



## Foreword

Paddington is changing. Just as London doesn't stand still, Paddington grows and adapts to meet the economic and social challenges that surround it.

Adjacent to the Paddington Opportunity Area, set to see unparalleled growth over the next ten years, with a major international transport hub and dedicated link to Heathrow, Paddington is about to be transformed.

The arrival of the Elizabeth Line at the end of 2018 and the Paddington Square scheme will change the face of Paddington as we know it.

Since 2005 PaddingtonNow BID has been delivering vital projects and services that lay the groundwork for these changes. Improving the quality of our streets, reducing traffic, saving businesses money, managing back anti-social behaviour, tackling pollution, upgrading parks and gardens, changing perceptions of the location, investing in green infrastructure; future-proofing Paddington for the growth ahead of us.

There are now over 250 BIDs in the UK and over 50 in London. Paddington was one of the first, and I have watched it flourish over the past 12 years. Under the leadership of our Chief Executive Kay Buxton the BID has become a true advocate for Paddington.

With Paddington undergoing such transformation I believe that this work is particularly valuable and important, so I ask you to vote again and give your support to another five years of a strong business collective and a shared vision for Paddington through PaddingtonNow BID.



Vaughan Smith, Founder, Frontline Club Chairman, PaddingtonNow BID

Front page image / Photo credit: Artwork installation by Julian Opie: Lindo Wing, St Mary's Hospital, Paddington.
Image courtesy of Imperial Health Charity.







Councillor Robert Davis MBE DL, Deputy Leader and Cabinet Member for Business, Culture and Heritage, Westminster City Council said:

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Over the last decade Paddington has been transformed into a leading business destination with several major national and international companies choosing to locate to the area. With an array of hotels and restaurants and improvements to the public realm, including the floating garden, Paddington is now a really attractive destination for businesses, workers, residents and visitors.

This transformation has been led by the hard work of PaddingtonNow which has corralled the various interests of stakeholders integral to Paddington's future success and given them a unified voice, focused on achieving lasting investment and opportunities for a place of significant importance to Westminster.

With Paddington set to welcome Crossrail in 2018 I am incredibly excited to see what lies in store for Paddington over the next five years and the City Council looks forward to working with PaddingtonNow to fully realise the potential of the area."













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# The BID Proposal in Summary

The PaddingtonNow BID area hosts a rich mix of offices, hotels, shops, cafés, restaurants, public houses, health, residential and community uses. It is home to the district centre of Praed Street, a major health campus, a longestablished hotel quarter southwards to Sussex Gardens and is an important office location for several major national and international companies.

Paddington's diverse mix of businesses, tourists, students, residents and shoppers gives the area a rich character. Demands on the area are high, with services, the public realm and amenities under pressure as footfall increases.

The arrival of the Elizabeth Line at the end of 2018 presents new opportunities and challenges, as the area serves a wider catchment area and London's economic geography changes in response.

Praed Street continues to exhibit a wide variety in the quality of its commercial offer. With at least three separate, significant development schemes likely to commence in the BID's next term, including Paddington Square and St Mary's Hospital, the time is right to craft a new retail strategy for Praed Street, working with property owners and local stakeholders.

Over 13 years Paddington's BID has been delivering projects and services to the business community.

In our fourth term we will reset the BID multiplier to 2005 levels charge no inflation and freeze the cap at £22,500. Priorities have shifted over time, as business needs have changed and the BID has matured. Our initial vision for a cleaner, safer and better marketed Paddington has not changed, but the approach to problem-solving has grown more sophisticated over time.

Whole streets have been transformed since 2005, with new paving, lighting and green infrastructure. Garden squares have been restored to create some of London's best kept public oases. We expect to see similar schemes in the next term, plus an enhancement in street cleaning in response to likely increases in visitor numbers. A new focus on measures to improve air quality in Paddington will create an even better place to do business.

The BID's recycling scheme, the first of its kind in the UK, has flourished to become one of the most popular and well-used of all BID services and will continue. We will be simplifying the scheme, to make it easier for businesses to recycle with the BID, and to achieve even lower contamination rates.

