



VOTE YES FOR
LEYTONSTONE

e11bid
business improvement district
PROPOSALS 2007-2012



Foreword by Cllr Clyde Loakes, Leader of the Council, Ward Councillor and Chair of the Waltham Forest Strategic Partnership



Welcome

I am pleased to introduce this BID proposal from the directors of the Leytonstone Businesses Forum Community Interest Company. Waltham Forest Council has been supporting businesses in the establishment of a Business Improvement District for Leytonstone and local businesses will soon be presented with a special opportunity to vote to become the Borough's first town centre Business Improvement District providing a powerful force for change and improvement in the local business environment.

The "E11" BID will provide the business community with a mechanism to play a lead role in the management and delivery of improved and additional services and activities over and above those that are already provided by the Council. A BID can enable a range of benefits which can optimise the experience of those who do business, shop, live in and visit this area. Leytonstone's rich culture and proud heritage give it a sound foundation from which it can look forward and be confidently prepared to maximise its potential and benefit from the opportunities of Waltham Forest's status as a host Olympics borough.

As a valued local business, the E11 BID could provide you with a unique opportunity to take greater control of your own commercial destiny. Please get involved in the ballot and take the opportunity to vote

Cllr Clyde Loakes

Introduction by Fawaad Shaikh, Chairperson of the Leytonstone Business Forum CIC, Local Businessman and Stakeholder



The Leytonstone Business Forum CIC over the last four years has been actively engaged in trying to establish the area as a leading shopping destination for the borough and the region. Gone are the days when shoppers used to come to Leytonstone to visit top high street fashion retailers, specialist food outlets and independent jewellers. We are now faced with challenges too large to ignore in the shape of Stratford City and other shopping centres, which are already gearing themselves up for that crucial 2012 Olympic period.

Members of the Leytonstone business community having initially rejected the idea, have had to warm to the opportunity to introduce a BID to Leytonstone simply because it meant increased business rates. However, combined with the offer of a localised town centre management scheme, guaranteed base line services and enhanced projects in the Leytonstone commercial district, it now seems an offer too good to refuse. The yearly investment by businesses will improve the environment and maximise the benefits, which will arise from ring fenced funding for the proposed BID area. We envision a bright future for Leytonstone with benefits of the E11 BID including improved publicity, specialist markets and a vibrant streetscape

This E11 BID proposal is your final chance to suggest changes and projects before we publish the actual business plan which you will be asked to vote on come 23rd April 2007. I hope these proposals have covered all the different improvements required as suggested by the businesses in Leytonstone. Look out for the ballot papers in the post and seize this opportunity to vote yes for a successful and improved Leytonstone.

Mr Fawaad Shaikh



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Business Improvement Districts, what are they ?

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These are fast becoming a global success story where thousands of such arrangements have developed and been established all over the world. This includes 1400 in the US and over 70 in England. BID's are therefore a tried and tested success story which have now been given the opportunity to develop under the U.K. Parliamentary BID legislation of September 2004.



A Business Improvement District is managed by an independent business led company which seeks to guarantee, improve and enhance services and environmental conditions of a defined geographic area of commercial activity. The E11 BID will provide businesses with the opportunity to identify projects and services that will deliver value added improvements to Leytonstone, they also agree on the level of funds to allocate to make it happen. A BID can only come into force, if the businesses grant approval of such in a ballot. If the ballot returns a YES vote of approval, the BID will be part funded by this statutory investment from all businesses within the boundaries of the defined BID area. This investment will form the base fund of the BID budget that will then be used to attract match funding.

The term of the initial E11 BID Company is 5 years. After the first three years if it has not performed to the expectations of the voting business community, it can be reviewed.



Why Leytonstone, why now?

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A BID would provide the Leytonstone business community with an excellent opportunity to come together to discuss, agree and initiate solutions to their own business environment. It will provide businesses with a mechanism to secure the funding they need to provide special and enhanced services. As a BID, Leytonstone can become a more attractive place to shop and enjoy leisure time for users of the day, evening and night time economies. Locally tailored decisions can be made which will raise standards of cleanliness, safety and overall excellence in town centre management.



