

The cover features a bright yellow background with stylized green leaves and foliage in the corners. A light blue and green wavy shape is at the top. The text is centered and reads:

Annual Report

2021 – 2022

BAKER STREET
QUARTER
PARTNERSHIP

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Looking Back and Looking Ahead

As we prepare for our third five-year term, we have published our plans for 2023-2028 and have also been reflecting on our achievements since we were established nearly ten years ago.

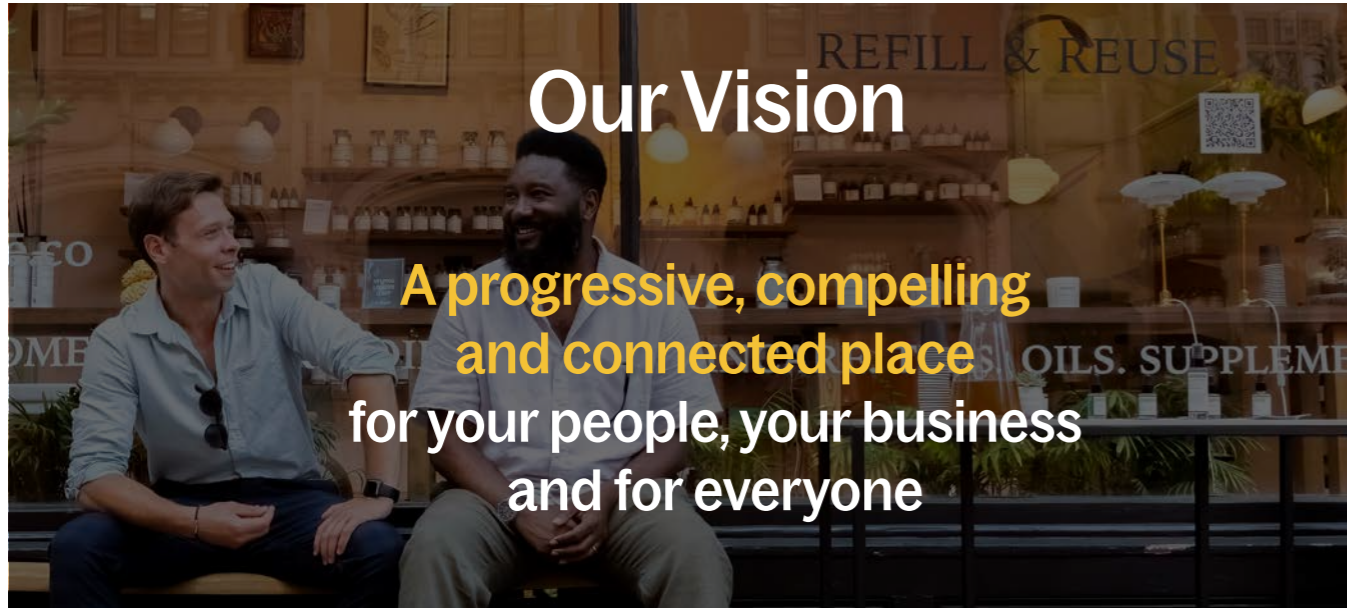
Since Baker Street Quarter Partnership was first voted in as a Business Improvement District (BID) by local businesses in 2013, we have worked to enhance and manage the area for the benefit of everyone working here, living in the area and visiting. We have delivered above and beyond our initial commitment with programmes developing to respond to a changing environment, opportunity and context. We have driven extensive transformational public realm projects attracting over £21 million of additional investment to the area, doubling every £1 contributed by businesses with £1 from grants, private sector contributions and public sector project funding. We have provided real change in the day-to-day management of the streets, now expanded with a dedicated focus on security and resilience and have had a noticeable impact on air quality. This is alongside adding vibrancy, nurturing a sense of community and facilitating local giving.

The strong appeal of this special part of Marylebone has never been more important. It is blessed with a unique combination of community spirit, a neighbourhood feel, attractive and green spaces with independent retail and dining, high calibre offices, and excellent hotels, all within easy reach of the West End and highly accessible from out of town. There is great confidence in the area demonstrated by significant ongoing investment, new openings and office lettings.

The business plan we have developed with our members for 2023-2028 marks the next chapter for Baker Street Quarter Partnership. We are striving for an area that is compelling, inclusive, progressive and exceptional. We are placing sustainability at the heart of our ambition with delivery focused on people's health and wellbeing, supporting those in need, delivering social value and benefitting the local and global environment. These ambitions will be bolstered by our extension to the north, encompassing the area around Marylebone station, building a connection to new businesses and creating an important and welcoming gateway to the area.

You can see our plans for 2023-2028 at bakerstreetq.co.uk/renewal

Renewal - Our Plans 2023-2028



Our Commitments



To ensure the environment is forward thinking, exceptional and vibrant whilst always being resilient, clean and safe
That is attractive to your people, new talent, visitors and customers.



To nurture a connected and caring community
Facilitating social and environmental impact and wellbeing while contributing to the delivery of businesses' sustainability and ESG objectives.



To promote, support and represent the area and our businesses
Ensuring the future vitality of the area, providing tailored support and advocating for our businesses and for Marylebone.

Our Five Priorities





Our focus and efforts are determined by our businesses, and this has been especially important in 2021-22 as we began developing our priorities for our third term. We are grateful to our members and stakeholders who have volunteered time to set out their main concerns and ideas which have shaped our plans. Whilst we have refined and rearticulated your priorities looking forward, we have continued to address them this year.

