



**A Business
Improvement
District for
Ealing Broadway**

It's Your Decision

ealingbroadway

Support for the Ealing Broadway Bid from local Businesses



Steve Levitt, Visage Independent Retailer

"Visage is an established business and committed to being part of a successful Ealing Broadway, and so would welcome any ideas that would improve the centre. However, it doesn't mean money being spent to subsidise services for which rates are already paid into. I am confident this is not the case and will be additional services and prove to be a positive development."



Ian Turner, Marks and Spencer

"Marks and Spencer is committed to Ealing Broadway and we fully support the Business Improvement District because we believe that improvements to the local working environment will be good for us and for retail here in general."



Mahanta Shrestha, Monty's Restaurant and President of the Ealing Chamber of Commerce

"I believe the Business Improvement District will help bring prosperity to the area. We as businesses have the knowledge to understand what our town centre needs to be a thriving place to work, shop and relax in."



Richard Palfreeman, Northfields Estate Agent

"We wholly support this initiative which we firmly believe will benefit businesses and residents. It will help ensure improvements are made as well as being a valuable investment programme for attracting new families, young professionals, investors and first time buyers into the area."



Liz Pilgrim, baby e

"We support the Business Improvement District because it will significantly improve our immediate environment with safer and cleaner streets."

Why you should read this



This April could bring an important change in the way that businesses are supported in the Ealing Broadway area.

We're balloting businesses with a direct stake in the area to support the launch of a Business Improvement District (BID) in Ealing Broadway.

As one of those businesses it's crucial that you use your vote in the ballot. A 'yes' vote will ensure we continue to deliver business improvements to your area. A 'no' vote will result in this work coming to a stop.

In these pages we'll detail the key benefits.

- **More people staying longer and spending more in Ealing Broadway.**
- **Greater influence with the Council and other public agencies.**
- **Will help attract and retain the best employees.**
- **A safer Town Centre for employees and visitors.**
- **Reduced business costs: advertising, marketing, security, insurance, recruitment.**

We'll set out exactly

- **What we plan to do, and what we have done so far**
- **How the work will be funded**
- **How it will bring other funds into the area**
- **How it will be managed**

We think that a BID is the right way forward for Ealing Broadway. The way it's funded means that through a relatively small contribution - 1% of the annual rateable value in 2005 - businesses here stand to gain a great deal, through more customers and better conditions for staff.

Crucially, the BID will give Ealing Broadway businesses a stronger say in the area. It's only right that the process starts now, with this ballot.

The BID proposal will directly affect your business, so at the end of the day it's in your interest.

Please read the brochure carefully. If you'd like to know more then we'll point you in the right direction.

But whatever your view, make it heard. Support your town centre by voting in the ballot.

Why we need change



Ealing Broadway is an established and attractive town centre. But it cannot take its future success for granted.

Rising consumer expectations

Mean that shoppers are ready to spend more on leisure and travel further to get exactly what they want. Ealing Broadway needs the best and brightest mix of retail and office facilities if it is to retain the loyalty of local people.

The competition's getting stronger

New development at Uxbridge and White City's soon to be completed Westfield Centre could easily draw people away. Kingston has already approved a BID programme to help it compete and Hammersmith town centre will be voting on a BID proposal this month.

Ealing must secure its status as an employment centre

With improvements in public transport (including the new Heathrow Connect train service) Ealing has a great opportunity to support its existing office businesses and make its office stock more attractive to new tenants and investors.

The street environment is deteriorating

Ealing's main streets have fallen below modern public expectations. They need improving and a higher standard of maintenance. The BID is generating the pressure on the Council to address this.

A thriving evening economy

Depends on the right mix of attractions and management to ensure that people feel safe to come and at the same time are not tempted to disturb local residents with late night anti-social behaviour.

Commercial reality

Means that Ealing Broadway must increase investment in the area to avoid losing out to competing centres.



Faced with these threats Ealing Centre Partnership has consulted with local businesses and developed a clear vision for its BID proposal.

“To create a safe, clean, attractive and user friendly town centre – a destination of choice for customers, employees, businesses and investors, both now and in the future.”

We’ve set five clear and practical goals to turn this vision to reality.

1. A Safer Ealing

Reducing crime and making the area a more welcoming place to shop, visit and enjoy.

2. A Cleaner Ealing

Visibly improving the town centre’s environment.

