



BAKER STREET
QUARTER
PARTNERSHIP

Annual Report

2024-2025



We love celebrating all there is to enjoy in Marylebone through our Make It Marylebone channels and Summer in the Square festival.

These all grew significantly last year in terms of numbers following, engaging and attending – in turn supporting our fantastic local businesses with new footfall and encouraging local workers and residents to explore their neighbourhood and enjoy new experiences.

We want these experiences to be for all, and last year launched new accessibility guides for the area with AccessAble and The Portman Estate with the aim of ensuring those with additional needs can feel confident and welcome coming to Marylebone.

Enhancements to the area this year have included additional greening, cultural activations and street food pop-ups.

Meanwhile, we continued to focus on ensuring the basics are right, maintaining our focus on ensuring Marylebone remains a low crime area in the face of rising crime nationally. Our enhanced street-based operations provide intelligence and evidence to inform Police and Council enforcement and resource allocation (notably last year CCTV in key locations) while we continue to advocate to secure greater Police resourcing.

Importantly, through our Smarter Giving programme our member businesses continue to make a significant contribution to the local community, building powerful relationships with local charities, schools and organisations supporting those in need, including families and students, the homeless and the elderly. We also opened our Baker Street Hub, providing a free-to-use facility for these groups and Smarter Giving workshops and initiatives. This work is recognised in our recently published Social Impact Report.

In addition to our impact in the area we were proud to achieve four accreditations last year, reflecting our commitment to strong, transparent and sustainable governance.

Please read on to learn more about our achievements in 2024–25 and the priorities shaping our work for the year ahead.

A big thank you for the many ways in which you continue to work with us towards our shared ambitions for the area and the wider community.



Visit our website – bakerstreetq.co.uk

for more information about us, our projects, the latest news and our vision and priorities for the future.



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.