An increased focus on making sure the area is safe, clean and vibrant became even more important in 2021 as office workers and visitors began to return to Marylebone. We were delighted to reintroduce our outdoor events and in person walking tours, encouraging people to come to the area and to get out and about and explore the Quarter. This was supported by our enhanced communications, keeping audiences up to date with events and activities as well as promoting our continued online training and wellbeing offering. Our Street Team continues to focus on keeping the area clean and safe, working closely with security teams, Police and the Council, and this year, with our additional resource from homeless outreach service The Passage. Our Smarter Giving programme continues to strengthen the connection between businesses and community and charities working in the local area, with the amazing response to drives, calls for donations and volunteering opportunities once again highlighting our members' generosity.

We are progressing our Sustainability Action Plan in line with the One Planet Living Framework® ensuring sustainability is fully considered in all our programmes. With the recent formation of our Sustainability Steering Group we are now

considering with our members how we best facilitate and support their sustainability ambitions and ESG targets. As with so many of our previous projects, a collaborative approach will set this area apart 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.

In the next pages, you can read a full round-up of all our projects and activities in 2021-22. Our priority remains the people, businesses and vitality of this special corner of Marylebone that 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





Reporting on 2021-2022

Key Achievements 2021-2022



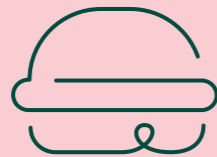
30%

average reduction in traffic emissions (Smarter Recycling)



80%

of member businesses signed up to Smarter Recycling



17,000

attended events and activities



430

joined guided walks



60

local panels attended



20

advocacy/consultation responses



3,100

newsletter subscribers



£24,850

saved by member businesses on training sessions



310

attended training sessions



340

toys donated to local charity nurseries



60

gifts to local elderly residents



40

food parcels to local families in need



190

businesses engaged in Smarter Giving activities



£30,000

raised for local charities



440

attended mental health and wellbeing sessions



30

businesses engaged in the mental health first aider network



1,000

Street Team business visits



130

security alerts



4,090

visitors welcomed by Street Team



50

street works notifications



36,900

street audits



97%

member support enquiries resolved



Quality Spaces & Streets

Our projects to transform our part of Marylebone, making it a first-class environment for those that live and work locally and a welcoming place for visitors travelling to and through the area. Following the completion of the Baker Street Two Way project in 2019, we have prioritised adding and improving public, outdoor, respite space and adding greening.

Gateway Project: Baker Street Station Forecourt

We have been working closely with Transport for London to progress our vision to enhance the space outside Baker Street station to add public space and improve the first impression to visitors and commuters to the area. It is hoped some initial activation of the space can take place in advance of the progression of TfL's plans for wider improvements in the longer term.



Gateway Project: Manchester Square

This project aims to create a new, much-needed publicly accessible open space in Manchester Square while also greatly enhancing pedestrian crossing facilities, adding new cycle infrastructure and supporting the Wallace Collection's outreach programmes for young people. In addition to this, the project establishes an attractive gateway to the area from the south, encouraging visitors to walk into Marylebone from Oxford Street and, critically, the new Elizabeth Line connection at Bond Street, due to open in November 2022. Full funding for the project has been secured from the Portman Estate, Baker Street Quarter Partnership and from a successful CIL grant application to Westminster City Council.

Consultation on the designs was completed and approval granted by the Westminster Council Cabinet for construction to commence early in 2022. However these works are currently on hold while the new Council administration reassesses and reprioritises public realm schemes across Westminster.



Greening

We have been exploring opportunities and successfully added greening to the area in our public space projects, benefitting from advice through the Wild West End Network on planting choices. As part of our sustainability and public realm projects and the development of our Placemaking Strategy, we are considering longer term greening opportunities, including exploring ways in which greening can enhance wellbeing, maximise biodiversity, mitigate climate impacts and contribute towards improved air quality.

Retail Strategy

Our project to develop a strategic, coordinated, joined up approach and vision to retail leasing in the area remains on hold while retail leasing continues to fluctuate in the current context. This programme is separately funded by our property owner members and will be reconsidered in 2022-23 in tandem with the results of the Placemaking Strategy that is currently in development.

Accessibility

This theme has emerged as an important part of the development of our Placemaking Strategy and Sustainability Action Plan, both of which we will be progressing in 2022-23. We will be researching where improvement is needed and how best to present information on accessibility in 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.



77%
of annual survey
respondents think the area
is attractive



Sustainable Future

Building on our projects and schemes to improve air quality, including our much-utilised Smarter Recycling waste collection service, we have expanded our consideration and progression of sustainability for the area. We've been 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 has been identified as a core priority for members and stakeholders and forms the basis of our plans going forward into our third five-year 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. 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. In addition to this, the scheme helps businesses cut costs and meet their green goals by minimising waste and increasing recycling rates. Our waste and recycling collection partners – Paper Round and Westminster City Council's Commercial Waste Service – remained agile and responsive to our members' needs throughout 2021, with flexible billing and collections in response to reduced need during Covid restrictions.

Alongside Smarter Recycling, we have continued to update members on our projects as well as wider district and city initiatives via our newsletter and the Sustainable Future section on our website, also featuring suggestions and resources to support businesses with their sustainable practices, including a zero and low emissions supplier listing. We also added new courses to our training programme including Carbon Literacy and Reduce, Reuse, Recycle which proved popular with our members.



