



Summary Report
2023-24
&
The Year Ahead
2024-25



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 the area around Marylebone Station, building a connection to new businesses, residents and members and welcoming their staff to the Baker Street Quarter community.

Our focus is on enhancing and managing the area for the benefit of everyone working here, living locally and visiting. Our Business Plan for 2023-2028, set out how we are working towards 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 billing leaflet summarises what has been achieved by BakerStreetQ from April 2023 to March 2024, and sets out planned activity to March 2025.

For more detail on our plans for 2023-2028, take a look at our Business Plan available here - bakerstreetq.co.uk



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



Progressive and High-Quality Environment

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



- We published our Placemaking Strategy in October, developed in partnership with The Portman Estate, setting out a vision for the future of the area – reimagining it as an exceptional place to live, work, study and visit, and developing a community-driven approach towards an active, greener, safer and more inclusive neighbourhood.

- In March 2024, we complete our installation at Marylebone Station. We are taking over the Harewood Avenue exit space to add a large-scale map display and posters celebrating the history of the station, its links up the Chiltern lines and its role in the local community. We received

funding from Chiltern Railways' Community Investment Fund for this project and have also worked closely with the Chiltern team to spruce up the space.

- Plans to make initial improvements and trial an activation in the space outside Baker Street station are coming to fruition, working closely with TfL. Deep cleaning has taken place and trial greening and activation in the form of a weekly food market will begin in Spring 2024, improving the first impression to visitors and commuters to the area. We are hopeful these trials will encourage more extensive and longer-term enhancement of

the space in future. The project benefitted from ward Council grant funding towards the greening elements.

- Our plans to add greening along the Melcombe Street walking route between Marylebone and Baker Street stations are progressing. We were successful in bidding for a grant from Westminster City Council's Greening Westminster fund for this project which completes in Spring 2024.

- We continue to promote our online Urban Greening Guide to encourage businesses to add greenery to their buildings and frontages and regularly engage with Wild West End to ensure best practice.

- We appointed consultants to audit the accessibility of key streets and venues in the area that enables us to provide useful information to those with additional needs planning to visit.

What's New In 2024-2025?

- The trial activation of the space outside of Baker Street station will commence in Spring with weekly food markets.
- The Station Link Green Route between Baker Street and Marylebone stations will be completed, creating a more pleasant environment, increasing biodiversity, improving air quality – importantly accompanied by a full management, maintenance and monitoring plan.
- We will be moving forwards with projects identified in our Placemaking Strategy with the aim of progressing at least one to a detailed design stage or implementation, and a key focus on accessibility and inclusiveness.
- We will use the information from the accessibility audits to consider improvements we might be able to facilitate. We will be adding links to the accessibility information to our consumer website.

Clean, Safe and Resilient



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

Street Operations

- Our Operations function continues to bring together local property managers, the Council, Police neighbourhood teams, and the wider community as needed to effectively share intelligence, compile evidence and address issues and support Council and Police action.
- 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 act as a deterrent to crime and anti-social behaviour.
- This year the Operations and Street Team spent time familiarising themselves with our extension area (north of Marylebone Road, incorporating Marylebone station and surrounding streets) the key stakeholders and issues there.
- We continue to fund and work closely with our outreach partner The Passage to ensure the delivery of targeted support and positive outcomes for those sleeping on the streets. We feature regular articles in our newsletter providing advice to those that are concerned about vulnerable individuals and rough sleepers.



- Our new enhanced cleaning resource was introduced this year, delivering targeted monthly pavement cleansing to known grot-spots in the area. Through our One Stop Shop service, people can report incidents of litter, graffiti, fly-tipping, flyposting and spillages that are then addressed by the Operations team.
- We continue to manage the maintenance, cleansing and security of the Wonderpass. In December, the subway underwent general refurbishment.
- We rolled out a new intelligence sharing platform this year – 'Alert' - to support our work to provide useful intelligence and evidence packages to the local Police team and other key agencies to support them in tackling crime and anti-social behaviour. Information is uploaded by our operations teams and local security staff. Alert is delivered in partnership with Safer Business Network.
- Our new Security WhatsApp group enables the sharing of real-time information and alerts on crime and concerns between security teams in the area.
- We continue to distribute a weekly security and operations briefing to security and facilities contacts, detailing forthcoming events and protests of note, street works and trends that may impact business operations.
- In May, the Street Team joined Police officers for an area walkabout to highlight the Met Police's Street Safe campaign and raise awareness of street safety for women and girls.





