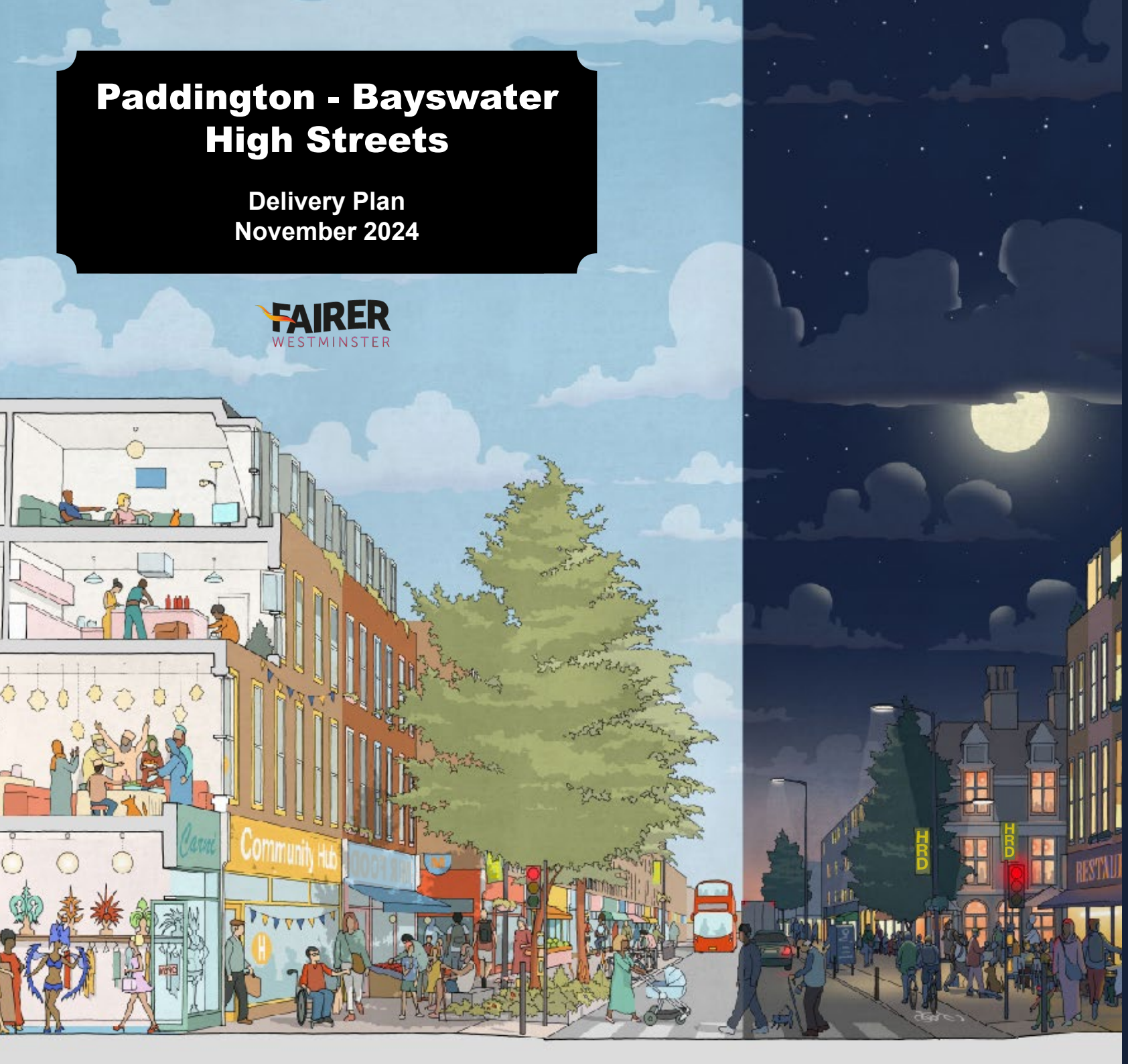
# Paddington - Bayswater High Streets

## Delivery Plan
## November 2024

FAIRER WESTMINSTER




**Westminster City Council** has developed the **Paddington-Bayswater High Streets programme** to support high street improvements for the benefit of local residents, businesses and visitors. This programme is part of the council's wider ***High Street Framework***.

The council will do this by co-ordinating a vision for growth and local partnerships, setting out an investment programme that will support innovation, incentivise partners, unlock barriers to improvement and enhance the diversity of offer.

Contact our team at:
HighStreets@westminster.gov.uk

Website
https://paddington-bayswaterhighstreets.commonplace.is/

Westminster
High Streets
Programme

City of Westminster

# Paddington - Bayswater High Streets
# Delivery Plan
# Priority Projects

The Council has allocated £10M capital funding for investment on high streets across the Paddington - Bayswater area.

In 2023, we spoke to over 2,000 residents, businesses and visitors at pop-up hubs, on street and online to identify local priorities. This delivery plan responds to the feedback received and sets out our commitment to high street investment in the area. The plan considers:

- Context analysis: including balancing site constraints and areas of need
- Outcomes of the engagement process
- Alignment with our Fairer Westminster Strategy - economy, environment & communities
- Initial feasibility studies: including information on costs, impact and timescales

These key priority projects allocate £3M of the overall capital fund, along with some additional revenue funding.



