



BAKER STREET  
QUARTER  
PARTNERSHIP

NEW  
PUBLIC

BAKER STREET QUARTER PARTNERSHIP X NEW PUBLIC  
CULTURAL STRATEGY FOR BAKER STREET AND MARYLEBONE  
2025

## ABOUT

### BAKER STREET QUARTER PARTNERSHIP

<https://bakerstreetq.co.uk/>

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.

BakerStreetQ's aim is to enhance and manage the area within London's Marylebone for the benefit of everyone working, living locally and visiting. They are striving for an area that is compelling, inclusive, progressive and exceptional. They place sustainability at the heart of their ambition with delivery focused on people's health and wellbeing, supporting those in need, delivering social value and benefiting the local and global environment.

### NEW PUBLIC

<https://www.new-public.com>

New Public is a full service agency delivering projects that activate, enliven and enrich places. Since it was founded, New Public has worked with some of the world's most exciting and emerging artists and creative talents and featured in The Guardian, Financial Times, BBC News, ITV News, Dezeen, Artnet, Time Out, and Harper's Bazaar. The agency works with developers, landowners, brands, local authorities, and festivals to realise the true potential of a destination through cultural activations and public art.

New Public's approach is driven by the symbiotic relationship between people and place. Guided by the core principles of authenticity, integrity, inclusivity and sustainability, New Public champions the public realm as a democratised elevated civic space. A place for connection, culture, commerce. Advocating art for all, art that has an ongoing lifespan and ecosystem.



## FOREWORD

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This cultural strategy represents the progression of our work to enhance and celebrate the area encouraging exploration, enjoyment and discovery of the charms of Marylebone. The strategy also sets out a framework guiding arts and culture programmes for the area informed by a cross section of local stakeholders including residents, businesses, landowners, educational establishments the local authority and of course cultural institutions.

Through this document New Public have adeptly responded to the objective laid down in our Placemaking Strategy to strengthen the neighbourly qualities of the area by creating a more inclusive and culturally active place with a strong sense of character and identity.

We are taking on the challenge to amplify and increase awareness of the breadth of culture we are lucky to have in Marylebone as well as adding new activations and innovations. We look forward to presenting these to you in the months and coming years.

**Penny Alexander**  
Chief Executive  
Baker Street Quarter Partnership



## RESEARCH SUMMARY

New Public's development of the Cultural Strategy builds on Baker Street Quarter Partnership's key strategies and its five key priorities, which serve as the foundation for all BID activity. To outline a cultural framework, we reviewed city-wide policies while researching comparative UK and US BID models. We researched the area's history and heritage to understand its cultural and musical legacy, and asset mapped its public realm, urban landscape, cultural venues, hospitality and retail to establish constraints and opportunities for cultural intervention. In tandem, the engagement process explored the district's identity, and opportunities and challenges for an enhanced cultural offer, with 37 key stakeholders.



## KEY LEARNINGS



**Identity & Heritage:** A village within the city, the area is beloved by its community who have a strong appreciation for its rich history, cultural icons, architecture, and The Portman Estate's role in preservation.



**Convenience & Connectivity:** a well-connected district set apart from the bustle of neighbouring areas. It is largely affordable, convenient, with wide appeal and accessibility.



**Green Space & Seating:** public realm is limited but desire for green space is high. Strong demand for more greenery, and access to playful public seating to allow for daily respite.



**Wayfinding:** lack of signage and wayfinding across the district to highlight locality and ease of walking, particularly relevant for businesses off the main pedestrian pathways.



**Markets & Food:** lack of diversity in the food offer, in tandem with a desire for more frequent and improved street markets, and healthy independent retailers.



**Seasonal Programming:** desire for bolder and expanded Christmas programming to establish the area in London's seasonal map of festivities.



**Communication:** confusion and lack of awareness around the consumer and BID brands.



**Priority Locations:** key areas for cultural activity: Northern and Southern gateways to Baker Street, corners of Portman Square and Dorset Square, station forecourts, trialing pedestrianised areas, Baker Street's wide pavements and urban canvases.

## SUMMARY OF RESPONSE

The strategy establishes “Marylebone as a Canvas” as the curatorial vision for Baker Street, Marylebone - inviting a daily discovery of the district’s musical and artisanal heritage through contemporary and surprising moments of art and culture outdoors.

A series of foundational principles are derived as long-term considerations for shaping cultural initiatives: amplifying the district’s icons and legacies, accessibility to culture in everyday life, using the built environment as a canvas for creativity, co-creation with locals to ensure authenticity and inclusivity, sustainable practices, fostering partnerships between local businesses to drive local ownership and economic growth.

Three key strategic sets are derived as integral components for a cohesive cultural approach:

### Strategic Planning:

Committing to stakeholder interests, collaborating and sharing ownership with BID stakeholders, while externally cultivating strategic relationships and cultural partnerships to deliver ambitious programmes and grown visibility.

### Programme:

Implementing site-specific curation unique to the area’s constraints, activating and installing urban canvases, committing to initiatives reflecting local character and community, art in every form for diverse and inclusive audiences, seasonal alignment.

### Brand:

Growing the consumer brand, clarifying the BID brand, expanding social and digital content to maximise visibility and weave a narrative within the wider cultural calendar. Short, medium and long-term action plans identify achievable ambitions for the next eight years, prioritising consolidation of existing activities to building partnerships for success implementation, drawing in new audiences through expansion of the cultural offer, and delivering ambitious activity to crystallize the area as a widely recognised destination.

## VISION

### “Marylebone as a Canvas” An open invitation for daily discovery



#### SHORT TERM

##### Examples include...

- Communications focus celebrating existing offer
- Trial arts event
- Activation of vacant storefront graphics



#### MEDIUM TERM

##### Examples include...

- Enhance Christmas lights display
- Improve & expand food markets
- Activate stations as gateways to district



#### LONG-TERM

##### Examples include...

- Flagship permanent sculpture
- Creative wayfinding systems
- Improve green street infrastructure

## CONCLUSION

The strategy underpins stakeholder involvement and collective ownership as the catalyst for long-lasting measurable success, by establishing site-specific “only here” in Baker Street, Marylebone opportunities that celebrate locality. The BID and its stakeholders should identify which initiatives from the action plans to prioritise and implement to begin enhancing the cultural offer.