



Introduction

Paddington Business Improvement District Ltd (PBID) has successfully completed sixteen years of operation and is currently in its fourth term which runs through to 31 March 2023.

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.

2020 was not the year that any of our businesses had expected or planned for and many of our member businesses are in an ongoing struggle for survival. PaddingtonNow BID and our national representative bodies lobbied Government to provide direct support for BIDs and to relieve businesses of the Levy charges for this difficult year. As an area where the majority of our members are in the Retail, Hospitality and Leisure sectors and thus forced to close for much of the year,

we have continually campaigned for additional support for businesses in these sectors. Government however took the view that their relief, grant and loan measures were adequate and decided that the BID Levy would remain as a mandatory charge in 2020/2021. The PBID Directors reacted to this ruling by voting to write off the Levy for April, May and June 2020 (effectively 25% reduction) when the majority of businesses were not able to trade. At the time of writing the Government announcement of relief or support measures for 2021/2022 has not been made but the PBID Directors recognise that the year will be a difficult one with local footfall likely to be slow to return and so have voted to discount the 2021/2022 Levy by 25% for all members.

The BID has inevitably had to scale back its projects and activities to dramatically reduce costs and expenditure and have reviewed all aspects of its work and supplier contracts during 2020. The Directors agreed that it was essential that Paddington's streets and squares be kept as safe, clean and attractive as reasonably possible, ready to welcome back workers and visitors as soon as conditions and

restrictions allow. In particular we maintained our Community Safety Team of four security officers to patrol our streets, protect closed properties, address incidents of anti-social behaviour and report environmental issues such as fly-tipping. Core services such as our free commercial recycling service continued to operate and our plant pots and baskets were retained to keep up an attractive appearance. Most important of all, we actively supported our businesses through the crisis with practical help and advice and represented their interests through firm lobbying at both national and local level.

The coming year holds out hope for some improvement in the situation and our services and activities are being shaped to assist Paddington to the fastest recovery possible.

The PBID Directors and staff will be doing all they can to support your business through the coming year – do please let us know what your plans are and what specific issues you're facing and we'll assist in every way we can.

A Review of 2020/2021 Activities

Looking Good, Feeling Good

During 2020 we worked to retain the appearance and health of our streets with pots and troughs of flowers and plants on pavements, railings and buildings as well as retaining the hanging baskets. We kept up the maintenance of the many gardens and green areas and worked with Westminster CC to keep our three London Squares presentable.



- Our appearance as London's representative as a finalist at the Britain in Bloom Awards was prevented by the cancellation of this year's event but we did participate in a desktop judged version of the London in Bloom Awards which saw us win our fourth successive Gold Award as the highest scoring BID in London.
- We retained a total of 86 large flower boxes on railings across the area and a total of 126 of large plant pots on pavements along our retail streets. We also maintained the 19 large planters at the St Mary's Clinic site on Praed Street.
- The BID is still maintaining the three large garden beds in Sussex Gardens which we renovated and landscaped in previous terms.
- Our Community Safety Team worked closely with WCC's City Inspectors to report street waste, fly tipping and lighting issues.

Commercial Recycling

In 2020 we continued to provide a seven day a week collection service to all businesses that have been open during the pandemic.

We also provided a WEE amnesty day to clear old electronic and IT equipment for free to assist businesses who have undertaken renovation and refurbishment during the lockdown periods.

- Our ongoing kerbside commercial recycling scheme has collected paper, cardboard, tins, glass, plastics, and food seven days a week. This enabled our businesses to recycle over 620,000kg of material in 2020 - the equivalent of saving 5,711 trees, with an overall 86% recycle rate which is in line with previous years.





Safer Paddington

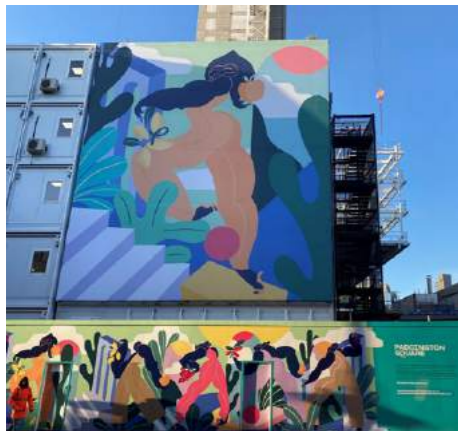
Throughout the pandemic our uniformed Community Safety Team (CST) patrolled the BID area five days a week, Tuesday to Saturday 11.30-22.00. The team worked closely with local Metropolitan Police teams and Westminster City Council, participating in joint patrols to combat crime and anti-social behaviour in the area.

