

BIDnews



BUSINESS CLUB

ALL CHANGE AT EALING BROADWAY

Well not really... because as you know, your hard pressed management team comprising Helen and Andy, assisted by the Chairman, Peter Smith & other Board members have been ensuring continuity of the programmes since Sailesh left at the end of January.

We've now got an announcement to make – the appointment of our new Chief Executive, Matthew MacMillan, presently Deputy CEO of the Camden BID who will be starting with us on 2 April. The recruitment process was well contested with several very able candidates coming forward but in the end, the recruitment panel appointed by the Board were unanimous in selecting Matthew for the post.

Matthew has been at the Camden BID from the beginning and, as some of you will know, this BID has a reputation for innovation and imagination. One of their successful initiatives, for example, is the pop up shopfronts which Matthew personally pioneered.

We look forward to introducing Matthew to you in April and I am sure you will join us in welcoming him to the BID.

TOP 5 OFFER HITS

- Beauty Base **66**
- Piccola Italia **58**
- Argos **16**
- Tuk Cho **16**
- Whisk Cookshop **16**

KEY EVENTS

30TH September 2012
EALING HALF MARATHON

▼ FOR THE FULL EVENTS CALENDAR
CLICK ON THE LINK BELOW



FOUR COUNTIES TRAINING

Four Counties Training is a local training provider and has funding for Apprenticeships. It's not as hard as you think.

CLICK HERE TO FIND OUT HOW WE CAN HELP.



Business Rates Appeals

A number of businesses have contacted us enquiring about business rates appeals and have said that various companies have approached them. Darren Williams from Colliers is still acting on your behalf so please contact him to appoint Colliers to look into this matter for you and to take advantage of better fees offered by them.

Contact Darren Williams on darren.williams@collierscre.co.uk, or by phone on 01895 457704 or 07958 528882 for more information.



There are a number of exciting new BID projects – please click on each project below to find out more:

Trade Local / Student Market / Developing

Arcadia / Storenet goes Digital / ID scan systems / Fareshare / EC & PGG

ONLINE SURVEY

WIN
LOCAL Shopping & RESTAURANT PRIZES
CLICK **HERE** FOR MORE INFO.



Social Media Workshops Wednesday 14 March 10am-12pm

Thanks to those businesses that have confirmed they would like to attend the Social Media Workshop to learn more about Facebook and Twitter. The workshop will take place at our offices, Walpole House, Bond Street on 14 March at 10am. Please pay the fee of £10 on the day.

SHOPLOCAL Stats



Latest stats show that **OVER 4,500** people visited the website last month and **12,000** people have registered on the ShopLocal website. Beauty Base offer had the most views in February followed by Piccola Italia – see graph for Top 5 offer hits.



2010 2011 2012



ACTIVE CLUB



SHOP, EAT & DRINK LOCAL

The ShopLocal website has some great offers/promotions in Ealing Broadway & West Ealing. Thanks for providing Special Offers for the website; you can also advertise your Job Vacancies, News & Events. **ALL ADVERTISING IS FREE.**

Your advertising is also posted on our Facebook and Twitter pages – we now have over 650 followers on Twitter.

There are currently **THOUSANDS** of people registered on the site and they receive regular emails/sms with your offers, news, events and job vacancies. Please promote the scheme to your customers/staff and get them to register on the site and follow us on Facebook & Twitter. Let's encourage everyone to **Shop, Eat & Drink Local!**



Interactive Map There is a test version on the homepage and full version should be on website soon.

The map will show places of interest in Ealing Broadway and West Ealing as well as the surrounding area, including parking, landmarks and you can search for businesses by categories, e.g. Restaurants & Café. The map will be a helpful tool for people visiting the town centre to shop and work... or both!

Student Marketing I am looking at increasing our student registrations to the Ealing ShopLocal website and Facebook/Twitter and am talking with Ealing, Hammersmith & West London College and University of London regarding this. A way of encouraging them to eat and shop in the town centre is to offer specific 'student discounts'. Could you please let me know if you would be interested in doing this? Some businesses are doing this already and thanks for your recent student specific offers. Your offers would be advertised extensively throughout the college and



university via their newsletters, intranet and at sign up events at the campuses. Ealing, Hammersmith & West London college is now

advertising your current student offers in their student magazine. The college also said they would further promote the local job vacancies you have provided for ShopLocal to their students.

Ealing BID iPhone app

Our new iPhone App is now being progressed to Apple and we hope to launch it in the Spring. The app will allow us to market the Ealing BID area in a more direct, convenient, market-driven and measurable way. Once launched the App will then be made available for use by Blackberry and Android phone users.