Security and Resilience

- Our Security and Resilience workstream provides training and support for businesses' continuity planning, including our annual crisis management exercise and police counter terrorism training modules - Cyber Crime prevention, Action Counter Terrorism (ACT) and See Check and Notify (SCaN). We also regularly promote external security and counter terrorism training.
- In addition to this, our training programme features operational courses such as First Aid, Fire Marshal and IOSH, while our SEEDL online training platform includes webinars on compliance.
- We work with Police to deliver joint deployments with the Project Servator Team (Counter Terrorism).
- We continue to play an active role in the West End Security Group, sharing strategic information and best practice and benefiting from up-to-date guidance and intelligence from the Police. In addition to this, we promote WESG's Business Resilience Toolkit to members via our newsletter.



What's New In 2024-2025?

- A particular priority in 2024-25 is to work to mitigate the increase in street crime (personal thefts and shoplifting) and general anti-social behaviour seen across the UK including in Marylebone.
- We will be exploring and trialling new and responsive services such as extra patrols, rapid response vehicles and rapid deployment CCTV in identified hotspots to disrupt and deter criminal and anti-social activities as they arise.
- We will have new training courses for members' employees including bystander training, to inform and encourage them to challenge unacceptable and antisocial behaviour, as well as personal safety and awareness training to help prevent them from being a target.
- We will progress the development of 'Safe Spaces' for anyone feeling vulnerable in the area and 'Safe Havens' specifically for women.

Vibrancy and Experience

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

- Summer in the Square returned to Portman Square Garden in July, with over 6,000 attendees enjoying a feast of food stalls, wellbeing workshops – including yoga, mindfulness and craft – family fun and the Wimbledon Tennis Championship on the big screen. This year also saw the introduction of our Guest Kitchen, with infrastructure in place to make it easier for local eateries to participate, taking it in turns to serve up their most delicious dishes.
- We attracted significant sponsorship for Summer in the Square this year and additional revenue to reinvest into these community events by extending our facility to host member parties.
- In collaboration with Marylebone Food Festival, we hosted a Marylebone Tasting Tour,

- Our fortnightly food markets at 55 Baker Street continue to attract local workers, residents and visitors to pick up delicious lunchtime treats from a selection of stalls. In 2023, we appointed a new market operator and also launched our weekly street-food pop-up in George's Pocket Park with a programme of traders selling a variety of cuisines.
- Our Christmas lighting displays brightened every corner of the Quarter with a series of installations including new interactive displays on George Street and in Portman Square, lighting up of the canopy outside



Marylebone Station and new lamppost column designs.

- Our regular walking tours continued to attract high numbers of attendees. We revamped our printed map and guide which is widely used by local hotels and hospitality businesses to inform their guests of things to do in the area.
- In January, we launched our new area podcast Trails and Tales, with the first episode 'Famous Faces Of Marylebone' giving listeners an insight into some of the area's interesting former residents of modern times. The podcast encourages exploration, with fascinating facts from across the area, to be enjoyed either on foot or from the comfort of home or the office!



What's New In 2024-2025?

