



BUSINESS IMPROVEMENT DISTRICT

BID PROPOSAL
2019 – 2024



WWW.INWESTEALING.CO.UK

INWESTEALING

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.**



THE BID IS YOUR
REPRESENTATION

DO NOT LOSE IT

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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 next five years West Ealing is the focus of several large-scale developments, including Crossrail, the West London Islamic centre, and a new development on the former BHS site. Additionally, further investment is being directed into West Ealing through the TFL Liveable Neighbourhoods scheme. The BID is building on this momentum to 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 first 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 2018 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 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 The BID In West Ealing has worked hard at this.

All of this will be lost without a **YES VOTE. Vote 'Yes' In West Ealing.**

Paul Roberts, BID Manager, In West Ealing

 **INWESTEALING**





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

Dear Levy Payers, and Voters

As Chair of investing 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 Board, as well as myself welcome Paul Roberts as our new Bid Manager. He is Extremely Enthusiastic and is very keen to hear from BID Levy Payers to improve our area and welcomes ideas and views to enhance the shopping experience of West Ealing.

Born and raised in Ealing, businesses owner in West Ealing 30 years and counting, I look forward to TFL [Crossrail] and all the opportunities I hope it will 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

 **INWESTEALING**

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 2019.

Why vote YES:

Crime is down 29%*

Footfall is growing thanks to events and activities being brought into West Ealing

Consumers say the town events are making it more vibrant and attractive

Many BID businesses have saved money using our services

Crossrail and Liveable Neighbourhood Investment is coming and we will be the voice of business

Street Maps

AVAM – Avenue Vintage & Antiques Market, once a month street Market, giving West Ealing an unique identity

Street Reporting Service, The Town Ranger, reporting on average 170 reports a month to Ealing Council

FREE:

- Recyclable Waste
- Pest Control
- Staff Training

**According to data form the PSP0*

SHOP

INWESTEALING



EAT

INWESTEALING

BEAUTY
SALON

WE DELIVERED

IMPROVING THE ENVIRONMENT

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.

We delivered:

Hanging baskets back on Uxbridge Road

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

A community clean-up event including jet-washing the streets, gum removal, painting and general maintenance of the area

A strong voice as part of the Stakeholder Management Group for the TFL Liveable Neighbourhoods funding

Daily patrols of the street by our Town Ranger

Over 10,000 local issues reported and chased up including fly-tipping, broken street furniture and other issues

A West Ealing habits and spend survey commissioned to understand the needs of the local town centre

Public realm improvements as part of the St James Avenue working group amongst others



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

A successful Vintage and Antique Market on the Avenue on the last Saturday of each month.

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

Promotion for businesses, advising consumers and advertising events through social media channels on Facebook and Twitter

An Easter event on Melbourne Avenue to increase footfall, dwell time and create a 'feel good' atmosphere

An Easter Trail around shops, bringing new customers to the threshold of businesses in West Ealing

A Town Centre Map to reconnect local people with West Ealing

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:

A well attended Pubwatch meeting, bringing together businesses with police and key council teams to keep the area safe

Free Chelsea clips, high vis jackets and other anti-fraud initiatives

Close work with the Police including hosting 'coffee with a coppa' community meetings in BID businesses

Presence on the street every day through our Town Ranger, 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 such as RISE (Drug and Alcohol Service), Probation and the Magistrates Court

Support for the Public Spaces Protection Order which has seen a 29% decrease in Antisocial behaviour and crime

The removal of street Telephone Boxes [Those which have become rubbish bins, street urinals, ect]

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

Twice a month walkabouts with an officer from a SNT in West Ealing



BUSINESS SUPPORT

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

We delivered:

Free Commercial recycling and waste collection service

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

Free Waste Electronic and Electrical Equipment collection

Briefing sessions on topics that support businesses

Savings on shutter and canopy cleaning, lamp post banners and other schemes

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

WE DELIVERED



THE FUTURE IN WEST EALING - OUR PLANS 2019 -2024

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 all businesses within the BID area. The feedback has helped to steer the development of the BID projects delivered during 2014-18. Over three months (June-August 2018) the Town Centre Ranger has engaged with all businesses in the BID area asking for feedback on the projects delivered so far and for new project ideas. During September businesses have been engaged for a final time to make sure the Business Plan for 2019-24 meets their requirements. A survey has been developed to capture this information further.

