



# Annual Report 2022-2023

BAKER STREET  
QUARTER  
PARTNERSHIP



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We always strive to find out what people think both of Marylebone and of what we do to ensure our priorities are correct and our programmes are relevant and useful. Last year in particular we carried out extensive and in-depth consultation to inform our plans and areas of focus.

We really enjoyed hearing from so many including our business members, those working in the area, local residents, local charities, public sector stakeholders and those just passing through. The consultation helped us understand better what is important to people, what people love, what people would like improved and their hopes for the future.

We used this to shape our Vision and Commitments for 2023-2028 centred on sustainability, inclusiveness and social impact while retaining a focus on the basics of ensuring the area is safe and clean. The value of this consultation was demonstrated in the terrific support we received in the vote on these plans. Our renewal and extension ballot last November had record breaking results – an 80% turnout and 99% approval of businesses by both number and value. This demonstrated businesses commitment to the area and gave us a strong mandate to implement our plans for the future. It also secured the extension of our area of focus, north to encompass Marylebone Station and the surrounding streets, building a connection to new businesses, providing focus on this key gateway and bringing us closer to the community partners of our Smarter Giving programme in Church Street Ward.

Of course, we continued delivering for the area alongside the consultation and renewal campaign. 2022-23 saw a new mural in George’s Park, enhanced consumer and visitor campaigns, the return of member networking events, a new Christmas lights installation and the approval and delivery against our Sustainability Action Plan. Our Street Team and Outreach service continued making a difference on the streets, we advocated for the area, delivered community events and pop-ups and our Smarter Giving initiatives continue to flourish. As we ended the year, we concluded our consultation related to our Placemaking Strategy – this will be key in directing our future programmes to enhance the area with objectives focused on enhancing the area’s neighbourly qualities, sustainability, and sense of belonging.

We are grateful as always for everyone’s help and commitment giving time, funding, and input to our work to ensure the future vitality of Marylebone. Read on to find out more about our activities in the final year our second BID term as well as our priorities for 2023-2028.

**Penny Alexander**  
Chief Executive



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



## 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





# Reporting on 2022-2023

# The Year In Numbers

## 2022-23



**Renewal Ballot: 80% turnout and 99% by number and rateable value**



# Quality Spaces & Streets

**Our projects working to transform Baker Street Quarter into a first-class environment for everyone who works, lives or visits here.**

Work began 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 Pocket Park with its new mural, and we also launched our Urban Greening Guide, to encourage businesses to add greenery and biodiversity to their own premises.



## Greening

Our peaceful outdoor respite space – George's Pocket Park - continues to provide a calming place to sit and enjoy some quiet time. September 2022 saw the unveiling of the vibrant floral mural on an adjacent wall, brightening up the space and complementing the greenery and planters. This was a partnership project with The Portman Estate with additional funding from a successful application to Westminster City Council's Open Spaces, Greener Places programme. The space has since been utilised for wellbeing workshops and plays host to a weekly street food pop-up.

Early in 2023, we launched our Urban Greening Guide, featuring information on the benefits that greening can bring in maximising biodiversity, mitigating climate impacts and improving air quality, alongside advice and guidance for businesses and residents on creative ways to introduce greenery to their properties.

## Placemaking Strategy

With a focus on continuing to build compelling, sustainable and inclusive spaces for all who work in, live in and visit the area, development of our Placemaking Strategy began in 2022 with a wide-ranging consultation taking in the views of residents, workers, students and visitors. The consultation looked to gauge opinions about how people experience the area, what makes the area special, the challenges that need to be addressed to improve the place and make it better and work for everyone.

This included things such as local services, car parking, public spaces and greenery. We also looked at community and the cultural offer, the night-time economy, how safe the area feels, and the routes and modes people use to move around the area and where they avoid. A full report and recommendations has since been produced and improvements are being progressed as part of the strategy.



## Gateway Project: Baker Street Station Forecourt

We have been working closely with TfL on plans to activate the forecourt area outside Baker Street station, to create a public 'piazza' space and improve the first impression to visitors and commuters to the area. TfL's construction works to underpin the station building are currently in progress and it is hoped that plans will continue to form once these are completed.

