



BUSINESS IMPROVEMENT DISTRICT (BID)

Billing Leaflet 2026–2027

WHO WHAT WHY HOW MAKE IT EALING

Who is Make It Ealing?

We are a Business Improvement District, a legally recognised ring-fenced area of commercial and retail businesses that vote every five years to contribute to projects beyond individuals' capacity but deliverable by working together to make a difference in the area.

What does Make It Ealing do?

We represent your opinions and feedback to the council, the police, and developers at their decision-making tables. Our B2C projects create initiatives, promotions, and events to attract footfall and deliver customer experiences. For B2B, we negotiate better prices and contracts to help businesses with essential legislative compliance, such as recycling and pest control.

Why a Business Improvement District (BID)?

A Business Improvement District (BID) is a business led partnership created through a ballot to deliver additional services to local businesses. Together, we provide a united voice to showcase and promote the area's retail and commercial offer.

Is Make It Ealing BID part of Ealing Council?

We are independent of Ealing Council and use the money raised to ensure we provide service above and beyond the statutory services provided by the local authority to improve the business environment. We are funded by, and work for, our businesses.

How is Make It Ealing Funded?

Every business within the BID area with a rateable value above £10,000 contributes a levy of 1.3% of their rateable value. These funds are overseen by a board of levy-paying business owners and managers, who employ a dedicated team to deliver the projects outlined in the business plan and to address the everyday concerns affecting our trading environment.

Statement from the Chair

Welcome to 2026–27, the first year of our exciting new five-year BID term running from 2026 to 2031.

Following a successful ballot in October 2025, Make It Ealing enters this new chapter with renewed energy and a clear commitment to delivering for you, our local business community. To everyone who voted, thank you, your support means everything.

Over the coming years, we will work tirelessly to improve the trading environment and help your business thrive. Our key priorities include promoting businesses across the BID area, driving footfall and engagement through events and targeted campaigns, creating meaningful opportunities for business owners to connect and collaborate, maintaining clean and

welcoming public spaces above and beyond statutory requirements, continuing to deliver savings on pest control and recycling, and providing access to discounted training and professional development.

To find out more about everything we have delivered to date, please visit us at makeitealing.co.uk.

Make It Ealing is governed by a board of business owners, managers, and local stakeholders who generously give their time on a voluntary basis. As levy payers themselves, they understand first-hand the daily challenges of running a business and are acutely aware of the financial pressures facing so many in the current economic climate. Every pound of BID Levy funding is spent carefully and purposefully, with your best interests at heart.

Our dedicated team works incredibly hard to champion the BID area and the businesses within it, and they warmly welcome your engagement. Together, we can make Ealing a place where businesses and communities truly flourish.

Thank you for your continued support.



Milton Andreou
Chair, Make It Ealing

FINANCIAL STATEMENT

INCOME	2025/26	2026/27
BID levy income	£316,204	£474,000
Contingency carried forward	£42,000	£0
Bank Balance carried forward	£121,461	£49,872
Grants & Funding	£0	£0
Outstanding collection multiple years	£11,748	£0
Outstanding collection 2024/25	£0	£55,318
Total Income	£491,413	£579,190
EXPENDITURE	2025/26	2026/27
Value & Benefits	£39,563	£45,948
Marketing & Promotion	£62,838	£39,840
Events	£29,041	£65,180
Security Support	£104,640	£89,937
Place Making	£44,886	£72,050
Business Engagement	£25,464	£66,720
Operating Costs	£126,785	£142,556
Council Collection Fees	£9,460	£13,000
Project & Office Contingency	£0	£43,959
Total Spend	£442,677	£579,190

*Figures correct at time of publication 01/03/26



PROJECT UPDATES

WHAT WE DELIVERED FOR YOU

SECURITY

Working with My Local Bobby, we delivered a security support programme helping businesses report incidents to the police, successfully identifying offenders and conducting joint operations with our local police team. Our collective efforts yielded outstanding results:

- 12,480 hours of security patrols
- 1,274 incidents reported and logged
- 23,137 security messages shared with businesses

VALUE & BENEFITS

We directly funded pest control services for 68 businesses, facilitating 696 visits, and supported 87 businesses through our funded recycling programme, supplying 5,750 bags across the area.

BUSINESS ENGAGEMENT

Keeping our businesses informed and supported remained a priority throughout the year. We conducted surveys to better understand your needs and priorities, while our dedicated Business Support Officer made personal visits to keep you up to date on the latest projects and provide tailored, hands-on support.

