



# e11bid

business improvement district  
COMMERCE AND COMMUNITY FOR 21ST CENTURY

# NEWSLETTER Spring 2010

**Alan Campbell - Under-Secretary of State**  
*Launching the Small Retailers  
Capital Grant Fund*



**Recent Achievements**  
**Projects Updates**  
**CCTVe11**

**Christmas in  
Leytonstone  
Special Insert**

*We are  
Leytonstone*





We hope you had an incredible festive period and a fully deserved break over the new year. Now we are in 2010 the recession is still a hot topic. Although some first signs of recovery have materialised, Britain remains the only major economy still in recession, trailing the US, China, Japan, Germany and France.

However, the e11bid company is working hard to assure that Leytonstone's businesses work in partnerships in order to come out together from these difficult times. Once this economic hurricane is over, we will be better equipped to drive the local recovery, by retaining and creating more wealth for the area.

Yet, the past months have been very exciting for e11bid company, we delivered many successful events including 'Christmas in Leytonstone' and worked hard to ensure the progress of other major projects such as CCTVe11. We hope that this newsletter keeps you informed on our progress.

**Fawaad Shaikh**  
Chair e11bid

## SCOOT

You may have noticed the works taking place on the Green Man Roundabout traffic lights. TfL are carrying out works to implement SCOOT (Split Cycle Offset Optimisation Technique). It is a tool for managing and controlling traffic signals in urban areas. It is an adaptive system that responds automatically to fluctuations in traffic flow through the use of on-street detectors embedded in the road. We hope it improves the traffic flow through the area.

## BRIEFS

### Business Rates Revaluation

As many of you are aware, the VOA carries out a revaluation of all rateable values in England and Wales every five years. The next revaluation is due to come into effect on 1 April 2010.

### Crossrail and Business Rates Supplemental

Crossrail is the new high frequency, convenient and accessible railway for London and the South East. From 2017 Crossrail will travel from Maidenhead and Heathrow in the west to Shenfield and Abbey Wood in the east via new twin tunnels under central London. It will link Heathrow Airport, the West End, the City of London and Canary Wharf. The GLA has decided to set an annual Crossrail BRS for 2010-2011 of 2 pence per pound of rateable value. SME businesses stand to benefit, as applying a threshold of £55K – rather than the £50K minimum – will exempt most of the e11 businesses'.

### Westfield Stratford City

At 1.9million sq ft, Westfield Stratford City will be the largest urban shopping centre in Europe when it opens in 2011 and is anchored by John Lewis (240,000 sq ft), Marks & Spencer (200,000 sq ft) and Waitrose (32,000 sq ft) as well as an all digital 12-screen Vue cinema. It was showcased to an international audience at the MAPIC conference in November as some of Europe's top retailers, agents and developers gathered in Cannes.

### The e11bid Annual General Meeting

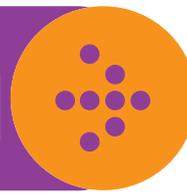
This years AGM is to be held on the 31st March 2010 at Seebos Restaurant. Please note this date in your diary and look out for nomination forms for elected positions on the e11bid management board. These will be posted to your premises separately.



**Please Recycle your newsletter after you have read it.**

**If you do not receive your e11bid newsletter please contact:  
t: 0208 558 5500 e: [luca@e11bid.co.uk](mailto:luca@e11bid.co.uk)**





## Business Link Workshops

Every Wednesday in March 2010  
**One Stop Shop, 841 High Road E11**  
By appointment only

## E11BID Annual General Meeting

Wednesday 31st March 2010  
**Seebos Restaurant, 763-765 High Road E11**  
6pm-10pm



## Waltham Forest Business Board CIC AGM & The Enterprise Employment and Skills Strategy Launch

Wednesday 10th March 2010  
**Olympics Suite, Leyton Orient Football Club, Brisbane Road E10**  
6pm-8pm

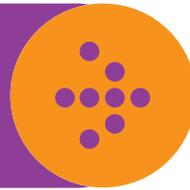
## Golden Opportunities for Local Businesses

Wednesday 17th March 2010  
**Olympics Suite, Leyton Orient Football Club, Brisbane Road E10**  
10.30am-2.00pm

To confirm your attendance for any of these events please contact the e11bid team.



