

# e11bid

business improvement district

COMMERCE AND COMMUNITY FOR 21ST CENTURY

## NEWSLETTER

### Spring 2011



#### Special Features

- Save money with Cle11n
- Olympic Improvements
- Getting local people into work
- Celebrating our success



# Save Money, Save Time and Help the Environment with Cle11n



## Introductory Offer\*

- 30 Bags for Trade Waste Recyclables
- 30 Bags for Residual Non Recyclable Waste

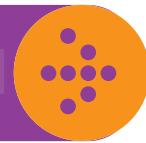
£60 +VAT

\*Normal prices for pre paid bags are £1 for recycling and £1.32 for residual.  
All prices are plus VAT. Further terms and conditions apply.

For more information visit: [www.cle11n.com](http://www.cle11n.com)  
**020 7001 6000 • recycle@cle11n.com**  
or visit

**One Stop Shop: 841 High Rd London E11 Tel. 020 8558 5500**

# Foreword



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Dear e11bid shareholder, welcome to the Spring 2011 newsletter of the e11bid company. Now that the festive period is well and truly over we hope businesses are recharged and ready to make 2011 the year for stability.

Many of you will be feeling apprehensive towards the start of this year as the austerity programs of the Government start to pinch the pockets of the average consumer. The VAT increase will also have a big impact on the way we operate our businesses. Business will have to decide whether to absorb the costs of the rise or pass it onto their customers. We will have to show a special resilience to be able to offer customers an inclusive price that tempts them to spend but at the same time allows us to operate with an acceptable margin.

The e11bid has taken current economic conditions into consideration during its operations and has geared itself towards helping businesses in 2011 to get leaner but meaner. In this edition, you can find a number of projects and free support at helping you to cope and prosper in these difficult times. Some of the headlines featured in this edition include: **Reducing Overheads Through Cheaper Trade Waste Collections, Free Training Courses To Up-Skill Workforce And Free Workshops To Businesses Wanting To Export.**

Apart from our headlines, also included in this edition: **Cctve11 & Shopwatch Networks, Christmas Events, Baseline Operations And Area Signage.**

**Fawaad Shaikh**  
**Chair e11bid**



Please recycle your newsletter after you have read it.

If you would like additional copies of the e11bid newsletter  
please contact: t: 0208 558 5500 e: luca@e11bid.co.uk



**e11bid**  
business improvement district

COMMERCE AND COMMUNITY FOR 21ST CENTURY

Waltham  
Forest  
Business  
Board

We are  
Leytonstone  
One

Waltham Forest

# AGM 2011

e11bid  
e11bid



## AGM

The third e11bid Company Annual General Meeting will take place on Wednesday 30th March 2011 in the main hall of Leytonstone Library. All shareholders will be sent an invitation closer to the time. If you are interested in the work of the e11bid and would like to get more involved then contact our staff who can provide you with more information on roles and responsibilities.

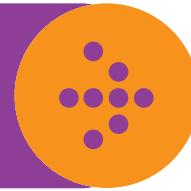
Gianluca Rizzo  
e11bid coordinator  
[E.luca@e11bid.co.uk](mailto:E.luca@e11bid.co.uk)  
[W. www.e11bid.co.uk](http://www.e11bid.co.uk)



## e11bid achievements in 2010

Cleaner Streets  
More Bins  
CCTve11  
Push 2 Talk Shopwatch  
Home Office Grant  
Mayor Of London Commendation  
Cle11n  
Olympic Improvements  
Skills Training  
Workclubs  
Exporting Success





## Top Five Performing BID in the country

Now into their sixth year of operation, Business Improvement Districts (BIDs) are presenting themselves as well-established and mature organisations. Since the concept started in 2005, the growth of BIDs has been rapid with 108 BIDs in existence in the U.K so far. The value and positive impact of BIDs is clearly recognised by business communities around the country, demonstrated in particular by a 100% ballot success rate.

The success of the e11bid has been recently recognised on a national level by the Nationwide BID Survey 2010. The research shows how the e11bid managed to generate external fundings on top of the levy income.

