

WELCOME
to
ACTON
TOWN CENTRE

WELCOME PACK FOR BID BUSINESSES

Your
ACTON
BUSINESS IMPROVEMENT DISTRICT

Dear

Welcome to Acton Town Centre/Industrial Park. By opening a business here in Acton, you join Acton's wide member base of businesses all investing in the business environment.

Your Acton BID is a business improvement district and levies all businesses (see our regulations and rules on the reverse side of this letter) over a five-year period, to fund programmes, schemes and events to help support and promote your individual business and ensure Acton thrives with a vibrant high street and universal industrial area.

Schemes such as free pest control, discounted waste management and a wide range of free accredited training courses will help drive down the cost of doing business. We tackle wider town centre issues such as antisocial behaviour and business crime through our growing safety and security agenda and lobby for improvements to the public realm, pushing for more investment in the town centre and industrial areas within Acton.

The Your Acton BID team will work hard to support your business.

Your enclosed pack contains details on the wide range of exclusive benefits available to you through Your Acton BID.

To ensure you get the most from your contribution to Your Acton BID, please take some time to look at the information in your pack and visit www.youractonbid.co.uk where you can view further information.

Should you have any queries, or need help with the services available to you, please call the team on 020 8746 7964 Monday to Friday 09:00 to 17:30.

We are committed to working with you to ensure your business flourishes here in Acton and look forward to working with you.

Kind regards,

Natasha Patel



Access Self Storage,
207-211 The Vale, W3 7QS



020 8746 7964
info@youractonbid.co.uk



www.youractonbid.co.uk
[@YourActonBID](#)



Natasha Patel
BID Manager

Acton Business Improvement District

BID LEVY RULES

The formation of a BID is approved by government legislation and regulation – specifically the 2004 Business Improvement Districts (BID) Regulations of England.

This section defines the BID levy rules. Following a successful ballot, the following levy rules will apply. Under the legislation, if the BID is approved, all businesses regardless of how or if they voted will be under an obligation to pay the 1.25% levy each year for five years.



1

The term of the BID will run from 1st April 2023 to 31st March 2028, a five-year term

2

The BID levy is 1.25% of the rateable value. To calculate your BID levy, multiply the business Rateable Value (RV) by 0.0125

3

The BID levy may be increased in line with the Consumer Price Index, to a maximum of 3% at the discretion of the BID Board on an annual basis

4

The levy will be charged on the current Rateable Value provided by the Valuation Office Agency (VOA)

5

All businesses with a rateable value of £10,000 or more will be liable to pay BID levy

6

The BID levy is zero-rated for VAT

7

Properties that come into the Rating List during the BID term will be subject to pay a 1.25% BID levy from the effective date that the property is brought into the rating list, and the rateable value effective at that time

8

Ealing Council will be responsible for the collection and enforcement of the BID levy on behalf of the BID

9

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

10

To ensure no business pays more BID levy than the agreed VOA assessed Rateable Value on their property, companies should notify the BID office that they are challenging their Rateable Value with the VOA. When the VOA notification is received, the billing authority will issue a settlement bill to reflect any underpayment or overpayments for up to a maximum of 12 months before the current billing year. Without notification to the BID office, the billing authority can only allocate refunds in the current financial year

11

Non-retail registered charities will have a levy multiplier that is 80% reduced

12

Units in dedicated industrial areas and retail units in dedicated shopping centres that operate in Acton, and that pay a service charge, will have a levy multiplier that is 30% reduced, recognising the additional service charges tenants pay

13

Where there is a change in occupancy, liability for the BID levy will change accordingly

14

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

15

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

16

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%



A SAFER AND SECURE ACTON

SAFE AND SECURE

Your Acton BID is working to drive down crime and anti-social behaviour in the town centre and industrial estates.

We offer a number of initiatives and membership groups you can benefit from or be part of to help make Acton a safe place to shop, visit and do business.

We work in close partnership with MET Police, Ealing Council, Ealing Safer Neighbourhood Team and other bodies to actively reduce and prevent crime. We offer several initiatives and membership groups you can benefit from or be a part of help make Acton a safe place to shop, visit and do business.

