

**BUSINESS
IMPROVEMENT
DISTRICT**

BID PROPOSAL
2024 – 2029



 **INWEST EALING**

INWESTEALING.CO.UK

**A STRONG VOICE
FOR BUSINESSES
IN WEST EALING**

**OUR VISION IS FOR
WEST EALING TO
BE A POSITIVE AND
THRIVING TOWN
CENTRE, A BETTER
PLACE TO LIVE,
WORK AND DO
BUSINESS.**

**VOTE
YES**

**THE BID IS YOUR
REPRESENTATION,
DO NOT LOSE IT**



CONTENTS

Message from BID Manager	04
Message from BID Board Chair	05
In West Ealing has delivered for you	06
The vision In West Ealing - Our plans 2024 -2029	12
Financials	18
In West Ealing BID Company	20
In West Ealing BID area	21
Key voting dates	28

MESSAGE FROM BID MANAGER, **PAUL ROBERTS**

VOTE YES for a strong voice for West Ealing Businesses. In West Ealing Business Improvement District was founded by the businesses in West Ealing in 2014 for the businesses in West Ealing.

Since 2014 In West Ealing has supported business in West Ealing. We have worked hard to promote the town centre as a destination to shop, eat and drink and highlighted the local cultural offerings increase visitors, encourage local spend and drive footfall. We have looked after and improved the town centre. We have offered cost effective services for businesses and responded to your business needs.

Over the last five years West Ealing has had several large-scale developments, including Crossrail, the West London Islamic centre, and a new development on the former BHS site. Investment is being directed to West Ealing through the UK Shared Prosperity Fund (UKSPF) which will be used to benefit high streets and town centres across Ealing. The BID is making a case for funding to be allocated to West Ealing ensuring projects delivered will help make West Ealing a better place to live work and do business.

After five years every BID in the country must 'renew' through a ballot of local businesses who vote on whether they wish the BID to continue for a further five years. In West Ealing is now at the end of its second term and is seeking to be renewed.

The ballot process simply addresses whether you wish the BID to continue or not. There is no alternative to vote for. Should the BID not be successful then all the current activities will cease.



A 'Yes' vote for In West Ealing in November 2023 will enable West Ealing to find its own identity amidst multiple developments and changes to the area, will enable the continuation of our services and support new projects for the town centre over the next five years.

The COVID - 19 pandemic has had significant adverse effects on British Businesses across various sectors .Ranging from loss of revenue supply chain disruptions and increased operating costs which have put additional financial strains on businesses.Now is not the time to lose the BID, The BID is your voice amongst all the noise .

The BID, In West Ealing has created and developed professional contacts with a multitude of Bodies and agencies, such as Ealing Council, Police, The Office of the Mayor of London, Building up relationships and contacts takes time and over the last 5 years (10 years since Inception) The BID In West Ealing has worked hard at this.

All of this will be lost without a **YES VOTE**.

Paul Roberts,
BID Manager, In West Ealing

**VOTE
YES**

**VOTE
YES**

MESSAGE FROM THE BID BOARD CHAIR, **KENNETH DEVONSHIRE**

Dear Levy Payers, and Voters

As Chair of investealing Board of Directors all of whom are like me BID Levy Payers we give our time and Commitment Free because we care and believe in West Ealing. We represent both commercial and retail sectors of West Ealing. We are always looking to Improve and Promote businesses in West Ealing.

To increase footfall and the shopping experience. Our services deliver real savings to businesses.

The COVID Pandemic has Increased operating costs , Caused loss of revenue , Staff redundances . As businesses we need to adapt , be innovative and mitigate the adverse effects of the Pandemic to survive in an uncertain economic environment.

We are keen to hear from BID Levy Payers to improve our area and welcome ideas and views to enhance the shopping experience of West Ealing.

Born and raised in Ealing, business owner in West Ealing 35 years and counting, I look forward to the Elizabeth Line and the opportunities it may bring .

I, and my fellow board members ask you to **VOTE YES.**

And we look forward to working on your behalf in West Ealing in the years ahead.

