

Paddington - Bayswater Shopfront Improvement Scheme

Calling all business owners in Paddington - Bayswater!

Westminster City Council is offering business owners the opportunity to rejuvenate their signage and shopfronts. The Council is providing free architectural and construction services for improvements up to £20,000 per unit.

Improvement works and services offered include:
repairs, repainting existing shopfronts and new signage.

Beginning this November, the **Shopfront Improvement Scheme** provides business owners with free services and physical works to enhance their external shopfronts. The goal is to attract more customers, improve the customer experience, and create a more welcoming and vibrant high street environment.

This is part of a wider **Paddington - Bayswater High Street investment programme** by the Council to improve the experience of the high street and stimulate economic growth and attract people and businesses to the area. A complementary **visual merchandising scheme** is also available. Please find further information via the web address below.

Apply Here



How can I apply?

If you are a business in Paddington - Bayswater and interested in taking part, please complete the application form online via QR code by the **29th of September 2024**.

<https://www.westminster.gov.uk/businesses/business-support-and-guidance>

Who is eligible to apply?

Eligibility requirements

- ✓ Be trading in the Paddington - Bayswater area with a high street facing frontage within the 'priority' or 'secondary' eligibility area (see map)
- ✓ Requirement to liaise and enter a contractual legal agreement with the Council
- ✓ Have fewer than 50 employees and a turnover of less than €50 (£43.5m) million or a balance sheet total of less than €43 million (£37.4m)
- ✓ Not be in financial difficulty

Who is not eligible?

- X International or national chain stores
- X Betting shops, pawn brokers and vape shops
- X Any applicant, property owner, business or its activities that would bring the Council into disrepute or negatively impact on the Council's reputation in any way
- X Businesses or property owners who have outstanding debts payable to the Council



■ **Priority Businesses** - Edgware Road (South of the flyover) and Praed Street

■ **Secondary Businesses** - subject to availability, other high streets within the wider Paddington & Bayswater (Craven Rd, Queensway and Westbourne Grove)



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What works are we offering?

Included works

Shopfronts:

- ✓ Re-painting of existing shopfront
- ✓ New signage
- ✓ New heritage shopfront
- ✓ Façade repairs (e.g. brickwork, rendering and repointing)
- ✓ Repair and restoration of traditional shopfront features
- ✓ Heritage awnings
- ✓ Accessibility improvements
- ✓ Security improvements

Non-included works

Works which do NOT comply with Westminster City Council Planning design guidance document 'Shopfronts, Blinds and Signs - A Guide to their Design'.

Example eligible shopfront improvements:



BEFORE



AFTER: painted facade and new hand painted signage



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Process

Applications

30th August - 29th September 2024

Submit your completed application forms online by **midnight 29th September 2024.**



Design

10 months (Nov 2024 - Aug 2025)

Once the agreement has been signed, the Council appointed architect will work with the business to produce two design options, a schedule of works and indicative costs per shop.



Approvals

3 months

The architect will apply for the required statutory consents on behalf of the applicant (planning application / listed building consent / advertisement consent / building control).



Construction

4 months

The Council will appoint and be responsible for overseeing the construction works and agreed costs.

Selection Process

There is a limited amount of funding available, therefore applications will be evaluated on:

- Eligibility (Yes/No assessment) **Compliance with all eligibility requirements**
- Impact (50% weighting) **Properties located in prominent locations i.e. corner units, adjacent and clustered applications, shops within the 'priority area' (see eligibility map). Shop owners who intend to implement the full list of eligible works**
- Existing shopfront condition (30% weighting) **Properties in a poor condition**
- Longevity (20% weighting) **Shop owners commitment to ongoing maintenance, including remaining lease length**

If successful, you will be asked to enter into a **legal agreement** with the council setting out the terms and conditions of the programme.

If you have any questions about the programme, please email: **businessunit@westminster.gov.uk**
telephone: **0207 641 2070**
Mon - Fri 9am - 5pm



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