



# West Ealing high street **innovation** **and riot** **recovery** **fund**

July 2012 – June 2015

# Who we are

West Ealing Project Steering Group is a group of local partners in West Ealing established in July 2012 to work together on projects and initiatives funded by the High Street Innovation Fund (Department for Communities and Local Government) and the Riot Recovery Fund (Ealing Council).

## Summary

This report provides an overview of projects delivered by the West Ealing Project Steering Group between July 2012 and June 2015

### **The projects delivered include**

The creation of a Business Improvement District Company, Ealing Blueprint co-working hub, #EalingPopUpShop, the SoundBite festival, a vintage market, a community website, an art gallery, consultation events and a number of other activities in West Ealing town centre to support businesses and the local community.

### **Next steps**

The partnership in West Ealing wants to establish a formal network that can continue to direct funding and resources to the town centre.

# Acknowledgements and partners



accommodating local charities

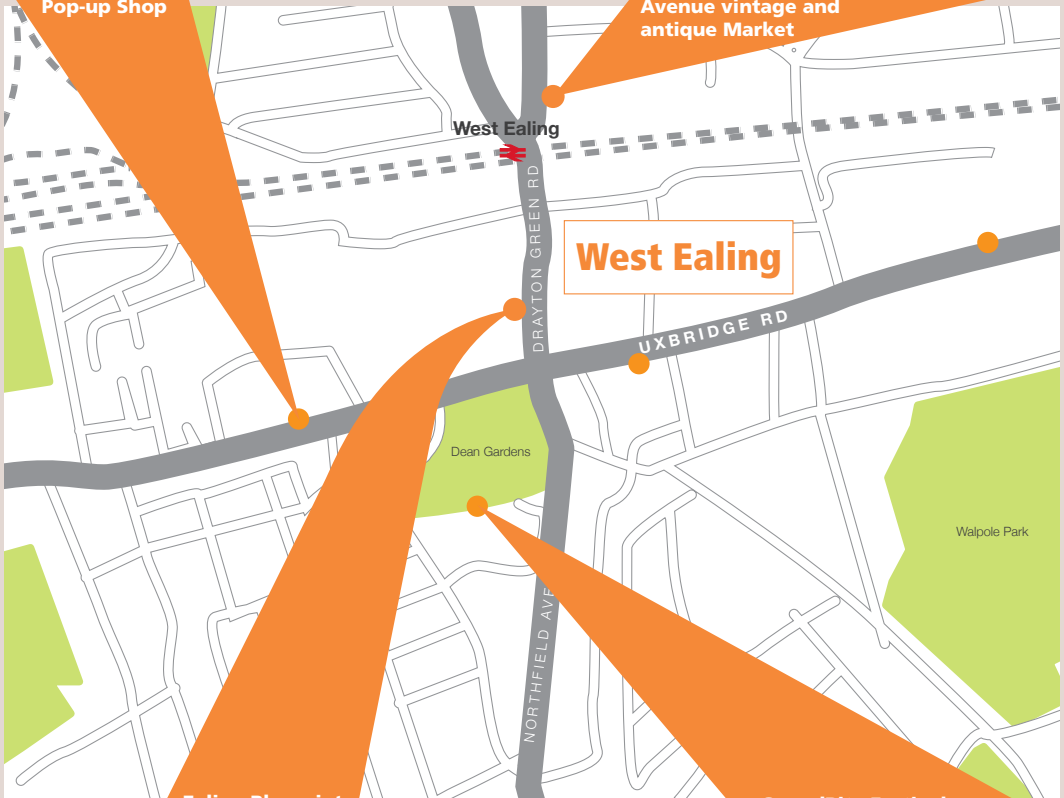




Pop-up Shop



Avenue vintage and antique Market



Ealing Blueprint

SoundBite Festival



# West Ealing high street innovation and riot recovery fund

Largely behind the scenes, a small partnership of residents, businesses, voluntary organisations and Ealing Council officers have been working together to turn West Ealing's fortunes around. The West Ealing Project Steering Group was set up on the back of the West Ealing 'town team' and have worked together to run a series of projects in the town centre aimed at improving the trading environment and changing people's negative perception of West Ealing.

