



E11BID COMPANY LIMITED

LEYTONSTONE BUSINESS IMPROVEMENT DISTRICT

BUSINESS PLAN 2013 - 2018



e11bid2



In October 2012 you will be asked to vote in favour of the second term of the Leytonstone Business Improvement District.

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

The E11BID Company Limited was established by local businesses in 2007 as a not-for-profit company working to improve Leytonstone town centre. The Business Improvement District (BID) is directed by a Board of volunteer directors made up of local businesses and stakeholders. It provides services and delivers projects to improve the area. The BID has invested around £750,000 so far with over two thirds of this money coming from external funding bodies.



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Foreword

Dear E11BID member,

Over the last five years, we have demonstrated that without the E11BID, a vital tool for business representation, the voice and priorities of the business community would have gone unheard. Established to give the private sector a stake in the shaping of our town centre, the E11BID has proved to be a crucial mechanism in securing investment for Leytonstone.

As a BID we have been recognised for our hard work by receiving awards and commendations locally and nationally, but most importantly by securing over £750,000 into the BID area that would never have been generated without the BID being in place.

This means that for every £1 that you have invested into the BID, we have generated an additional £2.70 which has been spent within Leytonstone. The investment generated has not subsidised council services such as street cleaning but has been spent to deliver additional solutions and services to businesses.

Our key indicators to increase footfall, decrease crime and bring the cleanliness of the area to a high standard have all been successful.

You may ask why after so many successes does the BID need to be renewed? Simply put, without the BID going forward all the good work we have done will just stop and no more investment will be ring fenced for the area.

A crucial element in this 2013-2018 BID plan is that we need to show businesses how they can either save money or generate more income in an environment that is conducive for our business to grow.

As a small business myself, we have had to balance the needs of SMEs with those of the larger businesses in order to ensure that the appeal of the town centre continues to grow.

The future is a very different place from five years ago, in particular with the recession and competition of Westfield Stratford. The challenge of ensuring that Leytonstone continues to be a visitors destination is a never ending task.

Many of you will remember what the impression of Leytonstone was before the BID was voted into effect in 2007; five years on, we have a brand new, clean and attractive trading environment, we have a dedicated 24 hour monitored CCTV, we have the lowest percentage of empty stores in the Borough and more importantly we have a business voice that is impossible to ignore.

So when the ballot papers arrive on your door step, ask yourself can you afford not to vote yes?

Fawaad Shaikh | E11BID Chairperson

1. A vision for Leytonstone

The first five years were about getting the basics right and ensuring that Leytonstone is a safer, cleaner and better place to do business. Significant investments have improved the quality of our town centre's look and addressed negative aspects such as level of cleanliness, crime and the fear of crime.

When renewed, the E11BID Company will seek to build on the current assets while adding more projects and services intended to make Leytonstone a better place to do business, shop and live. The E11BID's commitment will be achieved by:

- Working with the relevant stakeholders to ensure that business priorities are incorporated into their programmes
- Securing partnerships with leading service providers to reduce your costs and deliver self sustainable projects for our members
- Negotiating baseline service agreements with the Local Authority and the Metropolitan Police to ensure high levels of service is delivered
- Lobbying for more investment in our public realm and police services
- Building on the Olympic legacy to maximise the advantages of the proximity to the Olympic Park

Why vote YES

✓ In the past four financial years, we have on average raised an **additional £2.70** for every £1 you have invested. This has been spent just in the BID area.

✓ We have lobbied to secure over **£1.1m investment** into the BID area and worked with Transport for London and the London Borough of Waltham Forest to improve the public realm of Leytonstone.

✓ We have delivered our own trade waste scheme 'Cle11n' which is **saving up to £298** per year per business and introduced commercial recycling for the first time in the Borough.

✓ We have made Leytonstone proud of our work by winning a number of **prestigious awards** including four stars at the Clean Britain Awards and the Community Prize from the Mayor of London.

✓ We have installed **our own CCTV system** which includes 9 cameras that cover the BID area; the system is locally monitored and managed and is fully accessible to the Metropolitan Police.

✓ We have lobbied the London Borough of Waltham Forest to dedicate **full time cleaners** to the BID area and made it a graffiti-free town centre. This includes a 2 hour response to fly tipping.

✓ We have **promoted and represented Leytonstone** for your interests both as individual businesses and as a business district and we continue to be the link between the Local Authority, residents and all the relevant public and private stakeholders.

2. Leytonstone Businesses Decide

Businesses and all non domestic hereditaments within the boundary of the designated BID area are eligible to vote for the renewal of the E11BID Company. You have one vote regardless of the size of your business and you also have the opportunity to be involved in the management of the company through regular meetings and events.

The plan

This document constitutes the E11BID business plan and delineates our achievements, the services and projects for the next five years together with an outline of your investment, costs and governance of the company.

The investment

The annual budget of the company will be of approx. £67,000 generated by the business community. Businesses will be liable for 1% of the rateable value (RV) of their premises. This will constitute the core income which will be boosted by additional income generated from external sources and voluntary contributions.

Depending on the rateable value (RV) of your business premises, on average you will be paying as little as £2 per week.

3. Life before the BID

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

Businesses did not have a say and no initiative was in place to regenerate and invest in the town centre.

