



**ealingbroadway**

Improving Your  
Business Environment

## **The Ealing Broadway Business Improvement District Proposal**

Vote for better business in Ealing

ealing

# How can we make this great place better?



Ealing Broadway is simply a great place for business. It's an established and thriving retail destination, which makes it an attractive place to be for many different businesses. It's got excellent transport links. It's prosperous and lively, enjoying the capital's rich history and culture while having its own distinct identity.

So far so good, but with the right funding and management we can make things even better.

We know we can make Ealing Broadway a cleaner more attractive place, bringing in more customers for everyone.

We want to make it easier to get around and ensure that everyone feels safer.

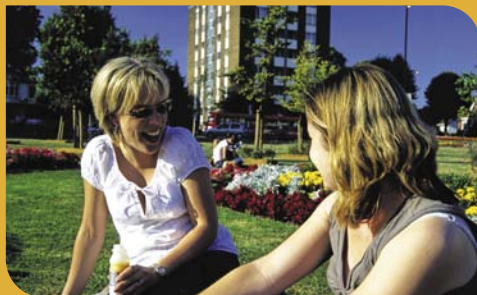
We want to give businesses a real voice in the development of the area, and co-ordinate efforts to bring more people to visit, shop and work here.

The Government recently passed legislation to support a new mechanism, which will enable us to do all this. It's called a Business Improvement District. The Business Improvement District idea has proved to be a fantastic way of accelerating improvements, not least because it puts local businesses in the driving seat. In these pages we'll tell you how a Business Improvement District works, how you as a local business can be directly involved in what gets planned, agreed and carried out, and what you'll need to do next.



## **Baby e, Liz Pilgrim, Independent retailer.**

"We love being in the area and look forward to seeing the Business Improvement District initiatives coming into fruition. It is important to us that Ealing Broadway makes the most of it's potential and attracts both businesses and footfall. We support the Business Improvement District because it will significantly improve our immediate surrounding environment with safer, cleaner streets additional to the services we are already provided with."



# How's a Business Improvement District going to help?



Business Improvement Districts (BIDs) have already proved successful in other parts of London and the UK, as well as North America, increasing commercial activity in their designated areas.

In a Business Improvement District local businesses gain a direct influence over many aspects of the local environment. This involvement is crucial to their success. Typical projects include:

- physical improvements, such as festive lighting, graffiti removal, greening and cleaning
- extra security measures for streets and businesses
- improving open spaces for employees and visitors
- area marketing initiatives, events and promotions.

There are strict agreements to ensure that these initiatives work over and above 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. Making it easier to attract and retain staff.

The Business Improvement District is funded through a levy on eligible businesses, and the projects are managed by a small dedicated team. The Business Improvement District can only be set up if a majority of those eligible businesses support it in a ballot with a yes vote. Once the Business Improvement District is passed by that ballot the management team will remain accountable to eligible local businesses throughout the duration of the Business Improvement District (which normally runs for between three and five years).

The existence of the Business Improvement District can also make it much easier to attract additional funding into the area from central Government, as well as other stakeholders like property developers and landowners.



## **Silky Smooth, Swinder Khandpur, Independent retailer**

“We are all for it! We will pay extra money if it helps and we are fully confident this money will provide extra services rather than the ones already provided. We want a safer environment for our employees and our customers. Ealing used to be a specialised area with a difference, we believe that the Business Improvement District can give Ealing Broadway the potential to be that again.”



# So what exactly would a Business Improvement District do for Ealing?



The Business Improvement District proposal is being put together by Ealing Centre Partnership in consultation with local businesses.

If the proposal is accepted, Ealing Centre Partnership will become the BID management company, working on behalf of its levy payers to create a better local business environment.

Through initial consultations with you we've created a draft improvement plan, designed to make Ealing, safer, cleaner, more accessible and pro-active in stimulating trade. Now is your chance to tell us if we've got it right.

## - Safer

Through Street Rangers and the StoreNet/NightNet radio safety schemes we'll work to reduce crime and anti-social behaviour, helping visitors or shoppers feel safer and reducing business costs.

## - Cleaner

We'll provide an early morning cleaning service to make sure the area is tidy from the start of each day. We'll steadily remove graffiti, first from the area's "hotspots" and then going wider. We'll put more rubbish bins in the town centre and monitor council and business cleaning and waste management carefully. All in all we'll make Ealing a more pleasant place to live and work.