- We will be increasing the number of days across our Summer events programme, tying in with the 2024 Paris Olympics.
- We will be trialling new pop-up activations and food stalls at locations across the area, including Marylebone station working with Chiltern Railways.
- We will establish new sustainability criteria for the production and delivery of all of our events.
- With many members keen to connect with the community and publicly demonstrate their support of our events, we will again offer ways for members to sponsor our Summer in the Square event series, with revenue going directly to support the wider community events.
- With a number of construction and development sites expected and underway across the area and the resulting empty retail units, we will work with developers and landowners to ensure that the vibrancy and charm of the neighbourhood continues to be presented and communicated through activities such as empty unit window vinyls and hoardings that share the plans for improved appearance and amenities beyond the works.
- We will explore ways to extend our Christmas lighting themes, collaborating with more of the area's buildings, venues and attractions.
- Our newly-developed Cultural Strategy will involve working with the community, business, and cultural institutions to create ways to define and distinguish Marylebone's cultural identity in attractive and enriching ways, with the aim of launching the first small-scale project or activation later in the year.



Connected and Caring

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

Sustainability Strategy

- Our Sustainability Strategy was finalised in 2023, setting out our aims and initiatives under four key 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
 - To promote and inspire a sustainable workplace, retail, leisure and hospitality experience for all.
- The strategy is overseen by the Sustainability Steering Group with annual action plans setting out how we will progress the aims of the four pillars. Bioregional review our progress against the strategy and action plans refreshing the latter in relation to the latest thinking and best practice. The initiatives set out in our sustainability action plan are delivered across the full breadth of our programmes.
- We continue to work closely with key partners such as Westminster City Council and the GLA to align with broader climate policy, targets and strategies for the city.



Environment: Carbon and Emissions Reduction

- As part of the redesign of the BakerStreetQ website, we launched our Sustainability Hub which features a wealth of information for businesses on legislation and guidance on how to reach ESG, carbon and sustainability commitments. The resources are broken down by industry sectors – Offices, Retail, and F&B, Hospitality and Leisure.
- The scheme contributes to the reduction of waste collection traffic and emissions in the area, aided further by First Mile's recently introduced electric waste collection bikes.
- With funding from Chiltern Railways' Community Investment Fund, we launched free bike check-ups outside Marylebone station. This is delivered in partnership with Westminster Wheels, a local community enterprise providing bike maintenance qualifications to job seekers, recycling abandoned bikes and donating bikes to low-income households.
- In 2023, we teamed up with our neighbours Harley Street BID to give our Smarter Recycling service a refresh. Now with two scheme partners, First Mile and Recorra, businesses can choose a waste and recycling collection service that best suits their needs, but also access additional benefits such as waste audits, detailed reporting, training and the recycling of more obscure materials such as coffee pods, electricals and textiles.





People: Attracting and Retaining Talent and Working with the Community

- 2023 saw the launch of our new corporate website, providing a valuable hub of information for those working and managing businesses in the area. This includes easy to access information about our services such as Smarter Recycling and our security and resilience programmes, an outline of the benefits that employees of our members can take advantage of, our training and events calendar, plus how to get involved in community projects.
- We took part in pop-up events in the reception area of new member BNP Paribas, introducing their staff to Baker Street Quarter and the Marylebone area. We also created and distributed a digital guide outlining the benefits that employees of our members can access. This was distributed to HR contacts and those working in internal communications roles to share with colleagues and new starters.
- 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.
- Last year saw networking events taking place at Chotto Matte, our AGM at Nobu Portman Square and member Christmas event at Hyatt Regency London – The Churchill. In March 24, we will also have our annual International Women's Day panel event at Home Grown.
- We continue to organise regular health and wellbeing sessions, both in-person and virtual, ranging from mindfulness, meditation and yoga, to poetry, craft and stress awareness workshops.
- In January, we also launched our brand-new Training and Wellbeing Hub, delivered in partnership with SEEDL, which features over 200 online courses and webinars on topics ranging from business essentials to mindfulness.
- Our Mental Health First Aid course is free for employees of our members and enables attendees to qualify as a mental health first aider, giving them an in-depth knowledge so that they can support their colleagues. Those that complete the course become part of our Mental Health First Aider Network which meets to share ideas and discuss best practice.
- The Smarter Giving programme facilitates partnerships between businesses and local charities, schools and community groups focused on the Church Street and Lisson Grove area. Last year's successes included £8,000 raised through our Christmas appeals, hundreds of toys and food hampers donated by businesses,



