

# HEART TO HEART NEWSLETTER

Insights • Updates • Business Growth



## Welcome to Hounslow's Heart BID

Since December 2025, Hounslow has had its very own Business Improvement District. At Hounslow's Heart BID, we believe a thriving town centre is built through strong partnerships, shared ambition, and a sense of community. We work on behalf of our business members to create a vibrant, welcoming destination where businesses can grow and people enjoy spending time.

Working closely with local businesses, the London Borough of Hounslow, and community partners, we deliver initiatives to enhance the town centre and celebrate everything that makes Hounslow unique. Together, we're helping to create a place where businesses thrive, communities connect, and everyone can be proud of Hounslow's heart.

## FOOTFALL IN HOUNSLOW

Hounslow Town Centre is seeing continued growth, with both footfall and consumer spending increasing compared with last year. Between April and June 2026, footfall rose by 6% and spend increased by 5% compared to the previous year. This follows a positive start to the year, with footfall up 5% and spend up 7% between January and March 2026 compared with the same period in 2025. These figures highlight continued activity in Hounslow Town Centre and the opportunities this presents for local businesses.

**Figures shared by the London Borough of Hounslow, sourced from GLA's High Street Data Service**



Have a story to tell?

We're always looking for new voices, stories and people to feature. If you'd like to contribute to the newspaper or be featured, don't hesitate to get in touch.

Contact us via email at [info@hounslowheart.bid](mailto:info@hounslowheart.bid) or DM us on social media.

**Follow us on social media**

 [@hounslowheartbid](https://www.instagram.com/hounslowheartbid)  [Hounslow's Heart BID](https://www.linkedin.com/company/hounslow-heart-bid)

## SAFE IN HOUNSLOW

Hounslow Council's 'Safe In Hounslow' community event returns on Wednesday 18 November, from 11am to 3pm, at Hounslow House as part of Safeguarding Adults Week 2026. Residents can meet local organisations and Council services for advice on topics including fraud prevention, financial wellbeing, relationship safety and health. The event highlights the importance of working together to keep our communities safe and encourages everyone to speak up if they have concerns. For more information, visit

<https://www.hounslow.gov.uk/safeguarding-adults/safe-hounslow>

## ADVANCE FOR GROWTH 2026

The Advance for Growth 2026 competition is now open to eligible Hounslow businesses, offering the winner digital outdoor advertising, campaign advice, tailored business support, free West London Chambers of Commerce membership and a magazine feature in *Let's Talk Business*. Applicants must be based and registered with Companies House in the London Borough of Hounslow, have traded for at least 12 months and employ no more than 25 people. Find out more and apply by 5pm on 23 October 2026: <https://www.hounslow.gov.uk/business/advance-growth-2026>

## HIGH STREET SAFETY – THE BIG CONVERSATION

On 18 September, safer streets were a big topic at Hounslow's Heart BID Business Breakfast at Metro Bank. Local businesses and other organisations came together for networking, discussion and a shared focus on safety.

Guest speakers included:

- Ruth Cadbury MP
- Leverage Security
- WalkSafe

Ruth Cadbury MP talked about making streets feel safer, especially for women and girls, so they feel supported when shopping, working or travelling.

Harpreet Kaur from Leverage Security focused on fire safety and updated legislation, following lessons learned since the Grenfell Tower disaster. The Fire Safety Act 2021 now sets out key responsibilities for businesses.



Asia Worgan from WalkSafe introduced the WalkSafe app and how technology can help people feel safer in public spaces.

A huge thank you to Ruth Cadbury MP, Leverage Security and WalkSafe for sharing valuable insights, Metro Bank for hosting the event, and to all the businesses and organisations who attended. We hope to see you at the next one!