As opportunities for regeneration, procurement and inward investment emerge, BID status would give Leytonstone the power and autonomy it needs to face challenges with confidence and capitalise on opportunities that may present themselves now and in the future. With the imminent arrival of the 2012 Olympics and the opportunities in procurement and supply chain, Leytonstone business need to have a more powerful voice for business. A BID presents the means by which the vision for the prosperity of Leytonstone can be realised. Developed and proposed by the Leytonstone Business Forum CIC (LSBF), a BID in Leytonstone will:

- Promote sustained investment to improve the commercial business environment in Leytonstone
- Deliver business led solutions
- Develop a pragmatic business designed agenda
- Benefit from the proven track record with the LBWF

Consultation Sharing the news

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Through a partnership and stakeholder arrangement, comprehensive consultation processes have been undertaken which engaged the local business, consumer and residential community. This has been delivered through accessible and user friendly methods to clarify the basis of the E11 BID proposals as well as highlight the potential impact, benefits and implications for the communities in Leytonstone. This process is essentially about sharing the progress in a variety of ways, which include:

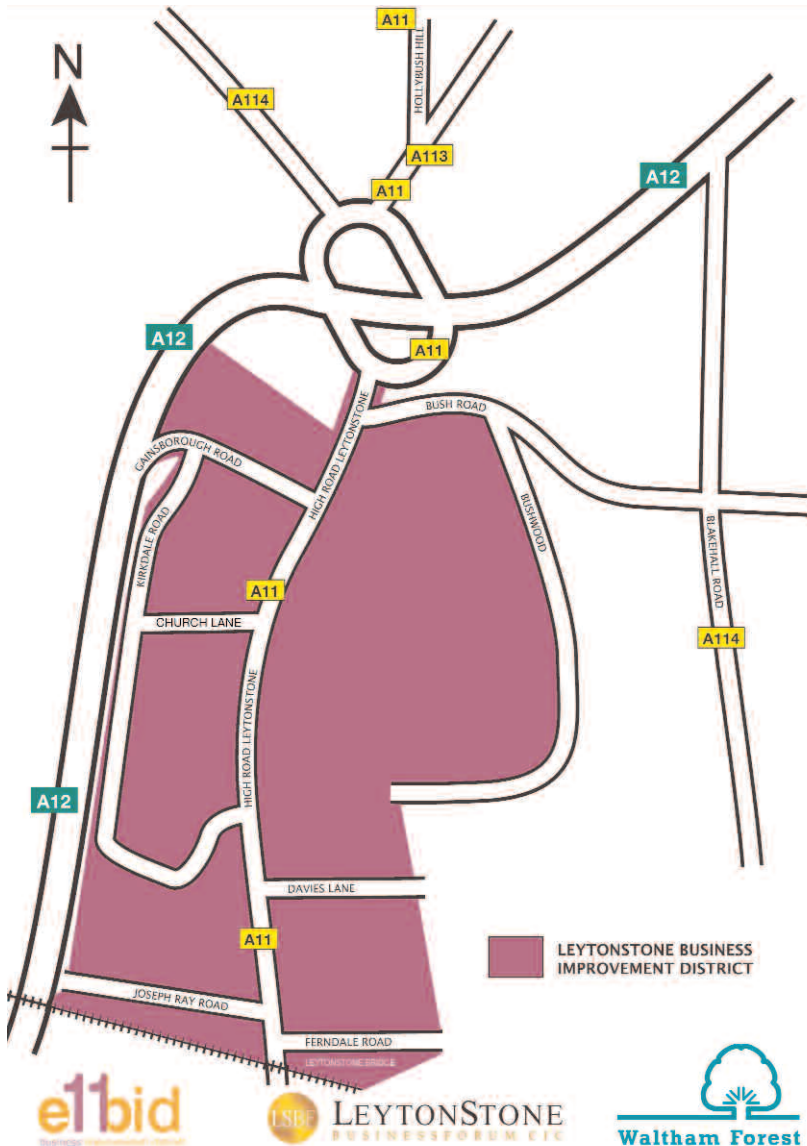
- Regular presentations and consultative updates with Board and Committee members of the Leytonstone Business Forum CIC
- Regular articles and features in the Community Focus Booklet covering the campaign to establish a BID for Leytonstone
- Letters and information packs to individual businesses via email, post and hand delivery
- Presentations to Community Council Meetings
- Personal, email, telephone and postal audits conducted with 97% of Businesses
- Discussions and meetings with delegates of all leading retail businesses (Boots, Primark, Matalan, Tesco, Natwest, Barclays, Superdrug, Woolworths etc)
- Numerous meetings with all other businesses
- Regular newsletters leading up to ballot

Discussions have been conducted with over 195 businesses from those eligible to vote. From these consultations, businesses have clearly stated that they want a safer, cleaner, greener and economically prosperous Leytonstone.