Our Community Safety Team have been with us throughout the journey and for the BID's fourth term we propose stepping up coverage and changing the way we deliver this service, to better tackle organised begging, anti-social behaviour and vice-related activity.

Place-making will be central to the BID's fourth term, and the BID has a vital role in helping shape future Paddington. Not simply as a voice for businesses, but as a leader in creating brand Paddington. Connecting business and community remains central to this, and our partnership with residents and Westminster City Council will help us deliver a Paddington of which we can all be proud.





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We are huge admirers of Paddington as an area and have huge faith in its future. We also recognise the importance that the PaddingtonNow BID plays in promoting the area and feel that it will only become even more important in the future as the area evolves through development.

We feel very firmly that this is the right time for Paddington, and the right time for PaddingtonNow BID to play a bigger role in place-shaping. Praed Street is set to be transformed, and we must work together to ensure it continues to serve the neighbourhood whilst creating a fitting front door to Paddington Station. Our development will be key in this and we want to partner the BID in achieving its objectives for the whole community that live, work in and even pass through Paddington."

John Davies, Sellar Property Group 8 Renewal Proposal Series Seri

## The BID Area

The existing BID area boundaries will be retained without change in the renewed BID.

Within the BID area there are currently 282 rateable business units (hereditaments) with rateable values of £30,000 or more which together have a combined rateable value of £58.5 million.

The following 34 streets are included, either in whole or in part:

Bishop's Bridge Road (pt)

Bouverie Place

Chilworth Mews

Chilworth Street (pt)
Cleveland Terrace (pt)

Conduit Mews

Conduit Passage

Conduit Place

Craven Road (pt)

Eastbourne Mews

Eastbourne Terrace (pt)

Harbet Road (pt)

Junction Mews

Junction Place

London Mews

London Street

Norfolk Place

Norfolk Square

Norfolk Square Mews

Praed Mews

Praed Street

Rainsford Street

St Michael's Street

Sale Place

South Wharf Road

Southwick Mews

Southwick Street (pt)

Spring Street

Star Street

Sussex Gardens (pt)

Talbot Square

Westbourne Terrace (pt)

Winsland Mews

Winsland Street

# The Business Consultation Process

Consultation on the BID's next term with business ratepayers began in January 2017 and took the form of individual questionnaire based interviews, workshops and meetings.

Face to face in-depth interviews were carried out with representatives of 148 properties, over half the total rateable value of all BID businesses in the area.

By sector these in-depth interviews accounted for 47% of all hotels, 46% of all public houses, 47% of all offices, 27% of all cafes and restaurants and 24% of all the retailers in the BID area.

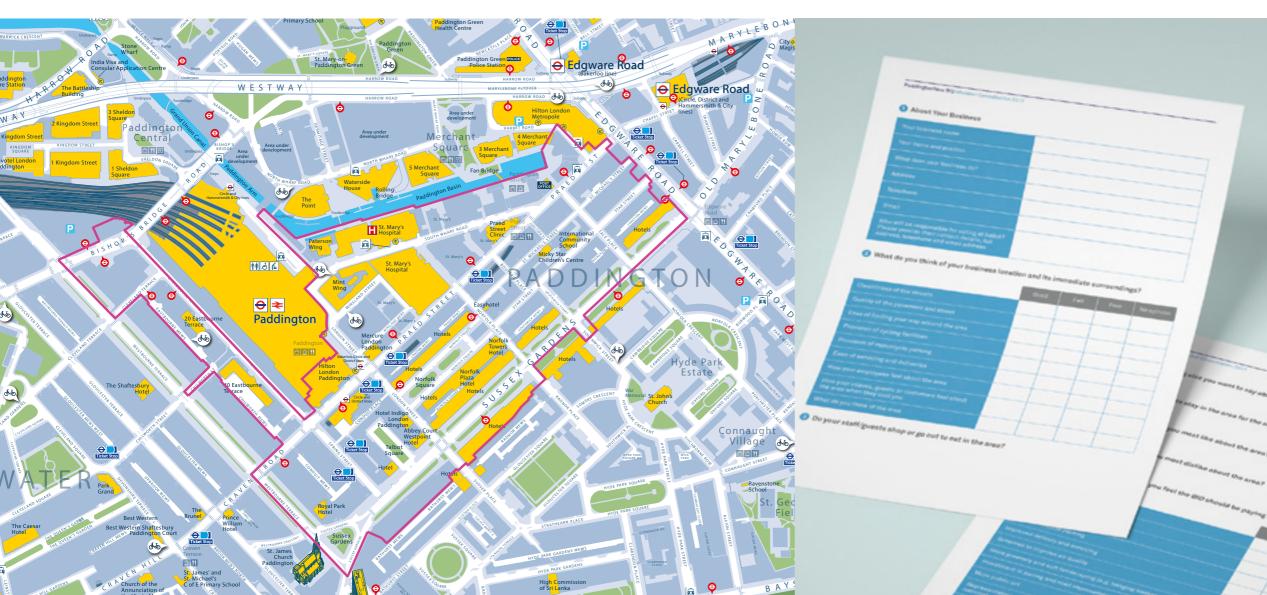
The results of consultation interviews were used to shape workshop sessions, focusing on particular themes and projects, which took place throughout June 2017.

