

# BID UPDATE

DECEMBER 2011

## Business

### Developing Arcadia

We need your feedback on the best solution. [Click here to view proposals and join the debate.](#)

### Trade Local

Our Business Noticeboard allows and encourages businesses to communicate with each other and to trade locally.

### Student market

Right now we're helping local businesses market themselves to Ealing's huge 22,000 student population.

### Online advertising

Want to reach thousands of registered shoppers and business service buyers across Ealing and the Ealing Broadway area?

## Technology

### iPhone app

All the latest offers, news and events on your mobile.



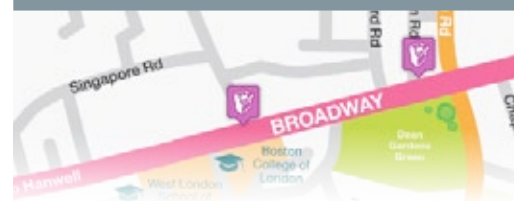
### Storenet goes digital

We will upgrading our Storenet Radio system to digital in January 2012 to provide a modern platform for town centre communication.

### ID scan systems

In January 2012 ID Scan will be coming to Ealing's licensed venues – a huge step forward in ensuring the night time economy remains vibrant and safe in the years to come.

## Interactive map



## Fareshare

FareShare is a national charity that rescues surplus food from the food industry, supported by Ealing Broadway BID. [Want to learn more?](#)

## EC&PCG

### Invitation to attend the next Ealing Community & Police Consultative Group

Tuesday December 6, 2011 – from 7pm in the Liz Cantell Room, Ealing Town Hall.

CONTACT

**Better routes to better business.** Click the tiles above to learn more.



# DEVELOPING ARCADIA

The town centre is again in flux with the receivers to Glenkerrin assessing their options for the Arcadia and Station sites .  
Please **join the debate** and give us **your views and preferences** about these options so that we can feed them back to the decision makers.

## PIECEMEAL APPROACH

### The Parts

Substantial reconfiguration of the Arcadia Centre to include an expansion of T.K. Maxx on the first floor; removal of escalators with a large unit occupying the ground floor in the existing circulation space.

The Broadway sites to be sold to private investors or owner occupiers.

### Pros

- Arcadia Centre restored to viability.
- Moderate renewal to The Broadway frontage.
- Less disturbance to trade.

### Cons

- No new pedestrian priority.
- No new arrival experience from the Station.
- Retail offering consolidated around convenience/value retailing

## JOINED-UP APPROACH

### The Whole

Redevelopment of the prime core north of The Broadway to promote high value comparison retailing. Provision of housing above shops.

Re-alignment of street frontages to provide pedestrian friendly circulation and better connectivity to Dickens Yard.

Underground car parking combined with better servicing to retailers.

No rafting over the rail tracks.

### Pros

- Opportunity to attract aspirational comparison retailing not currently represented.
- Pavement widening around the site to improve pedestrian circulation.
- Realignment of Station Broadway frontage to create an improved arrival experience.

### Cons

- Increased density.
- Disruption to trade and services during redevelopment.
- Economic conditions can delay a larger scheme.

## THE STATION SITE

Opportunity for private investor to acquire Glenkerrin interest and co-invest with Network Rail to provide enhanced development which goes beyond Crossrail's remit to renew the transport node.

