

ANNUAL REPORT

2017-
2018

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WHAT A GREAT YEAR!

2017 saw the start of works on the Baker Street Two Way project and a record-breaking ballot result in support of the Partnership - two significant achievements as we reached our five-year anniversary.



Enabling our long-held ambition to reduce the dominance of traffic, the Baker Street Two Way project - completing in 2019 - gives us the opportunity to advance to the next stage in transforming the area for the benefit of all and create a first-class environment where businesses can thrive. As a result, exciting plans are afoot for new strategies to further boost the area's identity and to develop a retail offer that better serves those working in, living in and visiting the area.

We are grateful for the terrific support we received during our renewal ballot last November which led to record breaking results: 80% of members taking the time to vote with 95% by number voting in favour, representing 96% of rateable value. This success gives us a solid mandate to deliver on the proposals set out in our new Business Plan for 2018 -2023, continuing to build projects that bring real benefit to the area and added value to our member businesses. Our aim is to make our area the commercial district of choice for the West End, by creating a 'Place for People' and a 'Place for Business' addressing the six priorities identified in recent consultation with our members. Our range of continuing programmes including those that reduce vehicle emissions, monitor street cleanliness, build local relationships and represent the voice of business in local decision making, will be delivered alongside new focuses for Smarter Giving, supporting local people into employment, and for the Business Security Zone, area wide resilience and emergency planning.

Our revised member steering groups better reflect these plans - Quality Spaces & Streets, delivering projects that transform the area, making it safer and cleaner and creating attractive surroundings for everyone that lives, works and visits here; and Vibrancy, Identity and Community developing events, activities, illumination and banners that ensure that the area remains vibrant and entertaining and in turn building a sense of community amongst staff and residents. We welcome new members to get involved in these groups to offer valuable input on projects that support Baker Street Quarter businesses and the community as well as wider large-scale developments in the area. At the same time, we wish to thank our existing board and steering group members who have volunteered their time to oversee our progress and set out priorities and ideas shaping our future plans. Ambitious as they are, we're confident that we can make a real difference and secure a bright future for Marylebone.

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.