Kenneth Devonshire,
Chairman, In West Ealing



IN WEST EALING HAS DELIVERED FOR YOU

In our initial BID proposal we promised to deliver a range of services and improvements to address the concerns of businesses in the area. We are proud to have delivered these and more for you over the last five years. **A 'yes' vote will allow these services to continue from 2024.**

WHY VOTE YES:

Crime is down 10%*

Footfall is growing thanks to the New Housing Development Projects in and around West Ealing

West Ealing is becoming **more vibrant and attractive**

Many BID businesses have **saved money using our services**

Crossrail and The Elizabeth line have arrived

Street Reporting Service, reporting weekly, to Ealing Council.

Free:

- Limited Recyclable Waste
- Limited Pest Control
- Limited Staff Training

**According to data form the MET POLICE*

The image shows the interior of a train carriage, viewed from the perspective of someone sitting in a seat. The seats are upholstered in a blue and white patterned fabric. Overhead luggage racks are visible, with some items like a bag and a box stored. A sign for 'Elizabeth line' is visible on the wall. The carriage is empty, and the lighting is bright. The text is overlaid on the right side of the image.

**“...RECONNECTING
LOCAL PEOPLE
WITH THE GREAT
BUSINESSES, EVENTS
AND ACTIVITIES IN
WEST EALING...”**

WE DELIVERED

IMPROVING THE ENVIRONMENT

You said: Ensuring West Ealing is an attractive and distinct place making the town centre feel loved and taken care of.

WE DELIVERED:

Hanging baskets back on Uxbridge Road

Branded cycle planters, well maintained and attractive additions to the high street

Lamp post banners 'Eat, Drink, Shop'

An Active Member of Ealing Council's HSTF (High Street Task Force)

Local issues reported and chased up including fly-tipping, broken street furniture and other issues



MARKETING & PROMOTION

You said: We need to raise West Ealing's profile and give people a reason to visit over and over again.

WE DELIVERED:

A website to help businesses and consumers navigate West Ealing activities, events and promotions

Sponsorship of local events including the popular Soundbite Festival and West Ealing Neighbours Christmas Fair

Discounted Rates for Street Digital Advertising

Discounted Rates for Local Newspaper Adverts

A lamp post banner campaign to promote the area as somewhere to 'shop, eat and drink'

WE DELIVERED



WE DELIVERED

SAFE AND SECURE

You said: We must work together to tackle crime and security issues for the area, to ensure visitors have a safe and welcoming visit.

WE DELIVERED:

Presence on the street offering businesses immediate access and support from the BID

Cyber crime awareness courses to train businesses to be online savvy

Loss prevention assessments and advice

A strong partnership with agencies working in West Ealing

Support for the Public Spaces Protection Order which has seen a 10% decrease in Antisocial behaviour and crime

The removal of street Telephone Boxes (those which have become rubbish bins, street urinals, etc)

Holding meetings with the local police teams covering West Ealing, SNTs

Walkabouts with an officer from a SNT in West Ealing



BUSINESS SUPPORT

WE DELIVERED

You said: The COVID-19 Pandemic has hit businesses hard and we need all the support we can get.

WE DELIVERED:

Limited Free Commercial recycling and waste collection service

Limited Free Pest control services for businesses plus monitoring and management of hotspots in the BID area

A series of free business focused training sessions supporting the West Ealing workforce and businesses to upskill their staff

Limited Free Waste Electronic and Electrical Equipment collection

Briefing sessions on topics that support businesses

A strong voice between businesses and the council, fighting your corner and representing your views proactively

An influential voice, joining in with policy discussions and in regular contact with senior managers in the council



THE FUTURE IN WEST EALING

OUR PLANS 2024 -2029

There is strong support amongst businesses in West Ealing for the renewal of In West Ealing. It is important that you Vote 'Yes' in the postal ballot in November to ensure that we can continue and develop our programme of projects and services to make West Ealing even better for businesses.

This strategy has been created through consultation with our businesses and feedback from consumers to inform In West Ealing's plan for the next term.

During the current BID term, the In West Ealing BID team has engaged face-to-face with businesses within the BID area. The feedback has helped to steer the development of the BID projects delivered during 2019 – 2024. During April businesses have been engaged to make sure the Business Plan for 2024 – 2029 meets their requirements.