We also brought our business community together through a dedicated networking event, creating a valuable space for members to connect, share experiences, and build lasting relationships.

WHAT WILL WE DO FOR YOU IN 2026/27

SECURITY

We will continue to strengthen our partnership with the new Town Centre Police team, providing vital local intelligence and business information to support their operations. Our dedicated ShopSafe alert system will be maintained to swiftly identify prolific offenders and ensure appropriate action is taken.

We are also committed to signing up to the new Met Police Data Sharing Agreement for BIDs and BCRPs, further deepening our collaboration with law enforcement and enhancing security across the area.

VALUE & BENEFITS

We will proactively negotiate competitive prices and favourable contracts on behalf of our businesses, delivering meaningful cost savings across a range of essential services including pest control, recycling, and professional training, to help them operate more efficiently and sustainably.

BUSINESS ENGAGEMENT

We are dedicated to creating valuable opportunities for business owners to collaborate, network, and share knowledge, building a stronger and more connected commercial community across Ealing.

We will always listen to your concerns and champion your interests, working to ensure your voice is heard by the relevant authorities and that meaningful action is taken.

PROJECT UPDATES

WHAT WE DELIVERED FOR YOU

PLACE MAKING

We enhanced the look and feel of the BID area throughout the year with a series of carefully curated seasonal displays. Vibrant hanging baskets and butterfly decorations brought colour and charm to the streets during the summer months, while bespoke installations on The Green marked Valentine's Day and Christmas in style, creating a welcoming and festive atmosphere for visitors and businesses alike.

EVENTS, MARKETING & PROMOTION

Our #MAKEIT campaigns proved a tremendous success, generating 300 competition winners who collectively received £7,500 to spend in local BID businesses. With 82 venues taking part, the campaigns drove significant footfall and spending across the area, shining a spotlight on the fantastic range of businesses Ealing has to offer.

WHAT WILL WE DO FOR YOU IN 2026/27

PLACE MAKING

In close partnership with Ealing Council, we are committed to maintaining clean, green, and welcoming public spaces that enhance the overall environment for customers, residents, and employees alike, creating a place where people want to spend time.

EVENTS, MARKETING & PROMOTION

Through bold and targeted campaigns, we will actively champion Ealing as a destination of choice, showcasing the very best of its retail, hospitality, professional services, and community offer to new and existing audiences alike.

We will also deliver an exciting programme of free events, drawing visitors into the area and celebrating everything that makes Ealing a vibrant and compelling destination. Each event will foster a sense of community, create meaningful engagement with local businesses and residents, and generate valuable feedback to help shape our plans, while opening up fresh collaborative opportunities for businesses to connect and thrive together.

The Board

**The Make It Ealing Board is responsible for the success of the company.
It is made up of BID levy-paying members who volunteer their time to ensure
the area is attractive and purposeful for visitors, businesses and residents.
They do not receive payment or expenses.**

Milton Andreou – Chair
AK Law (Professional Services)

Andrew Rollings – Director
British Land (Retail & Commercial)

Anisha Sharma – Director
McDonald's (Hospitality)

Elizabeth Roberts – Director
F45 Gym (Health & Fitness)

Kash Shaikh – Director
Optimus Indigo (Hospitality)

Katy Marshall – Director
Greenka (Retail)

Mandar Parkash Puranik – Director
Ealing Council (Regeneration & Investment)

Miguel Morales – Director
Reineta & Rayuela (Hospitality)

Polka Rastovic – Director
Crispins Wine Bar (Night Time Economy)

Insp Sam Pearce – Observer
Metropolitan Police

Tricia Stewart – Observer
Resident (Ealing Community)

