





2024/2025  
**OVERVIEW OF  
PROJECTS, INCOME  
& EXPENDITURE**

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 1 Spring Street, Paddington



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**2024/2025 marks the second year of PaddingtonNow BID's fifth term, a period of transformation defined by notable achievements.**

Over the last year the BID has ensured Paddington continues to remain a clean, safe and dynamic destination through the delivery of its five core services of Security, Greening & Cleaning, Commercial Recycling, Destination Marketing and Representation.

With the exciting opening of Paddington Square and rejuvenation of Eastbourne Terrace, the number of office workers in Paddington has grown significantly. In response, the BID has concentrated on adjusting its core services to meet the needs of this ever-changing landscape.

This leaflet summarises what has been achieved by PaddingtonNow from April 2024 to March 2025 and then looks forward to the next year, setting out planned activities to March 2026.

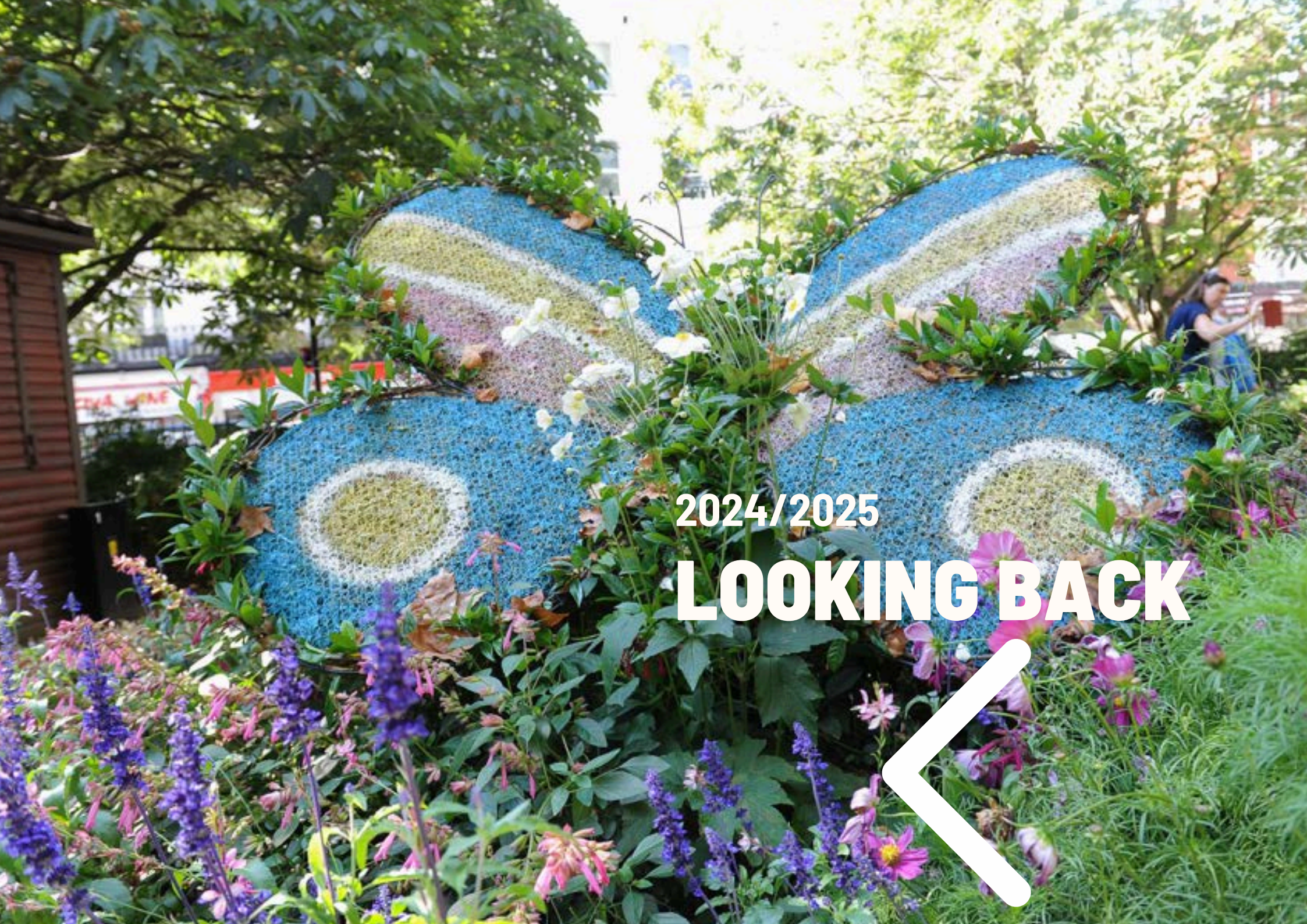
2024/25

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2024/2025

**LOOKING BACK**



## 2024/25 Achievements in Business Engagement



This year the BID introduced a full-time Business Engagement Manager to act as a dedicated touchpoint between our members and the BID office. This enables businesses to have regular one-to-one meetings and have a point of contact to share concerns and ideas, so the BID fulfils its commitments of service.

✓ Reached out to levy payers, offering an introduction meeting and highlighted all our services to ensure everyone is getting value from the BID.

✓ Made key connections between businesses to establish a well-connected community.

✓ Feedback to BID staff any concerns so issues were dealt with swiftly and efficiently.

✓ Supported the delivery of a variety of events and worked closely with BID members to drive forward ideas.

✓ Acted as a business ambassador.

## 2024/25 Achievements in Security



• **Maintaining a Safe Environment:** PaddingtonNow BID continues to fund a dedicated four-person Community Safety Team, patrolling BID streets five days a week from 9am to 11pm, ensuring safety and peace of mind for businesses, employees, and visitors.