The PaddingtonNow BID Board, representing all business sectors, agreed the final renewal proposal, budget and BID levy rules at its meeting on 22 June 2017.

Businesses overwhelmingly support the assertion that the next five years will be critical for the location, and that the BID is the right body to champion Paddington. "

We've seen Paddington grow from strength to strength in recent years, and the BID has been a key contributor in this development. The landscaping initiatives and environmental improvements really stand out as helping to transform the aesthetic, as well as the vitality of the area."

Angela Kretschmer, BCD Travel





# Our Plans for 2018-2023

### Looking Good, Feeling Good

Businesses have resoundingly told us that our greening and environmental schemes are of fundamental importance, that we need to continue to maintain the many planters, gardens, beds, baskets and boxes we have created across the area and to increase their numbers where appropriate locations can be found.

We enjoy a close working partnership with Westminster City Council's Parks and Open Spaces team and together we are making continual improvements in the three London Squares that they own and manage in Paddington. We will encourage all our contractors to support local recruitment and offer opportunities for work experience to local residents and school leavers, ensuring the community has a stake in Paddington's infrastructure and green spaces.

Air quality in Paddington is on everyone's agenda and we will be participating in a number of new schemes and activities to highlight and help tackle this issue whilst continuing our existing projects such as the 'No Idling' action days. We want to be at the forefront of innovation in tackling air quality in Paddington.

The appearance of our streets remains high on the list of concerns and the condition, usability and cleanliness of the pavements in certain streets attracted a lot of comment during the consultation phase.

For this reason we are introducing additional street cleansing to the BID's services for the first time this term, with extra litter collections on the main retail streets and some deep cleansing of hot spots, particularly those near fast food outlets.

The BID will seek to partner with Westminster City Council to deliver at least one major paving improvement during the term, similar to the works carried out in Praed Street and London Street in previous BID terms - and one that the City Council would not be delivering without the BID's contribution.

As part of our ongoing, longer term plan to improve the status of Paddington, the BID will lead a placeshaping agenda with property owners on Praed Street, to lift its appearance and commercial performance.

Hanging baskets, window boxes, flowers and planters have boosted the mood and feel of Paddington. Every step we take to improve air quality and reduce pollution is good for business."

Orlando Barry, **Barry Bros Security** 



800 metres of new paving has been laid in partnership with Westminster City Council on London Street and **Praed Street** 



90 hanging baskets provide year round colour

10,000 plants have been added since 2008



Over 10,000 litres of rain water are collected each year from our green wall and rain garden at St Mary's Hospital



Over 400 metres of railings have been reinstated, repaired and installed in Sussex Gardens. Praed Street and Talbot Square



19 large planters with small trees and shrubs adorn Praed Street











### Commercial Recycling

The most recognisable BID project amongst businesses in Paddington is our commercial recycling service. The first of its kind in the UK to be launched by a BID, the service has seen incremental changes and enhancement throughout the last ten years and is currently the most comprehensive recycling scheme provided by any BID.