## SHEWISE

**SHEWISE HOLISTIC MODEL OF EMPOWERED LIVING**  
HEAL | LEARN | GROW

**1 Mental Health & Wellbeing - Move**

- Emotional Wellbeing
- Balance & Movement
- Mindfulness & Active Pursuit

**2 Social Connect**

- Advice & Advocacy
- Safety
- Community & Connection

**3 Educational - Learn**

- Coaching & Mentoring
- Training & Workshops
- Skills Development

**4 Economic - Creativity & Expression**

- Financial Independence
- Employment
- Entrepreneurship

Hounslow's Heart BID and SHEWISE Charity are teaming up to help make Hounslow High Street safer for women and girls. There will be a number of initiatives to tackle Violence Against Women and Girls (VAWG), and both organisations plan to make a couple of those happen fairly quickly:

- Women's Safe Spaces: Working collaboratively to promote safer spaces for women and girls, raise awareness of domestic abuse and deliver culturally responsive, trauma-informed training and wellbeing initiatives (within around a dozen participating high street businesses).
- Locating and developing a venue for a SHEWISE Women's Wellbeing and Community Hub on Hounslow High Street – a coffee shop for women run by women.

The other items, whilst equally important, will follow in time. By week three of November, the aim is to have 10 to 12 businesses committed to providing Women's Safe Spaces, with them participating in being prepared to be part of a publicity campaign about the initiative, to engage their staff in training about women and girls safety issues.

## WHAT'S ON IN HOUNSLOW THIS NOVEMBER

### 1 November: Hobbledown Heath Pumpkin Patch

🕒 11am – 4pm  
📍 Hobbledown Heath, Staines Road, Hounslow, TW14 0HH

### 1 November: The Strange Case of Dr Jekyll and Mr Hyde

🕒 2pm & 6pm  
📍 Boston Manor House, Boston Manor Road, Brentford, TW8 9JX

### 3 November: Hounslow Wellness – A Five Ways to Wellbeing Event

🕒 11am – 2pm  
📍 Holy Trinity Church, Hounslow High Street, TW3 1HG

### 5 November: Compound Radius Open Mic

🕒 7pm – 10pm  
📍 Ballucci Coffee and Cocktail Bar, 716 London Road, Hounslow, TW3 1BH

### 14 & 15 November: Flower Power by Aérosculpture

🕒 5pm – 10pm (4pm start next day)  
📍 Bell Square, Hounslow High Street, TW3 3HH

### 18 November: Safe in Hounslow

🕒 11am – 3pm  
📍 Hounslow House, Ground Floor, 7 Bath Road, Hounslow, TW3 3EB

### 21 November: Numb – The Edge of Feeling Performance

🕒 6pm – 8pm  
📍 Holy Trinity Church, Hounslow High Street, TW3 1HG

### 28 November – 24 December: Santa's Secret Village

🕒 10am – 5pm (6pm closure on weekends and 4pm closure on Christmas Eve)  
📍 Hobbledown Heath, Staines Road, Hounslow, TW14 0HH

## BABY FEEDING IN HOUNSLOW



The Hounslow Baby Feeding Friendly (BFF) network is helping parents and families feel more comfortable feeding their babies in public by encouraging venues to actively welcome breastfeeding. Although the right to breastfeed in public is protected by law, some parents may feel unsure about how they will be treated. The BFF network provides reassurance by recognising venues where staff understand and support this legal right. Hounslow businesses and community venues, including cafés, restaurants, shops, hairdressers and community centres, can join by displaying welcoming posters and ensuring staff are aware of the law. Participating venues will also be promoted on Hounslow's baby feeding webpage. Businesses interested in joining can contact the Hounslow Public Health Team at [Mariah.Kelly@hounslow.gov.uk](mailto:Mariah.Kelly@hounslow.gov.uk).

## BIN IT HOUNSLOW



**Rubbish!**  
**Don't leave it.**

**Bin It – Hounslow!**

Hounslow's Heart BID is putting together a litter picking day where members of the public, local government officials and business people can team up armed with a black bin bag and pick up litter off the high street. We're calling this initiative 'Bin It Hounslow'. Watch this space for more news and a date for the first event.

## HOUNSLOW'S HEART BID SAFETY MARSHALS



You may have noticed a splash of red around Hounslow Town Centre! Since December 2025, Hounslow's Safety Marshals have been patrolling the high street, supporting the police and private security.

Our marshals work closely with local businesses, residents and partners to help keep Hounslow safe, welcoming and vibrant. Equipped with body-worn

cameras, they are on hand to support businesses, deter anti-social behaviour and respond to concerns within the town centre. It is all part of our ongoing work to make Hounslow a safer, cleaner and stronger place to work, shop and visit.

