



2025/2026 **PaddingtonNow** | BUSINESS IMPROVEMENT DISTRICT

## OVERVIEW OF PROJECTS, INCOME & EXPENDITURE



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**2025/2026 marks the third 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.

Paddington continues to flourish, shaped by the ongoing evolution of Paddington Square and major public realm improvements. In response, the BID has proactively refined its core services to ensure they support businesses within this dynamic and evolving landscape.

This leaflet summarises what has been achieved by PaddingtonNow from April 2025 to March 2026 and then looks forward to the next year, setting out planned activities to March 2027.

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2025/2026

**LOOKING BACK**



## 2025/26 Achievements in Business Engagement



### Strengthening Relationships & Communication

- Built strong relationships with local businesses and levy payers, ensuring they feel supported, listened to, and well informed.
- Acted as a direct link between the BID office and levy payers, providing timely, two-way communication focused on business needs, updates, and participation.
- Supported networking, charitable, and community-led volunteering activities, strengthening business connections and community engagement.
- Supported Westminster City Council in promoting the Paddington-Bayswater Shopfront Improvement Scheme and Westminster City Council's Visual Merchandising Scheme, resulting in successful applicants from within the BID area.

### Data, Governance & Levy Management

- Maintained and developed the CRM system by onboarding new businesses and expanding key contact records, ensuring accurate and effective engagement.
- Monitored levy income closely and kept businesses informed of outstanding payments to help prevent escalation by Westminster City Council.
- Tracked the cost and value of services delivered through the CRM system, clearly evidencing financial savings and benefits to levy payers and improving understanding of sector-specific demand.

### Promoting Paddington & Driving Footfall

- Initiated early communications around the development of an official Paddington-themed Monopoly board to promote the area and reinforce a shared Paddington identity.
- Developed a QR code poster linking directly to the Explore Paddington website, improving access to local offers, attractions, and events.
- Designed a Paddington Pub Guide to encourage local workers to support nearby venues, with plans for additional themed guides.

### Placemaking & Welcome to the Area

- Progressed discussions around new public art installations and placemaking activations to enhance Paddington's identity as a vibrant, welcoming, and creative destination.
- Developed a comprehensive welcome pack for new businesses, including service information, renewal materials, branded resources, and safety guidance.



## 2025/26 Achievements in Security



- **Continued Community Safety Patrols:** Continued funding the dedicated four-person Community Safety Team, patrolling BID streets five days a week from 9am to 11pm to maintain a safe and secure environment for businesses, employees and visitors.
- **High Volume Incident Response:** The Community Safety Team attended over 1,200 incidents related to crime, anti-social behaviour and environmental breaches, ensuring swift and effective intervention across the BID area.
- **Improved Information Sharing:** Established new data-sharing agreements with key stakeholders to expedite processes and more effectively address concerns related to the street community.
- **Women's Safety Commitment:** Became a signatory to the Mayor of London's Women's Night Safety Charter (WNSC), reinforcing the BID's commitment to improving safety for women. Attended all associated training sessions and implemented and shared best practice with businesses across the BID area.
- **Enhanced First Aid Capability:** Delivered enhanced first aid training for the Community Safety Team, including managing catastrophic bleeds. All officers now carry tourniquets as part of their standard equipment.
- **Targeted Police Operations:** Partnered regularly with Hyde Park and Lancaster Gate Police teams to deliver targeted, high-visibility operations addressing key safety concerns within the BID area.
- **Operational Equipment Upgrades:** Equipped the Community Safety Team with new radios and updated uniforms, improving communication, visibility and professionalism on patrol.
- **Martyn's Law Awareness:** Delivered the BID's first live webinar to update businesses and staff on Martyn's Law, increasing awareness of counter-terrorism responsibilities and preparedness.
- **Strengthening the Private Security Alliance:** Welcomed new members to the Paddington Private Security Alliance and continued to share intelligence via a secure, real-time communication platform.
- **Expanded Pub Watch Network:** Increased membership of Pub Watch and introduced new counter-terrorism training and drink spiking awareness for hospitality staff. Provided free crime prevention materials and drink-spiking testing kits along with other safety resources.
- **Women's Safety Initiatives:** Organised and delivered targeted events focused on women's safety, supporting safer experiences across the daytime and night-time economy. These initiatives included the distribution of free safety resources such as purse bells, drink covers, drink testing strips and mobile phone straps to help prevent theft and improve personal safety.
- **Plain-Clothed Operations:** Ran the BID's first plain-clothed operation targeting phone theft and bogus police activity, supporting crime prevention through proactive enforcement.
- **Multi-Agency Collaboration:** Participated in Neighbourhood Coordinator meetings with Westminster City Council and partner agencies, ensuring offenders were acted upon and appropriate duty-of-care support was provided to rough sleepers.
- **Mobile CCTV Deployment:** Worked in partnership with Westminster City Council and the Metropolitan Police to provide supporting evidence for the installation of mobile CCTV cameras at three locations across the area, helping to address emerging crime hotspots.
- **Recognition at National Level:** Won Gold in the National BID Awards in the Security & Safety category, recognising excellence in the BID's approach to community safety.



