

## Edgware Road Strategy Group (ERSG) – Terms of Reference – January 2023

<b>Aim</b>	<p>The aim of the ERSG is to improve the quality of the Edgware Road’s wider environment for those who live, work, trade and visit the Area. To improve the standards prevailing in the ground floor uses, properties generally, the streets, infrastructure and greening. To reduce crime and, improve personal safety and available amenity. To improve the operation and safety of the road network. Work together to facilitate and promote mode shift to active travel and public transport options. Overall, to ensure that the Edgware Road has a sustainable future in terms of the economic, social and environmental factors that contribute to its success.</p>
<b>Objectives</b>	<p>The ERSG has a number of objectives:</p> <ul style="list-style-type: none"> <li>● Act as a problem-solving group focused on the strategic issues found with the area</li> <li>● Facilitate new ideas and innovation with aim of reducing the problems experienced by residents, businesses and visitors</li> <li>● Identify appropriate action and secure resources amongst the relevant stakeholders as appropriate</li> <li>● Where permissible, share information and data between partners to achieve the overall aims of the group</li> <li>● Update the group on resident engagement and activities within the area</li> <li>● Review the priorities and activity of the Working Groups (Operations and Place Shaping Groups) to inform the above. See below.</li> <li>● For members to work collaboratively to ensure that the combination of resources drives effective and measurable change</li> </ul>
<b>Chair</b>	<ul style="list-style-type: none"> <li>● Cabinet Member for City Management and Air Quality</li> </ul>
<b>Attendees</b>	<ul style="list-style-type: none"> <li>● Cllr Dimoldenberg – Cabinet Member for City Management and Air Quality</li> <li>● Cllr Chowdhury – Hyde Park Ward Member &amp; Edgware Road Champion</li> <li>● Cllr Scarborough – Marylebone Ward Member</li> <li>● TBC - Executive Director of Environment, Public Protection and Climate - WCC</li> <li>● [stand-in for above, Nicky Crouch – Interim Director of Public Protection and Licensing – WCC]</li> <li>● Stuart Reilly – Head of Strategic Service Change – WCC</li> <li>● Kay Buxton - Marble Arch London BID</li> <li>● Rob Edwards - Transport for London</li> <li>● Simon Loomes – The Portman Estate</li> <li>● Rosemarie Jones - Church Commissioners</li> </ul> <p>Other experts and partners maybe invited as and when required.</p>

	<p>The ERSG will meet quarterly, coordinated so as to receive and review the quarterly reports from the Working Groups. The Group will be administered and chaired by WCC who will coordinate the Working Groups and produce an annual report to the Leader at WCC and the ERSG members.</p>
<p><b>Operations Group</b></p>	<p>The Operations Group aims to influence, coordinate and/or manage activities which serve the Edgware Road on a day-to-day basis with a view to delivering the objectives of the ERSG.</p> <p>It will update the group on any active or planned projects / activities affecting the Edgware Road and liaise with the other Groups.</p> <p>Members:</p> <ul style="list-style-type: none"> <li>• Adam Davis – Neighbourhood Co-ordinator - Public Protection and Licensing - WCC</li> <li>• Marble Arch London BID</li> <li>• TfL</li> <li>• Linda Moodie – Team Leader - Public Protection and Licensing – WCC</li> <li>• Shamruel Liburd - Head of Neighbourhoods - Public Protection and Licensing – WCC</li> <li>• Roald Piper – Head of Planning Enforcement - WCC</li> <li>• The Church Commissioners</li> <li>• The Portman Estate</li> <li>• Keiron McDade - Metropolitan Police</li> <li>• Alistair Philips - Metropolitan Police</li> </ul> <p>The Group will meet quarterly coordinated so as to provide an update report to the next ERSG. The Group will be administered and chaired by Marble Arch London BID.</p>
<p><b>Place Shaping Group</b></p>	<p>The Place Shaping Group aims to develop strategy, influence, coordinate and/or manage activities associated with the place shaping opportunities and stewardship within the Area with a view to delivering the objectives of the ERSG in the medium to long term.</p> <p>It will update the ERSG on its strategy, plans and recommendations and liaise with the other Groups. It will be responsible for procuring external advice and funding for external advisors.</p> <p>Members:</p> <ul style="list-style-type: none"> <li>• The Portman Estate</li> <li>• The Church Commissioners</li> <li>• Marble Arch London BID</li> <li>• TfL</li> <li>• Ruchi Chakravarty – WCC Head of Place Shaping – WCC</li> <li>• Jo Turner – WCC Place Shaping</li> <li>• Other major property owners</li> </ul> <p>The Group will meet quarterly coordinated so as to provide an update report to the next ERSG. The Group will be administered and chaired by the estates on an annual rotation basis.</p>

<b>Area</b>	The Marble Arch BID area will act as the boundary for this group. An image of this boundary area is attached below.
-------------	---

January 2023

Edgware Road Strategy Group / Marble Arch BID Area – 2021 to 2026