- **No** exclusive 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

4. BIDs; stories of success

Business Improvement Districts have been a global success in all leading cities in the United States, Canada, South Africa, Australia and in the United Kingdom. BIDs are widely acknowledged as being vehicles to reverse the decline of commercial districts including industrial areas, town centres, mixed areas and whole cities.

Parliamentary legislation was approved for the UK in September 2004 and since then, 128 BIDs have been established and are currently operating in the whole country.

The current rate of growth of the sector is impressive and BIDs are not only the present of town centre management, but more importantly the future. They represent an effective, democratic and efficient way of ensuring inward investment into specific areas.

Their success has been recognised nationwide; in fact of the established BIDs, fewer than 1% have not been renewed once the initial BID period came to an end.

In London alone, an impressive 100% renewal rate is leading the country and Leytonstone must contribute to keep it that way.

“Business improvement districts are a valuable vehicle for helping to ensure the UK’s high streets and city centres are vibrant and alive. As property owners, our members understand the added value that BIDs bring to an area in both the short and long term.

*Ian Fletcher, Director of Policy (Real Estate),
British Property Federation.*

“We believe that BIDs can be an important tool in co-ordinating collective investment to improve their trading environment”.

British Retail Consortium

5. Leytonstone Strategic Planning

The Big Society

The Big Society is a broad vision that crosses a range of public services, where Whitehall and centralised decision-making will be reduced and communities ‘empowered’. At its core, the Big Society is a vision to create a nation grounded on an ethic of volunteerism, where local decisions are taken by local people.

In England’s political framework, the E11BID fits in perfectly, as the ‘empowered’ Leytonstone business community takes responsibility and ownership of its town centre by leading on the regeneration process.

Localism Agenda

For planning, the Big Society has come to be defined by ‘Localism’, a new word with no firm meaning except that planning decisions will originate from local rather than national policy.

This process has started with the end of target-setting through Regional Spatial Strategies, giving local authorities the power to consult and set their own priorities. It means a greater emphasis on public participation in planning applications and in some cases, an end to planning applications altogether.

The Localism Bill was introduced to Parliament on December 2010, and was given Royal Assent on November 2011. This Bill will shift power from central government back into the hands of individuals, communities and councils.

As over time, central government has become too big, too interfering, too controlling and too bureaucratic, this has undermined local democracy and individual responsibility, and stifled innovation and enterprise within public services.

A radical shift in the balance of power and to decentralise will take place in the near future and the E11BID will lead on it. Localism is not simply about giving power back to local government but to devolve power downwards and outwards to the lowest possible level, including individuals, neighbourhoods, professionals and communities.



The Localism Bill includes five key measures that underpin the Government's approach to decentralisation:

- Community rights
- Neighbourhood planning
- Housing
- General power of competence
- Empowering cities and other local areas

To facilitate the transition to Neighbourhood Planning, the Department of Communities and Local Government (DCLG) has developed a Front Runner scheme. It is designed to develop a better understanding of challenges and best practices that can better understand how future communities are supported in neighbourhood planning.

The E11BID Company made an application to the Front Runner Project by the DCLG in Wave 4. Leytonstone with its BID area was selected along with 35 other neighbourhoods in August 2011. At present, five waves of Front Runners have been selected, totalling 233 neighbourhoods nationally. Leytonstone joins 12 other London communities who are also Neighbourhood Plan Front Runners.

By being a front runner, the E11BID will be in the position of deciding about the future of the planning of the area working alongside the Local Authority and the resident communities.

6. Baseline Service Level Agreement

Non-domestic rates or business rates contribute towards a number of services delivered by the London Borough of Waltham Forest within the BID area. These include vital services that aim at maintaining the quality of public realm such as highways management, street lighting, waste management and street cleansing.

The role of the E11BID for the period 2013-2018 is to ensure that these baseline services are carried out in an efficient and punctual way. By working in partnership with the Local Authority, the E11BID will monitor that the services are clearly defined in terms of frequency, delivery, time and performance.

By building on the current solid foundations laid in the past five years, the E11BID will seek to pursue new, higher quality standards so that Leytonstone is perceived as a model BID area.

Core baseline services include:

- Highways maintenance
- Street lighting
- Waste disposal
- Street cleansing
- Policing
- Winter maintenance
- Planning

The continued and enhanced provision of services which contribute towards the improved vitality of the trading environment and improved safety, security and offer to the consumer community, is key to the success of the vision of the E11BID Company.

The London Borough of Waltham Forest as the statutory authority for the delivery of these services will continue to honour its compulsory and non compulsory commitments to the business, consumer and visitor communities with respect to the following service areas:

Car Parking – By promoting and working in partnerships to support the provision of the designated car parking locations, on and off street parking where necessary. However, where applicable, restricting and discouraging parking where good public transport already exists and where its use as an alternative mode of transport is to be encouraged.

Regeneration – By ensuring the continued development and implementation of initiatives that contribute toward the regeneration and prosperity of the BID area. This will involve introducing strategies which support the retention of existing businesses as well as the creation of new ones. As a district located in North London Sub-Region, regeneration strategies will direct opportunities for development, business growth and job creation in locations like the BID area in Leytonstone, seeking to enhance its status as a sustainable community.