### SAFETY MARSHALS GO LOCAL

Russell Alaa, supervisor of Hounslow's Heart Marshals, reports that he has seen some outstanding results from recent local recruitment drives. Particularly, the calibre of locally source applicants, who have come from our very own Job Centre based on the first floor of the Treaty Shopping Centre.

According to Russell, "Four of the team, who have joined since Spring 2026, actually live near the high street and that local knowledge and familiarity with local businesses is invaluable".

Another positive step is the fact that we have been able to recruit our first female marshal. This significantly adds to the service we provide and reflects diversity.

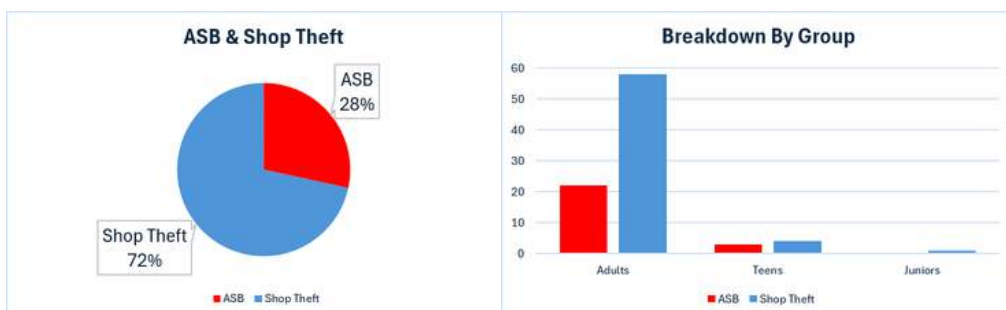


### RADIO SCHEME



Businesses in Hounslow town centre can now benefit from Hounslow's Heart Radio Scheme, designed to provide faster communication and greater support when security incidents occur. The scheme offers a direct, 24/7 connection to the CCTV Control Room, Hounslow Police Station, Treaty Centre Control Room and our Safety Marshals, helping businesses report incidents and access real-time assistance quickly. With radios available at just £1.40 a day, the scheme offers an affordable way for local businesses to strengthen their security and contribute to a safer, more secure Hounslow town centre.

## CRIME AND SAFETY UPDATE



Our latest data show that 88 incidents were recorded across Hounslow Town Centre in September. Shop theft accounted for 72% of incidents, while anti-social behaviour (ASB) made up 28%. Adults were involved in 91% of all reported incidents, with teenagers accounting for 8% and juniors just 1%. These figures highlight the continued importance of partnership working, vigilance and timely reporting across Hounslow. By sharing information and working together, local businesses, partners and the wider community can continue to help create a safer, welcoming and vibrant town centre for everyone. All incidents are down since the marshals began patrolling.

## IMPORTANT NOTICE



As it is year one for the BID, we have been very patient with BID levy payers who have been slow in settling their invoices. However, that is all now about to change. Strong action will be taken against non-payers, with no exception. So, please check and see whether you're a business that has an outstanding invoice for Hounslow's Heart BID Ltd – there will be no further reminders.

## PEOPLE OF INFLUENCE IN OUR COMMUNITY



Born and raised in the borough, award-winning comedian and actor **Asim Chaudhry** has put Hounslow on the British pop culture map. Co-creator of the BAFTA-winning BBC mockumentary *People Just Do Nothing*, he made the iconic Chabbudy G, the self-proclaimed "Mayor of Hounslow", a champion of the area's multiculturalism. He now inspires West London's youth by mentoring students at his alma mater, West Thames College.



**John Bason**, Chair of Primark and Hounslow Pride of Place Partnership, has brought major employers together to support the borough. In 2025, he led *The King's Seeing is Believing* visit to Hounslow, connecting business leaders with students and exploring ways to strengthen pathways into employment. His work has helped promote apprenticeships, mentoring and opportunities for Hounslow's youth.