The Staff Team

Rico Pieri – Interim-COO

Verley Ann Robinson – Business Support Officer

Contact Make It Ealing

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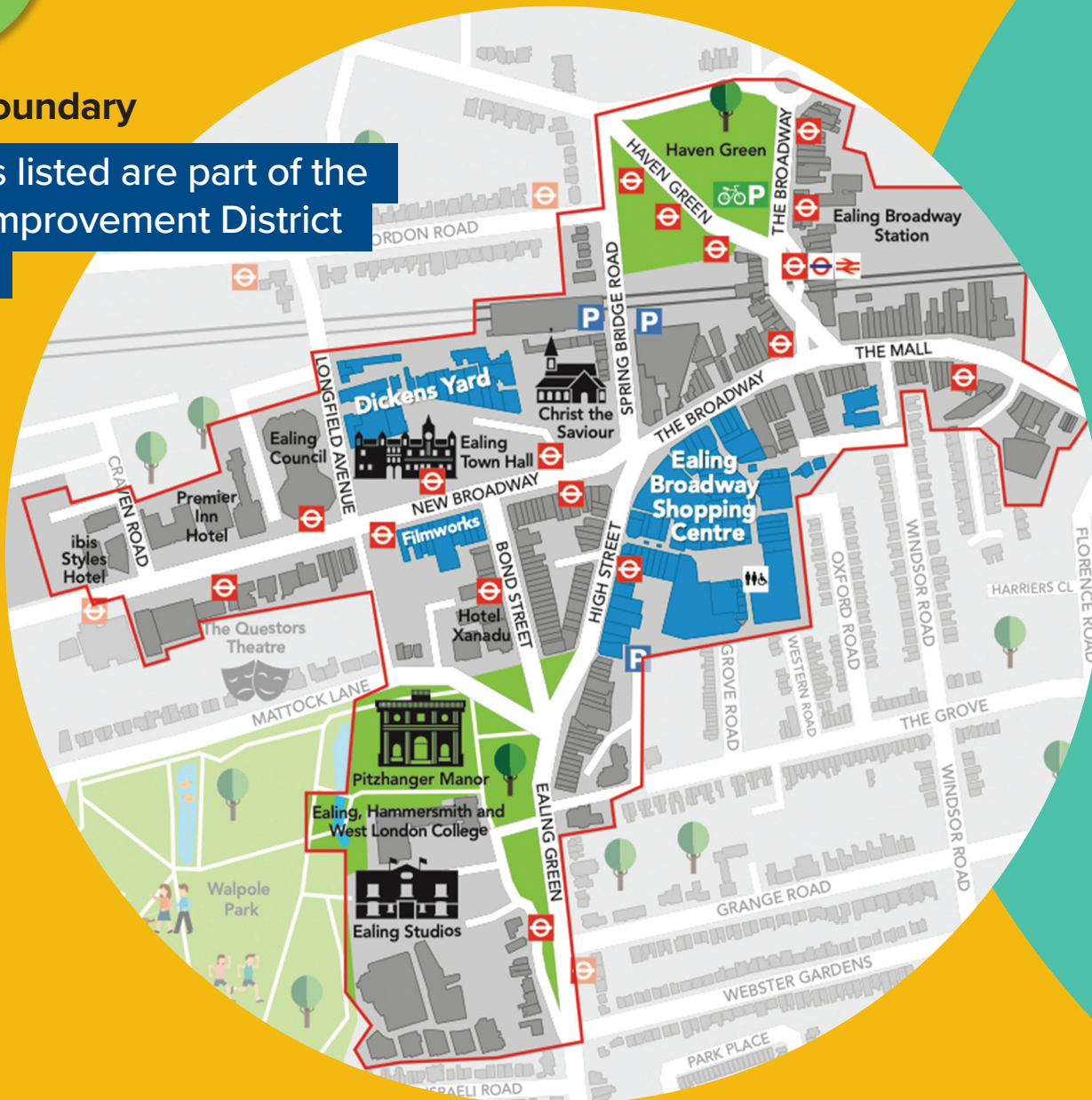
Social Media: [@makeitealing](#)

Make It Ealing – Business Improvement District

Billing Leaflet 2026-2027 | Correct at time of
publication: March 2026

The BID Boundary

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)

THE BID LEVY – WHAT YOU NEED TO KNOW

What is the BID levy?

A mandatory contribution from all businesses within the BID boundary with a rateable value of £10,000 or above.

How much is the levy?

1.3% of your rateable value per year (from April 1, 2026)

Is it the same as Business Rates?

No. Business Rates (or Non-Domestic Rates) fund local council services like street lighting, road maintenance, and cleaning. The BID levy is additional and supports specific projects delivered by Make It Ealing.

How is the levy collected?

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

When will the levy increase?

The levy may be increased annually in line with CPI (Consumer Price Index) from April 1, 2027, at the discretion of the BID Board.

Are there any exemptions?

- State-funded educational establishments (under 16): 100% reduction
- Nurseries and pre-school childcare: 100% reduction
- NHS GP surgeries: 100% reduction
- State education institutions (ages 16-18): 80% reduction
- Retail units in Ealing Broadway Shopping Centre: 33% reduction
- TV & Film production studios: Capped at £12,000

What if my rateable value changes?

If you are challenging your rateable value with the VOA or anticipating a zero rating due to redevelopment, please notify the BID office immediately.