WHAT WE PROVIDE FOR YOUR ACTON BID LEVY:

- **My Local Bobby (MLB)**

Our private security team working on behalf of Your Acton BID. The Bobbies are on patrol 4 days a week, responding to call-outs from businesses, reporting incidents and providing intel to our working partners.

- **Alert! app (Shopsafe)**

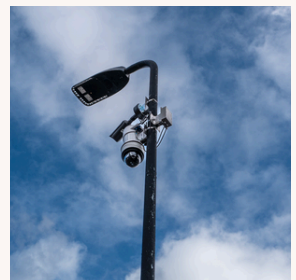
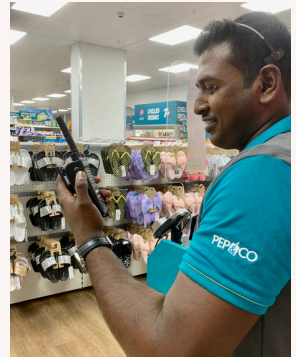
An online resource providing members with information on recent incidents and a photo gallery of known offenders.

- **Digital Radio**

A free security radio to allow swift communication and intel sharing between businesses, the Bobbies, MET Police and Ealing Council CCTV.

- **Security Meetings**

These monthly meetings provide businesses with an update on crime trends, hot spots and details of prolific offenders, as well as an opportunity for businesses to discuss current issues.



STORENET RADIO

What is a StoreNet Radio?

A StoreNet radio scheme, managed through MRS Communications, allowing businesses to be in instant communication with each other, for a proactive approach to reducing and managing crime.

User Guide Lines:

- All radio users will be obliged to attend at least 6 security meetings per year.
- Businesses are responsible for the safe keeping and maintenance of their radio. Radio loss or theft will be charged.
- All businesses should sign on and off the radio daily – this is done by turning the radio off and on.
- Radios should be charged overnight and businesses ready to accept and transmit messages from when they open.
- All users must be trained and fully conversant with the system.
- Messages should be kept clean and concise.

SECURITY MEETINGS

Meet with other town centre businesses to hear updates on crime trends, hot spot areas, details of prolific offenders and training opportunities. This is your opportunity to talk about the issues faced by your business:

Location: ActOne Cinema, High Street, Acton, London W3 6NA

Time: 11:00 am

Date: Monthly, every first Wednesday

ACCESSING THE ALERT! APP

To access the Alert! app send an email to info@youractonbid.co.uk and we'll get you enrolled

Need more training on using the radio system?

Please contact M.R.S Communications to arrange in-house training

02920 810810

TRAINING IS FREE



CONTACT DETAILS

M.R.S Communications

Account Manager – Sarah Ridings
sarah.ridings@mrscomms.co.uk

02920 810810

www.mrscomms.co.uk

Your Acton BID - My Local Bobbies

info@youractonbid.co.uk
07494 777055

Your Acton BID

Natasha Patel

natasha@actonbid.co.uk

020 8746 7964

www.youractonbid.co.uk

SIGN UP TO MET ENGAGE

MET Engage is a new tool launched by the Metropolitan Police which directly connects residents and businesses with local police officers and their safer neighbourhood team (SNT).

Through the platform you can receive updates about local patrols and activities, report concerns and provide feedback shaping local policy and attend community meetings.

CLEAN AND ATTRACTIVE ACTON



CLEAN AND ATTRACTIVE

Your Acton BID is dedicated to keeping the town centre and industrial estates clean and brightening communal areas, fostering pride in our neighbourhood.

We work in partnership with Walkers, Larger Can, Cultivate London, local artists, Good Gym and Greener Ealing to combat fly tipping hotspots, keep the streets litter free, celebrate local artists and increase planting and green spaces.

WHAT WE PROVIDE FOR YOUR ACTON BID LEVY:

- **Your Acton BID Cleaning Buggy and Ranger**

In partnership with Walkers, our Acton BID Ranger is on duty 5 days a week, providing a street cleaning service for BID business, including collecting open waste, removing fly posting and jet washing. BID members can request a jetwash outside their business by emailing info@youractonbid.co.uk

- **Seasonal Street Features**

Your Acton BID Flower Baskets, Artwork Banners and Christmas Lights: We bring colour to Acton by installing bright summer flower baskets and lamp column banners with artwork created by local artists on the High Street, Churchfield road and the Vale. In the winter months, Your Acton BID fund the festive lamp column lights and light up pavement installations, including the popular Santa Claus on the Mount.