Transport – Through the continued partnership between Transport for London (TfL) and Waltham Forest which brings forward policies, proposals and activities and contributes towards ever improving standards in the provision of a safer, fully accessible and more integrated transport service for those who visit, live and work in the BID area. Larger and higher impact development and land-use proposals will be encouraged within and around Leytonstone's underground station. Also businesses with higher employment thresholds will be encouraged and supported to adopt more sustainable and environmentally beneficial transport alternatives for their staff.

Food Safety – By ensuring that food prepared by restaurant, cafe, pub manufacturing and food distributors are of a high standard of food safety and hygiene and by providing courses to businesses on how to handle and dispose food correctly.

Noise Pollution – By working with members of the business and residential community to prevent nuisance noise and all types of pollution in air, land and water that may affect the quality of life in Leytonstone's E11BID district.

Health and Safety – By working with businesses in Leytonstone, to ensure compliance with prevailing health and safety regulations with regard to the safety of employees and customers alike.

Trading Standards – By conducting programmed inspections of trade premises in order to enforce and advice upon consumer protection law. This includes product safety, weights and measures, pricing and descriptions. Where there are major changes in legislation, Trading Standards will work with businesses to ensure that they are informed of the appropriate new requirements by visiting them and/or conducting local publicity campaigns. Trading Standards will endeavour to work with businesses to secure compliance without the need to take legal proceedings and offer relevant advice to individual traders or trade associations upon request.

Licensing – By working with local businesses such as clubs, pubs and bars that provide entertainment and sell alcohol to ensure that relevant material concerns are considered as part of the process for granting a licence; respond to complaints or concerns relating to businesses which break the law and to take action if necessary.

Building Control – By ensuring that all buildings in the area are safe and meet the building regulations through inspections to ensure building standards are met and to respond to any concerns regarding potentially dangerous structures.

Pest Control – By working with businesses to eradicate vermin and pest infestations and providing advice on preventative measures.



7. Our Achievements

In the 2007-2012 BID plan we promised to deliver a range of additional services, projects and improvements to enhance Leytonstone and to address the concerns of our businesses. These are the results after five years of operation.



Think Global, Act Local

Objective: to encourage and support respect and the preservation of the health of our environment to make Leytonstone an environmentally respectful place to do business.

We promised: Solar lights
We delivered: an intelligent use of technology at a local town centre level by replacing the halogen lights into LED alternatives. We have also installed an alternative power source in the 'Fish Bros' and 'Independent' clocks.

We promised: Waste management & recycling
We delivered: our own 'Cle11n' scheme in partnership with Bywaters. Around 50 BID members have taken advantage of the discounted bags and bins scheme, and over 100 others around the borough, which is providing savings averaging approximately £298 per year per business.

AND MORE
We have introduced commercial recycling for the first time in the Borough.

We promised: Light Sculpture
We delivered: our own festive lights around the BID area including the impressive lights that are wrapped around Leytonstone Library; tree lighting across the BID area as well as the Christmas tree and lighting at St. John's Church.

We promised: Energy Audits
We delivered: Free energy audits that would have costed each business £300.

AND MORE
Delivering the Eco Efficient project that is helping businesses save money though the reduction of water, energy, waste and fuel bills.

Keep Moving, Stay Smiling

Objective: to create an accessible commercial district.

We promised: One free parking day per week
We delivered: free parking in Church Lane Car Park during busier shopping periods.

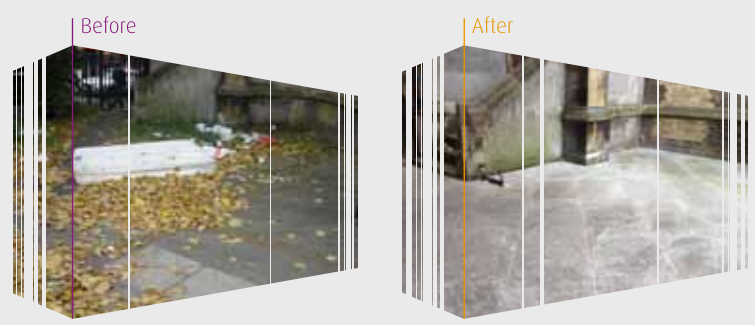
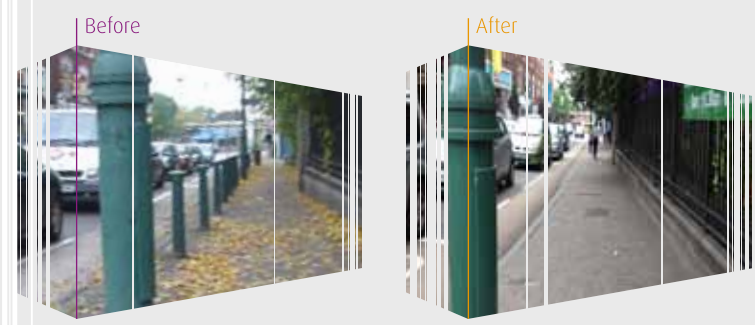
We promised: Subsidised parking vouchers
We delivered: provision of parking voucher booklets to businesses as a reward for attending workshops.

We promised: Dual use of residential CPZs.
We delivered: we have changed the use of the car parking controlled zones from 10am - 4pm to 10am - 2pm. This discouraged commuters from using residential bays but boosted afternoon trade.