**83%**  
of annual survey  
respondents think  
the area is  
attractive

# Sustainable Future

**Sustainability and ESG interweaves throughout all of our work, providing practical services, sharing best practice, and building the reputation of the Quarter as an area focused on sustainability.**

In 2022, we agreed our Sustainability Action Plan, which is core to all our programmes in our third BID term, while continuing to provide our popular Smarter Recycling area-wide waste collection service, sustainability training and helpful web resources.

## Sustainability Action Plan

Following Bioregional's gap analysis of our programmes in 2020, we have been working to develop our Sustainability Action Plan, in line with the One Planet Living® framework to measure and drive forward our sustainability delivery and objectives. We have broken down our approach to sustainability into four core pillars – to provide support and facilitation for members in achieving net zero; to collaborate with members to facilitate the delivery of healthy and high-quality public spaces; to nurture a connected and caring community; and to promote and inspire a sustainable workplace, retail, leisure and hospitality experience for all. In 2022, our new Sustainability steering group was established to help shape the action plan and to oversee its implementation, and to guide our sustainability work going forward. Alongside this, we continue to work closely with key partners such as Westminster City Council and the GLA to align with broader climate emergency policy, targets and strategies for the city.



## Member Services – Carbon And Air Quality

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, benefitting from reduced waste collection costs and comprehensive reporting, helping to meet their green goals by minimising waste and increasing recycling rates. Free waste audits are also available to users, enabling them to review existing waste collection provision and receive recommendations to improve sustainability credentials. Early in 2023, we retendered the waste collection contract and, in the process, refreshed the service, introducing new waste streams and more flexible collections.

There were also improvements to reporting, with the ability to identify waste by business, including those in multi-tenant buildings, and also the introduction of new waste collection zero-emission electric cargo bikes.

Our training programme featured a new Environmental Awareness course, approved by the Institute of Environmental Management and Assessment (IEMA), alongside our Carbon Literacy course.

We have continued to update members on services and initiatives taking place both locally, as well as across the wider West End, via our newsletter, and have regularly refreshed our website with suggestions and resources to help businesses improve their sustainable practices.





## The Bigger Picture – Freight Consolidation And Zero Emissions

In 2022, we worked with partners as part of the West End Zero Emissions Group (ZEG) towards achieving meaningful reductions in freight and delivery traffic in the area and also played an active role, alongside fellow BIDs, TfL and Westminster City Council, in proposals for a zero-emission zone for the wider West End.



# Safe & 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 to support our hospitality and retail sector.

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, reporting issues of cleanliness and anti-social behaviour to relevant departments so that they can be addressed. Alongside this, we continue to support businesses with their security and continuity planning with a range of communications and training courses.



## The Wonderpass

We continue to manage the maintenance, cleansing and security of the Wonderpass, our unique and vibrant underground subway that leads from outside of Baker Street station to the other side of Marylebone Road. There are plans to re-lay the floor and refresh some of the panelling, due to take place later in 2023.