- **South Acton Clean Up and Wildflower Gardens**

We host an annual event on the South Acton Industrial Estate, where skips are provided for local businesses to clear out their workspaces. In collaboration with volunteers and social enterprises the estate is littered picked, overgrown weeds removed, and the Your Acton BID Wildflowers gardens are planted with bulbs for the following year, creating a green space for workers.

- **Combating Graffiti and Fly Tipping**

In partnership with Greener Ealing Your Acton BID report and street issues such as fly tipping through the LOVE CLEAN STREETS app. By monitoring and reporting daily and liaising with Green Ealing problem areas are addressed and actioned quickly.



BETTER CONNECTED AND ACTIVE ACTION



BETTER COMMUNICATION

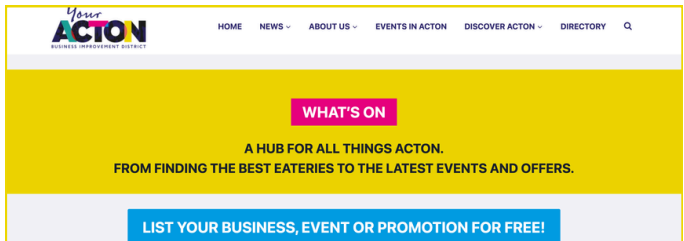
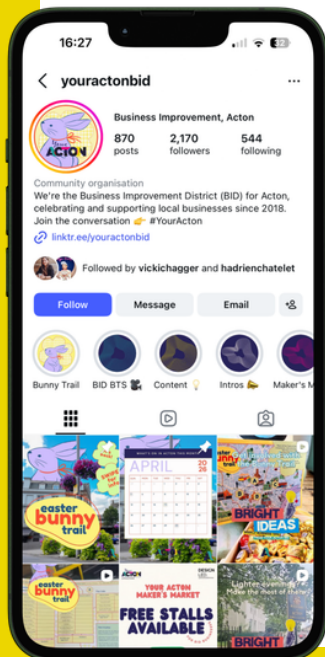
Your Acton BID publish a series of communication pieces throughout the year to help connect businesses, share information and promote our projects and services.

YOUR ACTON NEWSLETTER

Monthly email newsletters with information to keep businesses in the know, circulated to Your Acton BID members. We're happy to add flyers / invitations to the envelope. Please call the team or simply drop these off to the Your Acton BID team office. Newsletters include: Updates on Your Acton BID projects and services, new business openings, local information on street works or improvements, training courses, and social media updates.

YOURACTONBID.CO.UK

Our website is the go-to website for all local information for businesses and customers using the town centre. It's a one-stop shop for all Acton information. The website is undergoing a refresh and redevelopment in 2024 – 2025 to update content and ensure our new company branding is reflected. The website includes:



SOCIAL MEDIA

Linked to the website are our popular social media channels: Instagram, Facebook, X and LinkedIn. Follow @YourActonBid for a growing and expanding library of images from across the town centre and industrial estates with a relaxed and informal feel. The aim is to connect and share images of the town centre, industrial estates and our businesses, and celebrate our businesses achievements while sharing their promotions. We also provide tips every Monday to help businesses grow their business and social media presence.

BETTER COMMUNITY

Your Acton BID celebrates the local community by organising events that bring people together and promoting the projects and activities of BID member businesses. We work in partnership with Ealing Council, dedicated market curators and content creators to showcase Acton, spread awareness, and increase customer footfall into local businesses.

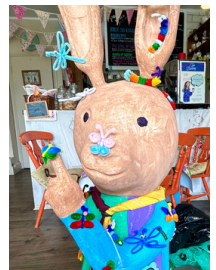
WHAT WE PROVIDE FOR YOUR ACTON BID LEVY:

- **Your Acton BID Makers Markets**

We organise four seasonal Makers Markets on Churchfield road each year, with a focus on sustainable crafts, bites, art, music and more. We also host a Christmas craft market on the Mount, inviting local groups and school to perform on stage before the counting down to the Christmas lights switch on.