3. An Accessible Ealing

Helping people move around Ealing Broadway with improved signage, street lighting and greening of shopfronts.

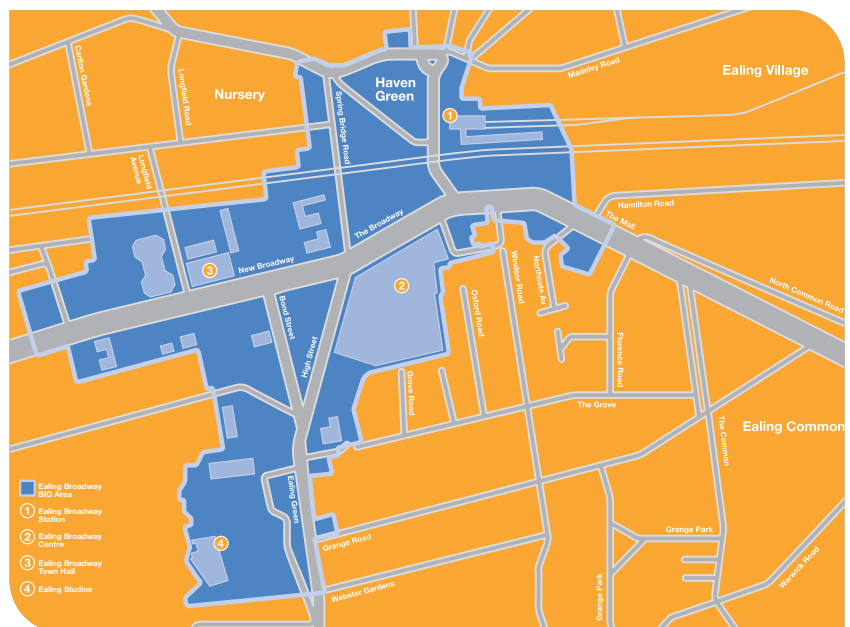
4. An Active Ealing

Raising the profile of Ealing Broadway through special events, marketing and promotional activities.

5. A Vocal Ealing

Lobbying for local businesses and investors to ensure that their views are heard by public agencies.

These objectives perfectly match the capabilities of a Business Improvement District.



How a BID will help



A Business Improvement District can tackle the diverse challenges ahead because it is a partnership of all the different agencies, businesses and landowners with an interest in a better future for Ealing Broadway.

Business driven

It is business-driven, but creates a powerful way for supportive public sector bodies to get involved, including the local Council, the police, and Thames Valley University.

Everyone will be working together. There are strict agreements to ensure that BID initiatives deliver more than the normal work of public agencies (Council, police and so on).

The overall objective is to create a better place to live and work, bringing in more customers and visitors, and making it easier to attract and retain staff.

New public investment

The BID is funded partly through a levy on eligible businesses, and can only be set up if a majority of those businesses support it in a ballot.

The remainder will come from central government grants, the local authority and voluntary contributions: with the BID in place it's much easier to attract additional funding into the area from central government, as well as other stakeholders like property developers and landowners.

The total cash investment to promote the Ealing Broadway BID Business Plan will be in excess of £2.3 million.

Day to day management

The Ealing Broadway BID will be managed from day to day by the Ealing Broadway BID Ltd Company, which remains at all times responsible to the businesses that pay the levy. Its finances will be managed and monitored by a programme manager who will report to the Ealing BID board. Its accounts will be audited by Johnson and Johnson Accountants.

The Ealing Broadway BID Company will enter into binding legal agreements with the local Council and has a memorandum of understanding with the police. These specify certain standards of service that will be maintained or exceeded if the BID proceeds. Details of these agreements can be found at www.ealingbroadwaybid.co.uk

So how exactly will I gain?



BIDs have proved successful because they can address a whole range of issues that affect business prosperity in an area.

You'll see later in this brochure that we've set some very clear targets. We'll be measuring our success against those targets, so it will be easy for everyone to see whether the BID is delivering its promised benefits. In the meantime you can see why a BID is likely to help your business in the area just by looking at the numbers.

Source	£
BID levy	1,614,487
Additional Voluntary Contributions from landlords and grants secured	334,630
Additional funds committed (Council's Section 106 funds)	395,500
TOTAL	2,344,617

Note that these are real figures, not projections, over five years.