It is thanks to the commitment of our businesses that the scheme is so extensive, as our members look to reduce their impact on the environment and community, and improve air quality.

For the fourth term we propose to focus the service on ensuring that members' recycling is collected swiftly and efficiently with minimal contamination. The service will collect all dry mixed recyclables as well as food waste and we intend to again increase the number of collections from the current five weekday pickups to include a sixth collection on Saturdays.

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The BID's commercial recycling scheme has already made significant impacts on our daily operations. It allows us to recycle easily, reduces the number of collection vehicles on our streets, improving air quality in the area."

Anastasios Moros, Shakespeare, Dolphin and Lodge Hotels



Our recycling service collects over **900 tonnes of recyclable material** annually



Each year we save 1,276 tonnes of CO₂ - thus protecting 6,322 trees









Our food waste generates enough energy annually to **power 6 homes** for a whole year







### Safer Paddington

The consultation process highlighted an overwhelming desire by businesses to see a uniformed security team on our streets and for this to be a very visible and accessible presence. The BID proposes to field a Community Safety Team (CST) of four uniformed security personnel to patrol our streets for a minimum of ten hours per day on at least five days per week, including nights and at weekends as required - week in, week out throughout the year.

We will explore options for Westminster City Council to devolve certain street management and enforcement powers to the BID that will enable the team to meaningfully address instances of anti-social behaviour on our streets, such as littering, fly-tipping and begging.

Our close operational and strategic partnerships with the Metropolitan Police Service and Westminster City Council will continue to ensure Paddington is a safer place, in which to work, live or visit.

The Paddington PubWatch scheme which provides support and briefings for the area's licensed premises will continue in our fourth term, as will the Facewatch crime reporting and information sharing system. The BID will step up its support to businesses in the field of counter terrorism and resilience planning.

At a time when Police and Council resources are under pressure, we are looking to the BID to help address the on-street crime. anti-social behaviour and environmental problems in Paddington. As the area's success grows and we attract more visitors, we require an even more visible security presence."

Pride of Paddington, Cork & Bottle and Blue Moon Spy Shop



**Our Community** Safety Team has patrolled over 100,000 hours since 2005



There are 23 local pubs which participate in the **Paddington PubWatch** scheme



and the Community Safety Team. They're my go-to contact whenever we have a concern. They always know who to call and we constantly see positive results. Our ongoing communication and relationship with the BID gives us confidence and assurance."







### Putting Paddington on the Map

In order to promote Paddington as a place of interest to locals and visitors alike we aim to engage people in various ways and use different initiatives to raise awareness of what Paddington has to offer, as well as increase footfall to the area. To attract varied demographics and reach a substantial catchment area, we have employed three different, yet interdependent forms of marketing to promote the area and its events physical, print and digital. To maximise awareness, efforts and reach, the three forms of marketing are able to support one another, as well as maintain relevance and effectiveness when executed singularly.

Our most impactful initiative is a summer events series based in Norfolk Square Gardens. This physical form of marketing reflects Paddington's identity as a place of heritage, diversity and progression by intentionally featuring a range of events that mixes free and paid cross cultural, family friendly and age appropriate entertainment. By catering to many, we are inclusive of the surrounding residents, as well as visitors to the area with the purpose of reaching a varied audience.

During our consultation phase, respondents were explicit in their appreciation, admiration and desire for the summer events series to continue. Moreover, the summer series acts as a catalyst for profit generation and awareness to surrounding businesses by attracting footfall to the area. We therefore propose that the events series will continue in its current format, further promoting Paddington as a hub of culture and activity, as well as aiding trade for local shops, restaurants and pubs.

Our print marketing, Explore
Paddington Magazine, reaches
20,000, catering to those more
inclined to read printed material.
The magazine informs Paddington
residents and countless visitors
of local happenings through its
distribution to hotels, restaurants,
local hospital waiting rooms and
offices, as well as surrounding homes.
As Explore Paddington Magazine has
proven an effective promotional tool,
in the next term, we will collaborate

with The Paddington Partnership to elevate the reach of this project to continue to spread the word on Paddington's noteworthy events and businesses. Our second printed marketing tool, the Tourist Map Pads, were well-received during consultation with hotel receptions applauding its usefulness for tourists. Moreover, local offices now use the map pads for new staff and corporate visitors. We propose to continue producing these alongside our other marketing and tourism services.

