Renewal Proposal 2023 - 2028

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PaddingtonNow |

BUSINESS IMPROVEMENT DISTRICT



Better Together

Paddington is becoming one of the most impressive destinations in London, rising in the ranks of London's ever-changing landscape.

The Paddington Square development brings 80,000 square feet of thriving retail and 350,000 square feet of office working space, a public art scheme and huge new piazza. The Elizabeth Line is increasing rail capacity in London by 10% and will bring 1.5 million more people within easier reach of Paddington. The development of 50 Eastbourne Terrace has brought with it the Martin Baas Realtime clock, providing a prestigious new landmark and with it much social media attention.

The unprecedented level of redevelopment over the last five years is finally coming into fruition. Our retail and leisure offerings are transforming and Paddington is fast becoming the leading business destination for corporations, investors and developers.

Integral to the success of the area is PaddingtonNow BID - our vital partnerships, which range from Westminster City Council to Transport for London, Metropolitan Police Service, The Mayor's Office, Network Rail and much more has ensured your voice as a business is heard.

The Covid-19 Pandemic catapulted many businesses into the most trying times in their

existence. The BID pushed boundaries to support members by significantly reducing the BID levy across all sectors – an action unrivalled by any other BID.

The BID provides the hanging flower baskets, troughs and planters on Paddington's main streets, a dedicated security team exclusive to the BID area, street cleaning and spot cleansing services and a commercial recycling package at considerable cost savings to members. We market Paddington as a destination through events, marketing and social media and most importantly we are a collective voice for businesses in Paddington. Without the BID all this will be lost.

In this breath-taking time of transformation, we urge you not to become complacent. With change comes opportunity and the BID is perfectly placed to support, guide, develop and shape projects to further improve the area and to generate value for you. We want to continue working with you into the next term and with your support, we can collectively enhance Paddington's future over the coming five years.

This business proposal is shaped by extensive consultations with you, our levy paying businesses and reflects the outcome of those conversations and the priorities and ideas you have for Paddington.



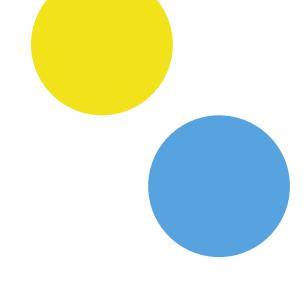
What is a BID?

A Business Improvement District (BID) is a business-led and business funded body formed to improve a defined commercial area. BIDs provide additional or improved services, identified by local businesses.

The benefits of BIDs are wide-ranging and include:

- Businesses decide and direct what they want in their area.
- Businesses are represented and have a voice on issues affecting their trading area.
- BID levy money is ring-fenced for use only in the BID area.
- Reduced business costs.
- Enhanced marketing and promotion.
- Participation in place shaping vision activities
- Events and networking opportunities with neighbouring businesses.
- Representation when dealing with the Council, Police and other public bodies.

BIDs are not-for-profit business-led organisations run by a Board of Directors made up of a cross section of businesses in the area. They are funded by a mandatory levy on all eligible businesses after a successful ballot.