The BID mechanism means that every £100 put in by local businesses unlocks another £60 (approximately) from voluntary and national public funding that Ealing Broadway would not otherwise get. For smaller businesses the BID contribution will amount to no more than a few pounds a week. These small contributions will unlock in excess of £2.3m over 5 years.

Ealing Centre Partnership Achievements that the BID will build on:

A Town Centre Ranger.

Festive lighting for Christmas 2006.

Fairtrade Fayre confirmed for Ealing Green, Saturday 11th March 2006.

New town centre street lighting for Uxbridge Rd, High St and Bond St.

Footfall monitoring introduced.

Ealing (Film) Studios and Thames Valley University support secured for joint promotion of town centre businesses.

Graffiti removed from south side of Uxbridge Road.

Improved CCTV management.

24 arrests for shoplifting.

5 arrests for graffiti offences.

The BID programme



We've already planned and costed the critical projects that will deliver each of the BID's five main objectives.

A Safer Ealing

Project: Town Centre Rangers

The BID company will retain the existing Town Centre Ranger and appoint a second to work in the evenings and at weekends.

The rangers will:

- Co-ordinate the area's public and private security systems to ensure that security services provided to the town centre operate effectively and efficiently.

- Welcome visitors to major Ealing events, offering information and advice.

- They will also monitor street problems such as unauthorised rubbish dumping, graffiti and fly posting, and general cleanliness.

Project: Extension of Storenet/Nitenet Radio Safety Scheme

The existing Storenet/Nitenet Radio Safety Scheme links retailers, businesses, the police, CCTV and the Town Centre Rangers in Ealing Broadway. BID funding would enable

the scheme to operate in Ealing Broadway in the evening and help traders, especially licensees, identify anti-social behaviour and improve the delivery of security services in the town.

Project: Anti-Social Behaviour Project

Under the BID programme there will be tighter co-ordination of the work between police, BID rangers, local Council officers and others to identify anti-social behaviour early and reduce its impact on the streets.

A Cleaner Ealing

Project: Cleaner for Longer

Ealing Council is obliged to keep Ealing Broadway clear of litter between the hours of 8am and 8pm. BID funding will extend the hours of cleansing so that the town centre is clean earlier in the morning as workers, shoppers and visitors arrive.

Project: Anti-Graffiti Programme

BID funding would be used to speed up the removal of graffiti from known hotspots and to apply anti-graffiti coating where necessary to ensure that graffiti is removed for good.

Project: New Litter Bins

With BID funding we can bring in more street bins at strategic locations across Ealing Broadway.

Benefits to business

Reduced levels of litter leading to an improved trading environment and higher levels of customer satisfaction with the town centre.

A more pleasant trading environment and improved perceptions of street safety among shoppers and visitors to the Ealing Broadway.

Benefits to business

Reduced levels of crime and anti-social behaviour, increased levels of safety.

A better and more attractive trading environment for both staff and visitors.



An Accessible Ealing

Project: Improved Street Lighting

We will replace existing street lights in the centre of Ealing with new columns capable of displaying Christmas and festive lighting along with marketing signs for major events.

Project: Removal of Street Clutter

We're proposing a blitz of street clutter to remove unnecessary signage and out dated lamp column signs across Ealing Broadway.

Project: Street Paving and Signage Renewal

We will replace and upgrade street paving and signage in the most heavily trafficked areas around

Ealing Broadway station and on The Broadway, representing the gateway to the town centre.

Project: Green Business Plan

This project will be trialled in Year 1 to provide opportunities for additional planting to shopfronts in the BID area, supplementing the Council's own expenditure on parks and public space.

An Active Ealing

Project: Marketing, Events and Public Art

We will capitalise on existing marketing activities and fund a range of additional initiatives designed to attract people to our town centre and encourage them to stay and shop longer. Specifically the launch of an annual summer event in the area.

Benefits to business

A significantly higher profile for Ealing Broadway as a place to shop, do business in and unwind, resulting in an increase in the number of visitors to the town centre and an increase in the length of time they stay.

A Vocal Ealing

Project: Representation on Public Agency Boards

The lobbying work involves representing businesses and lobbying for their interests with public agencies. BID status will also be used to persuade Councils and other agencies to bid for project funds. This lobbying will also aim to ensure that resources allocated to Ealing Broadway are spent effectively and are not

directed elsewhere, and that strategic decisions by public agencies are taken with business interests in mind.