With digital marketing increasingly becoming the preferred news and entertainment source, we will continue our digital promotions across our branded social media channels – Twitter, YouTube, Facebook and Instagram. These channels will further endorse and boost featured content from the magazine, area events and relevant press, ensuring continuity and consistency across all marketing platforms and to the varied audiences.

"

The events
put on by the
BID in Norfolk
Square Gardens
create a buzz
about the area
and generate
a real sense of
community. They
are incredibly
popular with
hospital staff."

Michele Wheeler, Imperial College Healthcare NHS Trust "

The BID has done a fantastic job of highlighting what Paddington has to offer. Marketing initiatives such as the Explore Paddington Magazine and local maps not only give people an insight into the locality, they keep people in the area using our amenities and attracting them to local businesses."

Paul Charalambous, Stylotel and Sussex Arms Public House













Over **8,000 people** attend our annual **Paddington Covers** Live Music Festivals in Norfolk Square Gardens



We distribute over 70,000 maps and guides to local businesses



We distribute 20,000 copies of the Explore Paddington Magazine twice a year, 8,000 of which go to local residents

### Representing You

Businesses unanimously told us they wanted to see the BID speak for Paddington, for businesses in Paddington.

We have responded to over 100 consultation documents since 2005, including national, regional and local policy issues – with bodies such as Transport for London, Crossrail, the Mayor of London and Westminster City Council.

Major development proposals, highway schemes and transport strategy will continue to make up the bulk of representations; with businesses identifying the need for a single voice to represent the BID area.

As Crossrail commences and Eastbourne Terrace is reinstated, attention will turn to the public realm and highway along the Praed Street corridor. Multiple stakeholders and competing needs will require a comprehensive place-shaping strategy, in which the BID and our surrounding communities in the Hyde Park and Paddington Neighbourhood Forum will play a leading role with Westminster City Council's Cabinet Member for Place-Shaping.

Bringing businesses together to share intelligence and best practice will be a new theme in our fourth term, with free training offered in areas of top concern to businesses, complementing the successful business networking

This area needs a voice. We want to see a transformed Praed Street over the next five to ten years and the BID should be at the forefront of that discussion, driving that vision."

### Daniel Van Wyk, Hilton London Paddington

Businesses in Paddington already support local recruitment, apprenticeships, enterprise and schools. We plan to step up the BID's work to showcase these efforts, through events and new partnerships, celebrating annual series such as National Apprenticeship Week, British Science Week and Westminster Enterprise Week.

The BID can be a great 'connector'; matching BID members to nurture start-ups in Paddington, especially at the new Hub Paddington. Through our relationships with property owners in the area, the BID can encourage meanwhile uses in empty units and make sure our streets in Paddington remain animated.

We have enjoyed an excellent working relationship with PaddingtonNow BID over many years, and we want to see that continue in the BID's next term. With the Hyde Park and Paddington Neighbourhood Forum in place we can combine forces to improve Praed Street for businesses and residents alike."

Sally Martin, **Hyde Park Estate Association** 







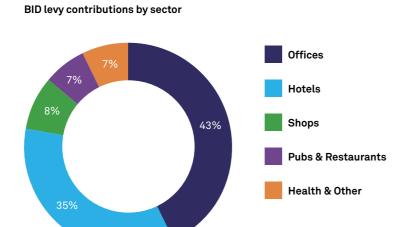


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# The BID Levy and Budget

The BID will raise an estimated £808,000 each year through a mandatory levy on businesses, supplemented by voluntary contributions and grants, taking the annual budget to a forecasted £828,000 each year.

Total income and expenditure in Paddington of £4.1 million is predicted over the proposed five year BID term which will be spent to achieve the BID's ambitions. The table opposite shows the anticipated budget for the whole of the BID term.