# CCTV in e11 Bid Area

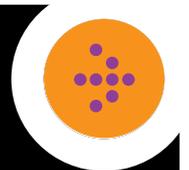


Safe and Sound is the name for Theme 4 of the e11bid business plan. Project 4 is the ambitious CCTVe11 project that so many of our investors are expecting to see delivered. Stages 1 & 2, which included the installation of the monitoring station and transmission equipment, the hard drives, screens and operation systems is now complete and ready to go. Stage 3 is the installation of the cameras and you should see this complete by the end of March 2010.

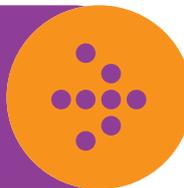
We made an application for the Small Retailers Capital Grant Fund for £50,000; Alan Campbell, Home Minister for crime reduction came down to Leytonstone in February 2010 to announce our successful application and to launch the scheme. This grant will go towards the third and final payment of CCTVe11 due. Furthermore, the Local Area Business Growth Initiative grant, awarded by the Council through the Business board last year, was £55,000 and its successful application has ensured our system is robust and adaptive to the demanding conditions of a bustling town centre.

Join us for the live launch of CCTVe11 on the 31st March 2010 at our AGM.

From the 1st April 2010 we will be in the position where we have an active CCTV network, recording 24 hours a day, which needs to be utilised to the best of its ability. The e11bid company has developed a security partnership plan to take this forward.



# Leytonstone Food Week

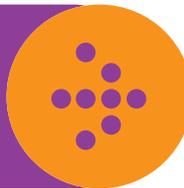


In partnership with Waltham Forest, the e11bid company organised the Leytonstone Food Week last October. In order to promote the diverse range of dining options in our town centre, we dedicated a range of special offers aimed at attracting residents and visitors the opportunity to try the variety of cuisines available in Leytonstone.

With over 18 restaurants and cafes participating, we feel that Leytonstone Food Week can represent a good asset for the retail sector of the town centre and we will work hard to improve this event and re-propose it throughout the year.



# Carbon Emission Reduction



Global warming is happening right now in front of our eyes. Our weather is changing. Every one of the hottest 15 years on record has occurred since 1980. There is now huge consensus among scientists that we face serious climate change – we just do not know what level of severity it will reach or when.

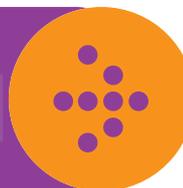
In December 2009, a climate change summit was held in Copenhagen where the worlds' nations met to find an agreement for cutting carbon emission. The world came together at the United Nations conference to agree a new international agreement to tackle climate change.

The current international agreement, the Kyoto Protocol, will expire in 2012. We believe the Copenhagen Accord does not contain the necessary commitments for emissions reductions. Leytonstone has to contribute to solve this world's issue and the e11bid company will encourage local businesses to play a significant part. We all need to work together to spread the understanding of this issue and our determination to tackle climate change.



Please check out our website [www.e11bid.co.uk](http://www.e11bid.co.uk) to find some recommendations to get you and your employees started to reduce carbon emissions.

# A Safer Leytonstone



## High Road Station Area, Sub Ward E01004440, Crime Rate: Average Total Notifiable Offences

	Crimes	Crime Rate
December 2009	23	15.35
November 2009	27	18.02
October 2009	19	12.68
September 2009	15	10.01

### Total Notifiable Offences in December 2009

High Rd Station Ward	23	15.35
Leytonstone	101	9.5
Waltham Forest	2,143	9.81

## Leytonstone Town Centre, Sub Ward E01004438, Crime Rate: Average Total Notifiable Offences

December 2009	27	17
November 2009	36	22.67
October 2009	31	19.52
September 2009	48	30.23

### Total Notifiable Offences in December 2009

#### Your Area

Town Centre Ward	27	17
Leytonstone	101	9.5
Waltham Forest	2143	9.81

#### Type of Crime:

#### Other Burglary - December 2009

High Road Station Area	1	0.67
Leytonstone Town Centre	2	1.26
Leytonstone	5	0.47
Waltham Forest	89	0.41

