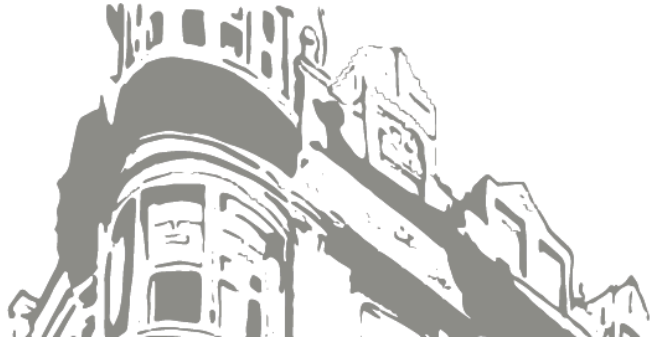
IN WEST EALING

Review of our first year 2014-2015

westealingbid
Creating a Better Ealing

West Ealing
Business
Improvement
District

Business Plan
2014-2019



Background

BID Ballot March 2014

50% Turnout, 87% Number, 91% RV

Task Group, led by business for business

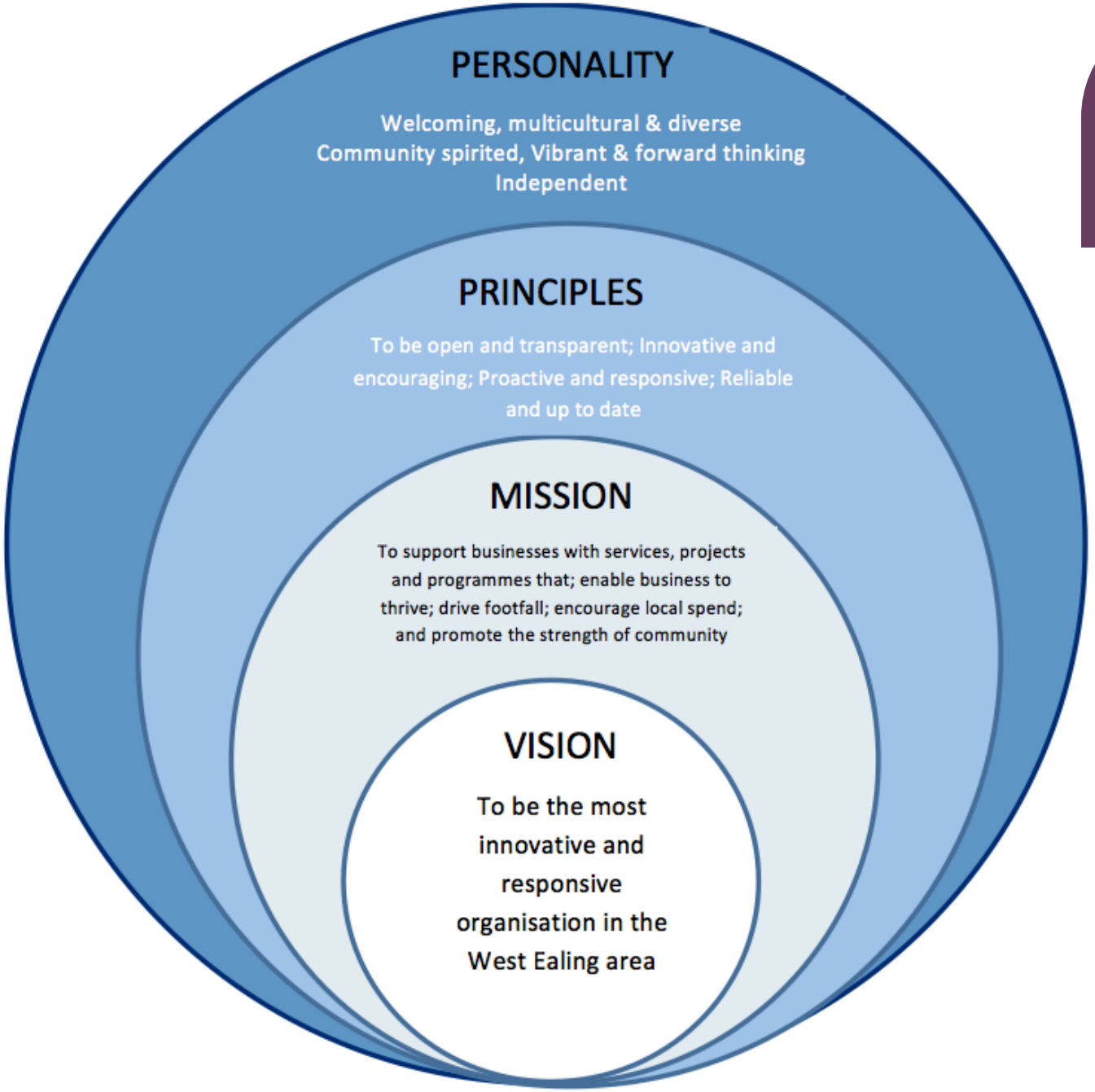
1 April 2014 – 31 March 2019

331 businesses, office, retail, leisure

£164,000 p/a

39 streets across West Ealing

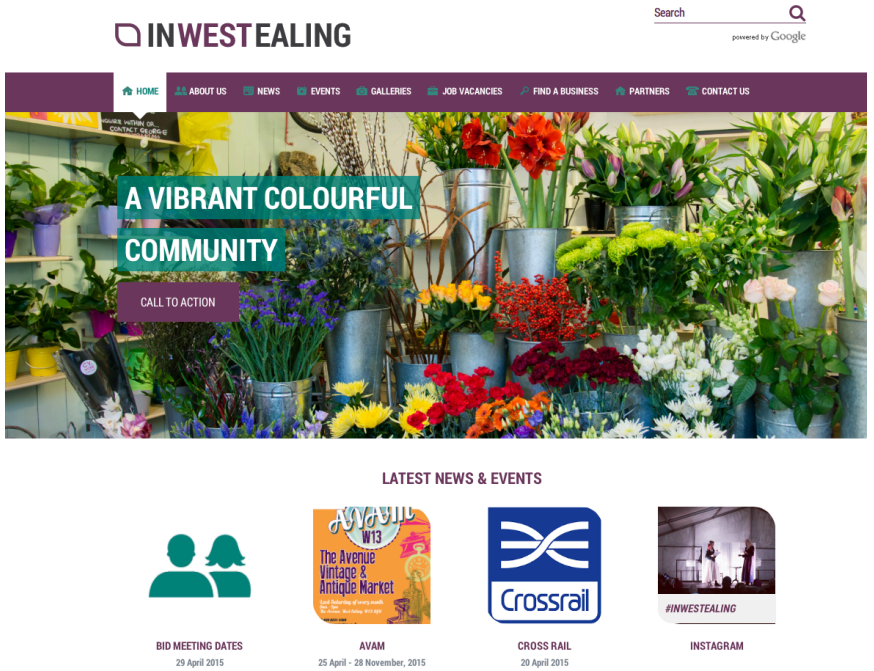
New town management team


PERSONALITY
Welcoming, multicultural & diverse
Community spirited, Vibrant & forward thinking
Independent
PRINCIPLES
To be open and transparent; Innovative and encouraging; Proactive and responsive; Reliable and up to date
MISSION
To support businesses with services, projects and programmes that; enable business to thrive; drive footfall; encourage local spend; and promote the strength of community
VISION
To be the most innovative and responsive organisation in the West Ealing area

Delivery & key wins

Marketing & Promotion

www.inwestealing.co.uk
#inwestealing
@inwestealing
£10k investment Soundbite
Avenue Vintage &
Antique Market
Editorial and advertising



BEFORE: The Avenue

AFTER: The Avenue

Sp
antique market on The Avenue in West Ealing. Open 9-5 today @WestEalingBID

Top tip: Ealing's famous 'recycling' Christmas tree will e in Southall Square this year from December, with a Southall twist

West Ealing

he West Ealing Christmas Fair will be king place on Saturday, 6 December, 2noon-4pm in Dean Gardens. There ll also be the popular carol singing vent around the tree at The Avenue ear the Drayton Court Hotel) on hursday, 4 December, starting at 6pm. Also, check out the new Vintage nd Antiques Market in The Avenue etween 9am-5pm on the last Saturday each month. There will be a special hristmas edition market on Saturday, 3 December, 9am-3pm, with dditional stalls and Christmas treats.

