



**MAKEIT
EALING**

**BUSINESS PLAN
PROPOSAL 2026-2031**



Make It Ealing
is your voice to
deliver strategy
and support for
your business
success.

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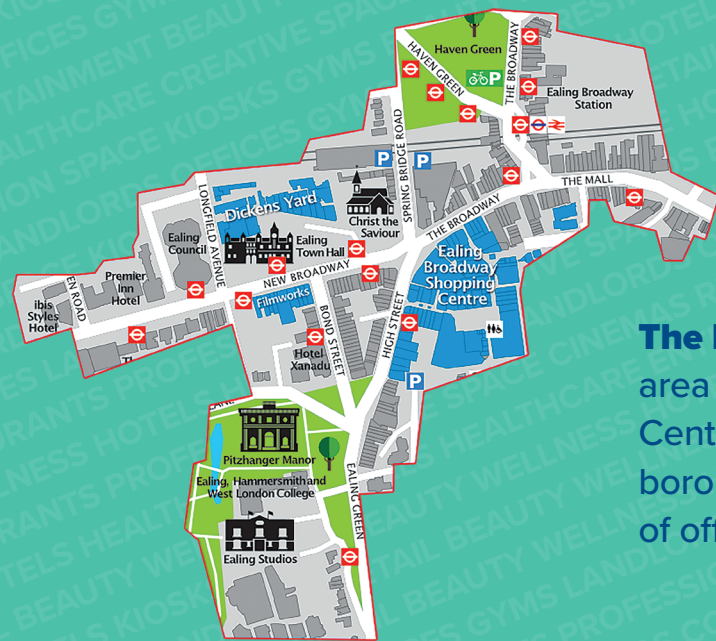
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The Make it Ealing BID

area is at the heart of the Ealing Metropolitan Centre, which comprises over a third of the borough's businesses and the highest quantity of office space and knowledge economy jobs.

The centre benefits from a strategic location in West London, equidistance between the major economic hubs of Heathrow Airport to the west and the City to the east. It also benefits from two Elizabeth Line stations that have helped unlock a wave of inward investment and redevelopments.

The Mayor of London's first [London Growth plan](#) has identified the Ealing Metropolitan Centre as an area capable of delivering greater economic growth, particularly by hosting a regionally significant office cluster and major TV and film studios at Ealing Studios.

The BID Board recognises the strategic importance of Ealing Metropolitan Centre for West London's economy and its role in enabling economic growth for the benefit of the local businesses within the BID area. The BID is committed to working with its partners to capitalise on these opportunities, and to support positive initiatives such as the Council's [Jobs and Skills Strategy 2024-29](#)

Along with the vibrant shopping areas of Ealing Broadway Shopping Centre, Dickens Yard and Filmworks, the BID boundary includes anchor cultural institutions such as Ealing Studios, Pitzhanger Gallery and is within walking distance of student campuses at the University of West London, Arden University and West London College.

Businesses within the BID area have remained resilient with low vacancy rates, with new occupiers attracted to the area. This reflects the dynamic strength and attractive position Ealing Broadway holds. The high street has welcomed new commercial ventures to cater to residents and workers complementing Ealing's thriving Victorian pubs. There are significant new developments planned within the BID boundary that could bring new visitors and residents to the local economy over the next five years.

Welcome from the Chair

It is my privilege to present this brochure on behalf of Make It Ealing Business Improvement District (BID). The BID is a strategic partnership, established to strengthen Ealing's position as a competitive and prosperous commercial centre. Ealing has always been a place of opportunity. The BID provides a platform for businesses to work collectively on shared priorities, whether through improving safety and security, promoting Ealing as a destination of choice, or ensuring the business community has a unified and influential voice, ensuring that Ealing remains an attractive, welcoming, and competitive destination for businesses, residents, and visitors alike.

By aligning resources and focusing on outcomes, we deliver value far beyond what any individual business could achieve in isolation.