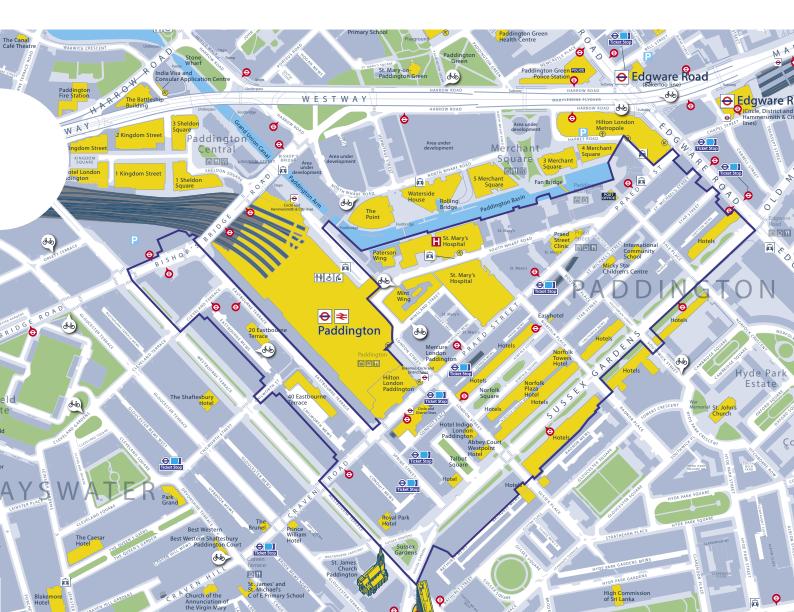


The **BID** Area

The existing BID area boundaries will be retained without change in the renewed BID. The following 35 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 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 Tanner Lane Westbourne Terrace (pt) Winsland Street Winsland Mews

Within the BID area there are currently 289 rateable business units (hereditaments) with Rateable Values of \pm 30,000 or more which together have a combined rateable value of \pm 44.7million.



What have we achieved so far?

Through unprecedented times the BID has delivered – check out some of the things we have done during this five year BID term:



£3.4 million

invested in Paddington through BID projects and services



£200,000

invested in addition to the BID levy via grants and funding applications



A dedicated community safety team

reducing sfreet based anti-social behaviour and organised begging



435

homeless people supported and referred to outreach services



416,000

hours of dedicated Community Safety Team street coverage – patrolling, protecting and maintaining a high level of security



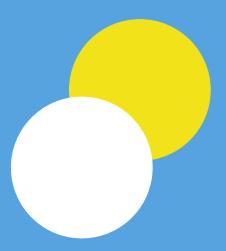
20,600

security aids distributed including women's safety alarms, beer mats and Chelsea clips



50

licenses provided for a GDPR compliant security messaging network





Summer events

bringing in thousands of people each year



300,000

copies of Explore Paddington and Eat, Drink, Paddington magazines printed and distributed



419% increase in social media followers across Instagram, Facebook and Twitter over the last 5 years



70,000

maps provided for the BID area as a wayfinding tool



£850,000

reduction in BID Levy invoices in response to Covid-19



4

London in Bloom Gold Awards and twice nominated to represent London as a finalist at the Britain in Bloom Awards



300

flower pots, planters, hanging baskets and railing troughs all managed by the BID on Paddington's main streets



2 new sustainable public realm projects added to the BID area



£994,000

cost savings for BID members off commercial recycling



4,128

tonnes of recyclable waste collected through BID recycling service, the equivalent of covering 72 football pitches in trees





Our Mission

We exist to serve the needs of businesses in Paddington. We are committed to addressing the challenges that Paddington faces with innovative and pragmatic solutions to the topics that matter the most to you.

We are a collective voice for Paddington, bringing businesses together and providing platforms to encourage the enrichment of our community.

We believe businesses are better together.



The Business Consultation Process

In order to create a business plan that truly reflects the voice of Paddington's businesses, the BID conducted extensive consultations during February and March 2022.

We engaged with levy paying businesses face to face, online and over the phone and through a series of carefully designed questions. We asked you to tell us what works, what doesn't and what you want more of.

In total we obtained completed questionnaires from the representatives of 134 properties which is 46.7% of the total and 62.9% by Rateable Value. We ensured that all sectors were well represented.

The business representatives were particularly asked to prioritise where they would want the BID to spend the Levy income in the next term and the analysis of their responses gave a very clear indication of where they want that spend to be focused.

The Renewal Working Group presented the consultation analysis to the Directors on 13 April and the principal activities and services for the Fifth Term were agreed and provisional budgets allocated to provide them. We listened to what you had to say and put your views and opinions at the centre of this business plan. The PaddingtonNow BID Board agreed the final Renewal Proposal, budget and BID levy rules at its meeting on 14 June 2022.



















Safety First

We are committed to shaping an open, safe and welcoming place for people to enjoy. For a place to thrive our workers, visitors and residents must feel safe. Whilst many of the issues we face cannot be solved overnight our collective voice and strategic relationships with key organisations place us in the driving seat for positive action.



- Provide a uniformed street presence for a minimum of five days a week, 14 hours a day. Our Community Safety Team deal with crime, aggressive street begging, street drinking, antisocial behaviour, fly tipping, environmental issues and much more.
- Actively refer vulnerable rough sleepers and the homeless to the relevant authorities.

