

PaddingtonNow

BUSINESS
IMPROVEMENT
DISTRICT

Proposed Income & Expenditure 2016-2017

Report of Activities 2015 - 2016

Introduction

Paddington's Business Improvement District is proud to have completed eleven years of delivering projects and services to improve Paddington for the benefit of those who work, visit and live in the area, this can only happen with the support of local businesses.

The last year has seen the BID working to prepare the foundations for the future of Paddington, and in particular for the arrival of Crossrail's Elizabeth Line. This has meant spending more time in lobbying and representing the area to not only local organisations like Westminster City Council and the Metropolitan Police, but also to London & Partners, London First and Cross River Partnership.

The year ahead promises to be an exciting one for the area as the regeneration of 20 Eastbourne Terrace nears completion and some phases of the Crossrail works are scheduled to come to an end. Potential redevelopment of the old Royal Mail sorting office on 31 London Street, although still in the planning stages, we hope to work with the developers to ensure that the interests of Paddington are best served.

This information leaflet aims to highlight our achievements in the last year and our plans for the financial year ahead. It is produced in accordance with Business Improvement District Regulations. Paddington Business Improvement District Limited, operating as PaddingtonNow, is managed by a Board of Directors representing different business sectors in the BID area. Local businesses control the BID and pay for it through a small levy payable by all businesses with a rateable value above £14,999.



A Review of 2015/16 Activities

We operate under five guiding strategies to deliver improvements in our area.

Saving You Money

Last year we recognised the need for a more extensive recycling service and in July we increased the commercial recycling service to five days a week – up from three collections a week. The increased frequency of collection has enabled more of our cafes and restaurants to take up the food waste option which all helps towards achieving our aim of attaining zero-to-landfill.

- Through our contractors First Mile we collected your kerbside recycling from 190 Paddington businesses.

- 953 tonnes of recyclable material was collected saving 1,276 tonnes of CO² and 6,322 trees by diverting waste from landfill.
- 86 tonnes of food waste and 21 tonnes of glass was collected from restaurants, cafes, pubs and hotels in Paddington and then recycled to contribute to our businesses reducing their carbon footprint.
- Paddington businesses collectively saved a total of £184,186 by using PaddingtonNow's recycling service.



Looking Good, Feeling Good

We kept Paddington looking good through a variety of projects and initiatives.

- Working with Westminster City Council's City Inspector for our local area, we conduct Environmental Street Inspections every two weeks. We report dumped waste and vehicles, noise, cracked paving, blocked drains and gulleys, faulty road traffic signals and street furniture, broken road surface, road obstructions, damaged flora and fauna on public land, graffiti and flyposting, pollution and defective street lights.
- Each month over 100 incidents are reported, 35% of all incidents reported are fixed within seven days.
- In Q4 of 2015 our Environmental Street Inspections resulted in one court order, ten educational visits to businesses and residents and two enforcement actions taken.
- Along Sussex Gardens, we planted 20 new large fuchsia bushes to provide some additional colour.
- Our green wall and rain water garden at St Mary's Hospital were created to improve air quality and reduce flooding. The wall measures 70m² and contains 700 plants

– the sunken garden covers 24m² and holds three small trees and several hundred young wildflowers.

- Over the course of 2015 the St Mary's green wall has collected 4,200 litres of rain water, and the sunken garden has collected just under 10,000 litres of rain water. Current estimates of air quality improvement along Praed Street for pedestrians and patients at St Mary's is estimated at removal of 145 million particles (of PM10 and NO₂), which is a 40-60% improvement in air quality.
- We have seasonally replanted the 90 hanging baskets on the lamp columns across the area, together with 24 railing and window boxes and 19 large planters.
- Our recycling service ensures our members are playing their part in keeping the environment clean and for each business an annual report is generated setting out their environmental contribution to reducing waste and their carbon footprint.
- The BID funded and organised the annual festive lighting in Praed Street, Craven Road and London Street.



Safer Paddington

Working in partnership with our local services we aim to reduce crime and anti-social activity in the area. Action is taken immediately where appropriate or a longer term solution is explored where necessary.

- The BID funded Metropolitan Police team operates exclusively within the PaddingtonNow BID area, delivering 8,800 hours per annum of duty dedicated to Paddington.
- Our Police Officer and Police Community Support Officers conduct on average 10 courtesy visits per day to our local businesses.
- In 2015 the police worked with local businesses on a campaign to raise awareness of bogus policemen operating in the City of Westminster, giving them tips on how to spot these frauds, and provided them with educational collateral to share with their staff and visitors to the area.
- The Police Team have worked on several larger projects throughout the year, which will continue into the next year, regarding ATM machines, Vice, Theft and Assault and they have paid courtesy visits on over 2,500 occasions.