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As a large stakeholder and contributor in Paddington's future, we are confident in the BID's financial management procedures and are consistently pleased with its robust and realistic budgets."

Vasiliki Arvaniti, Land Securities





	PaddingtonNow BID Income & Expenditure 2018-2023					
	Budget					Total
	2018/19	2019/20	2020/21	2021/22	2022/23	5 years
Income						
BID Levy	808,000	808,000	808,000	808,000	808,000	4,040,000
Voluntary Contributions and Grant Funding	20,000	20,000	20,000	20,000	20,000	100,000
Total income	828,000	828,000	828,000	828,000	828,000	4,140,000
Expenditure						
Looking Good, Feeling Good	128,500	109,460	110,449	361,467	112,516	822,392
Commercial Recycling	182,000	182,960	183,949	184,967	186,016	919,892
Safer Paddington	167,000	167,960	168,949	169,967	171,016	844,892
Putting Paddington on the Map	132,000	132,960	133,949	134,967	136,016	669,892
Representing You	103,000	105,730	108,542	111,438	114,421	543,131
BID Running and Statutory Costs	45,000	45,000	45,000	45,000	70,000	250,000
Contingency	5,000	5,000	5,000	5,000	40,400	60,400
Total Expenditure	762,500	749,070	755,838	1,012,806	830,385	4,110,599
Surplus / Deficit	65,500	78,930	72,162	(184,806)	(2,385)	
Brought Forward	0	65,500	144,430	216,592	31,786	
Carry Forward	65,500	144,430	216,592	31,786	29,401	

# Arrangements for the BID Levy proposed for PaddingtonNow BID are:

- The Renewal BID term will be for 5 years from 1 April 2018 to 31 March 2023.
- The BID levy will be charged on all properties in the BID area which appear in the rating list with a rateable value (RV) of £30,000 or more
- 3. The BID levy will be a daily charge, paid annually in advance.
- The BID levy will be based upon the current Rateable Value multiplied by the BID Multiplier.
- 5. The BID Board may, at its absolute discretion, set a lower BID Multiplier. In any event the BID Multiplier shall not exceed those shown in the table below.
- 6. A small number of businesses within the BID area have exceptionally high rateable values, far in excess of the majority of businesses in the BID area.

  To ensure that they receive proportional benefit from the BID, a BID account relating to all or part of a financial year shall not exceed £22,500 per year.
- 7. Properties that come into the Rating List during the BID term will be subject to the BID levy from the effective date that the property is brought into the rating list and the rateable value effective at that time
- 8. A ratepayer will be liable to pay the BID levy on an unoccupied property without any void period or any empty allowance.

- Ratepayers in receipt of mandatory charitable relief from business rates shall receive 80% discount on the BID Levy.
- 10. Where the rateable value for a hereditament (rateable business unit) changes and results in a lower BID levy, this comes into effect only from the start of the financial year in which the change is made and no refunds of the BID levy will be made for previous years.
- 10.1 When the Council is notified of a change in the Rateable Value of a Hereditament by the Valuation Officer by way of a schedule update and such change relates to:
- 10.1.1 a reduction of the Rateable Value (other than to £0 or £1); or
- 10.1.2 an increase in the Rateable Value, then the Council will calculate the adjustment to the BID Levy pursuant to the later of the following dates:
- 10.1.3 the Effective Date of such change; or
- 10.1.4 1 April of the financial year in which the relevant schedule update is issued.
- 10.2 Where the Council is notified of a change in the Rateable Value of a Hereditament by the Valuation Officer by way of a schedule update and such change relates to:
- 10.2.1 a new entry in a Rating
  List (whether as the result of a
  new Hereditament or the
  split or merger of previously
  existing Hereditament(s)); or

- 10.2.2 a reduction in the Rateable Value to £0 or £1; or
- 10.2.3 a deletion of the Hereditament from the Rating List, then the Council will calculate the adjustment to the BID Levy pursuant to the Effective Date of such change.
- 11. There will be no VAT charged on the BID levy.
- 12. The Board of the BID Body will be able to alter the BID arrangements, without an alteration ballot, so long as:
- 12.1 any alterations do not:
  - Alter the geographical area of the BID
  - Cause anyone to pay the BID levy who was not liable to pay it before or increase the amount of the BID levy for anyone.
  - Conflict with the Local Government Act (2003) or The Business Improvement District Regulations (2004); and
- 12.2 the BID Body consults on such alteration with the relevant billing authority.
- 13. The billing authority shall ensure the BID arrangements (as altered) are made by the time those BID arrangements (as altered) are to come into force and shall send a notice in writing explaining the reason for and the effect of the alteration to each person liable for the BID levy.