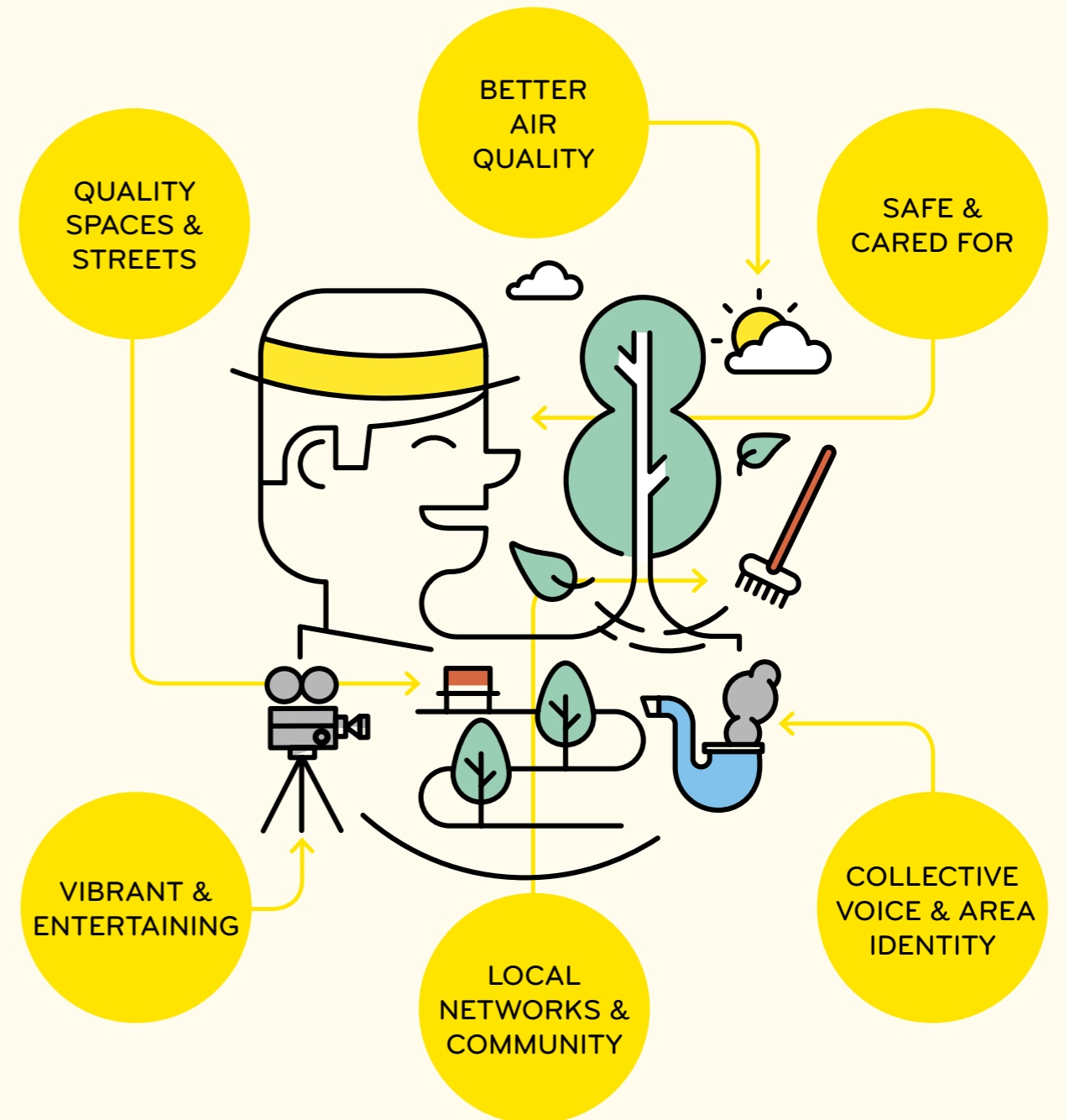
A Place for Business

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



A photograph of a city street with a large yellow hexagonal overlay containing text. The street is lined with trees on the left and a multi-story building on the right. There are cars and a van on the road. The yellow overlay is semi-transparent and contains the text 'REPORTING ON 2017-2018' and a paragraph of text below it.

REPORTING ON 2017-2018

Here we look back on the progress of projects and achievements made during the final year of our first term, in 2017-2018.

HIGH QUALITY PUBLIC REALM

Our projects to improve the physical environment in and around Baker Street making it more attractive, safe and convenient and creating a first-class environment for businesses and everyone who works, lives or visits here.



BAKER STREET TWO WAY PROJECT

This project to remove the divisive, noisy one-way system on Baker Street and Gloucester Place is well on its way to completion. Phases 1 and 2 were completed in spring and Phase 3 is currently in progress, with many of the project's benefits already realised including wider pavements and improved crossings, most significantly across Marylebone Road. The project team have carefully planned the works to minimise disruption as far as possible and we are working closely with Westminster City Council, TfL and their contractors to ensure that businesses are forewarned and updated regarding works with briefing sessions, newsletter articles, leaflets and lamppost banners produced and distributed. Switch-over to two-way flow is planned for Spring 2019. You can stay up to date with the very latest project details by subscribing to the weekly update email at www.bakerstreettway.co.uk.



AIR QUALITY

We know that air quality is a great concern for member businesses as well as local residents. Through increased promotion and uptake of our Smarter Recycling scheme we have successfully reduced the number of waste vehicle movements in the Quarter by around 46%. Using our new impact assessment tool, comparing Smarter Recycling collections with businesses' previous waste arrangements, we are now able to measure the impact that this has on emissions and produce quarterly reports. In addition to this, we've worked with the Marylebone Low Emissions Neighbourhood (LEN) to enhance the focus on air quality with our Anti-Idling campaigns, to encourage drivers to switch off engines when stationary, as well as our drives to tackle the number of personal deliveries by making it easier for local workers to arrange personal deliveries closer to home by using our Click Collect website.





THE WONDERPASS MARYLEBONE ROAD SUBWAY

We continue to clean and maintain our subway-cum-art space, the Wonderpass, providing a safe and more convenient way to cross the busy Marylebone Road. We've recently arranged for new content to be installed in the cabinets as well as produced improved signage including opening times to attract more pedestrians away from the congested road crossing to this pleasant underpass.



STREET MANAGEMENT

Our Street Team, made up of our Street Safety Manager and Street Environment Manager, keep careful watch over the Baker Street Quarter, dealing with everything from day to day visitor queries to reporting environmental issues and submitting anti-social behaviour reports to relevant authorities. Most recently they have been focusing on the increase in organised begging gangs in the area, liaising with the Police, local authority and outreach services. Our Street Safety Manager plays an important role in the Business Security Zone, engaging with businesses to gather intelligence and training their security teams on the Safer West End reporting tool (see opposite). Our Street Environment Manager works closely with businesses, especially retailers, to promote the area via social media and the Baker Street Regulars programme.

