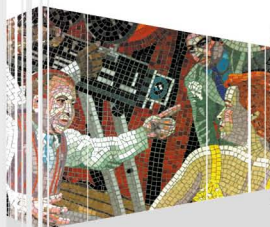


e1bid2

In October the renewal ballot for the continuation of your Leytonstone Business Improvement District (BID) will begin.

Make sure you seize the opportunity to

VOTE YES!



VOTE YES BETWEEN 1-29 OCTOBER 2012

In 2007 at our first ballot, 95% of business voted yes to confirm the highest town centre mandate in the country for a BID. Starting in October 2012 every business in the BID area will get the opportunity to vote again on the future of Leytonstone.

The business plan will be sent to all voting businesses and will be also available to view and download online at www.e11bid.co.uk

The business plan 2013 - 2018 outlines our vision for the future of Leytonstone.

It is covered in 4 themes:

Safer Community

YES > To improve safety and the perception of safety through a partnership approach to help prevent and reduce crime.

Improving the Business Environment

YES > To enable physical and economic regeneration of the BID area.

Ease of Movement

YES > To improve the pedestrian, cycling and road environments to support our BID area.

Promoted & Represented

YES > To represent, advocate and further the priorities of the E11BID by lobbying for your business interests.

For the second term we want businesses to **VOTE YES**

YES > to cleaner streets

YES > to a safer Leytonstone

YES > to ring-fenced investment into the BID area

YES > to our own trade waste & recycling scheme

YES > to marketing the area

YES > to parking review & traffic management

YES > to representation on relevant panels

YES > to productive partnership with relevant stakeholders

YES > to events

YES > to reduction of rateable values

YES > to business growth

It is the right time to show your support and say **YES** to renew the E11BID so that Leytonstone can continue its revival.



Before the BID came into operation, Leytonstone was perceived as an unsafe and neglected town centre with no investment planned for the area.

Businesses did not have a say and no clear plan was in place to regenerate Leytonstone and invest in the town centre. If businesses do not vote yes, then we would have to face the competition of the likes of Walthamstow and Westfield without a joint approach.

If you do not **vote yes**, we could see ourselves in a situation whereby Leytonstone is unsafe & neglected.

No > street cleaners

No > recycling bins

No > branding

No > lobbying

No > CCTV system

No > Shopwatch radio scheme

No > commercial recycling

No > voice & representation

No > relationship with stakeholders

No > publicity

No > money saving projects







No > one to one business support

No > external funding attracted and invested
in the area



Key dates for you to remember leading up to and including the renewal ballot for the second term of the E11BID;

Timetable

-  **By 17 September 2012** > you will be sent a notice of ballot
-  **On 19 September 2012** > launch of the Business Plan 2013-2018
-  **On 1 October 2012** > you will receive your ballot paper
-  **By 29 October 2012** > 5pm deadline for voting
-  **By 2 November 2012** > Ballot result announced
-  **By 9 January 2013** > E11BID Company second term commences

When your voting paper arrives please do not ignore and please do not throw it away. The ballot paper represents your voice for the future of Leytonstone.

Please do not hesitate to contact the E11BID Company if you would like any further information or would like to arrange a meeting to discuss our business plan in more details.

Feel free to send us your comments and ideas by email or phone.

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