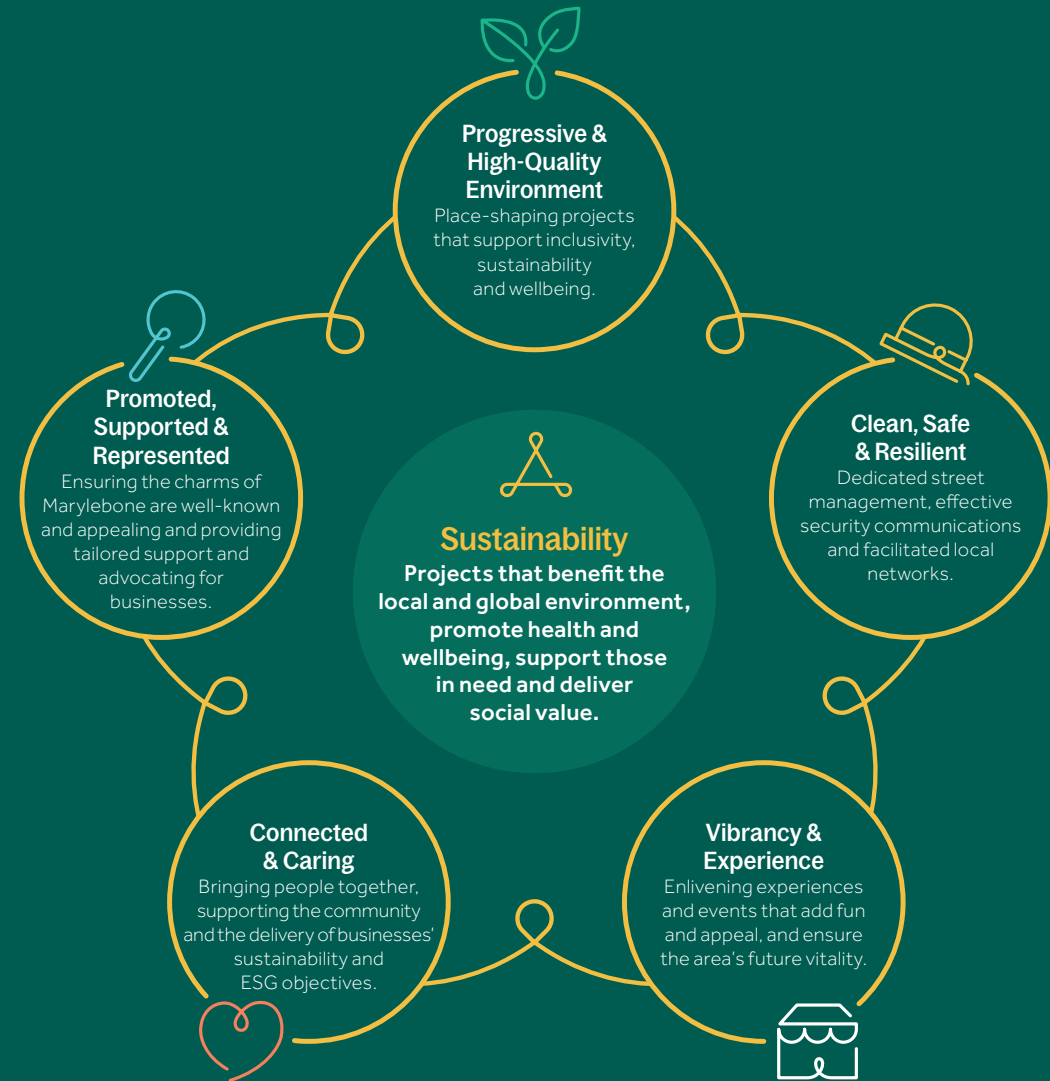


To nurture a connected and caring community
Facilitating social and environmental impact and wellbeing while contributing to the delivery of businesses' sustainability and ESG objectives.



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 Priorities



The Year In Numbers 2025



25 joint patrols with the Police and Council



900+ volunteer hours



990+ street team business visits



4255m2 area cleaned



120+ anti-social behaviour reports submitted



1175 Environmental Reports made by the Street Team



9,400 Make It Marylebone Instagram followers



380+ people signed up to SEEDL



1,400 items donated to charities



50+ member businesses signed up to Smarter Recycling



21,800 attendees at Summer in the Square



190 hours of Baker Street Hub use by local charities



550+ visitors welcomed by Street Team



£11,000 donated to local charities



185 member engagements in Smarter Giving activities



55 security, operations and incident communications



100% local secondary schools supported



1120 tonnes of recycling waste collected



12 Street Trees planted



3,000+ newsletter subscribers



70 decision making meetings attended, advocating for member businesses' priorities



160 attending mental health & wellbeing sessions



90% of businesses that say Smarter Giving supports their ESG goals



365m reached via Summer in the Square media coverage



20% increase in Make It Marylebone newsletter subscribers



30+ local charities supported



27 Planters installed



211,000 Make It Marylebone Instagram Christmas content views



70% average recycling rate for the year across the area



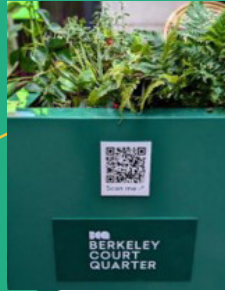
500+ students supported



90% member One Stop Shop enquiries resolved

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.



Objectives

- To transform key gateways and enhance neighbourhood streets and spaces
- To increase area greening, sustainability, biodiversity and climate resilience
- To improve accessibility and inclusiveness
- To encourage a diverse & engaging range of ground floor uses

Delivery in 2024-2025

- Following the publication of our Placemaking Strategy, developed in partnership with The Portman Estate, this year we introduced new schemes working towards achieving our 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.
- We launched our area-wide AccessAble destination page for the Baker Street and Marylebone Areas making the area more welcoming to those with additional needs. The page features information for those arriving via Marylebone and Baker Street stations, exploring local

attractions, public spaces and businesses. The project, developed in partnership with The Portman Estate, involved surveys of many of the main pedestrian routes and of participating businesses, with more on the way.

- Our map installation at the Harewood Avenue entrance to Marylebone Station – delivered in partnership with Chiltern Railways and designed by Climate Cartographics - was Commended at the British Cartographic Society awards.
- Planters were installed in partnership with Berkeley Court as part of a planned green walking route between Baker Street and Marylebone stations.

- We deep cleaned the forecourt area outside of Baker Street station before trialling a weekly food market in the space over the summer and into autumn.
- Work began to introduce a proper pedestrian crossing at the Allsop Place/Marylebone Road junction in response to long standing issues and an opportunity for TfL funding.
- We continue to promote our online Urban Greening Guide to encourage businesses to add greenery to their buildings and frontages and feature examples of best practice.
- We part funded the planting of 12 additional street trees in coordination with Westminster City Council.

What's New In 2025-2026?