Although the e11bid is amongst the very few BIDs with a levy income inferior to £60K, the survey highlights the e11bid as one of 'Five Top Performing BIDs in Respect of Levy to Income Ratio'. Numerically speaking, we attracted additional income of a total of £128K in the financial year 2009/2010. Compared to the yearly BID levy of £55K, **for every pound you have invested in the e11bid, we generated £3.33 which has been reinvested within the Leytonstone area.**

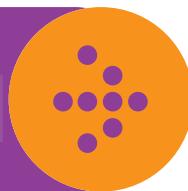
Without your investment and support the e11bid would not be a successful reality, yet without the e11bid a further investment of £128K would not have been reality. This nationwide recognition motivates us even more to keep working hard to achieve Leytonstone's aspirations.

With two years left to undertake a BID renewal, we believe much more can be done, from the delivery of projects and services to the generation of more income for our commercial district. However, we always need your support.



# Clean Britain Awards

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The e11bid in conjunction with the London Borough of Waltham Forest and Kier Street Services had submitted a joint proposal for the Clean Britain Awards 2010 and we are proud to announce that we have been awarded 4 STARS for this prestigious award. While the Clean Britain Award aims at helping put civic pride back into Britain, the e11bid aims at helping put civic pride back in Leytonstone.

Since last year, our town centre has seen the introduction of dedicated full time cleaners. In fact, Leytonstone is looking cleaner than ever before.

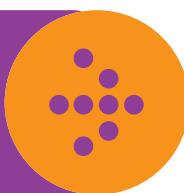
We are working closely with the Local Authority to make Leytonstone a more attractive place to live, work and shop and we feel that everybody benefits from experiencing a clean and tidy urban space.

Leytonstone has been judged on a number of criteria related to standards of cleanliness, for example pavements, pathways and cycle ways, fly tipping, graffiti, litter and waste bins etc.

The winners were announced in March 2011 at the NEC in Birmingham. We competed against a number of other cities and town centres throughout the UK. We hope that with this recognition we can encourage and stimulate your desire to improve civic pride in the run up to the 2012 Olympic Games that we are hosting in Waltham Forest.



# Mayor of London's BID Awards

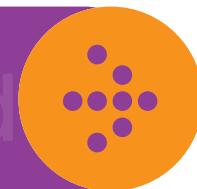


In December 2010, we were awarded a 'Special Commendation' by Boris Johnson, the Mayor of London, for the first edition of 'The Mayor of London's BID Awards' - Scheme. This is another incredible achievement for the e11bid as the London wide programme is aimed at showcasing best practice amongst the Capital's BIDs.

We were commended for Cle11n: the Waste Trade Management and Recycling project that we are delivering in collaboration with Bywaters. The Mayor of London has recognised our efforts to deliver an innovative cost-effective project which has resulted in money-saving benefits for businesses.

The Mayor of London Boris Johnson said: "The diverse range of schemes honoured with these awards really goes to show just how innovative London's BIDs have become in only five years, with huge benefits to businesses, customers and Londoners. In these difficult times it is fantastic to see that businesses, large and small alike, are still keen to invest in their local areas and are actively helping to make the capital safer and more prosperous".

## Love Your Borough Awards

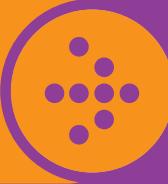


Not only nationally but also on a more local level, the e11bid continues to be seen as a successful organisation able to deliver and provide good value for money. In July 2010, we were awarded the 'Business Champion Prize' by the London Borough of Waltham Forest for our continuous effort to improve the physical environment and the quality of life in the borough.

The e11bid Chair Fawaad Shaikh received the award on behalf of the e11bid. We were selected amongst a number of organisations for our commitment to enhance the economic regeneration in the area, promote economic and social inclusion, tackle unemployment and worklessness, improve the town centre and reduce carbon footprint.

We are Leytonstone

# A Cleaner District Project Cle11n



Many of you will be aware of our biggest project for 2011. Our collaboration with Bywaters has helped us turn our aspirations into reality. The Environment Agency approved our application to become Waste Brokers and we can now dispose your commercial waste. By law, every premise is required to maintain a 'duty of care' for the disposal of their trade waste. Our service will offer a competitive price that, if taken up by shareholders, can be seen as a return on their yearly investment to the BID.

The services offered through "Cle11n" comprehensively cover all levels of commercial waste disposal. However, the focus of the team will be on getting businesses to sign up to the recycling bag scheme. Each recycling bag will cost you £1 and each residual waste bag will be £1.32. You will be able to purchase them locally in minimum quantities of 30, giving you a 3 month 'duty of care'. To let you get on with your business, we will liaise with the Local Authority to ensure enforcement officers know you are covered, saving you time and headache.

