

## FACT SHEET

### WHAT IS A BID?

A Business Improvement District (BID) is an independent company which raises money locally to spend locally, to help your business thrive. The company is run by the local business community.

Businesses will elect a representative Board of Directors who will be directly accountable to BID levy payers for:

- Effective delivery of the projects and services as set out in the BID Business Plan.
- Upholding and promoting the BID's vision and objectives.

### HOW WILL THE BID BE FINANCED?

West Ealing BID will be financed through an annual payment of 1.07% of the rateable value of each business. Additional funding sources will be sought through voluntary contributions and local grants for West Ealing.

**The following chart demonstrates the approximate BID levy businesses will pay:**

Rateable value	Annual/daily BID levy payment	Equivalent
£10,000	£107/29p	Half a doughnut
£25,000	£268/73p	A stamp
£50,000	£535/£1.47	Single Oyster card bus journey
£100,000	£1,070/£2.93	A cup of coffee

### HOW LONG WILL THE BID LAST FOR?

The BID will run for 5 years. After this period (31/03/19), BIDs hold a re-ballot to see if businesses want to continue being part of a BID and paying a levy. Ealing Broadway BID is currently in its second term after businesses voted to continue having a BID in their town centre.

### HOW MUCH MONEY WILL WEST EALING BID GENERATE?

Just over £1 million will be generated over 5 years through the levy income and additional income sources.

### WHAT WILL A BID DELIVER FOR WEST EALING?

The BID will be strategic, acting as a powerful lobbying and influencing body to guide the town centre's development.

The BID will deliver projects and services that are detailed in the business plan.

These include:

- Car parking initiatives;
- Town rangers and Stornet radio;
- Promotional and marketing initiatives;
- Promotion of town centre events;
- Crime prevention initiatives, e.g. Pubwatch;
- Networking events and breakfast briefings;
- Joint procurement schemes e.g. cheaper recycling/rubbish collection, pest control and staff courses;
- Act as a voice to represent businesses on common issues such as business rates, parking and licensing.

## WHO DECIDES ABOUT SETTING UP A BID?

You decide whether a BID should be set up by voting in a Ballot. This is conducted through a confidential postal vote from **13 February – 13 March 2014**.

For the BID to proceed, the vote must meet two conditions:

1. Over 50% of businesses that vote must vote in favour of the BID;  
and
2. Of the businesses that vote yes, they must represent a greater total rateable value than those that vote no.

## WHO IS ELIGIBLE TO VOTE?

All businesses within a defined area with a rateable value of £10,000 or more are eligible to vote in the ballot. There are over 340 eligible voters in the West Ealing BID area. Charities operating from non-retail premises will be exempt from paying the levy.

## AREN'T BIDS JUST A WAY OF LOCAL AUTHORITIES SAVING MONEY, NOW MORE THAN EVER?

No. Baseline service statements must be set out by Ealing Council and the Metropolitan Police who provide statutory services. Legally, a BID can only deliver over and above existing services and part of the BID's role will be to make sure local public agencies are delivering against these statements. Ealing Council is also a levy payer in West Ealing.

## ISNT THIS WHAT I PAY MY BUSINESS RATES FOR?

No. Business rates are collected by Ealing Council and then re-distributed at a national level; businesses have very little say about where this is spent.

The income raised by a BID is spent on the projects and services that the businesses have voted on. Support West Ealing BID. Vote Yes.

## CASE STUDY: EALING BROADWAY RESTAURANT

Total levy (per year) £203.00

### Total financial benefit of being part of Ealing Broadway BID

Loyalty card scheme	£348.00
Pest control	£501.12
Recycling	£532.50
Staff courses	£100.00
Olympic window art	£500.00
Free place at food event	£50.00
Total amount saved	£2,234.62

**Total savings minus  
BID levy** £2,031.64

## HOW DO I FIND OUT MORE ABOUT THE BID?

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