

# BID Billing Leaflet

Proposed income and expenditure 2015 - 2016



**In the first year of the first BID term, work started on the many new projects and services that businesses voted for, so these can be rolled out over the coming years. WE BID works to support businesses with services, projects and programmes that; enable businesses to thrive; drive footfall; encourage local spend and promote the strength.**

£10,000 and above. The BID is administered by a company specifically set up for this purpose, West Ealing Business Improvement District Limited, which is managed by a task group representing different business sectors in the BID area.

In 2015 the BID will hold an open election inviting company members to stand for Director positions on the Board, ensuring the BID is run by businesses for the benefit of businesses.

Local businesses control WE BID and pay for it through a small levy on businesses with a rateable value of

## Proposed Income and Expenditure 2015 - 2016

### Marketing and Promotion

West Ealing BID aims to create a vibrant and attractive environment for staff, visitors, customers, clients, tourists and residents.

**In 2015 – 2016 the BID plans to:**

Hold  
**12**

Avenue Vintage and Antique Markets, promoting the event in London press and themed publications, driving greater footfall to the local area.



Support start up and innovative new business onto the high street.

Publish articles and news about our local independent businesses ensuring they are featured in local and nationwide press.

Partner with London Borough of Ealing to invest in shop fronts and improve the look of the streetscape.

Scope out **tree lighting projects**

for The Avenue and St James Avenue.

Work with the **Soundbite Festival** team to ensure the event grows and continues to promote local music acts.

Produce a **new range of publications**

and collateral specifically tailored to each business sector and audience group including maps for local estate agent and hotels.

Work with the Hanwell Hootie management team to launch a fringe festival promoting our local pubs.

## Improving the Environment

West Ealing BID will create a clean, efficient and accessible town centre environment. We will advocate and lobby for car parking and street improvements and develop opportunities for a greener environment.



Run a West Ealing wide 'CleanIngWestEaling' event to improve the streetscape, clean the local area, add planting and greening and dispose of waste and litter.

Continue to monitor and log street and environment issues and concerns.

## In 2015 – 2016 the BID plans to:

Explore opportunities to introduce **soft landscaping** into locations with a concentration of construction activity or low levels of greening.



Apply for Mayor of London **pocket park** funding.

Scope out the need for chewing gum removal in areas of high footfall.

## Safety and Security

West Ealing BID will work to reduce and manage crime together through a strategic crime partnership and town ranger team to manage safety and security issues.



## In 2015 – 2016 the BID plans to:

Patrol the local area through the **town ranger scheme**.

## Attend all Ward Forum and local organisation meetings

to ensure the BID feeds back on progress and plans and understands local resident concerns for the area.



Continue to host **pub watch meetings**, connecting licensed premises and enabling the sharing of information.



## Launch drop-in sessions

for local businesses to discuss issues of concern with the local policing team.

Continue the successful Storennet radio scheme which connects 30 local businesses to each other, CCTV control centre and local police team.



Rollout **security focused training sessions** including conflict resolution.

Design and print **security contact cards**.





# The BID's activities, a review of 2014 - 2015

## Marketing and Promotion

**In 2014/2015 the BID:**

Worked with a creative agency to word a vision for the BID and deliver a new consumer brand **'InWestEaling'** to help promote and market the local area.

**Launched a new website** to help businesses and consumers navigate West Ealing's activities, events and promotions, [www.inwestealing.co.uk](http://www.inwestealing.co.uk)

Launched a successful new Vintage and Antique Market on the Avenue West Ealing, on the last Saturday of each month.

Promoted the independent food offer under the **#EatWestEaling** theme through social media channels.

Continued to promote business, advise consumers and advertise events through social media including @inwestealing and FB AVAM.

Allocated **£10k** to Soundbite Festival sponsorship so that the area becomes known for music and food events.

## Business Support

The BID will work with you to make it easier and more viable to do business in West Ealing.



Arrange **quarterly** Waste Electrical and Electronic collections free of charge to all local businesses.

## Improving the Environment

**In 2014/2015 the BID:**

Employed a Town Ranger to be direct support for businesses. **197 business visits.**

Commissioned a West Ealing Town Centre Habits & Spend survey of **300 people** to understand the needs of the local town centre and enable the BID to monitor change.