From the feedback we received from our members, ease of collections has being a top priority. Currently, the Local Authority only allows trade waste to be on the public realm on Mondays, Wednesdays and Fridays between 6am – 9am. For businesses that sign up to our bag scheme, we are offering access to local drop-off points where they can dispose their rubbish 24/7 with no time restrictions. The waste will be then collected on a daily basis by Bywaters.



# A Cle11ner District Project Cle11n



## We are now Waste Brokers

The launch of our very own trade waste management and recycling service 'Cle11n' sees all ranges of waste removal containers on offer. We also offer skip hire and shop/office clearances services. The advantages for your business are numerous such as massive savings, introduction of commercial recycling for the first time in the Borough, daily collection, new drop-off points etc. In order for us to deliver the project and comply with the current legislation, we have become Waste Brokers. A 'Broker' is an establishment or undertaking that arranges on behalf of others the transport, disposal or recovery of controlled waste, but does not hold or handle it themselves.

If you have not taken advantage of this incredible service yet, then please get in touch with us or visit our sister website: [www.cle11n.com](http://www.cle11n.com)

## Minimum Pricing Outline\*

| ITEM               | CAPACITY   | WASTE STREAM   | WEEKLY RENTAL | EMPTYING CHARGE & WEIGHT LIMITATION |               |             |
|--------------------|------------|----------------|---------------|-------------------------------------|---------------|-------------|
| Bag collections    | 5kg        | Residual       | N/A           | Pre paid                            | £1.32 per bag | Min 30 bags |
| Bag Collections    | 5kg        | Recycling      | N/A           | Pre paid                            | £1 per bag    | Min 30 bags |
| Wheeled Containers | 120 Litre  | Food Recycling | £1.20         | From                                | £13.14        | Up to 90kg  |
| Wheeled Containers | 240 litre  | Glass          | £1.20         | From                                | £7.14         | Up to 80kg  |
| Wheeled Containers | 240 litre  | Residual       | £1.98         | From                                | £9.54         | Up to 25kg  |
| Wheeled Containers | 240 litre  | Recycling      | £1.98         | From                                | £4.74         | Up to 25kg  |
| Wheeled Containers | 770 Litre  | Residual       | £1.98         | From                                | £11.94        | Up to 80kg  |
| Wheeled Containers | 1100 litre | Recycling      | £1.98         | From                                | £8.33         |             |