## Met Police Safer Neighbourhood Team Members

SGT COLIN PARKER, PC MIKE SAMUEL, PC LESLEY BEALE  
PCSO ASHLEY MCPHERSON, PCSO JAMES PRINGLE  
PCSO JAHANGIR HUSSAIN

In an emergency please dial: 999

Address: Leytonstone Team Waltham House  
11 Kirkdale Road, Leytonstone E11 3HN  
Phone: 0208 721 2874  
Mobile: 07766 442 713



# e11bid AGM<sup>meeting</sup> & CCTTV Launch

e11bid  
AGM

e11bid  
CCTTV

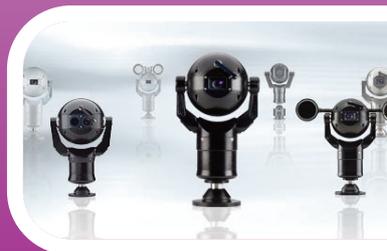


The second e11bid company AGM will take place **Wednesday 31st March 2010** at **Seebo's Restaurant** – 761-763 Leytonstone High Road. The programme for the evening will also consist of guest speakers and the Launch of CCTVe11.

The election of the Management Board will be one of the main agenda items. If you are interested in becoming part of the board, you need to complete a nomination paper which has to be seconded by a board member for positions of your interest. We have amended the makeup to include Non Executive Directors.

All completed nomination papers should have been sent to Reverend Raymond Draper, our Election Commissioner, by the 5th March 2010. Nomination papers and official invites were sent to all e11bid business. If you did not receive your copy or would like a replacement please contact any of the e11bid team.

If you have any queries regarding the roles of these positions, please contact the current chair Mr Fawaad Shaikh email [fawaad@e11bid.co.uk](mailto:fawaad@e11bid.co.uk) or visit the [www.e11bid.co.uk](http://www.e11bid.co.uk). We look forward to your nomination sheets and attendance to the AGM as well as your continued support through the year.



e11bid

We are  
Leytonstone

e11bid  
CCTTV

  
Waltham Forest

## Solar Lights Project Plan

We carried out a project plan which will enable us to pilot our Solar Lights Scheme by the beginning of 2010. Following research, architectural and geographical reports, we selected Burghley Road Passage as the ideal site. The aim of this project is to install energy efficient & alternative powered light sources for this site and once successfully implemented, to expand the scheme to the entire BID area. It is important to point out that this project will require partnership support in order to put into action for the whole of the BID area.

## Trade Waste Management

One of the main concerns of local businesses and residents is waste management. It is a crucial service as the presence of rubbish dumped on the street contributes to a sense of neglect and untidiness. This depreciates the appearance and appeal of Leytonstone BID area.

For these reasons, we have worked closely with the Council to contrast flytipping and we have introduced a pilot scheme that modified schedules for refuse bags and green trade bag collection on Leytonstone High Road and Church Lane. The trial commenced in January 2010 and the new collection times are 6am – 9am on Mondays, Wednesdays and Fridays.

Businesses are requested to place their green trade bags out for collection at the kerbside only at these times. Both residents and businesses should have been advised of these changes via letter by the Council.

Waste placed outside of the new times will risk being served notice under Sec 46/47 Environment Protection Act 1990 and fined or prosecuted for any further non-compliance. The maximum fine is £1,000 for each offence committed and council officers will be carrying out daily checks to ensure compliance is taking place.

We remind e11 businesses on Leytonstone High Road and Church Lane not to place bags on the side roads and not to place bags out for collection as anything outside of that time would be considered to be flytipping. This new policy will not affect any trader who uses a bin for their collections and it is only for those businesses that use bags.

## Green Sculpture

A project plan has already been put together and we hope to start the competition to find a suitable green art feature during the summer 2010. The aim is to support public art through the use of renewable energy. With the e11bid Green Light Sculpture we aim to create a landmark for Leytonstone as well as a focal point for the town centre. The e11bid Green Light Sculpture will become an iconic symbol, contributing to the creation of a sense of belonging to the community.