Submitted landscaping works for **St James Avenue** to help improve the public realm.

**In 2015 – 2016 the BID plans to:**

Offer a new range of business training and **development courses**, alongside the staples of First Aid, Health and Safety and Food Hygiene to include Marketing, Web Development and Customer Service certificates.

Explore the launch of **free food waste collections.**

Ensure BID businesses are receiving **commercial recycling collections** based on business need

Investigate additional **pest control services** for businesses and public areas.

Promote **energy efficiency** audits to help our businesses drive down business cost.

Introduced weekly environment street audits, reported issues to the council, tracked complaint progress and logged changes in retail and office occupiers which translated to **100 logs being made.**

Continued to communicate the Crossrail project developments and scheme implications for West Ealing BID.

Provided a local voice for businesses on issues of common concern, making representations to local and regional government and undertaking casework for individual businesses.

## Safety and Security

**In 2014/  
2015  
the BID:**

Championed crime partnerships in West Ealing and worked closely with businesses and the MET Police to improve safety in the town centre.

**Signed up 30 businesses** to the Storennet radio scheme to connect businesses to the Safer Neighbourhood team and the CCTV control centre.

**Hosted 8  
PubWatch**

meetings to improve safety and security during the evening economy and connect local licensed premises.

Offered free **'chelsea clips'** to all businesses to help improve in business security and provided free fluorescent branded jackets to security personnel.

Launched in partnership with Ealing Council, the Safer Neighbourhood Team and the MET Police, a 'Retail Security Forum'.



## Business Support

**In 2014/  
2015  
the BID:**

Rolled out a free commercial recycling **collection scheme to 59 businesses.**

**Offer 16 discounted courses in Health and Safety, First Aid and Food Hygiene, Manual Handling, Fire Marshals, Risk Assessments;**

Hosted a number of briefing sessions on topics such as business rates and Crossrail, building on the successful 'Ealing on the move' event.



Rolled out free pest control to **30 business** and public areas of Maitland Yard and Leeland Road.

Launched an information and contacts card for businesses to be able to easily access local services and report issues.

## Financial forecast

### Anticipated Income and Expenditure 2014-2015, 2015-2016

	1 April 2014 - 31 March 2015	1 April 2015 - 31 March 2016
Levy income	£161,000	£164,500
Additional income	£34,000	£60,000
<b>Anticipated income</b>	<b>£195,000</b>	<b>£224,500</b>
High street & office regeneration	£8,000	£2,500
Car parking campaigns	£1,300	£1,000
Public realm improvement & lighting	£500	£5,000
<b>Improving your environment</b>	<b>£9,800</b>	<b>£8,500</b>
Marketing	£3,500	£3,000
Website	£20,000	£1,000
Events	£44,000	£48,000
<b>Marketing and promotion</b>	<b>£67,500</b>	<b>£52,000</b>
Town Rangers	£7,000	£36,000
Storennet radio	£13,000	£13,000
Pubwatch scheme	£1,000	£500
<b>Safe and Secure</b>	<b>21,000</b>	<b>£49,500</b>
Procurement schemes and support	£2,000	£6,000
Recycling	£8,000	£25,000
Pest control	£4,000	£4,000
Courses and training	£2,000	£5,000
<b>Business Support</b>	<b>£16,000</b>	<b>£40,000</b>
Management Costs & Staffing	£50,000	£50,000
Rent	£2,000	£4,000
Office costs	£7,100	£7,100
Levy collection fees	£4,000	£4,000
Accounting, Insurance & Bank charges	£6,000	£7,000
Membership fees	£750	£1,000
<b>Core costs</b>	<b>£69,850</b>	<b>£73,100</b>
<b>Anticipated expenditure</b>	<b>£184,150</b>	<b>£223,100</b>
<b>Surplus/Deficit</b>	<b>£10,850</b>	<b>£1,400</b>



## Join in

Become a Company Member so that you can stand for one of the Board Director roles and help lead West Ealing BID to become a successful organisation representing the businesses of West Ealing.

Attend project group meetings by registering for the 'marketing and promotion' group or the 'environment, safety and business support' group.



### **The BID team**

Please contact your BID team for more information or to arrange a meeting to find out how else you can benefit by being part of West Ealing BID.

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