

Community Events

Church Lane Arts & Crafts Market - Saturday 15th August 2009 - 10am - 4pm
Come and support local artists and get unique hand made items at affordable prices.

e11bid International Market - Saturday 22nd August 2009 (Between St Johns Church/Matalan) - 10am - 5pm
Sample cultures from all over the world!

e11bid Car Boot Sale - Date to be confirmed - Pastures Leisure Centre - 8am - 2pm
Join us for the first ever car boot sale in Leytonstone.

Block Party Part II - Saturday 29th August 2009 (Between St Johns Church/Matalan) 12pm - 4pm
Our Block Party will allow local upcoming artists and groups to showcase their live performances at Car Free Day alongside UK legends Aswad and Simon Webb.

Car Free Day Festival - Sunday 20th September 2009 - 1pm-7pm
All roads are closed as Leytonstone celebrates and promotes a congestion-free day in the town centre.

Black History Month - October 2009
A variety of events held at local libraries including a fashion show, story telling, drumming workshop, rap workshop, arts and crafts exhibition, youth media workshops (see separate programme)

e11bid Food Week - 12th - 18th October 2009
During e11bid Food Week participating restaurants will be offering a range of special offers aimed at encouraging people to sample the wide variety of local cuisine.

BUSINESS EVENTS

Beat The Credit Crunch! Starting Wednesday 2nd September and every Wednesday thereafter.

Special one hour sessions tailor made for e11bid businesses by appointment only. Specialist advisors will be available to meet with you and discuss your concerns. Free Parking voucher booklets will be given out to all who book in advance. Each and Every Wednesday in September 2009 at the One Stop Shop. Contact us to book now and avoid disappointment! **One Stop Shop 841 High Rd E11. Tel. 020 8558 5500**

Meet the Buyer Event Wednesday 16th September 2009 at Chingford Town Hall E7 10am- 4pm

Following on from the Councils pledge to increase its direct and indirect trade with local businesses, this event will give you an opportunity to meet the businesses already trading with the Council. It will give you the opportunity to meet the larger suppliers and determine if you have the potential to supply them.

Places are limited so book now E. john@e11bid.co.uk

Useful Links: Visit the board's website to access important information on business support and representation in the borough. Please go through the new section on Tenders, which outlines all the current tenders available from WF Council. www.walthamforestbusinessboard.com

Many of you have now filled in the business pack. Your information is uploaded to our database which will match up opportunities you could be eligible for. Please ensure your free membership as e11bid businesses is utilised. If you need to become tender ready our staff can help you achieve this. www.e11consortium.com

CONTACT US

If you need any information about any e11bid activities please contact:

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Shamimul Islam:	T. 0208 496 1188	E. Sham@e11bid.co.uk

e11bid company reg office: 2nd Floor Leytonstone Library, 6 Church Lane, London E11 1HG
Tel. 020 8496 1188 Web. www.e11bid.co.uk



e11bid
business improvement district

Autumn Newsletter 09



Please visit our website for further updates but in the meantime look out for the CCTV cameras being installed in the BID area.

FAWAAD SHAIKH
Chair e11bid

The e11bid company is now moving into its second year of operation and with many of you the BID has been received with positive reactions. We have been lucky that the local authority supports our progress and in fact they just recently announced a further two year support package that will allow the BID Company to further strengthen its stake in Leytonstone.

The global recession is still the topic on every businesses mind. Although there are green shoots appearing in different areas; high fuel costs, continuing low levels of credit availability and consumer spending combined with the swine flu pandemic are likely to impact heavily on all of us this year.

Businesses have no choice but to improvise and become more efficient in their operations. This may mean reducing costs, it could mean working harder, but more importantly it will need collaboration and working in partnerships for business to be profitable.

The e11bid company has identified the need to secure our area and then to consolidate our respective economic positions and through this newsletter, I hope it keeps you informed on our progress.



Levy 2009/10

A Safer Leytonstone

The summons for the non payers of the e11bid investment for 2009/10 were issued on the 28th July 09. The e11bid levy is a statutory payment that everyone has to pay. The person responsible for the premises on the 8th April 2009 is the liable party.

The crime figures during a recession usually tend to increase and the latest crime figures published indicate that the Met police and partners are working extremely productively locally but are now facing an upward trend.-

The BID levy ensures that everyone has to pay towards the investment of the area. Where a property is empty, current NNDR rules provide that such property will be continue to be charged at a percentage of the rateable value. Under e11bid arrangements, there will not be any exemptions for such properties. Charities are not exempt from the BID investment.

