



**Summary Report**  
**2022-23**  
**&**  
**The Year Ahead**  
**2023-24**

BAKER STREET  
QUARTER  
PARTNERSHIP





The Baker Street Quarter Partnership was established in 2013 as a Business Improvement District (BID) - a not-for-profit company funded and directed by local businesses for the benefit of the broader community of the Baker Street and Marylebone area.

Our mandate was renewed in November 2022, with an 80% turnout and 99% approval of businesses by both number and value. This ballot also secured an extension of our area of work north to encompass Marylebone Station, building a connection to new businesses, providing focus on this key gateway to the area and bringing us closer to the focus of our Smarter Giving programme. Our aim is to enhance and manage the area for the benefit of everyone working here, living locally and visiting.

As set out in our Business Plan for 2023-2028, our plans for the forthcoming year mark the beginning of 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.

This leaflet summarises what has been achieved by BakerStreetQ from April 2022 to March 2023, the final year of our last five year BID term, and then looks forward to our next term, setting out planned activity to March 2024.

For more detail on our plans for 2023-2028, take a look at our Business Plan available here - [bakerstreetq.co.uk/renewal](https://bakerstreetq.co.uk/renewal)

# Quality Spaces and Streets



Our projects that transform Baker Street Quarter into a first-class environment for everyone who works, lives or visits here. Work began this year on the development of our Placemaking Strategy and, with improvements to public respite and outdoor space long being a priority of ours, this year saw the enhancement of George's Park with its new mural.

- September 2022 saw the unveiling of the mural in George's Park, brightening up this quiet corner on George Street. This was a partnership project with The Portman Estate.
- The development of our Placemaking Strategy began in 2022 with a wide-ranging consultation taking in the views of residents, workers, students and visitors. Greening and Accessibility improvements are now being progressed as part of the strategy.
- We have been working closely with TfL to try and secure the activation of the space outside Baker Street station to add public space and improve the first impression to visitors and commuters to the area.
- Our plans to create new public space in Manchester Square remain on hold while the Council reassesses and reprioritises public realm schemes across Westminster.
- Our Retail Strategy, separately funded by our property owner members, is being reconsidered as part of the development of the Placemaking Strategy.
- We continue to manage the maintenance, cleansing and security of the Wonderpass.

# Sustainable Future



Sustainability and ESG interweaves throughout all of our work, providing practical services, sharing of best practice, and building the reputation of the Quarter as an area focused on sustainability. In 2022, we developed our Sustainability Action Plan that will form a basis for all our programmes going forward, while continuing to provide our popular Smarter Recycling area-wide waste collection service.

- We have been working with Bioregional to develop our Sustainability Action Plan, in line with the One Planet Living® framework. A Sustainability steering group was established to oversee the implementation of the plan.
- Our Smarter Recycling waste collection service enables businesses to work together to reduce traffic and emissions while also cutting down the amount of waste going to landfill. The majority of members are signed up to the scheme along with many non-member street-level businesses.
- A new Environmental Awareness course, approved by the Institute of Environmental Management and Assessment (IEMA), was added to our training programme, alongside our Carbon Literacy course.
- We supported the Council and Westminster Property Association in the development of their Sustainable City Charter.
- We continue to update members on services and initiatives taking place both locally, as well as across the wider West End, via our newsletter, and regularly refresh our website with suggestions and resources to help businesses improve their sustainable practices.
- We have worked closely with fellow central London BIDs and Estates as part of the West End Zero Emissions Group (ZEG), meeting regularly to progress reductions in freight and delivery traffic.

# Safe and Cared For



Creating a safe and well-managed environment is a baseline priority for us and is especially important as we look to focus on attracting more visitors to the area. Our Street Team provides ongoing reassurance to businesses and those working and living locally as well as a crucial link with the Council and Police. Alongside this, we continue to support businesses with their security and continuity planning with a range of communications and training courses.

- Our Street Team continues to manage the safety and cleanliness of the area, proactively reporting, providing evidence and following up to resolution, any issues that might affect the experience of those working and living locally or visiting.
- Part-funded by The Portman Estate, the Team covers the area seven days a week and works closely with Police and security teams, encouraging the sharing of information so that issues can be resolved swiftly and effectively, and act as a deterrent to crime and anti-social behaviour.
- In 2022, we funded additional support from homeless outreach service, The Passage, to ensure targeted support and positive outcomes for those sleeping on the streets.
- The Street Safe campaign was promoted by the Street Team, tackling violence against women and girls, and targeted activities took place to raise awareness of the risk of phone theft. There was also a focus on addressing delivery driver behaviour.
- Our Security and Resilience workstream provides training and support for businesses' continuity planning, including our annual major incident table-top exercise and police counter terrorism training modules - Cyber Crime prevention, Action Counter Terrorism (ACT) and See Check and Notify (SCaN).
- Our incident alert platform communicates tailored information collated from national and local bodies relating to security alert levels, advice, protests and incidents relevant to the area.
- We also work closely with Police to deliver joint deployments with the Project Servator Team, helping to deter criminal activity and reassure the public.
- We continue to play an active role in the West End Security Group, sharing information and best practice and benefitting from up-to-date guidance and intelligence from the Police.
- In 2022, we delivered Emergency Trauma Packs and training to two key locations in the area that can be accessed and utilised by security teams should an incident occur.

