



Introduction



Paddington Business Improvement District (BID) has now successfully completed fourteen years of operation and is currently in its fourth term which runs through to 31 March 2023. At the last ballot we registered a turnout of 61% of the eligible businesses and recorded a 'Yes' vote of 92% which represented 96% of their aggregated Rateable Values.

Operating under the trading title of 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 £29,999.

In 2018 we firstly worked to re-let all the

contracts for our regular and ongoing services which have continued into the new term. We then researched and launched several new services and activities which were voted for in the Renewal Proposal – and a few extra ones we developed and proposed through our member working groups. Also, following our winning of Best in Category at last year's London in Bloom Awards, this year we were representing London at the Britain in Bloom Finals and we worked hard to get Paddington's streets and green spaces ready for the judging.

This year, after a period of occupying temporary offices, the BID moved into permanent offices at 7 Praed Street where the team is co-located with The Paddington Partnership and the Marble Arch BID. 2019 will see even more changes in our

area, Crossrail's opening has been delayed but the work continues apace as they head towards completion. Several sites are being developed in the BID area during this year, most notably Sellar have already started work on their Paddington Square development which will transform the public realm in front of Paddington Station and create a new entrance to the Bakerloo Line.

This information leaflet highlights some of our achievements in the last year and outlines our plans for the financial year ahead as we seek to further improve Paddington in this time of change and challenge.

We look forward to working with you in the coming year.

A review of 2018/2019 activities

Looking Good, Feeling Good

2018 saw us focus our efforts on the appearance and health of our streets with a further increase in pots and troughs of flowers and plants on pavements, railings and buildings. Lots more of our businesses joined in this year to help us create a more welcoming, healthier and vibrant environment for people to enjoy.

- PaddingtonNow BID fulfils an important function on Praed Street, supporting individual businesses and improving the trading environment through cleansing, greening and a dedicated community safety team. In our renewal proposal we put Praed Street centre stage. Despite significant investment from us and Westminster City Council over the past decade, Praed Street continues to suffer from a poor reputation as a district centre and in places presents a weak front door to not only Paddington, but to London. The BID plays a central role as place-shaper and connector, bringing

together landowners, developers, the local authority and the community to help create a new vision for Praed Street. In 2018/19 we launched an extensive programme of activity, starting with the creation of an ownership directory and the commissioning of a retail capacity study. This study will enable landlords to better understand the changing retail landscape and embrace future demand from forecast demographics. The study will also identify constraints on growth and planning policy changes that might be required to see Praed Street flourish.

- We again entered the London in Bloom Awards and won the Gold Award for the second year in succession. We were also nominated as a finalist to represent London in the Britain in Bloom Awards where we gained Silver Gilt - a significant success for a first time finalist.



- We placed a total of 78 large planters on railings across the area and 76 large plant pots on the pavements along our retail streets and maintained the 19 large planters at the St Mary's Clinic site on Praed Street.
- The BID continued to maintain and improve three large garden beds in Sussex Gardens and supported Westminster City Council in improving our three Garden Squares which included installing bird boxes.
- For the first time the BID contracted specific cleansing services in response to business complaints that the pavements were suffering from a reduction in WCC services. Initially we undertook spot cleansing of the areas around waste bins, especially those in the vicinity of fast-food outlets. We then progressed to deep cleansing complete



stretches of Praed Street. Spot cleaning of any graffiti that appeared was also a priority.

- As part of our Air Quality initiatives, we participated in several of Westminster's #Dontbeldle campaigns to educate drivers on the benefits of switching off their engines.
- Our Click+Collect scheme helped our businesses to reduce traffic movements and improve air quality locally.
- We continued to track footfall figures and patterns across the BID area which is now providing us with data on how and when pedestrians are using our streets.
- We conducted regular Environmental Street Inspections with WCC's City Inspectors to report street waste and lighting issues.



Commercial Recycling

For the new term, we changed the format of the commercial recycling scheme as the old system was subject to some abuse. Our freely provided supplies were being used at other locations outside of the BID area and by businesses not eligible for the service. The success of any recycling service is largely down to the quality of the recyclable material collected and high levels of contamination, by careless users not following the rules, were impacting our results as well as our costs.

For 2018 we moved to a more frequent service but applied allocations to each business – based on their size, industry sector and past usage – to encourage



better housekeeping and considered use of the supplies we provided. Once the allocation is exceeded, businesses then have to pay for the additional supplies (albeit at discounted prices). In practice, very few businesses have exceeded their allocation this year.