## Energy Audits

We have arranged for the second phase of our energy reduction and audit scheme for all e11bid businesses. As part of this, a tender is being drawn up for a supplier and management company for light replacement services. Light replacement changes bulbs into led replacements which can reduce by 90% both electricity bills as well as carbon emission.

## Free Car Parking

Every Wednesday in December 2009 was free parking in Church Lane Car Park. This was following on from the success of last year's promotion. Waltham Forest Council took onboard the scheme and to complement our scheme offered further incentives to shoppers by also providing free parking on Saturdays.

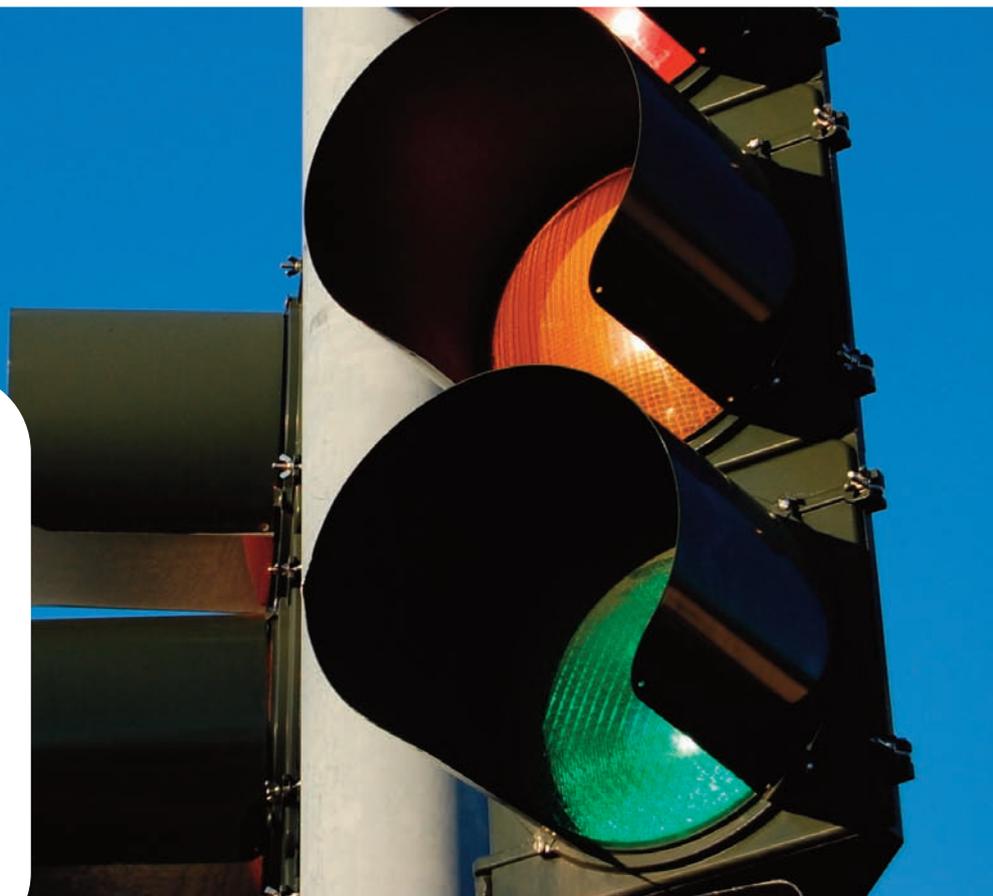
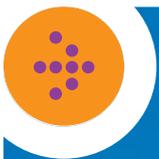
## Streetcar and Controlled Parking Zones

A Streetcar scheme has been approved for Leytonstone and e1bid has managed to get special offers for local businesses and residents to join the car club. Vouchers and leaflets will be paid for and distributed around the area over the coming months.

Talks and plans are still ongoing to utilise the CPZ as dual use zones when least active however, the proposed Waltham Forest council car parking consultation has not yet begun.