The Make It Ealing Board consists of local business owners and managers who volunteer their time and expertise without remuneration. Their commitment reflects both the strength of Ealing's business community and our shared determination to ensure the town continues to thrive.

As we approach the upcoming ballot, your vote is vital. A successful renewal will ensure that the BID can continue its good work on behalf of local businesses—driving investment, improving the trading environment, and strengthening Ealing's future as a centre of commerce, innovation, and growth.

Above all, I wish to thank our existing members for their ongoing support and investment, without which the achievements of the BID would not be possible.

Milton Andreou - A K Law



WE ASKED, YOU REPLIED

YES TO BASELINE SERVICES



Our purchasing power and joint procurement initiatives enable the BID to negotiate discounts and benefits with suppliers on behalf of our BID levy payers.

We offer businesses that have no option but to use kerbside collection with waste suppliers a free allocation of First Mile bags, as well as a discount from advertised prices to all BID levy payers across the range of waste collection options.

We offer Free Pest control services to independent hospitality businesses, open mixed-use areas, and alleyways with unclear responsibility, ensuring vigilant control of ongoing rodent issues exacerbated by redevelopment and residential waste.

Finally, we offer accredited free training for Food Safety, Health & Safety at Work and Fire Safety at Work, as well as access to Counter Terrorism training.

5,750
FREE RECYCLING BAGS
FOR KERBSIDE COLLECTION
EVERY YEAR

696
FREE PEST CONTROL
VISITS EVERY YEAR



YES TO BUSINESS SUPPORT

Our Welcome to Ealing pack is just the beginning of our commitment to engage with you.

Our team will ensure that your business is listed on the Make It Ealing website directory, receives a social media shout-out, and is featured in our monthly newsletter.

Twice-yearly business networking events will keep you in touch with your business neighbours, and regular representation at job and development forums will keep your voice at the forefront of any discussions that could impact the business environment.

The BID Employee of the Year competition recognises your staff and allows you to express your appreciation.



One of our most significant achievements was to get the scale of shoplifting to the attention of the decision makers.

It's easy to understand how businesses became disenchanted with reporting crime, because the "low" value did not elicit an appropriate 'Law and order" response.

However, we soon learnt that prolific low-value theft resulted in significant loss and was the modus operandi of prolific offenders who remained unpunished.

Since 2023, we have employed My Local Bobby to assist businesses in reporting incidents to the police, even when we retain the goods and state no further action is required.

Through My local Bobby we identified offenders, created reports using GDPR-compliant software, and reported all offences to the MET database. We shared information with the police and joined them on operations to identify prolific offenders.

As the stats increased due to continuous reporting, attention began to focus on the area's issues.

As a result, Policing on Ealing Broadway is about to change for the better, delivering a substantial positive impact for businesses.

Following the analysis of reported incidents, the MET police are actively recruiting a dedicated town centre police team consisting of seven officers and one Sergeant. In addition, immediate funding has been received from the Home Office to fund Operation Martello, keeping town Centres safe this summer.

Our role now will be to support the incoming police presence with local intelligence and business information. Our ShopSafe alert system is a valuable tool enabling businesses to identify prolific offenders and take appropriate action.

Make It Ealing will be one of the First BIDs to sign the new MET police Data Sharing Agreements for BIDs and BCRPs.

We have achieved what we set out to do. Highlight the problem and use our voice and resources to draw attention to the facts.

YES TO SECURITY



12,480
HOURS OF SECURITY
PATROLS SINCE 2023

1274
INCIDENTS REPORTED
& LOGGED SINCE 2023

£106.59
AVERAGE INCIDENTS
VALUE SINCE 2023

23,137
SECURITY MESSAGES
EXCHANGED WITH
BUSINESSES SINCE 2023

WE ASKED, YOU REPLIED

YES TO PLACEMAKING AND DECORATION

We continue to enhance visitor perception and encourage digital chatter by celebrating seasonal changes and benchmarks.