E11 BID Area

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This is the official E11 BID Boundary Map. All the roads within this boundary line will be subject to the terms and conditions of the proposed Business Improvement District

The E11 BID ballot is a new opportunity for you to have a big say in the future of Leytonstone. Your vote will present you with a big chance to make a positive difference.

Voting means you take the control necessary to help Leytonstone face its challenges and embrace the best of the emerging opportunities. For more information please visit the following websites

lsbf.info

e11bid.com

e11bid.co.uk

easteleven.co.uk

Theme 1 – Thinking Global, Acting Local

Everyone should be encouraged to share the duty to embrace projects which both respect and aim to protect the health of our environment. Leytonstone is no exception and through the E11 BID we will improve on its growing reputation as an environmentally respectful commercial district. Schemes will include:

- 1 Pilot scheme of solar powered street lighting
- 2 Expansion of recycling schemes for trade waste and unwanted material
- 3 Responsible disposal of commercial waste
- 4 Energy Efficient Light sculptures to celebrate green status
- 5 Provide energy efficiency audits and promote sustainable practice in construction and design

Theme 2 – Keep Moving, Stay Smiling

We want Leytonstone to be accessible, with hassle free parking and vehicular movement throughout its commercial district. Through widespread consultation with the Leytonstone business community we have identified car parking and vehicular congestion as a major constraint on retail activity. It also has a bad effect on the quality of the local environment. Solutions to these two problems are viewed as vital to the success of the commercial district. The BID would offer the following solutions:

- 1 One free parking day per week in Church Lane car park
- 2 Regular subsidised parking voucher day
- 3 Dual use of underused residential CPZ's
- 4 Increase in visible signage to local car parks
- 5 Regular monitoring of light sequencing and traffic flow

We will work the olympic and other appropriate authorities on the pre plan review of local traffic management

Theme 3 – Streetscape and Environment

The image of the street can make a vital contribution toward the physical renaissance of Leytonstone. Improvements will include a range of high impact initiatives aimed at making Leytonstone a more attractive place to shop. Projects may include:

- 1 Subsidised shop frontage design and improvement scheme
- 2 Better signage for shops
- 3 Enhanced lighting schemes including potential pavement lighting
- 4 Promotion and support for tree planting, greening projects and street flowers
- 5 Public art in town centre
- 6 Proactive feasibility study to facilitate townscape design solutions for the E11 BID area



Theme 4 – Safe and Sound

Though Leytonstone is one of the safest commercial districts in the borough, a sense of well being for residents and visitors to Leytonstone is important. The Safe and Sound projects propose to reduce the actuality and the fear of crime.

The E11 BID would deliver improvements in the area through the following:

- 1 Introduce vandal resistant bulk head motion sensor lighting into crime hotspots
- 2 Introduce instant assistance points to specific locations
- 3 Work with the Council to expand and improve the effectiveness of Safer Neighbourhoods Team, PCSO's and Special's in interdicting all forms of anti-social behaviour
- 4 Initiate and prioritise remedial works to external premises
- 5 Localise CCTV and centralise all four of E11s road and traffic cameras
- 6 Continue and expand anti-crime initiatives such as Shopwatch/ Pub watch

Theme 5 – A Cleaner District

The business community have reiterated the need for the streets of the Leytonstone commercial district to have improved standards of cleanliness. This would be achieved through:

- 1 Undertaking special environmental clean-ups, in advance of key shopping periods and following high evening and night time activity
- 2 Removal of fly posters and graffiti.
- 3 Subsidised graffiti removal from business premises
- 4 Chewing gum removal supported by chewing gum disposal initiatives
- 5 Introduce branded new litter bins in key areas of need
- 6 Jet washing pavements and road surfaces
- 7 Support for community public conveniences scheme

Theme 6 – Area Promotion and Development

The LSBF has been working very effectively as a forum for major improvement, investment and promotion of Leytonstone. Through the BID, businesses will work closer and more effectively using innovative partnership arrangements. The remit is as follows:

