



696 High RD
Leytonstone
London
E11 3AJ

3rd May 2007

Dear Members and Local stakeholders,

RE: Launch Event E11 Business Improvement District (BID) Business Plan 2007-2012

As you may be aware we are entering a dynamic new era for the economic sustainability of our district centre. The Leytonstone Business Forum has been instrumental in pushing our agendas to the forefront and as such, is now ready to launch the five year business plan for Leytonstone.

The next meeting for the Board members of the Business Forum is to take place on **Monday 14th May 2007** at the newly refurbished Leytonstone Library on Church Lane. We are using this opportunity to invite you to join us at the launch event of the E11BID Business Plan 2007-2012. The attached agenda will give you full details of this event.

The business plan is a thirty two page document detailing the strategy, themes and projects planned for our area taking us up to the Olympics. For the E11BID ballot to be successful there must be a majority of those voting in favour of this business plan, both in terms of the numbers voting and also the rateable value represented by those voting.

The 28 day ballot period will commence on the 21st May 2007 and end on the 18th June 2007. Every business in the proposed boundary will be eligible for one vote regardless of the size of your premises.

This meeting will help you to understand the processes involved in Leytonstone formally becoming a BID and answer any remaining question of its impact on you and your trading environment.

I look forward to seeing you there.

Kind Regards

Fawaad Shaikh



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