

## businessmadesimple

We are fast approaching the half year mark, and am pleased to report the restructuring of our activities to best support you for the remainder of this mandate are near completion. I recently updated you detailing some of the completed and pending changes, the highlights of which can be found in my newsletter.

The next **Business Forum** will be in October this year and we are finalising the plans for this, however, would ask that you pencil in **October 4** into your diary (evening event), as this is likely to be the date for the event. We will send confirmation by the end of August with invitations to follow.

Contact us

Visit us online



WEEE recycling  
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### Waste Management

We have now agreed discounted rates with our supplier **First Mile** to extend the product range to include **WEEE products, confidential waste management, food and oil recycling, printer toner, fluorescent tubes**, and a further roll out of **battery recycling**. These services are now available.

Find out more by contacting **First Mile** on **0800 612 9894** or email [customers@thefirstmile.co.uk](mailto:customers@thefirstmile.co.uk)

### Recycling

Earlier this week we sent you our July newsletter where we spent some time showing you how well you have done to help yourselves, your fellow neighbours, and the business community as a whole, by managing your waste on a daily basis. There has been a significant decrease in the number of missed collections, damaged sacks, and leaks on the public footpath, ensuring as a town centre we are 'ready for business'.

#### We are in it with you!

The July newsletter will be our last printed mailer. We will save on paper, toner and ink by emailing all our newsletters to you directly, posting them on our **website** where it can be viewed online and printed as a pdf for your briefings and notice boards, informing you via **Facebook** and **twitter** when the latest newsletter is available. If you are not registered on **ShopLocal**, please do, to ensure you are kept up to date on all matters **BID**.

As our family of products and services grows, so will the number of leaflets illustrating these services. In the first instance these will again be available online, however, a small number will be printed during the roll-out process and subscription periods. Where this is necessary we commit to ensuring all our leaflets will be printed on **100% recycled paper** and using **waterless technology**.



JULY Newsletter  
Please click to view

### alfaenergy



From August 1 2011 we are changing our Utilities contract supplier to **alfaenergy**. They are a local supplier based at 1A Haven Green, and fit the bill as far as 'shopping local' is concerned. Being on our doorstep is a significant advantage to all of us and will ensure the process of managing your utility needs is simple. They will provide a weekly market report to keep you updated in energy related news, provide **Ealing BID businesses** with a dedicated account manager with a direct line and email so you are always able to get hold of the relevant person, as well as assisting in other general billing, contractual and value added services.

All you have to do is go to <http://alfaenergy.co.uk/contact/get-quote>, download, complete, and return the 'letter of authority' by fax on **020 8810 8080** or by email at [EalingBID@alfaenergy.co.uk](mailto:EalingBID@alfaenergy.co.uk). They will even come and pick it up from you if you do not have access to these facilities.

I would like to take this opportunity to thank **Meercat Associates** for their hard work in securing thousands of pounds in savings for Ealing BID businesses.

### Student Market

There is a large student population in Ealing; we are conducting a study into this market to include where they are travelling from, how much time they spend in Ealing, and indeed their favourite shops. We will use this data to help promote the businesses to the students and make them aware of what they may be missing, and potentially create a **student loyalty scheme** to drive retail spend.

An example of what we are working on is below:

#### Did you know...?

...that the Metropolitan Film School in Ealing Studios is the largest film school in the country? They have over 200 students studying degrees and other students on shorter courses, running through the year (with a short break in September) and for six days a week.

If you want to target offers to the Met Film School students – or to the 30-40 staff who work with them – mail [info@metfilmschool.co.uk](mailto:info@metfilmschool.co.uk) and they'll put a notice on their intranet.

This is an early taste of the information which the BID is working to collect information for every education establishment in central Ealing – the university, the college, the film school, language schools, business schools, and a drama school – so that you know the scale of the student market, and how to make the most of it. Do get in touch if you want to know more.



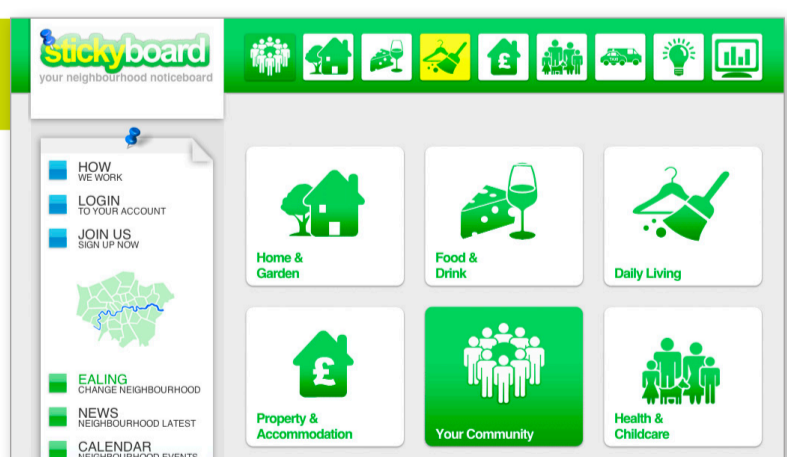
### Apprentice

**Vicki Thomas** (our apprentice) will be leaving on the 25 August 2011. She has successfully completed her **Level 2 NVQ** and is looking for pastures new. I am sure you will join me in wishing her all the best in her future adventures. We intend to continue to work with Ealing Council and their apprenticeship team on developing local talent.

### Stickyboard

We are joining forces with **Stickyboard** which is a non-profit Social Enterprise which connects small businesses with local residents and community groups by providing an online **neighbourhood noticeboard** for Ealing. Business can use this to publicise services and share events/promotions with the Ealing community. Designed to be intuitive and efficient, it increases small businesses web presence saving both time and money. Stickyboard will advertise all **Ealing ShopLocal offers, events and news** to the communities in Ealing, Hammersmith, Brent, Harrow, Hounslow and Hillingdon, allowing us to reach a wider audience and drive footfall to you.

Over the past few months **Stickyboard** have had repeated coverage in the Ealing Gazette, received over 40,000 page views a month and had well over 200 Ealing groups, businesses and active community members sign up. These users have connections to a much wider network of Ealing residents with numbers rising each week.



Go to Ealing Stickyboard now  
Please click to view

As part of our new partnership we would like to offer **BID** businesses a **Months Free Trial**. Just visit <http://stickyboard.co.uk/sign-up/> choose **Flat Rate** and then type in the voucher code **bc051** at the final checkout.