# Vibrant and Entertaining



We ensure there is plenty to offer those working, living and visiting the area by providing activities, events and illuminations to create a vibrant and enjoyable environment and enhance the visitor experience. Our events and activities encourage exploration of the area, to discover the hidden gems that make this part of Marylebone so unique.

- Our Summer in the Square events returned to Portman Square Garden in June/July 2022, attracting 15,000 visitors. Activities included live music, Wimbledon screenings, food stalls and health and wellbeing workshops.
- Our fortnightly food markets at 55 Baker Street continue to attract local workers, residents and visitors to pick up delicious lunchtime treats.
- Our Christmas lighting displays brightened every corner of the Quarter with a series of installations that reflect moments from the area's history.
- Our regular walking tours continue to attract high numbers of attendees while our printed map and guide is widely used by local hotels and hospitality businesses to inform their guests of things to do in the area, as well as in office reception areas and for new staff induction packs.
- We collate and promote deals and special offers at local businesses as part of our Baker Street Regulars promotion, available on our website as well as through a monthly mailout.
- In 2022, we enlisted the support of a communications agency to step-up our consumer marketing function. The team are working with retail and hospitality businesses to promote the area's offering to local workers and residents as well as attract visitors, via channels including Instagram and our Baker Street Regulars scheme.

# Local Networks and Community

# Collective Voice and Area Identity

A sense of community sets this commercial district apart from others. We make local corporate giving easier by facilitating relationships between businesses and the community. Our communications keep everyone informed on news and events in the area, and we support our members' employees with their mental health, wellbeing and training needs with a full programme of courses and workshops throughout the year.



## Smarter Giving

- Smarter Giving facilitates partnerships between businesses and local charities and community groups, supporting low-income families, refugees and vulnerable individuals living in the Church Street and Lisson Grove area, just north of Marylebone station. Last year's successes included over £7,000 raised through our Christmas appeals, hundreds of toys and food hampers donated by businesses, a tea-party for elderly residents, and a celebration event for volunteers.
- Our Employment & Opportunity programme focuses on supporting local people into local jobs while helping businesses – especially those within the hospitality sector – to address the challenge of recruitment.

## Wellbeing and Training

- We continue to organise regular health and wellbeing sessions, both in-person and virtual, ranging from mindfulness, meditation and yoga to healthy eating, craft and sleep workshops.
- Our extensive training programme includes courses such as First Aid, Mental Health First Aid, IOSH and Fire Marshal, with sessions available free of charge to employees of our members, saving businesses a significant amount of money and supporting the professional development and retention of staff.

## Sense of Community

- Our fortnightly newsletter keeps everyone informed on news and events around the area, while our targeted mailouts to retail and hospitality businesses and internal communications teams distributes information relevant to those audiences. Our website is an informative hub for local businesses, while our social media channels help to promote the area's retail and hospitality offering.
- Last year saw the return of our in-person networking events, with events taking place at Home House and Home Grown, our AGM in October and Christmas event in November. We also hosted a panel discussion in celebration of International Women's Day.

We are a recognised, coordinated voice for local businesses with strong links to the Council, fellow BIDs and local partners, ensuring that the needs of businesses and the Quarter are heard and addressed. We have been developing our consumer communications this year to highlight our part of Marylebone, enhancing the area's attributes, attracting investment, appealing to visitors and supporting businesses in sourcing and retaining staff and customers. The overwhelming response to our Renewal Ballot in November demonstrated the value that our members place on the services we deliver.



- Our Renewal Ballot took place in November achieving what was believed to be the highest result in the UK to date – securing another five-year BID term with an 80% turnout and 99% yes votes both by number and rateable value.
- Our '15 Things to Do in Marylebone' campaign took place in the autumn, highlighting the array of exciting activities in the area, including culture, food and drink and getting outdoors.
- Our annual survey and a consumer survey were carried out in the summer, gathering valuable feedback on our projects and the area as a whole, and feeding into plans for our third term.