Project: Business to business

We will operate services in conjunction with the Ealing Chamber of Commerce, for instance organising business training and information seminars, networking events and provide business support information.

Project: Monitoring Key Programme Indicators

BID progress monitoring will complement the surveys carried out by the Council, measuring indicators not included in its town centre "health check". It will, for example, pay for footfall counts in Ealing Broadway and for additional "transect" surveys in Ealing Broadway to provide a statistically more reliable assessment of levels of cleanliness.

Benefits to business

Improved levels of luminosity in Ealing Broadway will make the town centre feel safer and brighter and new streetlamp columns help market the town centre.

Improved levels of tidiness and improved perception of the town centre as a safe, inviting and attractive place to visit.

Ealing Broadway will be seen as a colourful and more attractive centre.



Benefits to business

The views of local businesses and investors will be more effectively heard by public agencies.

More opportunities for businesses to meet and do business with one another.

Demonstrates effectiveness of BID spending in improving cleanliness, safety, access and, ultimately, increases in footfall and the length of time visitors stay in Ealing Broadway.



Funding the programme



Over a five year period (from 2006-11) the Ealing Broadway BID would expect to raise and invest £2.3 million in the area.

Who pays?

Of this total the BID aims to raise some £362,000 every year through a 1% levy on local businesses.

We expect to attract substantial extra funding from other sources. Ealing Council has already identified £402,000 in further funding to support BID activity.

The levy itself will be affordable, and simple.

Affordable

If a business or organisation occupies premises with a total rateable value of £10,000 or over in the BID area (as assessed in the 2005 Rating List) it will be eligible to vote in the ballot required to set up the BID. If the ballot is successful all eligible businesses will be liable for the annual levy.

The levy is set by a simple equation.

$$\text{Rateable value (rv)} \times 1\% = \text{levy.}$$

So if the rv of your premises is £40,000, your levy payment for the year would be £400.

The levy will be adjusted each year for inflation

The levy is discounted for charities at the same level as their business rate relief. And if you are a tenants in the Ealing Broadway or Arcadia Centre you will receive a discount. This is made possible via a voluntary contribution from your landlord. Other landowners such as the Prudential will contribute additional funds. The Council has also agreed to allocate planning gain contributions towards some of the projects in this business plan.



Simple

There's no hassle or extra paperwork. The levy will be collected in two six-monthly instalments through the business rates system.

Budgets for current plans

The calculations of core operating costs and project delivery costs have been based on Ealing Centre Partnership's previous experience of delivering similar projects and has enabled the BID planning process to set realistic budgets.

Your investment is safeguarded!

- The levy is fixed for the life of the BID.
- The BID services are guaranteed to be additional to existing services.
- Existing services are maintained for the life of the BID.
- There's a fundamental review of BID results at year 3.

As managers of the BID programme, Ealing Broadway BID Ltd will operate as a not-for-profit organisation, making it eligible to apply for a range of external grants to fund elements and projects. It is likely to be eligible to bid for funding sources like the National Lottery, for which Councils cannot apply.

Income	2006/11 (£)	Expenditure	2006/11 (£)
BID Levy	1,614,487	A Safer Ealing	360,364
S106 Funding	395,500	A Cleaner Ealing	443,437
Additional Voluntary Contributions and other grant funds	334,830	An Accessible Ealing	508,417
		An Active Ealing	264,500
		Lobbying for Businesses	69,573
		Core costs (including staffing and office costs and levy administration)	449,548
		Contingency (including S106 funds not allocated)	248,778
Total income	2,344,617	Total expenditure	2,344,617

Managing the programme



Over the last seven years Ealing Centre Partnership has been working to bring improvements to the Ealing Broadway area.

The Partnership, with its contacts and proven expertise in the area, will form the basis for a new not-for-profit Business Improvement District company, limited by guarantee.

Managing for business

The new company will manage the BID levy fund. A small BID administrative team will contract and deliver day-to-day BID services and information.