Summer decorations start in May and continue through to September, featuring flower baskets and butterflies.

Christmas is a time for joy and family, making our light-up attractions perfect for capturing selfies and creating lasting memories.

Our Valentine's display and message board lets people know you care

Local school children designed bunting for the Queen's Jubilee and King Charles' Coronation, which was displayed around the town and acknowledged by the King & Queen.



YES TO EVENTS & PROMOTION

We recognise the future of the high street lies in its ability to offer something that online shopping cannot.

In addition to what retailers are already doing, we can deliver pleasurable, physical, and visual experiences that will complement the connections consumers have with the area.

We encourage footfall with free family fun days. Entertainment and activities are available for all to enjoy at no cost.

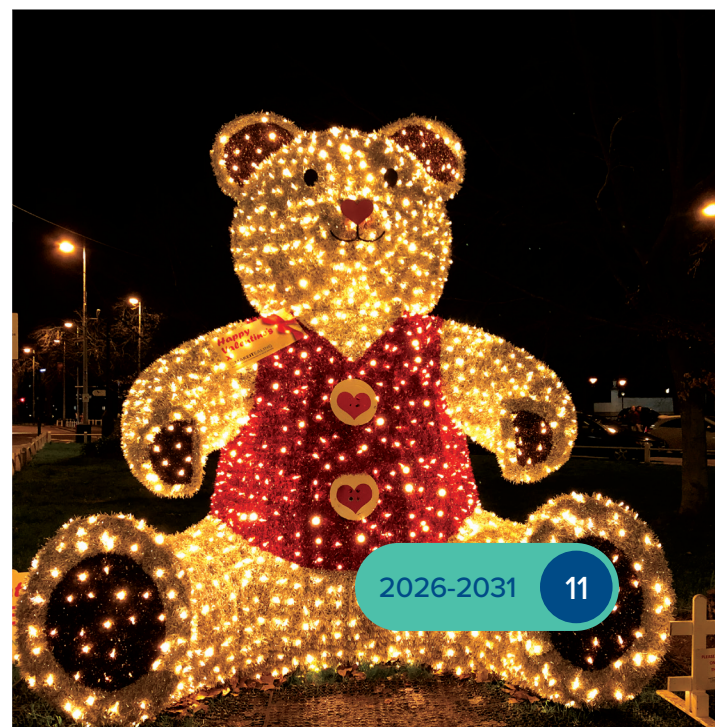
We continually seek ways to enhance community engagement and foster loyalty to the area. We have hosted community concerts, showcasing the talents of young residents in Ealing.



2200
TRAIL MAPS TO FIND
DINOSAUR EGGS PAINTED ON
SHOP WINDOWS

300
COMPETITION WINNERS WITH
£7,500 TO SPEND IN BID
BUSINESSES





PROJECTS
MAKE IT EALING
HAVE DELIVERED

HOW THE BID WORKS

HOW DOES A BID WORK

The Secretary of State approves a Business Improvement District (BID) as a ring-fenced area of commercial and retail businesses.

Every five years, we are legally required to ballot businesses for approval of a new business plan, allowing us to continue delivering projects.

Every business within the Business Improvement area pays a levy of 1.3% of its rateable value per year.

A voluntary board of levy-paying business owners and managers oversee BID legal compliance and regulation. They employ salaried staff to ensure the delivery of the proposed projects and everyday concerns impacting the High Street environment.

WHAT IS THE DIFFERENCE BETWEEN BID LEVY AND BUSINESS RATES?

Business Rates – or Non-Domestic Rates, as they are also known are used to cover the cost of local services such as street lighting, road and pavement maintenance and keeping the area clean & safe.

In essence, the infrastructure surrounding a commercial and retail environment. The council keeps 30% of the amount you pay, the central government collects 33%, and 37% is given to the Greater London Authority.

As our business plan illustrates, we do not replace, sponsor or fund ‘additionality’ to council services.

SO, WHAT DOES A BUSINESS IMPROVEMENT DISTRICT SPEND THE LEVY ON?