- We will progress opportunities to enhance our streets, spaces and key gateways identified in the Placemaking Strategy. These public realm projects rely on collaboration with and funding from key partners. For longer term implementation we will work to progress:
 - The Allsop Place crossing to completion
 - The remodelling of the area outside Marylebone Station and enhancements to Great Central Street
 - A plan to improve Marylebone Road
 - Longer term improvements on Baker Street Station forecourt
- Increasing greening in the area by promoting planter schemes.
- Facilitate four more AccessAble guides for the area.
- We will continue to work with the Heads of Retail in the area to encourage a diverse and engaging range of ground floor uses. This will include producing area information, statistics for agents letting to retailers, and welcome information to distribute via landlords.
- If funding or opportunities become available, we will work to push forward improvements to accessible features such as public seating that were identified in the AccessAble surveys.



AccessAble

Clean, Safe and Resilient



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



Objectives

- To ensure the area is clean, attractive and well maintained for workers, residents and visitors
- To improve the safety and security of the area
- To ensure a caring and balanced approach to street management
- To enhance the resilience of the area and its businesses to security related incidents

Delivery 2024-2025

Street Operations

- Our Operations function brings 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 manages the safety and cleanliness of the area, proactively reporting 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, acting as a deterrent to crime and anti-social behaviour and working closely with Police and security teams.
- We introduced additional temporary nighttime patrols in response to a spate of retail break-ins and to mitigate the increase in street crime (personal thefts and shoplifting) and general anti-social behaviour seen across the UK including in Marylebone which remains a relatively low crime area.
- We fund and work closely with our outreach partner The Passage to deliver targeted support and work towards positive outcomes for those sleeping on the streets. In 2024 we produced an information film, providing advice to those that are concerned about vulnerable individuals and rough sleepers.
- We delivered our enhanced cleaning resource with targeted monthly pavement cleansing to known hot-spots in the area. Through our One Stop Shop service, people can report incidents of litter, graffiti, fly-tipping, flyposting and spillages that are addressed by the Operations Team.
- Our intelligence sharing platform – 'Alert' – enables us 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 Team and local security staff. Alert is delivered in partnership with Safer Business Network.
- Our Security WhatsApp group enables the sharing of real-time information and alerts on crime and concerns between security teams in the area.
- We distribute a weekly security and operations briefing to security and facilities contacts at local businesses, detailing forthcoming events and protests of note, street works and trends that may impact business operations.
- Our Operations and Street Teams regularly attend joint patrols and walkabouts with local Police and Safer Neighbourhood officers, identifying crime and anti-social behaviour hotspots and problem areas so that resources can be targeted.
- We hosted workshops on personal safety and self defense, and women's nighttime safety, in partnership with local policing teams.
- We manage the maintenance, cleansing and security of the Wonderpass.



What's New In 2025-2026?

- Expansion of our area emergency equipment provision at key locations – including a community defibrillator.
- Expanding our new mapping system to include the locations of this equipment across the area to assist in an emergency situation.
- Extending coverage of our emergency communications channels to outside of office hours.
- Enhanced security and resilience training for the Street Team.

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. We also regularly promote external security and counter terrorism training.
- Our training programme features operational courses such as First Aid and Fire Marshal, while our SEEDL online training platform includes webinars on compliance, including Preventing Bribery and Corruption, Cyber Security Essentials and Anti-Money Laundering.
- We continue to play an active role in the West End Security Group, sharing strategic information and best practice and benefitting from up-to-date guidance and intelligence from the Police. In addition to this, we regularly promote WESG's Business Resilience Toolkit to members.
- We are establishing mapping of all publicly accessible safe spaces in the area.

Connected and Caring:

Environmental & Social Impact

Environmental Objectives:

- To progress sustainability commitments
- To provide support and facilitation for members in meeting their environmental impact ambitions
- To encourage sustainable behaviours and raise environmental awareness
- To expand consolidated recycling and delivery services

Social Objectives:

- To secure support, skills and opportunities for communities in the Church Street Ward and Westminster Borough
- To support Education and Employment
- To support members in meeting their social impact ambitions

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

Delivery 2024-2025

Our Sustainability Strategy sets out our aims and initiatives under five key pillars:

1. To provide support and facilitation for members in meeting their environmental impact ambitions
2. To collaborate with members and partners to enable the delivery of healthy, high quality and sustainable public spaces
3. To nurture a connected and caring community
4. To enable a sustainable, socially beneficial experience for all
5. To build an environmentally and socially responsible company culture across all operations

