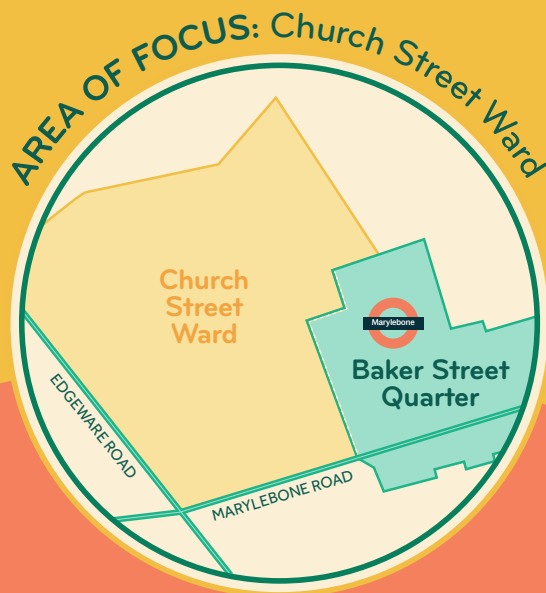




Social Impact Report

2024 – 2025

This report showcases the results of numerous initiatives across the Quarter through the Smarter Giving programme. Led by BakerStreetQ, Smarter Giving connects local businesses with charities and community groups to support local communities, with a special focus on the nearby Church Street Ward where over 65% of families fall within the UK's lowest 1% of income. The programme drives impact through volunteering, donations and skill-sharing, particularly around education and employment.



25+

businesses
regularly involved



900+
volunteer hours

100%
of local
secondary
schools
supported



30+
local charities
supported



£11,000+
donated to local
charities



"After impressing our Head Chef and Sous Chef during a busy Christmas trial, Lucas began his part-time apprenticeship in February, balancing work and college with dedication and passion."

HOME HOUSE Smarter Giving Business Partner

"The support we receive is invaluable, very practical, supportive, understanding. The communication has been excellent."

MARYLEBONE FOODCYCLE
Smarter Giving Charity Partner



"I love that Duke Street Property shared the details of each team members different roles and educational background. It really helped our students see how subject choices can shape future career paths."

KING SOLOMON ACADEMY
Smarter Giving Charity Partner

92%

of local businesses
clear on how to
give back



90%+

say the programme
supports their
ESG goals

"Since our office move to Marylebone, we have been actively involved in the BakerStreetQ's Smarter Giving Programme which has greatly strengthened our connection to the local community."

FORSTERS LLP Smarter Giving Business Partner

"BakerStreetQ are very responsive, always willing to help and we have had some great relationships with employers where they have brokered the relationship."

PADDINGTON DEVELOPMENT TRUST
Smarter Giving Charity Partner



8 Charities & **16**
Businesses attended
Meet the Charity
Event

190

hours of The Hub
community space
use by 13
groups



1,400+
items donated
to local charities



500+
students
supported



**We hosted our first Meet the Charity
Event on 4th February 2025**

"Great event! Seeing charities who we are already supporting and meeting new ones, all under one roof, was an efficient use of time."

BRITISH LAND Smarter Giving Business Partner

"For the first time, our disproportionately socially excluded communities are interacting with external corporate people – resulting in many positive and valuable outcomes for our global majority community."

MOSAIC COMMUNITY TRUST
Smarter Giving Charity Partner