## Monitoring Light Sequence and Road Mapping Feasibility Report

Our next apprentice's first role will be to create a monitoring system for traffic lights and vehicle flow in/out of the BID area. We will combine this with our CCTV system which will allow the e1bid company to gain our own data on traffic issues and start to use this information to lobby the correct partners for change or adaption. Once the data has been collated, a quarterly report will be submitted to the local authority outlining the problems that exist and to develop suggestions on how the traffic problems can be solved.





**Christmas in  
Leytonstone  
2009**

an **e1bid** pull out special

The judges for the Christmas Window Dressing  
Competition have announced the following results:

**Leytonstone Spirit Festival Award**  
**Zain's Greeting Cards**  
**£500**

**Best Decoration Award**  
(Small Business)  
**Seebo's Restaurant**  
**£300**

**Best Decoration Award**  
(Large Business)  
**O Neil's Pub**  
**£200**

Cllr Marie Pye kindly visited the successful businesses and awarded the winners certificates and cheques for £500, £300 and £200 respectively. Congratulations to the winners and good luck to the other businesses for 2010. We also would like to thank Waltham Forest Council for contributing to the prize fund.





The e11bid company proudly led the organisation and delivery of a variety of successful activities over the Christmas period. We worked closely with local stakeholders to ensure the success of the range of Christmas activities.

To celebrate the beginning of the festive season, we switched on the Christmas Tree, Library and Street lights in Leytonstone Town Centre. We were joined by Callum Best, the celebrity son of George Best, the Archdeacon of West Ham as well as civic stakeholders. We had an large attendance of local families and children who were entertained by a Santa's Grotto and a Rodeo Reindeer, with music and face painters. We had to cancel the Fun Fair event planned as part of the switch on event, but we are trying to reschedule the dates for later this year.



The Leytonstone's Art and Crafts Christmas Market was the main event scheduled for Christmas 2009 and to accommodate the wide interest from stallholders we had to extend the market over both St Johns Church and High Road Methodist Church as well as the former Woolworth site.

e11bid company also supported the Leytonstone Library Event and Christmas Pick 'N' Mix, where we offered a range of activities such as a booksale, face painting, Christmas quizzes, as well as performances by local artists and the sale of items made or sourced locally.

The other e11bid events we were involved with included the Winter Crime Prevention, Late Night Shopping, Free Car Parking and, following the success of last year, the Christmas Window Dressing Competition.

## Connected, Attractive Town Centre

High level discussions have begun with British BID's TFL liaison officers and the e11bid staff. We are preparing for a partnership review of investment and refurbishment to the underground and bus station areas. The other topics on the list include short-term improvements leading up to the Olympics, now that the proposed £5m refurbishment for Leytonstone Tube Station will not happen.

We have also developed a study on the aesthetics with a view to an improved physical environment. The study constitutes a proactive project work for improvements to the streetscape, pedestrian environment and public realm on key public spaces in and around Leytonstone.

## Replanting of Trees in the e11bid

As some of you may have noticed, we have some significant levels of pollarding and other associated activities with regard to our street trees across the BID area. Due to poor health, some trees have had to be removed. Some sites have had the stumps left in for full removal shortly.

We feel that the trees could have been preserved and could have been kept in the loop in advance of planned maintenance works. Our comments have been acknowledged at a recent Standard Services Review Panel meeting. We have asked that any tree that has had to be removed should be replaced during the next tree-planting season, as a matter of priority.

## Townscape Design Feasibility Study

We have carried out an in-depth Townscape Design Feasibility study that focuses on sector analysis of the retail market, customer profiles and sets up a long term strategy for a prosperous Leytonstone. The night time economy has been highlighted as the way forward to enhance Leytonstone's appeal. We are working with our partners on the best way to move forward and we will keep you updated on our progress.



## Community Payback

e11bid company has been working with the Met Police Safer Neighbourhood Team with the feasibility of projects to be undertaken by members of Community Payback. The project directs people on community support to remedial activities that need to be carried out within the BID area. The areas initially identified include the clearing of shared alleyways behind shops. Projects can be identified by any business and will be suggested to the Payback staff through our team.