We promised: Visible signage
We delivered: installation of three 'Welcome to Leytonstone Business Improvement District' signs at the main entry and exit points of the BID area to increase customer awareness and enhance the profile of Leytonstone.

AND MORE
Worked with the Local Authority to smarten up the Overground Bridge which has been re-branded 'Leytonstone'.

We promised: Traffic flow management
We delivered: close liaison with the Local Authority and the main stakeholders to ensure that the latest responsive traffic signals were installed in the area. This allows the right mix of vehicles entering and leaving the BID area.



Streetscape & Environment

Objective: to enhance the physical renaissance of Leytonstone in order to make our town centre a brighter and more attractive place for businesses, shoppers and visitors.

We promised: Improvement scheme
We delivered: the £1.1m BID area streetscape improvement works which have re-shaped the look and feel of all of Leytonstone, in partnership with the Local Authority and Transport for London.

We promised: Attractive town centre
We delivered: a scoping study for shop front grants to map out the requirements of the area. Lobbying is still ongoing.

We promised: Greening schemes
We delivered: installation of seasonal flower baskets and planted more than 40 trees throughout the BID area. We have undertaken considerable improvements to the Green Man Roundabout and other areas with floral displays.

We promised: Townscape study
We delivered: developing our own plan to further attract a mixture of national retailers and independent businesses to position Leytonstone into a niche market. These include: Argos, Costa, Sainsbury's, The Red Lion, Artistry Loyal, Printing.com and many more.



Safe & Sound

Objective: to reduce crime and fear of crime through a joint approach.

We promised: Vandal resistant sensors
We delivered: the establishment of lighting sensors to illuminate high crime areas during off peak times. This has been incorporated into key footfall areas across the BID area.

We promised: Better policing
We delivered: regular liaison with the Safer Neighbourhood Team and have built up a very strong working relationship with the Metropolitan Police.

We promised: Remedial work project
We delivered: a number of initiatives to clean up the BID area. This includes the nationwide initiative 'anti litter campaign' launched by the Daily Mail. We worked with Tesco and the local Safer Neighbourhood Team to clean up various hotspots.

We promised: Localised CCTV coordination
We delivered: in March 2010, we installed our own 'CCTVe11' system which consists of 9 cameras covering the whole BID area which records 24/7 from a local base station.

We promised: Shopwatch
We delivered: we delivered bimonthly meetings, workshops and newsletters in collaboration with the Police and other stakeholders to increase information sharing amongst the community.

We run the radio scheme for a number of retailers and pubs facilitating communication between the key stakeholders.

AND MORE
We are currently rolling out the Waltham Forest Crime Reduction Partnership which aims at sharing information amongst the business community and the Met Police in a more efficient way. This combines all the above schemes into one package and is being rolled out across the whole Borough.

A Cleaner District

Objective: to ensure Leytonstone is a clean and bright place in order to compete in the modern retail arena.

We promised: Special environmental clean ups
We delivered: secured extra street cleaners who every day sweep the BID's streets from 9am to 9pm.

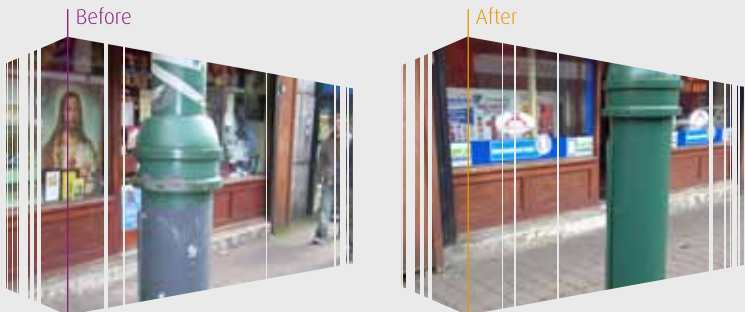
AND MORE
Delivered special jet washing and deep cleansing activities on high footfall areas within the BID.

We promised: Removal of fly posters and graffiti
We delivered: reported and successfully removed graffiti in the BID area including Church Lane, Argos side entrance.

We promised: Chewing gum removal
We delivered: we carried out a number of chewing gum removal exercises in key high footfall locations of the BID area, in partnership with the Local Authority.

AND MORE
Lobbied the Local Authority to purchase the chewing gum removal equipment to reduce the costs of this initiative.

We promised: Litter bins in key areas
We delivered: ensured that new recycling bins were provided and located appropriately across the BID area.



Locally Empowered & Marketed

Objective: partnership work to attract investment and improvements as well as promoting Leytonstone.

We promised: Town centre management
We delivered: for the first three years, we worked alongside the town centre manager to deliver a number of events and to market Leytonstone locally and regionally.

We promised: Website
We delivered: BID website as a portal for information, newsletters, activities and projects of the company.

We promised: Business support
We delivered: we have provided business to business support to a number of members in relation to planning, licensing, enforcement, cost savings, security and funding opportunities.

AND MORE
We have delivered networking events, workshops and meetings where we have signposted sources of information. We have delivered awards events to promote our members and drive forward growth.

We promised: Local purchase
We delivered: We worked with the Local Authority on a number of 'Meet the Buyer' events and we managed to convince the Local Authority to aim for 51% procurement spend with local businesses.

We promised: Introduction of BluAD
We delivered: established a bluetooth network that sent promotional messages to visitors through bluetooth devices.

