



**A STRONGER TRADING
ENVIRONMENT,
AN ENJOYABLE
CUSTOMER EXPERIENCE
AND SUPPORT FOR
BUSINESSES**



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MESSAGE FROM THE BID CHAIR

I see in the West Ealing BID an exciting opportunity for us as business leaders to drive our success collaboratively and to have a measurable influence over West Ealing's welfare and prosperity. The BID's clear goals and the concrete actions it will take, make me confident that it is the vehicle we need to shape our future trading environment if we want to make changes that are achievable, relevant and lasting. We will be voting yes for a West Ealing BID. ”

Sarah Evans

Waitrose
2 Alexandria Road

**WEST EALING BID
WILL PROVIDE A
STRONG, COLLECTIVE
BUSINESS VOICE
FOR THE AREA,
REPRESENTING AROUND
340 BUSINESSES**



INTRODUCTION

WEST EALING IS COMING INTO ITS OWN. WE HAVE BEEN RESILIENT ENOUGH IN RECENT YEARS TO SUPPORT OURSELVES THROUGH TOUGH ECONOMIC TIMES, AND HAVE EMERGED AS A TOWN CENTRE SEEING POSITIVE CHANGE, AND TREMENDOUS OPPORTUNITY.

We stand at the edge of a strong future, but we cannot sit back and hope that what could be, will be. This is an opportunity to create a compelling, interesting offer, but we must work to guide it. It is only by working together that we can minimise potential threats such as the cost of doing business and occurrences of crime.

It is for that reason that West Ealing businesses, along with local partners, have been exploring the creation of a **Business Improvement District (BID)**.

A BID can help us unite our offer and improve our operating environment by making us all collective investors in West Ealing's future.

This business plan sets out how a BID for West Ealing would operate, and what together we could achieve. Over the last year, businesses in West Ealing have participated in meetings, surveys, one-to-one discussions and presentations that have highlighted opportunities and priorities for how best to strengthen and grow the area.

Additionally, we have identified how strategic partnerships with the successful existing BID in Ealing, Ealing Broadway BID, as well as with Ealing Council, Transport for London, the Metropolitan Police, the Greater London Authority, Crossrail and the West Ealing Centre Neighbourhood Forum can help provide even broader influence.

Clear priorities have emerged through the BID planning process. The opportunity and potential to strengthen West Ealing through a BID is clear.

Your support is essential.

A BID FOR WEST EALING

- The BID has a term of five years from 1 April 2014 to 31 March 2019

- A Board of Directors will be drawn from all businesses in the local area

- The BID must be able to demonstrate how it has benefited businesses who have funded it

- There are more than 170 BIDs operating all over the UK, including the local Ealing Broadway BID

- The BID is fully independent and run by businesses for businesses

- Vote yes for town rangers, discounted commercial recycling, car parking initiatives and business support

WHAT IS A BID?

A BID is an arrangement whereby **businesses** work together, agree what **additional improvements** they want to make to their local area, how they are going to **manage** and **deliver** those improvements and what it will cost them. These details form a **business plan**, which is **voted** on by all those who would have to **pay a BID levy**

YOUR OPPORTUNITY

This is your chance to invest more than £1,000,000 over five years on projects and priorities that matter to your business.

YOUR GOALS

You have told us what you want to achieve through a BID in West Ealing. Your goals include:

- Improve the trading environment through a better mix and quality of shops, a more welcoming street environment, and accessible car parking;
- Promote West Ealing and raise its identity through marketing and promotional campaigns;
- Tackle challenging crime issues and make West Ealing a safe place to work, visit and live;
- Support businesses by reducing operating costs and promoting networking opportunities.

**VOTE YES
FOR WEST
EALING BID**

**BECOME AN
IMPORTANT
INVESTOR IN
WEST EALING'S
FUTURE**

YOUR PRIORITIES

Following six months of consultation with a range of businesses in the area across all sectors and sizes, you told us the project and services critical to West Ealing. These projects and services will be focal to the BID's activities over the five year term.

The BID will be dedicated to delivering projects, programmes and services, and providing information, connections and support to businesses in West Ealing. The BID will be strategic, acting as a powerful lobbying and influencing body to guide the town centre's development making it a desirable destination. Additionally, the BID will invest resources into priority projects ensuring that levy payers see return on their investment.

YOUR COMPANY

The BID is run by businesses for businesses. It will be run as an independent, not-for-profit, company that will be led by a Board elected from businesses paying the levy within the BID area who represent the various businesses and stakeholders in the local area. The Board will be accountable to all levy payers in the West Ealing BID area. Additionally, the Board will work in close partnership with the Ealing Broadway BID Board, as well as with Ealing Council.

YOUR INVESTMENT

West Ealing BID will be funded by a levy on the rateable value of each eligible hereditament within the BID area.

This levy will raise just over £175,000 per year for five years. We will also leverage additional income for a total investment of more than £1,000,000 over five years to deliver improvements that will directly benefit you, your business, staff, customers and visitors.

BIDs deliver services in addition, above and beyond, those provided by the Council. West Ealing BID will enter into a baseline agreement with Ealing Council, clearly defining the levels of service provided by the Council. The BID will then make sure that these services are delivered, while the agreement will ensure that the activities of the BID are in addition to, and not in place of, existing Council provision in the area.



HEARING YOUR THOUGHTS

THROUGHOUT 2013 AND 2014 THE BID TEAM HAS CONSULTED WITH YOU IN A NUMBER OF WAYS TO ASK YOUR VIEWS ON A BID FOR WEST EALING. THE BID PROVIDES AN OPPORTUNITY TO CREATE A COMPANY THAT REPRESENTS YOUR BUSINESS AND DELIVERS FOR YOUR DISTRICT, SO WE HAVE SPENT TIME MAKING SURE WE LISTEN TO YOUR PRIORITIES.