- 1 Localisation of town centre management
- 2 Interactive website with personalised home page and SMS alerts
- 3 Regular business support, training and network events
- 4 Promote local purchase and supply groups
- 5 Introduction of BlueAd as marketing tool for BID area
- 6 Pilot scheme to introduce Street Broadcast, a community information and marketing service
- 7 Events calendar to reflect E11 identity
- 8 Keeping our business community informed of funding opportunities
- 9 Support for quality assessment awards for the food sector

The BID Investment, Collection and Variation

- If the Ballot is successful, 1% will be charged to every hereditament in the Non-Domestic Rating List which will be administered by LBWF.
- The E11 BID will ensure that baseline services and ring fence budget holdings are guaranteed.
- Hereditaments subject to the BID will be determined at the start of the financial year and based on the prevailing Non- Domestic Rating List.
- BID contracts and costings in most circumstances, cannot be varied without a ballot of the voting business community. A variation is permitted by a vote after a term of three years.
- In addition to the compulsory 1% investment from lease holders, local landlords will also be encouraged to invest by way of voluntary contributions.

Ballot, Commencement and Duration

- Whether there is an E11 BID rests completely in your hands and will be determined by way of a postal ballot of business ratepayers in the proposed E11 BID area.
- Official notification of the ballot period will sent by post to every hereditament.
- The 28 day postal ballot period will commence on the 23rd April 2007
- The person who has authority to vote in the BID ballot will have one vote regardless of size of business.
- The criteria determining if the E11 BID is successful will depend on a simple yes majority (51%) of the votes or a greater rateable value of returned votes in approval than those against.



Baseline Service Guarantee

Always remember that the E11 BID fund will only be used to provide services over and above those already provided by Waltham Forest Council and other service providers in the proposed area. As a reminder, services already being carried out and paid for by prevailing business rates are as follows:

- Street Cleaning
- Tourism
- Car Parking
- Street Furniture
- Highways Engineers
- Highway maintenance
- Parking management
- Police and Emergency Services
- Trading Standards
- Waste management
- Markets and events
- Environmental Health
- Winter maintenance
- CCTV



Governance

- The E11 BID company is a new independent 'not for profit' community interest company limited by guarantee.
- The Board members will be directly accountable to businesses.
- It will uphold and promote the E11 BID vision and objectives.
- Deliver the agreed programmes efficiently and effectively.
- Promote the conditions necessary to ensure the collective and proactive support of business interests in the E11BID area.
- The Board will be led by a private sector chairperson, consisting of 13 Board members and comprised of the majority of representatives from the commercial business community and key stakeholder organisations.
- BID Programmes and budgets will be determined by the E11 BID Board. It will be assisted by key advisors, co-opted to the Board.

Core Membership

Including 285 businesses comprising of Retail Independents, Estate Agents Supermarkets, Public Houses, Industrial and Construction related goods and services

Every business or individual who makes an investment contribution toward the BID will be guaranteed a vote at the E11 BID AGM.

Stakeholder Membership

- L B of Waltham Forest
- Metropolitan Police
- Property Owners
- Residents Associations

The E11BID = Value For Money

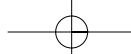
It is essential that you understand how the BID works and how it will benefit your business and your commercial district. For example, a small business with rateable value of £9,000 per year will cost less than £0.02 a day. A larger business with a rateable value of £100,000 a year will cost only £2.70 a day. This represents a minimum investment outlay for maximum benefit return.

1. Thinking Global	15%
2. Keep Moving	15%
3. Street and Environment	25%
4. Safe and Sound	15%
5. Cleaner E11	15%
6. Area Development and Prom	

How we will spend the BID investment

The E11 BID will invest the monies generated on a range of projects between 2007 and 2012. While the BID is expected to generate circa £55,000 of core funding per year from the investment, the Board expects to increase the fund from other sources of (match) funding. The E11 BID plan will explain in detail anticipated costing and delivery schedules for short listed proposed projects. This plan will be published in early April 2007 and all businesses will be invited to attend the launch event.

**LOOK OUT FOR YOUR
VOTING PACK!**



VOTE YES FOR
LEYTONSTONE

The E11BID is a unique opportunity for you to take the future of Leytonstone commercial destiny in to your own hands!

If you do not receive your voting pack or simply want to talk to somebody about this BID proposal then do not hesitate to phone, write or email:

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