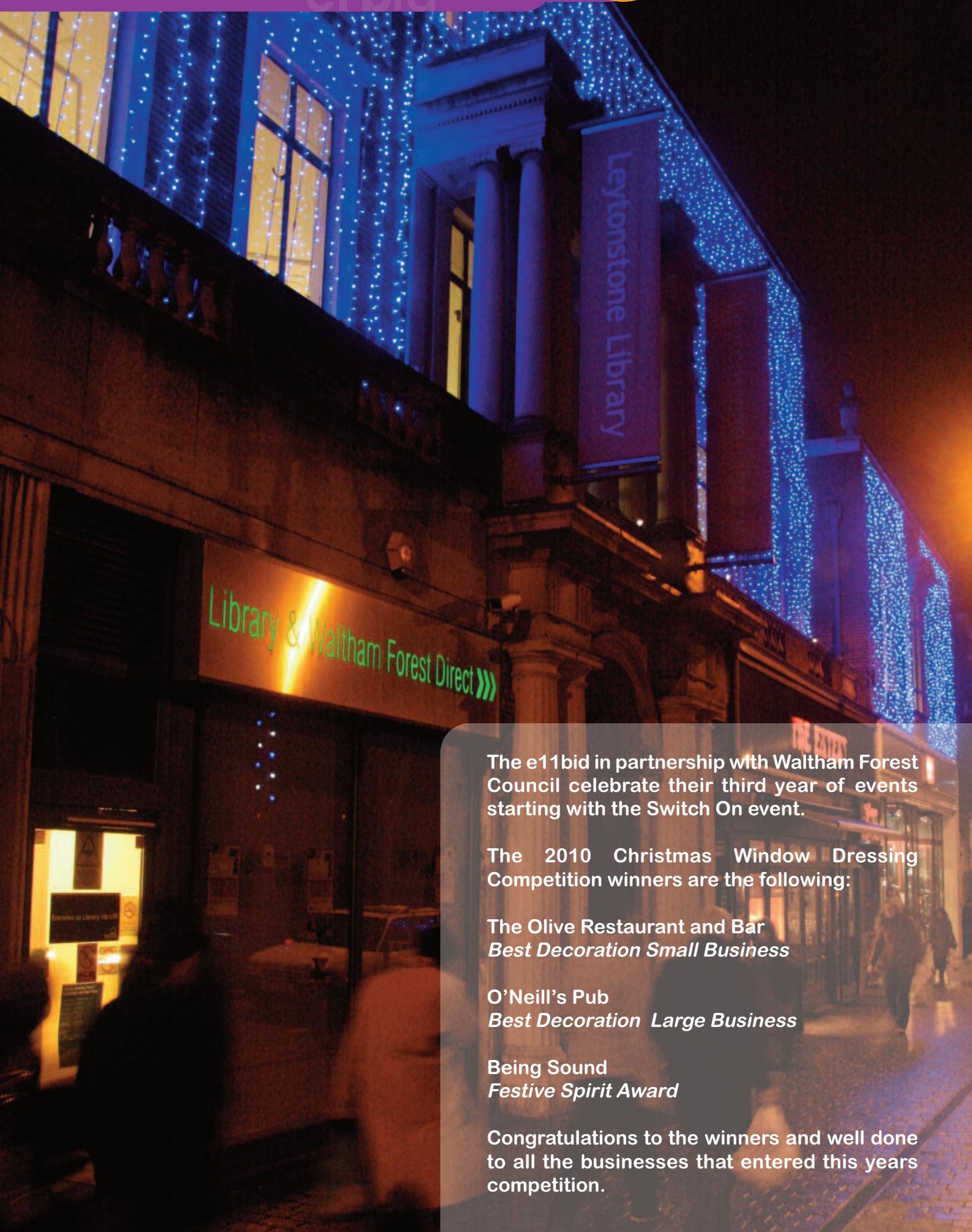
\*All minimum prices are plus VAT and are applicable only to businesses in the London Borough of Waltham Forest. Further terms and conditions apply.

## Duty of Care Focus

Under Section 34 of the Environment Protection Act 1990 all businesses have a 'duty of care' to dispose their waste through authorised trade waste collection services and must be able to prove this. The 'duty of care' is a law which says that you must take all reasonable steps to keep waste safe. If you give waste to someone else, you must be sure they are authorised to take it and can transport, recycle or dispose it safely.

The Local Authority requires the provision of a contract called 'transfer note' with a recognised waste management organisation to dispose your trade waste. You must ensure that you are disposing your waste according to the current legislation if you want to avoid fines up to £20,000 and/or 6 months of imprisonment.

# Christmas in Leytonstone 2010



The e11bid in partnership with Waltham Forest Council celebrate their third year of events starting with the Switch On event.

The 2010 Christmas Window Dressing Competition winners are the following:

**The Olive Restaurant and Bar**  
***Best Decoration Small Business***

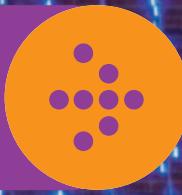
**O'Neill's Pub**  
***Best Decoration Large Business***

**Being Sound**  
***Festive Spirit Award***

Congratulations to the winners and well done to all the businesses that entered this years competition.

# Christmas in Leytonstone 2010

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# Branding Leytonstone



Many of you will have noticed the new 'Welcome to Leytonstone Business Improvement District' signs that have been installed in the past months. If you have missed the three signs, they can be seen at the entry points into the Leytonstone BID area, which are the Green Man Roundabout, Leytonstone High Road Bridge and Gainsborough Road.

In the coming months, look out for the e11bid signage and promotional campaign for our CCTV network; the 'Cle11n' promotional material and refuse drop off points; the branding of the litter bins and new street furniture.