We promised: Street Broadcast
We delivered: in partnership with UCL, we installed an interactive screen which is being utilised to promote the town centre and share local contents and news amongst the community.

We promised: Events
We delivered: block parties, car free days, arts and crafts markets, international markets and Christmas switch on events.

We promised: Quality Food scheme
We delivered: food week where local restaurants, cafes and pubs have offered discounted healthier meals to attract local residents and new visitors.

8. Consultation

What businesses want for Leytonstone

The projects and services for the next five years have been developed by the business community from an extensive consultation carried out by the E11BID team.

The responses you gave us at BID meetings and in our one to one discussions have been utilised to set up the priorities for Leytonstone for the period 2013-2018.

The table below indicates the highest number of responses from our questionnaires to all BID members.

Our proposal for the future of Leytonstone have been determined by you, the BID members.

Services	Responses	Percentage	0%	50%	100%
CCTV monitoring	40	62%	<div><div></div></div>		
Extra police presence	37	57%	<div><div></div></div>		
Business crime reduction partnership	16	25%	<div><div></div></div>		
Lobbying for shopfront grants	26	40%	<div><div></div></div>		
Improvement to pavements & streetscape	15	23%	<div><div></div></div>		
Road & traffic management improvements	23	35%	<div><div></div></div>		
Local parking review	45	69%	<div><div></div></div>		
Graffiti removal	6	9%	<div><div></div></div>		
Extra street waste ollection	9	14%	<div><div></div></div>		
Expansion of our own trade waste & recycling scheme	15	23%	<div><div></div></div>		
Maintaining level of cleanliness	21	32%	<div><div></div></div>		
Chewing gum removal	10	15%	<div><div></div></div>		
Business networking events	19	29%	<div><div></div></div>		
Local employment scheme	4	6%	<div><div></div></div>		
Dedicated website	19	29%	<div><div></div></div>		
Training opportunities	3	5%	<div><div></div></div>		
Town centre management	11	17%	<div><div></div></div>		
Town centre signage & branding	13	20%	<div><div></div></div>		
Media coverage	4	6%	<div><div></div></div>		
Events	31	48%	<div><div></div></div>		
Olympic legacy	8	12%	<div><div></div></div>		
Tackling street drinkers & beggars	38	58%	<div><div></div></div>		
Encouraging cycling	11	17%	<div><div></div></div>		
Introduction schemes to help save money	6	9%	<div><div></div></div>		

9. The next five years

Renewing the E11BID

Renewing the E11BID is an opportunity to dwell on the assets that have been built in the past five years. Lessons have been learnt, incredible results have been achieved and a strong network has been built so that the period 2013-2018 will be brighter and prosperous for Leytonstone.

The renewal of the E11BID will enable the continuation of our core services and projects as well as the addition of new projects in line with the demands of our businesses.

The E11BID priorities and projects for the next five years aim at improving the trading environment of Leytonstone and its appeal as a place to shop, live and invest.



Priorities & Projects 2013-2018

Strategic priorities and projects

Safer Community

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

Improving the Business Environment

- 2 To enable physical and economic regeneration of the BID area town.

1 Safer Community

Proposed Budget: £97,150
Objective: To improve safety and the perception of crime through a partnership approach to help prevent and reduce crime.

The main priority remains improving the safety of the area for businesses, staff and residents. Your responses to our consultation reveal that making Leytonstone a safer place is still of outmost importance to you. By working in partnership with the Met Police and the London Borough of Waltham Forest, we have made impressive progress with crime being reduced by 50% since 2009.

The most relevant tool for our success has been the installation of our own CCTV system back in March 2010, which has proved to be an impressive tool to drive down crime and the fear of crime. Our CCTVe11 system is made up of 9 cameras located within the BID area; they are connected via wireless microwave technology to our local base station. The cameras have speaker capabilities and are recorded for Police use 24 hours a day 7 days a week with footage stored in the system for up to 90 days.

Ease of Movement

- 3 To improve the pedestrian, cycling and road networks to support our BID area.

Promoted and Represented

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

The renewal of the E11BID will ensure the continuation of:

- Strong network with Met Police and London Borough of Waltham Forest to maximise dialogue with key stakeholders
- Servicing our existing CCTV system
- Representation of E11BID on relevant Police panels
- Shopwatch and Pubwatch schemes
- Making the streets safer

New for 2013-2018

- Expansion of our CCTV system
- Joint approach to Anti Social Behaviour including tackling street drinkers and beggars
- Lobbying for securing extra police presence
- 24h responsive monitoring of the CCTV system
- Consolidation of the Business Crime Reduction Partnership which aims at sharing information between the Police and the business community by incorporating the Shopwatch and Pubwatch schemes

2 Improving the Business Environment

Proposed Budget: £63,650
Objective: To enable physical and economic regeneration of the BID area.

The state of the physical and economic environment is crucial to the success of a prosperous business community. In your responses to our consultation, you have expressed how critical it is to ensure that a programme of improvements to the town centre's environment and appearance is in place to boost trade and footfall.

Before the E11BID came into effect, Leytonstone was perceived as a neglected and tired area. Five years later, the look and feel of Leytonstone has been transformed by a number of initiatives including the £1.1m streetscape improvement scheme delivered throughout the BID area.

However, much more work can be done so that Leytonstone can compete with neighbouring town centres and Westfield Stratford.