Sustainability Action Plan

We are working to Bioregional's One Planet Living® framework and moving forward will be audited against this annually. In 2021 we spent time reviewing our programmes and projects to ensure they are all contributing positively on sustainability and ESG. This activity, alongside consultation with our members, has been feeding into the development of our Sustainability Action Plan that will

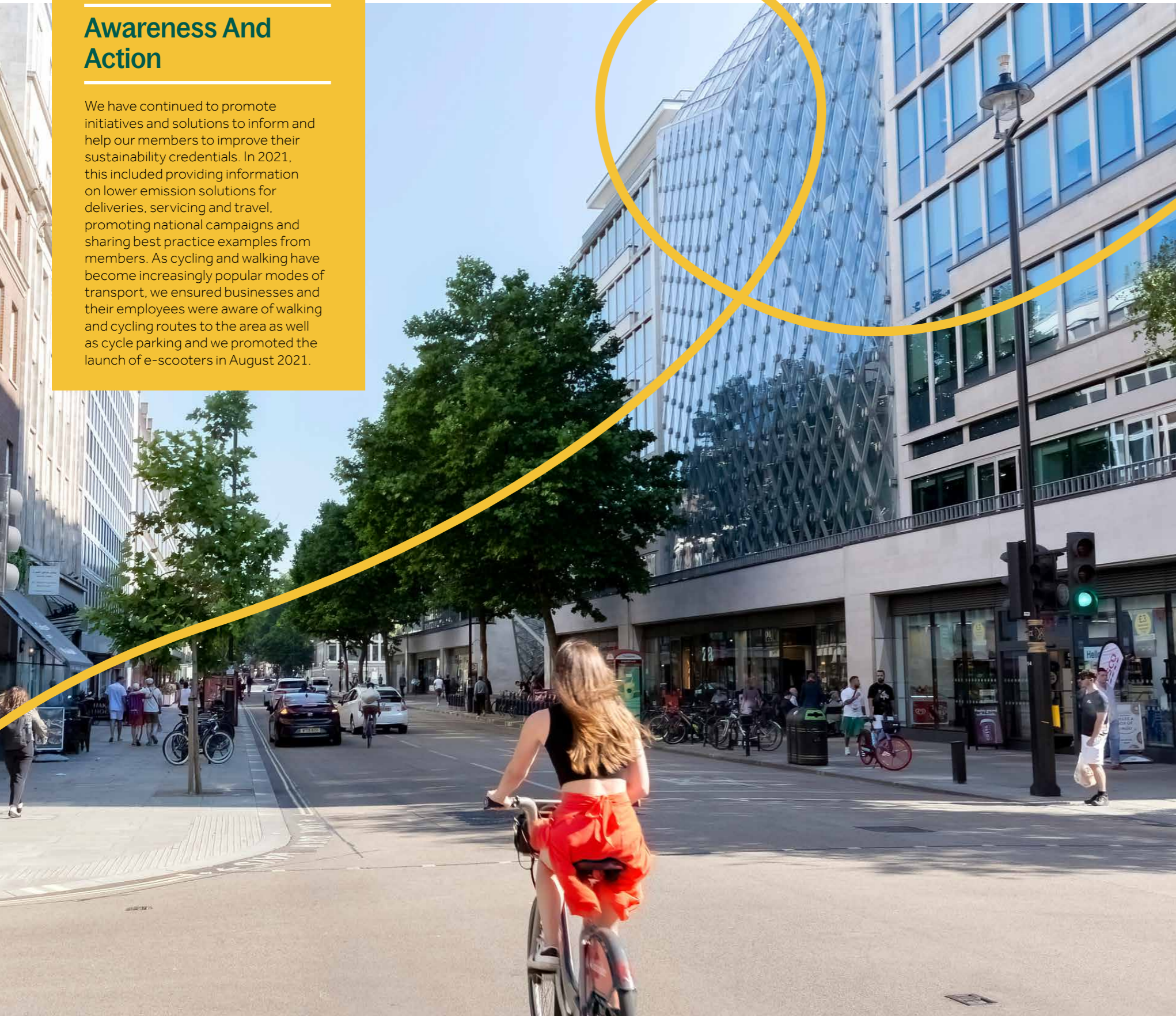
form the basis of our priorities and plans as we move into our third BID term in 2023.

Our aim is to secure the reputation of the Quarter as an area committed to sustainability. Working with our recently established, dedicated steering group, we will ensure that activities are relevant to our members, supportive of their sustainability efforts and reflective of emerging requirements on businesses for carbon reduction, waste and ESG reporting. As members of Baker Street Quarter Partnership, businesses are contributing to ESG delivery in the area and we are keen to ensure this is recognised.