## Olympics Improvements Scheme

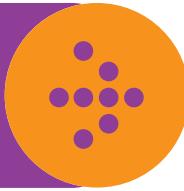


As the 2012 Olympic Games get closer, the e11bid and the London Borough of Waltham Forest are making sure that our community and residents get more from the Games. Amongst the major efforts, our aim is to create long-lasting and visible benefits for the local community by investing in our streets. The Local Authority has secured £2million funding from TfL to invest in making Leytonstone's streets safer, more vibrant and attractive. The 'High Road Leytonstone Corridor Scheme' involves both a general upgrade and repair as well as new site-specific proposals. The works are due to be carried out during 2011 and 2012. The proposed improvements will be made to Leytonstone High Road and the e11bid area are listed below:

- **Promoting Sustainable Forms Of Transport Through The Improvements To Cycling And Walking Facilities**
- **Enhancing The Built And Natural Environment**
- **Changing The Look Of The Area To Encourage A Safer Environment**
- **Improving Accessibility**
- **Improving Transport Flow By Upgrading Existing Traffic Signals**
- **Remove The No Entry On Kirkdale Rd Into The High Rd.**
- **Extend The Tree Illumination Scheme Throughout The Bid Area**

If you require more information on the improvements of our BID area, detailed scheme plans are available on-line at [walthamforest.gov.uk/traffic-schemes](http://walthamforest.gov.uk/traffic-schemes). Feel free to let us know what you think of the proposals and we can submit your opinions to the Local Authority on your behalf.

# Future of Town Centre Management

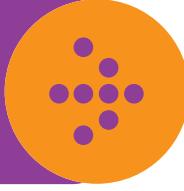


Many of you will know that after many years of reviews the Local Authority has now deleted the function of Town Centre Management in the Borough. For the last three years we have been the last town centre in the Borough to have held on to the function delivered by the Local Authority through Dawayne Williams. Unfortunately that partnership has now ceased and Dawayne's last day was in December. We wish him well for the future and thank him for his valued contribution throughout the years to Leytonstone.

We will keep you posted on any developments, but we have had assurances from the Local Authority to continue to support the e11bid and the projects within the remit of the baseline agreement.



## Business Support



The last business support open day was organised on Thursday 2nd December 2010. For the Christmas Enterprise Day, we teamed up with Business Link to offer an afternoon of free advice and information on how to run more successfully a business.

Leytonstone businesses had the chance to get advice from the LBWF, the WF Business Board, the NHS, the Met Police and Bywaters. Watch out for the next business open day, as the e11bid businesses that attend will receive a free £5 book of parking vouchers.

# Safe and Sound



## Shopwatch Update

As always the e11bid company has been keeping an eye on any criminal activity that occurs within the busy retail hub of the BID area. Crime figures have gradually been creeping higher over the last few periods and we are meeting regularly with the SNT to assist in any trends that seem to emerge.

The uptake of the newer shopwatch radios has been slower than anticipated but we are confident that when the administrative issues have been resolved most of the larger stores will be on the network. Once the majority of the larger stores are online we will start approaching the smaller establishments to quell any anti social behaviour concerns they have. If you are planning to sign up to the scheme, please get in touch.

The last Security and Licensing meeting was widely attended and we encourage any business to attend the luncheons. With a view on any perceived activity or just to have chat with the local MET Police and SNT, help us to keep the crime down in Leytonstone. At the meetings, we have live demonstrations of the new radios and the 'CRISP' software and we distribute newsletters with a focus on latest local criminal behaviours. To subscribe to our data protected intelligence bulletins, become a member of the scheme and you will benefit from many other advantages.

### TOWN CENTRE NOTIFIABLE OFFENCES

| Month          | Crimes | Crime Rate |
|----------------|--------|------------|
| October 2010   | 34     | 21.41      |
| September 2010 | 39     | 24.56      |

### WF NOTIFIABLE OFFENCES IN JANUARY 2011

| Your Area      | Crimes | Rate  |
|----------------|--------|-------|
| Town Centre    | 39     | 24.56 |
| Leytonstone    | 124    | 11.66 |
| Waltham Forest | 2238   | 10.25 |

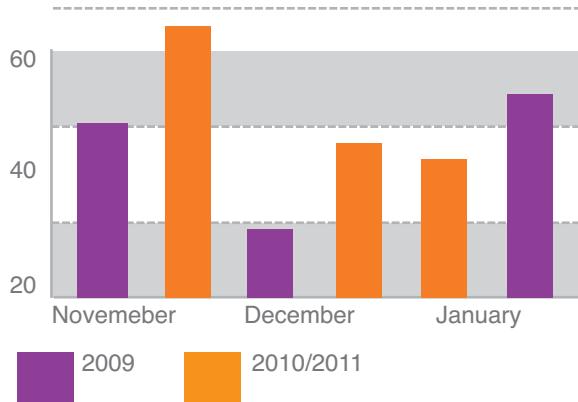
### TOWN CENTRE BURGLARY

| Month         | Crimes | Rate |
|---------------|--------|------|
| December 2010 | 3      | 1.89 |
| January 2011  | 0      | 0.00 |