WE WILL DELIVER FIVE PRIORITIES:

1

**Environment &
Placemaking**

2

**Place Promotion
& Events**

3

**Collective
Business Voice**

4

**Safety &
Security**

5

**Local people,
local jobs**

ENVIRONMENT & PLACEMAKING

2024 – 2029



Ensuring West Ealing is an attractive and distinct place with a sense of identity and connectedness to local residents. Making the town centre feel loved, taken care of and bringing to life public spaces throughout the BID area.

VOTE YES FOR IN WEST EALING TO ENSURE THE CONTINUATION OF:

Street management from your BID including reporting and monitoring issues to ensure the streets are clean and safe

Hanging baskets

Well maintained and interesting planters

Limited Free Pest Control

Limited Free Waste Recycling

Limited Free Training Courses for your Staff

Street Digital Advertising

Lamp post Banners, Advertising and promoting West Ealing

A YES VOTE MEANS WE CAN:

Work on better wayfinding including hand painted signage to enhance the look and feel of the area, building on local creativity

Try out initiatives to make the town centre greener and more attractive

Work with businesses and providers to find ways to save and consolidate deliveries and services, improving the air quality as well as making savings

Commission feasibility studies for key public spaces, ensuring that spaces are well used and attract an increase in footfall across the BID area.

Lobby for further improvements to maintain the area e.g. improved cleansing and waste solutions

Make West Ealing a better place to visit

Bring Christmas Attractions to West Ealing, Lighting up the Tree at Dean Gardens, Santa's Grotto, Festive Lighting

2

PLACE PROMOTION & EVENTS

2024 – 2029

Reconnecting local people with the great businesses, events and activities in West Ealing is a key objective for the BID's Third term. In West Ealing is leading activities to promote the area in order to increase footfall, encourage local spend and customer loyalty.

VOTE YES FOR IN WEST EALING TO ENSURE THE CONTINUATION OF:

Our events and seasonal activities

Our Discounted rate for businesses to advertise in the Local Papers

Our Discounted rate for Digital advertising for Businesses

Our lamp post banners to promote West Ealing

A YES VOTE MEANS WE CAN:

Increase interest and footfall in West Ealing as a place to come to shop, eat and drink

Add new events and activities to bring to life public spaces such as Melbourne Avenue, St James Avenue, Leeland Road and Dean Gardens

Develop the creative and cultural identity of West Ealing, building on the creative communities already in place

Promote the businesses in West Ealing



COLLECTIVE BUSINESS VOICE

2024 – 2029

3

The BID will support businesses through money saving initiatives and services. The BID will also provide practical support to help at all stages, new and established businesses alike.

VOTE YES FOR IN WEST EALING TO ENSURE THE CONTINUATION OF:

Negotiating discounts for key business costs

A strong role for West Ealing businesses in TFL funding

A YES VOTE MEANS WE CAN:

Contact Ealing Council on behalf of Businesses

Provide business mentoring and practical advice to grow businesses and adapt to changing customer demands

Lobby for improved services and more business-focused policies from the council

Find ways to save more businesses more money



4

SAFETY & SECURITY

2024 – 2029

Working closely with key partners to tackle crime and security issues is paramount to the success of West Ealing. Finding sustainable solutions to problems will ensure that visitors to West Ealing will return again and again.

VOTE YES FOR IN WEST EALING TO ENSURE THE CONTINUATION OF:

Engaging with business and carrying out inspections of the area to monitor and report anti-social and environmental issues

Maintaining our excellent relationship and coordinated approach with partners such as the council and the police

A dynamic and Enthusiastic Approach to Problem Solving

A YES VOTE MEANS WE CAN:

Provide briefings and training on issues such as loss prevention

Introduce schemes to connect businesses to tackle crime such as Meeting with the Police and Council

Work with the police and the council to support initiatives to ensure West Ealing is well connected and monitored in terms of CCTV and responsive teams

Setting up a new group, West Ealing Action Group, Comprising of the Police, Community Reps and Businesses, to tackle crime and ASB



LOCAL PEOPLE, LOCAL JOBS

2024 – 2029

5

Supporting businesses to find, recruit and keep local staff, Building loyalty and local connectedness as well as creating an inclusive, friendly and welcoming atmosphere in the town centre.

