

Brief: Vision for Praed Street



Introduction

The Paddington area is transforming, emerging as a destination in its own right.

With a range of developments in the pipeline, including Paddington Square, later phases of the Merchant Square, Paddington Central and the arrival of the Elizabeth Line from 2020/21 onwards, Praed Street is well placed to flourish. Yet it has a poor reputation, with Praed Street's retailing being low in quality.

There is an opportunity for PaddingtonNow BID to take up the mantle and lead on a collaborative approach to Praed Street's future. Working with neighbouring developers and surrounding residential communities through the Hyde Park Paddington Neighbourhood Forum, the time is right to set a new vision for the front door to Paddington, Praed Street.

About PaddingtonNow and Project Context

The Paddington Business Improvement District, PaddingtonNow, has been in operation since 2005, representing over 300 businesses across 34 streets. Raising around £800k a year, the levy is spent by the BID team, according to the business plan approved by the BID's Board, made up of members from Paddington's business community.

Projects and services include streetscape renewal and planting, security, marketing and promotion. The BID also represents the interests of its members and the local economy to a range of agencies from central Government to the Mayor's office, Westminster City Council and the police.

In 2019 PaddingtonNow embarked on a significant and multifaceted programme focusing on improvements to Praed Street. This is a pivotal period, as new developments fronting Praed Street change both the infrastructure and the demographic.

PaddingtonNow BID wishes to commission agents/consultants to undertake a retail analysis and new strategy for Praed Street. This forms part of a series of steps the BID is taking to set a vision and produce a prospectus for the district, including:

- Creation of an up to date ownership manual of all units on the south side of Praed Street; this work is complete.
- *Undertaking this commission – the subject of this brief.*
- Working with neighbouring developers and the local Neighbourhood Forum to identify transformative physical changes and explore funding opportunities for capital projects, especially in respect of Community Infrastructure Levy resources – ongoing.
- A traffic and movement study identifying pressures on the road network and pedestrian movement – being undertaken by Westminster’s Place-shaping team working towards a Paddington Place Plan, ongoing, surveys commenced in May.
- Engaging with landlords in an effort to build consensus on Praed Street’s future – led by the BID, supported by agents as required.
- Creating a short prospectus for use by the BID, landlords and local stakeholders to better promote the district’s offer – led by the BID as the final output.

Project Brief

The broad objective of the project is to improve Praed Street’s offer. Although there are a number of high-quality, independent businesses on the street, fragmented property ownership has prevented collective thinking on lettings. The quality of the infrastructure, size of units, residential above and its location next to a major transport terminus has stifled Praed Street’s economic potential.

The BID wishes to lead an exercise to maximise this potential, working with agents/consultants and landlords to develop a collaborative vision for Praed Street.

The purpose of the commission will be to:

1. Define the current characteristics of the retail landscape in Praed Street, using up to date data (including Westminster’s most recent District Centre Health Check and the BID’s ongoing Footfall Data), and ranking it among other London district centres.
2. Produce a pen picture of the current customer base, dwell time, shopping habits and spend on the street (either by use of secondary data or primary research/fieldwork).
3. Analyse and define Praed Street’s retail capacity, based on current planning policy and physical infrastructure, together with current and forecast demographics. This includes constraints on growth.
4. Recommend a new vision for Praed Street, including how the centre should position itself to meet changing local needs and demands.
5. Identify any infrastructure/public realm, planning policy, servicing and letting strategy changes required to transform Praed Street.
6. Produce a set of recommendations for the BID and landlords for a collective letting strategy that, if taken up, will lead to economies of agglomeration, offering returns for landlords greater than those achievable were they to act independently of each other. This will feed into the prospectus referred to in earlier sections.

Response to the Brief

A response to the brief (in letter format) should set out how, when and to what end different techniques and data are used. The balance of field work and reliance on existing data is not prescribed here. Where existing intelligence and metrics are available, no new field work will be required.

We can make available the existing Paddington development pipeline, privacy-protected ownership characteristics, WCC retail health checks, ongoing raw footfall data and, subject to approval and timing, the data from WCC’s Paddington Place Plan transport study.

Agents/Consultants are asked to provide the following documentation in a response to the brief for consideration:

1. Outline of the approach to meeting the brief, separated into scheduled workstreams.
2. Details of the project team, their day rates and experience of delivering similar projects, including examples of (or links to) outputs from those projects.
3. Fee proposal, broken down by workstream.

A budget of £16,000 is available for this work.

Outputs

A final report is required, which must be strategic, empirical and evidence-based; a credible tool for effecting planning policy change.

At least one draft report is required. It is likely that the draft report will be circulated to the PaddingtonNow BID Board for comment.

Consultants can propose any number of interim presentations, draft reports, focus or discussion groups as part of the commission.

Project Timeline

The timeline below includes an opportunity to seek clarification on any aspects of this brief.

Brief issued	June 2019
Response to the brief	12 noon on 15 July 2019
Contract award	July 2019
Submission of draft report	30 September 2019
Submission of final report	16 October 2019

Contract Management

A letter contract will be issued detailing all aspects of the relationship between the BID and the consultancy. Kay Buxton, Executive Chairman from the PaddingtonNow BID, will manage the project, providing day-to-day oversight. A project steering group including external stakeholders may also be convened to receive an interim report or hold an informal discussion.

Payments will be made on the following basis – 40% on appointment, 60% after the delivery of the report.

Contact and Submission Address

Submissions should be sent to:

Kay Buxton
PaddingtonNow BID
7 Praed Street
London
W2 1NJ

Enquiries and submissions can be addressed to Kay Buxton by email:

kay_buxton@thisispaddington.com