

commerce and community  
for the 21st century



### OUR REMIT INCLUDES

- > CLEANSING AND MAINTENANCE
- > CCTV
- > CAR PARKING
- > STREET FURNITURE
- > STREET LIGHTING
- > POLICING
- > STREET WARDENS AND PCSO's
- > TOWN CENTRE MANAGEMENT
- > TOURISM
- > FESTIVALS AND EVENTS
- > WASTE MANAGEMENT
- > HIGHWAYS ENGINEERS
- > TRADING STANDARDS
- > LICENSING
- > BUILDING PLANNING
- > TOWN CENTRE PLANNING
- > ECONOMIC DEVELOPMENT
- > REGENERATION
- > TRANSPORTATION
- > BUSINESS SUPPORT



## Welcome

This Autumn Newsletter of the e11bid company is sent to all businesses who invest into the e11bid company and aims to keep you up to date with the progress on projects and the work we are doing.

The last five months have been extremely busy and the board of directors have been working in partnership with the Council, NHS, Police and other Key stakeholders to ensure all services aimed for the e11 area are directed through our town centre management. The baseline work has been extremely testing with the handover of vital street cleansing services to Kier Group, but we are beginning to see why the vital ingredient to get cleaner streets is to work in partnership.

Significant parts of this newsletter include the baseline services report, projects progress report and e11bid partnership brands.

Watch out for Car Free Day on the 21st September where we hope to launch our new lifestyle website [www.easteleven.co.uk](http://www.easteleven.co.uk)

Please visit our website [www.e11bid.co.uk](http://www.e11bid.co.uk) to stay up to date with our progress and until our e11bid coordinator is in place the board is easily accesible and we welcome input from all hereditaments.

Fawaad Shaikh  
Managing Director e11bid company

## Olympic Approach Project

A major urban design and streetscape study of the main corridors into the Olympic Park in the south of the borough is now taking place. It will look at the proximity of Leytonstone to the Olympic Park. Combined with a structured management model it has influenced a focus on the aesthetics and infrastructure of the BID area leading into the Olympic Park. Urban Practitioners have been commissioned by the Council and are developing proposals in conjunction with the BID Company. Aspects of the scheme may include a detailed study of the creation of a town square on Church Lane, a co-ordinated approach to street furniture and lighting schemes, creation of a public art sculpture at the Green Man round-about, refurbishment of the Network Rail bridges, and also improved pedestrian links across the A12 Link Rd.



## Cleaner, Safer, Greener

This is a London Borough of Waltham Forest Council project to carry out high visual impact improvements to the streetscape throughout the BID area. This is an example of the benefits of being part of the e11bid as we are making your investment bring added value to the area by securing additional investments. These projects have to be programmed before March 2009 and will have a sustainable impact on visual amenity. Proposals we have put forward that fall under our 5 year business plan include re-surfacing, signage and lighting improvements in Browning Road conservation area; extended the footway improvement programme at the southern section of BID area; raised planters across BID area; new pedestrian and vehicle signage; anti-clutter initiatives; hanging baskets, additional tree planting & floral arrangements; as well as graffiti removal and drainage maintenance across the zone.





## Marketing and Events

Five events are proposed for delivery before March 2009 that included a contribution to Leytonstone Festival for various attractions; sponsorship of the international food court and entertainment for Car Free Day on 21st September; Xmas Light Switch On and Week Long Festive Programme including added Christmas lights investment and our very own Christmas Tree in St Johns Churchyard; Leytonstone Food Festival to take place in December 2008; and the Arts & Craft Fair planned for March 2009.



Revellers at Car Free Festival 2007

The e11bid brand is widely respected within the town centre/BID network and various aspects of the proposals form part of a wider strategy to encourage inward

investment and attract greater attention regionally and nationally. Projects which will form a large part of these events include the forthcoming [www.easteleven.co.uk](http://www.easteleven.co.uk) website; BluAd; Digital display boards; free parking and subsidised parking vouchers. We hope the combination of all of these projects will help greater engagement with customers, enhancing trading conditions and increasing footfall in the BID area.

## Planning Framework Study and Town Centre Health Check

This work stream involves a comprehensive study of the planning use classes and vacant commercial premises in the BID area. A periodic status report will be prepared that will identify under and over provisions, in order to create a rich mix of commercial representation. Data will be analysed to underline trends over the five year period of the BID.

## Burghley Passage Project

This project is not part of the BID project list and no funds will be used from the e11bid budgets, but is an additional pilot project we are taking forward which includes resurfacing, security and lighting improvements in partnership with LBWF Highway Maintenance and the private sector. Project cost and funding structure are currently being assessed however the aim is to create a safer environment and discourage anti-social behaviour, decrease incidents of crime and establish a provision for commercial and domestic waste including flats above shops.

## Baseline Services

The projects listed in the E11 BID plan are added value to the primary function of a BID which is to monitor and guarantee a minimum standard of baseline service provision for which businesses pay rates.