- We continue to advocate on behalf of member businesses and the wider community on topics that are of interest or concern, including responding to planning and licensing applications. This year our advocacy activity included TfL funding, tax-free shopping and short-term lets. We continue to represent the voice of local businesses at many local groups and panels, including the Marylebone Forum, Safer Neighbourhood Panel, Problem Solving Meetings (Police, Council, Outreach Teams) and the West End Security Group, and we regularly team up with neighbouring BIDs to create a stronger voice on issues that impact businesses in central London.

# What's new for 2023-24?



# Our Vision

**A progressive, compelling and connected place for your people, your business and for everyone**

## 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



We have refined our vision, priorities and workstreams for our new 2023-28 BID term. We will be continuing and building on our services and projects outlined in the previous pages and will also be introducing the following new projects and initiatives in 2023-24.



## Progressive & High-Quality Environment

Creating a compelling and inclusive place that supports wellbeing and has sustainability at its heart with informed place shaping projects.

- We will look to implement projects identified as part of the Placemaking Strategy within the themes of Greening and Biodiversity, Gateways and Navigation, Accessibility, Equality, Diversity and Inclusion, Sustainable Transport, Culture and Identity, Safety and Security, and Respite and Wellbeing.
- We will promote our Greening Guide to encourage businesses to add greenery to their buildings and frontages, working with Wild West End.



## Clean Safe & Resilient

Ensuring the area is safe, well managed and resilient through our dedicated street management, effective communications and facilitated local networks.

- We will increase the Street Team resource to allow for the expanded footprint of the area north, incorporating Marylebone station. The Street Team will continue to be part funded by The Portman Estate.
- Particular focuses for the year are the promotion of the Business Resilience Toolkit (WESG and WCC), and ensuring our members are briefed on relevant developments related to the new Duty to Protect legislation.
- We will add a full cleaning service resource that can be called upon to deal with incidents of litter, graffiti, fly-tipping, fly-posting and spillages.
- We will actively promote Safe Havens – a scheme that provides places of refuge should anyone come into difficulty or feel at risk.



## Vibrancy & Experience

Adding fun and appeal for workers, visitors and residents with enlivening experiences, exciting events and an array of activities.

- A programme of seasonal activities and experiences will be developed and delivered linking to key cultural events and national days.
- We will work to animate and activate spaces in the Quarter and provide valuable promotional opportunities for local businesses.
- Adding to our fortnightly food markets, we will be introducing a new regular street food offer at George's Park.
- Our Summer in the Square festival will receive a refresh, with enhanced events, entertainment and workshops for all to enjoy.
- We plan to introduce new Christmas lighting in 2023 as well as exploring opportunities for public art and street dressing.



## Connected & Caring

Promoting social value and environmental impact and wellbeing while supporting the delivery of businesses sustainability and ESG objectives.

### Sustainability Strategy

- Through our Sustainability Action Plan, we will support members in achieving net zero carbon, facilitate the delivery of sustainable public spaces, nurture a connected and caring community, and promote a sustainable workplace, retail, leisure and hospitality experience for all.
- Overseen by the recently established Sustainability Steering Group, this will include regularly updated web resources, an annual review of the action plan by Bioregional and an audit of projects and services using their One Planet Living framework, and a social impact assessment to understand the effectiveness of activities in contributing to the social sustainability of the area.

### Environment: Carbon and Emissions Reduction

- We are refreshing our Smarter Recycling scheme to achieve a greater reduction in vehicles and emissions, supporting members with detailed reporting and greener and more efficient waste disposal. We will also be developing our environmental training provision and will promote sustainable transport.

### People: Attracting & Retaining Talent and Working with the Community

- We will support our members by introducing new starter area induction packs to welcome new staff.
- We will develop the corporate/member-focussed section of the website, providing a valuable hub of information for those working and managing businesses in the area.

- We are further enhancing our delivery of mental health and wellbeing workshops, exploring local spaces and venues to offer more in-person and hybrid sessions.
- Our Mental Health First Aider Network will provide support to those undertaking the role of Mental Health First Aider for their organisation.
- We will develop our Smarter Giving programme further to support members with corporate giving and in delivering the social value element of their ESG commitments.
- We will look to develop a programme of mentoring support for start-up businesses and local entrepreneurs, and seek ways of linking our members' recruitment needs through to members of the local community seeking employment.





## Promoted Supported and Represented

Ensuring the charms of Marylebone and its businesses are well known, appealing to local workers and drawing in visitors to sustain the vitality of the area. Providing tailored support and advocating for our businesses and for Marylebone.

- We will be introducing a new dedicated consumer website highlighting the area's retail and hospitality offer and forthcoming events. This will tie in closely with our consumer facing social media channels.

- As part of our website developments, we will be looking to launch a new way for members to promote themselves locally and encourage businesses to make the most of one another's' services.

- We will be launching a dedicated marketing campaign tailored to target audiences domestically and internationally with dynamic activities, including working with transport providers and railway networks, articles in relevant publications, and via our website and social media.