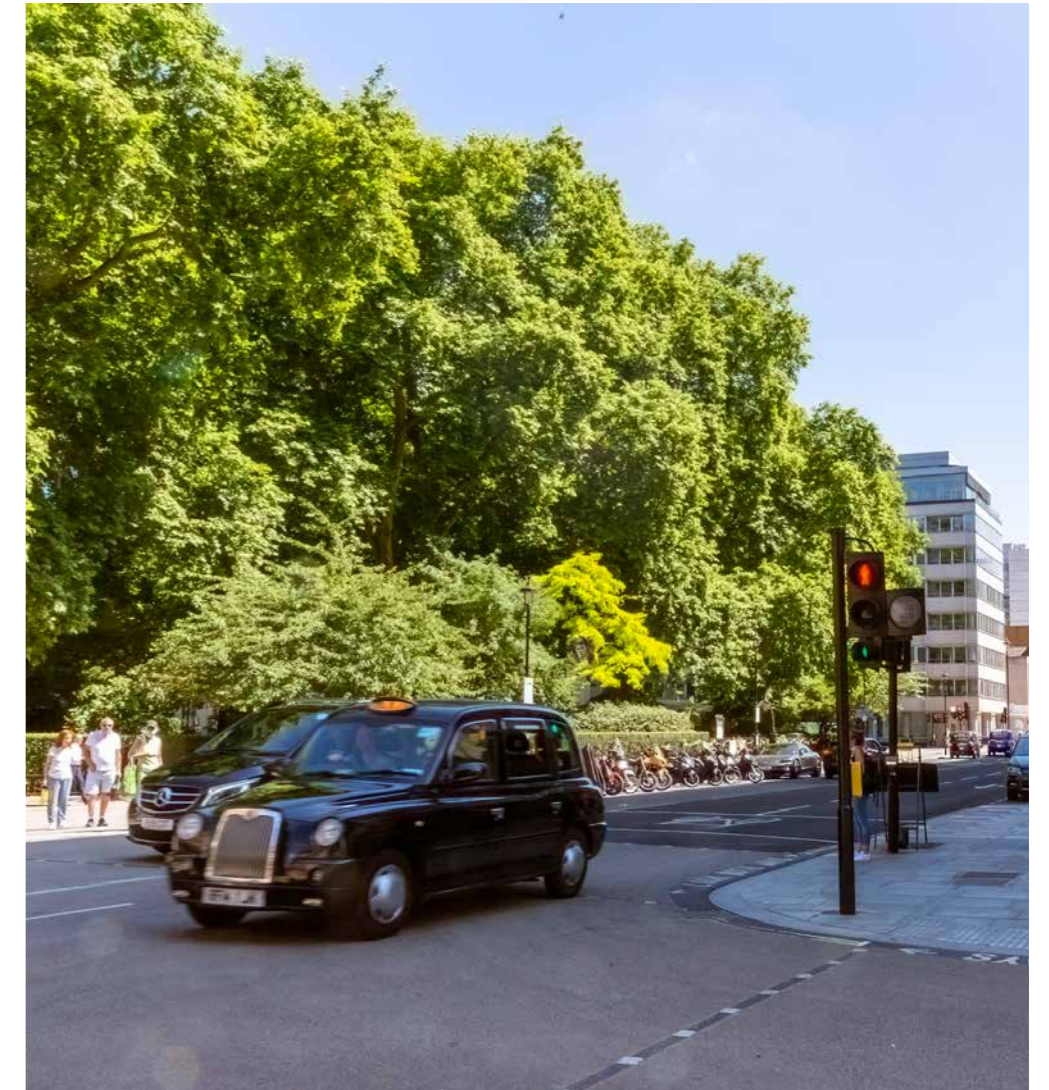
Awareness And Action

We have continued to promote initiatives and solutions to inform and help our members to improve their sustainability credentials. In 2021, this included providing information on lower emission solutions for deliveries, servicing and travel, promoting national campaigns and sharing best practice examples from members. As cycling and walking have become increasingly popular modes of transport, we ensured businesses and their employees 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 2021.



The Bigger Picture

We continue to work actively with our fellow London BIDs, land and property owners and local authorities to push for changes and commitments that will make a real impact to the sustainability of the area and the capital as a whole. Our advocacy work continues to promote 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. We are also working with Westminster City Council to support the development and implementation of the Sustainable City Charter for Westminster.





Safe & Cared For

Making sure that the Quarter remains safe and well-managed remains our core priority – essential to ensuring that workers and residents feel comfortable and visitors feel welcome and keen to explore. Our Street Team continues to keep a watchful eye over the area, maintaining the safety and security of the streets, supporting businesses with everyday concerns around area maintenance and anti-social behaviour, while our security and resilience initiatives support our members with business contingency planning.



Managing The Streets

Our effective Street Safety Team provided a reassuring presence in the Quarter as workers and visitors began returning after time away during the fluctuating Covid restrictions in 2021. The Team keeps a watchful eye over the Quarter, deterring crime and anti-social behaviour, monitoring the cleanliness and maintenance of the streets and liaising with outreach homeless support services to refer those requiring assistance. Part-funded by The Portman Estate, the Team covers the area seven days a week and works closely with Police and security teams, gathering and sharing information and intelligence so that issues can be resolved and crime averted. During the summer of 2021, they worked to ensure that the additional 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 funded a trial of additional outreach services in the area, working with The Passage, providing targeted help for those sleeping on the streets. This proved successful in identifying and putting in place support relevant to individuals and as a result, this extra service has been continued.

Our Street Environment Manager is responsible for monitoring the cleanliness and maintenance of the area, reporting issues where necessary to relevant authorities. As the area returned to normal in 2021, he worked closely with retailers and food outlets to support 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, on the website and in the newsletter.

Our radio network facilitates real-time communication between the Street Team and security teams across the Quarter, enabling an immediate response to incidents in the area. In addition to this, the Team are able to distribute and collate intelligence via the Safer Westend intelligence sharing platform and liaise regularly with neighbouring street safety teams, the local Police, Council and outreach teams.

85%
of annual survey
respondents think
the area is safe

Wonderpass

We continue to manage the cleansing and security of the Wonderpass – our colourful subway under Marylebone Road, that features mini-installations reflecting the history of the area and connects Baker Street station with the businesses and attractions along the length of Baker Street. We work closely with Madame Tussauds on the security and share maintenance responsibilities with TfL.