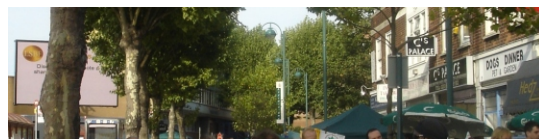
The baseline services listed below are compulsory services provided locally that are measured to ensure a minimum standard of service provision from the local authority, public agencies or contractors employed to deliver a service. The services all have an impact on how the BID area functions and the quality of the public realm.

*Compulsory baseline services include:*

Highway Maintenance; Street Lighting; Highway Enforcement; Trade Waste, Street Cleansing; Policing; Street Wardens; CCTV; Winter Maintenance; Town Centre Management; Planning and Business Support.

*Additional non-compulsory areas of service provision that LBWF as the statutory authority have committed to provide locally include:* Car Parking Services; Regeneration; Transportation Planning; Health & Safety; Trading Standards; Licensing and Building Control.

High impact areas of service provision such as street cleansing and waste collection are still being fine-tuned but overall improvement has been achieved. Top level commitment and support has been received from the Director of Environmental Services and the recently appointed Assistant Director of Public Realm. More effective monitoring of services and the subsequent "tweaking" will be achieved when additional staff resources are allocated to the operation of the e11bid company.



# The E11 BID – Progress Report for Themes and Projects

The e11bid projects cover 6 themes and 30 projects. The projects range from large to small and will be fully implemented over the 5 year period. The following is an update of the specific work so far...

## Theme 1 – Think Global, Act Local

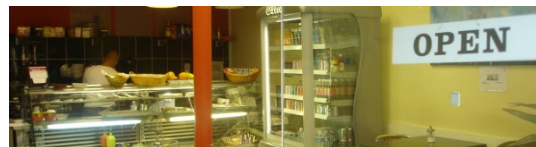
1. Solar Lights – We are currently lobbying for funding from the Cleaner, Greener WF borough scheme to replace 150 street lights in the e11bid area. We will look towards a uniform borough wide approach to Primary lighting but will also aim at having prominent locations showcasing solar technology. In our journey to become an Energy Transition District (ETD) we will also look to other forms of renewable energy to power our town centre.
2. Expansion of waste management and recycling – Negotiations with Kier Group are ongoing however specific directions has to be initiated by WF Environmental services before we can offer businesses a comprehensive recycling package.
3. Light Sculptures – Under our very own TCM we have started a Greenspace Improvement scheme that will leverage funding from Cleaner and Greener as well as from the Olympic Approach budget. Once funding has been improved, considerations need to be given on how to implement scheme through the community.
4. Energy Audits – The free energy audits is built into the [www.easteleven.co.uk](http://www.easteleven.co.uk) website and we hope to launch on the 21st September at Car Free Festival. By completing a simple form you will be offered the best rates for your energy consumption with comparisons and methods to make your business even more energy Efficient.



## Theme 2 –Keep Moving, Stay Smiling

1. One free parking day per week in Church Lane Car Park –LABGI funding requirements ask that we start on this scheme immediately however we are waiting on variations to signage and parking timings to allow for a maximum two hour stay. We anticipate that by Christmas and the late night shopping we will have a comprehensive marketing strategy underway.
2. Regular subsidised parking vouchers in BID area- So far we have given away 40 hour books to local businesses that have engaged in any of our events. The last such event was 'Looking for Finance' on the 6th August at Leytonstone library. Our next business support event will be after the month of Ramadan so please check with the e11bid website for up to date details.
3. Dual use of residential CPZ's – Discussions are ongoing on how best to proceed with this project.
4. Increase in visible signage to car parks – Under a comprehensive signage enhancement package for the e11bid area we have highlighted digital signage and replacement of existing signage to be funded either by Cleaner and Greener or Olympic Approach.
5. Regular monitoring of light sequencing and traffic flow – This was highlighted as a concern to Keith Henshaw (WF Asst Director Public Realm) on a site visit and we hope to see room for further consistency in the future.





### Theme 3 – Streetscape and Environment

1. Subsidised shop frontage design and improvement scheme- Has been raised as a topic to be worked on under Cleaner Greener and Olympic Approach funding.
2. Connected, attractive town centre – The LDA has been asked to commission this report on our behalf in order to fully utilise experts in this field.
3. Tree planting, greening and street flowers scheme – 12 trees have been planted in April/May 2008 in and around the BID area. A number of companies have been approached to quote on requirements of 100 hanging baskets is proposed to Cleaner Greener. In addition to this 6 raised planters and floral carpet bedding have been identified for Green Man roundabout.
4. Townscape design feasibility studies – The LDA has been asked to commission this study on our behalf as it has wider strategic implications.