Our engagement has included:

Feasibility study: We engaged with over 100 West Ealing business owners and stakeholders to better understand the main problems they are facing and how a BID could help. We also looked at data and information about the businesses in the area to see, conceptually, how a BID might work in West Ealing.

Business survey: A survey was carried out with 53 businesses within the proposed BID area to build upon the foundations of the feasibility study giving us a good impression of the priorities for investment in the area.

Face-to-Face meetings: Meetings have been held with a large number of business owners and organisations throughout the year to inform them of the BID, share emerging ideas, and

receive feedback. This allowed us to understand which projects are important to West Ealing businesses and should be included for consideration in the BID business plan.

Business meetings: Open meetings were held for different business sectors. This provided an opportunity to impact on the proposed BID plan, along with an understanding of how much businesses were willing to pay for improvements. More than 50 business people participated in these meetings, and through them enthusiasm for a BID grew and the business plan started to take shape.

Summary business plan: A summary version of this business plan was distributed to 334 organisations to allow them to feedback any suggestions prior to creation of this full plan.

Business updates: Throughout the BID consultation and planning process, business updates have been distributed via post, delivered in person, and made available online.

As a result of this engagement businesses have had their say and have told us what they want to see happen in West Ealing. This business plan sets out your priorities, including:

- The action you want to see taken;
- The projects you want to see happen;
- The services your business, staff and customers can benefit from;
- How the BID will deliver for your business.

| Feasibility study | Business meetings | Summary business plan | Business plan | Notice of Ballot | BID Ballot starts | BID Ballot ends | BID result | Start of the BID |
|-------------------|-------------------|-----------------------|---------------|------------------|-------------------|-----------------|------------|------------------|
| April - July | October | December | January | 30 January | 13 February | 13 March | 14 March | 1 April |
| 2013 | | | 2014 | | | | | |



As both a resident and a businessman in West Ealing, I am passionately positive about wishing to make a change in the area. Through the BID, we have the biggest opportunity that has ever presented itself to the area and we must not waste it. ”

Geoff Owen
Harper Woods
158 Uxbridge Road



VOTING YES FOR WEST EALING BID

THE BID PROVIDES AN OPPORTUNITY TO MAKE A REAL DIFFERENCE IN WEST EALING AND WILL MARK A STEP-CHANGE ACROSS THE PRIORITIES OUTLINED IN THIS PLAN. THIS IS A BUSINESS PLAN THAT AIMS TO WORK FOR YOU.

Voting YES to a BID in West Ealing means:

- For your investment, the BID will be able to leverage more than £1,000,000 over five years to deliver on business priorities for you and the local area. The money is spent in a transparent way, based on the priorities laid out in this business plan;
- The BID's resources and revenue are ring-fenced. Money is spent in West Ealing for West Ealing;
- Through the BID company you will have an opportunity to take control of your trading environment and influence change;
- The BID will represent you and all businesses in the BID area collectively;

- The BID will work to increase footfall, welcome new businesses, manage the town centre under one umbrella organisation and monitor its performance;
- Instead of just talking about ideas, we will be able to deliver them with a professional, well-resourced and networked company.

There is tremendous opportunity in West Ealing and the BID offers a chance to manage and implement projects with the right resources and funding. The BID is a credible business voice championing the town and its offer.

THIS IS YOUR OPPORTUNITY TO TAKE CONTROL AND VOTE YES FOR A POSITIVE AND FOCUSED BODY TO DELIVER FOR YOU



We are looking forward to being part of the West Ealing BID, especially the launch of Pubwatch and the Storenet radio scheme to help businesses communicate with each other. ”

Ash Marsh
Star and Anchor
94 Uxbridge Road

PRIORITIES, PROJECTS AND INITIATIVES

IMPROVING YOUR ENVIRONMENT 5 YEAR SPEND: £300,000

You said:

West Ealing is really beginning to come into its own, but we need support to create a more interesting, welcoming and exciting business environment.

The BID plans to:

Create a **clean, efficient** and accessible town centre environment. Advocate and lobby for **car parking** and **street improvements**. Develop opportunities for a **greener environment**.

Improve the mix and quality of shops

West Ealing has benefitted from new business investment that is drawing fresh uses, and an improved mix of operators. The BID will work to nurture and guide this growth by helping to curate the business offer over the next five years. The focus of this work will be on helping to create a neighbourhood district that supports both a daytime and evening economy. Nurturing independent businesses, as well as attracting small “chainlet” operators will be the primary focus. In addition, brand name retailers will be targeted who support and solidify the offer.

Street improvement campaigns

The public realm environment sends a strong message to visitors about the type of experience they will have in an area. Currently, the West Ealing street environment suffers from pavement clutter and a poor quality streetscape. The BID will work to improve the local environment. The BID will also work with business operators to ensure shop front displays and window dressings showcase products and produce.

The BID will develop partnerships with TfL and the local authority to improve traffic flows across the town centre and between the north/south routes to help pedestrians navigate between the new Crossrail station and West Ealing high street.

- Support pop-up shops and start-up ventures

- Run car parking campaigns

- Reduce street clutter and rationalise signage

- Develop partnerships with TfL and the local authority to improve traffic flow



We are delighted to be backing the West Ealing BID. It's vital that Ealing speaks with one voice and promotes the fantastic retail and business opportunities it can provide. By working closely with the established Ealing Broadway BID we can achieve and strengthen these aims and drive a unified approach for the good of Ealing and the business community. ”

Stephen Gee
John Rowan and Partners
40 Uxbridge Road

MARKETING AND PROMOTION

5-YEAR SPEND: £250,000

You said:

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

The BID plans to:

Establish a **clear identity** and **develop a strategy** that builds upon **West Ealing's cultural offer**. **Raise the profiles** of the area and its businesses. **Increase trade** and **footfall** and make the area **more vibrant**.