VOTE YES FOR IN WEST EALING TO ENSURE THE CONTINUATION OF:

Promoting vacancies and opportunities through the council to fill positions quickly

Strong links between the BID and the local community through contact with other agencies

A YES VOTE MEANS WE CAN:

Engage with the council on Apprenticeship placements

Support businesses to benefit from the Apprenticeship levy and investment in their staff

Explore options that support new businesses, start-ups and initiatives through pop-up shops or other initiatives

Access and Inclusion awards in association with local disability agencies recognising the work that businesses put in to make their businesses open to all

Work with the “Good for Ealing” Inward Investment team to promote West Ealing as a retail destination to attract more businesses into the area



FINANCIALS

Between 2024 – 2029 the BID is expected to receive £925,000 from the levy. Income from voluntary contributions and sponsorship will offer further income to support the BID to run effectively and deliver more for businesses.

The BID is funded by an annual levy contribution from businesses within the BID boundary. The levy is proportionate to the size of business premises and is 1.07% of the rateable value. For example, a business with a rateable value of £10,000 would pay £107 per year.

The levy applies to all business ratepayers with a rateable value of £10,000 or more. This remains unchanged and if Successful in the Renewal-ballot will mean 5 years at the same rate.

Following a successful renewal ballot, the BID levy will be mandatory for all businesses or occupiers in the defined BID area with the exception of Non-retail charities with no trading income, arm or facilities, not-for-profit subscription and volunteer-based organisations who will be exempt from paying the BID levy.

A full version of the BID levy rules can be found on our website.



HOW THE MONEY WILL BE SPENT

IN WEST EALING. PROPOSED INCOME AND EXPENDITURE ACCOUNTS. 2024-2029

INCOME	24/25	25/26	26/27	27/28	28/29	5 YEAR TOTAL
	£	£	£	£	£	£
BID levy	185,000	185,000	185,000	185,000	185,000	925,000
Total income	185,000	185,000	185,000	185,000	185,000	925,000

EXPENDITURE						
Theme 1: Environment and Placemaking	89,000	89,000	89,000	89,000	89,000	445,000
Theme 2: Place Promotion and Events	5,000	5,000	5,000	5,000	2,500	22,500
Theme 3: Collective Business Voice	5,000	5,000	5,000	5,000	2,500	22,500
Theme 4: Safety and Security	5,000	5,000	5,000	5,000	2,500	22,500
Theme 5: Local people, local jobs	5,000	5,000	5,000	5,000	2,500	22,500
Priority Themes 1-5 Subtotal	109,000	109,000	109,000	109,000	99,000	535,000

OVERHEADS						
Overheads (including salaries, office costs etc)	67,000	67,000	67,000	67,000	67,000	335,000
Levy collection fees	9,000	9,000	9,000	9,000	9,000	45,000
BID Renewal Costs Term 3					10,000	10,000
Overheads Subtotal	76,000	76,000	76,000	76,000	86,000	390,000

TOTAL EXPENDITURE	185,000	185,000	185,000	185,000	185,000	925,000
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IN WEST EALING BID COMPANY

The BID is administered by a company, In West Ealing, which is a not-for-profit company limited by guarantee. Formed to manage the funds, the company is run by a Board of Directors, representing business across West Ealing. A BID is a legal body formed under the Local Government Act 2004.

All BID levy paying businesses are eligible to become members by providing written confirmation to the company that they are BID Levy Payers and wish to be formally admitted as BID members.

In West Ealing has a baseline agreement with Ealing Council which ensures that services run by the BID are over and above those provided by the Council.

There are now over 300 BIDs across the UK. The first BID in London – Kingston First – was set up in 2005.

