



Welcome to the first issue of **East Eleven**

Welcome to the first issue of East Eleven. This will be the quarterly publication that will keep you up to date with the work of the e11bid Company. The e11bid was voted into effect in June 2007 after 95% of voting businesses, voted yes for the creation of the Leytonstone Business Improvement District (e11bid).



Baselines:

You will wonder why it took so long for the BID Company to authorise the council to send out the first bills to hereditaments after the ballot. This was because we were keen to get the Operating and Baseline agreements signed before the first quarter bills were sent out. Our solicitors worked on the agreements as a priority to ensure the contracts were fair to us businesses. These documents were signed on the 8th January 2008 and the first quarter bills were sent out almost immediately. These signed agreements will ensure the Council uphold the legal obligation they have towards us on existing baseline services. We quickly realised that until the minimum Best Value Performance Indicators (BVPI) are met by the local authority it will be difficult for us as a BID Company to effect real change on related projects. Therefore all our efforts have been ploughed into ensuring the basic is guaranteed. We feel that if the baselines are upheld then real changes will be seen on the cleanliness and security of our BID area. The council has a new street cleansing contractor and we have been working closely with officers to ensure the change over is swift and we get the dedicated cleaning crew we require.



Fact:

“We were the 49th BID in the United Kingdom and up to today only 70 other districts in the Country have achieved this status. We still hold the record for the highest town centre yes vote in the UK

Where does your money go?

Your first quarterly investment was collected by the council and should be transferred to the e11bid Company by the 14th April 2008. The collected amount has not been confirmed by the council but should be in the region of £12,000. The process for collection and transferring is quite lengthy so by the time we receive the 2008-2009 year core funding of the full £55,000 it will be July 2008.

Who decides how to spend it?

The 5 year BID plan was approved by the ballot and it has strict monitoring and performance indicators to be upheld. The 6 themes cover 30 projects to be delivered. We have an e11bid management board in place that approves the day the day running of the BID Company.

Bills:

Approximately 60 businesses didn't pay their BID investment in the first quarter bills! There are no exemptions or thresholds for the e11bid payments and therefore this money is still owed. The amounts were relatively small so we asked the Revenue and Benefits Department of the Council not to send out summons and incur further charges for our relatively small business base. Instead we have moved over this payment to your next bill. They will not allow us this discretion again and as this next bill is a yearly payment we advise all businesses to pay their investment as soon as possible. This will avoid businesses having to pay the extra £175 summons cost associated with going to court.

Management Board

The board was approved on the 7th February 2008 and it consists of:

Fawaad Shaikh

Leytonstone Business Consortium
(Managing Director)



Cllr Jenny Grey

Waltham Forest Council



Shah Ahmed

Star of India Restaurant



Johar Khan

Barclays Bank



Sally Gorham

WF NHS Primary Care Trust



Advisors to the board include BARA, Town Centre Management, LBWF and LDA (invited).



FACT:

The Leytonstone Business Improvement District is a partnership between the London Borough of Waltham Forest and the local business community to develop projects and services that will benefit the trading environment within the boundary of our clearly defined commercial area.” Central to this is the establishment of a new framework for working arrangements between the Council and the e11bid team. This new framework will provide an entirely new working partnership with a clearly defined purpose to ensure that the Council and its subcontractors deliver a quality of service. The e11bid area should one that businesses can be proud of also setting new standards of excellence in town centre management.

FACT:

The WF Business Board allocated £55,000 of match funding from their LABGI 2007/2008 allocation to support the development of the e11bid. It also allocated a £5,000 resource towards administrative support to achieve best practice between the e11bid and Argall BID.

FACT:

The e11bid is the first town centre bid in the 9 boroughs included in the north London and Olympics region. All of these boroughs have implemented research into trying to achieve the status we spectacularly succeeded in achieving.

Town Centre Management

Negotiations have successfully secured a dedicated Town Centre Manager (TCM) to Leytonstone Town Centre. Through the e11bid Company, the TCM will act as the first point of contact to query any issue associated with the public realm. In addition to the delivery of the listed e11bid projects the TCM will be responsible for marketing the e11bid area with a view to bring in new shoppers/investors and ensure there is a good mix of different businesses. The role also includes monitoring base line services including cleansing; hosting and delivering events in Leytonstone; attracting inward investment and to generally assist in creating the condition to make the town centre an excellent place to live, trade, work and play.

Our Town Centre Manager Mr Dawayne Williams

Has a wealth of experience working in regeneration throughout north-east London over the past 15 years and specialises in physical and economic development as well as strategic town planning and urban design. He has an excellent understanding of the complicated structure of decision making within local, regional and national government and a fantastic track record of establishing successful partnerships. Dawayne was also instrumental in establishing the e11bid company.