NATIONAL  
**BID**  
 AWARDS  
**2026**

**GOLD WINNER**

## 2025/26 Achievements in Greening and Cleaning



- **Successfully Completed Greening of Norfolk Square:** Restored and replanted the eastern end of Norfolk Square Gardens through a Westminster Greening Grant which is to be a featured showcase on their website.
- **Expanded Greening on Eastbourne Terrace:** Obtained a second greening grant to extend the BID's existing greening installations along Eastbourne Terrace, improving the streetscape in this key gateway location.
- **Commitment to Sustainability:** Joined the Westminster Sustainable City Charter, attending all associated training sessions, networking with other BIDs and participating organisations, and taking part in the summer showcase event at London Zoo.
- **Continued Investment in Floral Displays:** Maintained and invested in over 300 hanging baskets, troughs and tubs across the BID area, delivering high-quality seasonal planting throughout the year.
- **St Mary's Hospital Greening Refresh:** Replaced all troughs and greening installations outside St Mary's Hospital, significantly improving the appearance of this prominent frontage.
- **Strategic Greening Audit:** Audited and rebalanced all green assets across the BID area to ensure more even coverage and maximum visual impact.

- **Public Art Cleaning Programme:** Cleaned all public art installations within the BID area through organised volunteer-led activity days.
- **Community Litter Picks:** Delivered several litter-picking events across the year, attended by over 80 volunteers from local businesses.
- **Targeted Environmental Patrols:** Conducted bi-monthly patrols with Westminster City Council Inspectors to identify and tackle fly-tipping hotspots and environmental hazards, including arranging hot flushing of pavements, roads and bin areas.
- **Rodent Infestation Resolution:** Fully resolved a serious rodent infestation on Sussex Gardens by introducing dedicated food waste bins and working closely with private pest control contractors and Westminster City Inspectors.
- **Seasonal Enhancements:** Provided a Christmas tree for Norfolk Square Gardens, contributing to festive placemaking and community wellbeing.



## 2025/26 Achievements in Commercial Recycling

- **Supporting Simpler Recycling Compliance:** Supported businesses in transitioning to the new *Simpler Recycling* legislation by delivering educational and training workshops focused on food waste segregation and practical compliance, alongside offering bins and food waste caddies to scheme members where required.
- **Growth in Recycling Scheme Membership:** Increased subscriptions to the BID's recycling scheme through proactive engagement led by the Business Engagement Manager, expanding participation across the BID area.
- **London Climate Action Week Engagement:** Organised and delivered an educational workshop as part of *London Climate Action Week*, raising awareness of sustainable waste practices and climate action.
- **Commitment to Sustainability Leadership:** Became a signatory to the Westminster Sustainability Charter, attending regular training sessions and disseminating best practice guidance and learning to businesses across the area to support improved sustainability performance.
- **Cost-Effective Recycling Services:** Offered subsidised recycling services to all businesses within the BID area, delivering meaningful cost savings while supporting environmental responsibility.

### Environmental Impact Highlights

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

145.91 tonnes of food waste recycled

– Equivalent to the weight of **24 adult African elephants**



43.58 tonnes of dry mixed recycling (DMR)

– Enough material to fill **Trafalgar Square** to almost one metre deep



96.75 tonnes of cardboard recycled

– Enough flattened cardboard to cover more than **18 football pitches**

126.70 tonnes of glass recycled

– Equivalent to lining **Oxford Street** end-to-end over 20 times

# 2025/26 Achievements in Destination Marketing



## 2025/26

We held a variety of events for members and the public to attend including Summer Picnics, and we continued our Paddington Nights event series, featuring a country duo at Fountains Abbey, a Magician at Market Halls and a Jazz band at the Hilton London Paddington.

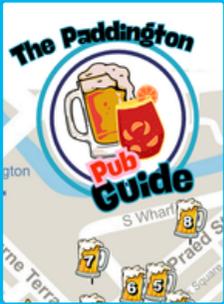


✓ We organised a selection of Wellness Events including Yoga in the Square, NHS Wellbeing Talks and hosted a variety of events as part of World Wellness Week.

✓ 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 continued our event series for the office sector with Easter and Christmas Floristry workshops, a Cocktail making class and Sip & Paint Workshop.

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



We ran a variety of community initiatives including Litter picks, a Global Volunteer Day for ISN, a Christmas Food Drive in support of City Harvest and a Christmas hamper collection in support of Single Homeless Project (SHP).