Hereditament 1st April 2018 - 31st March Types 1st April 2022 - 31st March Hotels 1.500% 1.500% 1.500% 1.500% 1.500% Hereditaments whose NNDR Payer is 0.800% 0.800% 0.800% 0.800% 0.800% Imperial College Healthcare **NHS Trust** Others 2.000% 2.000% 2.000% 2.000% 2.000%

An overview of what a business pays per day towards the BID:



The largest business will pay £61.65 per day



The average business will pay £7.85 per day



The smallest business will pay £1.64 per day

In our fourth term we will reset the BID multiplier to 2005 levels, charge no inflation and freeze the cap at £22,500.







# BID Governance and Transparency

PaddingtonNow BID is a business-led initiative which provides the opportunity for businesses to invest, and have a direct say, in the management of this area. This investment is therefore controlled by those businesses through a BID Company, formed for the purpose. The BID Company is not-for-profit and limited by guarantee.

The BID Company's members include non-domestic (business) ratepayers who are responsible for paving the BID levy, plus voluntary contributors, tenants of ratepayers who pass on the levy via service charge and residential interests. All categories of company member, apart from residential interests, have a vote on the BID Board and at the BID's general meetings. To become a company member nominated representatives complete and sign a simple form confirming their membership of the company.

The BID Company has a Board of Directors made up of representatives from the BID Company's members across the sectors of retail, health, hotels, offices, restaurants, cafes & public houses and voluntary contributors.

Each sector is represented by a minimum of at least one Director with Hotels and Offices being represented by a minimum of two Directors. There can be one representative from a local Residents' Association. The maximum Board size is 15 Directors.

The BID Company's Directors meet at least quarterly. BID Company accounts are audited independently on an annual basis and presented at the BID Company AGM. to which all Company members

To maximise business involvement there are themed BID project groups, with representation drawn from members of the BID Company. Each group is headed where possible by a Board Director, who acts as champion for the project or theme. The BID Board of Directors agree an annual project plan prior to the commencement of each financial year. This information is then summarised in the statutory annual billing accompaniment.

We know our views and issues will be addressed. It's obvious that the BID has the area's business sector needs in mind and we're well represented."

Upendra Trevidi,











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# Involving Smaller Businesses

The rateable value threshold for the BID levy is proposed at £30,000. Businesses in the BID area not liable for the levy but wishing to participate and benefit from the BID's services will be welcomed, and can do so for a flat rate of £500 per year per hereditament.





parks and gardens benefits everyone to lift for you."

Alex Neokleous St David's Hotel

## Get in Touch

For any information about the renewal of PaddingtonNow BID or the ballot, please contact us on 020 3145 1212 or by emailing askus@paddingtonnow.co.uk

www.paddingtonnow.co.uk

- InPaddington
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- Paddington, London
- in PaddingtonNow





# The BID Ballot

A formal Notice of Ballot will be issued by Electoral Reform Services on behalf of Westminster City Council on 25 September 2017 to each business/ named voter and to the Secretary of State for Communities and Local Government. This provides one last opportunity to designate a named voter if this has not already been done.

Ballot papers will be issued by post to the named voter at the nominated address on 9 October 2017. Businesses will have until 5.00 pm on 9 November 2017 to return completed ballot papers.

The result of the ballot will be declared by Westminster City Council's Returning Officer on 10 November. If a majority of businesses vote in the ballot to support the BID Proposal, (by number and rateable value) then the BID will formally start its fourth term on 1 April 2018.