- Work with key partners to actively deter vice
- Partner with local police on targeted, high visibility operations.
- Manage the PubWatch group and messaging system to allow members to instantly share important information via SMS to manage difficult customers or those committing crimes within PubWatch establishments.
- Distribute branded marketing collateral such as safety beer mats, security alarms, Chelsea clips and pocket safety guides.
- Facilitate support campaigns such as the 'Women's Night Safety Charter'.









Greening and Cleaning

We believe that attractive clean streets are a must and clearly they are of high importance to you as well. We will continue to use plants and sustainable projects to enhance the area and promote the positive effect it has so the community can benefit from increased commercial enterprise and tourism.



• Provide and manage all the seasonal hanging flower baskets, floral railing troughs, large flowerpots and planters on Paddington's main streets and the flower displays in our green spaces and garden beds.

- Provide additional street cleaning and pavement cleansing including treatments to repel oils and grease and remove graffiti, chewing gum and fly tipping.
- Promote Paddington as a green oasis in the city, a pioneer of greening and sustainability initiatives and maintain its high regard in the RHS London in Bloom Competitions.
- Utilise public funds such as the Community Infrastructure Levy to mitigate the impact of developments and prioritise projects that enhance the natural environment such as the Norfolk Square topiary butterflies garden and Sussex Gardens wildflower meadow.
- Campaign against car idling and promote sustainable travel options to improve air quality.
- Use planting and greening schemes to design out vice and antisocial behaviour.
- Encourage community participation and involvement in environmental and sustainability themed events.
- Work in partnership with Westminster City Council to ensure our three garden squares are well maintained.
- Provide the Norfolk Square Gardens Christmas tree each year.

Commercial Recycling

We are proud to have been the first BID in the UK to set up a commercial recycling scheme, leading the way for many BIDs to follow in our footsteps a scheme that dramatically reduced the number of waste collection vehicles operating in our area and lowered their carbon impact. We will continue to seek out the latest and most innovative ways to tackle waste and pilot new technology to ensure more materials are recycled in sustainable ways and in adherence with the London Plan and London Environment Strategy.

• Partner with a major waste and recycling provider to offer you significantly reduced costs and discounted services on your legal requirement to recycle in Westminster.

- Maintain a seven day-a-week recycling provision which should provide most of our members with a free service.
- Provide waste management audits to improve your waste management and ensure free allocations are used wisely.
- Collaboratively look at ways to further improve our recycling commitment and reduce contamination.
- Provide recycling training and advice for new staff members.
- Offer discounts and benefits through our waste management provider on additional waste services.



Representation

We believe businesses are stronger together, that a collective voice speaks louder, giving us the power to make changes for the better.



- Lobby local, regional and national government on issues that affect businesses.
- Liaise with developers and local authorities on new developments, street infrastructure and public realm projects.
- Provide a forum for businesses to raise and discuss issues or concerns.
- Champion your voice in regard to major development proposals, highway schemes and transport strategy.
- Participate in economic development and business support initiatives such as the Westminster Hospitality and Leisure Recruitment Scheme and Business Energy Audit Scheme.
- Continue working in partnership with the Westminster Investment Service to attract and support new business occupiers into the area.
- Continue our involvement with Hyde Park Paddington Neighbourhood Forum to work towards a Neighbourhood Plan.
- Support businesses with planning applications and enforcements.