- Our Community Safety Team of four permanent officers were on duty for a total of 8500 hours.
- The Team intervened in over 700 counts of antisocial behaviour despite low footfall due to the pandemic.
- Our SIA licensed officers gained ACT and EDGE UK accreditations online.
- Our Community Safety Team engaged with people on the street to identify and move on beggars and support vulnerable and/or homeless people.
- The BID created new advisory beer mats to distribute to hospitality venues in addition to stickers and Chelsea clips to help pubs and cafes deter bag and mobile phone thefts.
- The BID created a new Pocket Guide to Safety in London for hotels to handout to

tourists to help them avoid scams.

- The BID funds 50 mobile secure messaging licenses for business members in the hospitality industry to communicate and share intelligence safely. This came in particularly useful for business owners whilst their premises were shut due to lockdown measures.
- We attended consultative and problem solving meeting groups including the Metropolitan Police Service (MPS), Hyde Park Ward Panel, Neighbourhood coordinator meetings, and additional intel sharing sessions with dedicated ward officers.
- During lockdown we collaborated with MPS and WCC officers to undertake a detailed survey of Sussex Gardens and the surrounding roads and mews with the purpose of identifying ways and options to design out crime – particularly street vice activities. A detailed report with recommendations has been produced by specialist Police officers and a collaborative group from the local MPS team, WCC Neighbourhood Co-ordinators and the BID Team are researching ways and means to implement change.





Putting Paddington on the Map

Our work under this theme is dedicated to promoting Paddington as a leading central London destination. The BID's annual event series is designed to attract not only people who work and live in the area but also appeal to people staying in Paddington hotels as well as fans of music, culture and wellbeing. Although 2020 was very different due to the Coronavirus Pandemic, our core values remained the same and the BID adapted to promote businesses throughout the national crisis.

- In 2020 we published two editions of Explore Paddington Magazine. Content was adapted to support businesses who moved online or changed F&B licensing to offer take-away services. We tailored features to encourage people to enjoy Paddington outdoors and also included informative pieces to engage readers on history as well as environmental progress taking place in the area.
- In March 2020, we held the first of our series of planned NHS Wellbeing events. Subsequently, all events were cancelled for 2020 due to the pandemic and social distancing regulations.



- We were able to run our popular outdoor yoga sessions in Norfolk Square Gardens in August and September highlighting our commitment to making Paddington an attractive destination for health and wellbeing.
- We took part in national social media campaigns designed to help businesses through the pandemic, these included: Eat Out to Help Out, #SightseeCrowdFree, #BecauseImALondoner, London is Open, National Time Out and #RaiseTheBar campaigns to support the area.
- We enhanced our digital presence across all channels. Paddington now has over 645,200 views on YouTube, over 4,945 followers on Twitter and our Facebook page has 3,826 followers – an increase of 25% in the last year. Instagram is gaining momentum with 974 followers with an increase of 200 followers this year.
- We sent out 18 newsletters offering the latest updates, news, advice and offers in the area. We created a dedicated Covid-19 webpage to provide members with easy access to relevant information and created content for www.thisispaddington.com.

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.

- Throughout the pandemic the BID worked hand-in-hand with Westminster City Council and our BID colleagues across Westminster, representing the needs and interests of businesses large and small across the BID area.



