

TOP 5 OFFER HITS

- STA Travel 42
- Piccola Italia 41
- Polish Airbus 37
- The Body Shop 29
- Perfume Shop 27



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.](#)

KEY EVENTS

13TH-29TH December 2011
ANNIE AT QUESTORS THEATRE

17TH December 2011
FESTIVE FUN AT EALING BROADWAY SHOPPING CENTRE

24TH December 2011
CHRISTMAS EVE FARMER'S MARKET, LEELAND RD, W13

▼ [FOR THE FULL EVENTS CALENDAR CLICK ON THE LINK BELOW](#)



BUSINESS CLUB



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

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.

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.

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

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.

Fareshare is a national charity that rescues surplus food from the food industry, supported by Ealing Broadway BID.

EC & PCG An Invitation to attend the next Ealing Community & Police Consultative Group.

ONLINE SURVEY

WIN LOCAL Shopping & RESTAURANT PRIZES



To help Ealing Broadway's shops and businesses serve you better we'd like to understand your particular shopping needs for both yourself – if you live locally – and professionally if you work locally too.



The survey will take only a few minutes, but the benefits will be much longer lasting.

As your feedback will be shared with, reviewed

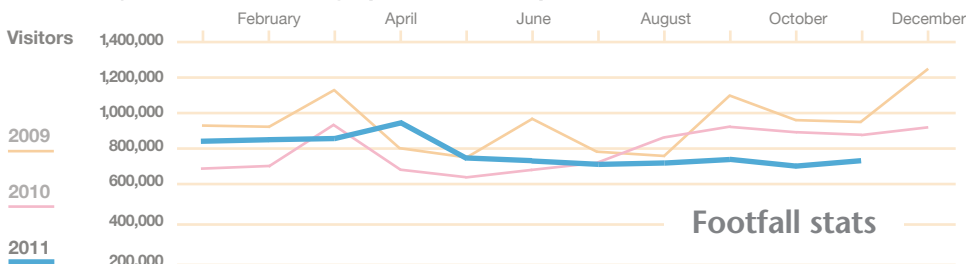
and acted upon by the Ealing Broadway Business Improvement District (Ealing BID) team, together with the shops and businesses that serve you.

Plus – as a thank you from everyone at Ealing BID – your completed surveys will go into a prize draw to win LOCAL shopping and restaurant prizes.

SHOPLOCAL Stats



Latest stats show that **OVER 4,000** people visited the website last month and **11,950** people have registered on the ShopLocal website. **STA Travel's offer had the most views in December** followed by **Piccola Italia** - see graph above for Top 5 offer hits.



ACTIVE CLUB



SHOP, EAT & DRINK LOCAL

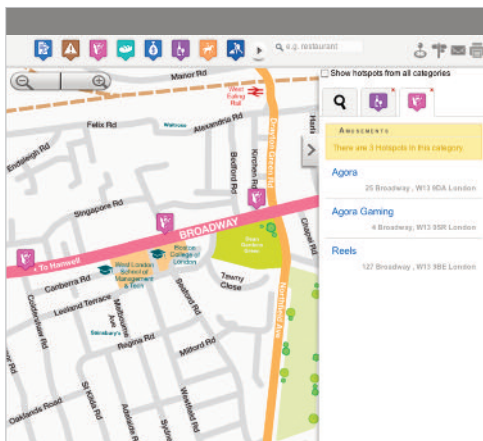
The Shop Local website has some great offers/promotions in Ealing Broadway & West Ealing. Thanks for providing Special Offers for the website; you can also advertise your Job Vacancies, News & Events. **ALL ADVERTISING IS FREE.**

Your advertising is also posted on our Facebook and Twitter pages – we now have over 550 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

The 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!

Ealing BID 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.



The attached app User Guide shows the appearance of screens and functionality and also attached is a short survey. Could you please complete the survey so that we can assess your feedback?

Please email or fax the survey back (fax: 020 8231 2426) or I can collect it.

Once launched the App will then be made available for use by Blackberry and Android phone users.

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 Shop Local. Let us know if you would like to further promote Shop Local to your customers via a link on your e-mailers or on your website homepage.
- Can you help us increase registrants on Shop Local/'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 – do you know a business outside the BID area that may want to promote their offers/business on the website? We can offer competitive rates for advertising – for more details click on the banner on our homepage

EALING HALF MARATHON

▼ EALING HALF MARATHON
17 JUNE 2012
FOR MORE INFO CLICK HERE



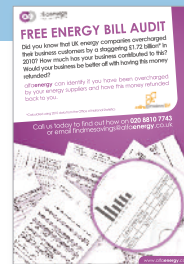
SAVINGS CLUB

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	83% (OVER 262 BUSINESSES)	100%
COMMERCIAL WASTE To sign up to Recycling & Commercial Waste contact First Mile on 0800 612 9894	24%	40% (£1448 PER YEAR ON SACKS, TAPE AND COLLECTION) 3 NEW BUSINESSES HAVE SIGNED UP
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% (80 BUSINESSES)	100% (SAVE £400/YEAR – 8 VISITS PER YEAR)
BUSINESS INSURANCE	38%	20%-50% (20% INSURANCE PREMIUM DISCOUNT SUBJECT TO NO CLAIMS IN PAST 3 YEARS)
ENERGY SAVINGS	53 LETTERS OF AUTHORITY (LOAs) ALREADY SIGNED	£995 P.A./40% SAVING (A BUSINESS IN THE HIGH STREET)

CONTRACTORS SERVICE UPDATES

alfaenergy – FREE Bill Audit alfaenergy will be completing a free bill audit for Ealing BID Businesses starting from this month. These audits allow alfaenergy to look into bill's and determine if the businesses has been overcharged; this could then lead to the business getting money refunded – this is a great opportunity to meet with the team and see just how good alfa energy really are.



M-R-S Communications Will be implementing a new digital system to ealing broadway radio users to further assist businesses in preventing crime through better radio coverage and increased intelligence.



Mitie Continues to provide pest control services to businesses in Ealing at premium rates businesses can save even more money through our energy efficient flycatchers.



First Mile Recycling Collections over Christmas

First mile have increased their collection schedule over Christmas again assisting our businesses save even more money and this will allow all businesses to be able to recycle during their peak trade. First Mile would like to remind businesses in the Ealing BID area that they are able to offer other types of recycling such as general waste, secure paper destruction and electrical equipment recycling – these would be ideal services for businesses who will be clearing out offices and retail space in the new year all of these are discounted saving you even more money.



If you are unsure of your collection times or you want them to increase please call **Maria from First Mile on 0203 176 07 84** or for any other questions or concerns please contact **Andy Pay, your Operations and Contracts Manager on 07760 221 012.**

Oval Ealing BID and Oval Insurance Broking (Oval), has worked to cut the cost of insurance to businesses in the BID area by offering a 20% Automatic Insurance Premium Discount to BID businesses subject to No Claims in the last 3 years. As an Oval policyholder you have access to a dedicated Oval Account Manager with direct dial, Risk Management Support helping you to comply with Health & Safety legislation, a 24 Hour Legal Advice Helpline providing you with access to a team of qualified Legal Advisers for advice on commercial legal matters and access to over 100 legal documents specifically for owners of small businesses.