**Sir Alec Reed** launched his first recruitment office on Kingsley Road in May 1960. He leveraged the rapid post-war growth of Heathrow Airport to expand his business into the Reed Group, which became a global enterprise. Beyond bringing commercial success into Hounslow, Reed left a lasting local legacy through extensive philanthropy, funding charitable, educational and healthcare initiatives through the Reed Foundation.

## A HIGH STREET THROUGH TIME



Woolworths – 1959 & 2008



H&M and Next – 2025

Woolworth officially opened in 1921 and became a high street landmark for almost nine decades. Woolworths was known for embracing retail innovation, including introducing touchscreen kiosks in 1991 and later backing into the Treaty Shopping Centre. Despite being completely destroyed by wartime bombing during the Second World War and rebuilt in 1959, Woolworths permanently closed down in December 2008 when the national chain collapsed into administration. Today, H&M and Next now occupy the space where Woolworths once stood.

## THE GOLDEN MILE: THE INDUSTRIAL POWERHOUSE THAT PUT HOUNSLOW ON THE MAP

Long before today's offices and developments transformed the landscape, Brentford's Golden Mile was at the forefront of Britain's industrial boom. Following the opening of Great West Road in 1925, world-famous names including Firestone Tyre Company, Gillette Factory and Smith's Potato Crisps Ltd set up factories along this stretch, bringing jobs, investment and innovation to the area. Its striking Art Deco buildings became symbols of a new age of industry and ambition, earning the road its now famous name. Today, the Golden Mile remains a fascinating reminder of Hounslow's pioneering past – and the spirit of enterprise that continues to shape the borough.



## WEST LONDON ORBITAL



The proposed West London Orbital (WLO) rail service could improve connectivity across West London, linking Hounslow with key destinations including Old Oak Common. Better transport links could bring more visitors to Hounslow High Street and create new opportunities for local businesses. Residents and businesses can share their views on the proposals through TfL's consultation, open until 18 November 2026. Find out more via the TfL consultation website: <https://tfl.gov.uk/corporate/about-tfl/how-we-work/planning-for-the-future/west-london-orbital>

## HOUNSLOW'S HEART BID IN THE HOUNSLOW HERALD



Hounslow's Heart BID has been featured in the *Hounslow Herald*, highlighting our ongoing efforts to make the town centre safer, cleaner and more welcoming. The article showcases our visible Safety Marshals alongside our recent Business Breakfast. It also talks about our future plans for Hounslow. Read the full article in the *Hounslow Herald*: <https://hounslowherald.com/hounslow-heart-bid-pushes-for-safer-cleaner-streets-p34286-313.htm>

London Borough of Hounslow

### Healthier Catering Commitment

Small changes make a BIG difference

**Sign up** to help make Hounslow a healthier place to eat out!

**I'm interested! Who can join?**

The scheme is free for all independent food businesses; the only requirement is that you must have a food hygiene rating of 3, 4 or 5. The award lasts two years and you will be reassessed once it has expired. If there are any major changes to your menu or cooking methods, you will need to let the council know as they may wish to discuss this with you. If there is a new business owner, they will need to re-apply for the HCC as it will no longer be valid.

**Who shall I contact?**

For an informal visit to explain more and to help you start making those healthy changes email:

[HealthierCateringCommitment@hounslow.gov.uk](mailto:HealthierCateringCommitment@hounslow.gov.uk)

More information on the HCC scheme across London can be found at [healthiercateringcommitment.co.uk](http://healthiercateringcommitment.co.uk)

**SCAN ME**

The Healthier Catering Commitment (HCC) is a voluntary scheme which recognises the food businesses across London that have made changes to the way that they prepare and cook their food to make it healthier for their customers – therefore making healthier choices easier. Hounslow Council encourages local food businesses to join the HCC trend growing across London.

How will it benefit businesses?

Hounslow Council want to celebrate the changes businesses have made!

- Your businesses will feature on the Council's website and in

communications to tell the public where they can find healthier options.

- You will be included in the wider London promotion of the scheme through the HCC website and social media.
- You will be given a promotional window sticker and certificate to show that you have joined the scheme and what changes you have made.
- You will be given a free place on the online Level 2 Food Safety training course run by Nationwide Caterers Association (NCASS).