



30 April 2013

Dear Councillor Davis,

HYDE PARK AND PADDINGTON NEIGHBOURHOOD AREA Application

In our letter of 19 March, we indicated that we were in active discussion to enable an application to be made to you for designation of a Neighbourhood Area for Hyde Park and Paddington. We were grateful that you were able to give us some time to consult partners and formulate a proposal.

We have now been able to take the necessary advice from your officers, and have listened carefully to the views of neighbouring amenity associations, significant local businesses and Ward Councillors.

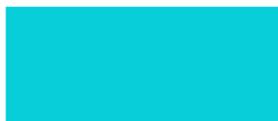
In this application for Area designation, we have not looked solely at the boundaries of the existing amenity associations, but have given considerable thought to the longer term benefits to the social and economic well-being of a wider community. Indeed it is these key ambitions that have brought the Hyde Park Estate Association, the Paddington Business Improvement District (BID) and Paddington Waterside Partnership together to submit this application to you.

We appreciate that, in doing so, there will be an active need to maintain effective and appropriate joint relationships with PWMVS, SEBRA and the Marylebone Association as we progress to create a full Neighbourhood Forum. We propose to achieve this by the establishment of an Advisory Board to complement the Forum, which will give proper representation to those amenity societies, and enable issues affecting them to be discussed and agreed.

The Hyde Park Estate Association - HPEA - has been the recognised amenity society representing residents and business interests in the area south of Praed Street since the 1950's and also forms part of the Paddington BID.

With this letter, therefore, we have appended the more detailed case for consideration and an area map defining the boundary that we would wish to designate as the Hyde Park and Paddington Neighbourhood Area.

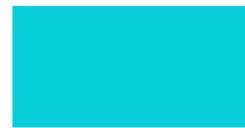
Yours sincerely,



Kay Buxton
Chief Executive
Paddington Waterside Partnership



Nick Johnson OBE
Chairman
Hyde Park Estate Association



Paul Charalambous
Chairman
Paddington BID

Councillor Robert Davis DL
Deputy Leader and Cabinet Member for the Built Environment

Councillors Heather Acton, Antonia Cox and JP Floru
Hyde Park Ward

Chairmen - Marylebone Association, PWMVS and SEBRA

Tom Kimber
Principal Planning Officer

HYDE PARK AND PADDINGTON NEIGHBOURHOOD AREA

The Case for Area Designation

1. The Area - Map of the Proposed Area - Appendix 1

- 1.1. The proposed Neighbourhood Area of Hyde Park and Paddington is bounded by the Westway to the north, Edgware Road to the east, Bayswater Road and Hyde Park to the south; but this application does not propose changing any pre-existing Amenity Society boundaries.
- 1.2. The Westway itself creates a physical barrier between the Paddington Opportunity Area, Paddington BID and the north. South of Sussex Gardens residents of the Hyde Park Estate and Connaught Village are bounded by the Praed Street district centre to the north and Edgware Road to the east.
- 1.3. The area is characterised by a mix of residential and commercial, with two important town centres in planning policy terms, Praed Street and Edgware Road, plus the unique character of Connaught Village.
- 1.4. Global HQs and small businesses operate side by side in what is a major international transport hub at Paddington, connected to the West End by the Edgware Road corridor. Major change and development has been taking place for 15 years, with efforts to create a new sense of place bearing fruit evidenced through the popularity of this proposed Neighbourhood Area as a place to live.
- 1.5. This is a genuinely mixed location where commercial activity and residential amenity face the same challenges and share the same goals of creating a better place in which to live and work – a destination of choice.
- 1.6. Residents at Paddington Waterside have a natural relationship with the West End. Companies have chosen Paddington because of its international and national transport connections and proximity to the West End. This will be re-affirmed with the arrival of Crossrail services in late 2018 as more people chose the Paddington and Hyde Park area.
- 1.7. The Paddington BID area, Praed Street and Edgware Road continue to require substantial investment to improve infrastructure and the customer offer. These areas serve both nearby residential communities and international visitors in terms of transport, retail and leisure. It is essential that the composition of the developments at Paddington Waterside are built into the overall retail and cultural strategy for Praed Street and Edgware Road and that residents and businesses work side by side to promote these two town centres, linking them with the new quarter at Paddington Waterside.
- 1.8. Edgware Road as a major artery into London and corridor to the West End is critical to the success of Paddington Waterside and Paddington BID and the continued character of the Hyde Park Estate. Issues such as transport, both surface and underground, anti-social behaviour and congestion present challenges to the entire proposed Neighbourhood Area and require a resident and business partnership to address them working together with the City Council.

- 1.9. The investment opportunity created by establishing a Neighbourhood Forum for Hyde Park and Paddington will unlock resources to tackle some of Edgware Road and Praed Street's problems that residents of Hyde Park and the Paddington Opportunity Area suffer alike.
- 1.10. The proposed Neighbourhood Area is centred in a commitment to combine forces, with landowners, developers, businesses and residents shaping the vision for the future regeneration of this historic quarter of London and ensuring the area maintains its status as a prime location in the heart of Westminster.