In addition to this, our Clean Team have been providing deep cleaning of the Wonderpass as well as twice weekly flushing, pavement cleaning and bin washing (over and above Council street-cleaning provision).



BAKER STREET STATION

We're continuing to lobby for much-needed improvements to the station façade. New attractive frontages to some of the retail units were installed this year and we hope to see further upgrades in the near future. We know that the station is important to our members and progressing plans to significantly improve the station forecourt remains a priority for our second term.



SAFE & SECURE

The overall aim of this programme is to improve the area's resilience to threats and incidents and make Baker Street Quarter a safer place to work, live and visit. Our online information sharing system 'Safer West End for Baker Street Quarter' continues to be rolled out with over 44 members now actively using the service. Our ongoing work with partner organisations in the West End via the West End Security Group is improving communications amongst stakeholders and with the Police. We disseminated locally relevant and appreciated information to members during incidents in proximity to our area. We now offer an annual programme of Counter Terrorism Training sessions in partnership with the Police and neighbouring BIDs.



83%

AGREE THAT THE BAKER STREET QUARTER IS AN ATTRACTIVE AREA



AREA GREENING

Our plans to increase greenery in the area have progressed as part of the Baker Street Two Way project which will see the planting of many new trees in the area and replacements for trees that are no longer viable. We continue to look at ways to provide greening opportunities and through working with property owners and partners, two new green spaces have been created in the Quarter for everyone to enjoy.



WINTER LIGHTING

We've been adding colour and cheer to the area at Christmas with lamppost banners throughout the area and window graphics at 55 Baker Street. We will be making the most of the new street lamp columns installed as part of the Baker Street Two Way project to create an area-wide lighting display for Christmas 2019.



TRENDS & CONCERNS

We're always on the look-out for things we think might impact our members, be it crime statistics, planning permission, highways developments and traffic disruption. We collate this information through our relationships with the authorities and send it to the businesses that are affected.

VIBRANT QUARTER

Our programme of communications, events, entertainment and activities highlight the attractiveness of the area and bring the community together, creating ways for people to meet, network and socialise.



FOOD MARKET

Our vibrant monthly lunchtime food market at 55 Baker Street continues to attract thousands of local workers, residents and visitors to enjoy an array of tasty food at a variety of stalls. This year we also supported the inaugural Marylebone Food Festival with a host of food-related activities including a food tour of local eateries and a multi-point food drive in aid of Food Cycle Marylebone.



SUMMER IN THE SQUARE

Our annual summer festival continues to grow and in 2017 attracted over 15,000 people into Portman Square Gardens to enjoy six days of activities including food markets, Wimbledon screenings and games.