## ShopWatch and PubWatch

The last e11bid Security & Licensing Luncheon meeting was held the 16th December 2009 at Barburchi. There was a very good turnout of local members, including the Metropolitan Police Team, Waltham Forest representatives, pubs owners and security guards. The focus of the meeting was on licensed premises and Anti-social behaviour. We also have discussed the latest updates regarding the CCTVe11 project. The next security and Licensing meeting has been planned for the 25th March 2010. For more information contact the BID team on [shopwatch@e11bid.co.uk](mailto:shopwatch@e11bid.co.uk)

We are on the verge of submitting a proposal to SafetyNet for increased support to this valued project. We hope to give the network a more strategic approach by linking it with other primary shopping centres in the Borough. The added benefit of a locally monitored base station will increase value for local businesses to join the scheme and reduce the occurrences of crime in the BID area.



## Lamp Column Painting

The general condition of the lamp columns in the BID area were seen as being below the standard for a town centre in Waltham Forest. After numerous discussions with the council, we submitted a quote document in order to ascertain the cost for the re-paint of the lamp columns in the e1bid. After intensive lobbying the council agreed to commit to the services themselves. The majority of lamp columns have been painted and now look great.

## Street Cleansing

The Council have allocated an additional cleaner to the Leytonstone BID area. The role is for between 8am – 8pm seven days a week and it has been contracted for until March 31<sup>st</sup> 2010. The Council has expressed a desire that the e1bid part-funds this role from April onwards. We are waiting to receive an outline of the cost implications. Let us know if you think the additional cleaner has made a difference to the BID area.



## Town Centre Management

2009 was a year of progress for Leytonstone Town Centre even though the global economy experienced a downturn that affected businesses and individuals at all levels. Despite this, the commercial occupancy rate throughout the BID area is the highest it has been in the past 5 years with a number of long-term vacant properties brought back into use.

### Town Centre Events

We delivered 18 successful events in the e11bid area during 2009. Our Christmas Light Switch-On Event at St John's Church on 26th November was hosted by Callum Best who came off a plane straight to Leytonstone! St John's Church and Lister Road Methodist Church hosted fantastic Christmas Markets that exceeded expectations. A Christmas 'Pick n Mix' family fun day in the former Woolworths building was very well attended and received. Thank you to all involved – particularly local resident and community champion – Julie Stephenson, Reverend Draper of St John's, and Reverend Femi Cole-Njie of Lister Rd Methodist Church.

### Refuse Collection

A pilot for timed waste was introduced in the town centre on 11<sup>TH</sup> January and it is addressing the issue of domestic, municipal and commercial waste being left on the pavement throughout the day. Cleaning standards have improved as has the response time for emergencies. Leytonstone ward walk with ward councillors, local police and Council officers took place in January to address issues identified through observation.

### Business Development

-  San Marino Cafe has been recently refurbished and it now offers additional services as well as later opening times.
-  The former Faz Clothing shop has been granted planning permission to reconstruct the property with a commercial unit at street level and residential development above.
-  Nautilus Maritime Union is relocating, the office building and the new lease may be occupied by a veterinarian company
-  The former Chinese supermarket at 720 High Rd has been granted an A3 licence but is currently unoccupied.
-  The former supermarket on Church Lane damaged by fire has been granted planning permission to redevelop and work is ongoing, hopefully this character-full building will be constructed to its former glory.
-  The Zulus building is closed for refurbishment.

If you have any queries or complaints relating to the baseline services in the BID area then please contact [Dawayne.williams@walthamforest.gov.uk](mailto:Dawayne.williams@walthamforest.gov.uk) or phone 07930 344 180

## Business Support

Business Link continues to offer workshops through the One Stop Shop every Wednesday and will carry on this after the rebranding of the shop. The additional support from the Council will allow the store to carry out an extended outreach service to promote business support to the e11bid businesses.

## [www.easteleven.co.uk](http://www.easteleven.co.uk)

The new website is still being finalised. Launch date was planned for Christmas however there have been delays in approval of text and layout. The final beta for Easteleven website is almost ready to go live.

The new system will allow users to gain access to what Leytonstone has to offer from restaurants to commodities. Next phase once live, is to start promoting the site locally and online to attract new consumers to the area.