- We successfully lobbied for additional space for pedestrians to be provided and for sites in Paddington to be included in the City Council's Hospitality Measures, designed to help F&B outlets to offer service al fresco.
- The BID supported businesses to access statutory and discretionary grants through the government's Covid business support package, with dedicated newsletters and targeted communications.
- With our BID colleagues we joined forces to join and highlight campaigns stepping up financial support to businesses affected by loss of trade and footfall as a result of the pandemic, including 'Raise the Bar' and 'National Time Out'.
- We wrote to the Mayor, the Chancellor and the Secretary of State for Culture Media and Sport, in relation to transport priorities for central London, TfL funding, the 9pm curfew, tax-free shopping and support for the recovery of the culture and events sector.
- The BID responded to a variety of statutory consultations, including Westminster City Council's Licencing Framework and new Street Entertainment Strategy.
- We continue to represent business interests on various groups, including the Paddington Square Transport sub-group, where we receive and disseminate regular updates on scheme progress and ensure that wider business interests are met.
- The BID shares best practice with BID colleagues both within and beyond Westminster, through a Central London BIDs grouping facilitated by London First, a London BIDs group supported by the Mayor of London's office and nationally through The BID Foundation.
- Locally we represent businesses at the Hyde Park Ward Panel and regular Police/City Council Neighbourhood Problem-solving groups.
- Through the Hyde Park Paddington Neighbourhood Forum, the BID is working collaboratively towards a Neighbourhood Plan for the district and secured additional Community Infrastructure Levy funding for local projects.
- 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, pest control, anti-social behaviour, business rates, Covid grants, recycling and waste.

Income and Expenditure 2021/2022

The BID Board of Directors has set budgets for the coming year that reflect the 25% reduced levy income but which will enable the BID to maintain core services and help Paddington's businesses through the year.



Looking Good, Feeling Good

As London begins to come out of lockdown our focus will be on ensuring our streets and public areas are safe, clean and attractive to welcome the return of workers and visitors to the area. 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 activities in our area. In 2021/2022 we will:

- Maintain our greening and planting initiatives including hanging baskets, floral railing troughs, large flower pots and planters along our main streets and outside St Mary's hospital.
- Address all instances of fly-tipping and other environmental issues.
- Attempt to win a fifth successive Gold Award in London In Bloom.
- We will remove any graffiti that appears in the area.

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 will help our members adhere to legislation whilst saving them money. In 2021/2022 we will:

- Maintain our recycling service as a seven day-a-week service with bag and sticker allocations which should provide most of our Members with a free service.
- Provide waste management audits to our members to help them improve their waste management and ensure they use their free allocations wisely.
- Provide training and advice for new staff or those returning from lengthy furlough periods.
- 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 maximise our combined efforts to respond to crime, anti-social behaviour, Counter Terrorism preparedness



and protect our members, visitors and residents. In 2021/2022 the BID will:

- Provide 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 report environmental issues.
- Regularly partner with local Police teams for specific, high visibility, operations.
- 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 and beer mats.
- 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.

This will include our guide to Staying Safe in London.

- 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 events and marketing activities continue to be a top priority for members, particularly as part of a recovery phase. The BID aims to promote Paddington as an innovative, cultural and diverse destination for businesses to operate and for food, hospitality and events to be enjoyed. In 2021/2022 we will:

- Distribute up to 40K copies of Explore Paddington Magazine in addition to the online version.
- Prepare a summer events plan to accommodate social distancing and safety measures to welcome people back.
- Deliver a series of online and physical wellbeing events including mental health sessions and outdoor yoga.
- Continue to promote the area's hospitality and leisure sector through dining and



retail offers across our website and social media channels

- Distribute our popular Paddington wayfinding maps to 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 will continue to bang the drum for Paddington's businesses on the road to recovery following the pandemic.

- We will continue to lobby for an extension of business rate relief for businesses in the hardest hit sectors and seek additional financial support across the board for businesses.
- The BID's excellent relationships with Westminster City Council and the Metropolitan Police stand us in good stead to press for concentrated support keeping Paddington clean and safe, ready to welcome back people who work in the area as well as international visitors.
- Equipping businesses with the skills to adapt in the wake of Covid will continue

to be a priority, by rolling out tailored training and briefings provided by Westminster City Council and the Mayor of London.