The weekly Ealing Farmers; Market held in Leeland

Dates for the diary

- **The Avenue Christmas Party**
  Thursday 4 December, from 6pm
  The Avenue, West Ealing
- **Greenford Christmas Market**
  Saturday 6 December, 11am-4pm
  Greenford town centre
- **West Ealing Christmas Fair**
  Saturday 6 December, 12noon-4pm. Dean Gardens
- **Southall Christmas Market**
  Sunday 7 December, 12noon-4pm
  Southall Square (next to Lidl), UB1 3HF
- **Acton Christmas Fair**
  Saturday 13 December, 11am-4pm
  Acton town centre
- **Christmas Avenue Vintage Market**
  ember, 9am-3pm
  st Ealing
  mas Market
  ber
  Shopping
  dway
  ation about
  ace in Ealing visit
  uk/events

Anmarie Bowler @annielistening · Oct 27
@InWestEaling Fantastic! Picked up Scottish wool trousers and vintage pocket squares. Lovely stallholders, chatty&full of info. #best2ndever

FAVORITE 1

2:06 PM - 27 Oct 2014 · Details

Hide conversation

News Locker

Antique

Grab vintage and antique items at a west Ealing mark - getwestlondon

11-12-2014 12:17 via Allintitle:antique news - G
News

getwestlondon

5°C Cloudy and sun 5 day forecast »

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Events Home

What's On » Arts & Culture

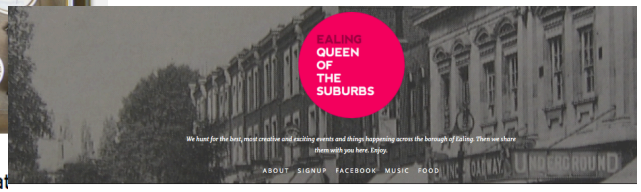
Grab vintage and antique items at a west Ealing market

Dec 11, 2014 11:05 By Danya Bazaraa

A modern girl group will be part of the launch on Saturday

41 Shares | Share | Tweet | +1 | Email

on
e and antique items at
market
on
Vintage and Antique
hed by girl group The
his weekend. Shoppe
songs performed wi
onies in The Avenue,
m on Satu
e market ..



WEST EALING VINTAGE & ANTIQUES MARKET SET TO CONTINUE IN 2015

24th February 2015

Following the huge success of West Ealing's Vintage and Antiques Market, In West Ealing have announced the market will continue in 2015. So this Saturday (28th February) we'll be s and hot- has on offer.

Delivery & key wins

Improving the Environment

Paul Roberts, Town Ranger

197 business visits

Town Centre Habits & Spend survey, 308

100 logs made to LBE on local issues

Back in business

Natasha Patel of West Ealing BID chatting to Arif Khan of Farah hairdressers, one of the BID members

Largely behind the scenes, a small partnership of residents, businesses, voluntary organisations and Ealing Council officers have been working together to turn West Ealing's fortunes around.

In just two-and-half years, the West Ealing Partnership has helped shape an environment that has seen shop vacancy rates drop by more than 25%, a new town centre management company established and more business start-ups moving in. An underused park has also been put development opportunities; and new housing currently on the way; West Ealing is witnessing positive signs of growth at just the right time.

BRINGING PARK LIFE BACK

Dean Gardens has opened up its gates to some exciting events, hosting picnic'; and also the SoundBite festival (www.soundbitefestival.org), which has started to establish itself as a yearly destination for music lovers from across Ealing and beyond.

Work is now taking place to install 'up-lighting' to trees and entrances to make them more attractive, promote the park as an outdoor venue for events throughout the year and encourage local people to make more use of the green space the rest of the time.

MANAGING THE SUCCESS

There is a large number of independent shops in West Ealing, and a traders' group which had already been running for several years, but it was decided to carry out a study to see how they could all work together to improve the trading environment.

A ballot was held in March 2014 – and 87% of the eligible businesses that participated voted in favour of setting up a business improvement district (BID), a company owned and funded by all of these firms.

Funding is now raised from the businesses (a levy is charged based on their size) and is being used to fund a West Ealing BID for five years to look after joint services, safety, marketing, events and other activities.

The BID has worked on an array of projects, ranging from business support, to creating a new website www.inwestealing.co.uk (free for local BID, said: "The number of businesses who voted in favour of forming the West Ealing BID was a huge endorsement and it's been a busy and exciting start to the BID's term. Having launched a new consumer brand for the area, InWestEaling, we set up our vintage and antiques market which has trebled in size already, with more than 30 stalls. Training and development courses, free to businesses and their staff, have proved

Pop-up shops and start-ups

By developing relationships with landlords and business owners, the partnership has helped to bring vacant and underused business premises back into use as pop-up shops for new businesses to test their product.