- **Acton Easter Bunny Trail**

The annual Easter Trail is an initiative designed to help retail and hospitality businesses increase their visibility and engagement with the local community. This seasonal event provides a structured way for businesses to attract new visitors and benefit from increased neighbourhood footfall during the school holidays. Every participating business is featured on the official trail map, and receives a uniquely named bunny for their store, encouraging families to enter the premises to find the name and complete their maps, providing a festive reason for residents to explore Acton's shopping areas.



BETTER CONNECTED

WHAT WE PROVIDE FOR YOUR ACTON BID LEVY:

- **Your Acton BID Business Breakfast**

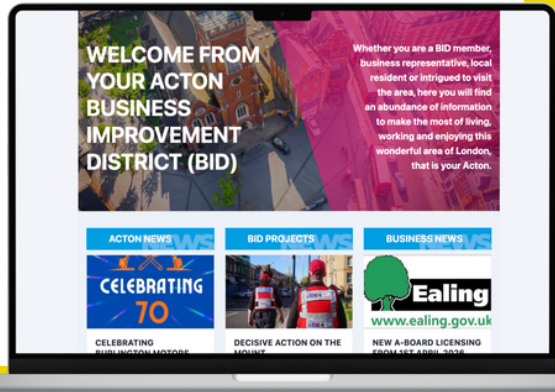
In partnership with the West London Chamber of Commerce and Planning for the Best we arrange business networking mornings, bringing to together local and London wide businesses and enterprises. Guest speakers present on a range of subjects from AI to apprenticeships, encouraging discussions and the opportunity for new business connections. Refreshments are provided and the breakfast location rotates between Acton BID businesses who volunteer to host the event.

- **Your Acton BID Website**

As a member of Your Acton BID your business will be featured on our online directory, which serves as a hub for potential customers to discover your offering and information. We have an events calendar listing upcoming activities and special events, with links to booking and contact information. Information on Your Acton BID business support services, social media, and news articles can also be found on the website.

- **Your Acton BID Social Media and Newsletter**

Your Acton BID is active across several social media platforms, using this tool to highlight special offers, achievements and promotions for local businesses. Every month there is a social media call out where Acton businesses can send through their offers and events to be featured in our 'What's on' post. New businesses are also included in the 'Welcome to Acton' section of our newsletter and have the option of an intro video which we share on our channels.





Basic Fire Safety Awareness Training



VALUE AND SUPPORT FOR ACTON

VALUE AND SUPPORT

Your Acton BID negotiates on behalf of BID members to provide reduced cost options on services essential to running your business in Acton.

We work in partnership with Beaver Pest Control, Place Support Partnership, First Mile, Biffa and Highfield Training to ensure your business is compliant with local authority regulations.

WHAT WE PROVIDE FOR YOUR ACTON BID LEVY:

- **Beaver Pest Control**

Free or reduced cost pest control. Highly trained technicians will be servicing Acton BID members with 8 visits per year to maintain compliant standards against mice, rats, cockroaches and black ants. For more information, email: info@youractonbid.co.uk

- **First Mile Waste Management**

Discounted rate for BID members on commercial waste management options.

For a quote, email: hannah.goldsmith@thefirstmile.co.uk

- **Biffa Waste Management**

Discounted rate for new and existing BID members on commercial waste management options.

For more information, email: info@youractonbid.co.uk

- **PSP (Place Support Partnership)**

Free consultation sessions for BID members, with the aim to reduce your business expenses by reviewing your bills, identifying where savings can be made, and finding the best cost from service providers.

For more information, email: info@youractonbid.co.uk

- **Highfield Training**

Free accredited online and in-person training courses for BID members. Available courses include Emergency First Aid, Health and Safety in the Workplace and Level 2 Food Hygiene.

For more information, email: info@youractonbid.co.uk



VALUE AND SUPPORT FOR ACTON

Free training

TRAINING COURSE TOOL KIT

Your Acton BID offers a range of free training courses that help develop and improve your business and your employees.

Run by external providers, these courses are fully certified and will allow your staff to work effectively and efficiently.

If you are an office sector or a business with more than 15 staff members, Your Acton BID can arrange in-house training for your staff.