West Ealing was one of the worst affected areas during the 2011 London riots and threatened to push the area into further decline. In 2012, the Department for Communities and Local Government (DCLG) set up the high street innovation fund to help affected areas in London recover and grow in the aftermath of the troubles. Ealing Council used this funding coupled with a recovery fund it had set up in the aftermath of the riots towards improvements in West Ealing. This gave the local community a chance to make real, lasting difference in the area and was the catalyst for much investment to the town centre.

In just two-and-half years, the partnership has helped shape an environment that has seen shop vacancy rates drop by 25%, a new town centre management company established and more business start-ups moving in. An underused park has been put back at the heart of the community by hosting events and activities.

With a new Crossrail station due to open in 2018, bringing the promise of development opportunities; and new housing currently on the way; West Ealing is witnessing positive signs of growth at just the right time.



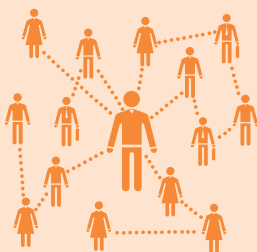
# Achievements to date

July 2012 - June 2015

The West Ealing Project Steering Group were tasked with formulating projects that would promote the high street, fill vacant shops, make use of Dean Gardens park and build relationships between the business, resident and voluntary communities. Once agreed by the group, partners worked together to deliver the projects in West Ealing town centre. Below is a selection of achievements to date:



**1** Business Improvement District established



**1** Co-working business hub piloted



**1** year long art gallery



**3** start-up businesses supported



**8** outdoor events held



**2** empty shops activated



**2** feasibility studies completed



**1** vintage market established



**3** community outreach days





**1** community website



**1** visioning session



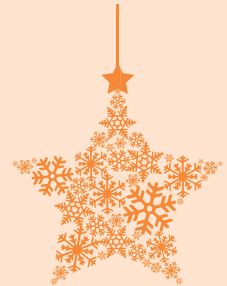
**15** stakeholder meetings



**5** press releases



**1** editorial on the partnership distributed to **137,500** households



**30** Christmas lights installed



**4** jobs and  
**2** Apprenticeships created



**68** Artistic workshops and exhibitions held



**18** Theatre performances



## SoundBite festival

Volunteered hours: **200**

Number of bands: **20**

Number of visitors: **5,000**

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## Christmas events

Number of residents attending: **3,000**

Number of local entrepreneurs on market stalls: **20**

Volunteered hours: **100**

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## W13 Let's Get Rolling event

Number of roller skate users: **2,000**

Number of days: **14**

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# Project one: Bringing park life back

Dean Gardens opened up its gates to some exciting events, hosting a Christmas market ([www.w13-christmasfair.co.uk](http://www.w13-christmasfair.co.uk)); a roller skating rink ([www.rolladome.org.uk](http://www.rolladome.org.uk)); the 'big picnic'; and the SoundBite festival ([www.soundbitefestival.org](http://www.soundbitefestival.org)). The festival is growing as a yearly destination for music lovers from across Ealing and beyond.





## Project two: Managing the success

There are a large number of independent businesses in West Ealing, and a traders' group which had been running for more than four years. A feasibility study was undertaken to find out if they could work collectively to achieve improvements to their business. The study found that businesses were overwhelmingly in favour of setting up a Business Improvement District (BID) to manage their town centre.

A ballot was held in March 2014 – 87% of the eligible businesses who participated voted in favour of setting up a BID, a company owned and funded by businesses.



**BID Feasibility study**



Business interviewed **53**



Businesses engaged **289**



Number of issues identified as barriers to doing business **148**



Number of businesses in initial support of the BID **64%**



Hours of business engagement **5,200**

# West Ealing BID projects:



Funding is now raised by the businesses (a levy is charged based on their size) and is being used to fund a West Ealing BID for five years to look after joint services, safety, marketing, events and other activities.

The BID has worked on an array of projects, ranging from setting up a vintage and antiques market in The Avenue, to creating a new website [www.inwestealing.co.uk](http://www.inwestealing.co.uk).

The BID provides the environment in which issues of concern can be discussed and tackled effectively.



