe & Cared For                                  | £273,480          |
| Vibrant & Entertaining                            | £97,880           |
| Local Networks & Community                        | £98,310           |
| Collective Voice & Area Identity                  | £34,360           |
| BID RUNNING COSTS                                 |                   |
| Core Salaries                                     | £86,730           |
| Office Running Costs                              | £124,290          |
| HR, Recruitment, Training, Staff Welfare & Travel | £3,530            |
| Bank Charges, Subscriptions                       | £380              |
| Insurance, Legal and Audit Fee                    | £30,170           |
| Levy Collection Fees & Leaflet                    | £15,910           |
| Bad Debts   | £0                |
| Depreciation                                      | £47,950           |
| <b>TOTAL</b>                                      | <b>£990,900</b>   |
| Balance   | £409,955          |
| Brought Forward to 2019/2020*                     | £161,028          |
| Carried Forward to 2021/2022*                     | £570,983          |

The income and expenditure account is extracted from the audited financial statements for the year ended 31 March 2021. These are available upon request by contacting our office.

\*A rolling 5 year budget is in place and regularly monitored to ensure all revenue is used to achieve the key objectives of the Baker Street Quarter Partnership. The closing reserves are released over the BID term in line with the 5 year budget

# THE BAKER STREET QUARTER



WE WOULD LOVE TO HEAR WHAT YOU  
THINK OF OUR WORK AND OUR PLANS  
PLUS ANY OTHER THOUGHTS YOU  
HAVE ABOUT THE AREA.

DO GET IN TOUCH.



BAKER STREET  
QUARTER  
PARTNERSHIP

**BAKER STREET QUARTER PARTNERSHIP**  
64 BAKER STREET, LONDON W1U 7DF

**WWW.BAKERSTREETQ.CO.UK**  
**INFO@BAKERSTREETQ.CO.UK**  
**020 3056 5910**  
**🐦 @BAKERSTREETQ**