

# BIDnews



## Shop Local Facebook & Twitter

Updated daily with latest offers, news and events. We have 258 friends on Facebook and over 100 people follow us on twitter. **Join us today!**



## the new mandate

On 1 April we started the new mandate and I would like to thank you for your support and commitment to Ealing BID over the last 5 years. We are here to ensure the BID continues to support the business community, so please feel free to contact any of us should you have any questions regarding the BID activities and plans.

We received a positive mandate in November 2010 and since then we have been working on setting the new agenda to ensure we put a programme in place that will allow us to grow from strength to strength. **Your Savings Club** will continue to deliver a robust cost saving strategy centred around waste, pest, utility and insurance savings. We are working on delivering an electrical testing programme, and setting up facilities which will allow the BID to generate revenue from these activities, allowing us to budget further activities.

**Your Active Club** will continue to drive Shop Local, careers support, healthy living campaigns and run events to drive footfall into Ealing Broadway town centre. This will be enhanced by a new digital strategy for how we attract, drive and retain registrants to our Shop Local campaign.

**Your Business Club** will continue to deliver discounted courses, coordinated business rates appeals, business forums, Pubwatch and Storenet (and Nitenet). We are working on a strategic plan for the night time economy to include membership to National Pubwatch, providing a comprehensive online training mechanism and delivering a 'business made simple' platform on our website.

We look forward to working with you and your management teams by delivering value for money over the next 5 year term. **Sailesh Siyani**, Chief Executive



These savings are part of a number of schemes in Ealing BID's Savings Club. For more information about what else we offer please visit [www.ealingshoplocal.co.uk/ealingbroadwaybid](http://www.ealingshoplocal.co.uk/ealingbroadwaybid).

### Ealing BID Savings Club - start saving today

**Business Insurance.** Ealing BID and Oval have arranged an introducer agreement which allows every business in the BID area to automatically qualify for a minimum **20% discount** on their current business insurance costs (subject to 3 years no claims).

**Energy Savings. 46 businesses** have signed the letter of authority (LOA) permitting Meercat to act on their behalf. Members have already benefitted from thousands of pounds of savings realising a 40% saving! Some businesses saving up to 5 times more than their BID levy!

SCHEMES	% OF BUSINESSES ALREADY SIGNED UP	SAVING MADE BY BUSINESS
<b>RECYCLING</b>	<b>78% (OVER 250 BUSINESSES)</b>	<b>100%</b>
<b>COMMERCIAL WASTE</b> <small>To sign up to Recycling &amp; Commercial Waste contact First Mile on 0800 612 9894</small>	<b>20%</b>	<b>40%</b> (£1448 PER YEAR ON SACKS, TAPE AND COLLECTION)
<b>PEST &amp; VERMIN</b> <small>(Available to businesses that serve food) To sign up contact MITIE on 01242 691 038 and quote: 31566 / Danny Ashton or contact the BID.</small>	<b>100% (76 BUSINESSES)</b>	<b>100%</b> (SAVE £400/YEAR – 8 VISITS PER YEAR)
<b>BUSINESS INSURANCE</b>	<b>30%</b>	<b>20%-50%</b> (SAVE MINIMUM OF 20%, AVERAGE OF £200 ON YOUR PREMIUM)
<b>ENERGY SAVINGS</b>	<b>46 LETTERS OF AUTHORITY (LOAs) ALREADY SIGNED</b>	<b>£995 P.A./40%</b> SAVING (A BUSINESS IN THE HIGH STREET)





**Safer**

The Metropolitan Police have invited our Ealing BID businesses to attend a free 3 hour seminar called Operation Argus, at their London headquarters in Hendon on Monday 9th May 2011. It is aimed at retailers to make businesses more aware of the current threat level that we in the UK currently face. This will give businesses an informative and interactive view of how incidents can happen and what measures are in place to prevent incidents happening.

**To book your free place please contact:**

alan.burnett@met.police.uk  
richard.perry@met.police.uk

COURSES	START DATES	SAVING MADE BY BUSINESS
FIRST AID	11 MAY / 1 AUG / 9 NOV	<b>90%</b>
HEALTH & SAFETY	26 MAY / 16 AUG / 24 NOV	<b>90%</b>

**Active**

**Shop Local Website**

Place your **FREE** special offer and business spotlight advertising on Shop Local.

**Events Calendar** – is a new feature on the homepage so if your business is holding an event you would like to promote, let us know and we'll put it on the calendar.

**Staff Vacancies**

**SAVE** money on advertising costs by placing staff vacancies on the Careers section of our ShopLocal website.

For more info contact Vicki Thomas on **020 8231 2423** or email **Victoria.thomas@ealingbroadwaybid.co.uk**

**Vocal**

Ealing BID, working with Colliers CRE secured a 15% reduction in your rateable value for pre-Westfield (the period between February and October 2008) and additionally secured a minimum 15% reduction in your rateable value for Post-Westfield MCC for all retail businesses from November 2008 through to March 2010. The following additional allowances have been agreed (including the 15% pre-impact allowance):

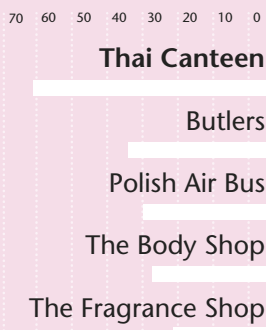
- Ealing Broadway Centre: 32.5%**
- 1-5 High Street: 25%**
- 64-71 The Mall: 25%**
- The Arcadia Centre: 25%**

- 43-67 The Broadway: 25%**
- Oak Road: 32.5%**
- 1-35 The Broadway: 25%**

The Green is the only area where post Westfield allowance is still pending but this is being processed at the moment.

There has been some confusion/question about whether the Westfield allowance had been added to businesses accounts. This is due to the new 2011/12 rate year bills which have recently been issued. These are based exclusively on the 2010 RVs, where the Westfield saving related to the 2005 RV for which reduced bills and possibly refunds would have been received last year. If you have any queries, please contact Darren Williams on: **darren.williams@collierscre.co.uk** or by phone on **01895 457704** or **07958 528882**.

**Top 5 voucher prints**



**ShopLocal Stats**



Web hits have **DOUBLED** since Shop Local started (approx 12,000 per month) and 11,400 people have registered on the Shop Local website. Over 4,000 offer/promotion vouchers were printed from the Shop Local website in the last quarter. (See chart below). Please let us know if any vouchers have been redeemed at your business.

**Footfall stats**