- The strategy is overseen by the Sustainability Steering Group with our delivery plan setting out how we will progress the aims of the pillars with relevant initiatives across the full breadth of our programmes. Bioregional reviews our progress against the strategy checking our plans in relation to the latest thinking and best practice.
- We continue to work closely with Westminster City Council and the GLA to align with broader climate policy, targets and strategies for the city.
- Our Smarter Recycling service reduces waste collection traffic in the area and is delivered in partnership with our neighbours Harley Street BID. Our two scheme partners, First

- Mile and Recorra, offer businesses the choice of a waste and recycling collection service that best suits their needs. Members can also benefit from services such as waste audits, detailed reporting, training and the single stream recycling of specific materials such as coffee pods and electricals. The benefits of the scheme are regularly promoted in our member communications.
- With funding from Chiltern Railways' Community Investment Fund, we arranged free bike check-ups outside Marylebone station, 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.

- The Sustainability Hub on our website contains information for businesses on legislation and guidance on how to reach ESG, carbon and sustainability commitments. The resources are frequently updated and broken down by industry sectors.
- Developed in partnership with Bioregional, we shared quarterly 'thought pieces' on the topic of the environment and sustainability in our member communications. We also update members on new initiatives and changes to legislation via our newsletters, for example forthcoming Simpler Recycling Legislation due to be launched in March 2025.



- Our training programme included sessions on Carbon Literacy to inform and motivate individuals and businesses to take action to reduce their carbon impact.





What's New in 2025-2026?

- Establishing the area as a Refill destination, listing locations to refill water bottles and where to bring your own coffee cup, and promoting this via the Refill app and website as well as through our own channels.
- Actively promoting the sustainable features and offers from local businesses in our Make It Marylebone business directory.
- Our sustainability hub web pages will be refreshed to ensure that they remain relevant to local businesses and their employees.
- We will look to further develop specific waste consolidation programmes for key retail streets and progress delivery consolidation models in the area, working with landowners and building management companies
- Developing our education and employment programmes via Smarter Giving, with a target of 150 people benefitting from career insight and skill-sharing sessions and six individuals having the opportunity of work experience placements at local businesses.
- We will be focussing support on local social enterprises and start-ups, starting by understanding any gaps in their skills/knowledge and facilitating mentoring sessions.
- We aim to increase the number of member businesses participating in Smarter Giving.
- We will develop our first Social Impact Report to share statistics on achievements for the year.

- The Smarter Giving programme facilitates partnerships between businesses and local charities, schools and community groups, focussing on the Church Street and Lisson Grove area, just north of Marylebone station.
- 2024 successes included over 250 toys and 100 food parcels donated by businesses to local nurseries and charities at Christmas, very productive clothes drives, multiple donations of equipment and over £11,000 raised.
- Several businesses hosted events such as summer picnics for families, music events and quizzes for local day centre users, and an afternoon tea for charity volunteers. Teams of local employees volunteered on projects including working at foodbanks, litter-picking, gardening, and decorating – totalling over 870 hours.
- We launched our Marylebone on Display art initiative on the concourse of Marylebone station, with funding from the Chiltern Railways' Community Investment Fund. The first exhibition of the series featured inspiring artwork created by the women of The Marylebone Project during a twelve-week art therapy programme, funded by the initiative, and led to significant donations made to the charity.
- Our first Meet the Charities event gave businesses the opportunity to meet with local charities and community groups and to explore possible collaboration.
- 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 delivering workshops to school pupils, attending local careers fairs, and hosting school visits and tours, as well as offering work placements to local charity clients.
- 2024 saw the opening of our Baker Street Hub – a new learning, mentoring and wellbeing space available for use free of charge by charities and community groups for meetings and events, as well as for hire to support these community uses.
- We opened up access to our SEEDL online Training & Wellbeing Hub to staff at local charities to support their wellbeing, learning and development.

Connected and Caring:

Member Communications & Wellbeing



Promoting sense of community and wellbeing while ensuring local workers make the most of all that is on offer through BakerStreetQ.