- very successful clothes drives and multiple donations of furniture and equipment. Several businesses hosted events such as a Coronation tea-party for elderly residents, and a celebration event for charity volunteers. Teams of local employees helped on projects including working at foodbanks, litter-picking, gardening, and painting and decorating.
- Our Skills-Sharing and Employment programmes focus on supporting local people into local jobs while helping businesses to address the challenge of recruitment. Last year saw businesses in the area attending local careers fairs, hosting school visits and tours, and providing work placements to local charity users and students.
- Our annual survey was carried out in the summer, gathering valuable feedback on our projects and the area as a whole, and feeding into priorities and plans.

What's New In 2024-2025?

- We plan to work with the wider community on our sustainability initiatives in particular our training and activities to inspire sustainable action and commitment.
- We will be looking to progress one collaborative sustainability initiative working with members and other non-member businesses, such as reducing emissions and/or waste consolidation.
- The launch of our new Learning, Mentoring and Wellbeing space in Baker Street will enable us to host sessions supporting local education and employment, offer the space for use by charities and community groups for meetings and engagement events and widen our in-person wellness sessions for our members and the local community.
- Engagement with larger employers and multitenant buildings will continue with a programme of 'welcome desk' pop-ups in reception areas throughout the year.
- We will organise team social activities, such as pub quizzes, to build on the local sense of community and encourage dwell time in the area after office hours.

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.

Area Promotion

- Our promotion activities are targeted at visitors and consumers to encourage greater dwell time in the area, and provide a useful source of information to local workers, particularly new starters. In October, we launched our brand-new destination website - Make It Marylebone - targeted at consumer and visitor audiences and highlighting the area's retail and hospitality offering alongside forthcoming events and special in-the-know 'Insider' interviews.
- Our social media platforms - Instagram and recently-launched TikTok - have seen a huge increase in engagement and are used to highlight promotions and events taking place at local attractions and businesses as well as showcasing our own events, activities and deals.
- We worked with our communications agency on a number of marketing and PR campaigns, including engaging with Instagram influencers to promote highlights in the area. A partnership with influencer @TravelWithNige in February garnered more than 6,000 views. They also arranged media trips for columnists as well as secured press coverage for our events and campaigns.
- We teamed up with Chiltern Railways on an area promotion campaign that saw posters and displays on trains and throughout Marylebone station, a key gateway to the area.
- We introduced a new B2B platform on the BakerStreetQ website through which local businesses can share corporate deals with fellow members.



Advocating for Marylebone

- We continue to be a recognised, coordinated voice for local businesses and the area.
- We maintain strong links with the Council, fellow BIDs and local partners, ensuring that the needs of businesses and the Quarter are heard and addressed.
- 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 respond to relevant consultations including infrastructure and public realm proposals, significant planning applications and Council policy and programmes.
- Last year we worked with our neighbouring BIDs advocating for the return of tax-free shopping and for better police resourcing as well as preparing for the possibility of Tourism/ Accommodation BIDs. Locally we commented on the plans for Oxford Street, cycle routes and the Council's consultation on the evening economy.

What's New In 2024-2025?

- A full schedule of promotion and PR campaign activity that highlights the area's inclusiveness, accessibility and sustainability, and positions it as a leading shopping, dining and entertainment destination to encourage wider and greater dwell time. This will include activities to encourage stays and day trips as well as promoting what our area has to offer in line with seasonal themes, such as Mother's Day, Valentine's Day, Easter and Christmas.
- We will be providing more ways for the local hospitality and retail community to get involved in our events and activities through opportunities including the Guest Kitchen and Tours as well as expanded social media campaigns.
- To strengthen our consultation with the wider community we will be offering community meetings - a chance for people to meet our team and discuss our projects.
- With Mayoral elections on the horizon, we will be targeting manifesto plans for key areas of concern.