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

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 the Guides section including a Pub Guide on our Explore Paddington website to provide residents and tourists with a guide of what's happening in the Paddington area. We also created an Explore Paddington QR code poster for all businesses to display and increase traffic to the website.

We created a monthly newsletter to keep members informed and engaged with the latest news from the Paddington area including consultations from Westminster City Council (WCC).

We continued to run monthly competitions to encourage our office sector to explore and visit the wonderful business offering we have within our area.

We launched a 12 Days of Christmas Giveaway via our Instagram to expand our digital presence.





- 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 the 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 meetings to share ideas and insights on the future of Praed Street.



2026/2027

**LOOKING FORWARD**



# 2026/27 Security Plans



Continue funding the dedicated four-person Community Safety Team, patrolling BID streets five days a week from 9am to 11pm to ensure a safe and secure environment for businesses, employees, and visitors.



Actively support initiatives linked to the Mayor of London's Women's Night Safety Charter (WNSC), delivering activity aimed at improving safety and confidence for women, particularly during night-time hours.



Work with Westminster City Council and the Metropolitan Police to explore opportunities for enhanced CCTV coverage and the continued use of mobile CCTV in response to emerging crime hotspots.



Expand data-sharing agreements with relevant stakeholders to improve intelligence-led responses to crime, anti-social behaviour and street-community issues.



Deliver updated training, awareness and pop-up sessions within businesses to educate staff on key security issues including Martyn's Law, counterterrorism and personal safety, alongside the provision of free crime prevention literature and practical safety items to support day-to-day risk reduction.



Renew the Community Safety Team contract to ensure best value for levy payers while maintaining high standards of coverage, professionalism and service delivery.



Continue close multi-agency working with the Metropolitan Police, Westminster City Council and partner agencies to deliver coordinated, high-visibility operations, while ensuring appropriate support and duty-of-care responses are provided for vulnerable individuals and rough sleepers within the BID area.



Continue to support the hospitality sector through Pub Watch, providing briefings, training and crime-prevention resources to help create a safer night-time economy.



Provide targeted crime prevention and target hardening advice to businesses and individuals identified as repeat victims of crime, helping to reduce reoffending and improve resilience.



Invest in enhanced specialist training for the Community Safety Team, including responding to acid attacks and advanced Counter Terrorism operational training, ensuring officers remain well-equipped to manage emerging risks.

Strengthen the Paddington Private Security Alliance by increasing membership, improving intelligence sharing and enhancing collaborative working across the security sector.

We're pleased to announce a new partnership with The Welcome People, strengthening our on-street presence and support for local businesses. This enhanced approach will improve safety, boost engagement, and help drive forward growth across the BID area — delivering a more welcoming environment for everyone.



- **Continue Investment in Seasonal Greening:** Continue to invest in seasonal greening across the BID area and further increase the extent of existing greening installations to enhance streetscapes and public spaces.
- **Explore Vertical Greening Opportunities:** Assess the feasibility of living walls or green screens on blank frontages, hoardings and construction sites, working in partnership with landlords and developers.
- **Implement Targeted Environmental Enforcement:** Continue joint patrols with Westminster City Council and introduce data-led hotspot mapping to prioritise repeat problem locations and environmental issues.
- **Business-Led Volunteering & Community Action:** Deliver more business-led volunteering days, including litter picks and garden maintenance, aligned with corporate social responsibility objectives and national awareness days such as the *Great British Spring Clean* and *World Environment Day*.
- **Temporary Greening Interventions:** Trial temporary greening measures, including planters and greening barriers, in streets affected by development activity or high footfall disruption.
- **Secure Future Greening Funding:** Seek supplementary funding sources, such as a Westminster Greening or Climate Fund grant in 2026, to extend the reach of BID funding and deliver new greening projects that support the BID's biodiversity priorities.
- **Festive Greening Enhancements:** Explore festive greening alternatives alongside Christmas trees, including winter planters and illuminated greenery, to enhance seasonal placemaking.
- **Enhance Deep Cleaning Programme:** Deliver scheduled deep cleans in known hotspot locations, including hot washing of pavements, gum removal and graffiti removal.
- **Sustainability Best Practice Delivery:** Implement best practice learned through the Westminster Sustainable City Charter, training and support businesses with practical sustainability measures.



