

MAKEIT EALING

Promoting local businesses to local people

BUSINESS UPDATE | FEBRUARY 2020



Welcome to the **Make It Ealing** monthly update, a round-up of local business news and gossip. Contact us with your news and pictures so we can share your story in the next newsletter.

A WARM WELCOME TO OUR NEW BUSINESSES

ELITE LASER & NAILS

We are excited to welcome Anh and Ming back to Ealing, eleven years after they met here working in the same salon. Having worked in the industry since their A-levels, they "...wanted to create something for ourselves." In May 2018, they established Elite Laser Studio in Islington. Renamed Elite Laser & Nails, they have moved



into 61 The Mall. The business has a 'family sense' about it, with Ming's husband Tom joining them. Regular clients travel from Islington for their laser treatments. Cultivating client relationships is the key to their business model; you'll always see the same technician who can then monitor and customise your treatment. As Anh tells us, her favourite part of the business is that "You grow with your clients."

New customers will get 20% off with the Make It Ealing newsletter when they spend £20 or more until the end of February.

www.elitelaserstudio.com



CHEERS TO BEERKAT

The Laine Brewery, which specialises in individuality, culture and entertainment, is about to open a new addition from their portfolio. Beerkat, at 38-39 The Broadway,

next to Ali's Berlin Doner, will be an exciting and welcome addition to Ealing's night-time economy.

We're looking forward to the launch party!

<https://laine.beer>

PATRI

Patri Indian restaurant has opened its third branch at 29 Bond Street.

Puneet Wadhvani, the founder and creative director, has created a unique menu based on his childhood memories of living a bike ride away from New Delhi Train Station, by reproducing the snacks and dishes served at railside cafes and onboard trains. As travellers navigated India's historic railway stations, they could enjoy a

'girlfriend chaat,' cooked on the platform and handed through the windows of passing trains; or fragrant curries such as 'rara gosht,' cooked on board. Diners at Patri will not only taste authentic culinary food but enjoy a layout designed to recreate the hustle and bustle of an Indian train journey.

www.patri.co.uk



FROM SKINNY KITCHEN TO W5 BISTRO

The franchise owners of Skinny Kitchen, situated in Dickens Yard, has listened to customer feedback. They are about to broaden what they offer and add delicious new dishes to their brunch, lunch and evening dining menus. To avoid franchise conflicts, they will relaunch as W5 Bistro, offering freshly cooked original cuisine from a well-known local chef. Pop in to say hi to the team - and make a date for Valentines.



FLOWER BASKETS

We will be decorating the front of businesses and lampposts in the BID area with flower baskets again this year. If you would like a basket outside your business, please fill in the webform below, but we need to make you aware that installation is at the discretion of the basket suppliers who need to ensure there is a solid foundation to attach the basket bracket to. It is not possible to attach a bracket onto businesses that have a marble or metal fascia.

www.makeitealing.co.uk/fb2020 if you would like a basket.

NEW LOOK FOR FARA

Our local FARA charity shop at 39 Bond Street Ealing has been stylishly refurbished to make shopping for pre-loved bargains easy and comfortable. Alongside clothing and accessories, FARA also sells media, books and household items. They are currently asking for donations.

All profits go to FARA Charity which changes the lives of vulnerable children in Romania.

www.faracharityshops.org/shops/ealing_fara.php



EASTER EGG HUNT

Window Art is back for our Easter egg trail. This year we will be hunting the green MIE eggs hidden in the artwork. The amazing Alessandra of Expert Window Art will be back to capture your business' essence and create something unique to promote your business.

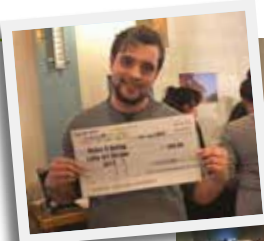
www.makeitealing.co.uk/wa



IT'S BACK!

The annual Make It Ealing Latte Art Smackdown competition is back for its sixth year on Thursday, March 26th. Come on you baristas, be the best in Ealing, show off your skills and win the first prize of £300! There will be a magnum of bubbles for the best freestyle latte art design, and drinks and nibbles for everyone taking part. Only two baristas per business can enter the smackdown, but everyone can show their support on the night at 6pm at Artisan Coffee.

Enter online at www.makeitealing.co.uk/latte-art-2020 or contact natasha@makeitealing.co.uk



BUZZ 16

We have new neighbours in Saunders House. Independent production company Buzz 16 Productions adds to Ealing Broadway's impressive portfolio of film and television production expertise. Specialising in television, promos, and branded digital content, Buzz 16 was founded in 2016 by former Sky Sports Premier League producer Scott Melvin and football pundit Gary Neville. Their three significant projects thus far have been Gary Neville in Qatar, Class of '92, and Gary Neville's Soccerbox.

www.buzz16.uk



VALENTINE'S TEDDY



Love is in the air, so check out the Valentine teddy installation about to happen on Ealing Green. Share your selfies and spread the love with our Valentine #♥MIE. Don't forget ladies; it's a leap year, so February 29th is the perfect opportunity to declare your undying love and propose!

Watch out for the #♥MIE Teddy (pictured above) which will be visiting businesses for fun-loving selfies on social media. @makeitealing

50% BUSINESS RATES DISCOUNT FROM APRIL 1ST 2020



Business Rates have confirmed that the business rates relief discount is to be increased to 50% from 33.3% with effect from April 1st 2020. The extended discount will only apply to businesses

with an RV of £51,000 and under as per the original guidelines. Businesses do not have to do anything as the discount will be automatically applied.

www.makeitealing.co.uk/business-rates-discount



INTERACTIVE ACT AWARENESS COURSE

ACT Awareness is offering a one-hour in-house training course for the retail and office sector. The insight gained from this interactive ACT Awareness course will benefit all employees and should be a part of the company induction process.