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

2019 – 2024



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 our Town Ranger including reporting and monitoring issues to ensure the streets are clean and safe
.....
Hanging baskets
.....
Well maintained and interesting planters
.....
Free Pest Control
.....
Free Waste Recycling
.....
Free Training Courses for your Staff
.....
The Continuation of AVAM, Avenue Vintage & Antiques Market, Destination point, and footfall for West Ealing
.....
Lamppost 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 not included in the Liveable Neighbourhoods programme, 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 2019 – 2024

Reconnecting local people with the great businesses, events and activities in West Ealing is a key objective for the BID second 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 activities such as family friendly trails,
pop-up events and seasonal activities

Our popular social media and website including our
online business directory

Our regular newsletters with information about what's
happening in the area and offers for BID businesses

Our popular town centre map and 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 2019 – 2024

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 the TFL
Liveable Neighbourhoods project, giving a voice to
business to influence £8.3m investment into the area
.....

A yes vote means we can:

Create a welcome pack for businesses to introduce the
BID and offer practical information for 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 2019 – 2024

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:**

Town Ranger, , engaging with business and carrying out daily 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 well-attended Pubwatch scheme

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



LOCAL PEOPLE, LOCAL JOBS 2019 – 2024

5

**Supporting businesses to find, recruit and keep local staff through a new brokerage service and other initiatives.
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 to local agencies to fill positions quickly
.....
Strong links between the BID and the local community through contact with resident groups and other agencies
.....

A yes vote means we can:

Run a job brokerage services to manage vacancies for BID businesses cutting costs for advertising roles, time spent shortlisting and time spent with insufficient staff
.....
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, market stall schemes or other initiatives
.....
Run annual Access and Inclusion awards in association with local disability agencies recognising the work that businesses put in to make their businesses open to all
.....



FINANCIALS

Between 2019 – 2024 the BID is expected to receive £1,000,000 from the levy. Income from events, 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 £25,000 would pay £267 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 10 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. 2019-2024

INCOME	19/20	20/21	21/22	22/23	23/24	5 YEAR TOTAL
	£	£	£	£	£	£
BID levy	200,000	200,000	200,000	200,000	200,000	1,000,000
Exemptions	-6000	-6000	-6000	-6000	-6000	-30,000
Voluntary Contributions	16,000	16,000	16,000	16,000	16,000	80,000
Total income	210,000	210,000	210,000	210,000	210,000	1,050,000

EXPENDITURE						
Theme 1: Environment and Placemaking	31,500	31,500	31,500	31,500	28,000	154,000
Theme 2: Place Promotion and Events	52,000	52,000	52,000	52,000	50,500	258,500
Theme 3: Collective Business Voice	31,500	31,500	31,500	31,500	28,000	154,000
Theme 4: Safety and Security	31,500	31,500	31,500	31,500	28,000	154,000
Theme 5: Local people, local jobs	3,000	3,000	3,000	3,000	3,000	15,000
Priority Themes 1-5 Subtotal	149,500	149,500	149,500	149,500	137,500	735,500

OVERHEADS						
Overheads (including salaries, office costs etc)	-52,500	-52,500	-52,500	-52,500	-52,500	262,500
Levy collection fees	-8,000	-8,000	-8,000	-8,000	-8,000	-40,000
BID Renewal Costs Term 3					-12,000	-12,000

Overheads Subtotal	-60,500	-60,500	-60,500	-60,500	-72,500	-314,500
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TOTAL EXPENDITURE	210,000	210,000	210,000	210,000	210,000	1,050,000
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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 and in 2015 entered its third term.