## Managing The Streets

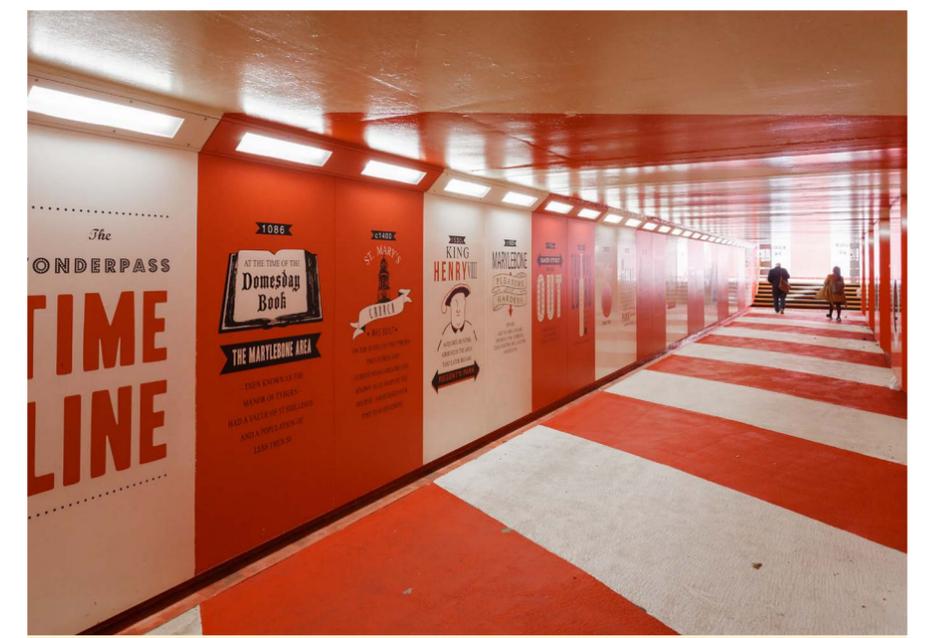
Our Street Team continues to manage the safety and cleanliness of the area, proactively reporting and following up on any issues that might affect the experience of those working and living locally or visiting. Part-funded by The Portman Estate, the Team covers the area seven days a week, acting as a deterrent to crime and anti-social behaviour and working closely with Police, the Council and security teams, encouraging the sharing of information and the collation of evidence so that issues can be addressed swiftly and effectively. Evidence is gathered and shared with businesses, the Police and other key agencies via our Safer Business Network platform – free to use by members and their security personnel. For more complex issues our Operations team use the intelligence gathered to work with the building managers, the Council, Police and Outreach services to work through to resolution.

In 2022, we continued to fund additional support from homeless

outreach service, The Passage, to monitor homelessness in the area and ensure that targeted support and positive outcomes are made available for individuals sleeping on the streets.

Last year, the Street Team helped to promote the Police's StreetSafe campaign, tackling violence against women and girls, and also carried out targeted activities to raise awareness of the risk of phone theft following a rise in incidents across central London. There was also a focus on addressing delivery driver behaviour in the local area.

In addition to maintaining safety, the Street Team also monitor the area's cleanliness, reporting issues such as broken street lighting, litter and fly tipping to the Council or other relevant authority so that it can be dealt with effectively. Last year, the Street Team submitted 688 reports. We also fund regular street cleaning, in addition to that provided the Council, to tackle problem areas and grot spots.



## Increasing Security And Resilience

Our Security and Resilience workstream provides training and support for businesses' continuity planning. In March, representatives from member businesses attended our annual major incident table-top exercise, at which they were able to test out their plans in a simulated major incident.

In 2022, we delivered Emergency Trauma Packs, including specialised equipment such as tourniquets, burn gels and dressings alongside other conventional first aid items, to two key locations in the area that can be accessed and utilised by trained security teams should a major incident occur. We continue to provide security related courses as part of our wider training programme, including police counter terrorism training modules - Cyber Crime prevention, Action Counter Terrorism (ACT) and See Check and Notify (SCaN). We play an active role in the West End Security Group, benefitting from up-to-date guidance and intelligence from the Police and sharing information and best practice with partners, and also work closely with Police to deliver joint deployments with the Project Servator Team, helping to deter criminal activity and reassure the public.

Our weekly Security & Operations Update features tailored information collated from national and local bodies relating to security alert levels, advice, protests and incidents tailored to our area.



### Support For Members

Our One Stop Shop service enables our members to contact us about everything from litter, graffiti and spillages, to advice on event venues and cycle parking.

In 2022-23, we achieved a 95% resolution rate for enquiries made to our One Stop Shop. We also provide tailored communications to members on street works, events, protests and other relevant information.

79%

view the area as well maintained

# Vibrant & Entertaining

We ensure there is plenty to offer those working and living locally by providing activities, events and illuminations to create a vibrant and enjoyable environment as well as enhance the visitor experience.

Our events and activities encourage exploration of the area, helping people to discover the mix of businesses and attractions that make this part of Marylebone so unique.

## Events, Experiences And Social Activities

Our programme of fun events and activities aims to boost the area's vibrancy and increase footfall. Our Summer in the Square returned to Portman Square Garden with a series of events taking place throughout June, July and August 2022, attracting over 15,000 attendees. Activities included the Wimbledon Tennis Championship on the big screen, live music, food stalls, and health and wellbeing workshops in our 'wellness den' alongside family fun and community events.

