



West Ealing Business Improvement District (BID)

Feasibility Study June 2013 Summary Document



West Ealing
Traders Association



ealingbroadwaybid
Creating a Better Ealing



Ealing

www.ealing.gov.uk

West Ealing BID Summary Document

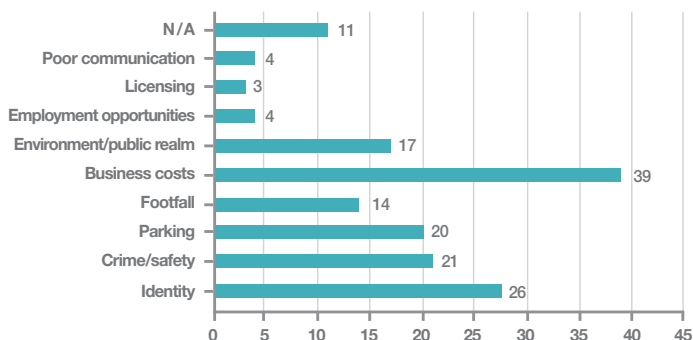
Executive Summary

The project team engaged with 289 businesses in West Ealing and conducted 53 in-depth interviews to explore current trading conditions, key issues and the BID concept in more detail. This report has been produced to test the feasibility for establishing a Business Improvement District (BID) in West Ealing.

The report has found that there is an overwhelming desire from businesses to make improvements in West Ealing and to establish a BID as a vehicle for undertaking these improvements.

The BID ballot will take place in February 2014 and if successful, will be implemented in April 2014.

Business issues



In total, 148 different issues were raised as barriers to business performance in West Ealing.

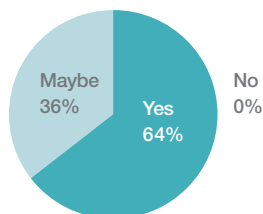
Four main sectors of issues

These issues can be categorised into four main sectors

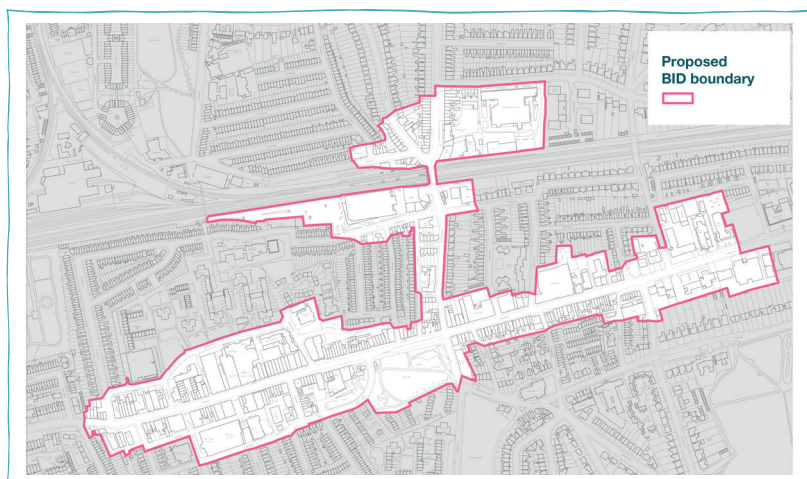
Cost of business			Identity
	<ul style="list-style-type: none"> business rates bills utility costs council relationship licensing competition 	<ul style="list-style-type: none"> range, quality and diversity of shops brand / anchor stores promotion and marketing destination networking town management 	
	<ul style="list-style-type: none"> unattractive parking cleanliness footfall cluttered high street 	<ul style="list-style-type: none"> theft safety perception of crime 	
Trading environment			Crime

Would you support a BID?

Of the 53 businesses interviewed, two-thirds supported the BID concept.



Proposed BID boundary



Proposed BID projects

Cost of Business

- Joint procurement of recycling, energy services, insurance, business rate re-evaluation
- Ealing Council licensing and trading standards partnership

Identity

- Marketing campaign
- Website
- Loyalty card scheme
- Town centre events and activities
- Networking events

Trading environment

- Lobbying Council for parking and public realm improvements

- Advocate business needs to local stakeholders
- Work with landlords to promote better quality and diversity of shops
- Pop-up shop activities / drive vacancy rates down
- Street improvement campaigns
- Accessible Ealing/ sustainable transport

Crime

- PubWatch
- Strategic Crime Partnership
- Emergency response co-ordination
- Storennet radio
- Joint security team for larger stores
- Designing out ASB hotspots through joint partnership working

Project Plan

West Ealing BID Project Plan	July 2013 - March 2014									
	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
BID preparation										
BID technical set-up and governance										
BID campaign										
BID ballot										
BID result										

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