Reward card scheme

The BID plans to develop and launch a reward card scheme for West Ealing to encourage customers to return time and time again. Voucher schemes, offers and competitions will also be run to raise businesses' profile and incentivise people to spend their money locally.

West Ealing BID will run targeted marketing campaigns, building on West Ealing's cultural offer.

Networking events

The BID aims to help both established and new businesses in West Ealing improve their business performance. The BID will promote and run networking events, workshops and business training sessions to encourage business to business connections. Alongside this, we will provide regular communications and updates on key events in the local area, so that businesses can plan ahead, inform staff and tell customers.

- Develop tailored marketing and promotional campaigns

- Support and grow events including the popular West Ealing SoundBite Festival and farmers' market

- Establish a strong interactive West Ealing website which brings together local partners and their activities

- Support new retailers into key locations



We have had businesses here for over 40 years and in recent years, the area has really started to decline. A BID is what West Ealing needs. We want to encourage more people to shop here and support local businesses to increase their profits. Vote YES for a BID and collectively we can make a difference in West Ealing. ”

Gonul Ali

Genesis

211 Uxbridge Road

PRIORITIES, PROJECTS AND INITIATIVES CONTINUED...

SAFE AND SECURE 5 YEAR SPEND: £180,000

You said:

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

The BID plans to:

Reduce and manage crime together through a town ranger team. Run a **strategic crime partnership** that will manage **safety and security issues**.

Strategic Crime Partnership

Working with Ealing Council and the Metropolitan Police the BID will co-ordinate initiatives to manage security in the local West Ealing area. In particular the BID will help to shape the Neighbourhood Policing Plan and work with the Safer Neighbourhood Team. This coordinated work will lead to strategic campaigns against particular crimes, better management of seasonal crime issues, and ensure officers are deployed in the best way for the area. The BID will work with businesses to share security management, operations and procedures which will establish a joint approach to town management.

Emergency Response Co-ordination

West Ealing BID will work with businesses to devise emergency response procedures. The BID will also help facilitate coordination between businesses in the area should emergencies arise that threaten security.

- Employ rangers to work proactively with businesses and improve safety in the local area

- Implement a Storenet radio scheme to connect West Ealing businesses, enabling them to deal with crime more effectively

- Establish a Pubwatch scheme to support safety in the evening economy

- Work with existing crime prevention agencies including the Safer Neighbourhood Team



West Ealing needs a joined up approach to dealing with shoplifters and crime in the area. The BID can take both a strategic role in fighting crime and on the ground with the Storenet radio scheme and town rangers. ”

Kirit Patel
Boots
68-68a Broadway

BUSINESS SUPPORT 5 YEAR BUDGET: £50,000

You said:

We must help businesses succeed in West Ealing by making it easier and more economically viable to do business here.

The BID plans to:

Provide the **support businesses need** to survive and thrive by **reducing business costs, running central procurement schemes** and **developing partnerships**.

Regulatory response

The BID will help to liaise between businesses and appropriate agencies to help with issues of common concern such as planning, licensing and events programmes. The BID will act as a facilitator and broker on businesses' behalf. Additionally, the BID will act as a voice for business responding on your behalf to consultations and parliamentary matters that may affect you.

Advocacy for stakeholders

As an elected organisation that will represent the town businesses, the BID will be working with and advocating for you to influence progress on key issues, whether they are affecting your business,

your staff or visitors. It will ensure West Ealing has a seat at the table regarding issues affecting you.

In particular, we know that business rates are a considerable burden on many businesses. The Ealing Broadway BID, and other BIDs in the UK, have been able to lobby for between 10-30% reduction in business rates for their BID members through targeted information gathering, employment of property advisors and working with the Valuation Office directly. The West Ealing BID can look to do the same, ensuring that your business rate liability is fair and help you to negotiate using recommended independent specialists.

- Roll out a commercial recycling scheme including paper and plastic, food and cardboard at subsidised/ discounted rates

- Offer discounted courses for staff of member businesses including First Aid, Fire Safety and Health and Safety

- Organise networking and information events, joining forces with other local membership networks and forums

- Act as a voice to represent businesses on common issues such as business rates, parking and licensing