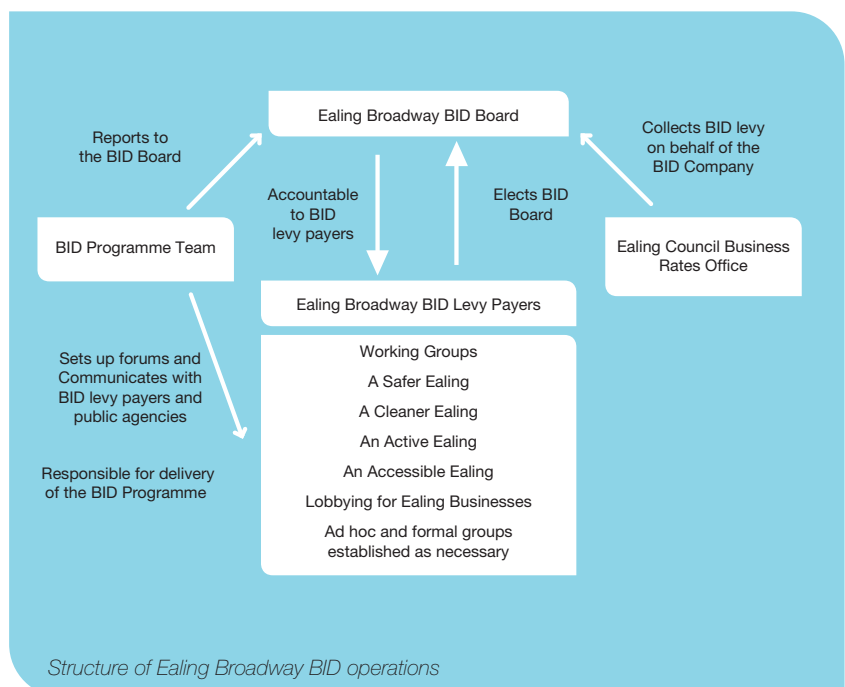
The team's work will be directly overseen by a board of at least 9, whose directors will be largely appointed through consultation with local businesses, and will include a minimum of 7 commercial levy paying businesses.

Ealing Broadway BID Ltd will trade as a not-for-profit business. All profits will be ploughed back into delivering the overall BID aims and funding additional projects and events.

Benchmarking and Continuation of Existing Services

BID programme initiatives will enhance rather than replace services delivered by the Council, the police and other public bodies.

To ensure that this happens we are finalising a binding five year legal agreement setting levels of service that Ealing Council will be obliged to provide when the BID is in operation. Go to www.ealingbroadwayBID.co.uk for full details.



How we will measure success

We will measure the overall delivery of the BID programme through a series of key performance indicators (KPIs).

– Higher footfall

The key target the Ealing Broadway BID is to maintain and increase the average number of people in the town centre at any one time by two per cent per year for the life time of the BID.

– Making Ealing Broadway more attractive to visitors and customers

The target is to be five percentage points ahead of the minimum acceptable standard set by the Government's Audit Commission measured through ENCAMS (formerly Keep Britain Tidy) Local Environmental Quality Standards.

– Improving the appeal of Ealing Broadway to shoppers, employees and visitors

We will conduct attitudinal surveys on a biannual basis to gauge the views of Ealing Broadway visitors and staff.

– A better place to do business

Measured through property prices and a town-trading index subject to the participation of Ealing Broadway BID levy payers.

– A safe and welcoming environment for businesses, residents, shoppers and visitors

Measured through the number of incidents recorded by CCTV, number of incidents recorded by the Town Centre Rangers, by reviewing data collected by the police and Council as part of the biannual Crime and Disorder and Drugs Audit and by biannual survey of residents' attitudes towards safety in Ealing Broadway carried out by the Council.

What next?

The Ealing Broadway BID proposal is powerful because it can bring together all the different businesses, organisations and agencies with an interest in making Ealing Broadway a better place to live to work. If we do nothing the area will inevitably lose out to competing centres. With the BID we can attract significant extra funding to help us compete.

Benefits to your business

- More people staying longer and spending more in Ealing Broadway.
- Greater influence with the Council and other public agencies.
- Will help attract and retain the best employees.
- A safer Town Centre for employees and visitors.
- Reduced business costs: advertising, marketing, security, insurance, recruitment.

If the proposal is approved the BID Management company will be set up from April 2006 and will start work on the programme.

If it is rejected current improvement programmes will shortly come to their end and will not be replaced.

Vote now!

Whether you're a large or small business. You can make your voice count.

Your vote will help determine the total future investment in the Ealing Broadway area.

Whatever you do, support your business, support your town centre.
Vote now in the Ealing Broadway BID ballot.

It matters, so make it count!

If you need more information to help you make your decision, please visit www.ealingbroadwaybid.co.uk from here you can download a copy of the detailed business plan.

You can also contact us directly:

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