The money a business improvement district collects is for the sole purpose of delivering projects as outlined in the elected business plan. We aim to enhance and improve the retail and business environment, as well as the consumer experience.

WHAT DOES A BID DELIVER

The BID works for you.

We represent your voice, delivering your feedback to all decision-making bodies that impact the look and function of our town centre.

Our ambition on your behalf is to showcase our town centre as a destination to work, stay and invest.

For everyday needs, we negotiate savings through joint procurement, assist with training for essential legislative compliance, and deliver town centre events and decorations to enhance visitor experiences and digital conversations.

We are a physically connected presence in the town centre and on hand to resolve immediate issues, allowing you to focus on your business.

THE BUDGET OVERVIEW

BID LEVY INCOME						
BID LEVY	2026-27	2027-28	2028-29	2029-30	2030-31	TOTAL
1.3%	474,000	474,000	474,000	474,000	474,000	2,370,000
TOTAL	474,000	474,000	474,000	474,000	474,000	2,370,000

BID PROJECTS	*YEARLY SPEND	5 YEAR SPEND
Value & Benefits		
TOTAL	36,000	180,000
Marketing & Promotion		
TOTAL	31,000	155,000
Events		
TOTAL	51,738	258,690
Security Support		
TOTAL	72,000	360,000
Place Making		
TOTAL	55,000	275,000
Business Engagement		
TOTAL	53,000	265,000
Operating Costs		
TOTAL	115,062	575,310
Council Collection Fees		
TOTAL	13,000	65,000
Project & Office Contingency		
TOTAL	47,200	65,000
	474,000	2,370,000

We confidently project a 97% collection rate for our budget, ensuring financial stability and effectiveness.

Our contingency fund is designed to be flexible; instead of accumulating a large reserve, we will strategically allocate any surplus funds as directed by the board to enhance key projects.

Ealing Council collects the levy for Make It Ealing, charging a nominal administration fee of just £25 per hereditament each year.

At the discretion of the board, the levy may be increased annually in proportion to any increase in the CPI for the preceding twelve months, ending on December 31, before the next financial year.

BID GOVERNANCE & RULES

Government legislation regulates how a Business Improvement District (BID) operates, as outlined in the 2004 Business Improvement District (BID) Regulations for England.

A BID is recognised as a statutory legal body for five years if there is a majority 'yes' vote, by number and rateable value, from hereditaments within a published BID boundary.

The BID must return to businesses every five years to obtain a 'yes' mandate, allowing it to continue operating for another five years.

Once a BID is established, all businesses within the BID boundary, regardless of their voting preference, must pay the BID levy (as outlined in the business plan) each year for a five-year term from April 1st, 2026, to March 31st, 2031.

The BID levy is 1.3% of the Rateable Value. The BID levy will be increased in line with the Consumer Price Index (CPI) at the discretion of the BID Board from April 1st, 2027. The increase will be in proportion to any increase in the CPI for the preceding twelve months, ending 31st December before the next financial year.

The BID levy is 1.3% of the current Rateable Value as provided by the Valuation Office Agency (VOA). All businesses with a Rateable Value of £10,000 and more will be liable to pay the BID levy.

The BID levy is zero-rated for VAT.

Properties that come into the Rating List during the BID term will be subject to pay a 1.3% BID levy (subject to an increase in line with CPI if applicable) on the Rateable Value of the property from the effective date the property is entered into the rating list.

The BID levy is calculated on a daily charge and invoiced annually in advance.

The logo for Make It Ealing, featuring the words "MAKEIT" in black and "EALING" in white, both in a bold, sans-serif font, set against a green circular background.

Companies should notify the BID office if they are challenging their Rateable Value with the VOA or are anticipating a zero rating due to redevelopment.