The Ealing Pop-Up Shop was a very successful four-month trial which gave eight new entrepreneurs the chance to test out their business ideas in a high street shop. One of these businesses has gone on to establish a successful handmade clothing company called Rapallini; a second, Tea Darling, teamed up with a social enterprise to provide a traditional tea and cake making service; and a third business has gone on to set up in West Ealing itself, with the help of a shopfront improvement grant from Ealing Council – Juice Cube sells healthy juices and smoothies and now employs local residents, too.

Masroor 'Nash' Khan of London Joggers with one of the security radios

Delivery & key wins

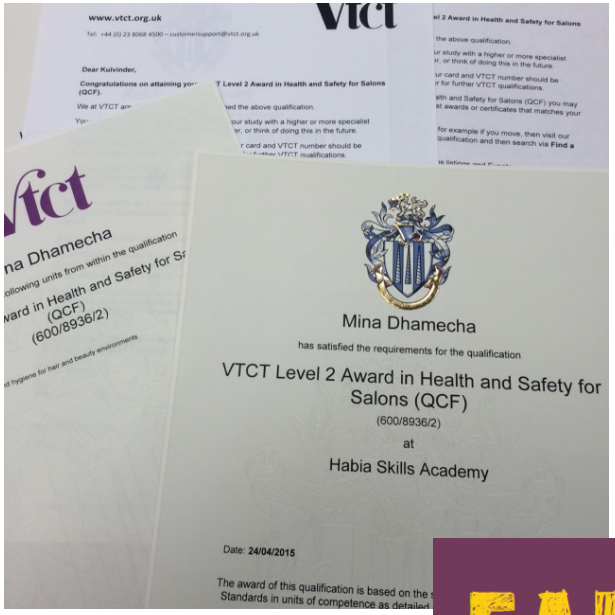
Safety & Security

8 PubWatch meetings for licensed premises

Free security measures offered

30 businesses signed onto free Storenet Radio

Delivery & key wins



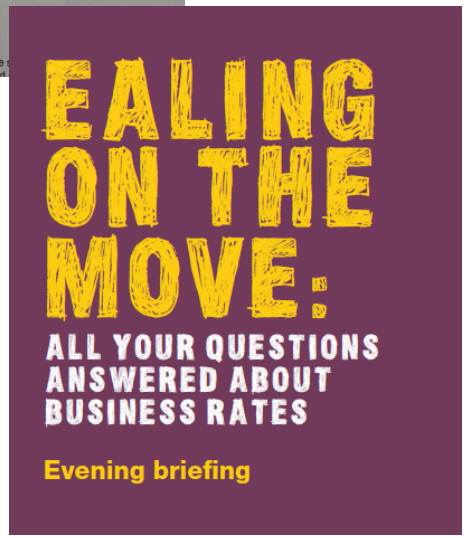
Business Support

59 businesses signed to free commercial recycling

16 training & development courses*

30 businesses on free pest control

Focus on West Ealing



Questions about our first term…

Financial Headlines 2014-2015

Income £176,500
Levy Collection £143,000
Voluntary Contributions £33,500

Expenditure £161,350
Improving the Environment £5,600
Marketing and Promotion £74,000
Safe & Secure £15,000
Business Support £4,000
Running Costs £52,500
Core Costs £10,250

West Ealing Business Improvement District Co. Ltd

Director Nominations

Chair
Phil Hall
John Rowan & Partners

Sector	Name	Business
Retail [5]	Andy Godman Mansue Fouladgar Helen Burton Stephen Sullivan Vacant	Waitrose London Joggers Juniper Diligence Hair Ltd Vacant
Office [4]	Stephen Ingall Darrell Mercer Richard Nwanze Geoff Owen	Vickers & Co Solicitors A2 Dominion Net Security Training Ltd West London Apartments
Food, Drink, Leisure [1]	Vacant	Vacant
Public Sector [1]	Lucy Taylor	London Borough of Ealing
Property Owner [1]	Vacant	Vacant
Resident [1]	Vacant	Vacant
Voluntary Contributors, Membership, Other [2]	Barbara Quartey Nigel Presky	Insight School West Ealing Traders Association

INWESTEALING

2015 – 2016