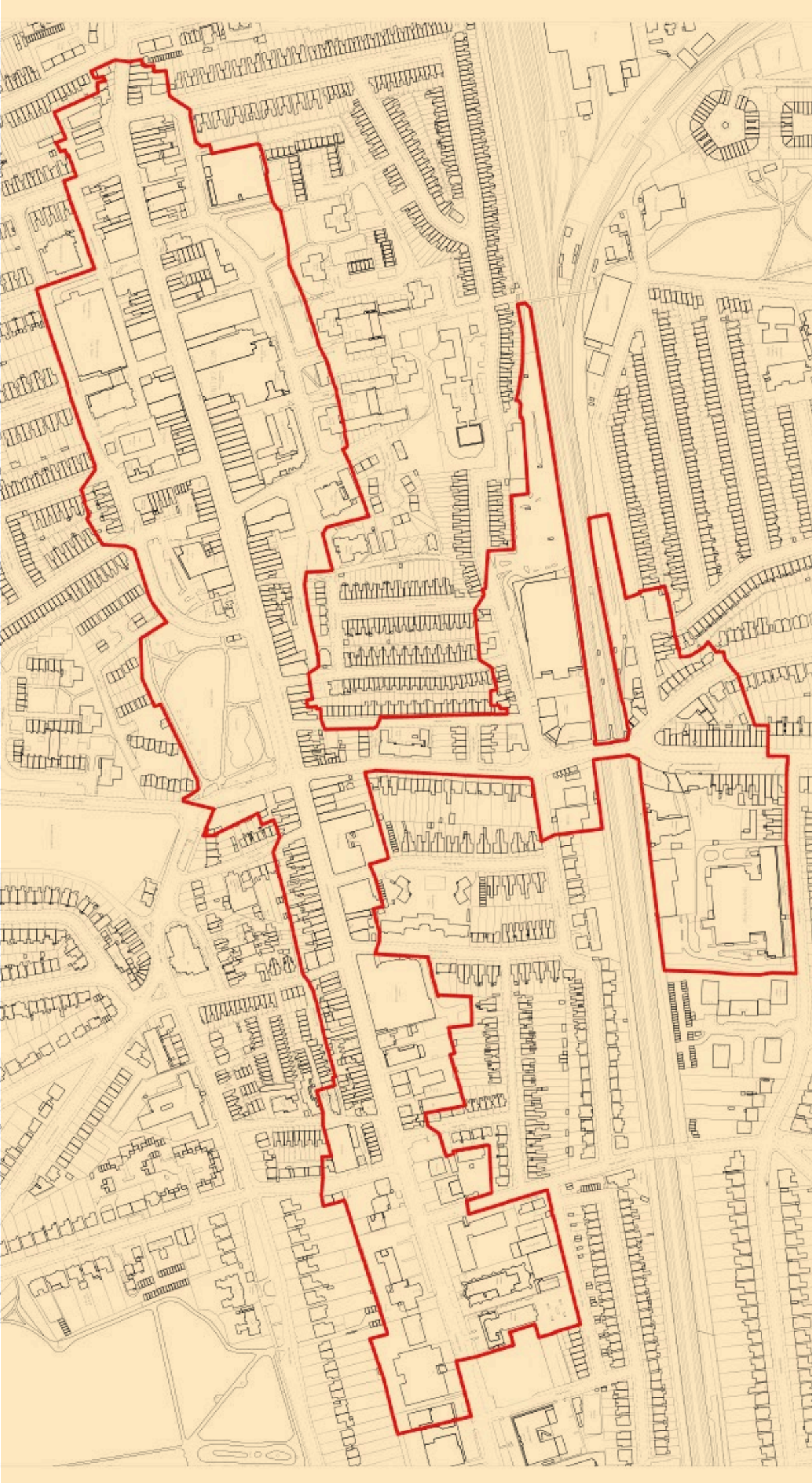
In West Ealing works closely with neighbouring BIDs including Make It Ealing in Ealing Broadway (now in its fourth term) as well as Acton BID (now in its second term).