We can only reflect a settlement for any underpayment or overpayments up to a maximum of 12 months before the current billing year. **Without notification to the BID office, we can only allocate refunds in the current financial year.**

State-funded educational establishments for children under the age of 16, pre-school childcare facilities, nurseries, NHS GP surgeries and zero-rated buildings will have a BID levy multiplier reduced by 100%.

State educational institutions and those registered with the Department of Education providing education for children aged 16-18 years will have a levy multiplier reduced by 80%.

Retail units in Ealing Broadway Shopping Centre will have a levy multiplier reduced by 33%, in recognition of duplicated services provided by their lease agreement.

Television & Film production studios will have their BID levy capped at £12,000.

The BID levy will be chargeable to the property owner where a hereditament becomes vacant.

The BID levy will be chargeable on an unoccupied property without a zero-rated listing.

The Board of Make It Ealing will be able to alter the BID arrangements, without an alteration ballot, so long as any alterations do not:

- Alter the geographical area of the BID.
- Cause anyone to pay the BID levy that was not liable to pay it before.
- Increase the BID levy charge over and above the agreed yearly multiplier, save the application of any increase in line with CPI on the BID levy paid as proposed in the business plan.
- Conflict with the Local Government Act (2003) or The Business Improvement District Regulations (2004).

The logo for Made in Ealing, featuring the words "MADE IN" in white and "EALING" in green, both in a bold, sans-serif font, set against a purple circular background.The logo for Seen in Ealing, featuring the words "SEEN IN" in white and "EALING" in orange, both in a bold, sans-serif font, set against a dark blue circular background.The logo for Work in Ealing, featuring the words "WORK IN" in white and "EALING" in green, both in a bold, sans-serif font, set against a yellow circular background.The logo for Live in Ealing, featuring the words "LIVE IN" in white and "EALING" in green, both in a bold, sans-serif font, set against a dark blue circular background.The logo for Learn in Ealing, featuring the words "LEARN IN" in white and "EALING" in green, both in a bold, sans-serif font, set against a teal circular background.The logo for Fun in Ealing, featuring the words "FUN IN" in white and "EALING" in green, both in a bold, sans-serif font, set against a purple circular background.The logo for Eat in Ealing, featuring the words "EAT IN" in white and "EALING" in green, both in a bold, sans-serif font, set against a dark blue circular background.The logo for Make It Ealing, featuring the words "MAKEIT" in black and "EALING" in white, both in a bold, sans-serif font, set against a green circular background.

THE BID BOUNDARY

THE MAKE IT EALING BOARD



The streets listed are part of the Business Improvement District (BID) area.

- ACCESS ROAD TO WALPOLE COURT
 - BOND STREET
 - CRAVEN ROAD
 - EALING GREEN (PART)
 - FILMWORKS WALK
 - FLORENCE ROAD
 - GORDON ROAD
 - HAVEN GREEN (PART)
 - HAVEN PLACE
 - HIGH STREET
 - LONGFIELD AVENUE (PART)
 - MADELEY ROAD
 - MATTOCK LANE (PART)
 - NEW BROADWAY
- NEW EALING BROADWAY
 - NORTHCOTE AVENUE
 - OAK ROAD
 - SANDRINGHAM MEWS
 - SPRING BRIDGE MEWS
 - SPRING BRIDGE ROAD
 - THE BROADWAY (PART)
 - THE GREEN
 - THE GROVE (PART)
 - THE MALL (PART)
 - TOWN SQUARE
 - UNDERHILL GARDENS
 - UXBRIDGE ROAD (PART)
 - WINDSOR ROAD (PART)