Dawayne welcomes any ideas or assistance that will contribute towards making the area better. You may contact him regarding any issues in the public realm that detract from the quality of the area. These may include trade and domestic waste pick-up points, cleansing hot spots and night time specific issues. Crime and accessibility are factors that are best addressed by intervention from people that live and work locally, so input from you will assist him in performing more efficiently.

Dawayne can be contacted at

Dawayne.Williams@walthamforest.gov.uk
or on 0208 496 1187.
2nd floor, [Leytonstone Library](#)
6-8 Church Lane, E11 1HG





The e1bid Progress Report for Themes and Projects

As a reminder, the e1bid projects cover six themes and thirty projects. The projects range from large to small and will be fully implemented over the five year period. The following is an update of the specific work so far.



Theme 1 –Think Global - Act Local

1. Solar Lights

There has been an application made for European funding to pay the considerable amount required for the replacement of our street lamps into solar powered lights. Solar lights will be piloted in Burghley Rd footpath and if successful we hope to start implementing in the wider BID area starting in the summer of 2009 with a gradual change to the preferred energy source.

2. Expansion of Waste Management and Recycling

We are in discussions with the Councils relevant departments to formulate a strategy that will compliment the businesses concerns with that of Waltham Forest Environmental services. Discussions are also ongoing regarding frequency and timings of collections from different locations.

3. Light Sculptures

Procedures are being formulated that will allow for a sculpture to be designed, built and positioned suitably in the BID area. The project will foster community spirit and enhance our identity as having a focal point.

4. Energy Audits

The free energy audits will be available through our website by the 1st June 08. By completing a simple form you will be offered the best rates for your energy consumption with comparisons and methods to make your business even more energy efficient.





Theme 2 –Keep Moving, Stay Smiling

1. One Free Parking Day Per Week in Church Lane Car Park

The initial groundwork has been done: Variations to signage applied for, dates are identified, marketing strategy to be agreed with the late night shopping to be linked in.

2. Regular Subsidised Parking Vouchers In BID Area

We will give businesses opportunities to receive free books of parking vouchers through our various networking, security and business support events.

3. Dual Use of Residential CPZ's

Small alterations have been made to bays in Burghley Rd, Davies Lane, Vernon Rd and Harrington Rd because of safer school routes program. We are still trying to agree variances to existing spaces with council officers for other areas.

4. Increase in Visible Signage to Car Parks

Signage has been changed recently to provide increased coverage but digital versions of the scheme are still being investigated and will hope to be in place by 2010.

5. Regular Monitoring of Light Sequencing and Traffic Flow

Bi-monthly visits by Transport for London officers to ensure the traffic lights in and around BID area are sequenced correctly. This aids the traffic flow which changes regularly. Investors may see relatively heavier and lighter traffic periods during trials to see which scenario is best for area.

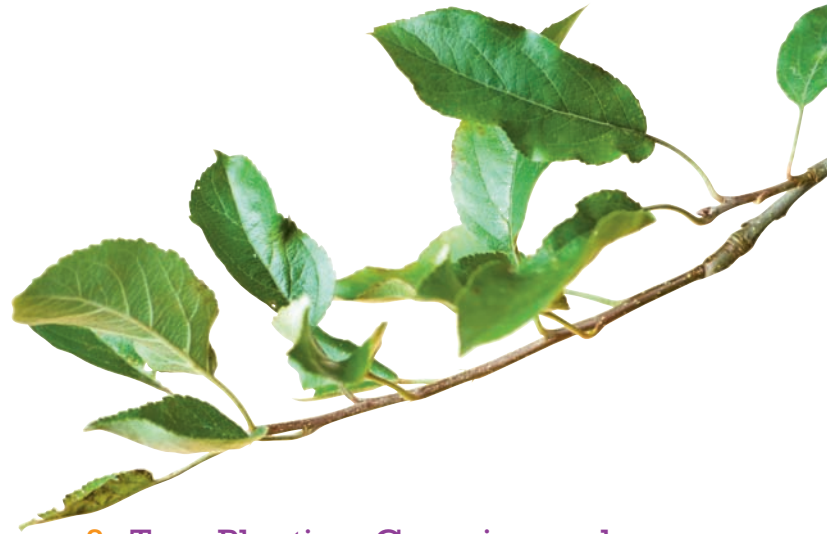
Theme 3 – Streetscape and Environment

1. Subsidised Shop Frontage Design and Improvement Scheme

This program is due to be implemented in the final year of the BID plan as it will require other projects to be completed before we can start offering a comprehensive shopfront scheme. Consultations and briefings will start the moment a relevant funding source has been identified.

2. Connected, Attractive Town Centre

The LDA has been asked to commission this report on our behalf in order to fully utilise experts in this field.