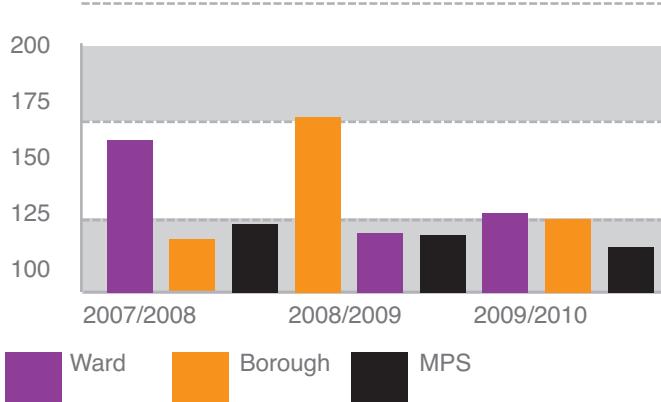
### LEYTONSTONE BURGLARY

| Month         | Crimes | Rate |
|---------------|--------|------|
| December 2010 | 3      | 2.00 |
| January 2011  | 0      | 0.00 |

### CRIMES



### CRIMES PER 1000 POPULATION



# CCTVe11 Update



Most of you are familiar with the new cameras in the e11bid area and for those new to the district, the signage explaining their use will go up in the near future. This year starts a new phase of the operation of the CCTV. We have partnered with Cardinal Security Group to monitor our cameras during pre-set hours. While the 24/7 coverage will continue, we have ensured that during business hours our members are covered. Those businesses who are part of the Shopwatch scheme automatically gain membership of our Security Partnership Panel. Benefits include, direct connection to the base station through the radio network and many more.

Beside monitoring criminal activities, the cameras will also be carrying out functions related to counting footfall in the BID area, littering & fly tipping enforcement as well as the primary function of working with the Police and other stakeholder partners to reduce crime and anti social behaviour.

Next stages of the evolution of the CCTVe11 project will be to maximise on the number of local businesses and stakeholders subscribing to our monitoring services. The long term aim is to have a self-sustainable monitoring station providing 24/7 coverage for the area.



# Free Business Support



| DATE                        | NAME                             | VENUE               | ADDRESS                        | INFO  |
|-----------------------------|----------------------------------|---------------------|--------------------------------|---|
| 24th March 2011<br>4-7pm    | 2012 Olympics                    | One Stop Shop       | 841a High Rd,<br>London E11    | A12 closure consultation                      |
| 30th March 2011<br>6-9pm    | E11BID AGM                       | Leytonstone Library | 6 Church Lane,<br>London E11   |   |
| 20th April 2011<br>6pm-7pm  | E11BID WorkClub                  | One Stop Shop       | 841a High Rd,<br>London E11    | In partnership<br>with JCP                    |
| 21st April 2011<br>1pm-2pm  | ShopWatch                        | One Stop Shop       | Leytonstone                    | Luncheon                                      |
| 8th June 2011<br>5.30 – 7pm | Waltham Forest<br>Business Board | tbc                 | Waltham Forest                 | Quarterly board meeting                       |
| 27th June 2011<br>6pm-7pm   | E11BID WorkClub                  | Leytonstone Library | 6 Church Lane,<br>London E11   | With light dinner                             |
| Sept 2011                   | Exporting Success                | Alexandra Place     |                                | Networking with<br>Summaries and case studies |
| By appointment              | Exporting Success                | Flexible            | e11bid area<br>businesses only | One on one support<br>and assistance          |

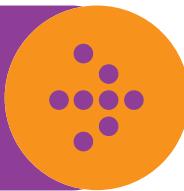
## Travel During London 2012 Games



Towards the end of March, Transport for London will be sharing its plans for temporary changes to part of the A12 during the London 2012 Games. The A12 has been identified as an important route for ensuring that key people like athletes and officials get to the Olympic Park on time. The plans will cover proposals from the Redbridge to Green Man roundabouts. Details of proposals around the Olympic Park will be published later in the year.