**Review and renew the recycling contract to ensure best value for levy payers while maintaining high standards of service, coverage, and reliability.**



**Continue to support businesses across the BID area with the implementation of Simpler Recycling legislation, providing practical guidance on food waste segregation and compliance.**



**Grow membership of the BID's recycling scheme, encouraging greater participation across all sectors while delivering cost-effective and sustainable waste solutions.**



**Deliver regular training sessions, workshops and educational pop-up activities for businesses and staff, highlighting what everyday items can and cannot be recycled and promoting best practice recycling behaviours, including activity aligned with London Climate Action Week.**



**Build on existing data collection to provide clear reporting on recycling performance, demonstrating environmental impact, landfill diversion and cost savings.**



**Continue active participation in the Westminster Sustainable City Charter, showcasing Paddington as a best-practice BID and supporting businesses to take practical steps towards improved sustainability.**

## 2026/27 Business Engagement Plans



- Act as the first point of contact between levy payers and the BID management team, addressing issues promptly and encouraging meaningful engagement with BID activity.
- Continue strengthening relationships with existing businesses while proactively welcoming new members through structured welcome packs and clear information on BID services, renewal proposals, and benefits.
- Identify and promote cost-saving opportunities and service efficiencies, ensuring levy payers fully utilise available services such as recycling allocations, community safety initiatives, and business connections.
- Continue to monitor levy income and proactively notify businesses of outstanding payments, reinforcing transparency and confidence in BID governance.
- Maintain accurate and up-to-date CRM records to ensure contact details, engagement history, and communication preferences are tailored to individual business needs.
- Refine hereditament sector splits in preparation for the renewal consultation, while confirming key decision-makers and establishing clear and effective communication channels.
- Support engagement-led initiatives aligned with the Marketing team, ensuring BID activity, placemaking, and renewal messaging are communicated clearly and consistently.
- Deliver a structured engagement campaign for voters located outside the BID area, focusing on nationwide levy payers, identifying key decision-makers, promoting BID value, and understanding voting intentions ahead of renewal.

## 2026/27 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.



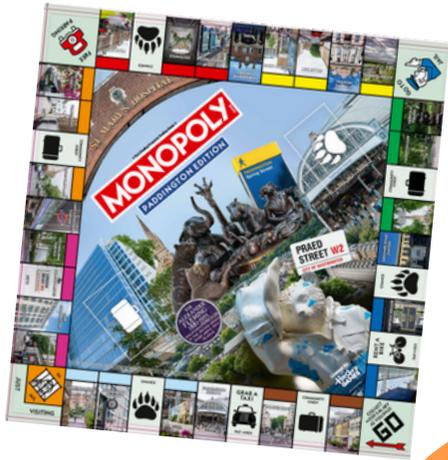
With our colleagues across the Westminster and UK BIDs network we will continue to lobby at a national, regional and local level, putting businesses centre stage.



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

## 2026/27 Destination Marketing Plans

# EXPLORE PADDINGTON



Develop exciting seasonal events and promotional activities to enliven the area. We will also continue to enhance the local streetscape with public art including the introduction of the Bubbly Statue Series to Paddington Square as well as lighting opportunities for the public realm.

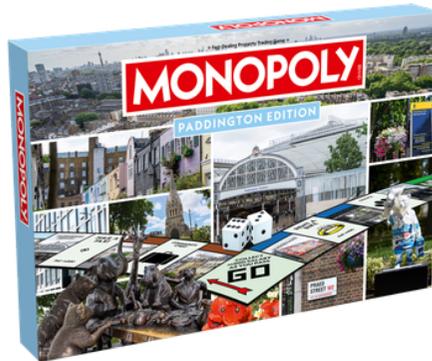
Distribute our popular Paddington wayfinding maps to hotels and offices for the benefit of guests and staff.

Launch our Paddington Monopoly Board as a unique Marketing tool for the wider Paddington area. This will include holding a Family Fun Day in Summer 2026.

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.



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, transport issues and WCC Consultations.



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

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

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



## Anticipated Income & Proposed Expenditure 2025/2026. Forecasted Income & Expenditure 2026/2027

	* Income and Expenditure 2025-2026 (Projected at 31 December 2025) £	Income and Expenditure 2026-2027 £
<b>INCOME</b>		
BID Levy Income **	887,500	895,500
Voluntary & Other Contributions	33,000	15,500
<b>Total Income</b>	<b>920,500</b>	<b>911,000</b>
<b>EXPENDITURE</b>		
Greening and Cleaning	131,000	111,000
Commercial Recycling	175,500	199,000
Safety First	236,000	262,500
Destination Marketing and Promotion	84,500	129,000
Representing Paddington & BID Running Costs	179,000	191,500
<b>Total Expenditure</b>	<b>806,000</b>	<b>893,000</b>
<b>SURPLUS</b>	114,500	18,000
Brought Forward	372,000	486,500
Carried Forward	486,500	504,500

\* Actual at 31<sup>st</sup> December 2025, forecast to 31 March 2026

\*\* The amount collected as of 12th Jan 2026 was £867,887 from total levy of £887,514