## - Active

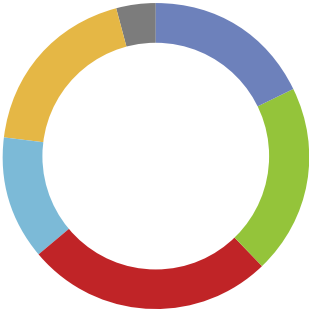
We want to encourage more people into Ealing's shops and build investment confidence: we'll create an annual winter event and provide festive lights over Christmas. We'll create an

annual guide, distributed to residents and offering advertising space to local businesses. We'll build a town centre website, promoting information about business in the area, and we'll offer a united lobbying voice for Ealing's businesses on issues that could affect their future. We'll also co-ordinate the work to bring extra funding into the Business Improvement District.

## - Accessible

To help people feel welcome and make their way around we'll modernise and improve signage in the town centre, as well as upgrade street lighting and renew street furniture and paving. We'll set up and manage a grant scheme to help businesses "green" their immediate environment through attractive planting.

## How would the money be spent?



	Safer	18%
	Cleaner	20%
	Active	26%
	Accessible	13%
	Core Costs	19%
	Funds not committed	4%



# How will it be funded?



Over a five year period (2006 – 2011) the Ealing Broadway Business Improvement District would expect to raise and invest £2.3 million in the area.

Of this total the Business Improvement District aims to raise some £350,000 every year through a levy on local businesses.

## Extra Investment

We expect to attract substantial extra funding from other sources. Ealing Council has already identified £400,000 in further funding which would be applied in support of the Business Improvement District.

We'll also be seeking voluntary contributions from developers and landowners to enable us to improve the town centre further.

The levy itself will be affordable, simple and transparent.

## Affordable

If the ballot is successful, every eligible business will pay an annual 'levy' of 1% to the Business Improvement District. You are eligible if: your business premises falls within

the Business Improvement District area (see map); and if the total rateable value of your business premises is £10,000 or more (as assessed in the 2005 Rating List).

So if the rateable value of your premises is £40,000, your levy payment for the year would be £400. That's less than £8.00 a week. The levy is discounted for charities at the same level as their mandatory rate relief.

## Simple

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

## Transparent

All members of the Business Improvement District will receive regularly updated information about the BID's income and expenditure. The BID will be accountable to local businesses through its management board and AGM, and there will be a comprehensive review of its achievements after three years using key performance indicators.



## Visage, Steve Levitt, Independent retailer

"Visage is an established business and committed to being part of a successful Ealing Broadway, and so would welcome any ideas that will improve the centre. However it doesn't mean money being spent to subsidise the 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."



# Who looks after the money?



Over the last seven years Ealing Centre Partnership has been working to bring improvements to the Ealing Broadway area, and has already done some of the groundwork for the proposed Business Improvement District activities.

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. The new company will manage the Business Improvement District

levy fund, working to an agreed business plan. A small Business Improvement District administrative team will contract and deliver day-to-day Business Improvement District services and information. The team's work will be directly overseen by a board, made up of local Business Improvement District levy paying representatives, which will be fully responsible for the fund.

A "yes" vote at the ballot will allow the work to continue. Otherwise the improvement programme will stop.



## **Marks and Spencer, Ian Turner, Multiple retailer**

"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."





## When is it all happening?

### **October – December 2005**

You refine the proposed Business Plan

### **January 2006**

You will receive your voting pack

### **1st February 2006**

Ballot opens

### **1st March 2006**

Ballot closes

### **3rd March 2006**

Ballot results will be announced

### **1st April 2006**

The Business Improvement District is launched

# The proposed Business Improvement District area



# Your voice counts so make it heard



In the next few months we'll be consulting widely with Ealing's businesses in order to create an effective business plan for the Business Improvement District.

In February of 2006 we intend to hold a postal ballot of eligible businesses, seeking approval of the detailed Business Improvement District proposal.

The ballot requires a simple majority in favour, and those "yes" votes must also represent more than half of the aggregate rateable value of all properties taking part in the vote.

So it's vital that you understand what the Business Improvement District will mean, and that you use your vote. We want local businesses to be fully involved in the whole process. To find out more please look at our website, from where you can download the full draft proposal.

[www.ealingbroadwaybid.co.uk](http://www.ealingbroadwaybid.co.uk)

You can also get a paper copy of the proposal from:

**Ealing Centre Partnership**

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**Please look at the detailed information and let us know what you think. This is your chance to influence the future of Ealing Broadway directly, and with it, the prosperity of your business.**