The BID will operate across 39 streets:

Alexandria Road (PT)	Hastings Road (PT)
Arden Road (PT)	Kirchen Road (PT)
Argyle Road (PT)	Lancing Road
Broadway (PT)	Leeland Road
Broomfield Road (PT)	Leeland Terrace (PT)
Broughton Road (PT)	Maitland Yard
Brownlow Road	Manor Road (PT)
Canberra Road	Mattock Lane (PT)
Chapel Road (PT)	Melbourne Avenue (PT)
Chignell Place	Northfield Avenue (PT)
Churchfield Road (PT)	Singapore Road
Craven Road (PT)	St James Avenue (PT)
Culmington Road (PT)	St Leonard's Road (PT)
Dane Road (PT)	The Avenue (PT)
Dean Gardens	The Broadway (PT)
Drayton Green Road (PT)	Tintern Court (PT)
Eccleston Road (PT)	Uxbridge Road (PT)
Gordon Road (PT)	Walsingham Road
Green Man Lane (PT)	Witham Road
Green Man Passage (PT)	

(PT) Part of street

BID BOUNDARY



MEMBERSHIP OF THE BID COMPANY

All BID levy payers will be eligible to be members of the BID Company and to vote at general meetings, as will any local organisations, as agreed by the Board, that make an annual contribution no less than the minimum annual levy. However, the Board will have overall responsibility and will be accountable to all BID levy payers for the delivery of the BID projects. Representatives from outside agencies including community organisations will be actively invited to become members of the company and to sit-on, or become advisors to, the Board.



THE BID TEAM

The BID Company will seek to recruit a professional BID team who will be accountable to the BID Board and whose role will be to design and implement BID Projects and services, monitor feedback, explore ways to secure additional income, be a first point of contact for the BID and act as champions for the business community of West Ealing.



BID PERFORMANCE AND MEASUREMENT

Ensuring that our BID delivers purposeful outcomes and that these are positively reflected in customer perceptions is critical to our vision for the BID and to our asking of you to share our vision.

The BID will monitor and measure its progress by setting clear Key Performance Indicators (KPIs) against each project it seeks to deliver, by working with partners to measure wider impacts such as footfall and spend and by constantly talking to and communicating with businesses in the BID area.

Management accounts will be reviewed quarterly and annual accounts will be subject to independent audit.





ALTERATION OF BID ARRANGEMENTS

The BID area and BID levy may only be altered via an alteration ballot or when a renewal ballot is held. BID projects, costs and timescales can be altered subject to approval by the BID Company Board providing they fall within the resources available to the BID.

BASELINE SERVICES

In West Ealing will only deliver additional or enhanced services to complement those currently provided by Ealing Council.

As a result, In West Ealing will provide services that add value to this standard and, wherever possible, will seek improvements.

The services below are those which are currently provided by Ealing Council at a baseline level. protected by Service Level Agreements and an Operating Agreement between In West Ealing and Ealing Council:

- Parks and trees
- Highways and street lighting
- Safer communities
- Car parking
- Cleansing and maintenance

There are further services delivered by the public sector that operate on a city- and borough-wide basis including planning, transport and development. The BID will seek the commitment of these Council services to engage with and support the BID via the above baseline services in addition to delivering other geographically specific activity.

Full statements of baseline services can be found on the In West Ealing website: www.inwestealing.co.uk



WHAT NEXT? HOW WILL THE BID BE IMPLEMENTED?

THE BALLOT

All occupiers of eligible premises within the proposed BID area will be entitled to vote if they were listed as a nondomestic (business) rate payer on the date the 'Notice of Ballot' was issued.

In August 2023, Ealing Council, via Civica Election Services, contacted all listed rate payers to ensure that voter details for the BID ballot were correct and up to date.

In the case of an empty, partly refurbished or demolished property where no occupational lease exists, the property owner will be entitled to vote.

Each business rate payer in the BID area will have one vote for each hereditament (property) for which they are liable for business rates. Some businesses, for example where the business has expanded into an adjacent property, will have more than one vote.

The ballot is a postal ballot, with ballot papers being issued by 2nd November 2023. They must be completed and returned by 5pm on 30th November 2023 .

The result of the ballot will be announced on 1st December 2023 . And will be communicated via letter to all businesses which were eligible to vote in the ballot.

Your vote is confidential and should be returned in a sealed envelope which will be included with your ballot pack.

The BID proposer is In West Ealing.

The ballot is being managed by Civica Election Services (CES) on behalf of the ballot holder, Ealing Council and is subject to the same levels of confidentiality and scrutiny as any other election for which the Council is ballot holder.

For the BID to proceed, the ballot must secure a majority (>50%) of those who vote a) by number of votes in favour of the BID and b) by aggregate rateable value in favour of the BID.