SUB WARD (E01004440)

SUB WARD (E01004438)

High Rd Station Area

Leytonstone Town Centre

Your Ward: Leytonstone
 Your Borough: Waltham Forest
 Crime rate is Average

Your Ward: Leytonstone
 Your Borough: Waltham Forest
 Crime rate is Above Average

Total notifiable offences

Total notifiable offences

Month	Crimes	Crime Rate
June 2009	27	18.02
May 2009	32	21.36

Month	Crimes	Crime Rate
June 2009	43	27.08
May 2009	34	21.41

Total notifiable offences in June 2009

Total notifiable offences in June 2009

Your Area	Crimes	Crime Rate
Sub Ward	27	18.02
Leytonstone	140	13.16
Waltham Forest	2601	11.91

Your Area	Crimes	Crime Rate
Sub Ward	43	27.08
Leytonstone	140	13.16
Waltham Forest	2601	11.91

Burglary other in June 2009

	Crimes	Crime rate
Sub Ward	4	2.52
Leytonstone	11	1.03
Waltham Forest	97	0.44



If you have any queries on your bill you can contact the WF Direct on 0208 496 3000 and select option 5 which will transfer you to the Business Rates Dept. However, if you just want to know the rateable value of your premises, you should visit: www.voa.gov.uk

MET Police Safer Neighbourhood Team Members

- Sgt Colin Parker
- PC Mike Samuel
- PC Lesley Beale
- PCSO Ashley McPherson
- PCSO James Pringle
- PCSO Jahangir Hussain



In an emergency please dial: **999**

Address
Leytonstone Team Waltham House,
 11 Kirkdale Road, Leytonstone e11bid3HN
 Phone: 020 8721 2874 • 07766 442713



Swine Flu Pandemic

Although there have been reports in the press of deaths from swine flu, it's important to emphasise that the vast majority of people will only have a mild illness, and will make a full recovery. Every year, seasonal flu leads to the death of a few otherwise healthy people, but this information does not usually make the news.

Coming to work

Everyone should continue to come to work as usual unless they develop flu symptoms. The virus is now widespread in the community so staying away from work will not ensure that you avoid catching it. If you feel unwell at work or if you have flu-like symptoms while you are at work, please get a replacement manager for your business and go home straight away.

Once you get home you can check your symptoms on NHS Direct www.nhs.uk or call them on 0800 151 3513 (please bear in mind that this line may be very busy). If you are then still concerned, stay at home and call your GP who will decide what to do next. Please do not go to your GP surgery or any other health facility.

If you belong to a high-risk group it is particularly important for you to start taking antivirals as soon as possible and so you should contact your GP straight away. High risk groups include people with long-term conditions, those over 65, children under five and pregnant women.

Please let your staff know straight away if your GP confirms that you have the swine flu virus.

Preventing the virus from spreading

As with any virus, good hygiene will still help to stop other people catching it.

The message remains simple: **Catch it. Bin it. Kill it.**

Cover your nose and mouth with tissues when you cough and sneeze, throw the tissue away, and wash your hands.

Call **0800 1 513 513** to hear the latest information on swine flu or alternatively visit: www.Direct.gov.uk/swineflu



3 Years To Go!

On the evening of 27 July 2012 a hush will fall around the world - and the Games will get underway. Who would have believed that London would even win the bid in Singapore back in 2005? How far the site and London East has come since then!

The venues are well on the way to be being built. The Stadium itself is already a clear landmark on the London skyline. The Aquatics Centre roof is shaping up nicely. So much more is going on around the Westfield Shopping Complex and Stratford International Station, that could represent opportunities for work and pleasure.

www.london2012.com
for further information on the Olympic Games

www.westfield.com/stratfordcity
for further information on Stratford City





Town Centre Management (TCM)

Town Centre Management (TCM)

TCM is a co-ordinated pro-active role designed to ensure that our centres are desirable and attractive places. Traditionally the initiative is a partnership between the public and private sectors and brings together a wide-range of key interests. In recent times BIDS have proved to be the most effective mechanism to implement change within a defined timeframe.