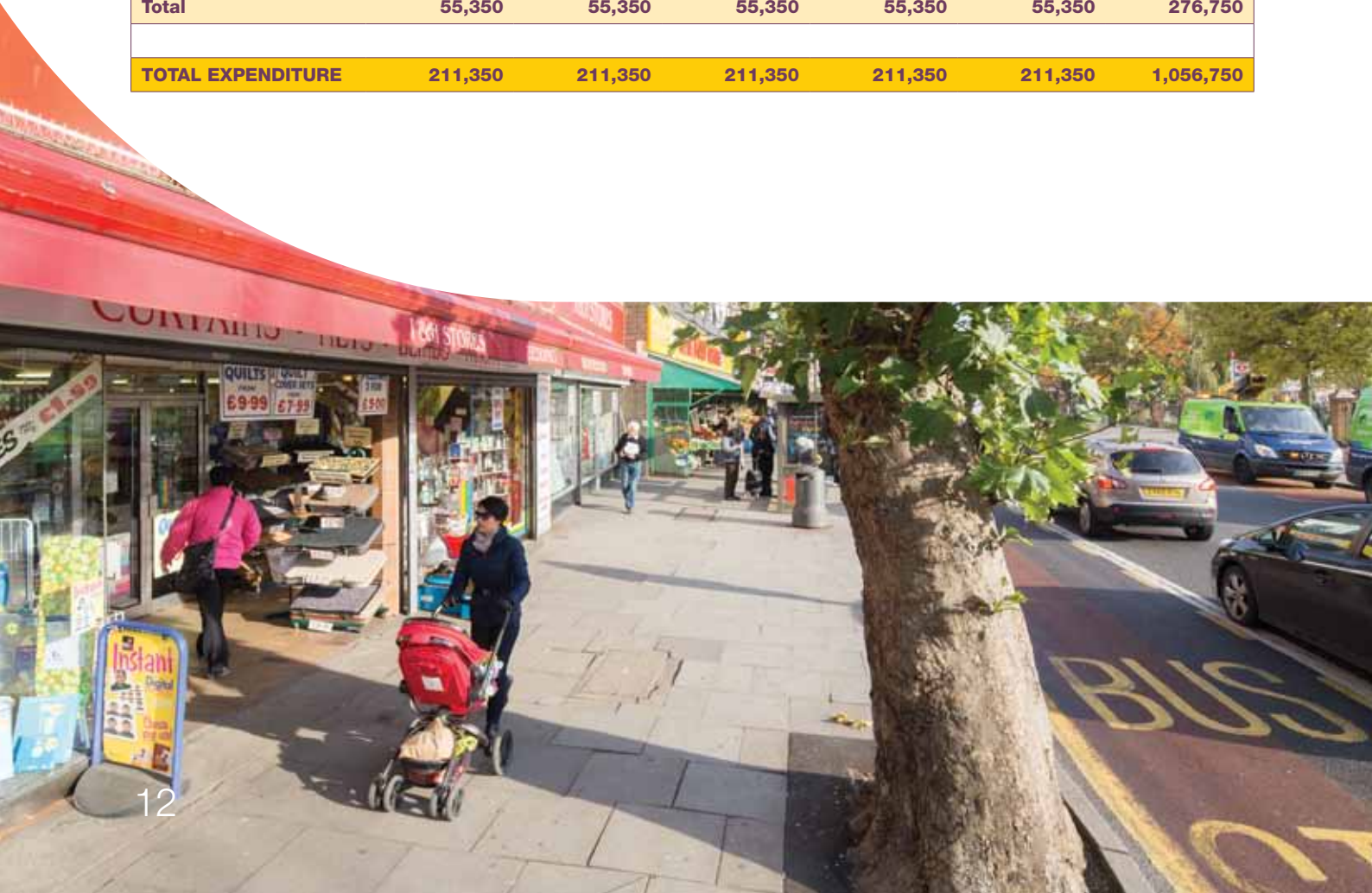
We will be able to drive down costs if we buy services together. It makes business sense to procure as one organisation and get things cheaper than if we were doing it alone. For example, we can get cheaper waste collection services if we go with one company, the BID can organise this for us. ”

Rumit Shah
I and H Stores
28-34 Broadway

THE BID BUDGET

PROPOSED INCOME & EXPENDITURE ACCOUNTS 2014-2019

| | 14/15 | 15/16 | 16/17 | 17/18 | 18/19 | TOTALS |
|---------------------------|----------------|----------------|----------------|----------------|----------------|------------------|
| | £ | £ | £ | £ | £ | £ |
| INCOME | | | | | | |
| BID levy | 176,550 | 176,550 | 176,550 | 176,550 | 176,550 | 882,750 |
| Additional income | 34,800 | 34,800 | 34,800 | 34,800 | 34,800 | 174,000 |
| TOTAL INCOME | 211,350 | 211,350 | 211,350 | 211,350 | 211,350 | 1,056,750 |
| EXPENDITURE | | | | | | |
| Improving the environment | 60,000 | 60,000 | 60,000 | 60,000 | 60,000 | 300,000 |
| Marketing & promotion | 50,000 | 50,000 | 50,000 | 50,000 | 50,000 | 250,000 |
| Safe & secure | 36,000 | 36,000 | 36,000 | 36,000 | 36,000 | 180,000 |
| Business support | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 50,000 |
| Total | 156,000 | 156,000 | 156,000 | 156,000 | 156,000 | 780,000 |
| Staff & training | 40,500 | 40,500 | 40,500 | 40,500 | 40,500 | 202,500 |
| Office costs | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 12,500 |
| Insurance | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 5,000 |
| Legal/Professional | 1,200 | 1,200 | 1,200 | 1,200 | 1,200 | 6,000 |
| Levy collection fees | 6,500 | 6,500 | 6,500 | 6,500 | 6,500 | 32,500 |
| Bank charges | 200 | 200 | 200 | 200 | 200 | 1,000 |
| Contingency | 3,450 | 3,450 | 3,450 | 3,450 | 3,450 | 17,250 |
| Total | 55,350 | 55,350 | 55,350 | 55,350 | 55,350 | 276,750 |
| TOTAL EXPENDITURE | 211,350 | 211,350 | 211,350 | 211,350 | 211,350 | 1,056,750 |



THE BID LEVY

THE WEST EALING BID WILL BE FINANCED THROUGH AN ANNUAL LEVY THAT WILL BE SET AT 1.07% OF THE RATEABLE VALUE OF YOUR BUSINESS. THIS RATE WILL NOT BE INCREASED DURING THE TERM OF THE BID. THE LEVY WILL APPLY TO ALL BUSINESS RATE PAYERS WITH A RATEABLE VALUE OF £10,000 OR MORE. CHARITIES IN NON-RETAIL PREMISES WILL BE EXEMPT FROM PAYING THE LEVY.

The projected levy income for year one is just over £175,000 and over five years, with additional income this will mean over £1 million is invested in the projects and services.

Your levy will be spent on the following:

| Value | BID plan |
|----------|----------------------------------|
| £300,000 | Improving your environment |
| £250,000 | Marketing and promotion |
| £180,000 | Safe and secure |
| £50,000 | Business support and connections |

The following chart demonstrates the approximate BID levy businesses will pay:

| Rateable value | Annual/daily BID levy payment | Equivalent |
|----------------|-------------------------------|--------------------------------|
| £10,000 | £107/29p | Half a doughnut |
| £25,000 | £268/73p | A stamp |
| £50,000 | £535/£1.47 | Single Oyster card bus journey |
| £100,000 | £1,070/£2.93 | A cup of coffee |

THE LEVY IS AN INVESTMENT

In return for your investment you benefit from projects and services you would not get without a BID. The BID will be accountable for every pound it receives or generates.