The renewal of the E11BID will ensure the continuation of:

- Monitoring of the environment to ensure that high standards are maintained including hanging flower baskets and provision of adequate street furniture
- Reporting any street related issues and problems including graffiti and chewing gum removal
- Lobbying the relevant stakeholders to ensure more investment in the public realm
- Dedicated street cleaners for the BID area
- Trade waste scheme 'Cle11n' which is saving hundreds of pounds to our members through discounted bags, bins and skips; this project is being delivered in partnership with Bywaters and it has introduced commercial recycling for the first time in the Borough

New for 2013-2018

- Expansion of the trade waste offer to make it more advantageous for our members
- Lobbying the relevant parties to attract more investment in the public realm including shop front grants
- Representation of Leytonstone businesses on Local Authority panels for the monitoring of public realm standards
- Assist businesses in setting up new initiatives and job creation
- Enable businesses to benefit from regeneration opportunities
- Coherent approach to promoting the day & evening economies



3 Ease of Movement

Proposed Budget: £43,550

Objective: To improve the pedestrian, cycling and road networks to support our BID area.

For Leytonstone to be a flourishing BID area, accessibility, hassle free parking and ease of movement throughout the BID area are crucial priorities. Your responses have made it clear that traffic flow and car parking are seen as the major constraints to shopping in the area.

In the past five years, a number of initiatives including the new responsive traffic lights and local parking reviews have contributed to the reduction of road congestion.

The renewal of the E11BID will ensure the continuation of:

- Business voice to be heard in the review of local parking provision in the area
- Lobbying for road and traffic management improvements
- Parking vouchers to businesses to encourage conditions for local trade
- Working alongside Transport for London
- Constant monitoring of the sequencing of traffic lights

New for 2013-2018

- Encouraging walking and cycling amongst Leytonstone's communities
- Improving cycling facilities including stands and bike shed
- Lobbying for improved public transport facilities and the expansion of Legible London, 'Wayfinding' scheme in the BID area
- Partnership agreement to encourage van and car sharing scheme amongst BID members with free business membership for the first year
- Lobbying for increased voucher bay and free parking areas

4 Promoted and Represented

Proposed Budget: £53,600

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

Promoting and representing Leytonstone locally, regionally and nationally is what the first five years was all about. We made Leytonstone proud by winning a number of prestigious awards including Four Stars at the Clean Britain 2011 and the Mayor of London BID Community Award 2011.

The E11BID wants to further enhance the reputation of Leytonstone to attract new businesses and consolidate the core of our business community.

Furthermore, the projects and services that have been delivered in the first term have ensured that operating a business in the BID area is easier and more cost-efficient.

Your responses have indicated that a strong and collective voice to represent our town centre is still a priority and we will continue lobbying on your behalf with all the relevant stakeholders.

The renewal of the E11BID will ensure the continuation of:

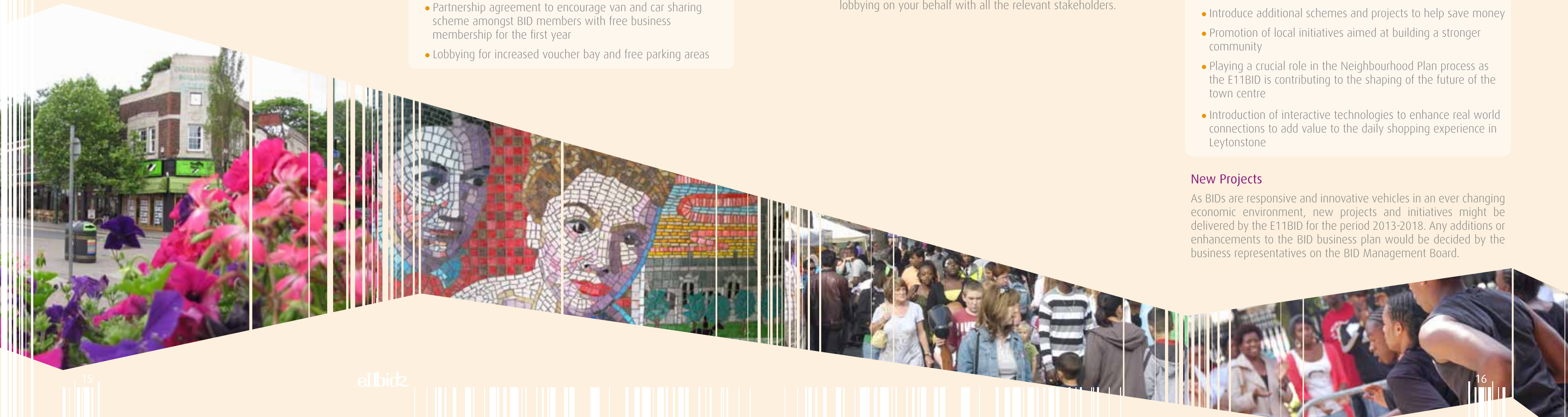
- Campaigning for an improved Leytonstone
- Promoting Leytonstone as a place for business
- www.e11bid.co.uk
- Representation and strong voice for E11BID businesses locally and throughout London
- Grant applications, sponsorship and partnership arrangements to enable investment in the BID area
- Events and initiatives aimed at promoting the BID area
- Town centre signage to raise awareness about the BID
- Business networking events

New for 2013-2018

- Application to reduce rateable values due to the proximity to Westfield Stratford; this alone would ensure savings worth your BID investment
- Introduce additional schemes and projects to help save money
- Promotion of local initiatives aimed at building a stronger community
- Playing a crucial role in the Neighbourhood Plan process as the E11BID is contributing to the shaping of the future of the town centre
- Introduction of interactive technologies to enhance real world connections to add value to the daily shopping experience in Leytonstone

New Projects

As BIDs are responsive and innovative vehicles in an ever changing economic environment, new projects and initiatives might be delivered by the E11BID for the period 2013-2018. Any additions or enhancements to the BID business plan would be decided by the business representatives on the BID Management Board.