What makes the concept of town and city management so effective is that it also plays a key role in delivering strategic objectives. Detailed Action Plans (e11bidBID 5-Year Plan) identify how the strategy is to be delivered and the partnership acts as the driving force to ensure that delivery takes place. The combination of vision, strategy and action plan, the wide-ranging partnerships and the effective support and involvement of key interests through working and project groups and individual businesses means that town and city centre management can:

- Create environments that are clean and safe by investing in maintenance and security
- Improve transport, parking, orientation and accessibility
- Add vitality through professional marketing and events programmes
- Stimulate growth by inward investment and development and through work with existing businesses
- Develop branding that stresses distinctiveness and changes perceptions
- Celebrate local heritage through tourism and destination management
- Expand opportunities through developing training and employment programmes
- Increase choice and diversity by promoting and integrating new amenities, residential development and the night-time economy
- Enhance quality through public art and major infrastructure improvements to the public realm
- Ensure that the town or city centre is welcoming to all and an experience worth having

Events

TCM contributed to the Leytonstone Festival and the Leytonstone Arts Trail that temporarily occupied the former Woolworths unit in the town centre. The innovative list of activities designed to stimulate vitality in Leytonstone are contained in the separate A5 leaflet. Our events have been developed so that e11bid businesses can participate to enhance trade. Entertainers and artists from Leytonstone will be showcased and talented students from local schools will have an opportunity to perform.

Environmental Improvement & Maintenance

Comprehensive improvements are being developed between TCM, LBWF Public Realm and the e11bid Co that include:

- Refurbishment and replacement of street furniture (seats, signage etc)
- Replacement of bent concrete columns and painting of light columns throughout the town centre
- Replacement Guard Railing at Gainsborough Rd/High Rd
- Monitor street cleansing and waste management in the town centre to achieve consistency
- Develop initiatives with enforcement related local authority officers to encourage best practice and avoid local businesses being fined or being subjected to other unnecessary enforcement activity
- Revised drainage channel at Burghley Crescent
- Provision of additional litter bins
- Hanging Flower Baskets
- Public/Private Landscaping and boundary improvements

Strategic Development

TCM comments on, and influences policy decisions that impact on the viability and vitality of the town centre. TCM seeks to proactively protect the town centre by acting as a consultee of the Local Development Framework that will set out future policy direction within a strategic planning framework. A range of variable data relating to retailing, how the area is used, the types of provision that are in demand/decline, available retail floorspace, changes to use class and permitted development will be measured in order to achieve the optimum balance for E11.

We have pushed to ensure that the TCM is a statutory consultee on relevant planning and licensing applications to try and achieve a variety of goods and services whilst minimizing undesirable development. In addition a strategic inward investment strategy is being developed that will encourage investment in the town centre – whether by developers showing an interest or by external commercial operators wanting a local presence.

Many of the initiatives above take considerable time to be implemented or foster agreements with partners and pass through the political process. Improvements will be gradual and in some cases unnoticed so we will do as much as we can to make our successes apparent by promoting and evaluating our intervention. Much of the TCM activity supports the delivery of the e11bid Projects.





Local Authority Business Growth Incentives (LABGI) and WF Business Board CIC

The Government has announced provisional LABGI allocations for 2009-10. It has also outlined the new method for calculating LABGI allocations for 2009-10 and 2010-11 following an earlier consultation.

The WF Business Board was allocated money from the local authority last year to match fund the Argall and e11bid companies and we hope to be able to secure further funding in the forthcoming years.

For further information visit:
www.walthamforestbusinessboard.com



Events

The events list is a partnership with TCM and in essence we try to deliver on the shared vision.

This years events list is summarised on the back page. Final details are being prepared for partnership approval but highlights include Leytonstone Festival, Car Free Day, Christmas Lights Switch on Event and Christmas Market, Car Boot Sale in Pastures, Block Parties Arts Fair and International markets.



Saving Money – The Climate Change Way

By Philip Emsley – Director at Green 2020 Environment and Energy

Running a business is never easy at the best of times and as a small business owner my personal gripe is that there are three certainties in life not the usual two; Death, Taxes and banks. I seem to spend half my time complaining about tax, hoping that the stresses of running a small business don't kill me and why it takes so long for my bank to do anything if it ever does anything to help me!

So I decide that like our clients we need to help ourselves by reducing costs, and the first places to start is on energy and fuel consumption. The price of energy is not going to go down so we do everything we can using our four stage energy management programme that reduces consumption by as much as 30% in the first year alone. Luckily, it also reduces our carbon emissions making us a low carbon business. The problem can be funding these projects so we have a partner that now funds our clients capital cost projects but where repayments are made out of savings.

So I get the best of both worlds, I don't need to ask the bank for money, both my business and our client's save money and its not costing us anything to do it, oh, and we help the climate too!



Green 2020 Environment and Energy is working with local businesses to reduce costs and reduce carbon. To find out how your business can benefit through local government funding and private funding contact **Philip Emsley on 0207 193 7341** or email philip.emsley@green2020.co.uk.