FINANCIALS 2023-2024	TOTAL
INCOME	£
BID Levy Income	1,131,800
Voluntary Contributions	167,200
Reserves	904,800
TOTAL	2,203,800
EXPENDITURE	£
PROGRESSIVE & HIGH QUALITY ENVIRONMENT	
Grant Funding: Station Link	(40,000)
Station Link	76,200
Greening & Biodiversity	10,000
General Placemaking Projects	11,400
Baker Street Station Project	37,300
Grant Funding: Marylebone Station Project	(10,000)
Marylebone Station Project	26,100
Accessibility, Equality, Diversity and Inclusion	12,500
Project Management	55,600
Sub Total	179,000
CLEAN, SAFE & RESILIENT	
Additional Street Team Funding	(92,700)
Street Management	214,300
Outreach	14,300
Cleansing and Maintenance	73,600
Increasing Security & Resilience	19,800
Operations Training	14,000
Project Management	70,500
Sub-total	313,800
CONNECTED & CARING: ENVIRONMENT	
Sustainability Strategy	13,000
Working together for the environment	5,100
Project Management	54,800
Sub-total	72,900
CONNECTED & CARING: PEOPLE	
Attracting and Retaining Talent	60,200
Wellbeing & Mental Health	16,700
Working with the community	3,300
Grant funding: Westminster Wheels	(10,000)
Westminster Wheels	10,000
Project Management	101,300
Sub-total	181,600
VIBRANCY & EXPERIENCE	
Events Sponsorship Income	(23,800)
Events & Activities	133,400
Additional income: Christmas Lights Scheme	(37,300)
Christmas Lights Scheme	130,800
Project Management	50,800
Sub-total	253,900
PROMOTED, SUPPORT & REPRESENTED	
Marketing Marylebone	159,200
Advocating for Marylebone	9,700
Project Management	84,700
Sub-total	253,600
MANAGEMENT & OVERHEADS	
Overheads - Rent, Rates and Office Running costs	231,800
Levy Collection Costs	18,900
Management and Administration	94,300
Sub-total	345,100
TOTAL	1,599,900

Notes: Figures are 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 2024-2025	TOTAL
INCOME	£
BID Levy Income	1,209,500
Voluntary Contributions	128,500
Reserves	613,500
TOTAL	1,951,500
EXPENDITURE	£
PROGRESSIVE & HIGH QUALITY ENVIRONMENT	
Station Link Expenses	4,000
General Placemaking Project Funding	(20,000)
General Placemaking Projects Expenses	40,000
Additional Funding: Baker Street Station Greening	(4,000)
Baker Street Station Project	7,000
Accessibility, Equality, Diversity and Inclusion	6,200
Project Management	87,400
Sub-total	120,500
CLEAN, SAFE & RESILIENT	
Additional Street Team Funding	(97,500)
Cleansing and Maintenance	76,200
Increasing Security & Security	259,900
Street Management	14,900
Increasing Area Resilience	11,400
Project Management	65,300
Sub-total	330,300
VIBRANCY & EXPERIENCE	
Additional income: Events and Activities	(82,600)
Events & Activities	239,300
Cultural Strategy	20,000
Additional income: Christmas Lights Scheme	(36,000)
Christmas Lights Scheme	127,500
Project Management	58,500
Sub-total	326,700
CONNECTED & CARING: ENVIRONMENT	
Sustainability Strategy	12,100
Working together for the environment	13,700
Project Management	69,700
Sub-total	95,500
CONNECTED & CARING: PEOPLE	
Attracting and Retaining Talent	65,100
Wellbeing & Mental Health	15,900
Working with the community	20,200
Project Management	110,300
Sub-total	211,500
PROMOTED, SUPPORT & REPRESENTED	
Marketing Marylebone	141,000
Advocating for Marylebone	18,300
Project Management	82,800
Sub-total	242,000
MANAGEMENT & OVERHEADS	
Overheads - Rent, Rates and Office Running costs	242,400
Levy Collection Costs	20,400
Management and Administration	123,500
Sub-total	386,300
TOTAL	1,712,900

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.

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