

TOP 5 OFFER HITS

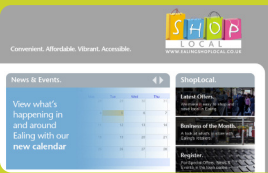
- Polish Airbus **52**
- STA Travel **44**
- Cargo **23**
- Karaam **21**
- Ealing Squash & Fitness/ Bang & Olufsen **20**

KEY EVENTS

24TH November 2011 5-8PM
CHRISTMAS TREE LIGHT SWITCH ON AT EALING BROADWAY SHOPPING CENTRE

8TH December 2011 6-9PM
EALING CHRISTMAS CHARITY DINNER 2011

▼ FOR THE FULL EVENTS CALENDAR CLICK ON THE LINK BELOW



ACTIVE CLUB



SHOP, EAT & DRINK LOCAL THIS CHRISTMAS!

The Shop Local website has some great Christmas offers/promotions in Ealing Broadway & West Ealing. Thanks for providing special offers for the website. Please let me know if you would like to advertise on the website if you aren't currently doing so. 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, follow us on Facebook & Twitter & Shop, Eat & Drink Local in the run up to Christmas and beyond too.



Interactive Map – will be coming soon to the homepage. The map will show parking / landmarks (shopping centres / Council / train station) and will be a helpful tool for people visiting the town centre.



ShopLocal Website

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

Staff Vacancies – **SAVE** money on advertising costs by placing your staff vacancies for **FREE** in the Careers section of the website.

ShopLocal Facebook & Twitter

Updated daily with latest ShopLocal offers, news and events. There is a **NEW** Facebook page that you can 'LIKE' and over **450 people** follow us on Twitter. All offers on the website now have a 'SHARE WITH' button so offers can be shared via Social Networking sites.

Ealing BID iPhone app

Our iPhone App is currently being produced which will allow us to market the BID area in a more direct, convenient, market driven and statistical way. A beta version is nearly ready & will be tried and tested by a selection of businesses which will then be converted to suit the blackberry and android market.



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

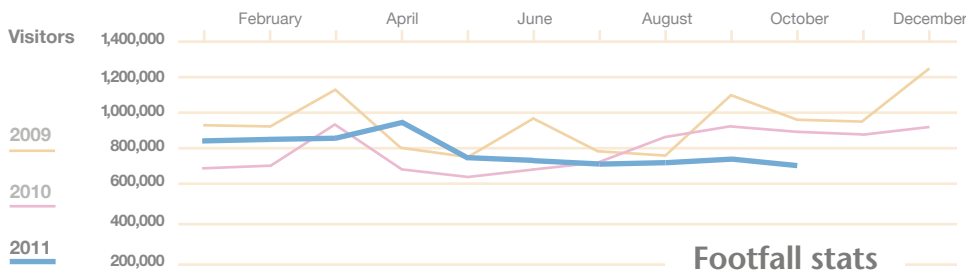
PROMOTING SHOPLOCAL

- We're always looking at ways to promote your offers on ShopLocal. 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.

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. **Polish Airbus & STA Travel's offers had the most views in November followed by Cargo** – see graph for Top 5 offer hits.



Footfall stats

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	82% (OVER 262 BUSINESSES)	100%
COMMERCIAL WASTE <small>To sign up to Recycling & Commercial Waste contact First Mile on 0800 612 9894</small>	22%	40% (£1448 PER YEAR ON SACKS, TAPE AND COLLECTION) 3 NEW BUSINESSES HAVE SIGNED UP
PEST & VERMIN <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>	100% (80 BUSINESSES)	100% (SAVE £400/YEAR – 8 VISITS PER YEAR)
BUSINESS INSURANCE	36%	20% - 50% (20% INSURANCE PREMIUM DISCOUNT SUBJECT TO NO CLAIMS IN PAST 3 YEARS)
ENERGY SAVINGS	52 LETTERS OF AUTHORITY (LOAs) ALREADY SIGNED	£995 P.A./40% SAVING (A BUSINESS IN THE HIGH STREET)