• **Proactive Incident Management:** Over the past year, the Community Safety Team recorded and addressed more than 1,600 incidents related to crime, anti-social behaviour, and environmental breaches, creating a safer and more welcoming area for businesses to thrive.

• **Enhanced Technology for Efficiency:** Upgrades to our secure recording and messaging system, SentrySIS, have improved incident tracking and response times, ensuring swift action to mitigate disruptions to the community.

• **Enhanced Safety Team Training:** The Community Safety Team underwent refresher training in the use of temporary restraints, ensuring they are equipped to safely and effectively manage violent individuals and assist in arrests, further enhancing their ability to maintain public safety.

• **Advanced Security Training:** In partnership with the Met Police, we delivered operational Counter Terrorism training to members of our Security Alliance, equipping them to handle potential risks effectively.

• **Health and Safety Investments:** Secured funding to install a 24/7 accessible Community Defibrillator at the entrance to Norfolk Square Gardens, a vital resource for emergencies which has already been called on three times.

• **First Aid Training for All:** Delivered advanced first aid training, including defibrillator use, to the Community Safety Team and members of the public, fostering a safer and better-prepared community.

• **Critical Incident Preparedness:** Provided specialised training for security staff on managing catastrophic bleeds and using tourniquets, now carried as part of their uniform. Additionally, a bleed kit is accessible to the team and the public via the new community defibrillator cabinet.

• **Strong Partnerships for Crime Prevention:** Continued close collaboration with the Metropolitan Police and Westminster City Council to combat crime and anti-social behaviour, creating a secure environment that supports business prosperity.

• **Supported Rough Sleepers:** Participated in workshops and several coordinated 'days of action' with Westminster and the Met Police, addressing rough sleeping and its impact on the area by making referrals to council outreach teams.

• **Streamlined Anti-Social Behaviour Responses:** Signed a data-sharing agreement with Westminster City Council to expedite processes for addressing anti-social behaviour. This innovative approach connects key stakeholders and allows for more efficient identification and resolution of persistent issues.

