

QUALITY STREETS AND SPACES

(total budget allocation for next term of £1,361,500)

Substantial projects to transform the area and ensure it provides a first class environment for those working in and visiting the area.

Baker Street Two Way Project

This project will address the blight of dominant traffic and provide a spring-board for further improvement and investment in the streetscape. The reintroduction of two-way flow will enable the refocus of priority on to pedestrians and cyclists and the project will also add additional tree planting, 50 new and improved pedestrian crossings, upgraded street lighting and paving. £10 million of funding for the project has been secured from TfL with works due to commence in summer 2017 and complete early 2019.

Elizabeth Line to Baker Gateway Project - Manchester Square

The introduction of an Elizabeth Line station at Bond Street Station provides an exciting opportunity for the area with useful new connections for commuters and visitors. There is a need to ensure the area is ready to embrace this opportunity. The streets linking Bond Street to the Quarter require enhancements that ensure people feel welcome and secure with design that focuses on improving crossings and pavements, slowing traffic, and reducing anti-social behaviour. Key to this gateway are Manchester Square and the Wallace Collection. These are currently 'hidden gems' but given the right context and quality links to the wider area will be able to fulfil their potential as significant townscape, heritage and cultural destinations in the West End.

Marylebone Station to Baker - Gateway Project

Marylebone Station has established itself as a key entry point for many travelling to the area – it is vital that commuter and visitor experiences of the area surrounding the station and walking or cycling into the Quarter are positive. The BID will develop plans to address the issues currently compromising the local environment including dominant traffic and congestion, poor crossing facilities, poor air quality and anti-social behaviour. Plans will complement the Baker Street Two Way improvements and will be supplemented by Street Management services to address anti-social behaviour and Air Quality initiatives to reduce traffic.

The Wonderpass

Provides an entertaining, convivial welcome to the Quarter. The BID's creative, attractive makeover of a dank subway under Marylebone Road was made possible with funding secured from TfL. The BID now actively manages the space to keep it clean, maintained and to deter anti-social behaviour.

Baker Street Station forecourt enhancements

The BID aims to secure a high quality, comfortable environment for those travelling to the area via Baker Street Station. To ensure there is sufficient space as people exit and enter the station and reduce frustrating pedestrian congestion while adding an enhanced retail offer and piazza space. Improvements to the retail offer and retail

frontages are now gradually being implemented as the BID work with TfL towards more whole-scale change on this complex project.

Retail Strategy

Research demonstrates a desire from those working and living in the area as well as visitors, for a more coherent retail offer, a desire for better representation from certain sectors and an enhanced evening economy. The improvements to be secured through the Baker Street Two Way Project and the commitment of property owners in the area, provide the opportunity for the BID to influence change and add to the attractiveness and enjoyment of the area. The BID will be defining a retail strategy with the area's property owners and developing tools to attract desirable retailers.

Greening

The BID's Greenery Action plan sets out its aim to add more greenery to the area to enhance its attractiveness. This includes proposals for a Baker Street Arboretum of varied species chosen to ensure canopy is visible at eye level as well as being beneficial to air quality. The BID will actively pursue opportunities to implement proposals from this plan as well as working with others to encourage greening of frontages and buildings.

BETTER AIR QUALITY

(total budget allocation for next term of £786,000)

The BID will consolidate and strengthen its programme to address Air Quality with a range of practical services for businesses, awareness campaigns and increased joined-up working with neighbouring BIDs and other key stakeholders.

Air Quality Hub

A full range of services to make it easier for businesses to do their bit to reduce emissions and improve air quality including:

- Smarter Recycling - the BSQP area-wide, total waste solution has reduced waste vehicle traffic by 46% so far and also provides a great, green, cost saving service to its members.
- Green Supplier listings - to assist members looking for suppliers whose activities, especially deliveries, have a positive impact on local air quality.
- West End Buyers Club - providing members access to jointly procured, West End wide, cost saving, air quality friendly supplier contracts.
- The deliverBEST assessment tool - to assist businesses in reconsidering and reducing their deliveries.

Raising awareness and encouraging action

Campaigns to raise awareness of air quality and how people can do their bit to reduce emissions including:

- Personal Deliveries - a website to make it easier for people to arrange personal deliveries near home rather than adding to congestion and pollution in the Quarter.
- Anti-Idling campaigns - a key role for the BID's Ambassador in monitoring and reporting idling and working with local Air Marshalls to remind motorists to switch off their engines to reduce emissions.

- Electric Vehicles - encouraging businesses to use companies delivering in electric vehicles and supporting the growth of electric vehicle infrastructure.

Engaging with the bigger picture

To secure a greater impact on Air Quality the BID recognises it is vital to work with a range of stakeholders beyond the Baker Street Quarter area including:

- Linking up with their neighbouring BIDs, New West End Company and Marble Arch BID to secure greater emission reductions via joint procurement and awareness campaigns.
- Lobbying to support and encourage the Mayor, Westminster City Council and others to take action to reduce emissions in the wider area - pushing for bus reductions and earlier implementation of hybrid buses and taxis and the Ultra-Low Emissions Zone.
- Supporting the Marylebone Low Emissions Neighbourhood - adding focus to the area's air quality and funding for projects to improve it.

SAFE AND CARED FOR

(total budget allocation for next term of £1,051,200)

Building on the tangible difference the BID's Street Management Team have made to the area to ensure these standards are maintained and enhanced with additional security, waste and cleaning services.