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. In 2021, we enhanced our 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.

Our annual area-wide major incident table-top exercise took place in March, helping members with their plans to be prepared for and able to withstand a major event. November saw another of our joint deployments with Operation Servator, with the aim of deterring, detecting and disrupting a range of criminal activity while providing a reassuring presence for the public. Alongside this our training programme included Police counter-terrorism modules - Action Counter Terrorism (ACT) and See Check and Notify (SCaN) – and in May, we also ran an introductory session on the proposed Duty to Protect legislation.

We have 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.

Support For Members

Our support line assists members with any issues effecting their business and/or their premises as well as wider enquiries. In 2021, as Covid restrictions continued to create challenges for businesses, we used our contacts at the Council, the Police and partner organisations to respond to queries 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 affecting the area.



Vibrant & Entertaining

Our programme of activities, events and illuminations aims to create a vibrant and enjoyable environment that entices local workers and residents to explore the area, boosts wellbeing and enhances the sense of local community. In 2021 we reintroduced in-person events as restrictions lifted, and these ran alongside our ongoing provision of online activities for our members' employees. With office worker footfall still suppressed, we have also identified the need to adapt this workstream moving forward to also focus on attracting a greater share of the visitor economy to the area, to ensure the future vitality of the area's food, hospitality and retail businesses.

Events, Experiences And Social Activities

91%
of annual survey
respondents think
the area is enjoyable
to spend time in

Our programme of enjoyable events and fun activities boosts the area's vibrancy and increases footfall. In 2021, these were essential to welcoming the return of office workers to the area as well as attracting visitors and entertaining residents, helping to cement the local sense of community. As restrictions eased, we were able to reintroduce our popular events, including monthly activities in Portman Square Garden, delivered in partnership with Portman Marylebone, which enabled us to double the number of days of activities and trial events during the weekends. Activities included food stalls, creative workshops, book swaps, pub quizzes and wellbeing sessions. In addition to this, we promoted three months of al fresco dining in New Quebec Street and Seymour Place, Thursdays to Saturdays over the summer, in Partnership with the Portman Estate. Restaurants and cafes were able to make the most of the managed road closures, allowing for outdoor tables and helping to boost trade following the previous year's disruption.

December saw our first ever Marylebone Winter Garden event which gave visitors the opportunity to browse a range of gifts from local businesses including Dashing Tweeds, William Crabtree & Sons and The Japanese Home, while enjoying festive food and drink with Philglass & Swiggot, Zayna, Tamarind Tiger and Daisy Green, and accompanied by live music. We also reintroduced our popular food markets in the atrium of 55 Baker Street, which have now increased to take place fortnightly all year round.

Alongside in-person events, we continued to deliver a programme of online events and activities, free of charge to employees of our members, with the aim of supporting their wellbeing. Sessions included movement, mindfulness and meditation, yoga, sleep workshops and creative writing.



Encouraging Exploration

As the area began to return to normality in 2021, we were able to work with the area's retailers and eateries to collate and communicate the local offer to workers and residents via our relaunched online directory as well as our Baker Street Regulars scheme, promoting exclusive deals and special offers. This was further supported through our various communications platforms, including the newsletter, social media channels and targeted mailouts.

Our guided walks continue 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. 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, adding sparkle to the area once again for the festive period. Displays were installed in five locations – Marylebone Road/ Baker Street junction, outside 55 Baker Street, Portman Square and Manchester Square, – along with lamppost decorations along the length of Baker Street. Each display 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. 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.





Local Networks & Community

Supporting and developing a sense of community has continued to be a priority, with tailored communications focused on the area ensuring everyone feels welcome and connected. We make local corporate giving easier, facilitating relationships between businesses and charities, support for which has flourished throughout 2021 and into 2022. In addition to this, we continued to support our members' employees with their mental health, wellbeing and training needs and reintroduced some in-person networking events.