In addition to our business database, a secondary list has been created which includes all schools and learning establishments along with an ever growing list of arts groups and individuals keen to participate in a variety of activities in the area. This list now enables us to promote events and information to the whole area in a more concise way. Furthermore, the e11bid company has started to enquire into epos till systems for local businesses. This will allow all businesses who participate to run an online shop and the physical shop in a coordinated fashion.

## Local Purchasing

The last Waltham Forest SME working group meeting took place on the 21st October and the Council outlined measures they are undertaking to increase their spend with local businesses. As all tenders that the Council publishes now appear in the Business Board website, more needs to be done by local businesses to compete for these opportunities. The Council in Partnership with BT, Supply London and the London Business Network are organising a networking event for local businesses on the 17th March at the Olympic Suite, Leyton Orient Football Club. If you are interested in attending please contact us at the e11bid team.

We are currently in discussions to change the e11 consortium into a membership based company in order to maximise potential to boost the local economy.

## Exporting Success

Following the successful application by North London Business to ERDF funding, e11bid company will be working with other partners to deliver the Exporting Success project through the establishment of an export desk. We will be running workshops and specific events in collaboration with other partners and consultants. If you are a SME and thinking of trading abroad please contact [luca@e11bid.co.uk](mailto:luca@e11bid.co.uk)

## Future Developments

Negotiations have commenced with Network Rail regarding the refurbishment of Leytonstone Bridge. The scheme is planned for implementation 2010/2011.

The Council's Property Department are progressing negotiations for the future use of the former Woolworths site. Various commercial operators have expressed an interest. The objective is to secure a reputable retailer that will add to the vibrancy of the town centre. Watch this space for future updates.

# Business Speaks



## Business Link workshop

Whether you are thinking of starting a business or are already started up, the e11bid in conjunction with Business Link in London have teamed up to offer you a local place to go. We understand your problems, challenges and goals and can provide information and advice to help you make the most of your business opportunities.

We run workshops and briefings on a range of business subjects such as **Starting A Business, Sales and Marketing, Business Planning, Finance, Legislation, Business Practice and using IT and the Web** to make the most of your business.

Every Wednesday, starting March 2010 at the  
**One Stop Shop, Conference Suite**, 841A High Road Leytonstone, London, E11 1HH

For a full range of our workshops please see the main e11bid website  
If you would like to discuss your needs further or to book an appointment please contact:  
Gianluca Rizzo t: 0208 558 5500 e: luca@e11bid.co.uk



# USEFUL LINKS

## [www.walthamforestbusinessboard.com](http://www.walthamforestbusinessboard.com)

Visit the board's website to access important information on business support and representation in the borough. Please go through the new section on Tenders, which outlines all the current tenders available from Waltham Forest Council.

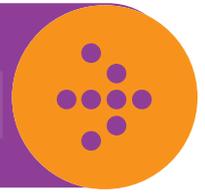
## [www.walthamforest.gov.uk](http://www.walthamforest.gov.uk)

Visit the local authority's website for information on any public sector related services or queries.

## [www.e11consortium.com](http://www.e11consortium.com)

Join the local supply chain and become part of the network of businesses with greater support and notice for public sector contracts.

e11bid



## IF YOU NEED ANY INFORMATION ABOUT ANY E11BID ACTIVITIES PLEASE CONTACT:

### John Clapman

t: 0208 558 5500 e: [john@e11bid.co.uk](mailto:john@e11bid.co.uk)

### Dawayne Williams

t: 079 3034 4180  
e: [Dawayne.williams@walthamforest.gov.uk](mailto:Dawayne.williams@walthamforest.gov.uk)

### Gianluca Rizzo

t: 020 8558 5500 e: [luca@e11bid.co.uk](mailto:luca@e11bid.co.uk)

### e11bid Company Registered Office:

2nd Floor Leytonstone Library, 6 Church Lane,  
London E11 1HG

Tel: 020 8496 1188 Web: [www.e11bid.co.uk](http://www.e11bid.co.uk)

841A High Road Leytonstone Wanstead E11 1HL

Tel: 020 8558 5500