- With several development milestones approaching, including Paddington Square and Tanner Lane, 50 Eastbourne Terrace and the arrival of the Elizabeth Line, the BID will strive to ensure that local businesses can benefit from increased footfall, customers and guests, collaborating with new occupiers and stakeholders.
- Through the Hyde Park Paddington Neighbourhood Forum, we will continue the process of creating a Neighbourhood Plan for the wider Paddington area, ensuring that the right environmental and commercial conditions can be achieved on Praed Street to see businesses flourish.
- With our colleagues across the Westminster and UK BIDs network we will continue to lobby at a national, regional level and local level, putting businesses centre stage.

Forecast Income and Expenditure 2020/2021

Anticipated Income (2020/2021)*	BID Levy £	Voluntary £	Total £
BID Levy**	369,819		369,819
Voluntary and other Contributions		51,694	51,694
Total	369,819	51,694	421,513
Anticipated Expenditure (2020/2021)*			
Looking Good, Feeling Good			
Environmental Schemes	41,375	5,783	47,158
Project Support	31,682	4,428	36,110
Commercial Recycling			
Recycling	39,838	5,569	45,407
Project Support	31,682	4,428	36,110
Safer Paddington			
Community Safety Team	135,154	18,893	154,047
Support and schemes	4,387	613	5,000
Project Support	31,682	4,428	36,110
Putting Paddington On The Map			
Marketing Products	2,009	281	2,290
Events, Magazine, PR & Press	32,127	4,490	36,617
Project Support	31,682	4,428	36,110
Representing Paddington & BID Running Costs			
Representation	2,208	309	2,517
Local Neighbourhood Area	66	9	75
Project Support	31,682	4,428	36,110
Premises	45,016	6,293	51,309
Statutory Requirements	16,379	2,289	18,668
Levy collection	17,762	2,483	20,245
Total Expenditure	494,731	69,152	563,883
Surplus (Deficit)	(124,912)	(17,458)	(142,370)
Brought Forward from 2019/2020			280,745
Carried Forward to 2021/2022			138,375

* Correct at 31 January 2021, forecast to 31 March 2021

** Figure shown is actual amount collected as at 31 January 2021 from a billed total of £560,415

Forecast Income and Expenditure 2021/2022

Anticipated Income (2021/2022)	BID Levy £	Voluntary £	Total £
BID Levy	543,016		543,016
Voluntary and other Contributions		15,000	15,000
Total	543,016	15,000	558,016
Anticipated Expenditure (2021/2022)			
Looking Good, Feeling Good			
Environmental Schemes	41,358	1,142	42,500
Street Cleansing	1,946	54	2,000
Project Support	36,193	1,000	37,193
Commercial Recycling			
Recycling	82,715	2,285	85,000
Project Support	36,193	1,000	37,193
Safer Paddington			
Community Safety Team	145,968	4,032	150,000
Support and schemes	4,866	134	5,000
Project Support	36,193	1,000	37,193
Putting Paddington On The Map			
Marketing Products	4,866	134	5,000
Events, Magazine, PR & Press	43,790	1,210	45,000
Project Support	36,193	1,000	37,193
Representing Paddington & BID Running Costs			
Representation	1,946	54	2,000
Local Neighbourhood Area	1,946	54	2,000
Business Training & Support	973	27	1,000
Project Support	36,193	1,000	37,193
Premises	33,455	924	34,379
Statutory Requirements	17,516	484	18,000
Levy collection	20,290	562	20,852
Total Expenditure	582,601	16,095	598,696
Surplus (Deficit)	(39,585)	(1,095)	(40,680)
Brought Forward from 2020/2021			138,375
Carried Forward to 2022/2023			97,695

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 2021 are:

Will Clayton
BID Chairman
Cork & Bottle Restaurant

Vaughan Smith
BID Vice-Chairman
Frontline Restaurant and Press Club

Orlando Barry
Barry Brothers

Paul Charalambous
Stylotel & Sussex Arms PH

Simon Froom
Know-All IT

Vivian Lim
Landsec

Sally Martin
Hyde Park Estate Association

Anastasios Moros
Shakespeare, Dolphin and Lodge Hotels

Alex Neokleous
St David's Hotel

Andrew Scrivener
The Paddington Partnership

Koolesh Shah
London Town Hotels Group

Matt Tulley
Imperial College Healthcare NHS Trust

Geraldine Wong Smith
Chilworth Communications

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PaddingtonNow is the trading title of Paddington
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