[Click here to view plans and vote!](#) ►



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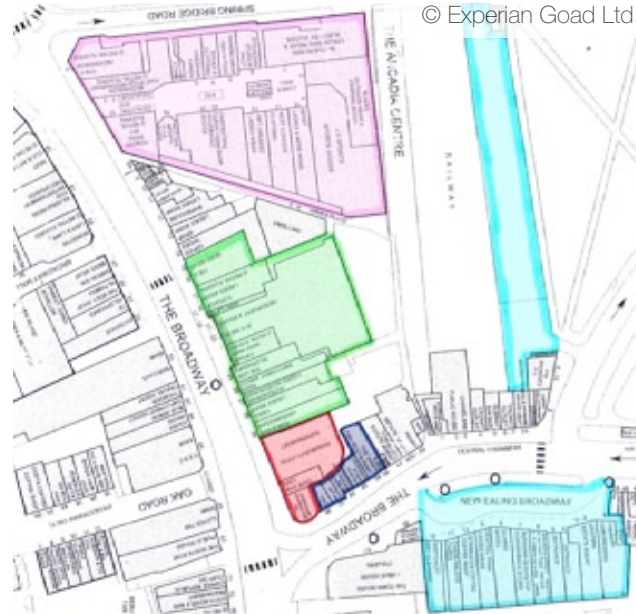


# DEVELOPING ARCADIA

CONTINUED



**VOTE NOW**



## VOTE PIECEMEAL

[Click here to email your vote!](#) ►

### Links not working?

Sorry! Please email your vote with subject 'Piecemeal' or 'Joined-up' to [info@ealingbroadwaybid.co.uk](mailto:info@ealingbroadwaybid.co.uk)



## VOTE JOINED-UP

[Click here to email your vote!](#) ►

[Continue to more Business updates](#) ►

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# BUSINESS UPDATES



## TRADE LOCAL

### Connect with other businesses

Our Business Noticeboard allows and encourages businesses to communicate with each other and to trade locally.

You can post in: Active, Business & Savings; General; Trade Local – businesses can trade with each other and messages can be sent to all registered businesses. There are also forums for PubWatch & Storenet members.

[Click here to Register](#)



## STUDENT MARKET

You may not realise it but Ealing boasts one university, one further education college, five specialist private colleges and 3 private language schools!

This represents a huge 22,000 strong student population and largely resident market place for businesses to serve with everything from professional services to entertainment – and everything in between.

Ealing BID is currently actively involved in providing BID businesses with advice on marketing themselves to this valuable student market.

**Contact** Helen Taylor. **0208 2312 2423** or email [helen.taylor@ealingbroadwaybid.co.uk](mailto:helen.taylor@ealingbroadwaybid.co.uk)



## ONLINE ADVERTISING

Wouldn't you like to reach thousands of registered shoppers and business service buyers across Ealing and the Ealing Broadway area?

- **Share your offers & news?**
- **Help everyone in Ealing to ShopLocal?**
- **Interact with them via Facebook?**
- **Reach over 300 followers on Twitter?**

Thought so. Just call or email us today to find out about advertising and marketing opportunities.

**Contact** Helen Taylor. **0208 2312 2423** or email [helen.taylor@ealingbroadwaybid.co.uk](mailto:helen.taylor@ealingbroadwaybid.co.uk)

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# TECHNOLOGY UPDATES



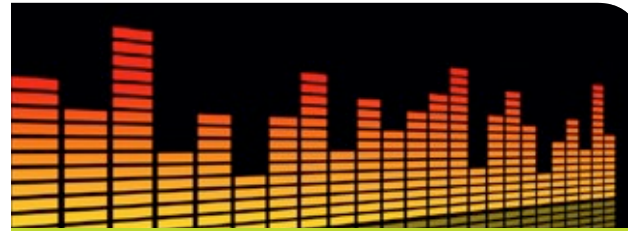
## IPHONE APP

Our new iPhone App will allow us to market the Ealing BID area in a more direct, convenient, market-driven and measurable way.

A beta version is now ready and is being tested by a selection of BID businesses. Once launched the App will then be made available for use by Blackberry and Android phone users.

### For more info on our App contact

Helen Taylor on **020 8231 2423** or email **Helen.taylor@ealingbroadwaybid.co.uk**



## RADIO GOES DIGITAL

We will upgrading our Storenet Radio system from analogue to digital in January 2012 to provide a modern platform to support town centre communication.