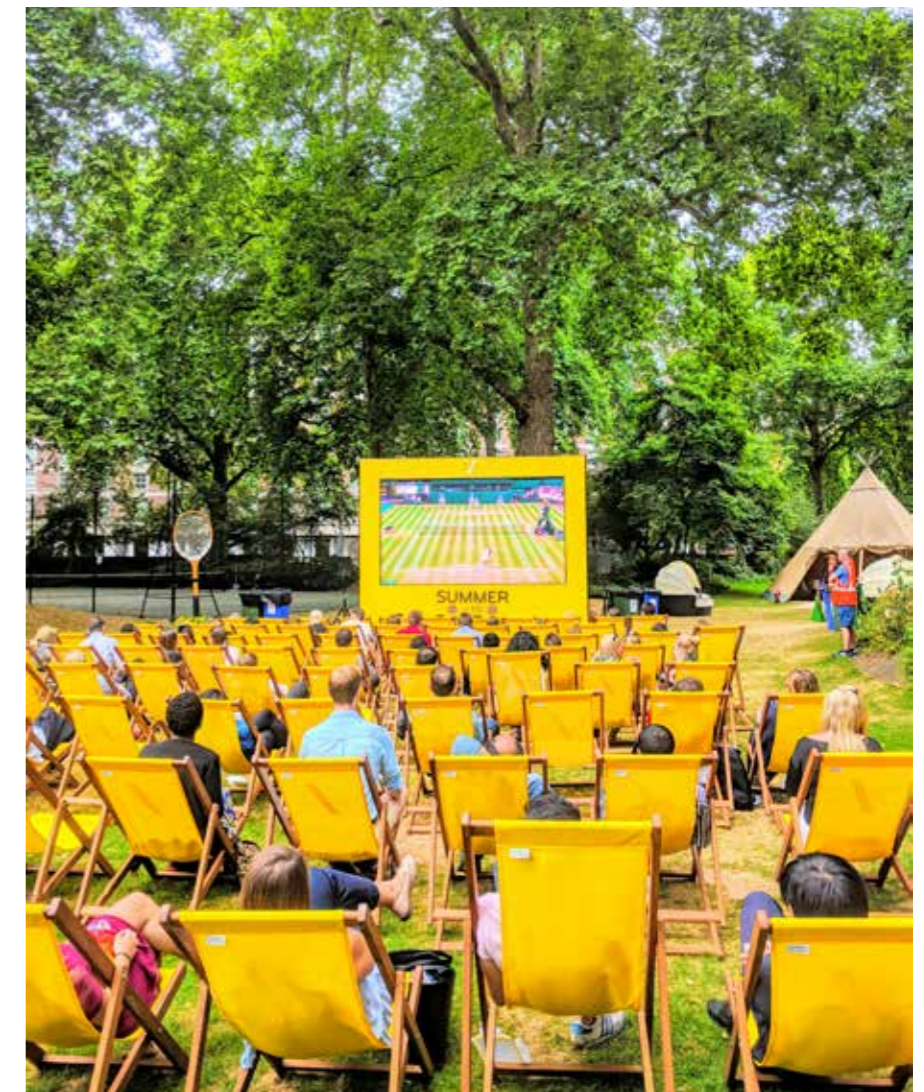
86%

RATE OUR SUMMER FESTIVAL AS GOOD OR VERY GOOD



GUIDED WALKS

More than 200 people enjoyed walks and talks around the area led by expert guides on a variety of topics, including a Suffragettes & Pioneering Women walk, a spooky Halloween tour and an Inside the Wallace Collection tour.





MEMBER EVENTS

Our bi-annual networking events bringing together office and facilities managers were held in October at The Grazing Goat and in March at Daniel Galvin Hair Salon which were both well-attended. In addition to these we also held an event to celebrate our successful renewal ballot result. We plan to open up our networking events to a broader member employee audience in future to further facilitate local networking opportunities.



SOCIAL EVENTS

Our programme of social and well-being activities including calligraphy classes, floristry, boot camp and netball, were attended by over 250 local workers.



COMMUNICATIONS

Our weekly email newsletter, continues to go out to over 3,000 inboxes - and then on to many company intranets - keeping people up to date with the latest news and events from around the Quarter. Our website has been enhanced to improve the visitor experience and our social media channels attract many followers and provide a further boost to the area's profile. We have recently updated our Explore map and this was circulated to members and businesses in the Quarter.

96%

RATED OUR WEEKLY NEWSLETTER GOOD, VERY GOOD OR EXCELLENT



BAKER STREET REGULARS

Users of our online exclusive deals directory redeemed over 550 special offers at local businesses ranging from food freebies to discounts at health and beauty salons. The Baker Street Regulars scheme helps to support our local economy by encouraging workers and residents to use the area's shops and facilities.



BANNERS & ENGAGEMENT

Lamppost banners campaigns were installed in the summer and at Christmas highlighting what the Quarter has to offer. The banners give a boost to the area's identity and demonstrate our guardianship of Baker Street and the surrounding streets.

97%

RATED OUR MEMBER NETWORKING EVENTS HIGHLY





MEMBER SERVICES

Our top-quality services and tailored member benefits add value and convenience for businesses located in Baker Street Quarter.



SMARTER RECYCLING

Our subsidised waste collection services are now used by more than 65 members and we're delighted that this has led to total savings of £161,300 by users of the scheme in 2017-2018 and a 46% reduction in the number of waste vehicle trips in the area. Coffee grounds have recently been added to the already long list of items that can be collected and these are in turn transformed into a green energy source. The Smarter Recycling scheme has recently been retendered and an expanded and refreshed service rolled out.



SMARTER GIVING

The Smarter Giving programme has facilitated over 50 member businesses working with over 30 local community groups and charities. The programme primarily works to support the communities of Church Street Ward, just a short walk from Marylebone yet one of the most deprived areas of the country on several indices. This has included volunteering projects such as helping to run events for the elderly, restoring gardens and allotments and offering career support to schools as well as multiple fundraising activities such as toy, food and clothes drives which generated £22,500 for local causes.