Objectives

- To maintain up to date and relevant contacts at members businesses
- To build strong engagement with corporate communications and ensure broad and effective distribution within member businesses
- To provide a varied programme of training, sessions and courses to support mental health and wellbeing
- To drive positive engagement with Member Events

Delivery 2024-2025

- Our BakerStreetQ website is a valuable hub of information for those working and managing businesses in the area. It features easy to access information about our services, an outline of the benefits that employees of our members can take advantage of, our training and events calendar, online learning hub, and how to get involved in community projects.
- We post regular updates, including news, events, and recent highlights, on our LinkedIn platform, and encourage local workers to share this information to their contacts.
- We hosted pop-up welcome events in the reception areas of member businesses Invesco and BNP Paribas as well as at the University of Westminster Freshers Fair. The pop-ups introduce wider audiences to Baker Street Quarter and our

Make It Marylebone brand, and encourages them to sign up to our communications and get involved in training and Smarter Giving activities.

- We continue to distribute our digital poster outlining the benefits that employees of our members can access, via our internal communications mailout and at meetings with members. Versions were also developed for use on digital screens in office communal areas of our member businesses.
- 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.

- We host networking events throughout the year providing our members the opportunity to meet and experience venues across the area. This year, events took place at Holmes Hotel in June, our AGM in September at London Business School, our member Christmas drinks reception at The Orchard and our popular International Women's Day panel event at Hyatt Regency London – The Churchill.
- Our ongoing health and wellbeing programme featured sessions both in-person and virtually, with workshops including pilates, collage and craft, and self-defence. We also hosted our annual member Pub Quiz with teams entered by businesses across the area.

- Our online Training and Wellbeing Hub, delivered in partnership with SEEDL, features over 200 online courses and webinars on topics ranging from business essentials, compliance and leadership to mindfulness and mental health. Courses are free to all employees of our member businesses.
- Our Mental Health First Aid course was free for employees of our members and gave attendees the knowledge and confidence to be a mental health first aider for their organisation and help them support their colleagues.



What's New In 2025-2026?

- Exploring innovative ways to increase reach within member organisations, including creating bespoke materials for businesses to use through channels such as digital screens and staff induction packs.
- Developing our online training provision and offering our Baker Street Hub space for company wellbeing sessions.

Vibrancy, Culture and Experience

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



Objectives

- To deliver a programme of regular, successful and growing outdoor events and pop-ups
- To strengthen cultural activity and identity
- To create an attractive, expanding, and well-received Christmas lights display
- To ensure our events and activations are sustainable and inclusive
- To provide more ways for members to get involved in our events
- To encourage area exploration and familiarisation to attract and retain footfall
- To mitigate the impact of redevelopment and construction in area

Delivery 2024-2025

- We extended our usual Summer in the Square outdoor festival in Portman Square Garden to two weeks in 2024. The first half took place in July, attracting a record number of attendees – over 21,000 – enjoying a feast of food stalls, wellbeing workshops – including yoga, mindfulness and craft – family fun and the Wimbledon Tennis Championship on the big screen. The Guest Kitchen enabled some of the area's best eateries to serve up their most delicious dishes. The event returned for the Paris Olympics in August with a series of cultural workshops delivered with funding from Westminster Council's outdoor art festival Inside Out.
- We attracted significant sponsorship for Summer in the Square in 2024 and generated additional revenue to reinvest into the events by opening up the space for members to host staff parties and private bookings.
- Our Food Tours in June and November took guests on a culinary journey, visiting some of the area's best eateries and sampling the incredible cuisines available.
- We introduced new locations to our Bites Food Markets and Pop-Ups. In addition to our fortnightly food markets at 55 Baker Street and our weekly street-food pop-ups in George's Pocket Park, we also introduced weekly pop-ups outside Marylebone station and trialled a mini-market in the forecourt area outside of Baker Street station.
- Our Christmas lighting displays brightened every corner of the Quarter with a series of installations including lighting up the canopy outside Marylebone Station, lamppost column designs and interactive displays on George Street and in Portman Square.
- Our printed map and guide are widely used by local hotels and hospitality businesses to inform their guests of things to do in the area, as well as by businesses in staff induction packs.
- We added a Sherlock Holmes walking tour to our Make It Marylebone: Trails & Tales podcast series, inviting listeners to explore the legendary detective's haunts in the area.
- We introduced new sustainability criteria for the production and delivery of all our events, ensuring that the environmental impact is considered, and events are inclusive and accessible to all.
- With a number of construction and development sites underway across the area, we worked with developers and building/landowners to ensure that the vibrancy and charm of the neighbourhood continues to be presented and communicated. This included hoardings created in

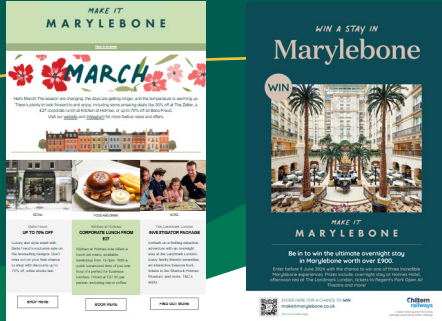
partnership with The Marylebone Project installed at the 25 Baker Street development. We also ensure that regular updates on construction projects in the area are featured in our fortnightly newsletter.