- Businesses request specific responses to tackle anti-social activity and the team have acted on this to identify and move on 153 beggars and support 181 homeless people.
- They have tackled the unauthorised taxi ranking on Praed Street outside the station on 26 separate occasions.
- Our CCTV and radio networks have recorded 218 incidents and 40 pieces of film have been provided for evidential purposes.
- PaddingtonNow runs the PubWatch scheme, which has active participation from 21 licenced premises in the wider Paddington area.

- The BID lobbied the Metropolitan Police and City of Westminster to prevent a reduction in policing resources in Paddington.
- We attended regular meetings of consultative and problem solving groups including the Metropolitan Police Service (MPS) Hyde Park Ward Panel, the London Business Against Crime Partnership and the Westminster BIDs Operations Group.
- We provide the secretariat and administration for the Paddington Business Security Zone with support from the MPS Counter Terrorism Unit and Westminster Council – this provides alerts, advice and staff training to support local businesses by preparing them and their staff to identify and survive possible terrorist action.

Putting Paddington on the Map

Paddington's main events in 2015 saw us welcome HRH Princess Charlotte to the world at St Mary's Hospital, as well as stage our tribute to some of the UK's greatest festivals in Paddington Covers live music, in Norfolk Square Gardens.

- The BID co-ordinated a range of activities around the birth of HRH Princess Charlotte in May including over 50 media survival packs being issued to the waiting press and TV crews.
- This PR strategy saw us included in over 210 pieces of news coverage, 86% of which directly mentioned the BID and 87% mentioned a BID member business.
- The summer saw the launch of Paddington Covers live music festivals. Sponsored by NatWest we paid homage to the major music festivals running on each of those weekends, with tribute bands to the headline acts at Glastonbury, Somersault and Reading Festivals. We featured tributes to such artists as The Who, Foo Fighters, Mumford & Sons and Metallica which together with DJ sets and food stalls drew more than 3,000 people to the area.



- Spring/Summer and Autumn/Winter editions of our PaddingtonNow magazine were published and 18,000 copies of each were distributed to businesses and residents as well as being put into hotel rooms and office receptions for visitors to enjoy.
- The Paddington YouTube channel now has over 160,000 views and we also have an active presence on Facebook, Twitter, LinkedIn and Instagram.
- We promoted a series of trails including The Paw Print Trail, The Discover Paddington Trail and the Public Art Trail, showcasing Paddington's assets. Our Pawprint Trail won a British BIDs award.
- We distributed over 35,000 Tourist Maps to our member hotels and local partners to help with wayfinding for visitors.



Representing Your Business

We lobby local and national government, as well as industry associations and organisations that affect and impact our area and your business.

- The BID represents local businesses on a number of groups such as the British BIDs Leadership Network, Westminster BIDs, Mayor's Office for Policing And Crime (MOPAC), Crossrail Paddington Community Liaison Panel, Crossrail Business Liaison Panel and Safer London.
- In the last year, notable issues and consultations to which we have responded on your behalf include – Cycle SuperHighway design, Cycle Quietways, Westminster Walking Strategy, Bakerloo Line closure at Paddington, Sussex Gardens Crossrail utility works and Praed Street resurfacing.
- The BID also responded to planning policy consultation documents issued by Westminster City Council, including the Spatial Strategy, Energy, the West End, Heritage & Tall Buildings, Licensing Review and Permitted Development (office to residential), ensuring that business views are heard.

- BID staff assist member businesses on a wide range of issues and concerns – providing advice, facilitation and mediation on problems such as planning enquiries or enforcements, licensing matters, fraud or waste disposal. We have directly helped or advised over 100 businesses on their concerns this year.
- Our London & Partners membership ensures you receive up to date industry information on visitors and trends affecting Paddington and London.
- We are members of Cross River Partnership which provides access to funds to support some of our projects and initiatives in the area, like our Green Wall and Sunken Rain Garden.
- The BID joined forces with Amenity Society Hyde Park Estate Association to create the Hyde Park and Paddington Neighbourhood Area under the Localism Act, and commenced a recruitment drive for business and resident members in November 2015.
- BID members attended an exclusive behind the scenes tour of the Crossrail station pre fitting out. This was a thank you from our partners CostainSkanska JV so that our members could actually see first-hand the work in progress.
- Over 30 BID businesses participated in a Tourism Insights presentation and discussion held with London & Partners.



Income and Expenditure 2016/17

The year ahead will see Paddington BID continue to work with local stakeholders and manage the impact on business of issues such as the Bakerloo Line temporary closure at Paddington. Proposals for the former sorting office at 31 London Street offer substantial investment in the Paddington area and we will work with the developers to share creativity, passion and understanding of what is important to our businesses through this development.



Saving You Money

We will regularly revisit our current schemes in order to ensure not only value for money but relevance to the need of our local businesses.