Healthy Living Event – May

Following on from our popular Healthy Living Event last year, we are holding another event in the Ealing Broadway Shopping Centre in May (date tbc). All health & beauty sector businesses are invited to take part (you can provide promotional leaflets, free samples, special offers for the day, provide beauty/health treatments or do dance/exercise demos) so if you would like to take part, please let me know. Some businesses have already confirmed their interest. It's a great opportunity to promote your business in a high footfall area.



For more info on **ACTIVE CLUB** contact Helen Taylor on 020 8231 2423 or email Helen.taylor@ealingbroadwaybid.co.uk



BID FACEBOOK PAGE

YOUR BID NOW HAS A FACEBOOK PAGE THAT BUSINESSES CAN USE AS A FORUM. TELL US WHAT YOU THINK OF OUR INITIATIVES AND YOU WILL HAVE THE CHANCE TO SPEAK TO OTHER BUSINESSES.

PROMOTING SHOPLOCAL

- We're always looking at ways to promote your offers on ShopLocal. Let us know if you would like to further promote ShopLocal to your customers via a link on your e-mailers or on your website homepage.

- Can you help us increase registrants on ShopLocal/'likes' on our Facebook page?

We could leave some sign up cards with you to give out to customers. Please let us know if you would like us to drop some cards in to you.

- Advertising for non BID members – We can offer competitive rates for advertising.

▼ FOR MORE DETAILS CLICK ON THE BANNER ON OUR HOMEPAGE



SAVINGS CLUB

Ealing BID's Savings Club schemes and savings are listed below. For more information about what else we offer please visit www.ealingshoplocal.co.uk/ealingbroadwaybid

SCHEMES	% OF BUSINESSES ALREADY SIGNED UP	SAVING MADE BY BUSINESS
RECYCLING	85% (OVER 266 BUSINESSES)	100%
COMMERCIAL WASTE To sign up to Recycling & Commercial Waste contact First Mile on 0800 612 9894	33 BUSINESSES	40% (£1448 PER YEAR ON SACKS, TAPE AND COLLECTION)
PEST & VERMIN (Available to businesses that serve food) To sign up contact MITIE on 01242 691 038 and quote: 31566 / Danny Ashton or contact the BID.	100% (81 BUSINESSES)	100% (SAVE £400/YEAR – 8 VISITS PER YEAR)
BUSINESS INSURANCE	68 MEMBERS (13 CONTRACTS)	20%-50% (20% INSURANCE PREMIUM DISCOUNT SUBJECT TO NO CLAIMS IN PAST 3 YEARS)
ENERGY SAVINGS	SINCE alfa HAVE BEEN APPOINTED 24 NEW LOAs HAVE BEEN SECURED. TYPICALLY SAVING BUSINESSES 10% OFF THEIR BILL IN THE TOUGH ECONOMIC CLIMATE	BUSINESSES HAVE SAVED UP TO 40%

CONTRACTORS SERVICE UPDATES

First Mile The Ealing Broadway BID free recycling scheme has been going from strength to strength with 7 new businesses signing up to save money this year. So far in 2012 businesses have recycled over 35 tonnes of waste and saved an average of £97.50 each.



Oval Important Information about your Employers' Liability Insurance – As part of new regulations introduced by the Financial Services Authority, all businesses renewing their Employers Liability insurance from 1st April 2012 onwards must provide their Employer Reference Numbers (ERN – commonly referred to as the Employer PAYE reference number) as without it, insurers may not provide cover. In all cases where PAYE is operated, an ERN is allocated to the employer and the ERN applies to all UK businesses employing one or more people. The ERN can be found on many official documents including P45, P60, Employer Payment Books and many payslips. If you have any questions about the new regulations or about your insurance please contact Lisa Evans at Oval Insurance Broking on 02476 232 624.



alfaenergy AlfaEnergy helped local business secure a new contract renewal showing 6.72% savings. National tender was organised and successfully managed. Another local business benefited from a hassle free energy procurement solution.



MRS We will be launching the new Digital system within the next month this will give users clearer coverage and enhanced features. If you would like to talk to us about getting a radio system in place please contact 02920 810 810 please advise your an Ealing BID business.



Mitie As a special spring offer we are offering businesses 10% off RRP for the latest Cobra Flytraps which are energy efficient saving you even more money. Make sure you are well equipped for prevention of fly's during spring and summer call MITIE 08450171069 and Quote 31566/Danny Ashton.