- Our extensive kerbside commercial recycling scheme collected paper, cardboard, tins, glass, plastics and food seven days a week. This enabled our businesses to recycle over 1.5 million Kg of material in 2018, the equivalent of saving 14,043 trees.

Safer Paddington

It was all change in 2018 as we went from funding Police officers for our Community Safety Team to employing a team of four private security officers who patrol our streets in BID uniform from mid-day to 10.00pm every Tuesday to Saturday. Our officers are SIA licenced and working towards CSAS accreditation. We continued to work closely with the local Metropolitan Police teams and Westminster City Council services to combat crime and anti-social activity in the area.

- Our Community Safety Team of four officers operated exclusively within the PaddingtonNow BID area and delivered 8,320 hours of duty dedicated to Paddington over the last year.
- The Community Safety Team conducted over 1,000 courtesy visits to our local businesses.
- Our Community Safety Team has engaged with people on the street to identify and engage with beggars and vulnerable and/or homeless people.
- The BID runs the Paddington PubWatch scheme which has participation from 22 licenced premises in the wider Paddington area. We provided practical support to the pubs, cafes and restaurants with supplies of Chelsea Clips and advisory stickers to help prevent 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, Super PubWatch and the London Business Against Crime Partnership.
- We provided access to our businesses to attend Project Griffin and Project Argus Counter Terrorism Awareness training for their staff.





Putting Paddington on the Map

The BID's marketing activities provided interest, information, activities and fun for visitors and locals throughout the year.

- Paddington Covers Rock and Pop Legends 2018 presented three free music festivals with twelve tribute acts to some of the world's most famous stars. These take place every year on the last Fridays in June, July and August and attract over 6,000 attendees which include tourists, local staff and residents plus an ever-growing fan base from across London and the South East who return to Paddington for these events.
- Our networking events set out a calendar for the year to ensure that we were able to support the needs and interests across all our business segments and their varying business requirements. These events were decided based on the feedback our members gave us and we responded with everything from local area business introductions, the financial and emotional benefits of greening your business, providing resources for supporting staff through challenging times, engaging local Westminster City Council and Police

- teams as well as updates on the local area's large developments.
- Yoga In The Square was trialled this summer as part of our commitment to making Paddington a better place to be and improving overall wellbeing. Open air sessions in Norfolk Square Gardens were initially planned for the months of June through to September, but the weather remained mild right through October and we were able to extend the sessions for an additional month. Demand was consistent throughout and Yoga In The Square is likely to return in 2019.
- In 2018 the BID's Explore Paddington magazine further increased its circulation to 30,000 copies for each of its two editions which were distributed to local businesses and residents throughout the Paddington area and also guested as the



- Heathrow Express 'in flight' magazine.
- Paddington now has over 400,000 views on YouTube, over 4,500 followers on Twitter and our Facebook page has over 2,100 followers.
- We produced and distributed over 40,000 Paddington Maps to our member hotels, dentists, estate agents, Paddington station and local office partners to help with wayfinding for visitors and staff.
- Updating our website and issuing regular electronic newsletters and bulletins with news, events and offers helped our businesses keep up to date with the latest news and developments in the area.

Representing You

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 engaged in liaison panels, question and answer sessions, monthly area meetings and consultations to ensure our businesses were represented with bodies such as Transport for London, Westminster City Council and the Metropolitan Police Service, Westminster BIDs, the Mayor's Office and Crossrail.

- PBID has continued its membership of the BID Foundation which is operated by the Institute of Place Management as part of a joint initiative with other BIDs from across the country to increase the strength and reach of our collective voice with national and regional Government.
- The BID assisted member businesses on a wide range of issues and concerns, providing advice, facilitation and mediation on problems such as planning enquiries or enforcement, licensing matters, fraud or waste disposal.
- The BID continued its partnership with the Hyde Park Estate Association and the Paddington Partnership as the Hyde Park and Paddington Neighbourhood Forum which gained full Neighbourhood Forum designation in 2017 and is working on formulating its policies as a step towards potentially producing a Neighbourhood Plan.



Income and Expenditure 2019/20

The BID Board of Directors has set budgets for the coming year to deliver the services and activities set out in the Renewal Proposal or subsequently proposed by the various sector groups.