Projects

Lamp Column Banners

Many of you will have noticed the new lamp column banners around the BID area. They are a useful way of attracting attention to the area and the designs are already being acclaimed by local people. We hope to change these banners periodically to help us promote BID area events and information. Let us know what you think....

We have tendered out for the existing Lamp Columns to be re-painted. Look out for the work to be completed in September!

**Leytonstone
Theme 1
Think Global
Act Local**



*We are
Leytonstone*

www.e11bid.co.uk

Projects

Free Parking Vouchers

The next batch of car parking vouchers will be distributed at the Business Link Workshops every wednesday in September. These vouchers are intended for you to give to your customers as incentives for them to come back and shop in Leytonstone. Please visit the e11bid website to book an appointment.

We are Leytonstone Card

We are in discussions with the relevant departments in the Council and Business Link for London to roll out a number of One Cards to businesses across both BID districts. This will act as a catalyst for business to business trade and resident to business trade. Further information on this project will be forwarded as it develops.

Deep Cleansing and Street Tagging

First phase of street tagging has been completed. It will show how clean the streets can be and give the BID Company some good promotion for Leytonstone. This project will intensify our discussions with the council which includes the purchase of their own designated deep cleanse machine. A proposal is being drawn up between the partners as to the level of additional support required by the BID Company to guarantee regular deep cleansing of the BID pavements.

www.easteleven.co.uk

The lifestyle website is up and running and the RSS news feeds and information portal is now functioning. Investors need to update the specific pages relating to their business activity in order for it to be searchable on our business database. There is a form that is required to be completed and then you will be issued with a username and password that will allow you to amend text images or offers in your own time. Please contact us about updated your details or visit the website.



Hanging Flower Baskets

The project co funded by the Leytonstone Community Council has now been implemented. You will notice a number of hanging baskets all along the High Rd and along Church Lane. This project was delivered by Town Centre Management.

Planning Application 2009/0201/TC

The council objected on our behalf to a telecommunication application relating to the erection of telecommunication mast and associated equipment cabinet and meter pillar at Kirkdale Road E11.



BlueAd

At the moment it relays basic information about visiting our shops, so we would encourage local businesses to send us through your events and news so that we can share it with Leytonstone and the world. All future material published by the e11bid will host our brands and logos in an effort to push the attractiveness of Leytonstone to all.



Energy Audits

We have an agreement in place with an energy efficiency company, who through our website will offer free energy comparison rates for businesses and residents alike. We are targeting funding that will allow businesses to identify cost saving measures as well as sustainable construction and design packages that will allow us to implement any suggested changes. For anyone interested this funding stream will work on a shared cost basis.



Projects

Car Parking CPZ and Increased Congestion



A meeting has taken place to take forward the project to amend the timings of all the Controlled Parking Zones (CPZ) in the BID area. We have seen where other areas use the CPZ scheme effectively to ensure commuters cannot park in the area. For Leytonstone we feel that in this economic decline, any perceived barrier to trade needs to be addressed, and parking certainly counters for one of them. The dual use of residential CPZ for voucher parking will also be highlighted. We are also moving forward with changing of the parking signage for Leytonstone. We have now investigated the use of parking sensors to relay vacant parking spaces numbers and are looking at ways to incorporate this in our town centre. Following the increase in complaints as to the sequencing of the lights, the BID company has good news; TfL have agreed to link the 12 sets of signals around the Town Centre and beyond in a more sophisticated way that will be more reactive to changing traffic conditions. We will publish the programme for installation as soon as we get it.

ShopWatch

As well as the regular luncheon meetings and newsletters we have been in discussion with SafetyNet on a subsidised offer for new applicant members to the ShopWatch radio network. The scheme has also been extended to other parts of the borough as well. In Bakers Arms a mast has been installed to allow for a specific radio channel for businesses in that area. In Highams Park and Leyton Temple Mills, a one on one radio network is being established for dedicated coverage. For Leytonstone the additional back up from our CCTV monitoring stations surveillance will assist in recording transmissions and provide dedicated support. The last security and licensing luncheon was held at Seebos on the 12th August 2009. All radio holders were requested to send representatives to the meeting in order to be up to date with the latest intelligence. For more information contact the BID team on shopwatch@e11bid.co.uk

The Business Incubators

Following on from work to find a suitable funding package for the project, a preplanning application has been made to the LA pertaining to the former conveniences site on Kirkdale Rd. There are 13 offices (1 disabled on ground and 6 each on the other two floors). Meeting room and WC are also on the ground floor. The main planning issues include coming out over the pavement and ownership of the land/air rights. Considerations would also have to be made if it would compromise any access/maintenance requirements for services in the pavement in the future. What it does do is provide a landmark and a focal point for the area. Indications are that any decision for the redevelopment of this site would need full planning application.