There will be an information session at the One Stop Shop on the Thursday 24th March 2011 from 4pm-7pm. Further information is also available online at [www.tfl.gov.uk./ORN](http://www.tfl.gov.uk./ORN)





## Simple Steps to Work

The e11bid and the London Borough of Waltham Forest have partnered with 'Widows and Orphans International' to deliver a variety of free programmes for local businesses and residents. One of the Local Authority's top priorities as well as of the Leytonstone BID is to get local people into work. With the widespread budget cuts announced by the Government it is vital for you to receive free assistance and support.

The e11bid has managed to secure a number of free workshops and courses for any businesses and local residents. The delivery partner 'Widows and Orphans International' is mainly based at the One Stop Shop, Leytonstone. The free vocational training is offered in subjects including: construction, catering & hospitality, health & social care, business administration, security, customer service and railway engineering.

**Your business and your staff can benefit from a range of free courses, below some of them:**

**Child Minding**

**Award in Food Safety in Retail**

**Award in Health and Safety in the Workplace**

**Basic Mental Health**

**Award in Food Safety in Catering**

**First Aid at Work**

**Award in Health and Safety for Carers**

**Award in Hazard Awareness**

**Customer Care; Basic**

**Award in Health and Safety for Catering**

**Award in Emergency First Aid at Work**

**Award in Food Safety in Catering**

**Moving and Handling, Basic**

**SIA Door Supervision**

**NVQ Business Administration Level 2**

**NVQ Railway Engineering Level 2**

**NVQ Cleaning and Support Services**

**Security Guarding; Level 2**

**Film making; An Introduction**

**Introduction to Catering; Basic**

**NVQ Health and Social Care Level 2**

**Introduction to care**

**Award in Health Promotion Level 1**

**Award in Health and Safety in the Workplace Level 2**

**NVQ Costumer Care Level 2**

**NVQ in Passenger and Vehicle Driving Level 2**

**Railway Engineering PTS**

If you have not found a course relevant for you and your business, the e11bid through the Worknet Programme can offer employers additional services that can compliment your business needs and potential. Free screening and recruitment service to local businesses; customised vocational skills development for your new staff and business as well as outreach and recruitment activities to attract, train and offer employability support to local residents.

It is estimated that the Worknet programme will help around 4,000 people a year, make sure you and your business is one of those!