Milton Andreou
Chair
AK Law

Gerry Barwick
Director
CEO Make It Ealing

Andrew Rollings
Director
British Land

Kash Shaikh
Director
Optimus Indigo

Polka Rastovic
Director
Crispins Wine Bar

Mandar Parkash Puranik
Director
Ealing Council Regeneration

Anisha Sharma
Director
McDonalds

Insp Sam Pearce
Police Observer
MET Police

Trishia Stewart
Resident Observer
Ealing Resident I
Ealing Business Club

Katy Marshall
Director
Greenka

Elizabeth Roberts
Director
F45 Gym

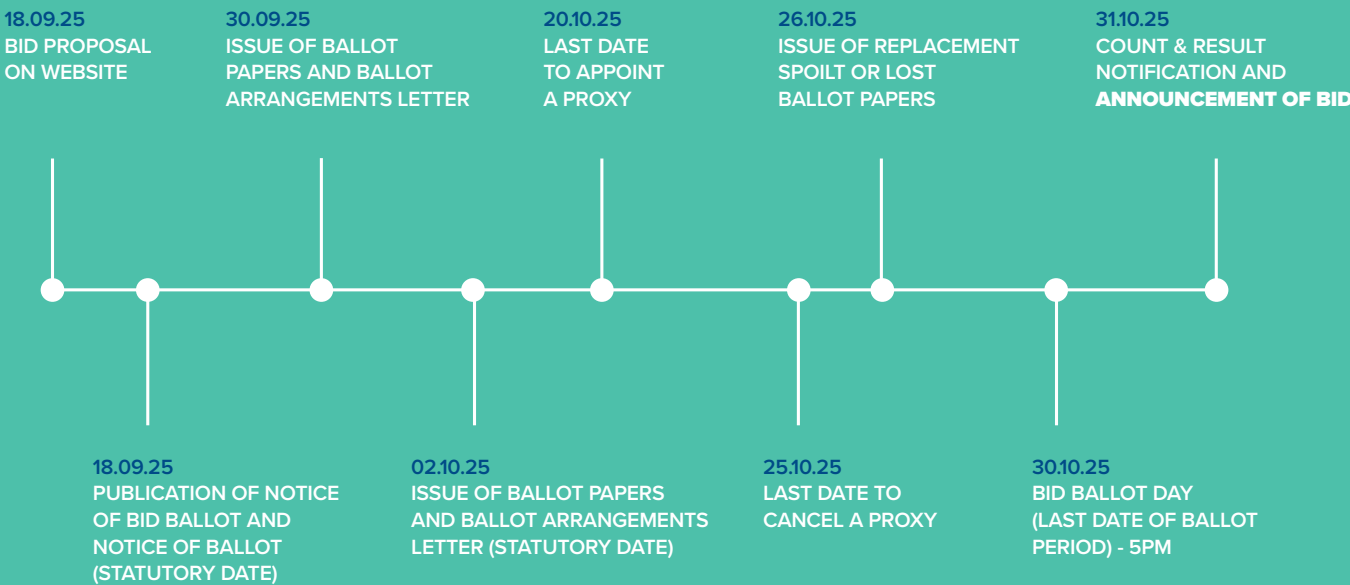
Miguel Morales
Director
Reineta & Rayuela

BALLOT TIMELINE

The London Borough of Ealing, Returning Officer, administers the BID ballot. The ballot arrangements are in line with the rules set out in the Business Improvement District (BID) Regulations (2004) as approved by Parliament. For this proposal to be successful and for the Business Improvement District (BID) to continue, the ballot, as a minimum, will need to meet two independent criteria, which are:

- Of those ballot papers returned, those voting in favour must exceed those voting against.
- Of those ballot papers returned, the total Rateable Value of those which vote in favour must exceed the total of those voting against.

NOTIFICATION OF BALLOT



Marketing & Promotion
£155,000
over 5 years

Events
£258,000
over 5 years

Value & Benefits
£180,000
over 5 years

Security Support
£360,000
over 5 years

MAKEIT EALING
MEET THE TEAM

Placemaking
£275,000
over 5 years

Gerry Barwick
CEO

Verley-Ann Robinson
Business Support Officer

Harry J Clarke
Office Administrator

YOU DECIDE THE PROJECTS DELIVERED.

IT'S YOUR CHOICE
IT'S YOUR VOTE

TURN OVER TO SEE WHAT A NO VOTE WILL LOOK LIKE