Destination Marketing and Promotion

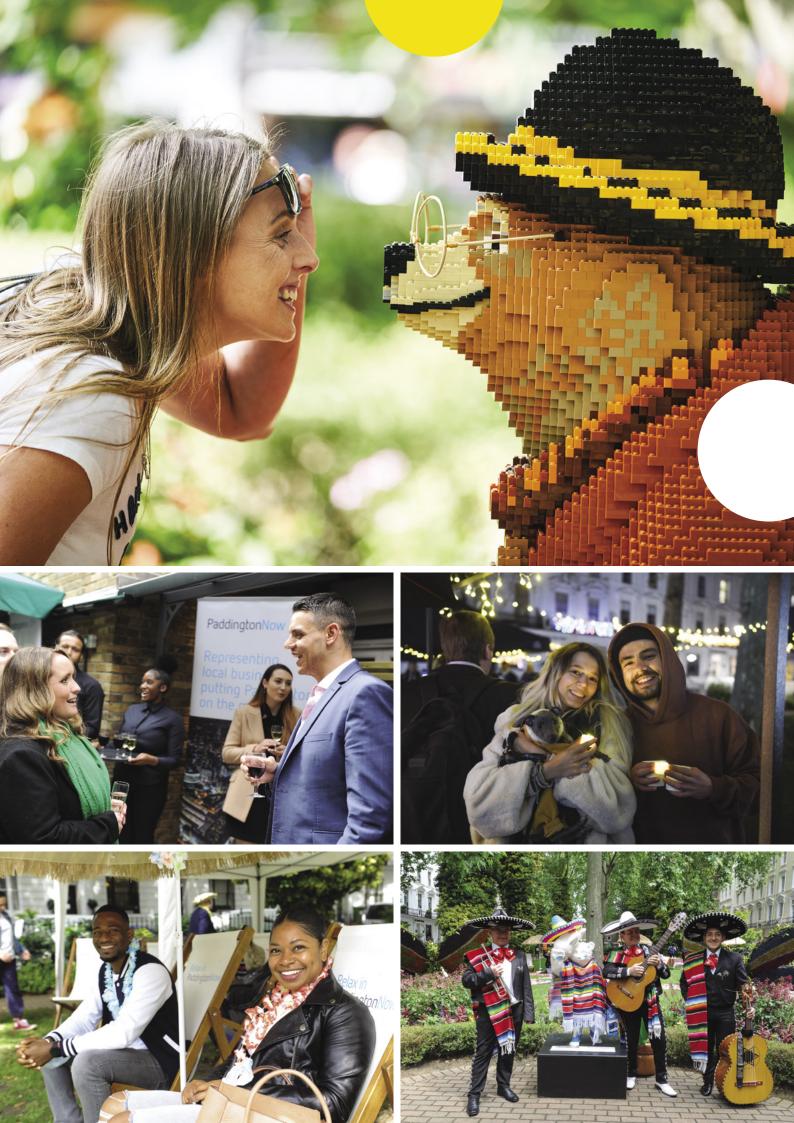
As the area transforms, our marketing and promotions strategy will adapt. We will put a strong emphasis on digital destination marketing and create a clear business, leisure, and retail voice. Through digital, social, print media and events we aim to foster a vibrant, safe and welcoming area for businesses to thrive in.



- Develop exciting seasonal events and promotional activities to enliven the area.
- Grow our digital reach and promote Paddington to a wider online audience ensuring our events, activities and business promotions encourage footfall and spending throughout the year.
- Print and distribute publications and guides to support the growing hospitality and retail industry.

- Create connections by delivering tailored networking events designed to inspire conversation and collaboration.
- Shout about Paddington, its food and drinks scene, incredible hotels and its passionate businesses.
- Send regular newsletters and communications which keep businesses and their staff informed about what's happening locally in terms of events and activities, road closures, new developments and transport issues.
- Distribute our popular Paddington wayfinding maps to hotels, offices and Paddington station for the benefit of guests and staff.
- Provide free wellbeing events for the local community including mental health awareness workshops and outdoor yoga sessions.





BID Levy and Budget

The BID will raise approximately £715,000 each year through a mandatory levy on businesses and supplemented by voluntary contributions and grant funding to achieve a projected income of £785,000 each year. The table below shows the anticipated budget for the whole of the BID term.

PBID 5 Year Budget – Fifth Term									
Income	Budget 2023/24	Budget 2024/25	Budget 2025/26	Budget 2026/27	Budget 2027/28	Total 5 Years			
BID Levy	715,000	715,000	715,000	715,000	715,000	3,575,000			
Voluntary Contributions, Grant Funding, Other Income	70,000	70,000	70,000	70,000	70,000	350,000			
Total	785,000	785,000	785,000	785,000	785,000	3,925,000			
Expenditure									
Greening and Cleaning	93,000	94,140	95,314	96,524	97,769	476,747			
Commercial Recycling	188,000	189,140	190,314	191,524	192,769	951,747			
Safety First	213,000	214,140	215,314	216,524	217,769	1,076,747			
Destination Marketing and Promotion	133,000	134,140	135,314	136,524	137,769	676,747			
Representation	43,000	44,140	45,314	46,524	47,769	226,747			
Total	670,000	675,700	681,570	687,620	693,845	3,408,735			
Premises, Statutory Requirements and Running Costs	89,500	89,500	89,500	89,500	150,250	472,500			
Contingency	0	0	0	0	35,750	35,750			
Total	89,500	89,500	89,500	89,500	150,250	508,250			
Total Expenditure	759,500	765,200	771,070	777,120	844,095	3,916,985			
Surplus	25,500	19,800	13,930	7,880	(59,095)				
Brought Forward	0	25,500	45,300	59,230	67,110				
Carry Forward	25,500	45,300	59,230	67,110	8,015				