Our popular fortnightly food markets at 55 Baker Street continued throughout the year, attracting local workers, residents and visitors to pick up delicious lunchtime treats from a broad range of stalls. In the lead up to Christmas, a festive mini-market saw the regular food favourites joined by gift stalls, drop-in craft workshops, and a charity mulled cider stand with donations going to St Mary's Social Supermarket.



## Encouraging Exploration

Our regular walking tours continued to attract high numbers of attendees. Topics last year included LGBTQ+, Royal Connections, Garden Squares, Sherlock and The Beatles, plus in September, a Silent Disco Walk! Also encouraging exploration, our area map and guide is distributed in digital and printed formats, widely used by local hotels and hospitality businesses to inform their guests of things to do, as well as in office reception areas and for new staff induction packs.

Our Baker Street Regulars promotion continues to showcase the area's retail and hospitality businesses with deals and special offers at local shops, eateries and hotels posted in a directory 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 worked with businesses to promote the area's offering to local workers and residents as well as attract visitors, via PR campaigns and Instagram.



## Christmas Lights

Our Christmas lighting displays once again added sparkle to the area, with a series of installations located in every corner of the Quarter. Added to the displays this year was a giant interactive bauble, funded by The Portman Estate, installed in Portman Square which attracted lots of attention from passers-by and posts on social media.

# Local Networks & Community

**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: Local Giving

Smarter Giving facilitates partnerships between businesses and local charities, schools 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 a tea-party for elderly residents organised by students at Wetherby School, a celebration event held for volunteers hosted by Hyatt Regency London – The Churchill, and a team from UST Global visited residents and users at the Penfold Hub and Extra Care Service to celebrate the UN International Day of Happiness. Firefly Capital also continued to build their relationship with Penfold Hub, hosting a Jubilee Party for residents. LCP donated tables to The Portman Early Childhood Centre and Chiltern Firehouse gifted bed linen to The Marylebone Project. There were also financial donations and fundraising activities carried out by Aspect Capital, Cromwell Property, Union Bancaire Privée (UBP) and BC Partners. Donations for the year totalled over £43,000.

As in previous years, there was incredible support from our members for our Christmas appeals with over £2,000 raised through our Christmas charity raffle raising invaluable funds for The Marylebone Project and their work to support homeless and vulnerable women. In addition to this, hundreds of toys were donated by businesses to local charity nurseries - Newpin, Portman Early Childhood Centre and IMPS – along with food parcels that were sent to North Paddington food bank, St Mary's Social Supermarket and Penfold elderly community hub.



## Smarter Giving: Employment And Opportunity

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. We supported the formation of Westminster Works, working with other BIDs and the Council to support the hospitality sector. Hyatt Regency London – The Churchill continued to build its relationship with

The Marylebone Project, attending a careers-pampering event at the charity's local centre and introducing themselves as employers. Nobu carried out a Get To Know Our Industry event also with The Marylebone Project that resulted in the hiring of a new employee. Meanwhile, HSBC began working in partnership with local schools to deliver finance workshops as well as attend career fairs.



## Sense Of Community

With a mailing list of over 3,000 people, our fortnightly newsletter keeps everyone informed of news from around the area and provides an effective channel for promoting local events and businesses. Meanwhile, we have developed our more targeted communications, with regular mailouts to retail and hospitality businesses as well as one to contacts that are responsible for internal communications at their organisations, so that they can share our news with colleagues via intranets and internal chat functions. Our website is an informative hub for local businesses, featuring our events and training programmes, information on our services as well as advice and guidance on topics such as sustainability, emissions reduction and greening. Our social media channels - Instagram, LinkedIn and Twitter - feature up to date news from the area and help to promote the retail and hospitality offering. We also made the most of external channels - local publications such as The Marylebone Journal and local amenity group newsletters - as well as promotion screens located in business and building reception areas.

## Mental Health And Wellbeing

We continue to organise regular wellbeing sessions, both in-person and virtual, to boost employee mental health and support our members with their staff retention. Sessions in 2022-23 included mindfulness, meditation and yoga, healthy eating, craft and sleep workshops.