There is a range of courses available that will benefit your business:

EMERGENCY FIRST AID

SIA TRAINING

RETAIL LOSS PREVENTION

HEALTH & SAFETY

HACCP

HEALTH & SAFETY FOR
SALONS

FIRE MARSHALL

MANUAL HANDLING

FOOD HYGIENE

PERSONAL LICENCE

SOCIAL MEDIA TRAINING

CONFLICT MANAGEMENT

COSHH

CUSTOMER SERVICE

SIGN UP NOW!

If you feel your business needs to update your employee's certificates, or you have new staff that needs to be certified, sign up now!

natasha@actonbid.co.uk
020 8746 7964

We aim to help businesses and employees meet their full potential by offering free accredited courses.

We understand not all businesses can send their staff out on courses, therefore the BID has introduced online courses for Emergency First Aid, Fire Marshall and Health and Safety in the workplace through Highfields Qualifications e-learning.

Email natasha@actonbid.co.uk to sign up your staff members.



If you feel that the courses listed are not useful for your business, please email natasha@actonbid.co.uk and suggest courses that will help benefit your business.

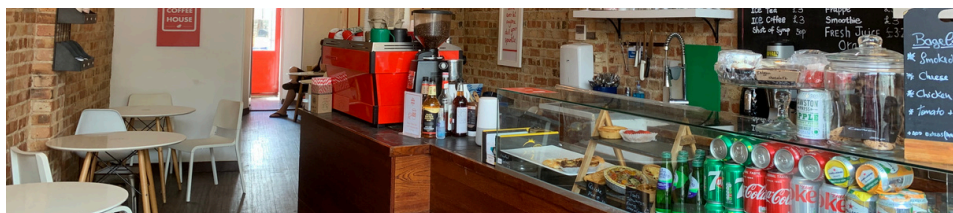
BE IN THE KNOW

USEFUL CONTACTS AND INFORMATION FOR YOUR BUSINESS

To support your daily operations and help your business thrive, Your Acton BID has put together the following list with guidance on the areas we are most frequently asked about by businesses.

As an Acton based business, you operate within the jurisdiction of Ealing Council.

For a comprehensive list of requirements and operational standards, please visit the Ealing Council website: www.ealing.gov.uk/info/201010/business



LOVE CLEAN STREET APP

The Love Clean Streets app is a quick way to report street cleaning issues, such as illegally dumped rubbish (fly-tipping), dog mess, graffiti and litter, using your smartphone. Download the app through your app store.

<https://lovecleanstreets.info/report>

BE IN THE KNOW



STREET TRADING

A business needs a street trading licence to place tables and chairs or display goods for sale on the pavement, or within seven metres of a public road.

To apply for tables and chairs outside your business, apply for a pavement licence - a cheaper alternative to a street trading licence.

StreetTrading@ealing.gov.uk | 020 8825 5333

To apply for a licence:

https://www.ealing.gov.uk/info/201017/licences_and_street_trading/21/street_trading/5

To apply for a pavement licence:

https://www.ealing.gov.uk/info/201017/licences_and_street_trading/21/street_trading/6



BE IN THE KNOW



PREMESIS LICENCE

Alcohol, Entertainment, and Late Night Refreshment Licensing

If your business intends to sell alcohol, provide regular entertainment, or serve hot food and drinks between 11:00 PM and 5:00 AM, you will need to obtain a licence under The Licensing Act 2003.

These licenses are issued by Ealing Council and generally cover a wide range of establishments, such as pubs, nightclubs, restaurants, cafés, cinemas, theatres, hotels, off-licenses, and late-night takeaways.

Please keep in mind that any premises licensed to supply alcohol must also have a nominated Designated Premises Supervisor (DPS) to ensure all activities are managed responsibly and in accordance with local regulations.