CONTRACTORS SERVICE UPDATES

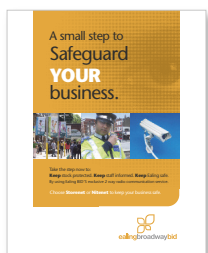
RECYCLING COLLECTIONS

As you aware your Ealing BID operates a free recycling service for all businesses within the BID area. The times of collection are Monday to Friday from 6pm, recycling sacks and cardboard must be left out outside the front of your premises in the designated pick up point agreed by yourselves and First Mile. All businesses must be reminded that until the recycling sacks and cardboard are collected the refuse is still classed as your property and Ealing Council Enforcement Officers can take action should they see recycling outside of our allocated times. Please remember that there are no collections on weekends if you leave your recycling out this will stay there until Monday evening and you could risk enforcement action. This also only makes the town centre look unappealing on the days of our busiest and most important trading hours of the week.

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**. For any other questions or concerns please contact **Andy Pay your Operations and Contracts Manager on 07760 221 012**. In the meantime – **Keep Recycling, Keep Saving Money**.

M-R-S Communications

MRS are continuing to work with Ealing BID to improve security provisions by upgrading the radio system to receive transmissions from both Ealing Broadway and West Ealing, we hope this will only improve communication between all parties by working together and sharing information in the fight against reducing shrinkage and ASB. If you require radio training prior to the Christmas build up please feel free to contact us and we will arrange our trainer Paul to come down and train your staff – for all other enquiries or for our Sales Team please Contact 02920 - 810 - 810.





alfaenergy

Alfa Energy successfully helped a local catering business to renew its electricity contract. Although the current contract is 13% more expensive p.a. due to the current market pricing levels, they were happy to proceed with our proposal. Alfa Energy has earned their trust by successfully managing their energy procurement needs for the last 10 years.



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.



First Mile

In October Ealing BID businesses saved 45.92 tonnes of CO₂ by recycling 31.5 tonnes of waste. There were three new businesses to join the recycling scheme and two businesses decided to save even more money by signing up to the 'zero to landfill' commercial waste scheme.



Mitie

MITIE Pest Control have been looking long and hard at the services we provide and how we can help our customers save money by reducing energy costs and CO₂ emissions. A very easy way to do this is by supplying efficient fly catching machines. Typically, a fly catching unit will remain switched on 24 hours a day 7 days a week. By installing a machine that is effective and efficient can lead to great savings. MITIE have recently helped some of our customers save as much as £100 in energy bills per year per machine just by a simple replacement. The machines last on 10 years on average so for a small initial outlay, over 10 years saving can be significant.



ADVICE & INFO

▶ PLEASE CLICK ON THE LINK BELOW FOR CONTACTS, ADVICE AND INFORMATION ABOUT THE RECENT RIOTS IN EALING



BUSINESS CLUB

Business Made Simple



Register now on the **BUSINESS NOTICEBOARD** to start communicating with the business community or if you are a PubWatch or Storenet/Nitenet member you can access the forums by clicking on the relevant tile on the right hand side of the BID homepage.

Ealing Christmas Charity Dinner 2011 8 December, 6pm - 9pm

Ealing Chamber of Commerce are holding their annual Charity Dinner.

Join over 100 guests at our champagne reception, supported by Northfields Estate Agents and network with businesses from across the borough, enjoy a 3 course meal and help raise as much money as possible for our chairy, Pathways. Click **here** for more more info and for how to book.

Ealing Christmas Charity Dinner 2011

EALING CHAMBER OF COMMERCE

Thursday 8 December 2011, 6.00pm – 9.00pm
Traillfinders Sports Club, The Olympic Pavillion
£30.00 to members/ £48.00 to non-members/ £220.00 for a table of eight



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.