Looking Good, Feeling Good

As Paddington welcomes several transformational development projects that look to change the landscape, we will continue to partner with Westminster City Council, The Mayor's Office, Transport for London and Network Rail amongst others to leverage and coordinate the best enhancements to our area. In 2019/2020 we will:

- Commence an engagement campaign to bring landlords to the table and build consensus following completion of the Praed Street retail capacity study. A collaborative Prospectus for Praed Street will be produced for use by agents, the BID, landlords, developers and community partners.
- Attempt to again win the Gold Award in London In Bloom. We will be encouraging even more businesses and residents to be involved with floral and greening enhancements to their premises and maintaining high levels of floral planting across the BID area.
- Roll out Click+Collect to more businesses to help reduce congestion and improve air pollution locally.

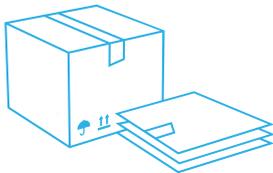
- Run regular air quality programmes and awareness sessions, like the #DontBeldle and Click+Collect campaigns.
- This year we will again deep cleanse complete stretches of Praed Street but at the same time will apply a treatment that repels oils and grease and additionally draws Nitrous Dioxide from the air, reducing pollution and improving air quality.
- Contract with the Considerate Group to deliver a trial scheme to measure CO² output at eight Paddington hotels and introduce behavioural change tactics and programs to reduce this.



Commercial Recycling

It is the responsibility of every individual and business to dispose of their waste in the most efficient and environmentally friendly manner. With our partners, First Mile, we offer our members opportunities to ensure they adhere to legislation whilst saving them money. In 2019/2020 we will:

- Maintain our free recycling service as a seven day-a-week service which will provide not only value for money but relevance to the needs of our local businesses.
- Continue to provide waste management audits to our members to help them improve their waste management and ensure they use their free allocations wisely.
- In collaboration with our businesses and waste contractor, look at ways to further improve our recycling commitment and reduce contamination.



Safer Paddington

Our Safer Paddington programme brings together businesses with Police and Council services to ensure best practice for planning Counter Terrorism preparedness, responding to anti-social behaviour and protecting vulnerable citizens. In 2019/2020 the BID will:

- Deliver a Community Safety Team consisting of four uniformed PBID branded security personnel who will patrol the BID's 34 streets every Tuesday to Saturday. Directed by the BID team to address anti-social behaviour such as aggressive begging and vice activities whilst also engaging with rough sleepers, they will be a visible deterrent on the streets to help prevent crime and also report environmental issues.
- Operate the Paddington PubWatch scheme providing briefings and advice to our licensed premises and supporting them with free supplies of aids such as Chelsea Clips and warning stickers.
- Provide the secretariat for the Paddington Counter Terrorism & Security Zone which gives advice on preparing for and surviving terror attacks plus issues briefings and alerts on threats and incidents around the world.

- Deliver access to Police provided training courses for our businesses.
- Distribute information to our businesses in partnership with the Metropolitan Police and Westminster City Council on how best to deal with low level crime, anti-social behaviour and engage with vulnerable people on our streets.
- Represent our businesses at the quarterly Hyde Park Ward Panel meetings and the twice monthly local area briefings with the various stakeholders involved in managing our ward.



Putting Paddington on the Map

Our aim is to promote Paddington as a wonderful place to work, visit and live. In 2019/2020 we will continue to highlight the work of the BID and the offer from our local businesses:

- Produce and distribute 45,000 copies per issue of our Explore Paddington magazine which this year will again be seen 'in flight' on the Heathrow Express.
- Present and promote three more Paddington Covers Live Music events in Norfolk Square Gardens which will be on the last Friday in June, July and August.
- Run briefing and networking events on



- themes of importance to our members and to provide them with opportunities to network and socialise.
- Further improve the social media reach of Paddington and its attractions to encourage more footfall in the area and lift the location's reputation through targeted campaigns.
- Produce 70,000 more copies of our popular Paddington wayfinding maps for hotel receptions, Paddington station and offices for the benefit of guests and staff.
- Share local travel planning options to all businesses during service disruptions.

Representing You

The BID provides a voice for business and works to help boost the local economy and enhance the area. In 2019/2020 we will:

- Work through representative and consultative groups and bodies to ensure the Paddington business voice is heard.
- Continue to represent Paddington with The Institute for Place Management, Westminster BIDs, the Mayor's Office for Policing and Crime (MOPAC), Crossrail Business Liaison Panel, Transport for London, Cross River Partnership and the Greater London Authority.