3. Tree Planting, Greening and Street Flowers Scheme

Twelve trees have been planted in April 2008 in and around the BID area. Six Flower pots locations have been identified and we hope to have them planted by May/June 2008. Hanging baskets on railings and other locations are being earmarked for implementation in 2009.

4. Townscape Design Feasibility Studies

The LDA has been asked to commission this study on our behalf as it has wider strategic implications.



Theme 4 - Safe and Sound

1. Introduce Vandal Resistant Sensors

These light sensors will illuminate known hotspots to deter crime. Discussions have been taking place regarding the clean up of the railway crossing bridges and we hope to implement the sensors as part of these refurbishments. Other locations are still to be approved.

2. Better Policing

You will notice a greater presence of street wardens in the area as part of the agreement with the council. Leytonstone MET Police Safer Neighbourhood Team are well placed and fully involved with the business community and are easily accessible to respond to your concerns.

3. Probation and Remedial Work Project

Until baseline cleanups are clarified additional resources will not be allocated.

4. Localised CCTV Coordination

As part of the wider strategy for the borough the council is looking into ways of linking in the local cameras. The e1bid board has suggested methods as far reaching as using our own cameras. Implementation is not likely till at least 2009.

5. ShopWatch

Meetings have already been taking place and all members are encouraged to attend luncheon intelligence briefings. Next meeting is **Wednesday 30th April 2008**. Members will be notified closer to the meeting. For more information or hiring a radio please see our website.

Theme 5 – A Cleaner District

1. Undertake Special Environmental Cleans Ups

A new street cleansing contract has been given to Kier Group and we are currently in discussions with the Council to uphold their legal obligation to businesses. Progress has been good and mechanised street cleansing units and pavement jet washing have been trialed. Under the new contract we will have a dedicated cleaning crew to uphold the baselines services. This will be fully implemented in July 08 and the BID Board will then identify additional cleaning requirements. Street Pride will be linked in with this project in order to maintain the cleanliness of BID area. Discussions are also taking place to adjust cleansing coverage at different times of the day/week and specific to location. Trade and domestic waste collection is still to be optimised but negotiations are still ongoing.

2. Removal of Fly Posters and Graffiti

Street Wardens still offer equipment to clean graffiti of your private premises. Discussions are still taking place with council departments to clarify their position on new scheme.

3. Chewing Gum Removal Strategy

We are in discussions with a number of private companies as well as Kier Group regarding the removal of chewing gum from our pavements as well as a strategy to deter potential offenders from discarding chewing gum on our pavements.

4. Branded Litter Bins in Key Areas

New bins are already in place across the BID area. We are trying to establish some type of consistency between the bins before branding them. Other furniture and branding will begin to be implemented as projects are rolled out. New newspaper recycle bin to be placed outside Leytonstone underground station.





Theme 6 - Locally Empowered and Marketed

1. Localisation of Town Centre Management

The function of Town Centre management is now under a new arrangement for our area. The Town Centre manager is now based locally in Leytonstone Library and works with the e11bid company on a full time basis. Initial partnership arrangements had been stalling the efficient operation of this crucial function but this has now been resolved. The town centre manager's role and responsibilities are far reaching, strategically and operationally. We expect this collaboration will help the e11bid company deliver its other projects more efficiently and remain a conduit between businesses and the Council. For further details contact: Dawayne.Williams@walthamforest.gov.uk

2. Interactive Website

Launch date for the easteleven website has been delayed again due to technical difficulties but we hope to do a launch for this website in the summer of 2008.

3. Business Support

The One Stop Shop will offer the first free Business Link workshops for the borough. The first workshop titled: '**CHANGING YOUR BUSINESS TO SURVIVE DIFFICULT TIMES**' is on the **Wednesday 23rd April 2008 from 6pm -8pm**. All are invited and this will be your first opportunity to get free parking vouchers. If you require further information or would like to book your seat please email us. Places are limited so book your place now and don't let your competitors get a head start on you!

4. Local Purchase and Supply Chains

You will be happy to know that East London Business Place (ELBP) based in Canary Wharf allocated some funding to our borough in order for us to hire a Supply Development Officer to help our hereditaments to do business with each other and larger businesses in Canary Wharf. The position has already started and we hope to see the officer based locally for two days a week. If you haven't done so already please pop into the One Stop Shop to fill in the membership document to the e11 consortium, in order for us to be able to direct business your way. The information we hold will be used for your personal website attached to the easteleven website business directory. We have also influenced procurement law in the borough and every quote below £75,000 has to include a local quote. Help us to help you make sure business doesn't slip pass you by.

5. Introduction of BlueAD

Contractor has already been authorised to commence work and first unit will be trialled in April 2008. The BlueAd device will send out free messages to Bluetooth devices with information on our BID area. Intelligent software will ensure no person will get the same message twice. Further details will be available

6. Pilot Street Broadcast Project

The implementation of the StreetLive units are currently under discussions with various partners. There is a revenue stream to be made from these units so permissions and licences have to be awarded first. Other digital units have been earmarked for the area which fall out of the public realm and will be implemented in 2009.