## Events, Networks And Training

2022 saw the return of our in-person networking events, bringing together a total of 250 of those working in the local area to meet, share ideas and get to know one another. In July, we hosted breakfast and evening events at members clubs Home House and Home Grown. Our AGM in October took place at the Hellenic Centre on Paddington Street, with presentations from our Chair Simon Loomes and Chief Executive Penny Alexander. Our popular annual Christmas drinks reception took place at The Grazing Goat on New Quebec Street and provided us a great opportunity to

celebrate the success of our renewal ballot with members as well as the wider community - our partners, residents and local stakeholders. And, in March this year, we brought together a panel of inspiring guests to celebrate International Women's Day.

Our extensive programme of free training courses has continued to save our members a significant amount of money and support the professional development and retention of their staff. The programme includes courses such as Emergency First Aid, Mental Health First Aid, IOSH and Fire Marshal.

# Collective Voice & Area Identity

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, attracting visitors to boost local retail and hospitality as well as supporting businesses in sourcing and retaining staff.



## Lobbying And Coordinated Responses

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. Last year our advocacy activity included TfL funding, tax-free shopping and short-term commercial lets.

## A Strong Identity For The Area

We began working with a communications agency in 2022, to support our efforts in raising awareness of the area and appealing to visitors. Our Make It Marylebone film, highlighting the area's retail and hospitality offering which, in addition to our own website, was displayed

on screens on Chiltern Railways network, on trains heading in and out of Marylebone station. PR activities related to our Summer In The Square festival generated more than 20 pieces of coverage, including in the Evening Standard and Time Out, with a total media reach of 15m+.





## A Voice In Local Matters

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. We hold regular meetings with senior council members and officers and maintain strong relationships with the two local amenity (resident) groups.

# The Team



## Our Boards

### Occupier Board



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



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



**SARAH BUTTLEMAN**  
Consultant Solicitor,  
Streathers



**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



**MANDY MATHER**  
Director of Estates, London  
Business School



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



**ANDREW RICHARDSON**  
Managing Director,  
Home House



**TRACEY FULLER**  
UK Head of Community  
Engagement and Impact,  
BNP Paribas



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



**ANDY TYLER**  
International Partner, London  
Markets, Cushman and  
Wakefield



**TIM WATERS**  
General Manager, Madame  
Tussauds London=



**STELLA ABANI  
(OBSERVER)**  
Director of Economy and  
Skills, Westminster City  
Council



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



**VASILIKI ARVANITI  
(VICE-CHAIR)**  
Head Of Asset Management,  
Derwent London



**ANNABEL GODSON**  
Senior Asset Manager,  
Duke Street Property



**PHIL HADDLETON**  
Principal,  
Bentall Green Oak



**NICHOLAS LAZARI**  
Director,  
Lazari Investments Ltd



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



**JAMES PONSFORD**  
Head of Asset Management,  
London and Regional



**WILL SCOTT**  
Asset Manager,  
British Land



**TOM KNIGHT (OBSERVER)**  
Portfolio Director,  
The Portman Estate

### Owner Board

# FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2023

TOTAL

INCOME	£
BID Levy	£1,035,076
Voluntary Contributions and Other Income	£231,307
<b>TOTAL</b>	<b>£1,266,383</b>

## EXPENDITURE

### PROJECT COSTS

Quality Spaces and Streets	£152,031
Sustainable Future	£97,618
Safe & Cared For	£377,542
Vibrant & Entertaining	£297,656
Local Networks & Community	£216,113
Collective Voice & Area Identity	£137,756

### BID RUNNING COSTS

Core Salaries	£92,047
Office Running Costs	£137,661
HR, Recruitment, Training, Staff Welfare & Travel	£28,670
Bank Charges, Subscriptions	£6,114
Insurance, Legal and Audit Fee	£53,475
Levy Collection Fees & Leaflet	£17,247
Bad Debts	£2,832
Depreciation	£7,582
<b>TOTAL</b>	<b>£1,624,344</b>

Balance	-£357,961
Brought Forward from 2021/22	£830,939
Carried Forward to 2023/24*	£472,978

The income and expenditure account is extracted from the audited financial statements for the year ended 31 March 2023. 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 five-year budget.

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.

The logo features a thick, slanted yellow bar on the left side, followed by the text 'BAKER STREET QUARTER PARTNERSHIP' in a white, sans-serif font, stacked in three lines.

BAKER STREET  
QUARTER  
PARTNERSHIP

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