- The BID will offer training sessions on topics requested by BID members, e.g. Counter Terrorism, Personal Safety Awareness, Social Media and Marketing Planning.
- Proactively work with partners and stakeholders to promote joint initiatives, successes and newsworthy developments in the area across different media channels including trade media and local London media



Forecast Income and Expenditure 2018/19

Anticipated Income (2018/2019)*	BID Levy £	Voluntary £	Total £
BID Levy**	780,995		780,995
Voluntary and Other Contributions		15,174	15,174
Total	780,995	15,174	796,169

Anticipated Expenditure (2018/2019)*

Looking Good, Feeling Good			
Environmental Schemes	58,981	1,146	60,127
Street Cleansing	6,124	119	6,243
Air Quality	8,240	160	8,400
London In Bloom	7,600	148	7,748
Praed Street South Side Project	3,679	71	3,750
Project Support	31,390	610	32,000

Commercial Recycling			
Recycling	147,141	2,859	150,000
Project Support	31,390	610	32,000

Safer Paddington			
Community Safety Team	128,326	2,493	130,819
Support and schemes	3,901	76	3,977
Project Support	31,390	610	32,000

Putting Paddington On The Map			
Marketing Products	15,894	309	16,203
Events, Magazine, PR & Press	99,067	1,925	100,991
Project Support	31,390	610	32,000

Representing Paddington & BID Running Costs			
Representation	2,768	54	2,822
Local Neighbourhood Area	959	19	978
Project Support	31,390	610	32,000
Premises and Management Fees	71,170	1,382	72,552
Statutory Requirements	17,657	343	18,000
Levy Collection	18,555	361	18,916

Total Expenditure	747,012	14,514	761,526
Surplus (Deficit)	33,983	660	34,643

Brought Forward from 2017/2018			296,629
Carried Forward to 2019/2020			331,272

Forecast Income and Expenditure 2019/20

Anticipated Income (2019/2020)	BID Levy £	Voluntary £	Total £
BID Levy	868,575		868,575
Voluntary and Other Contributions		20,000	20,000
Total	868,575	20,000	888,575

Anticipated Expenditure (2019/2020)

Looking Good, Feeling Good			
Environmental Schemes	77,795	1,791	79,586
Street Cleansing	23,222	535	23,757
Air Quality	11,339	261	11,600
London In Bloom	7,331	169	7,500
Praed Street South Side Project	15,884	366	16,250
Project Support	32,218	742	32,960

Commercial Recycling			
Recycling	158,842	3,658	162,500
Project Support	32,218	742	32,960

Safer Paddington			
Community Safety Team	165,373	3,808	169,181
Support and schemes	10,239	236	10,475
Project Support	32,218	742	32,960

Putting Paddington On The Map			
Marketing Products	17,619	406	18,025
Events, Magazine, PR & Press	106,228	2,446	108,674
Project Support	32,218	742	32,960

Representing Paddington & BID Running Costs			
Representation	7,016	162	7,178
Local Neighbourhood Area	2,954	68	3,022
Business Training & Support	14,662	338	15,000
Project Support	32,218	742	32,960
Premises and Management Fees	98,796	2,274	101,070
Statutory Requirements	17,595	405	18,000
Levy Collection	26,392	608	27,000

Total Expenditure	922,379	21,239	943,618
Surplus (Deficit)	(53,804)	(1,239)	(55,043)

Brought Forward from 2018/2019			331,272
Carried Forward to 2020/2021			276,229

* Correct at 31 January 2019, forecast to 31 March 2019

** Figure shown is actual amount collected as at 31 January 2019 from a billed total of £833,412



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

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

Directors of Paddington BID as at 31 March 2019 are:

Vaughan Smith
BID Chairman
Frontline Restaurant
and Media Club

Will Clayton
BID Vice Chairman
Cork & Bottle

Ramesh Arora
The Shaftesbury Collection

Emma Baker
Landsec

Orlando Barry
Barry Brothers

Paul Charalambous
Stylotel & Sussex Arms

Paul FitzGerald
London Town Hotels Group

Simon Froome
Know-All IT

Sally Martin
Hyde Park Estate Association

Anastasios Moros
Shakespeare, Dolphin
and Lodge Hotels

Alex Neokleous
St David's Hotel

Andrew Scrivener
The Paddington Partnership

Michele Wheeler
Imperial College Healthcare NHS Trust

Geraldine Wong Smith
Chilworth Communications

PaddingtonNow | BUSINESS
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DISTRICT

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PaddingtonNow is the trading title of Paddington Business Improvement District Limited. Registered in England, company number 5357332.

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