Proactively Managing the Streets

The BID's Street Management Team ensure the area is safe, smart and also offers a warm welcome. Proactively addressing anti-social behaviour, security, cleanliness and maintenance working with the Police, Council, outreach services and property managers to share intelligence, compile evidence, report and monitor. Enhanced on-street waste and cleaning services will be delivered as BSQP partners with their neighbouring Business Improvement District, New West End Company, achieving efficiencies and a joined-up service.

Support for Members

The BID's One Stop Shop line to save members time and hassle with a swift response on issues effecting businesses and their premises.

Business Security Zone

A robust security and emergency planning network to enhance the resilience of the area and safety of businesses, staff and visitors. The Business Security Zone will:

- Facilitate intelligence sharing between security teams, the Police, Council and outreach services across the area through the BID's online system.
- Provide a specialised Street Manager role gathering intelligence, deterring criminal behaviour and facilitating communication between security teams.
- Coordinate emergency planning across businesses in the area to enhance resilience and enable mutual support.
- Foster a strong working relationships with the Police and Council and ensure they understand business priorities for security in the area.
- Provide emergency planning seminars, templates and incident updates.

VIBRANT AND ENTERTAINING

(total budget allocation for next term of £1,055,000)

Ensuring the area has plenty to offer those working here or just passing through with an array of activities, deals, illuminations and banners.

A full programme of events

Ensuring the area is vibrant and enjoyable to enhance staff and visitor satisfaction and help with staff retention. Summer in the Square has become a regular fixture attracting 10,000 people to Portman Square Gardens every summer for outdoor sports and movie screenings, games, street food and more. The monthly food markets provide something a little different each month. The BID will be developing new ideas and formats for their outdoor events to keep them fresh and actively involve local businesses.

Christmas Lights and Banners

Adding vibrant colour and sparkle to the streets for all to enjoy, boost staff morale and attract visitors in the winter months. An area-wide Christmas lighting scheme will be designed to ensure sufficient dazzle for our wide streets yet sympathetic to this special area.

Encouraging exploration and providing perks, especially useful for new starters

Baker Street Regulars: a full directory of local retail and great deals around the area. Lively, free guided walks encouraging people to explore the area in their lunch breaks and evenings

Social and Wellbeing Activities

Provided especially for staff from singing, to yoga, boot-camp and self-defence – providing a release and a way to connect with others working locally.

LOCAL NETWORKS AND COMMUNITY

(total budget allocation for next term of £582,600)

Actively promoting a positive sense of community in Marylebone that sets this commercial district apart from others.

Smarter Giving

Making it easier for businesses to target corporate responsibility locally through:

- Tailored assistance providing supported opportunities, introductions and relationship development with local charities and community organisations with a particular focus on the neighbouring, and nearby Church Street Ward.
- A focus on supporting local people into employment in particular exploring setting up a scheme to provide assistance with child care costs as well as, promoting and facilitating local recruitment, Apprenticeships, mentoring and work placements.
- A wide range of facilitated activities including collaborative volunteering days; food, toy and clothes drives and donations of redundant furniture and equipment.

- Facilitating introductions for businesses keen to support local entrepreneurs and new and early stage businesses in particular working with Westminster City Council's enterprise programmes.

A hub of local information

A popular weekly e-newsletter and comprehensive area website providing all you need to know on local happenings, projects and promotions.

Local offers and promotion – Baker Street Regulars

A full area directory and the opportunity for all consumer businesses to promote themselves to others in the area.

Events and Networks

Member Events establishing useful networks between those working in the area and their peers at other local companies. Outdoor Events and Social and Wellbeing Activities providing informal interaction, entertainment and bringing the whole community together.

Free training courses

Always held locally with others from local businesses. A chance for staff to enhance local networks and learn key skills - such as first aid and health and safety - as well as providing savings to businesses.

COLLECTIVE VOICE AND AREA IDENTITY

(total budget allocation for next term of £305,800)

Ensuring members have a strong, coordinated voice on matters affecting their business and the local area. Promoting a strong, attractive, recognised identity for the area that is useful in attracting staff and visitors.

A strong identity for the area

The transformative improvements being secured provide the right context for BSQP to promote a strong, recognised identity for the area. An identity that is easily understood and attractive to those considering taking a job here, staying at a local hotel or locating a business in the area. Currently the Quarter and its many charms are not clearly defined meaning that businesses are not benefitting fully from all the area has to offer staff and visitors.

Ensuring businesses voices are heard

The BID is uniquely positioned to provide a strong, collective voice for businesses in the area. With a number of significant proposals, opportunities and threats for the area and for business in the coming years it is important decision makers understand members' views and concerns.

Proactive lobbying and coordinated responses

Ensuring businesses voices are heard by proactively lobbying and responding to consultations, joining up with BIDs in Westminster and Central London to add weight to these arguments where appropriate.

Priorities for the next five years

- The proposed transformation of Oxford Street - the BID will be working with TfL and WCC to ensure this strategic vision works for and benefits the Baker Street and Marylebone area seeking reassurances regarding impact on Wigmore Street, improved crossings, significant bus reduction, greening of the bus fleet and air quality.
- Air Quality - the BID will continue to press for accelerated changes to emissions charging, the cleaning of bus and taxi fleets and a diesel scrappage scheme to make meaningful improvement to air quality.
- The proposed reform of business rates and local government funding systems - an opportunity to provide a fairer deal for the West End. The BID will work with wider stakeholders in the area to press for greater retention for the West End to ensure a positive environment for further business growth.

A voice in local matters

Ensuring businesses are represented on panels and groups making decisions affecting local businesses, for example policing priorities, wider air quality programmes and planning policy. Key forums include the Marylebone Neighbourhood Forum, Police Safer Neighbourhoods Panel, Marylebone Low Emissions Neighbourhood and West End Partnership.