This system will provide a stronger signal clearing up the 'black spots' in the town centre; will allow multi-channel operations during times of disruption, an early warning panic system as well as an immediate panic alarm built into the radio providing users with added confidence.



## ID SCAN SYSTEMS

In January 2012 ID Scan will be coming to Ealing's licensed venues. This is a huge step forward in ensuring the night time economy remains vibrant in the years to come.

It will provide customers to the town centre with confidence and the venues with a platform to communicate in an instant as well as providing each venue and the BID with high levels of consumer data, allowing for superior event planning and consumer marketing.

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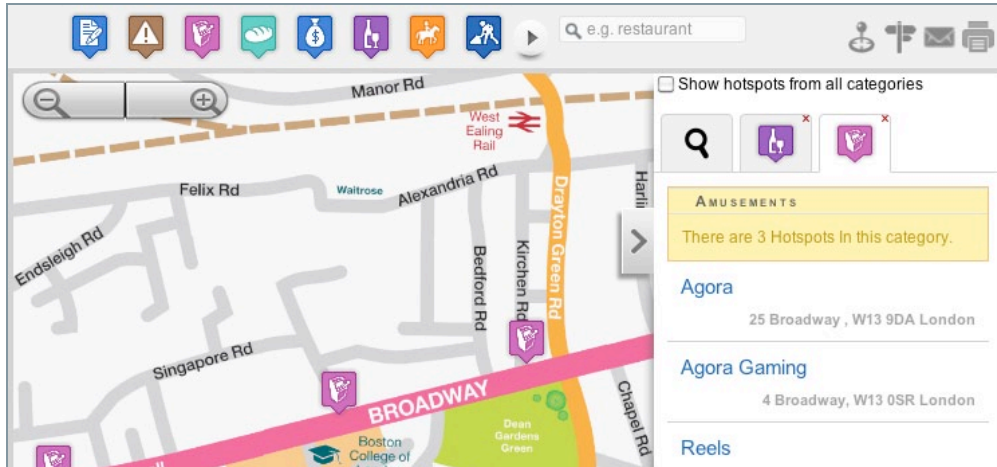
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# INTERACTIVE MAP



**NEW! Interactive Map** – will be live on the homepage by January 2012. The map will show places of interest in Ealing Broadway and West Ealing as well as the surrounding area, including parking, landmarks and restaurants for example, and will be a helpful tool for people visiting the town centre to shop and work ...or both!

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# EC&PCG MEETING

EALING COMMUNITY & POLICE CONSULTATIVE GROUP



## YOU'RE INVITED!

**Tuesday December 6, 2011 –  
from 7pm in the Liz Cantell Room,  
Ealing Town Hall.**

### Speakers:

Borough Commander and TSG Officers.  
*Speakers will be taking questions.*

The meeting will have an update from the Borough Commander, who will report back not just on the general crime and performance figures, but also he will be telling us about a number of special operations dealing with issues such as uninsured vehicles and trading of illegal scrap metal.

We will also have a presentation by Officers from the TSG's 'Operation Fallon' which deals with large public events and who were at this years Acton Carnival.

I am sure it will be an informative and constructive evening and look forward to seeing you there.

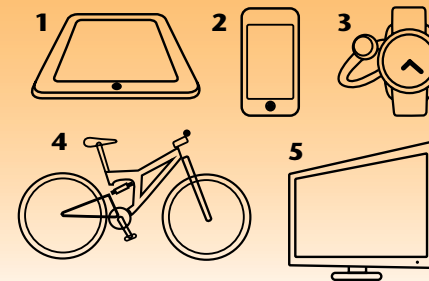
## IMMOBILISE

Help the Police in returning your property if lost/stolen – register your property on the national property database at

**[www.immobilise.com](http://www.immobilise.com)** →

**ACT NOW:** Important thing is to register the EMEI number which anyone can get off their phone by typing in **\*#06#**

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Learn more about Ealing BID



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