In West Ealing works closely with neighbouring BIDs including Make It Ealing in Ealing Broadway (now in its third term) as well as with BIDs in Central London including the Heart of London Business Alliance and Victoria BID.

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

IN WEST EALING BID BOUNDARY

WEST EALING BID AREA



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 via regular electronic and hard-copy newsletters.

In addition, we will seek feedback from businesses on a project-by-project basis, through business networks and through the successful delivery of BID initiatives.

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.

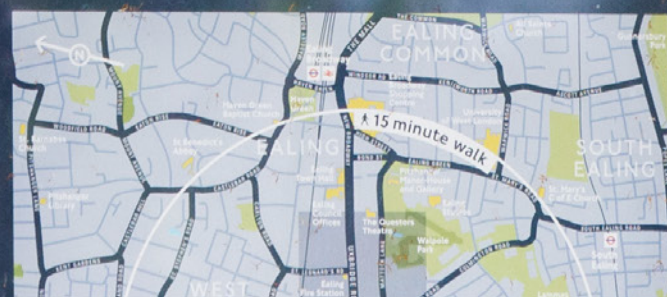


WEST EALING Dean Gardens

↑ **EALING**
Ealing Council
Ealing Town Hall

↖ **West Ealing** ➡

NORTHFIELDS ↗
Lido Centre
Walpole Park



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 non-domestic (business) rate payer on the date the 'Notice of Ballot' was issued.

In August 2018, Ealing Council, via Electoral Reform 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 1st November 2018. They must be completed and returned by 5pm on 29th November 2018.

The result of the ballot will be announced on Monday 3rd December 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 Electoral Reform Services (ERS) 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 2019.

LEVY COLLECTION

The levy collection billing process is simple. If voted in, the first BID levy invoice will be issued on 1st April 2019 covering the period 1st April 2019 – 30st March 2020. Subsequent BID levy invoices will be issued annually, invoiced on 1st April each year, with the final bill covering the period April 2023 – October 2024. 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 2019 and end on 30th March 2024. 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.





INWESTEALING MEMBER SAVINGS DATA APRIL 2017 - MARCH 2018

IN WEST EALING CARDBOARD
RECYCLING STICKER: **£20,010 SAVING**

IN WEST EALING MIXED
RECYCLING SACK: **£21,073.75 SAVING**

MEDIUM FOOD SACK 5KG: **£4,858.75 SAVING**

MEDIUM RUBBISH SACK: **£475 SAVING**

SMALL FOOD SACK 2.5KG: **£782 SAVING**

GRAND TOTAL: **£47,200 SAVING**

BEHIND THE BID



Paul Roberts
Bid Manager



Matthew Hook
Ealing Personal Trainer



Ehi Ojeifo
Holiday Inn Express



Chairman Kenneth Devonshire
Changes Hair Salon



Stephen Ingall
Vickers & Co



Darrell Mercer
A2 Dominion



Vice Chair Helen Burton
Juniper School Uniforms



Roland Sabin
The Avenue Vet

Mansue Fouladgar
Finish Line

Henry Kennedy-Skipton
Ealing Council

Richard Nwanze
Net Security

Inspector Mark Hughes
Metropolitan Police (Observer)

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

BALLOT TIMETABLE

18th October: You will be sent a notice of ballot

.....

1st November: You will be sent your ballot paper

.....

By 29th November at 5pm: Your ballot paper must be received by ERS

.....

3rd December: 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

020 8231 2423

reportit@inwestealing.co.uk

In West Ealing

4th Floor, Villiers House

Ealing W5 2PA

020 8231 2423

info@inwestealing.co.uk

www.inwestealing.co.uk

 [@InWestEaling](https://twitter.com/InWestEaling)

 [/InWestEaling](https://www.facebook.com/InWestEaling)

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

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FOR WEST EALING
TO BE A POSITIVE
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