TRAINING

We've offered a broad programme of free training courses to our members including Fire Marshall, First Aid, IOSH Managing Safely as well as a General Data Protection Regulation (GDPR) workshop, all of which were well-attended. The courses, which are delivered by certified providers, give members the chance to improve staff skills while at the same time networking with other local businesses. In addition to this programme, as part of our work with the West End Security Group, we were one of the first to pilot the brand new REAct Counter Terrorism Briefing delivered by the Centre for the Protection of the National Infrastructure (CPNI) and the Police.



MEETING SPACE

Our super-smart meeting room is available to hire at a subsidised rate by member businesses as well as for the wider public. Bookings are growing and last year generated an income of £1,300 which was reinvested back into our projects to improve the area.

96%

OUR TRAINING PROGRAMMES AND STREET TEAM WERE BOTH RATED HIGHLY BY 96% OF MEMBERS



ONE STOP SHOP

This support service, which enables members to request assistance and make enquiries on issues ranging from street cleanliness and public realm faults to CSR and waste collections, has been well-used over the last year, with 72 enquiries received of which 56 were resolved and the remaining 16 ongoing.



COLLECTIVE VOICE

Ensuring that the voices of businesses in Baker Street are heard, we represent our members on proposed plans and developments and lobby for positive changes.

We've represented our members and responded to a range of consultations on issues and developments that directly affect the area, most recently including the proposed transformation of Oxford Street, the Mayor's transport and environment strategies and the Ultra Low Emission Zone. We sit on several local panels such as the Marylebone Neighbourhood Forum, Marylebone Low Emission Neighbourhood, West End Partnership, West End Security Group, Policing and Crime panels and the West End Partnership and work closely with our neighbouring BIDs to present an even broader collective voice when appropriate.

BOARD MEMBERS 2017-2018



OWNER BOARD



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



GEORGIA HOGG (VICE CHAIR)
Property Management
Executive, British Land



NICHOLAS LAZARI
Director,
Lazari Investments Limited



ZOE PERREUR-LLOYD
Senior Asset Manager,
London & Regional Limited



LAURIE LOW
Asset Manager,
Great Portland Estates



CHARMAINE REES
Senior Asset Manager,
Derwent London



MICHAEL LINDSAY
Director of Property,
Selfridges

OCCUPIER BOARD



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



HELEN BIDDLE
Head of Finance and
Operations, Boston
Consulting Group



AMANDA CHERRY
Director of HR,
Aspect Capital



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



ANDREW JACOBS
Head of Property,
Seddons



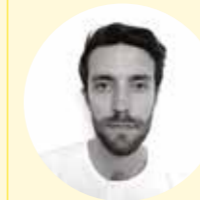
RICHARD LEVY
Partner, BDO LLP



ANDREW RICHARDSON
Managing Director,
Home House



TIM ROBINSON (VICE CHAIR)
Partner, Head of Property
Asset Management
Knight Frank LLP



ADAM THOMPSON
Strategist, Winkreative



ANDY TYLER
Partner, London Markets,
Cushman & Wakefield

OBSERVERS



GREG WARD
Director of Economy,
Growth, Planning &
Housing, Westminster City
Council



PC DAVID MILLER (OBSERVER)
Dedicated Ward Officer,
Marylebone High Street



SAM REGAN
Director of Facilities,
Madame Tussauds



ANUP SARIN
Director of Operations,
Aristel Hotels

FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2018

TOTAL

INCOME

£

BID Levy	1,004,000
Voluntary Contributions and Other Income	113,900
TOTAL	1,117,900

EXPENDITURE

£

High Quality Public Realm	461,300
Vibrant Quarter	241,100
Member Services	194,400
Collective Voice	5,400
Flexible Fund	0

BID RUNNING COSTS

£

Core Salaries	94,400
Office Running Costs	117,400
HR, Recruitment, Training, Staff Welfare & Travel	8,200
Bank Charges, Subscriptions	5,400
Insurance, Legal and Audit Fee	43,900
Levy Collection Fees & Leaflet	17,600
Surveys & Leaflets	0
Depreciation	7,100
TOTAL	1,196,200

Balance	-78,300
Brought Forward to 2015/2016*	232,700
Carried Forward to 2017/2018*	154,400

The income and expenditure account is extracted from the audited financial statements for the year ended 31 March 2018. These are available upon request by contacting the Baker Street Quarter 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.

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

DO GET IN TOUCH.



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