## Place Strategies

- **Praed Street & London Street**
- **Queensway & Westbourne Grove**

We are developing two **high street strategies** to set out a coordinated vision and approach for supporting future growth and investment, design guidance and identifying project opportunities. This will be completed by **summer 2025.**

*Image: Super-Western, Turner.Works*

**Timeline**

Vision — Design — Delivery

Summer 2025

*Note: Place Strategies end at the visioning stage. This work will inform opportunities for design and delivery of future projects.*



## Public Realm Improvements

- **Praed Street & London Street**
- **Fiveways Junction & Westbourne Grove**

We are committed to funding **design proposals** for pedestrian and cycling improvements on these high streets. Proposals will explore the potential for improved crossings, pavement widening, cycle infrastructure, greening, wayfinding, seating, and loading infrastructure.

*Image: Marylebone HS, Marylebone Village*

Vision — **Design** — Delivery

Summer 2025

*Note: funding for delivery has not yet been allocated and will be sought once a preferred design is agreed.*

## WCC High Street Framework Objectives

**Inclusive, Safe & Sustainable Spaces**

**Connected Community**

**Vibrant & Resilient Economy**

# Paddington - Bayswater High Streets
# Delivery Plan Priority Projects



## Animation Programme

We are commissioning a series of public art works across the area's high streets. The commissions will look to celebrate the area's history and communities, increase access to arts and culture, and enliven the streetscape through lighting, seating, play and wayfinding. The programme intends to deliver initial commissions by **early 2026.**

*Image: St Kilda Melbourne, Alert Electrical*

**Timeline**

Vision — Design — Delivery

↑ Initial comission - early 2026

*Note: Artists will be selected at the visioning stage. Each commission will have its own timeline depending on scale and complexity. Design and delivery for the programme will cover 1-3 year period.*




## Shopfront Improvement Scheme

We are committed to funding the **delivery** of high street shopfront improvements to support the local economy and improve its streetscape. The first phase will prioritise improvements to Edgware Road, with additional consideration for businesses in the wider area. The scheme will seek initial delivery by **early 2026.**

*Image: Sidcup, Untitled Practice*

Vision — Design — Delivery

↑ early 2026

*Note: We have already completed the open call for Phase 1 and are in the process of shortlisting businesses.*




## Visual Merchandising Scheme

We will support businesses to improve their branding and customer experience. The scheme will help businesses refresh their:

- window and interior display
- shop floor layout and presentation of products and goods
- lighting and signage

*Image: Thiis Magazine*

Vision — Design — Delivery

↑ Mid 2025

*Note: This project only funds design guidance and providing businesses with a visual merchandising plan. Businesses will be responsible for the delivery of the recommended improvements.*



## Business Resilience Programme

We are offering **free expert assistance** to increase the resilience of local businesses to serious risks that could otherwise seriously disrupt their activities. Being ready for unexpected events like power outages, extreme weather, or cyber threats can make a big difference in how your business survives and thrives. Apply via the project webpage.

*Image: Every One Every Day*

Vision — Design — Delivery

↑ Mid 2025

## WCC High Street Framework Objectives

**Inclusive, Safe & Sustainable Spaces**

**Connected Community**

**Vibrant & Resilient Economy**

## Paddington - Bayswater High Streets
## Delivery Plan

# How will we do it

Each project goes through a visioning and design stage before delivery can take place (right). These stages include multiple steps (below) and can take time.

The priority projects for Paddington-Bayswater High Streets each have their own specific requirements which affect timelines. The following pages outline the priority projects alongside indicative dates, which will be refined as the project progresses.

We are committed to keeping you updated and involved throughout the process.

You can sign up to receive updates here: **https://paddington-bayswaterhighstreets.commonplace.is/**

### Project Stages



#### Vision & Strategy

A shared **vision** and **strategy** is created for an area, which informs the **brief** for improvements that should be included within a design proposal.

Local residents, businesses and stakeholders are involved to ensure the brief takes into account the wider context, challenges and opportunities of the neighbourhood.

*RIBA Stage 0: Strategic Definition*
*RIBA Stage 1: Preparation & Brief*

#### Design

The team identifies a series of **design options** which are developed in partnership with **local community feedback**, and tested through a variety of **surveys** and **feasibility assessments.**

The final design proposal will be developed to a technical level and seek planning and budget approvals.

*RIBA Stage 2: Concept Design*
*RIBA Stage 3: Developed Design*
*RIBA Stage 4: Technical Design*

#### Delivery

Once a final design and funding is approved, **construction** and **implementation** is mobillised on site.

*RIBA Stage 5: Construction*
*RIBA Stage 6: Handover & Close Out*

#### Monitor

The team will continue to **monitor** and **review** the project as it is used. This will help identify any necessary adjustments and inform future projects.

*RIBA Stage 7: Use*