## BID established



Percentage of businesses voting in favour of the BID **87%**



Private investment generated by the BID - **£1million**



Number of BID members **331**

### Natasha Patel, project assistant at the BID, said:

*"The number of businesses who voted in favour of forming the West Ealing BID was a huge endorsement and it's been a busy and exciting start to the BID's term. Having launched a new consumer brand for the area, InWestEaling, we set up our vintage and antiques market which has trebled in size already, with more than 30 stalls. Training and development courses, free to businesses and their staff, have proved popular; and the BID has also been brokering joint services for members.*

*"Meanwhile, a number of businesses have been given security radios which connect them to the police, council CCTV operators and the BID team. In addition, since January, Town Rangers have been patrolling the area to support businesses. The BID team is looking forward to leading more projects for our businesses throughout the next year."*

## Project three: Pop-up shops and start-ups

### Ealing pop-up shop launched

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Number of entrepreneurs hosted **8**

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Number of hours of test-trading **3,000**

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Number of businesses established from pop-up **2**

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By developing relationships with landlords and business owners, the partnership has helped to bring vacant and underused business premises back into use as pop-up shops for new businesses to test trade their products.

The Ealing Pop-Up Shop was a very successful four-month trial which gave eight new entrepreneurs the chance to test out their business ideas in a high street shop. One of these businesses has gone on to launch a successful handmade clothing company called Rapallini; a second, Tea Darling, has teamed up with Accession, a local social enterprise, and opened a vintage tea room at Horsenden Farm, Perivale – offering a quintessential tea and home-made cake service; a third business, Juice Cube, launched their first shop in West Ealing before moving on to a new venture of bottling fresh drinks and selling directly to shops. For more information about Juice Cube, follow them on twitter @JuiceCubeUK.







**Co-owner of Juice Cube, Anuj Dhanak, said:**

*"We were given our first chance to run a juice bar in the pop-up shop by the council and have received lots of support from its regeneration team. The grant was a massive help in getting the shop ready for opening. We want to help our customers learn about 'eating clean' and its health benefits."*

**October 2014  
Juice Cube opening**



Number of start-ups  
established **1**



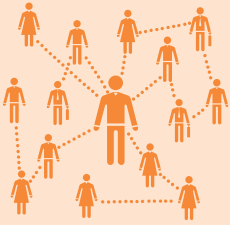
Number of surplus  
oranges juiced **50,000**



Tea Darling vintage tea room



Smashing Glass, Belvue school pop-up



## Ealing Blueprint co-working business hub

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Members **170**



Twitter followers **510**

# Project four: Meanwhile use and Co-working

A vacant shop on Drayton Green Road was provided rent-free by a local landlord so that the partnership could trial a number of initiatives there.

## OPEN Ealing Art space

A local art group called OPEN Ealing ran workshops, performances and exhibitions before moving to a new community café in Singapore Road, parallel to West Ealing high street ([www.openealing.com](http://www.openealing.com)).

## Ealing Blueprint Co-working

A feasibility study looking into the set-up of a business hub in West Ealing led to the creation of a pilot co-working hub in West Ealing. A five-month trial has seen the shop transformed into a space for business people to share ideas, work, run seminars and benefit from a low-cost site in a high street location.

Managed by Geoff and Gita Langston (who ran Chat&Meet coffee shop from the space), the co-working hub created a real buzz in the centre of West Ealing and connected many small business owners together. You can find out more about the project at: [www.ealingblueprint.co.uk](http://www.ealingblueprint.co.uk)





## Project five: **Getting involved and community engagement**

There have been a number of events delivered by partners in West Ealing aimed at engaging with local people and ensuring that they get a say in shaping the area's future.

In particular, West Ealing Centre Neighbourhood Forum (WECNF) and Ealing Community and Voluntary Service (ECVS) have supported projects in West Ealing. The ECVS community outreach event engaged with over 150 people from local housing estates to find out their views on key local issues such as housing, high streets and green spaces.



### **ECVS community outreach events**



Housing estate events **3**

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Number of residents  
engaged **150**

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## Project six: **West Ealing Online**

We are working towards setting up a communication network to support increased community engagement in West Ealing.

We will work with local residents to set up a community-led website which will allow people to interact with activities and events taking place in West Ealing.



**West Ealing Online**

#GrowingWestEaling