- With our provider First Mile, we will continue with our extensive free kerbside commercial recycling scheme which collects paper, card, tins, glass and plastics every weekday evening, saving businesses an average of £1,000 each on commercial waste fees.
- Offer a food waste service to help businesses reduce their general waste costs and contribute to a more sustainable Paddington.
- Help businesses dispose safely of bulky items such as furniture, white goods, IT equipment and batteries.
- Work to encourage our businesses to consider a Freight Consolidation Programme locally.
- Offer our local offices free local area introductory walks for their new starters.
- Share local travel planning options to all businesses during service disruptions.
- Encourage the use of cycling through a Bike Hire Scheme.

Looking Good, Feeling Good

Since the BID's beginnings over ten years ago, the addition of green infrastructure and delivery of public realm schemes have been a priority, creating the right setting for businesses, staff, customers and visitors.

Next year we want to increase the direct involvement of businesses and residents to make a visible step change in Paddington's appearance. In 2016/17 we intend to:

- Enter and compete in the annual London in Bloom Awards - working with businesses and residents to significantly enhance the area's gardens and planting.
- We will continue to nurture our green wall and sunken rain garden at Winsland Mews and Praed Street to further improve air quality and reduce surface flooding. We will be adding some additional cabling and new plants to our green wall to improve its visual aspect.
- Participate in the Cleaner Air Better Business scheme and deliver local initiatives to trial, promote and facilitate improved air quality.
- Consolidate waste and recycling services to further reduce freight and vehicle

movement on Paddington's roads.

- Ensure our current green infrastructure is maintained and enhanced wherever possible.
- Look at ways to reduce street furniture and improve current fixtures like old telephone boxes.
- Continue our programme of street audits and inspections to identify and address problem areas and issues such as fly tipping or highway defects, in partnership with Westminster City Council
- Fund and organise Christmas lights for the Paddington area.
- Provide people with the opportunity to participate in our local area trails and travel planning workshops to encourage a healthier way to move around.



Part of RHS BRITAIN IN BLOOM

Safer Paddington

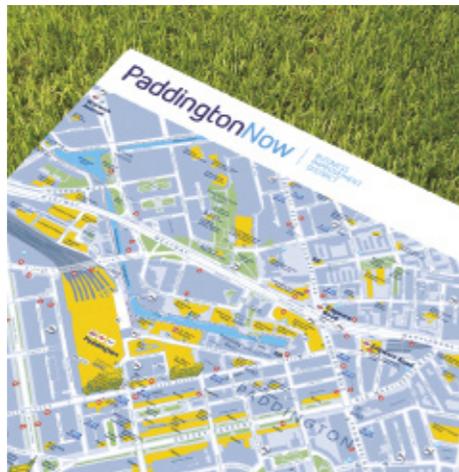
The BID works in partnership with the Metropolitan Police Service and Westminster City Council to help make Paddington a safer place to work or visit. In 2016/17 the BID will:

- Maintain a Police Community Safety Team of one Police Constable and two PCSOs – dedicated to the 34 streets in the BID area.
- Crack down on anti-social behaviour, working with the Metropolitan Police and other agencies to gather and share intelligence.
- Provide a 24/7 monitored CCTV system in the Paddington area, complemented by our radio network.
- Support local initiatives such as the Paddington PubWatch scheme, the Paddington Business Security Zone which provides Counter Terrorism briefings and alerts and the Facewatch crime reporting and information sharing scheme.

Putting Paddington on the Map

The last two years has seen the BID significantly increase its marketing and area promotion activities and we are committed to continuing our efforts in the coming year. In 2016/17 we will:

- Produce a regular Paddington magazine, engaging businesses, their clients, staff and visitors, featuring attractions and issues in and around the Paddington area.
- Continue with our successful programme of summer events as well as organising topical events for member businesses to network and socialise.
- Improve the social media reach of Paddington and our attractions to encourage more footfall in the area and lift the location's reputation.
- Promote trails and walks showcasing Paddington's heritage, assets, public art and open spaces.
- Work with tourism partners to ensure Paddington is linked to London-wide campaigns.
- Maximise press exposure of Paddington as a place to visit and to do business.
- Produce a further 70,000 copies of our popular wayfinding maps for hotels and offices.



Representing Your Business

The BID represents the businesses in the area nationally, to local stakeholders and government. In 2016/2017 we will:

- Increase participation from our businesses to different London & Partners strategy developments.
- Ensure we are able to access monies from future rounds of Mayoral funding grants to complement our existing green infrastructure as well as other projects.