7. E11 Events Calendar

We have been successful in securing the budgets for events and we are in the process of clarifying the final events list. This will include the Christmas Lights Switch On and Street Market, Leytonstone Festival Events, Arts and Crafts Fair and Car Free Day Festival. By cutting out the smaller events and utilising the budgets to have larger "crowd drawing" events, we hope to highlight our assets and promote the attractiveness of Leytonstone to local/national media.

8. Quality Food Award Scheme

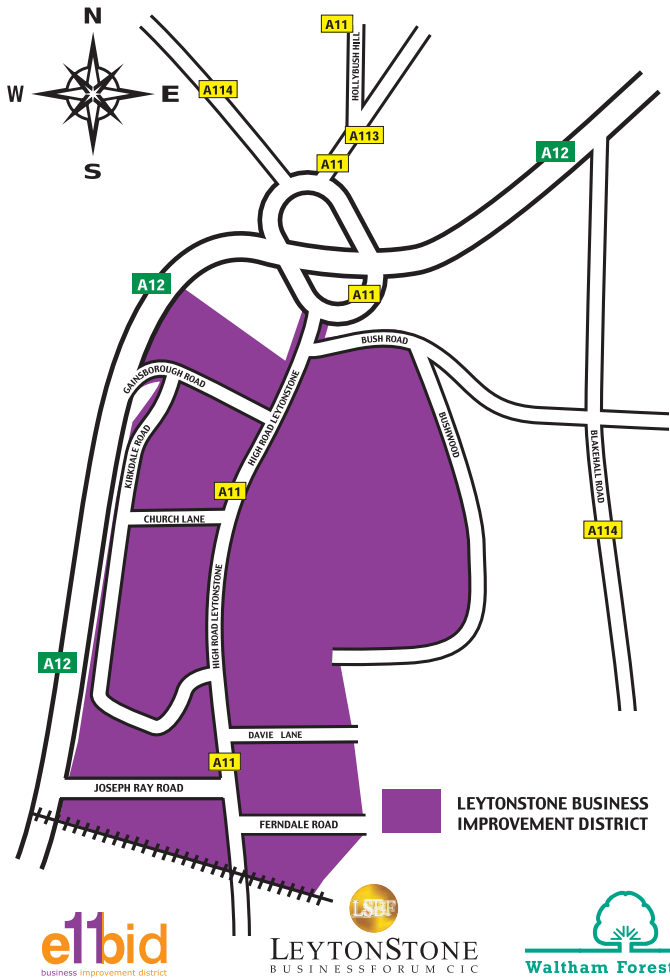
Promotion of Fairtrade products is ongoing and a number of local businesses are already on board. We are assessing the criteria's for businesses to reach accreditation for their excellences. We anticipate a Christmas launch 2008.



e11bid Area

This is the official e11bid Boundary Map.

All the roads within this boundary line are subject to the terms and conditions of the Business Improvement District



As part of the BID processes we are taking advantage of wholesale purchasing and supplying in order for smaller businesses to take advantage of our larger purchasing power.

Our website and newsletters will try and highlight new partnerships being formed with the opportunity to save or make money. The highlight in our first issue is the **e11consortium** and **ADK Communications**.

e11Consortium - Delivering Local Services through a united alliance

We represent local businesses and primarily offer a guarantee of best value and precise service delivery to larger companies.

Any contracts tendered for or serviced will be done so under the Leytonstone Business Consortium as the lead agent who will then delegate accordingly to the relevant company or subsidiary.

The main office is based in Leytonstone and in accordance with the SME Concordat we aim to do business with Waltham Forest Council in order to encourage a sustainable and vibrant local economy.

See our website www.e11consortium.com or contact us through the LSBF One Stop Shop Tel. **020 8558 5500** to join.

ADK Communications

Founded in 2003, ADK have rapidly become one of the UK's leading providers for alternative billing platforms and voice solutions.

As an independent consultancy we are able to source alternative billing platforms and business phone systems from more than one supplier. This allows our clients the freedom of choice and assurance that the solution provided is a long term investment and meets with their requirements

See our website www.adkcommunications.co.uk or call: **0845 3459212**

e11bid Company Contact Details

info@e11bid.co.uk
www.e11bid.co.uk

LSBF ONE STOP SHOP

841 High Rd London E11 1HH
Tel. 020 8558 5500
e11bid@lsbf.info

MR FAWAAD SHAIKH

2nd Floor, Leytonstone Library, 6 Church Lane,
London E11 1HQ - Tel. 020 8496 1188
fawaad@e11bid.co.uk