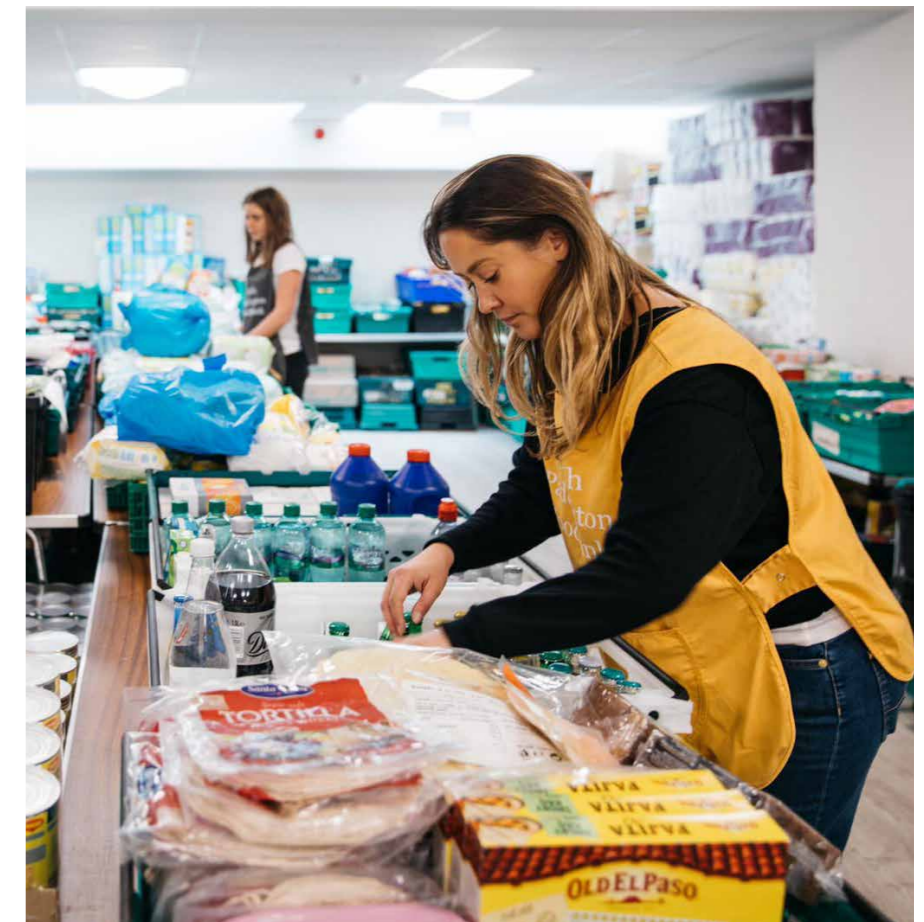
Smarter Giving: Local Giving

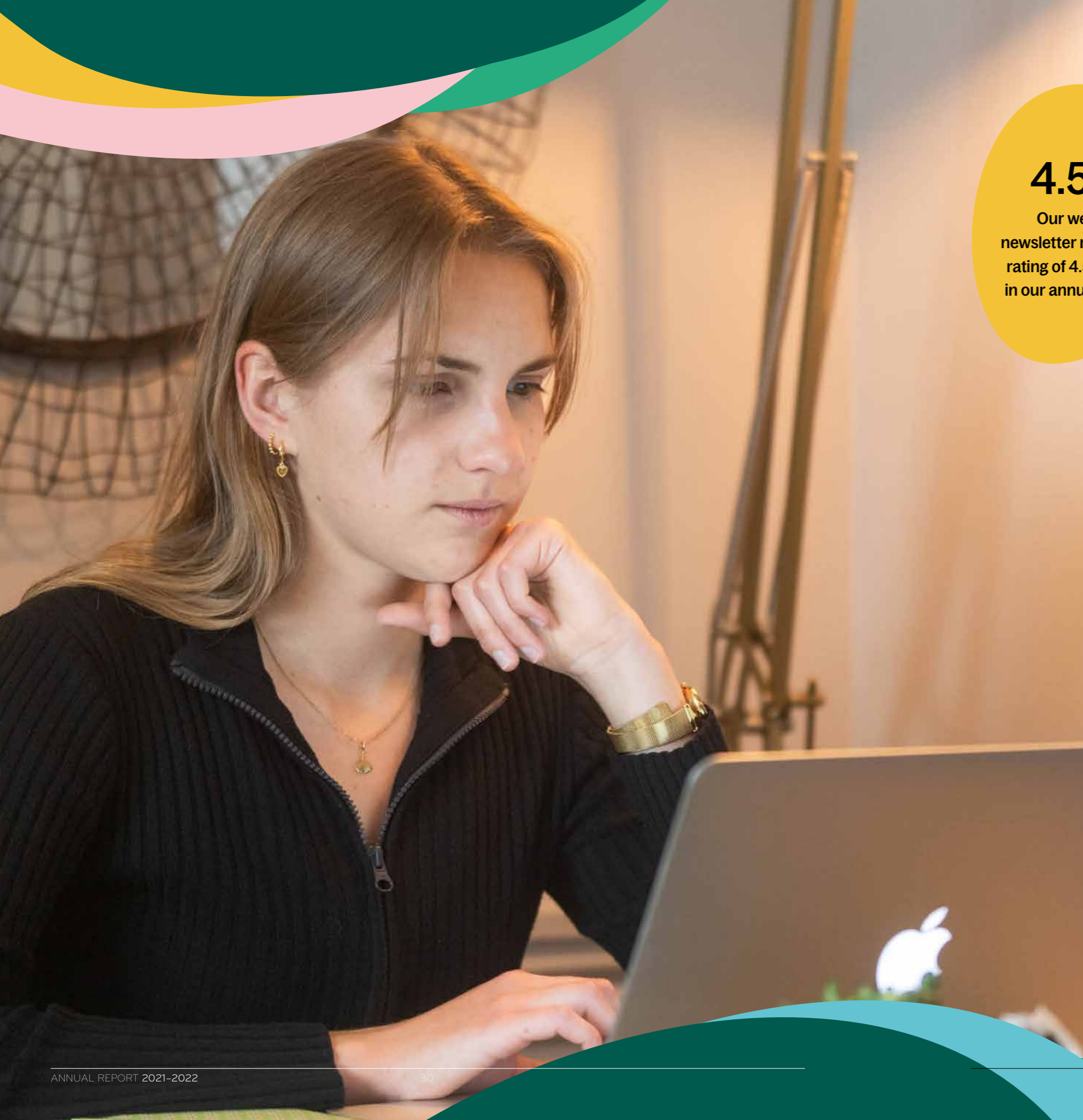
The generosity of our members continues to make a real difference to the local community. Our Smarter Giving initiative facilitates partnerships between businesses and local charities providing support for those in need. We were able to manage donations from our members to those helping refugees, vulnerable people and low-income families and we continued to highlight the most effective ways to support the homeless, raising awareness of the work of outreach services. 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 child refugees with donations of education resources and back packs to help them settle into new schools in the area. 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. Our popular annual Christmas raffle and our Marylebone Winter Garden workshops raised over £1,500 for Marylebone FoodCycle.



Smarter Giving: Employment And Opportunity

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. We know that many businesses, particularly those within the hospitality sector, are facing acute challenges with recruitment and are working on a specific programme with Westminster Council and our neighbouring BIDs to provide support going forward.





4.5/5

Our weekly newsletter received a rating of 4.5 out of 5 in our annual survey

Mental Health & Wellbeing

We continued to expand our provision of mental health and wellbeing sessions and workshops using local providers, including mindfulness, yoga, fitness, creative writing and nutrition, delivered both in virtual and in-person formats to ensure that they were available to all. These sessions remain free of charge to the employees of our member businesses. We launched our Mental Health First Aider Network to share good practice and to help embed mental health and wellbeing into the culture of the Quarter.

A Hub Of Local Information

Our regular communications keep people informed and engaged and promote the sense of community that is so appreciated and plays an important part in attracting people back to the area. In 2021, while some businesses continued to have remote working in place, our weekly newsletter and social media channels maintained a link to the Quarter for their employees and kept them up to date as the area reopened. 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.

In addition to our weekly News of the Quarter newsletter – now with over 3,000 subscribers – we have developed targeted communications such as a Retail and Hospitality update and an internal communications mailout to engage with and inform all local audiences.

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. Our training programme continued to thrive online in 2021, 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.

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 took place outdoors in Portman Square Garden to tie in with the Christmas market event, where guests enjoyed live music, including a performance put together by our neighbours Wigmore Hall, and refreshments supplied by local businesses Chiltern Deli, Zayna, and Daisy Green.



Collective Voice & Area Identity

We continue to use our position as a recognised, coordinated voice for local businesses, with strong links to the Council, fellow BIDs and local partners, to ensure that the needs of our members and the Quarter are heard and addressed. We have also progressed work to more strongly promote the attributes and identity of Marylebone to appeal to visitors and to support businesses' efforts to attract and retain staff and customers.



A Strong Identity For The Area

We have been laying the foundations for this crucial piece of work to pull 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. In early 2022, we created our first film in partnership with the University of Westminster which highlighted the retail, hospitality and visitor attractions and was shared on our website and social media channels. As we move towards our third term, strengthening the Marylebone identity for the area will be a core focus and interweave with other workstreams including sustainability and our Placemaking Strategy.

A Voice In Local Matters

To ensure that our members' interests and concerns are considered in matters that affect the Baker Street Quarter area, we have continued to maintain strong relationships with local partners including regular engagement with relevant public sector stakeholders, senior council members and officers. In 2021, as Covid restrictions lifted and recovery began, we liaised regularly with building managers and larger occupiers to collate office occupancy statistics and we also worked closely with TfL, benefitting from data including Underground entry and exit numbers. This data was 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 And Coordinated Responses

In 2021, we enhanced our advocacy work to represent the voice of local businesses faced with ongoing challenges related to trading restrictions and remote working. We participated in coordinated lobbying calling for financial assistance and rates relief for retail and hospitality, and joined neighbouring BIDs requesting a secure funding settlement for TfL. Our strong relationships with senior council representatives, partners and local stakeholders proved invaluable in combining advocacy efforts to achieve the greatest impact.

The Team



Occupier Board



SIMON LOOMES
Strategic Projects Director,
The Portman Estate (Chair),



TIM ROBINSON
Partner, Head of Commercial
Consultancy, Knight Frank
LLP (Vice Chair)



SARAH BUTTLEMAN
Consultant Solicitor,
Streathers Solicitors



AMANDA CHERRY
Director of Organisational
Development,
Aspect Capital Ltd



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



HANNAH GRUNDY
Head of Brand,
Communications and Events,
Winkreative



RICHARD LEVY
Partner, BDO LLP



CHRIS MELOY
Campus Services Manager,
University of Westminster



ANDREW RICHARDSON
Managing Director,
Home House



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
Strategic Projects Director,
The Portman Estate (Chair)



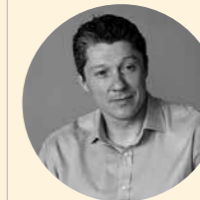
VASILIKI ARVANITI
Head of Asset Management,
Derwent London (Vice Chair)



ANNABEL GODSON
Senior Asset Manager,
Duke Street Property Ltd



NICHOLAS LAZARI
Director,
Lazari Investments Ltd



LAURIE LOW
Senior Portfolio Manager,
Great Portland Estates



JAMES PONSFORD
Head of Asset Management,
London & Regional
Properties Ltd



WILL SCOTT
Asset Manager, British Land



TOM KNIGHT (OBSERVER)
Portfolio Director, The
Portman Estate

Observer



RACHEL THEVANESAN
Business Support
Programme Manager,
Westminster City Council

Baker Street Quarter has a voluntary Board of Directors. The composition of the Occupier Board broadly reflects the make-up of businesses eligible to pay the BID levy with regard to business sector, size and location. Westminster City Council and the Metropolitan Police have seats as observers of the Board. Property owners and investors also contribute to the Partnership and are represented on the Owner Board.

The Boards meet quarterly including an annual joint meeting to set priorities and review progress.

FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2022

| INCOME | | TOTAL |
|--|-------------------|-------|
| | £ | |
| BID Levy | £1,152,600 | |
| Voluntary Contributions and Other Income | £318,100 | |
| TOTAL | £1,470,700 | |

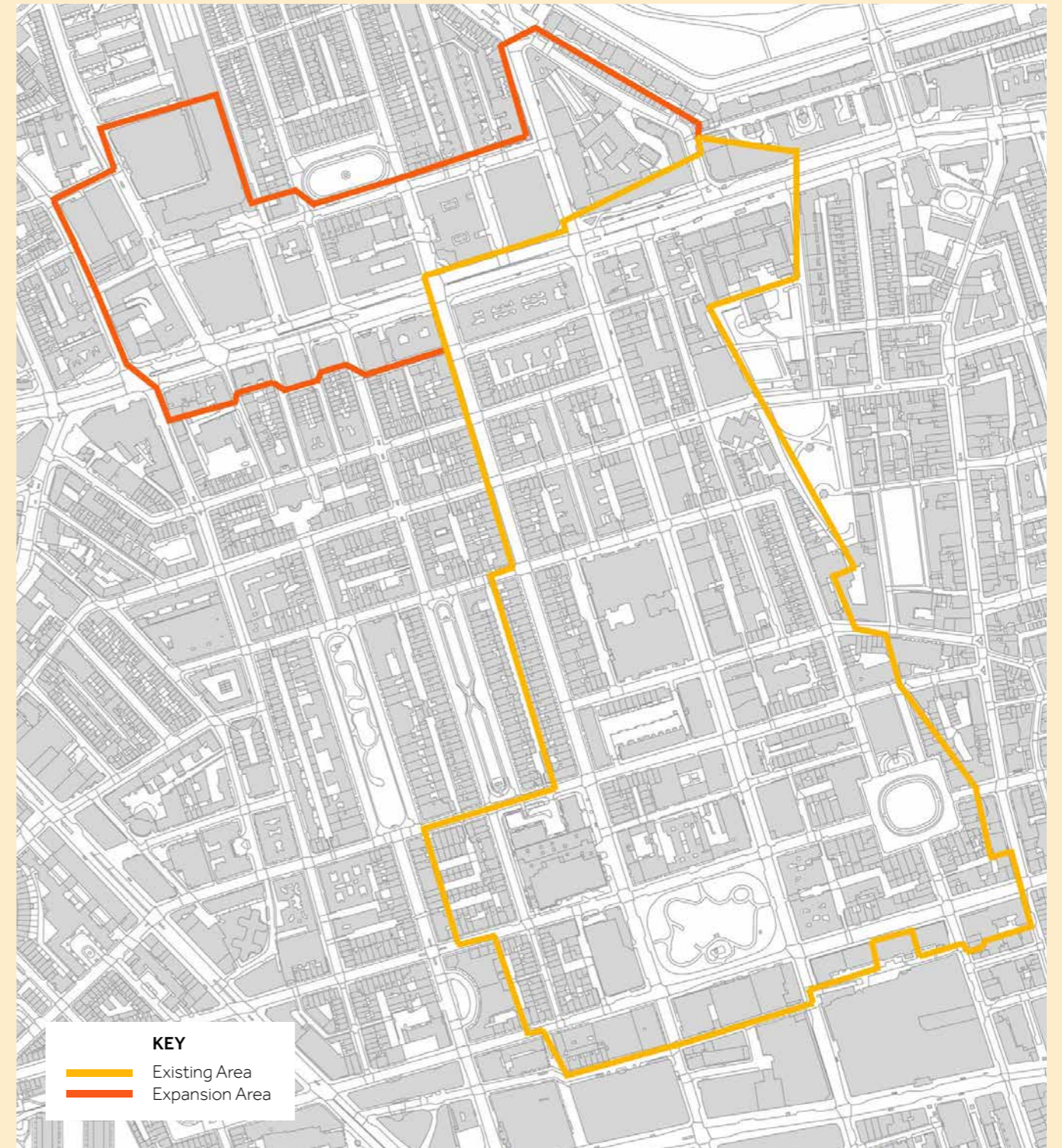
| EXPENDITURE | | |
|----------------------------------|----------|--|
| Quality Spaces and Streets | £72,300 | |
| Sustainable Future | £37,500 | |
| Safe & Cared For | £347,600 | |
| Vibrant & Entertaining | £288,400 | |
| Local Networks & Community | £158,800 | |
| Collective Voice & Area Identity | £25,500 | |

| BID RUNNING COSTS | | |
|---|-------------------|--|
| Core Salaries | £65,600 | |
| Office Running Costs | £119,100 | |
| HR, Recruitment, Training, Staff Welfare & Travel | £18,100 | |
| Bank Charges, Subscriptions | £3,300 | |
| Insurance, Legal and Audit Fee | £44,200 | |
| Levy Collection Fees & Leaflet | £16,000 | |
| Bad Debts | £0 | |
| Depreciation | £51,200 | |
| TOTAL | £1,247,600 | |

| | | |
|------------------------------|----------|--|
| Balance | £223,100 | |
| Brought Forward from 2020/21 | £607,600 | |
| Carried Forward to 2022/23* | £830,700 | |

The income and expenditure account is extracted from the audited financial statements for the year ended 31 March 2022. 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 the BID term in line with the 5 year budget.



The current BID area (indicated in yellow) now has a strong affinity with the activities of the Partnership and the benefits of our services have been recognised across the entire zone. An extension to the north of the area is proposed for 2023-28 as indicated in dark orange on the map. This extension will enable improvement to this key gateway and strengthen the Marylebone identity for the BID area. It will bring the boundary closer to Smarter Giving recipients in Lisson Grove/Church Street and draw in businesses who are well aligned with the Partnership.

**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**

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