

WESTMINSTER CITY COUNCIL

STATEMENT OF DECISION

SUBJECT: BAKER STREET QUARTER PARTNERSHIP BID RENEWAL PROPOSAL

Notice is hereby given that , Cabinet Member for Business, Culture and Heritage, has made the following executive decision on the above mentioned subject for the reasons set out below.

(
Baker Street Quarter Partnership BID is nearing the end of its first term and is planning to renew for a second term. The ballot is proposed to take place during October and November 2017 with the result of the ballot to be announced on the 24th November 2017.
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Summary of Decision

Recommendations

- 2.1 That the Deputy Leader and Cabinet Member for Business, Culture & Heritage endorses the BSQP Renewal Proposal and formally decides that the City Council does not wish to veto the Proposal.
- 2.2 That the Deputy Leader and Cabinet Member for Business, Culture & Heritage requests the Chief Executive as Returning Officer and “Ballot Holder” to hold a ballot for the proposed BSQP Renewal Proposal.
- 2.3 That the Director of Law be authorised to complete the necessary legal agreements required for the operation of the BID Levy, Ballot and service arrangements and any other necessary matters for the proposed BID in consultation with the appropriate officers.

3. Reasons for Decision

- 3.1 BSQP has a strong collaborative relationship with the Council. Examples include:
 - Business Rates retention/TIF – BSQP joined other BIDs in lobbying for a fairer deal for the West End in the retention of business rates. They also supported the TIF application.
 - Baker Street Two Way Project – BSQP are a key supporting and financial partner to this project sitting on the Project Board with the Council and TfL as well as providing practical support and input on the communications group and strategy.
 - Air Quality – BSQP have a range of projects working to improve Air Quality centred on services available through their Air Quality Hub including the inter BID West End Buyers Club. Their Smarter Recycling service has reduced waste collection traffic by 46%. Marylebone Low

Emissions Neighbourhood – BSQP are the key BID on the Marylebone Low Emissions Neighbourhood as it centres on their area. BSQP Chair the Delivery and Service Planning Subgroup, supported the application and also sit on the core steering group. BSQP's Greenery Action Plan sets out BSQP's vision for greening the area with planting that is beneficial to air quality. Some of this will be delivered through the Two Way project.

- The Wonderpass – BSQP instigated and delivered the transformation of the Marylebone Subway. Ward Councillors across the three wards were hugely supportive and provided some contribution from ward budgets and the Council was fully credited as a partner. The Wonderpass has been universally positively received with many residents attending the opening and continuing to care for it and report any issues to the BID.
- Street Management – BSQP's Operations Manager, Street Manager and Ambassador liaise formally every three weeks with the Council's problem solver, City Inspector and outreach services at the Problem Solving Meeting hosted by the BID. BSQP provide evidence on problems or individuals needing support or action. Their Street Team also work closely daily with the Council's inspector, outreach and cleaning services to tackle any issues. They also fund additional cleansing through the Council's cleansing contractor.
- Real Change Campaign – BSQP were involved in the development of this very successful campaign led by the Council and outreach charities. BSQP used their extensive communications and networks to get the message across and it was very well received.
- Supporting the wider community – Smarter Giving is a key programme for BSQP. It has developed a network of 250 volunteers from businesses in the BID area and 100s of donations. A particular focus has been on targeting support to the residents of the Church Street ward. Mentoring, CV workshops and work experience all support the Council's objectives on supporting people back into employment.

3.2 It is anticipated that BSQP will continue to play an active part in the joint working arrangements Westminster has set up for BIDs to liaise with City Council members and officers, to enable new ideas, plans and initiatives of mutual concern to be discussed prior to public launch. Officers will also continue to encourage BSQP as with all BIDs to work collaboratively with each other on joint initiatives so as to avoid duplication of resources and contact with the Council. BSQP's Renewal Proposal includes a commitment to working with their neighbouring BIDs, New West End Company and Marble Arch BID, where possible to realise economies of scale and efficiencies.

3.3 This report describes the BID Renewal Proposal that has been submitted by BSQP to continue into a second term. These do not conflict with City Council policies. The Deputy Leader and Cabinet Member for Business, Culture & Heritage is therefore asked to endorse the Renewal Proposal and other recommendations contained in this report. This report has been placed on the forward list of executive decisions.

Reasons for Decision

**Charlie Parker, Chief Executive,
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Publication Date: 18 August 2017

Implementation Date:

Reference: