

PaddingtonNow

BUSINESS
IMPROVEMENT
DISTRICT

Proposed Income and Expenditure 2017-18
Report of Activities 2016-2017



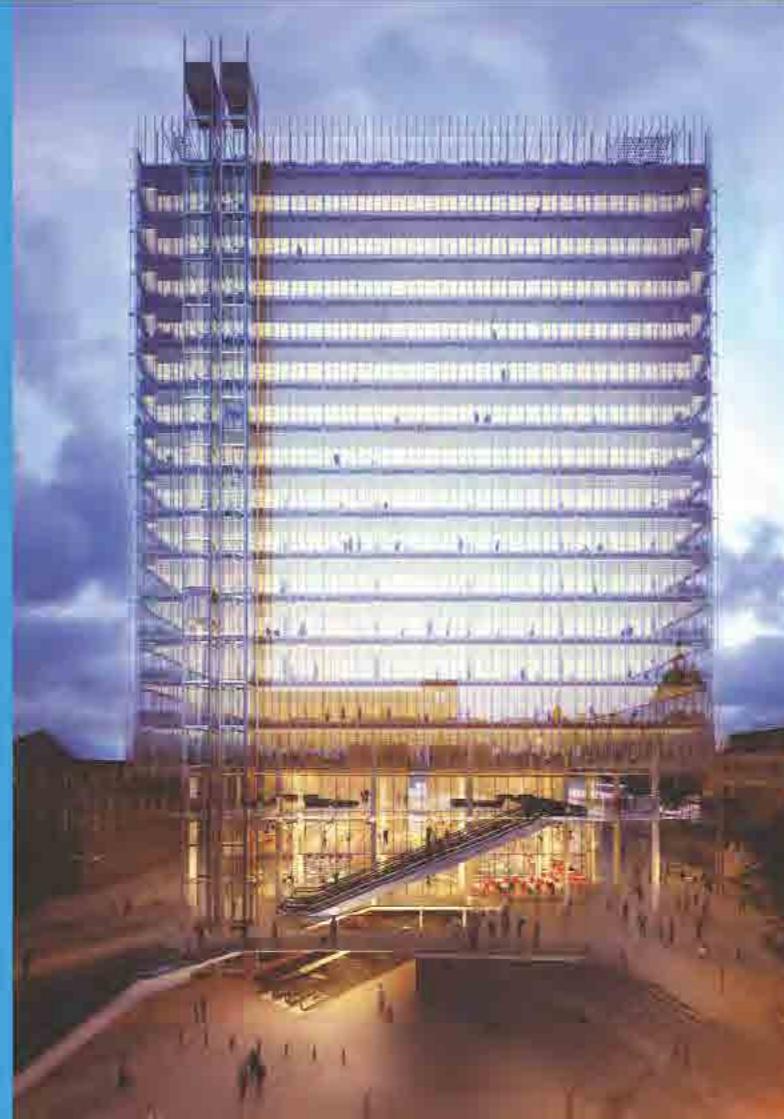
Introduction

Paddington's Business Improvement District (BID), with the support of our local business members, has completed twelve years of delivering projects and services to improve Paddington for the benefit of those who work, visit, do business and live in the area.

Operating as PaddingtonNow, the BID 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.

The last year has seen the BID working hard, not just to maintain and further develop our existing services and activities but also to get involved in new schemes and ideas such as Clean Air: Better Business and London In Bloom. 2017 sees us work with promoters of major developments in Paddington such as St Mary's Phase One, 50 Eastbourne Terrace and Paddington Quarter to ensure high levels of local engagement, opportunity and preparedness among the local business community.

Towards the end of 2017/18 the BID will be working with Crossrail and statutory agencies to plan for the re-opening of Eastbourne Terrace, creation of new public realm and the arrival of the Elizabeth Line in December 2018. This information leaflet highlights our achievements in the last year and outlines our plans for the financial year ahead. We look forward to working with you in 2017.



A Review of 2016/17 Activities

We promote five themes aimed at creating an even better Paddington.

Saving You Money

We look to source a good deal for our members by amalgamating resources which is key to many of our businesses. As well as our free recycling service, we also look to provide other services, software and training to assist our members in their business operations.

– Paddington businesses sent 1,588,268 kg of materials to be recycled between September 2015 and August 2016; this equates to a CO₂ saving of 1,899 Kgs – which in turn means you saved the equivalent of 401 passenger cars being driven for one year and saved 15,037 trees.

- Recycling from 164 Paddington businesses generated 806,677 kWh of energy, enough to power six homes for a whole year.
- We regularly review our recycling operations to ensure value for money and best practice, and in 2016 we undertook a further waste and recycling audit to improve efficiency and reduce our contamination rates even further.
- The BID ran free training sessions on using Facebook for Business to help our members put their businesses centre stage on social media and grow their audiences and customer base.
- We negotiated special rates for businesses to enable them to add flowering planters and troughs to their properties as part of London In Bloom.
- For the first time our PubWatch members were provided with free access to the Facewatch crime reporting tool; improving the speed and ease of reporting incidents and delivering CCTV footage to the police.
- We supplied the local pubs and cafes with free theft prevention aids such as Chelsea Clips to protect valuables, and warning stickers to help raise awareness and protect customers.



Looking Good, Feeling Good

Making Paddington a more welcoming and vibrant environment has been the focus of our projects over many years.

- The BID entered the prestigious London in Bloom Awards in 2016 for the first time to showcase our greening and environmental efforts in the BID area winning a Silver Gilt Award, the second highest award possible.
- In recognition of the BID's achievements we published Greener Paddington, documenting a decade of green infrastructure and environmental projects.
- In 2016 we joined forces across London within the Clean Air: Better Business programme and conducted Clean Air Action Days in which we cracked down on idling vehicles in the BID area to help improve awareness around air quality. The results were monitored by Kings College London.
- In February 2017 we launched Paddington's first dedicated click and collect website, offering people who live and work locally a wide range of personal delivery alternatives, to reduce small scale freight in the area.
- We conduct environmental street
- inspections fortnightly with WCC's City Inspector to report street, pavement, waste and lighting issues and on top of this we reported over 150 incidents in 2016/17, of which 35% were fixed within seven days.
- Our multi-agency problem-solving inspections, focusing on anti-social behaviour and vulnerable people, resulted in 40 being referred to homeless or adult social care services, 10 Fixed Penalty Notices, 13 warning notices for begging, eight Community Protection Notices (CPN), and one statement for breaching a CPN, as well as six educational letter drops to businesses and residents.
- Our green wall and rain water garden at St Mary's Hospital on Praed Street were created to improve air quality and reduce flooding. Over the course of 2016 these installations collected more than 14,200 litres of surface rain water, which helps to alleviate localised flooding, and removed an estimated 100 million particles (of PM10 and NO₂), which is a 40% improvement in air quality for pedestrians and patients.
- The BID supports Westminster City Council's Parks Team in three Garden Squares as well as looking after three large garden areas in Sussex Gardens, 69 railing and window boxes, 19 large

planters and 90 hanging baskets across the BID area.

- The BID continued to fund and organise the annual festive lighting in Praed Street, Craven Road and London Street.



Safer Paddington

Working in partnership with our local Metropolitan Police and City Council services we aim to reduce crime and anti social activity in the area.

- The BID funded Metropolitan Police team of three officers operates exclusively within the PaddingtonNow BID area and delivered 8,800 hours of duty dedicated to Paddington over the last year.
- Our Police Officer and Police Community Support Officers conducted 1,494 courtesy visits to our local businesses.
- In 2016 we organised a series of events for the police to inform local businesses, especially hoteliers, of criminal activities such as fraud, theft and counterfeit currency of which they or their customers could become victims.
- Human trafficking awareness training was delivered through the BID by police specialists to hotel teams.
- Our Community Safety Team have engaged with people on the street to identify and move on or arrest 117 beggars and support 42 vulnerable and/or homeless people. In addition, they have repeatedly moved on taxis

who unofficially rank on Praed Street and private hire vehicles blocking ambulance routes on London Street.

- The BID runs the Paddington PubWatch scheme which has participation from 23 licenced premises in the wider Paddington area. We provided 800 Chelsea Clips and 2,000 advisory stickers to help pubs and cafes deter bag and mobile phone thefts.
- 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.
- PaddingtonNow provides the secretariat for the Paddington Counter Terrorism and 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.



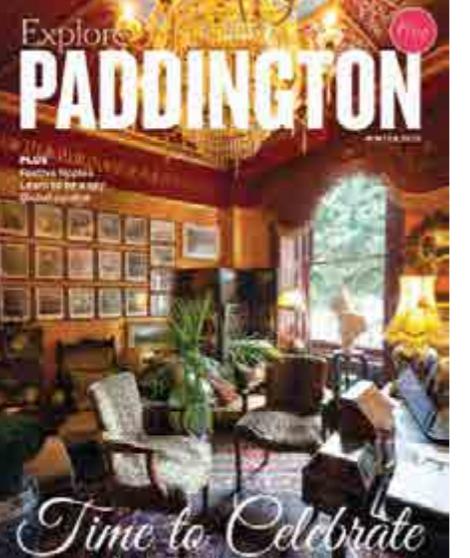
Putting Paddington on the Map

The BID's annual event series attracts not only people who work and live in the area but also appeals to people staying in Paddington hotels as well as fans of music and theatre from across London and beyond.

- Paddington Covers Live Music 2016 presented a series of free music festivals paying homage to some of the biggest acts in entertainment with a top selection of tribute and cover bands across three summer Fridays. Enjoyed for free by the local community, Paddington 'covered' Glastonbury, Reading and BST Hyde Park Festivals. A more engaging and targeted social media campaign saw us double the number of attendees.
- For the first time we hosted live theatre in Norfolk Square, with a spectacular sold-out production by Shakespeare in the Squares of Much Ado About Nothing.
- The BID's Explore Paddington magazine saw increased circulation, with 20,000 copies of two editions distributed to local businesses and residents.
- We enhanced our digital presence across

all our media channels. Paddington has over 240,000 views on YouTube, over 3,600 followers on Twitter and an average 60,000 impressions per month; and our Facebook page has now reached over 1,200 followers and with an average reach of 700 people per day.

- We produced and distributed over 30,000 Paddington Maps to our member hotels, receptions, Paddington station and local office partners to help with wayfinding for visitors and staff.



Representing Your Business

To represent your interests, we lobby government at both a local and national level, as well as industry associations and organisations that affect and impact Paddington and your business.

- The BID represents local businesses in discussions with a considerable number of bodies such as Transport for London, Westminster City Council and the Metropolitan Police Service. We also represent Paddington at the Westminster BIDs, and the Mayor's Office for Policing and Crime (MOPAC), London Business Against Crime Partnership, Crossrail Paddington Community Liaison Panel, Crossrail Business Liaison Panel and Safer London.
- In the last year, notable issues and consultations to which we responded on your behalf include Business Rate Reform, the East/West Cycle SuperHighway, Cycle Quietways, Lancaster Gate Underground Station closure, Bakerloo line closure at Paddington station, motorcycle and bicycle parking in the area, revised
- We hosted an event for hoteliers with presentations by TripAdvisor

bus routes proposed by TfL, a rough sleeping strategy and shisha strategy from Westminster City Council, new developments such as the Sellar proposals for the Paddington Pole and then the Paddington Cube, the first phase of the St Mary's redevelopment scheme and the new development at 50 Eastbourne Terrace.

- Over 30 BID businesses participated in an information evening hosted by Great Western Developments on the proposals for 31 London Street.



on marketing and promotion of hotels and recent bookings trends.

Income and Expenditure 2017/18

In addition to our existing services and projects the BID will be focusing its attention on the future development of Paddington, and identifying future business priorities as the BID comes to the end of its third term.

Saving You Money

Commitment and dedication from our members feeds into the projects we develop and none are more sought after or copied than our free recycling

service, providing not only value for money but relevance to the needs of our local businesses. Our goal is to offer our members opportunities in which to collaborate and improve efficiencies of scale and consolidate buying power. In 2017/18 we intend to:

- With our provider, First Mile, continue with our extensive free kerbside commercial recycling scheme which collects paper, card, tins, glass and plastics every weekday evening.
- Save businesses an average of £1,000 each on commercial waste fees.
- Contribute to a more sustainable Paddington by highlighting our food waste service to help businesses reduce their general waste costs.
- Assist businesses in disposing safely of bulky items such as furniture, white goods, IT equipment and batteries.
- Provide our members, especially those operating pubs, hotels or fast food outlets, with a useful tool to quickly report crime and share CCTV with the police.
- Look to source more training and networking opportunities that help drive business and footfall to our members.
- Encourage our businesses to consider a Freight Consolidation Programme locally.



Looking Good, Feeling Good

Urban centres are gaining popularity, regionally and nationally. Walkable, accessible, healthy, multi-use centres are attracting investment and attention. It is our aim to ensure the area feels more vibrant, cleaner and more sustainable than ever before.

To continue maintaining our environmental investment to date and step up our efforts to improve air quality in 2017/18 we intend to:

- Follow up on our successful entry last year and compete in the annual London in Bloom Awards. This year we want to encourage even more businesses and residents to be involved.
- Continue our partnership in the Clean Air: Better Business scheme to deliver local initiatives to facilitate improved air quality.
- Partner with Plume Labs, and use their Flow device to map air pollution and provide alternative routes to people who work in Paddington and are looking to improve their health and wellbeing.
- Further reduce freight and vehicle movement on Paddington's roads by increasing the number of businesses using our free waste and recycling services.
- Ensure our current green infrastructure is maintained and enhanced wherever possible, including the St Mary's Rain Garden and experimental Green Wall.
- Continue our programme of street audits and inspections to identify and address problem areas and issues such as fly tipping or highway defects.
- Provide Christmas lights on Praed Street, London Street and Craven Road.



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 2017/18 the BID will:

- Maintain our BID funded Police Community Safety Team of one Police Constable and two PCSOs who are dedicated to the 34 streets in the BID area.
- Continue to operate the Paddington PubWatch scheme and expand the number of users of the Facewatch crime reporting and information sharing scheme.
- Further roll out the encrypted licensee rapid communication network, which empowers businesses in the hospitality sector to share information about crime and incidents in Paddington.
- Continue our participation in the Paddington Counter Terrorism and Security Zone which provides advice on preparing for and surviving terror attacks plus issues briefings and alerts on threats and incidents around the world.

Putting Paddington on the Map

Our marketing and area promotion activities continue to be of primary importance to our businesses. In 2017/18 we will:

- Showcase Paddington's history and assets locally and on the wider London stage, both in digital and print media.
- Produce and distribute 20,000 copies per issue of the popular Explore Paddington magazine, with spring/summer and autumn/winter editions.
- Present three more of our highly successful Paddington Covers Live Music events in Norfolk Square Gardens.



Representing Your Business

The BID represents the businesses in the area both locally and nationally to stakeholders and government. In 2017/2018 we will:

- Stage two live open air theatre productions of Shakespeare's plays.
- Run briefing and networking events to keep our members informed on topical issues and to provide them with opportunities 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, through targeted campaigns.
- Produce a further 30,000 copies of our popular Paddington wayfinding maps for hotels, receptions, Paddington station and offices for the benefit of guests and staff.
- Promote trails and walks showcasing Paddington's heritage, assets, public art and open spaces.
- Work through representative and consultative groups and bodies to ensure the Paddington business voice is heard and your views are considered.
- Through the course of the year we will continue to represent Paddington, including through Westminster BIDs, Mayor's Office for Policing and Crime (MOPAC), Crossrail Paddington Community Liaison Panel, Crossrail Business Liaison Panel, Safer London, Cross River Partnership and the Greater London Authority.
- Work with Westminster City Council, Transport for London and local stakeholders to ensure convenient and safe access to the station and the surrounding neighbourhood for all types of users through congestion management and improved traffic management, as well as enhanced walking and cycling conditions.

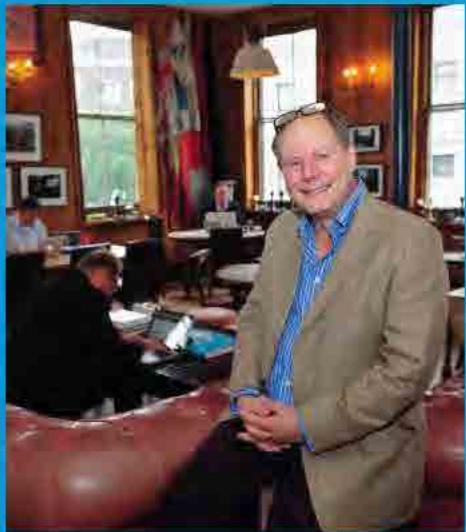
Forecast Income and Expenditure 2016/17

Anticipated Income (2016/17)*	BID Levy £	Voluntary £	Total £	Anticipated Income (2017/18)	BID Levy £	Voluntary £	Total £
BID Levy**	542,067		542,067	BID Levy	796,957		796,957
Voluntary and other Contributions	582,316	15,344	597,660	Voluntary and other Contributions	15,000	15,000	15,000
Total	542,067	15,344	557,411	Total	796,957	15,000	811,957
Anticipated Expenditure (2016/17)*							
Saving You Money				Saving You Money			
Recycling & Green Initiatives	135,180	3,826	139,006	Recycling & Green Initiatives	152,904	2,878	155,782
Project Support	29,143	825	29,968	Project Support	30,297	570	30,867
Looking Good, Feeling Good				Looking Good, Feeling Good			
London In Bloom	4,984	141	5,125	London In Bloom	5,030	95	5,125
Environmental Schemes	33,884	959	34,843	Environmental Schemes	80,013	1,506	81,519
Christmas Lights	11,541	327	11,868	Christmas Lights	6,847	129	6,976
Project Support	29,143	825	29,968	Project Support	30,297	570	30,867
Safer Paddington				Safer Paddington			
Community Safety Team	84,605	2,395	87,000	Community Safety Team	87,955	1,655	89,610
Security Support, Promotion and PubWatch	4,254	120	4,374	Security Support, Promotion and PubWatch	3,926	74	4,000
Project Support	29,143	825	29,968	Project Support	30,297	570	30,867
Putting Paddington on the Map				Putting Paddington on the Map			
Events, Magazine, PR & Press	89,231	2,526	91,757	Marketing Products	11,778	222	12,000
Marketing Products & Activities	3,214	91	3,305	Events, Magazine, PR & Press	103,060	1,940	105,000
Project Support	29,143	825	29,968	Project Support	30,297	570	30,867
Representing Paddington & BID Running Costs				Representing Paddington & BID Running Costs			
Representation	5,210	147	5,357	Representation	1,963	37	2,000
Project Support	29,143	825	29,968	Project Support	30,297	570	30,867
Management Fees	21,210	600	21,810	Management Fees	22,050	415	22,465
Premises	24,352	689	25,041	Premises	25,316	476	25,792
Statutory Requirements	16,001	453	16,454	Statutory Requirements	29,080	547	29,627
Levy Collection	25,445	720	26,165	WCC Contingency	39,112	736	39,848
Total Expenditure	604,825	17,120	621,945	Renewal Ballot	24,538	462	25,000
Surplus (Deficit)	(62,758)	(1,776)	(64,534)	Levy Collection	26,452	498	26,950
Brought Forward from 2015/16				Total Expenditure	771,508	14,521	786,029
Carried Forward to 2017/18				Surplus (Deficit)	25,449	479	25,928
				Brought Forward from 2016/17			
				Carried Forward to 2018/19			

* Correct at 31 January 2017, forecast to 31 March 2017

** Figure shown is actual amount collected as at 31 January 2017 from a billed total of £591,605

Anticipated Income and Expenditure 2017/18



Directors of Paddington BID Limited at March 2017 are:

Vaughan Smith
BID Chairman
Frontline Restaurant
and Media Club

Angela Kretschmer
BID Vice Chairman
BCD Travel

Orlando Barry
Barry Brothers

Rob Bose
adam&eveOOB

Paul Charalambous
Stylite & Sussex Arms

Will Clayton
Pride of Paddington

Harry Foster
Land Securities

Nick Johnson
Hyde Park Estate Association

Anastase Moros
Shakespeare and Dolphin Hotels

Alex Neokleous
St David's Hotel

Kooshesh Shah
London Town Hotels Group

Michele Wheeler
Imperial College Healthcare NHS Trust

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

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