2. Community and Economic Well-Being

- 2.1. The HPEA Amenity Society geographical area and the Paddington Opportunity Area are already linked in many fundamental ways. HPEA residents go north into the Paddington Opportunity Area, as it is a vital transport hub for the tube, the mainline station and Heathrow. They also go north into the Paddington basin for services such as the Post Office and, if necessary, St Mary's Hospital. Residents of the Paddington Opportunity Area come south daily in large numbers to work in the West End and beyond. They come to shop and dine in the Edgware Road area and in Connaught Village. Many pass through on their way to Hyde Park.
- 2.2. This "north to south and west" corridor is a key transport artery for the daily influx of business commuters from Paddington mainline and tube stations and, shortly, Crossrail. In addition, we see movement through the HPEA geography for international and UK business and leisure travelers arriving from the Heathrow Express, a major international gateway for London. For most, their destination is the West End, but we cannot ignore the large numbers of leisure visitors who walk through to Hyde Park and those who attend the large events staged in the Park, predominantly over the summer.
- 2.3. These existing movements of people are binding our proposed area of designation together now but in an unplanned way. There is no coherent focus for the future and this change is, therefore taking place in an unplanned way. This change will only be exacerbated by the impacts of Crossrail and the further developments underway in the Station itself and at St Mary's Hospital. The Mayor of London's vision for a proposed "Crossrail for Cyclists" will add a further dimension.
- 2.4. We will work pro-actively in the community to create a new sense of "place" linking the established residential community of the HPEA with the new and burgeoning residential community of the Paddington Opportunity Area to get the best out of the locality.
- 2.5. The HPEA is a long standing multi-cultural residential and business community. The HPEA can bring the benefit of this experience to a growing Middle Eastern community in the Paddington Opportunity Area. Such understanding is invaluable in supporting local residents with issues such as illegal "short letting".
- 2.6. The existing strong relationships of the HPEA in the areas of Community Safety and Policing will also be important in tackling such issues in the new residential Paddington Opportunity Area, as many of these vice issues focus on the shared areas around Praed Street, Star Street and Sussex Gardens.

- 2.7. Long-standing close relationships between the HPEA and the Church Commissioners, together with the Royal Parks, can further serve to benefit the new residents in the Paddington Opportunity Area, as we can build together a cultural and environmental strategy which balances socio-economic and ethnic diversities. In contrast, the Paddington Opportunity Area, with new development space brings with it the possibility for new cultural venues and meeting places, unavailable within the highly settled area of the HPEA.
- 2.8. Such relationships also extend to the NHS Community and Teaching Trusts.
- 2.9. We envisage a “new place” a vibrant, well-balanced community of established and new residents. There would be a healthy age and socio-economic balance between the predominately older HPEA residents and the young families, young couples and investors in the Paddington Opportunity Area. This new community would also bring together businesses and services in the area. The representation of leading UK retail brands is strong: Marks & Spencer, Tesco, Waitrose, Sainsbury, Natwest, Lloyds, Barclays, HSBC and the Royal Mail. Our intent in creating this Area of Designation and a Neighbourhood Forum is to change this for the betterment of all.

3. Capacity to Develop a Neighbourhood Forum and Plan

- 3.1. We believe that, as the working combination of the HPEA and Paddington BID, we have the support and the capability of becoming a Forum which is representative of those who live and work in the proposed area. We understand that we will need to form a new body with its own independent constitution, which complies with the requirements of the Localism Act. We have over 21 people able and prepared to support the application - residents, people who operate businesses in the area and people who work in the area.
- 3.2. We already work together with many of the local bodies who would have to be consulted. Paddington BID, the HPEA and the PWP liaise with each other, and with the Church Commissioners and the Royal Parks. There are close relationships with adjoining Amenity Societies (SEBRA and PWMVS) on licensing and planning matters, and with the local police.
- 3.3. The HPEA is a long-established Amenity Society, with experienced and professional resources and skills. Paddington BID and the PWP provide professional support, access to office facilities, and wider contacts with the business community in the area.
- 3.4. We recognise that there will be a need to work with a number of organisations who are new to us, or with whom we have had limited contact thus far; for example, the Portman Estate and Marylebone Association; Transport for London; St Mary’s Hospital and other large local employers such as Marks & Spencer; the Edgware Road Partnership.
- 3.5. In addition to the normal constitution which will involve and be open to all those who (as individuals) live and work in the area, we would like to add an Advisory

Board which gives a voice to the wider community and the various interested organisations. We believe that this would complement the Forum itself, and allow us to take proactive input from the neighbouring Amenity Societies, business associations, estates and other interested bodies.

HYDE PARK AND PADDINGTON – PROPOSED NEIGHBOURHOOD AREA

