

BID Billing Leaflet

Proposed income and expenditure 2016 - 2017



This the third year of the first Business Improvement District (BID) term 2014-2019, the BID team will continue to cement work, projects and services to benefit the businesses of West Ealing.

Local businesses control West Ealing Business Improvement District (marketed through In West Ealing) and pay for it through a small levy on businesses with a rateable value of £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 Board of Directors representing different business sectors in the BID area. 2015 saw the first open elections to the Board and is Chaired by Phil Hall of John Rowan & Partners. For further information on company matters see the website www.inwestealing.co.uk.

The Board agreed the vision for the BID and reads that the 'BID is to be the most innovative and responsive organization in the West Ealing area, supporting businesses with services, projects and programmes that enable business to thrive, drive footfall, encourage local spend and promote the strength of community.'

This area of Ealing is set to benefit from unparalleled investment, with Crossrail services due to commence at the end of 2018 and development schemes within the BID area creating new residential and commercial space.

Projects and programmes delivered through the levy fund are in addition to the services provided by Ealing Council and the Metropolitan Police.



Proposed Income and Expenditure 2016 – 2017

Marketing and Promotion

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

In 2016 - 2017 we will:

Continue the popular and growing Avenue Vintage & Antique Market from April to December breaking over the winter period re-opening in March 2017.



Design, print and distribute a local map and local information guide for our growing hotel sector to help visitors navigate the area.

Produce a monthly 'Insight Newsletter' to update local businesses on new developments, news and events.

Ensure our local businesses are entered into and are promoted at regional or local awards.

Print a local food trail map for distribution at local events.

Decorate the **Dean Gardens Christmas tree** for the winter period.

Sponsor the successful community music and food **Soundbite Festival**.

Print a **new publication** for those who work in the local area on 'where to buy' to encourage local spend.

Continue to work on and publicise our website www.inwestealing.co.uk as the go to place for local information.

In 2015 - 2016 the BID:

Held 10 Avenue Vintage and Antique Market, promoting the event in London press and themed publications, driving greater footfall to the local area.

Were recognised and shortlisted in the national British BIDs 'Proud Projects' awards.



Held a community Dog Show alongside the October Vintage and Antique market.



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

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

Continued to update and publish news and events on the **www.inwestealing.co.uk** website.

Worked with and sponsored the Soundbite Festival a local community music and food event in Dean Gardens.

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.

In 2016 – 2017 the BID will:

Run a 2016 'CleanIng West Ealing' project concentrating on particular hot spot areas and help to drive investment in West Ealing.

Publish an online business contingency planner ensuring businesses have access to contacts in case of a business emergency.

Explore gaining the 'Purple Flag' award, which recognises the safety and vibrancy of a town centres evening economy.



Drive and input into the upgrade plans for St James Avenue public realm.

Explore options for the installation of public art, planters on Melbourne Avenue and lamp column wraps across the BID area.



Supported Ealing Council's application for a business hub in West Ealing to the Greater London Authority, which was successful and will see the creation of an open workspace of 120m2 on the two upper floors of St. James House to attract and sustain a new ecosystem of start-up, micro and small businesses, particularly those that provide social value. It will accommodate co-working space for homeworkers and possible crèche provision.

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

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



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 2016-2017 the BID will:

Explore new real-time tools to help communicate crime and anti-social behaviour amongst businesses and to the local Police teams.

Run quarterly Pubwatch sessions ensuring our licensed and evening economy businesses communicate with each other and Council licensing teams.



Launch a new security working group in partnership with Ealing Broadway BID to help **tackle local crime issues** and invest in security initiatives.

Continue to support our West Ealing Town Ranger.

Explore gaining the 'Purple Flag' award, which recognises the safety and vibrancy of a town centres evening economy.

In 2015 – 2016 the BID:

Painted the Dean Gardens railings which was part funded through Ealing Council.

Ran a West Ealing town centre wide 'CleanIngWestEaling' event over three days 29-31 May 2015, to improve the streetscape, clean the local area targeting specific hot spot areas, added planting and greening and disposed of business waste in skips.

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

In 2015 – 2016 the BID:

8 business casework projects completed ranging from repair work to installing recycling bins.

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

Patrolled the local area through the town ranger scheme and logged 172 reports to Ealing Council for action.

1850 business visits completed in the BID area.

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



Attended 3 Ward Forum meetings and local organisation meetings to ensure the BID feeds back on progress and plans and understands local resident concerns for the area.

Rolled out security focused training sessions including conflict resolution and attended 22 meetings with local SNT Police teams.

Incident log produced and circulated to start to reduce anti-social behaviour.

Business Support

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

In 2016-2017 the BID will:

Offer and run extended training and development courses in topic areas such as **First Aid, Food Hygiene, COSHH, Customer Service and Social Media.**



See the continuation and expansion of First Mile one stream **recycling** contract to more local businesses.

Run quarterly business evenings in partnership with Ealing Broadway BID, launched in May to **help businesses connect and communicate.**

Continue to deliver the **pest control service** through Mitie.



In 2015 – 2016 the BID:

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



Offered 2 business **training and development courses**, in Emergency First Aid and Food Hygiene with 28 employees enrolling.

Rolled out the commercial **recycling** scheme collection service to businesses.

Increased the number of businesses benefitting from the **pest control services.**



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.

Financial forecast

Anticipated Income and Expenditure 2015-2016, 2016-2017

	1 April 2014 - 31 March 2015	1 April 2015 - 31 March 2016
Levy income	£161,000	£164,500
Additional income	£34,000	£60,000
Anticipated income	£195,000	£224,500
High street & office regeneration	£8,000	£2,500
Car parking campaigns	£1,300	£1,000
Public realm improvement & lighting	£500	£5,000
Improving your environment	£9,800	£8,500
Marketing	£3,500	£3,000
Website	£20,000	£1,000
Events	£44,000	£48,000
Marketing and promotion	£67,500	£52,000
Town Rangers	£7,000	£36,000
Storonet radio	£13,000	£13,000
Pubwatch scheme	£1,000	£500
Safe and Secure	21,000	£49,500
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
Business Support	£16,000	£40,000
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
Core costs	£69,850	£73,100
Anticipated expenditure	£184,150	£223,100
Surplus/Deficit	£10,850	£1,400



List of Directors (to be supplied)

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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