- As part of the development of our Cultural Strategy for the area, we carried out extensive consultation on what people would like to see more of, and which aspects of the area's character and history should be celebrated.

What's New In 2025-2026?

- Following the publication of our Cultural Strategy in Autumn 2025, we aim to introduce a small-scale activity later in the year.
- Building on the success of last year's Summer in the Square, we aim to attract more businesses to get involved through sponsorship and the use of the space through private events, as well as increasing press coverage and footfall.
- We will work to raise awareness of the exciting improvements to come through construction and redevelopments in the area, and work with developers to enhance the appearance of new development sites.

Promoted, Supported and Represented



Objectives

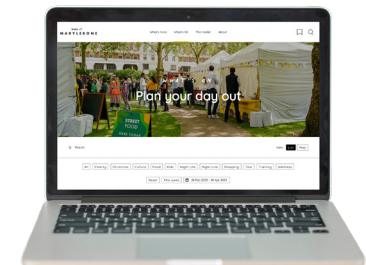
- To position Marylebone as a leading London destination
- To create integrated campaigns highlighting curated offerings for key events and holidays
- To establish strong and engaged email and social media audiences
- To enhance web traffic to makeitmarylebone.co.uk
- To enable businesses to benefit from our activities, promotion and events
- To conduct a well-rounded and balanced approach to area promotion
- To ensure that the wider community and key stakeholders are aware of and are consulted on our work and the benefits that we bring to the area
- To provide effective advocacy for the Marylebone area and our member businesses

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.

Delivery 2024-2025

Area Promotion

- Our Make It Marylebone brand and website is targeted at consumer and visitor audiences, highlighting the area's retail and hospitality offering alongside forthcoming events and special in-the-know 'Insider' interviews. It aims to encourage greater dwell time in the area and provide a useful source of information to local workers, particularly new starters.
- Our Make It Marylebone social media channels – Instagram and TikTok – have seen huge increases in engagement and are used to highlight promotions, prize competitions and events taking place at local attractions and businesses. The number of followers on Instagram has grown to over 9,400 and over the Christmas period alone, content generated over 211,000 views. This is further supported by our monthly Make It Marylebone newsletter which is sent to over 15,000 subscribers.
- We worked with a communications agency on a number of marketing and PR campaigns, including engaging with Instagram influencers to promote highlights in the area, as well as securing press coverage for our events and campaigns. Campaigns linked to Summer in the Square generated 50 pieces of press coverage with a potential reach of 365 million, while influencer partnerships resulted in a reach of over 2 million for the Make It Marylebone Christmas campaign.





Advocating for Marylebone

- We continue to be a recognised, coordinated voice for local businesses and the area, responding to relevant consultations including infrastructure and public realm proposals, and Council policy and programmes. This year, this has included matters such as e-bike parking, cycle routes, bus routes, Oxford Street proposals, and significant planning and licensing applications
- 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 collate evidence via our Street Team's reporting to support requests for additional action and resourcing.
- 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. Alongside our neighbouring BIDs we advocate on behalf of businesses with a focus this year on police resourcing and security, and tax-free shopping.

- We trialled two Meet the Team events with an open invitation to local residents, workers and stakeholders to hear more about our activities and to enhance the understanding of how we work to benefit the whole community.
- 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 2025-2026?