## 2024/25 Achievements in Greening and Cleaning



- Secured Funding for Green Enhancements:** Obtained a £20,000 Greening Grant from Westminster City Council to revitalise and replant the east end of Norfolk Square, enhancing its appeal and usability for the community and visitors.
- Wildflower Restoration:** Reseeded the Wildflower Meadow at Sussex Gardens, contributing to local biodiversity and offering a serene, eco-friendly space for relaxation and enjoyment.
- Enhanced Waste Management:** Coordinated with Westminster City Council to secure additional waste bins, ensuring better waste management and cleaner streets throughout the BID area. This includes additional cleaning around the bin areas.
- Pest Control Solutions:** Collaborated with both private and Westminster pest control services to address rodent and pest infestations, proactively safeguarding the area's hygiene and reputation.
- Advocating for Noise Reduction:** Acted on behalf of hotels located above the Bakerloo Line by liaising with Transport for London (TfL) and lobbying for essential track replacement or maintenance. This initiative aims to reduce noise disturbances and improve the experience for hotel guests, ensuring the area remains a desirable destination for visitors.
- Seasonal Beautification:** Delivered vibrant summer and winter floral displays throughout the BID area, with over 300 hanging baskets, troughs, and tubs meticulously maintained to create an inviting atmosphere year-round.
- Festive Celebrations:** Provided a beautifully decorated Christmas tree and festive lights in Norfolk Square, adding seasonal cheer and enhancing the local experience for businesses and the community.
- Maintained the Topiary Butterfly Showcase Garden:** Refreshed the entrance to Norfolk Square Gardens by repainting the two butterfly structures and trimming the surrounding greenery.



## 2024/25 Achievements in Commercial Recycling



- Providing Cost-Effective Recycling Services:** Offered subsidised recycling services to businesses within the BID area, delivering significant cost savings while supporting sustainability goals.
- Impressive Savings for Businesses:** Businesses served by First Mile have collectively saved an impressive £210,350.44 (ex VAT) on their waste and recycling services, reducing operational costs.



### Environmental Impact Highlights

Over the past year, the BID's recycling initiatives have contributed to remarkable environmental benefits, including:

Reducing over **1,469.92** tonnes of CO2 emissions – equivalent to the emissions from **7,365** one-way flights from New York to London



Producing **276,856** KWh of energy, enough to keep **27,686** LED light bulbs illuminated for an entire year



Saving the equivalent of **9,565.51** trees through paper and cardboard recycling efforts



# 2024/25 Achievements in Destination Marketing



## 2024/25

We held a variety of events for members and the public to attend including World Wellbeing Week, Yoga in the Square and we also continued our Paddington Nights event series, featuring a magician at the Sussex Arms in October, and a Soul Night at The Prince of Wales in December.



✔ We continued our Podcast series, highlighting key stories relevant to Paddington.

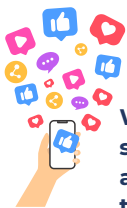
✔ We produced promotional digital content for social media, our website and newsletters to encourage footfall to our hospitality venues and highlight key news in the area.

✔ We kicked off our engagement event series for the office sector with the Christmas Floristry Workshop at Paddington Square. The event was a great success and thoroughly enjoyed by those who attended.

✔ We brought The Little Things Art Trail by Gillie & Marc to the heart of Paddington. The trail features a series of captivating miniature sculptures, each telling its own unique story.



We maintained our public art showcase pieces to encourage rich culture and points of interest in the BID area.



We continue to grow our social media followings on all platforms, so we have the widest reach to market Paddington as a rich and diverse destination.

## EXPLORE PADDINGTON

We launched our Explore Paddington website in July to provide residents and tourists with a guide of what's happening in the Paddington area. We created an Explore Paddington QR code poster to increase traffic to the website.

We refreshed the design of our monthly newsletter to ensure it is more user-friendly and to increase engagement rates. We also created a newsletter archive for people to access past newsletters via our website.



We created a new landing page for monthly competitions to encourage our office sector to explore and visit the wonderful business offering we have within our area.