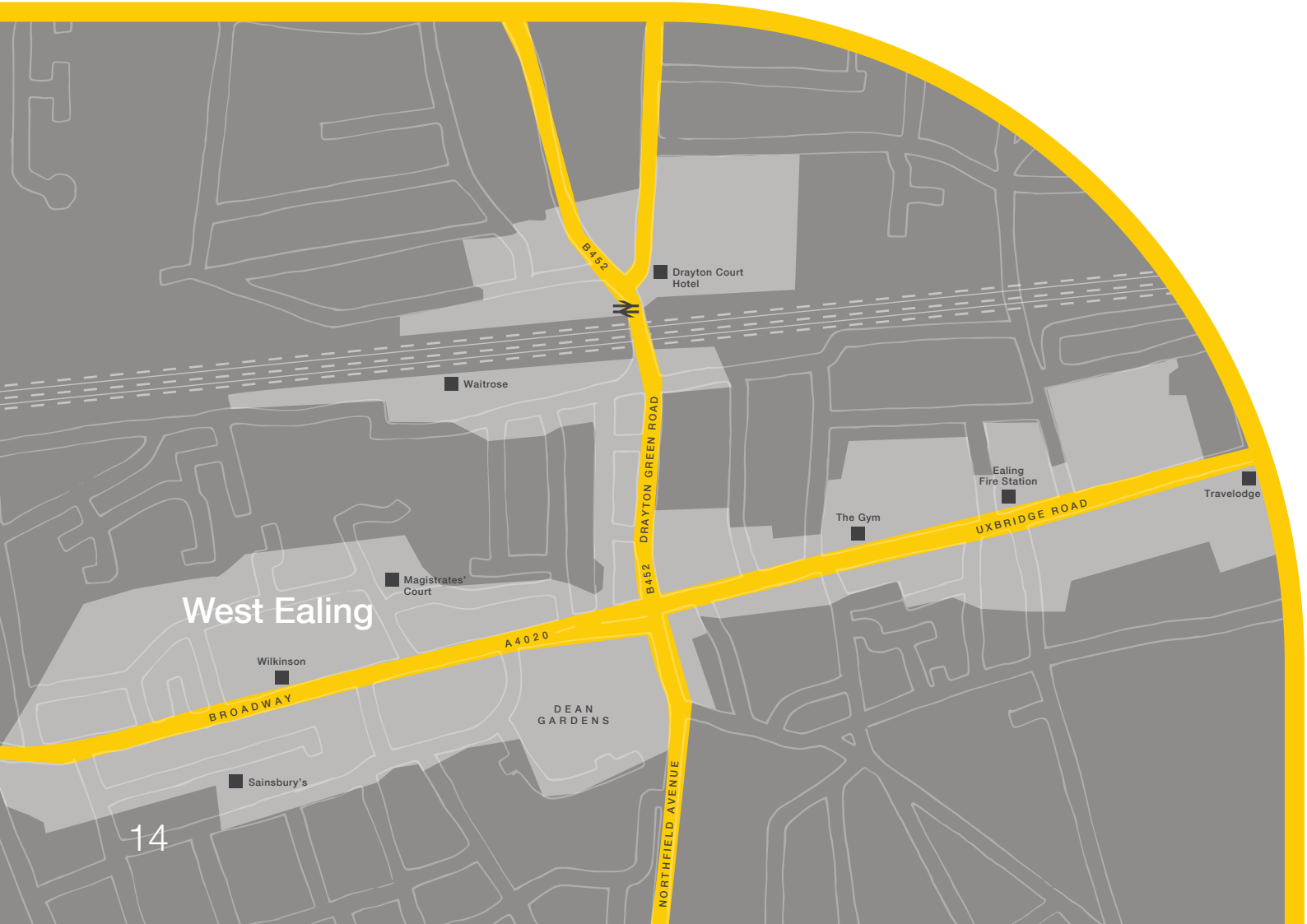
VOLUNTARY MEMBERSHIP AND ADDITIONAL FINANCE

The BID will also run a voluntary membership scheme for businesses that fall outside the BID area or below the threshold so that they too can benefit from BID projects and services.

The BID will seek grants and match funding to deliver even better value for money for its activities. In addition, the BID will also be able to run commercial services or other income generating activities.



**THE BID WILL
OPERATE AND
FOCUS ON
ACTIVITIES
WITHIN THE
AREA OUTLINED
ON THIS MAP**





THE BID WILL OPERATE ACROSS 39 STREETS:

Alexandria Road (PT)
Arden Road (PT)
Argyle Road (PT)
Broadway (PT)
Broomfield Road (PT)
Broughton Road (PT)
Brownlow Road
Canberra Road
Chapel Road (PT)
Chignell Place
Churchfield Road (PT)
Craven Road (PT)
Culmington Road (PT)
Dane Road (PT)
Dean Gardens
Drayton Green Road (PT)
Eccleston Road (PT)
Gordon Road (PT)

Green Man Lane (PT)
Green Man Passage (PT)
Hastings Road (PT)
Kirchen Road (PT)
Lancing Road
Leeland Road
Leeland Terrace (PT)
Maitland Yard
Manor Road (PT)
Mattock Lane (PT)
Melbourne Avenue (PT)
Northfield Avenue (PT)
Singapore Road
St James Avenue (PT)
St Leonard's Road (PT)
The Avenue (PT)
The Broadway (PT)
Tintern Court (PT)
Uxbridge Road (PT)
Walsingham Road
Witham Road

* PT = Part of street, full list of street addresses is available online at www.westealingbid.co.uk

BID GOVERNANCE AND MANAGEMENT
A NEW INDEPENDENT, NOT-FOR-PROFIT COMPANY LIMITED BY GUARANTEE WILL BE ESTABLISHED TO GOVERN THE BID.