For more information and to secure a free course, please contact us

**Widows and Orphans International**

**Tel: 05603451220 One Stop Shop 841a High Rd E11**

**E. cali@worphan.com E. trini@e11bid.co.uk**

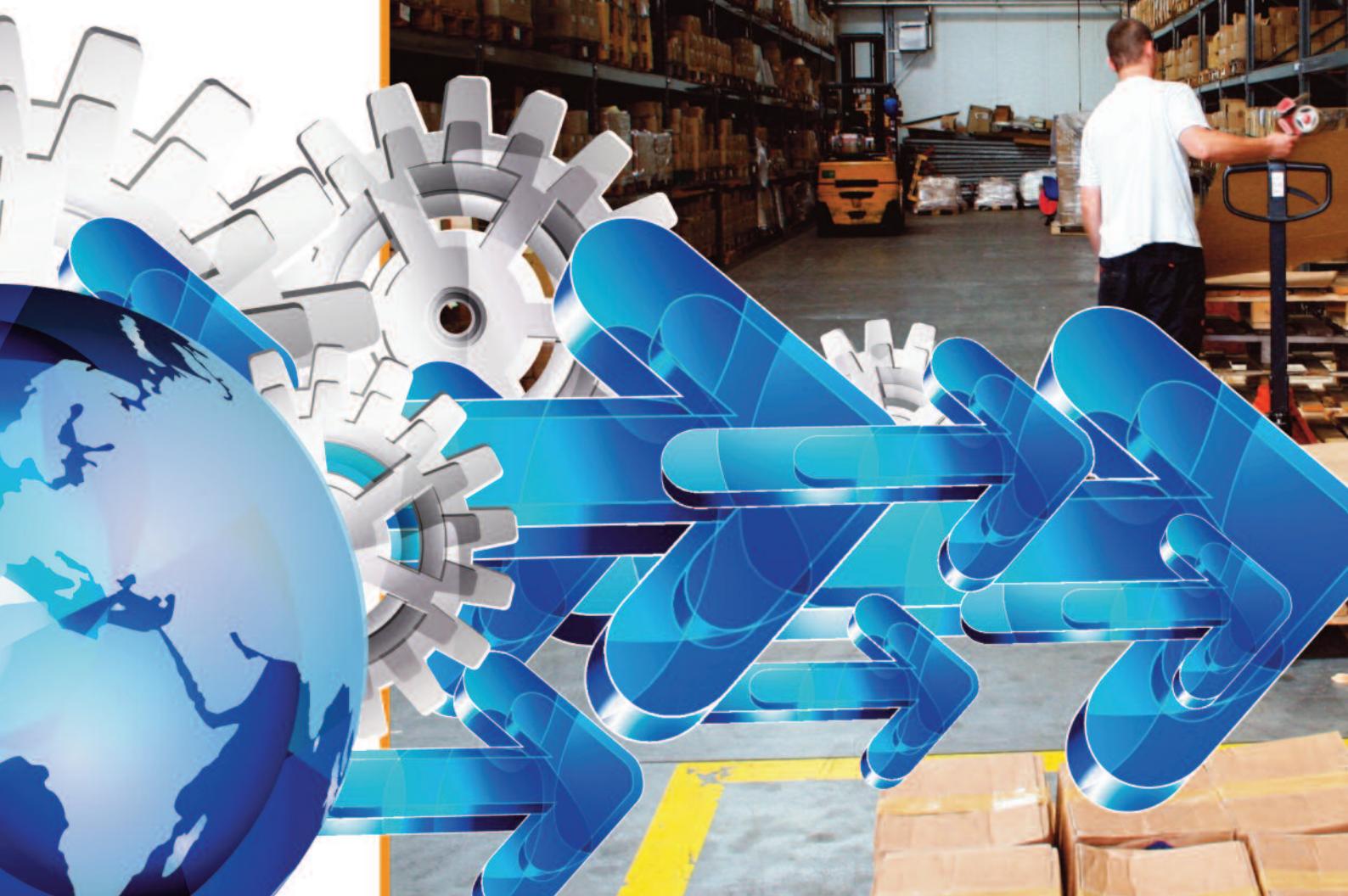
# Exporting Success



Exporting Success is an ERDF funded project which aims at helping your business to export your goods and services in new markets. If you are planning to identify the potential for exporting to Europe and emerging markets, our advisors will assess your business and offer support free of charge.

A number of Leytonstone's businesses have already taken advantage of this fantastic offer. If you are interested in the project, please get in touch with us but hurry up as places are limited.

One-to-one meetings, workshops and events are also available. For any other information regarding this project, please contact: **Gianluca Rizzo t: 020 8558 5500 e: luca@e11bid.co.uk**





NO EXCUSES  
£80  
FINE

# It's criminal

We collect 16 tons of rubbish every morning in Waltham Forest.

There are over 1,800 bins in the borough, there is no excuse to drop litter.

If you're just as sick of offenders  
rubbishing our streets

**REPORT IT 020 8496 3000**  
[www.walthamforest.gov.uk/wipeitout](http://www.walthamforest.gov.uk/wipeitout)



WE'RE WIPPING  
OUT LITTERING

Sponsored by  
**RINEY**





The next few years will see the e11bid area transformed thanks to the investment of the Olympics coming to our Borough. So far, we have managed to strategically position ourselves in London as a leading award winning organisation for the management of Leytonstone.

Our primary function of bringing the baseline services delivered beyond agreed standards has been successful, gaining nationwide coverage on its impeccable standards. For many of our shareholders the service being delivered by CCTve11 alone has been worth their investment.

However, we are keen to win the support of everyone and to listen to your needs so please look out for our feedback questionnaires that will be delivered to all shareholders.



## Gianluca Rizzo

t: 020 8558 5500 e: 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)

## USEFUL LINKS

### [www.e11bid.co.uk](http://www.e11bid.co.uk)

Visit our own website for information related to our latest events and projects.

### [www.cle11n.co.uk](http://www.cle11n.co.uk)

Visit our dedicated Trade Waste Management and Recycling website to find out how you can save money. Detailed information regarding our scheme are also available online.

### [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.