**For more information on
Premises licensing, visit the
Ealing Council website:**

https://www.ealing.gov.uk/info/201192/a_to_z_of_licences/999premises_licence_application

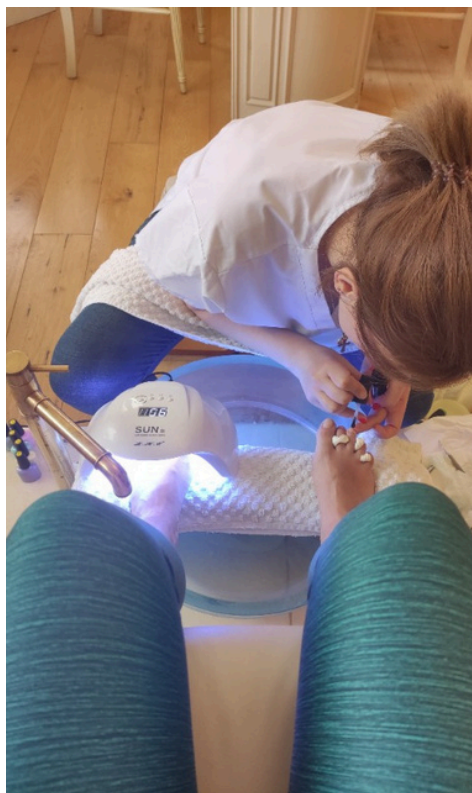
BE IN THE KNOW



SPECIAL TREATMENT LICENCE

Anyone who carries out massage or special treatments in Ealing must be licensed by the council.

All licences run for a maximum of 12 months and expire on 31 March. Carrying out these activities without an appropriate licence is an offence.



“Special treatments” include:

- Massage treatments including aromatherapy and reflexology
- Manicure, pedicure, facials and nail extensions
- Acupuncture and chiropody
- Tattooing, micropigmentation, semi-permanent tattooing and microblading
- Ear piercing, body piercing and cosmetic piercing
- Sunbeds, laser and intense pulse light (IPL) treatments
- Vapour, sauna or other baths

Licensing, Regulatory Services,
Perceval House,
14-16 Uxbridge Road,
Ealing W5 2HL

020 8825 6655

licensing@ealing.gov.uk

BE IN THE KNOW



BUSINESS WASTE

Ealing Council is a licensed waste carrier. We can take the responsibility of getting rid of your waste, so let us take care of your business waste management by collecting and disposing of your waste correctly.

There are other business waste collection companies available, but you must make sure they are licensed to collect your waste. You can find helpful information on the disposal of business waste on the GOV.UK commercial waste pages.

All Acton businesses are responsible for disposing of their waste with a contracted waste management provider.

All businesses have a legal duty of care to dispose of trade waste. Every year your business should have an up to date WTN (Waste Transfer Note) provided by your waste supplier.

Your Acton BID have negotiated exclusive BID membership offers with Biffa and First Mile.

first mile

**EXCLUSIVE
YOUR ACTON BID
MEMBERSHIP OFFER!**

We are offering a discounted rate to all BID members for their waste collection.



FOOD HYGIENE RATING SCHEME

The scheme helps customers by giving clear information about the food hygiene standards of a business. A good food hygiene rating is a badge of trust that influences where customers choose to eat and shop, providing a transparent benchmark of quality.

Ealing Council is part of the national Food Hygiene Rating Scheme (FHRS). Inspections for businesses in Acton are mandatory, and the results of food safety inspections are made publicly available.



The scheme gives businesses a rating from 5 to 0, which is displayed at their premises and online so customers can make more informed choices about where to buy and eat food.

For access to the required training and pest control scheme for BID members

email: info@youractonbid.co.uk

For questions and queries regarding your Ealing Council inspection:

email: foodsafety@ealing.gov.uk



BUSINESSES RATES

Business Rates (or non-domestic rates) are taxes collected by Ealing Council from the occupiers or business owners of non-domestic properties to help pay for local services.

All rateable businesses are registered for business rates including commercial properties, shops, offices, pubs and restaurants, holiday and rental homes, warehouses and factories. The occupier of the premises is responsible for payment.

Your Acton BID have put together the following guide (scan the QR to access) to Business Rates to help you understand your bill and access relief schemes your business may qualify for.



**Register your business with
Ealing Council here:**

https://www.ealing.gov.uk/info/201014/business_rates/2731/access_your_business_rates_account

**Local Tax and Accounts Receivable,
London Borough of Ealing,
PO Box 1344
Ealing, W5 2B**

**(020) 8825 7020
businessrateteam@ealing.gov.uk**



Your ACTION

BUSINESS IMPROVEMENT DISTRICT



**Access Self Storage,
207-211 The Vale, W3 7QS**



**020 8746 7964
info@youractonbid.co.uk**



**www.youractonbid.co.uk
@YourActonBID**