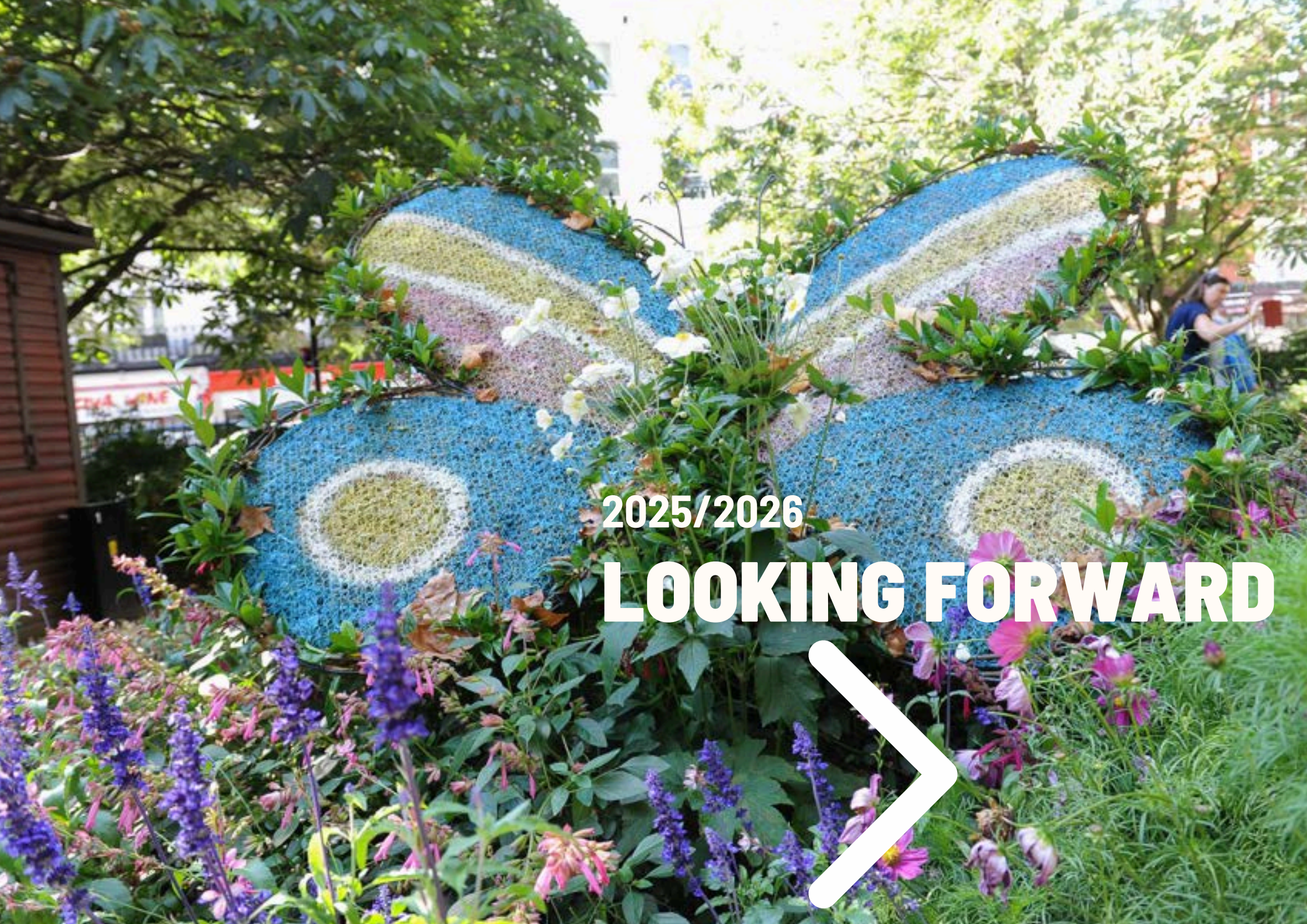




- We lobbied local, regional and national government on issues that affect businesses, and submitted collaborative joint policy responses with WCC BID's.
- We supported businesses with planning applications and enforcements.
- We regularly engaged with the Hyde Park and Lancaster Gate Councillors to raise awareness of business priorities, promote business interests and showcase the work and projects of the BID.
- We represented businesses on all crime and anti-social behaviour issues at the Hyde Park Ward Panel and regular Police/City Council Neighbourhood Problem-solving groups.



- ✓ The BID assisted businesses on a wide range of issues and concerns, providing advice, facilitation and mediation on problems ranging from planning, ASB to waste.
- ✓ We liaised with developers and local authorities on new developments, street infrastructure and public realm projects.
- ✓ We provided a forum for businesses to raise and discuss issues or concerns i.e. Westminster Highstreets programme, Westminster After Dark and St. Marys Hospital redevelopment.
- ✓ We championed your voice regarding major development proposals, highway schemes and transport strategies.
- ✓ We continued our involvement with Hyde Park Paddington Neighbourhood Forum to work towards a Neighbourhood Plan.
- ✓ We represented as a major stakeholder in the Westminster High Streets Place Strategy and Public Realm scheme for Praed Street. The BID attended an in-person workshop in February to share ideas and insights on the future of Praed Street.