The following arrangements for the BID levy are proposed for Paddington BID:

- 1. The Renewal BID term will be for 5 years from 1 April 2023 to 31 March 2028.
- 2. 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.
- 4. 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 below:-



Hereditament Types	BID Multiplier 1st April 2023 – 31st March 2024	BID Multiplier 1st April 2024 – 31st March 2025	BID Multiplier 1st April 2025 – 31st March 2026	BID Multiplier 1st April 2026 – 31st March 2027	BID Multiplier 1st April 2027 – 31st March 2028
Hotels	1.500%	1.500%	1.500%	1.500%	1.500%
Hereditaments whose NDR Payer is Imperial College NHS Trust	0.800%	0.800%	0.800%	0.800%	0.800%
Others	2.00%	2.00%	2.00%	2.00%	2.00%



- 6. A small number of businesses 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.

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 notfor-profit and limited by guarantee.

The BID Company's members include nondomestic (business) rate payers who are responsible for paying 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. Additionally there can be one representative from a local Residents' Association to represent local residential interests. The maximum Board size is fifteen 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 are invited.

To maximise local 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.



The **BID** Ballot

When does the Ballot take place?

The PaddingtonNow BID Ballot will take place between Thursday 13 October to Thursday 10 November 2022.

This is your chance to vote **YES** and determine the future of Paddington.

A formal Notice of Ballot will be issued on 29 September 2022 to each business – this will provide one last opportunity to designate a named voter if this has not already been done.

The Results

The result of the Ballot will be declared by City of Westminster's Returning Officer on Friday 11 November. If a majority of businesses vote in the ballot to support the BID Proposal, then the BID will formally start its fifth term on 1 April 2023.

- Vote Yes so that we can invest an additional £3.9m into Paddington.
- Vote Yes so that we can continue to fund a dedicated security team to address crime and ASB.
- Vote Yes so that we can provide all the hanging baskets, floral troughs and planters on the main streets in Paddington.
- Vote Yes so that we can provide a cleaner and greener Paddington, to invite more investment and welcome new talent.
- Vote Yes so that we can bring engaging events and place shaping projects to Paddington.
- Vote Yes so that we can save you money on Commercial Recycling.
- Vote Yes because we can speak louder together.

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How do I vote?

- Ballot papers will be sent by post to the voter on 12 October 2022.
- The voter needs to complete the required details and vote.
- Send the completed ballot paper in the pre-paid envelope to arrive before 10 November 2022.
- If you do not receive the Ballot papers for any reason, please email askus@paddingtonnow.co.uk



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

Don't Just Take Our Word For It

With the arrival of the Elizabeth Line and Paddington Square, it is important to highlight the work that has been done by the BID to pave the way and lay the foundations for this new era in Paddington.

Will Clayton, Frontline Club

FRONTLINE CLUB

We love Explore Paddington Magazine, to be able to offer the area's highlights in such a tangible way is a real asset to our guests on arrival.

Richard Bantock, Hilton London Paddington



We have been impressed by the way the BID has helped us on matters to do with anti-social behaviour, I'm not sure who else could have dealt with our issue so promptly and efficiently.

Peter Hackett, Hotsauce TV Ltd.



We are very happy with the BID support and feel privileged to be working alongside them.

Azhar Dildar, The Post Office



We love the events in Norfolk Square, we want the BID to continue to attract more people to Paddington in this way.

Edward Wilcock, London Town Hotels



Once you realise the cost savings made by using the BID's commercial recycling service, everything else seems like a bonus.

Anastasios Moros, Shakespeare Hotel