The BID will have a Board of Directors, directly accountable to BID levy payers for:

- Effective delivery of the projects and services as set out in the BID Business Plan.
- Upholding and promoting the BID's vision and objectives.

THE BID BOARD

The Board will stand voluntarily and will be composed to reflect the make-up of the businesses and organisations. The West Ealing BID will have the following board composition based on a membership of 15 members:

| Sector | Number of places |
|---|------------------|
| Retail | 5 |
| Office | 4 |
| Food, Drink and Leisure | 1 |
| Public Sector | 1 |
| Property Owner | 1 |
| Resident | 1 |
| Co-opted (voluntary contributions/membership/other) | 2 |

To ensure continuity and allow us to deliver projects straight away, levy paying members of the existing BID Task Group will serve as the West Ealing BID Board in year one, and thereafter an annual election will be held where any levy paying business or equivalent financial contributors will be eligible to stand for BID Board Director positions.



Creating a BID in West Ealing would have an extremely positive impact on the area, raising awareness of what it has to offer and strengthening its identity. With local businesses working together to inform priorities for investment, the BID will deliver improvements for West Ealing and facilitate business growth. ”

Darrell Mercer

A2Dominion

The Avenue & 85 Uxbridge Road

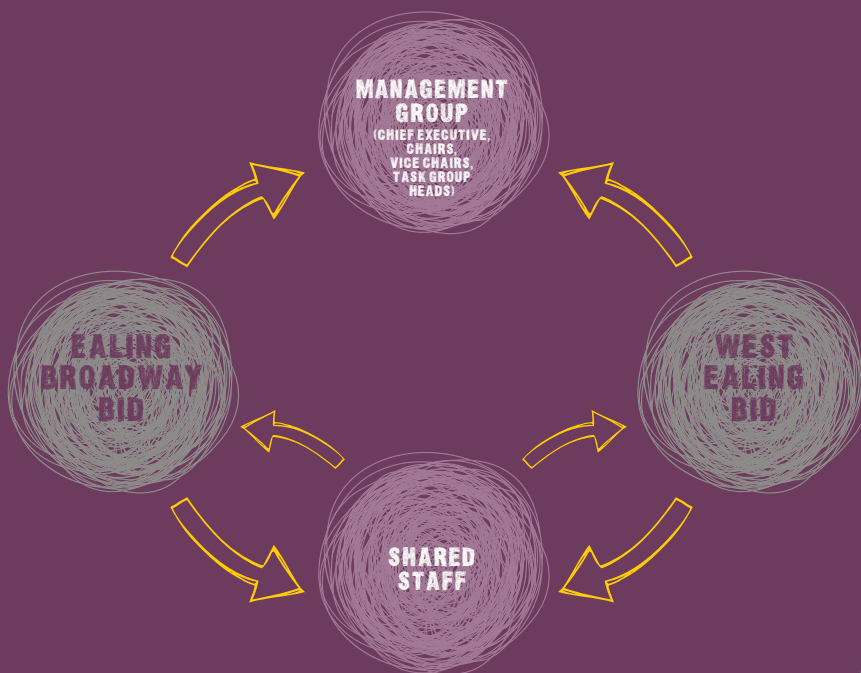
THE BID COMPANY

As a levy payer, you will have a stake in the BID Company. You will control what the BID funds are spent on and you can hold the BID Company accountable throughout the duration of the five years. The BID company will not be able to make a profit, any surplus must be spent on projects and services agreed by the Board of Directors.

BID PARTNERS

The BID will work in close partnership with Ealing Broadway BID to make the most of the existing resource and project experience. This will include partnering together to share operational expenses, and will also provide opportunity for Ealing Broadway BID and West Ealing BID to share strategy via an executive-level management group. The following demonstrates the working model:

West Ealing BID will also partner and work closely with the local authority and other strategic partners in the delivery of this BID plan. It is important to note that the BID will not replace any existing projects or services delivered by these organisations. A baseline agreement will secure this and is available to view on request.



MEASURING PERFORMANCE

THE WEST EALING BID WILL SHOW IT IS DELIVERING AGAINST ITS OBJECTIVES AND DELIVERING FOR YOUR BUSINESS.

The Board will set the Key Performance Indicators (KPIs) and criteria upon which to measure the BID's performance. Examples of the criteria the BID will use include:

Town performance data

- Footfall
- Occupancy rates
- Tenant mix
- Rental levels
- Car parking usage

Annual surveys

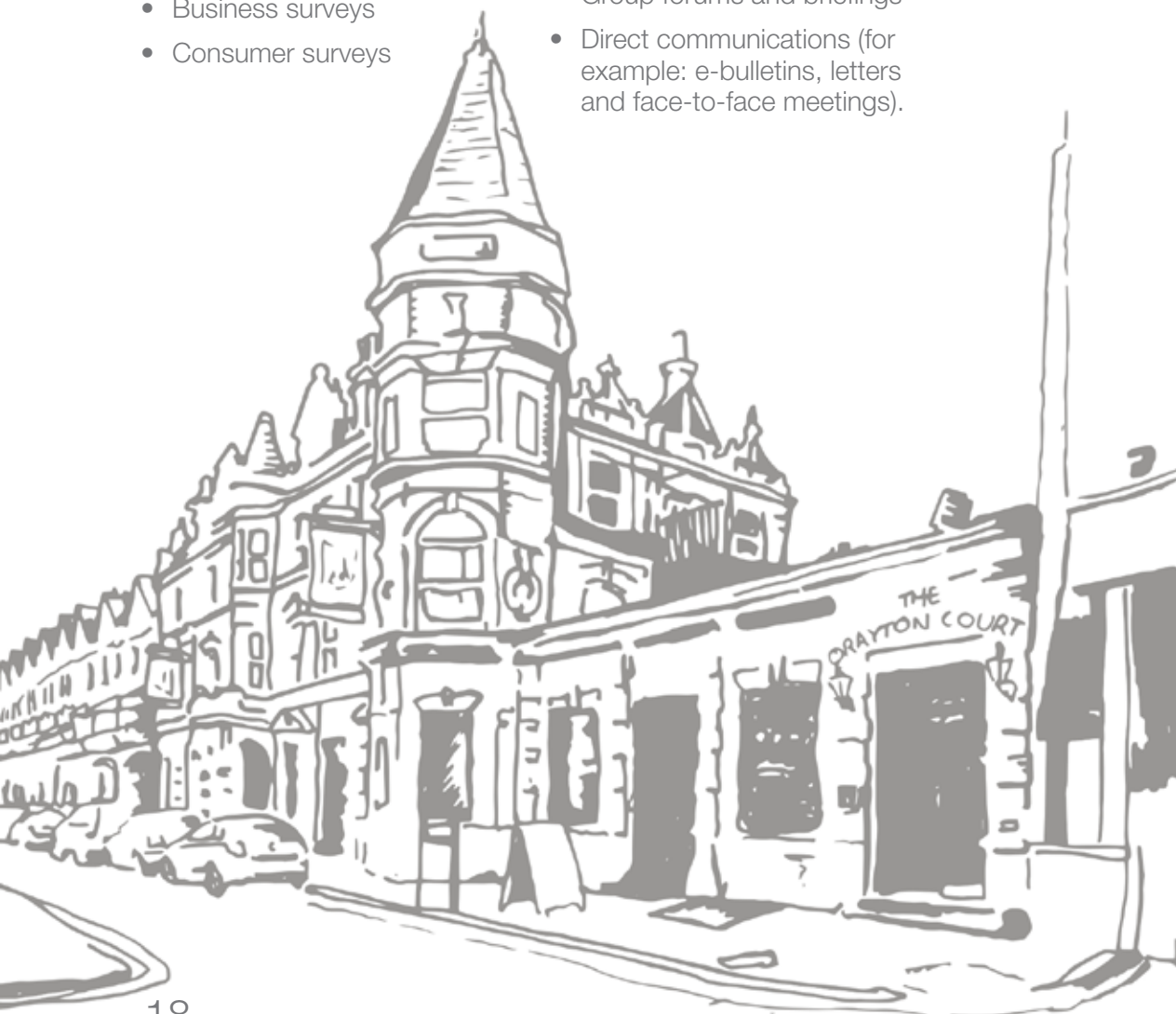
- Business surveys
- Consumer surveys

Value for money and town profile measurements

- Media coverage
- Website and social media visits
- Service take-up rates
- Cost saving initiatives calculated

These activities will be carried out at appropriately regular intervals and will be reported back to you through the following channels:

- Annual meetings
- Group forums and briefings
- Direct communications (for example: e-bulletins, letters and face-to-face meetings).



THE BID BALLOT AND USING YOUR VOTE

THE BID BALLOT WILL BE CONDUCTED THROUGH A CONFIDENTIAL POSTAL VOTE. BALLOT PAPERS WILL BE SENT TO ALL ELIGIBLE VOTERS BY 13 FEBRUARY 2014.

You will have until 5pm on **13 March 2014** to vote. The result will be announced on **14 March 2014**.

Each person entitled to vote will have one vote in respect of each hereditament within the West Ealing BID area where business rates are payable.

For the BID to proceed, the vote must meet two conditions:

1. OVER 50% OF BUSINESSES THAT VOTE MUST VOTE IN FAVOUR OF THE BID; AND

2. OF THE BUSINESSES THAT VOTE YES, THEY MUST REPRESENT GREATER TOTAL RATEABLE VALUE THOSE THAT VOTE NO.



We are much stronger as one and by working together we can reduce our costs and help the town centre to flourish, vote YES for West Ealing BID. ”

Nigel Presky
Express Print
160 Broadway

BID RULES

THE BID LEGISLATION OF 2004 SETS OUT THE RULES AND REGULATIONS UNDER WHICH THE BID BALLOT MUST BE CARRIED OUT, AND THE FRAMEWORK UNDER WHICH THE BID MUST OPERATE. THIS DOCUMENT CAN BE FOUND AT WWW.WESTEALINGBID.CO.UK.

The key points are:

BID CREATION AND THE BID BALLOT

Each eligible business ratepayer within the defined area will have one vote, provided they are listed on the National Non-Domestic Rates list as provided by Ealing Council on 30 January 2014.

None of the costs incurred through the development of the BID, before the formal ballot, will be recovered through the BID levy.

THE BID LEVY AND WHO CONTRIBUTES

- The term of the BID is from 1 April 2014 to 31 March 2019.
- The BID levy rate will be at 1.07% for the full term of the BID (five years) and will not be subject to inflation or alterations.
- The BID levy will be applied to all eligible businesses within the defined area with a rateable value of £10,000 or more within the defined area and be updated annually for rateable value changes.
- The BID levy will be capped at an assessment of £30,000 for any individual hereditament.
- Charities trading from non-retail premises with no trading income, arm or facilities, not-for-profit subscription and volunteer-based organisations will be exempt from paying the BID levy.
- New businesses will be charged from the point of occupation based upon the rateable value at the time they enter the rating list.
- If a business ratepayer occupies the premises for less than one year, the levy paid will be on a daily basis.
- Vacant properties will be liable to pay the BID levy by the property owner or registered business ratepayer.
- The BID levy will not be affected by small business rate relief scheme, service charges paid to landlords, exemption relief or discount periods in the non-domestic rate regulations 1989 made under the Local Government Finance Act 1988.
- VAT will not be charged on the BID levy.
- The chargeable list will be closed annually and no back-dated refunds will be available.