- With support from the Mayor's Air Quality Fund we are developing a selection of strategies and projects to improve local air quality through a community pool bike competition and smarter travel planning initiatives.
- Through the course of the year we will continue to represent the voice of Paddington, including through British BIDs Leadership Network, Westminster BIDs, Mayor's Office for Policing And Crime (MOPAC), Crossrail Paddington Community Liaison Panel, Crossrail Business Liaison Panel, Safer London, Cross River Partnership, Greater London Authority and London & Partners.

Please continue to share with us your views on the major developments in and around the Paddington area so that we can incorporate your comments with the concerned stakeholders.

Paddington BID Company

PaddingtonNow is overseen by a Board of Directors headed by a Chairman and Vice Chairman. Four sub-groups (Security, Environment & Planning, Finance & Legal and Marketing) made up of local business representatives meet regularly to discuss and direct the projects being developed and undertaken.

Directors of Paddington BID as at March 2016 are:

Vaughan Smith
BID Chairman
Frontline Restaurant
and Journalists Club

Angela Kretschmer
BID Vice Chairman
BCD Travel

Orlando Barry
Barry Brothers

Paul Charalambous
Stylotel & Sussex Arms

Will Clayton
Pride of Paddington



Harry Foster
Land Securities

Nick Johnson
Hyde Park Estate Association

Malcolm Linforth Jones
London Town Hotels Group

Anastase Moros
Shakespeare and Dolphin Hotels

Alex Neokleous
St David's Hotel

Geraldine Wong Smith
Chilworth Communications

For more information about any aspect of PaddingtonNow's work please call the BID Team on 020 3145 1212 or visit www.paddingtonnow.co.uk

PaddingtonNow
Business Improvement District
25 Nutford Place
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PaddingtonNow is the trading title of Paddington Business Improvement District Limited.

Registered in England, company number 5357332, acting through its agent The Paddington Partnership Limited.

PaddingtonNow is a British BIDs Accredited company.



2016/17

Anticipated Income (2016/17)	BID Levy £	Voluntary £	Total £
BID Levy	596,164		596,164
Voluntary and other Contributions		15,000	15,000
Total	596,164	15,000	611,164

Anticipated Expenditure (2016/17)

Saving You Money

Commercial Recycling Scheme	130,223	3,277	133,500
Project Support	29,232	736	29,968

Looking Good, Feeling Good

Environmental Schemes	37,916	954	38,870
Christmas Lights	9,975	251	10,226
Project Support	29,232	736	29,968

Safer Paddington

Police Community Safety Team	84,865	2,135	87,000
CCTV System and Radio Network	31,215	785	32,000
Security Support, Promotion and PubWatch	1,951	49	2,000
Project Support	29,232	736	29,968

Putting Paddington on the Map

Events, PR & Press	29,264	736	30,000
Marketing Products	39,018	982	40,000
Project Support	29,232	736	29,968

Representing Paddington & BID Running Costs

Representation	31,183	785	31,968
Management Fees	21,275	535	21,810
Premises	24,425	615	25,040
Statutory Requirements	20,485	515	21,000
Levy Collection	25,806	649	26,455

Total Expenditure	604,530	15,211	619,741
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Surplus (Deficit)	(8,366)	(211)	(8,577)
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Brought Forward from 2015/16			44,846
Carried Forward to 2017/18			36,269

2015/16

Anticipated Income (2015/16)*	BID Levy £	Voluntary £	Total £
BID Levy**	582,316		582,316
Voluntary and other Contributions		29,012	29,012
Total	582,316	29,012	611,328

Anticipated Expenditure (2015/16)*

Saving You Money

Commercial Recycling Scheme	131,763	6,565	138,328
Project Support	26,762	1,333	28,095

Looking Good, Feeling Good

Environmental Schemes	42,593	2,122	44,715
Christmas Lights	10,180	507	10,687
Project Support	26,762	1,333	28,095

Safer Paddington

Police Community Safety Team	80,490	4,010	84,500
CCTV System and Radio Network	33,054	1,647	34,701
Security Support, Promotion and PubWatch	2,216	110	2,326
Project Support	26,762	1,333	28,095

Putting Paddington on the Map

Events, PR & Press	47,351	2,359	49,710
Marketing Products & Activities	59,058	2,942	62,000
Project Support	26,762	1,333	28,095

Representing Paddington & BID Running Costs

Representation	34,215	1,704	35,919
Management Fees	20,170	1,005	21,175
Premises	25,063	1,249	26,312
Statutory Requirements	15,185	757	15,942
Levy Collection	24,465	1,219	25,684

Total Expenditure	632,849	31,530	664,379
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Surplus (Deficit)	(50,533)	(2,518)	(53,051)
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Brought Forward from 2014/15			97,897
Carried Forward to 2016/17			44,846

* Correct at 31 December 2015, forecast to 31 March 2016

** Figure shown is actual amount collected as at 31 December 2015 from a billed total of £612,342