- Our Baker Street Regulars deals platform will grow, with an emphasis on acquiring new promotions and offers, promoted via a monthly mailout.

- We will continue to advocate for Marylebone for the benefit of the entire community and will provide a strong, collective voice for businesses in the area ensuring decision makers understand members' views and concerns. This will include responding to consultations and joining up with BIDs in Westminster and central London where appropriate.



FINANCIALS 2022 - 2023	TOTAL
<b>INCOME</b>	<b>£</b>
BID Levy Income	1,118,400
Voluntary Contributions	100,500
Reserves	830,900
<b>TOTAL</b>	<b>2,049,800</b>
<b>EXPENDITURE</b>	<b>£</b>
<b>QUALITY SPACES AND STREETS</b>	
Gateway Projects	10,000
Retail Strategy	64,200
Greening	4,200
Accessibility	5,000
Project management	65,700
Sub Total	149,200
<b>SUSTAINABLE FUTURE</b>	
Sustainability Strategy	15,900
Helping Businesses Reduce Emissions	9,200
Awareness And Action	0
Project Management	59,100
Sub Total	84,300
<b>SAFE AND CARED FOR</b>	
Managing The Streets	246,800
Additional Funding: Managing The Streets	(85,700)
Interventions	12,100
Cleansing and Maintenance	58,000
Increasing Security And Resilience	35,500
Project Management	42,100
Sub Total	308,800
<b>VIBRANT AND ENTERTAINING</b>	
Events Programme	157,700
Additional funding: Events Programme	(22,100)
Social and Wellbeing Activities	7,100
Encouraging Exploration	8,100
Christmas Lights and Banners	77,500
Additional funding: Christmas lights and banners	(19,300)
Project Management	67,100
Sub Total	276,300
<b>LOCAL NETWORKS AND COMMUNITY</b>	
Smarter Giving	21,300
Local Information Hub	64,000
Events and Networks	21,400
Training	35,300
Project Management	88,500
Sub Total	230,400
<b>COLLECTIVE VOICE AND AREA IDENTITY</b>	
Area Identity	111,000
Lobbying And Coordinated Responses	6,000
Project Management	39,700
Sub Total	156,800
<b>MANAGEMENT AND OVERHEADS</b>	
Overheads - Rent, Rates and Office Running costs	244,400
Levy Collection Costs	17,000
Management and Administration	69,000
Sub Total	330,500
<b>TOTAL</b>	<b>1,536,300</b>

Notes: Figures projected for last quarter. Project Management lines are included under each programme heading and constitute full project management of all aspects of each programme.

BUDGET 2023-2024	TOTAL
<b>INCOME</b>	<b>£</b>
BID Levy Income	1,225,700
Voluntary Contributions	124,600
Reserves	513,500
<b>TOTAL</b>	<b>1,863,800</b>
<b>EXPENDITURE</b>	<b>£</b>
<b>PROGRESSIVE &amp; HIGH QUALITY ENVIRONMENT</b>	
Greening & Biodiversity	4,000
Placemaking Projects	96,900
Accessibility, Equality, Diversity and Inclusion	6,000
Project Management	74,600
Sub Total	181,500
<b>CLEAN, SAFE &amp; RESILIENT</b>	
Street Management	227,000
Additional Funding: Street Management	(92,700)
Outreach	13,800
Cleansing and Maintenance	119,600
Increasing Security & Resilience	30,700
Operations Training	17,500
Project Management	65,600
Sub Total	381,400
<b>CONNECTED &amp; CARING</b>	
Sustainability Strategy	15,000
Reducing Carbon & Emissions	23,800
Attracting & Retaining Talent	60,100
Wellbeing & Mental Health	17,400
Working with the Community	11,800
Project Management	124,000
Sub Total	252,100
<b>VIBRANCY &amp; EXPERIENCE</b>	
Events & Activities	134,700
Christmas Lights	106,900
Additional Funding: Christmas Lights	(29,300)
Project Management	87,100
Sub Total	299,400
<b>PROMOTED, SUPPORT &amp; REPRESENTED</b>	
Marketing Marylebone	203,400
Advocating for Marylebone	20,600
Project Management	70,500
Sub Total	294,500
<b>MANAGEMENT AND OVERHEADS</b>	
Overheads - Rent, Rates and Office Running costs	227,700
Levy Collection Costs	18,900
Management and Administration	127,000
Sub Total	373,600
<b>TOTAL</b>	<b>1,782,500</b>

**Notes:**

Project Management lines are included under each programme heading and constitute full project management of all aspects of each programme. Income not allocated to projects will go into company reserves contingency and future projects in line with our priorities for 2023 – 2028 BID term.

BAKER STREET  
QUARTER  
PARTNERSHIP

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