If there is a majority YES vote, both by number and aggregate rateable value, the BID will commence on 1st April 2024.

LEVY COLLECTION

The levy collection billing process is simple. If voted in, the first BID levy invoice will be issued on 1st April 2024 covering the period 1st April 2024 – 30th March 2025. Subsequent BID levy invoices will be issued annually, invoiced on 1st April each year, with the final bill covering the period April 2028 – October 2029. The levy will be collected by Ealing Council and passed to the BID Company.

COMMENCEMENT DATE AND TERM

The BID's five-year term will commence on 1st April 2024 and end on 30th March 2029. Before this date, the BID Company may elect to seek a renewal of the BID for a further five-year term and will seek a new mandate via a BID renewal ballot.



WAITROSE
& PARTNERS

CAFE

INWESTEALING MEMBER SAVINGS DATA APRIL 2022 - MARCH 2023

In West Ealing Cardboard Recycling Sticker:	In West Ealing Mixed Recycling Sack:	Medium Food Sack 5kg:	Medium Rubbish Sack:	Small Food Sack 2.5kg:
£36,300 saving	£40,370 saving	£22,715 saving	£3,796 saving	£935 saving

Grand Total: **£104,116 saving**

	Cardboard	Food	General Waste	Glass	Mixed Recycling	Paper	WEEE and Toner	Trees Saved	CO ² Tonnes Saved	KWH Energy Produced
FROM April 2019 TO March 2020	130,000kg	59,965kg	48,875kg	0kg	126,250kg	0kg	150kg	1,356kg	377kg	27,481kg
FROM April 2020 TO March 2021	125,000kg	44,250kg	19,500kg	0kg	120,375kg	175kg	50kg	1,293kg	361kg	10,800kg
FROM April 2021 TO March 2022	151,250kg	50,995kg	35,000kg	100kg	165,375kg	225kg	110kg	1,776kg	466kg	19,850kg
FROM April 2022 TO March 2023	92,500kg	54,790kg	29,900kg	0kg	106,625kg	325kg	25kg	1,149kg	294kg	16,445kg
Total	498,750kg	210,000kg	133,275kg	100kg	518,625kg	725kg	335kg	5,574kg	1,498kg	74,576kg

First Mile Green Savings Chart



BEHIND THE BID



Paul Roberts
Bid Manager



Chairman Kenneth Devonshire
Changes Hair Salon

Mansue Fouladgar
Finish Line

Patricia Weston
Goldmine Jewellers

Sahil Sasan
Colormax Printers

Andrea Laffey
Ealing Council

Inspector Leigh Ballard
Metropolitan Police



Vice Chair Helen Burton
Juniper School Uniforms



Stephen Ingall
Vickers & Co



Matthew Hook
Ealing Personal Trainer



Kerry Tibby
Beyond Resilience

VOTE YES TO KEEP A STRONG VOICE FOR BUSINESSES IN WEST EALING

BALLOT TIMETABLE

19th October 2023:

You will be sent a notice of ballot

2nd November 2023:

You will be sent your ballot paper

By 30th November 2023 at 5pm:

Your ballot paper must be received
by CES

1st December 2023:

The ballot result will be announced

GET IN TOUCH

Please do not hesitate to contact Paul Roberts,
In West Ealing's BID Manager, if you would like further
information or if you would like to arrange a meeting to
discuss our proposal in more detail.

Paul Roberts

Bid Manager

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**I WOULD LIKE
TO TAKE THIS
OPPORTUNITY
TO THANK**

**ALL THE BUSINESSES
IN THE BID AREA FOR
THEIR CONTINUED
SUPPORT DURING
THE LAST 5 YEARS
AND I LOOK
FORWARD TO
WORKING WITH YOU
DURING THE NEXT
TERM SHOULD THE
RENEWAL BALLOT BE
A SUCCESS.**



Paul Roberts, BID Manager, In West Ealing





**A STRONG VOICE
FOR BUSINESSES
IN WEST EALING**

**OUR VISION IS FOR
WEST EALING TO
BE A POSITIVE AND
THRIVING TOWN
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 **IN WEST EALING**

**VOTE
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