- Increasing awareness of Marylebone through the cultural programme and with campaigns to drive traffic to our Make It Marylebone destination website.
- Growing brand awareness of Make It Marylebone within our member businesses and larger office buildings using digital screens to promote activities and encouraging subscribers to our Make It Marylebone newsletter and social media.
- Establishing an annual campaign programme for Make it Marylebone to raise awareness of seasonal things to do for workers, residents, and visitors. Campaigns will include Summer, Winter, Valentine's Day, Mother's Day, Easter, and Eid.
- Developing a balanced approach to our engagement with retail and hospitality businesses, encouraging their involvement in Summer in the Square and curating with them deals and promotions for our Make It Marylebone directory, and collaborating on social media content.
- Continuing to ensure awareness with stakeholders and the wider community of our work and its benefits through our Meet the Team events, following a successful trial this year.
- Advocating on behalf of local businesses for improvements to security and police resourcing, in partnership with our fellow London BIDs, as well as on other topics of concern.

Management and Administration



Driving forward our commitment to our values, being a supportive employer, creating a sustainable and socially responsible workplace culture, and delivering excellent customer service.



Objectives

- To build a supportive and high achieving workplace culture
- To deliver excellent customer service
- To develop an environmentally and socially responsible company culture across all operations
- To ensure resilience of BakerStreetQ to internal and external threats including reputational risk

Delivery in 2024-2025

- In 2024, we achieved four accreditations: Great Place To Work, Mayor of London Good Work Standard, and Mindful Employer, and in recognition of our sustainability commitments; Green Mark Level 1.
- We continue to respond to member enquiries efficiently and see the response through to resolution.
- We are committed to sustainability internally and continue to work to embed a culture that prioritises sustainability at the heart of decision making across the breadth of the One Planet Living framework.
- We continue to maintain robust internal governance and management processes to mitigate internal and external risks to our operations including strategic risk monitoring and an annual crisis/continuity exercise.
- Quarterly performance and financial reporting and an annual external Audit.

What's New In 2025-2026?

- As a team, we will be committing to a programme of volunteering as well as improving our recycling rates, with staff training and the introduction of new recycling waste streams.
- We will be working towards achieving Green Mark Level 2 and will be making applications for other relevant accreditations.



The Team



Our Boards

Occupier Board



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



**MATTHEW EVANS
(VICE-CHAIR)**
Solicitor,
Forsters LLP



SARAH BUTTLEMAN
Consultant Solicitor,
Streathers



GRANT CAMPBELL
General Manager,
Nobu Hotel London
Portman Square



KATHRYN CRIPPS
Partner,
Knight Frank LLP



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



TOM HOWES
Vice President -
Management Services-
Corp, Lazard



**FLORA HUDSON-
EVANS**
Director of HR,
Aspect Capital



ANDY LONG
Executive Director,
Pentland Group



STEVE BLACKBURN
General Manager,
Madame Tussauds
London



MANDY MATHER
Director of Estates,
London Business School



CHRIS MELOY
Campus Services
Manager, University
of Westminster



LESLIE PETER
Property & Facilities
Management Director,
BDO



ANDREW RICHARDSON
Managing Director,
HomeHouse



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



ANDY TYLER
International Partner,
London Markets,
Cushman and Wakefield



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

Owner Board



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



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



**SAMANTHA
BAIN-MOLLISON**
Head of Retail, Places
for London



ANNABEL HOWELL
Senior Asset Manager,
Duke Street Property



NICHOLAS LAZARI
Director, Lazari
Investments Ltd



LAURIE LOW
Senior Portfolio Manager,
Great Portland
Estates



ALEXANDER MORRIS
Development Director,
BentallGreenOak



JAMES PONSFORD
Head of Asset
Management,
London and Regional



WILL SCOTT
Asset Manager,
British Land



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

Financial Statement For the Year Ended 31 March 2025

	TOTAL
INCOME	£
BID Levy Income	1,241,100
Voluntary Contributions & Other Income	353,700
TOTAL	1,594,800
EXPENDITURE	
PROJECT COSTS	
Progressive & High Quality Environment	255,800
Clean, Safe & Resilient	281,200
Vibrant & Entertaining	402,900
Connected & Caring Environment	88,100
Connected & Caring People	173,800
Promoted, Supported & Represented	182,000
BID RUNNING COSTS	
Core Salaries	111,600
Office Running Costs	131,200
HR, Recruitment, Training, Staff Welfare & Travel	35,200
Bank Charges, Subscriptions	4,700
Insurance, Legal and Audit Fee	59,400
Levy Collection Fees & Leaflet	19,000
Depreciation	8,500
TOTAL	1,753,300
Balance	-158,600
Brought Forward from 2023/24	317,100
Carried Forward to 2025/26*	158,500

The income and expenditure account is extracted from the audited financial statements for the year ended 31 March 2025. 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.

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