2025/2026

**LOOKING FORWARD**





# 2025/26 Security Plans



## 2025/26 Greening and Cleaning Plans

Continue to invest in greening projects across the BID area, ensuring vibrant and welcoming public spaces that enhance the environment and improve the experience for businesses, employees, and visitors.



Explore opportunities to extend greening installations to Eastbourne Terrace, further enhancing the area's visual appeal and environmental benefits.

Join the Westminster Sustainable City Charter to align BID operations with key sustainability goals, demonstrating leadership in environmental responsibility.



Finalise the restoration of Norfolk Square Gardens, creating a revitalised green space for the benefit of the entire community.



## 2025/26 Commercial Recycling Plans



Assist businesses in the BID area with the transition to the new 'Simpler Recycling' legislation, set to be implemented in 2025. This includes providing guidance on food waste segregation, offering practical solutions for recycling compliance, and connecting businesses with cost-effective services to ensure a smooth and efficient adoption of the new regulations.



Increase subscriptions to the BID's recycling services, encouraging waste segregation and reducing landfill contributions, fostering a culture of environmental stewardship.



## 2025/26 Business Engagement Plans



- Serve as an accessible point of contact for businesses to easily reach out for support or inquiries.
- Regularly update and ensure all contact information is accurate and relevant within our CRM system.
- Provide businesses with clear guidance and awareness regarding any levy bill payments.
- Address and respond promptly to matters raised by businesses and the local community.
- Effectively raise queries, suggestions, complaints, and feedback from levy payers to the team.
- Propose ideas and concepts that align with marketing efforts to help businesses enhance their exposure within the local area.
- Assist in the organisation of events and efficient communication to encourage local participation.
- Promote events offered by the BID and the opportunity for companies to spotlight their business through our digital communication channels.
- Continue to nurture relationships with all new businesses.

## 2025/26 Representation Plans



The BID will continue to work with Westminster City Council, Councillors, and the Metropolitan Police to keep Paddington clean, safe and welcoming for all who come to Paddington.



Through the Hyde Park Paddington Neighbourhood Forum, we will continue the process of creating a Neighbourhood Plan.



With our colleagues across the Westminster and UK BIDs network we will continue to lobby at a national, regional and local level, putting businesses centre stage.



We will continue to define and help shape the Westminster High Street Place Strategy and Public Realm scheme for Praed Street.

# 2025/26 Destination Marketing Plans

Develop exciting seasonal events and promotional activities to enliven the area. Enhance the local streetscape with public art.



Continue to broaden our digital presence by developing the Explore Paddington brand. The website will provide information on local events, as well as dining, drinking, and accommodation options.



Provide free wellbeing events for the local community including mental health awareness workshops and outdoor yoga sessions.



Build on our community program and continue our partnership with Neighbourly to create meaningful social and environmental impact through local volunteering opportunities.



Distribute our popular Paddington wayfinding maps to hotels and offices for the benefit of guests and staff.



Deliver a program of seasonal events aimed at our office sector businesses. The program will comprise of educational, creative and wellness events.



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.



## Anticipated Income & Proposed Expenditure 2024/2025. Forecasted Income & Expenditure 2025/2026

	* Income and Expenditure 2024-2025 (Projected at 31 January 2025) £	Income and Expenditure 2025-2026 £
<b>INCOME</b>		
BID Levy Income **	883,000	891,000
Voluntary & Other Contributions	18,500	15,000
<b>Total Income</b>	<b>901,500</b>	<b>906,000</b>
<b>EXPENDITURE</b>		
Greening and Cleaning	101,000	126,500
Commercial Recycling	175,000	196,000
Safety First	224,500	241,000
Destination Marketing and Promotion	74,000	126,000
Representing Paddington & BID Running Costs	160,000	181,500
<b>Total Expenditure</b>	<b>734,500</b>	<b>871,000</b>
<b>SURPLUS</b>	167,000	35,000
Brought Forward	210,000	377,000
Carried Forward	377,000	412,000

\* Actual at 31st January 2025, forecast to 31 March 2025

\*\* The amount collected as of 27th Jan 2025 was £784,238 from total levy of £883,000