With an introduction to terrorism, the counter-terrorism guidance given will help employees identify and respond to security vulnerabilities and suspicious behaviour, as well as helping to identify and deal with suspicious packages and behaviour. The course covers how to react in the event of a bomb threat or weapons attack. The Counter-Terrorism Unit runs the course, and it is free to businesses.

Please contact William.Finch@met.police.uk T: 07789 710 161 for more details.



ON THE MOVE...

LOVERS OF MOSS BROS - DON'T PANIC!

They have only moved to 15-16 The Broadway, the old Maplin store location. Moss Bros are in the final stages of the refurbishment so will be opening soon with a brand new look. www.moss.co.uk

EST. 1851
MOSS BROS.
BESPOKE | READY-TO-WEAR | HIRE

CURIOUS ROO

Are you missing the Curious Roo Coffee Roasters coffee from Ealing Broadway Shopping Centre's courtyard? Don't worry - the cart hasn't disappeared; it's moved inside to 12 The Broadway, where you can now sip a cup of artisan Curious Roo coffee in the warm. Please take advantage of their fabulous offer of a free 'coffee on the house' with the coupon enclosed with the printed newsletter. Don't forget to say cheers @curiousroocoffeeroasters



SHORTLISTED FOR DIGITAL IMPACT AWARD

Elegance in Ealing, the campaign run by Mary's Living and Giving on



Ealing Green, has been shortlisted for the prestigious Digital Impact Award presented by Modern Retail. Their campaign celebrated local sites, skills and businesses while showcasing MLG's beautiful pre-loved clothing and accessories. Jane West from All Original was just one of the local companies who took part. The Modern Retail Good Retail Award winners will be announced at the Spring Fair on February 24th 2020.

EALING BUSINESS EXPO 23RD- 24TH MARCH 2020

The Ealing Business Expo at the DoubleTree Hilton Hotel on Ealing Common will now run over two days. With 80 exhibition stands, live presentations, workshops and speed networking sessions, it is an excellent opportunity for businesses to meet face to face and build connections. It is free to attend, so all you have to do is register at



<https://www.eventbrite.co.uk/e/ealing-business-expo-mon-23-tue-24-march-2020-tickets-65810907195>. If you would like to exhibit at the Expo, there are still a few stands available, starting at £250 per day. If you would like to share a space with another business, please contact gerry@makeitealing.co.uk as Make It Ealing are considering hosting a stand for our businesses to share.

For more info, check out www.ealingbizexpo.co.uk or contact **Carlene Bender** info@contactusealing.co.uk.

EMPLOYEE OF THE YEAR

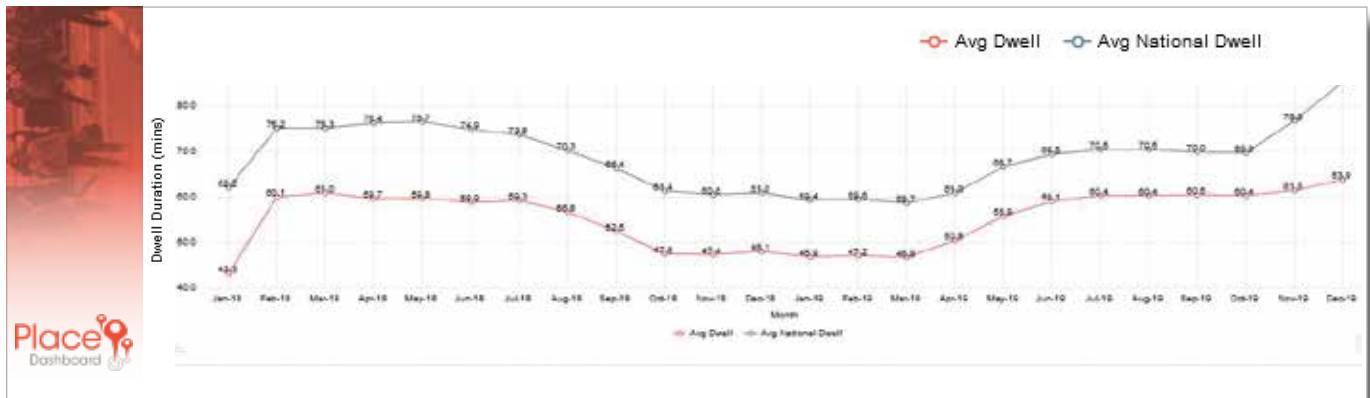
The Annual Employee Of The Year award is back to acknowledge and reward exceptional employees in our BID area. There are four categories, each with 1st, 2nd and 3rd prizes, valued at £300, £200 and £100 respectively.

1. **Retail Services** – Street-level businesses selling products to the general public
2. **Commercial Services** – Service industry businesses, for example hair & beauty, health, estate agents and legal services
3. **Food & Drink** – Cafés and restaurants
4. **Commercial Business** – Office sector businesses

We have also introduced a special business volunteer prize to acknowledge the hard work done by local volunteers in BID businesses. The winners will be announced on April 27th.

www.makeitealing.co.uk/eoty-2019-20 to nominate your employees or colleagues.

Dwell duration trends



AND FINALLY...

Work West, run by Ealing Council, operates an apprenticeship scheme for Ealing businesses as well a brand-new free recruitment service where they aim to help fill local job vacancies with local people.

To find out more call **020 8825 8486**, email WEST@ealing.gov.uk or visit www.ealingworkwest.com



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