

Acton BID- Outline of Proposal

Background

Acton is a large area within the London Borough of Ealing and consists of four wards: Acton Central, South Acton, East Acton and Southfields.

The key areas in Acton where businesses are located are:

- Acton town centre – (493 hereditaments) which falls within the Acton Central and South Acton wards and is one of Ealing’s key district town centres. It is located along the Uxbridge Road corridor between Ealing Broadway to the west and Shepherds Bush to the east. The two major shopping areas within the town centre, stretching from east to west, are High Street and Churchfield Road and these are linked by the town square at The Mount/King Street.

- Three industrial locations located close to each other south of Uxbridge Road/The Vale, including:
 - Acton Park Estate – Eastman Road/The Vale (161 hereditaments)
 - Stanley Gardens/Warple Way/Allied Way (167 hereditaments)
 - Acton Vale Industrial Estate, Cowley Road (35 hereditaments)

- The Rowley Industrial Estate in South Acton encompassing: Bollo Bridge Road, Stanley Road, Roslin Road, Stirling Road and Bollo Lane (102 hereditaments)

There is not currently a formal business association/group. Acton Business Forum was set up by Action Acton (now Action West London) over 10 years ago which aimed to bring the local business community together, act as a voice for local businesses and provide collaborative working and networking opportunities. When the group was initially set up, local town centre retailers joined the forum however although the forum ran for a number of years, retailer membership declined significantly mainly as the forum activities focused more towards B2B networking events and this was not of interest them.

In 2010 and 2014, Ealing council facilitated some trader’s group meetings – aimed to engage with town centre retailers, to encourage and support them to form a constituted association to act as a voice for the business community and work together on joint initiatives that would benefit them collectively and individually for example organising town centre events and joint promotional activities. Although a number of successful events were held achieved good outputs, business participation in meetings and with the organising of events was limited. Although businesses wanted more initiatives to improve footfall in the town centre, business availability and involvement in the



delivery of these was difficult to maintain, largely due to business capacity, focusing time on the delivery of their own individual business activities.

In summer 2017, a survey of businesses was undertaken across all sectors and areas of Acton town centre which highlighted that businesses would be willing to test the viability of a BID at ballot.

Acton BID Vision

The vision for the Acton BID is: to make the area cleaner, safer and more welcoming for visitors and to ensure that businesses are given every opportunity to succeed, trade and grow through representation, support and investment.

Objectives and Programmes

The Acton BID will work towards delivering projects under the following thematic areas which will form the basis of the business case for the BID ballot:

(i) Representation

The Acton BID will seek to strengthen its voice and authority with EBC and other public sector bodies, raising and dealing with the legitimate interests, worries and concerns of Acton BID levy payers concerning issues such as crime reduction, transport, accessibility and car-parking, the provision of a more favourable environment for efficient and successful business operations and the protection, safety and security of people working, visiting or shopping in the Acton business area.

The Acton BID will represent the interests of its members with respect to planning, licensing and enforcement, as well as other local authority functions and will continue to work in partnership with EBC on all aspects of the future regeneration and sustainability of the area.

(ii) Business Support and Development

The Acton BID will hold regular meetings which will serve to support the creation of an effective network of businesses thus facilitating the many advantages of skill and experience exchange, localised problem solving, training and wider business development and opportunities.

It will ensure that businesses in the BID area are receiving value for money by working on a series of projects to reduce overheads, from cheaper utilities to collective trade agreements.



The Acton BID will continue to raise the profile of the area by aiding the generation of new businesses, new jobs, greater investment and increased prosperity

(iii) Marketing and events

The Acton BID will prioritize the better marketing and promotion of the existing offer across the area, highlighting to residents, local visitors and workers what the town has to offer, as well as beginning a strategic plan to draw more customers into the area for all businesses operating in Acton.

It will also introduce a programme to encourage new and existing businesses to expand, relocate or otherwise set up operations in Acton.

The Acton BID will invest significant sums in improving events in the town centre, with a major event each year in the lead-up to Christmas and other events throughout the year, promoted to a relevant audience.

(iv) Environment

The Acton BID will invest in improved litter bins across the BID area and will ensure that standards of cleanliness, including the removal of graffiti and fly-tipping, are improved to create a more welcoming environment.

It will work to improve the safety and security of the area for both workers and visitors alongside EBC and the Metropolitan Police and will work with these and other partners to ensure that capital investment into Acton is appropriate and meets the needs of the local business community

BID Budget and Levy Arrangements

The BID levy is likely to be set at 1.25% of rateable value (RV) for town centre businesses and 1% of RV for businesses in industrial areas, with a further discount of 0.25% for tenants in serviced properties. Businesses with a rateable value below £10,000 will not be expected to pay the BID levy.

Based upon these parameters, the annual budget for the BID will be in the region of £330,000.

Where properties are empty or vacant/derelict, the responsibility for levy paying will fall to the landowner. The owner will be entitled to vote in the BID ballot.



An initial draft budget for the Acton BID is set out below, however it should be noted that consultation with businesses is still ongoing and will be subject to their agreement.

These projects are not intended to replace the services already provided by Ealing Borough Council which will be baselined pre-BID. The BID (and any BID) can only invest in additional or complimentary services that otherwise would not happen.

Objective	Possible Programmes	BID Budget
Marketing	<ul style="list-style-type: none"> • Promoting Acton as a place to do business • Development of online and social marketing channels • Employee incentive/rewards scheme 	£33,000
Events	<ul style="list-style-type: none"> • Christmas Events • Promotion of existing events in Acton • Making better use of the market place • Other seasonal events to attract visitors to the town throughout the year 	£82,500
Business Support	<ul style="list-style-type: none"> • Collective bargaining agreements and costs reduction • Business networking events • Business training • Promotion of empty and vacant commercial units • Working alongside EBC to ensure that future developments in Acton meet the needs of the local business community • Investigating initiatives that will improve car parking for workers and visitors • Incentivising the use of public transport for employees in the BID area 	£49,500
Environment	<ul style="list-style-type: none"> • Improved bins and litter removal • Expanded business radio scheme 	£66,000

	<ul style="list-style-type: none"> • Influencing the quality of the public realm including street lighting, paving and street furniture • Investment in improving public open spaces • Wayfinding and gateway enhancements 	
Overheads	<ul style="list-style-type: none"> • Staffing Costs (excluding costs apportioned to projects) • Office overheads 	£66,000
Contingency @ 10%		£33,000
TOTAL		£330,000

Organisation

The BID will be run by a newly formed independent and not-for-profit organisation likely to be known as the Acton BID Company Limited. The BID is likely to be incorporated as a private company limited by guarantee. The company will be steered by a board of voluntary directors drawn from levy payers within the BID area. At this stage, exact numbers are not known, although the board will most probably number approximately 15, with members being drawn from a variety of sectors that are representative of the make-up of business activity in the area and with equal representation from across the BID area. Ealing Borough Council and the Metropolitan Police will be invited to join the BID Board as stakeholder directors.

Management

The appointment of a professional BID manager will be an immediate priority following approval of the BID. The BID manager will work on behalf of the Board of Directors.

BID Commencement Date and Term



It is proposed that the BID ballot will take place in June 2018 conducted by Ealing Borough Council, over a minimum period of 28 days. The BID will become fully operational in October 2018, pursuant to a positive ballot result.

The BID's initial five year term will end in 2023 and a renewal ballot is likely to be held before then. A further report will be submitted to Cabinet around this time on the achievements of the BID and the proposals and resource implications post 2023.