10. The BID area

The E11BID would cover the areas indicated in the map. The BID is centred on the northern section of Leytonstone High Road, Church Lane and the area around Leytonstone tube station while its southern boundary is the newly re-branded 'Leytonstone Bridge'.

Streets include:

Aylmer Road	Ferndale Road	Lancaster Road
Barclay Road	Forest View	Lemna Road
Barfield Road	Gainsborough Road	Leybourne Road
Beacontree Road	Grove Road	Leyspring Road
Browning Road	Hanbury Drive	Lister Road
Burghley Road	Harold Road	Malvern Road
Bush Road	Harrington Road	Michael Road
Bushwood	Hartley Road	Mornington Road
Carlton Road	Harvey Road	Pastures Path
Church Lane	High Road	Stanmore Road
Dacre Road	Joseph Ray Road	Vernon Road
Davies Lane	Kirkdale Road	Woodville Road



Only non domestic rateable properties would pay the BID levy.

11. Financials

At a time where public funding is under heavy pressure with serious cuts and difficult decisions ahead, the renewal of the E11BID will ensure that secure investment within the designated BID area for the next five years will be made.

The E11BID Company will raise approximately £67,000 per annum through its BID levy. The levy will be 1% of the rateable value of each defined ratepayer within the BID area. There are approximately 290 hereditaments in the proposed BID area. The money raised will be ring fenced exclusively for the defined BID area in line with the priorities set by the businesses paying the investment.

In order to deliver the priorities and projects set for the period 2013-2018 we will also seek public and private sector grants. We will also strive to secure match funding and voluntary contributions from other key stakeholders to deliver added value.

How will the money be spent?

We will receive approximately £335,000 between 2013-2018 as the core funding. Priorities are likely to change over the next term but it is anticipated that we will invest this as shown below.

The E11BID Company is committed to bringing additional funding through grants, sponsorships and in kind contributions to supplement the yearly core income of £67,000.

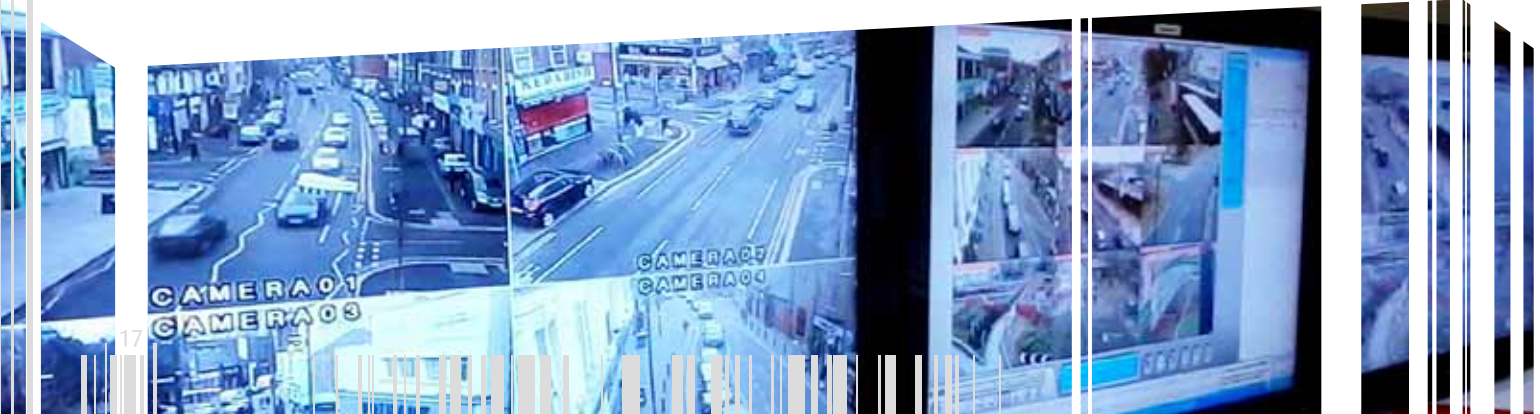
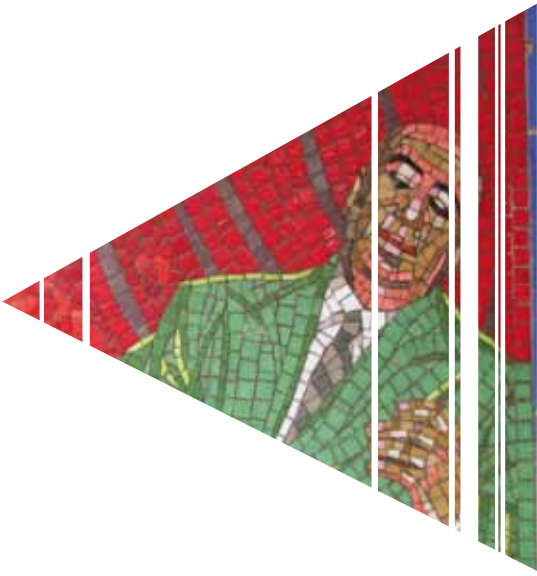
How much will you pay?