BID OPERATIONS AND MANAGEMENT

- Ealing Council is the only authorised body able to collect the BID levy on behalf of the BID Company.
- Collection and enforcement regulations will be in line with those applied to non-domestic business rates, with the BID Board of Directors responsible for any debt write-off.
- The BID funding will be kept in a separate BID revenue account and transferred to the BID Company.
- BID projects, costs and timescales may be altered by the Board of Directors, provided they remain in line with the overall BID objectives.
- The BID Board of Directors will meet at least four times a year. Every levy paying business will be eligible to be a member of the BID Company and vote at annual general meetings.
- The BID Company will produce a set of annual accounts made available to all company members.
- BID staff or contractors will be appointed through the BID Company and will work with the appropriate agencies to deliver the programme of projects.
- The BIDs will last five years. A ballot must be held if businesses wish to continue with the BID.



YOUR QUESTIONS ANSWERED

Am I eligible to vote?

All businesses within the defined area with a rateable value of £10,000 or more are eligible to vote in the ballot.

Isn't this what I pay my business rates for?

No. Business rates are collected by Ealing Council and then re-distributed at a national level. The Council spends the allocated funding on services that are both statutory and discretionary. Businesses have very little say on which these services are.

BIDs are different. The money is collected locally, ring-fenced and controlled and managed by you. It can then only be spent on projects you have agreed to within the BID area. The BID levy does not pay for anything covered in your business rates. You know exactly how much you pay and you know exactly what it is being spent on.

Aren't BIDs just a way of local authorities saving money, now more than ever?

No. Baseline service statements must be set out by all public bodies providing statutory services. Legally, a BID can only deliver over and above existing services and part of the BID's role will be to make sure local public agencies are delivering against these statements. Statements have been established for:

- Cleansing and maintenance
- Car parking
- CCTV
- Parks and open spaces
- Highways and roads
- Policing

These are available on request.

A BID is focused on investing in projects and services that will help businesses and enhance their trading environment, over and above what public bodies already provide. Ealing Council will also be a levy payer and the BID will work with them and seek further match funding on projects where possible.

Businesses see BIDs as ways of enhancing and improving issues that wouldn't otherwise be dealt with, which is why more and more locations are adopting the model, and even more so in these difficult economic times.

How will I know if the BID is delivering the contents of this plan?

The BID will focus its resources on delivering the four objectives outlined in this plan. The BID will communicate its activity regularly and will be able to report on a variety of different performance indicators, as outlined on page 18.

Isn't this a bad time to be asking businesses for money?

On the contrary, it's a good time to be planning ahead. We know we have a great local area. You have told us there is a huge amount of potential to be realised in West Ealing, so we want that potential met. The BID is a vehicle by which we can make this happen.

BIDs are not designed to put additional financial pressure on businesses during a time of slow economic growth. Rather, BIDs aim to drive footfall to the town to increase sales and improve your trading environment and save businesses money. Businesses know how to deliver this best, which is why BIDs have an ever-growing track record of improving trading environments and bringing more customers into an area.

A majority of businesses will benefit from a return on their BID levy investment through our joint procurement, marketing and cost reduction initiatives.

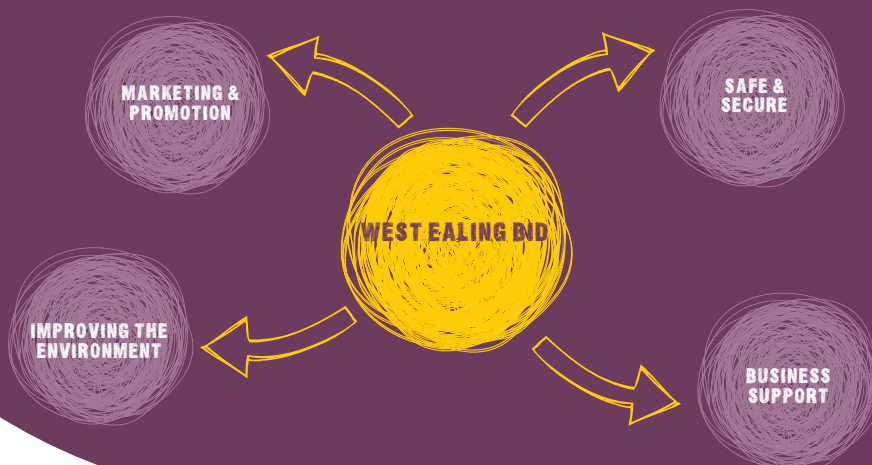


FINAL THOUGHTS

WE CANNOT AFFORD TO LET THIS OPPORTUNITY PASS US BY. WEST EALING HAS TREMENDOUS POTENTIAL AND BY INVESTING A SMALL AMOUNT INDIVIDUALLY, WE CAN STAND TOGETHER AND IMPROVE OUR AREA FOR YEARS TO COME.

This is your opportunity to collectively invest more than £1,000,000 in that potential through the West Ealing Business Improvement District.

VOTE YES.



WEST EALING BID TEAM



From left to right:
Harjot Singh Bahra (Campaign Assistant),
Mathieu Rogers (Campaign Manager),
Natasha Patel (Campaign Assistant).

THANKS
CROSSRAIL
EALING BROADWAY BID
EALING COUNCIL
GREATER LONDON AUTHORITY
METROPOLITAN POLICE
TRANSPORT FOR LONDON
WEST EALING BID TASK GROUP
WEST EALING CENTRE
NEIGHBOURHOOD FORUM
WEST EALING PROJECT
STEERING GROUP
WEST EALING TRADERS
ASSOCIATION



FURTHER INFORMATION

If you have any questions about the
BID or to set up a meeting, please
contact us:

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