Projects

Trade Waste

Following on from 24 fixed penalty notices being issued to businesses in the e11bid area, plans have been made to introduce collaborative trade waste agreements. This will lead to bins in the shared areas and forecourts of larger businesses and public houses in the area. These trade waste bins will be available for use for all BID businesses as a valid and economic way to dispose of trade waste. Additional to this e11bid is proposing its own trade waste collection which will give cheaper rates to business for collection on shared waste schemes. Any businesses interested in joining our scheme should get in touch.

Branded Leytonstone

Following on from the approval of the "We Are Leytonstone" logo, branded memorabilia is to be circulated at our events. We will move forward with branding existing furniture in BID area including Bins, Benches and Signs.



Exporting Success

The e11bid company has been successful in its part of a joint partnership ERDF application. The contracts are still being drawn up with the LDA but we should soon be creating an e11 Export Club which will identify and help local businesses in their efforts to export. The e11bid company will be a strategic partner with North London Ltd and will form the e11bid Export Club. In return North London Ltd will provide us with funding for the organisation of events, extension of our websites and production of export information.



Procurement and Trucost Event

The WF Business Board has been instrumental in ensuring that the council sets a target for the locally procured at 51%. This will mean tier one contractors for the council will have to increase by 27% in the next two years. This allows for greater opportunities for e11bid members through the e11consortium. The council now forwards any contract opportunities direct to the WF business Board website which in turn is linked to the e11bid.

As part of the perceived barriers to trade, the Council identified Leytonstone and Argall BID businesses as a pilot for free carbon emissions certification. An event to launch this limited time initiative was held in June 09 at the Starlight Lounge in Leyton. We hope to extend this cooperation with the LA to identify local businesses for carbon efficiency audits normally costing £3000.



Projects

CCTV

For many of us, the sense of security and comfort for businesses and shoppers is paramount and many of you will sigh with relief when the new CCTV system for Leytonstone is installed. As much as we would like to confirm the final date of operation of the complete system to you all, we are under pressure to ensure the money is well spent and the e11bid board feel its better to have a complete robust mechanism for monitoring rather than recorded surveillance before we implement the installation of the hardware.



The contractor the management board approved for this project is RVTV Ltd. We have been discussing its final implementation including pricing schedules, lamp column replacements and security for our base station and they are confident the system will be one that will exceed the demand we will all place on the network. Along with the 9 primary cameras, we will have a number of other cameras in the area that will record other information such as number plates, facial recognition and footfall gauging software.

We are confident a number of other applications can be utilised on our network that will allow the e11bid company to eventually pay for 24 hour monitoring. The total cost for the project is in the region of £140k and the e11bid company was keen to ensure that a revenue source was identified to ensure the bulk cost of this was not undertaken by e11bid businesses investment but from the service we can provide every business in the BID area from the CCTV coverage.

As such discussions are ongoing to ensure a suitable company can manage and develop the monitoring station to become the primary monitoring station for south of the borough. The e11bid has applied for the council contract to deliver CCTV monitoring in this region rather than the existing monitoring of cameras contracted to Enfield. We feel our base station will be best placed to coordinate and manage the CCTV especially in the light of urgent responses often demanded by members of our ShopWatch Radio.



If you require any further information on the CCTV network then please contact: fawaad@e11bid.co.uk

Projects

Business Pack & Website

The e11bid Business pack has been sent to all bid hereditaments asking for more information on their businesses and any special offers they may have. This information will allow update our database and interactive website to allow full promotion of the e11bid area. If you have not got your pack or want a duplicate please visit contact the BID team and we will get you a replacement copy.

Proposed Car Parking Bays

A briefing paper was prepared for us seeking our views on potential car club locations in the south of the borough. Of the seven potential locations, one is Aylmer Road and one is Vernon Road. Public consultation has not commenced on any of the bays and the next stage is for the council to undertake an internal consultation with colleagues from parking, road safety etc. They will ensure both BID Company and TCM are consulted as part of this process.



Apprentices

All the policies are in place for the e11bid company to take advantage of the national apprenticeship scheme run by the Learning Skills Council.

Interviews took place in July and we have employed Shamimul Islam as the new e11bid company apprentice. He has started already and will be making his rounds to visit each and everyone of you.