The BID rules on page 20 set out which businesses are required to pay the BID levy. If you would like to know the rateable value of your premises, first refer to your business rate bill. Alternatively, contact the E11BID team who will be happy to confirm the amount of your annual levy.

The table below shows how much you would have to pay annually.

RATEABLE VALUE	BID LEVY
£5,000	£50
£10,000	£100
£20,000	£200
£50,000	£500

Services	Percentage	0%	50%	100%
Safer Community £97,150	29%			
Improving the Business Environment £63,650	19%			
Ease of Movement £43,550	13%			
Promoted and Represented £53,600	16%			
Administration £60,300	18%			
Contingency £16,750	5%			



12. Governance

The E11BID Company Limited is incorporated as a not for profit company limited by guarantee. The company's Memorandum and Articles are available on www.e11bid.co.uk or from the E11BID office.

The Board

The E11BID Board is made up of representatives of the Leytonstone business community and key stakeholders who will manage how the BID levy is spent to improve the town centre according to the 2013-2018 Business Plan. The Board members are volunteers committed to improve Leytonstone.

All BID hereditaments are eligible to be nominated for a seat on the Board. If you would like more information, please contact the BID team.

The current BID Board Directors:

Fawaad Shaikh	Jumpstart Business Solutions
Irene Noulis	Nu U Beauty Salon
Asim Ilyas	Chill Out Lounge
Shah Ahmed	Star of India Restaurant
Mark Davidson	Artistry Loyal
Suja Khaled	The Eatery
Helen Robbins	Helen Robbins Solicitors

The current BID Board Advisors:

Mustafa Samater	Programme Manager Job Centre Plus
PC Mark Allen	Leytonstone Ward Sergeant Metropolitan Police

The Team

The Managing Director
Fawaad Shaikh

The Finance Director
Shah Ahmed

The BID Manager
Gianluca Rizzo BA, MSc

The BID Manager will be assisted by consultants and interns on ad hoc basis.

13. Performance Measurements

The E11BID Company will be fully transparent and accountable to the businesses paying the levy.

The performance of the town centre and the BID will be measured through:

- Crime statistics
- Footfall statistics
- Savings to businesses
- Income generated from external funding
- Media coverage
- Website visits
- Surveys

We have negotiated FREE collection of the BID levy with the London Borough of Waltham Forest which is a significant saving and can cost up to £35,000 over the five year period.

14. BID Levy Rules

BIDs are regulated by Government legislation. This section defines the BID levy rules as required by statute. Following a successful renewal ballot, the BID levy becomes mandatory for all those hereditaments within the designated BID area:

- > The BID levy is fixed at 1% of rateable value.
- > The BID levy can only be increased annually, on the 1st April, to allow for inflation as calculated by the Government.
- > The second term of the E11 BID will be for 5 years commencing on 9th January 2013.
- > The BID levy will be applied to all non domestic ratepayers within the designated area.
- > All new hereditaments entering the rating list after 9th January 2013 shall have the BID levy applied as per the BID levy rules.
- > The owners of empty properties will be liable for the BID levy with no void relief period.
- > There will be no VAT charged on the BID levy.
- > The annual BID levy will be collected in a single payment at the beginning of the financial year. There will be no refunds of the BID levy if occupants vacate the property.
- > The BID levy will be collected by the London Borough of Waltham Forest and transferred directly to the E11BID Company.
- > Additional funding may be raised through voluntary contributions from property owners and landowners, although these are neither guaranteed nor compulsory under the BID legislation.
- > The BID Board will be able to alter the BID arrangements without an alteration ballot, so long as any alterations do not:
 - alter the geographical area of the BID
 - alter the BID levy payable
 - conflict with the Local Government Act (2003) or the Business Improvement District Regulations (2004)

15. Voting & Timetable

The Renewal Ballot

Five years ago, Leytonstone businesses voted for the BID with an overwhelming 95% which is still one of the highest mandate in the country.

At the end of 2012, the E11BID mandate comes to an end, but you have the chance to renew your support to ensure the continuation of the E11BID for the period 2013-2018.

The renewal ballot will be carried out through a postal ballots sent to all the ratepayers within the designated BID area. The 28 days postal ballot will commence on the 1st October 2012. To be successful, we must win the ballot on two counts:

- 1) a straight majority by the number of those voting
- 2) by a majority in the rateable value of those voting

Timetable

By 17 September 2012

you will be sent a notice of ballot

By 1 October 2012

you will receive your ballot paper

By 29 October 2012

5pm deadline for voting

By 1 November 2012

Ballot result announced

By 9 January 2013

E11BID Company second term commences

VOTE YES

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

VOTE YES BY 29 OCTOBER

In October 2012 there is a renewal ballot for the continuation of your Leytonstone Business Improvement District.

Make sure you seize the opportunity 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



e11bid2



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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