### Theme 4 - Safe and Sound

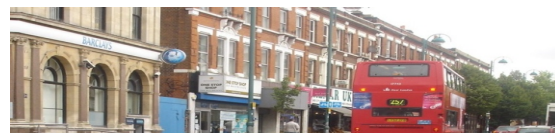
1. Introduce vandal resistant sensors – Sensor was approved in last board meeting but we are awaiting WF public Realm to confirm locations near to Church Lane car park ( known crime Hotspot). Implementation should coincide with the clean up of two Transport for London bridges crossing the A12..
2. Better policing – Currently delivering additional to baseline.
3. Probation and Remedial Work Project –Initial discussions have now started.
4. Localised CCTV Coordination – Site surveys have been completed by a number of companies and we are looking at 7 cameras installed in e11bid area. They will be recording 24 hours a day and have memory capacity for 30 days. Print, record, voice and sound facilities included. Only accessible by key partners and infrastructure will support growth in crime prevention budget to allow for staffing resource in year 3.
5. ShopWatch – All local radios are working! Luncheon was on 30th July where we had 22 attendees from stores across the area. Tesco, McDonalds and Matalan are all back on track. The scheme has been gaining support across the borough and £4000 has been earmarked from the BCU fund to pay for a mast in the Bakers Arms area. This would allow the linking up of the boroughs two radios schemes into one.

### Theme 5 – A Cleaner District

1. Undertake special environmental cleans ups – Burghley Rd alleyway is now cleaned on a regular basis and Kier Group have agreed to walk through it twice a week. An extra community cleaner beat joined Leytonstone and we have three good workers (Junior, Pavla and Monika) who are working in the BID area. They clean Leytonstone High Rd from the Green Man Roundabout to the Rail bridge plus all headings (first 10 meters) of all the surrounding roads, Church Lane (litter picking of all surrounding green spaces and Church yard), footbridge to Dyers Hall Rd and Plaza, Lemna Road, Harrington Road, Vernon Road and Davis Lane. All of this is now done on a daily basis. There's also 4 extra litter bins been positioned on Harrington Road, Vernon Road and Davis Lane. additional to this deep cleansing quotes for the pavements have also been asked for from Kier Group and other private contractors.
2. Removal of fly posters and graffiti – Awaiting clarification from WF on their position on new scheme.
3. Chewing gum removal strategy – We are in discussions with a number of private companies as well as Kier Group regarding the removal of chewing gum from our pavements as well as the strategy to deter offenders from discarding chewing gum on our pavements. The Smartbin has been identified as a potential for discarding ashtrays and cigarette butts. Has also been built into options for Cleaner Greener.
4. Branded litter bins in key areas – New bins are already in place across the BID area. We are trying to establish some type of consistency between the bins before branding them. Other furniture and branding will begin to be implemented as projects are rolled out. All of these are under Cleaner Greener and Olympic Approach funding Streams.







## Theme 6 – Locally Empowered and Marketed

1. Localisation of town centre management – The first draft confirming the partnership with Waltham Forest Council has been seen and is going through our legal team. This agreement from WF guarantees the devolution of TCM for the BID period. Shifa Mustafa (WF Asst Director Development) on a site visit has been very positive and we hope to work with her to extend the remit of TCM. Martin Esom (WF Exec Director Environmental services) on a afternoon visit gave assurances that the extension of powers for TCM to include enforcement, planning and licensing authority will also now be considered.
2. Interactive website –Website is working and main body and back end is functioning. Launch is anticipated on Car Free Festival 21st September however marketing strategy needs to be developed and is now the focus of our attention.
3. Business support – The LSBF One Stop Shop has done four business link workshops and has organised a Number of business engagement events including security and licensing luncheons, Looking for Finance (6th Aug 08 @ Leytonstone Library) WF enterprise, employment and skills outreach exhibition (24th August - Walthamstow TC). We have also engaged with Barclays Bank and GLE One London to showcase financial products to hereditaments. AON insurance have also been approached for a blanket insurance policy for Leytonstone. Also, StreetCar negotiations are underway for hybrid low cost car and van rentals to be located in the town centre.
4. Local purchase and supply chains – Paula Arkell our Supply Development Officer who works for the East London Business Place (ELBP) based in Canary Wharf has been tasked to ensure WF businesses are on the [www.competefor.com](http://www.competefor.com) database as well as procure contracts from the 5 Olympic boroughs. More focus needs to be pushed on highlighting the appeal of hereditaments joining the e11consortium and WF supply chain. You can contact her on 020 7537 6480 or email [Paula.Arkell@elbp.co.uk](mailto:Paula.Arkell@elbp.co.uk)
5. Introduction of BluAD – Contractor has already been authorised and paid. They are waiting for the e11bid company to confirm final locations. Marketing strategy around this project needs to be approved before the full roll out.
6. Pilot Street Broadcast project – Due to lack of support from the Council the e11bid company has chosen three locations that we hope to start implementing digital screens almost immediately. Once we have secured an arrangement with the contractor we will let you know of our final locations.
7. E11 events calendar – Events calendar approved previously. Ongoing work at the moment focused on Car Free festival. Xmas events will be biggest event for the year for the e11bid company and Leytonstone.
8. Quality food award scheme –Promotion of Fairtrade products is ongoing and a number of local businesses are already on board. We are assessing the criteria's for businesses to reach accreditation for their excellences. We anticipate a Christmas launch 2008.

### Make yourself heard!

Do you feel we haven't taken your views on-board in our decision making?

Get actively involved in the work of the e11bid company!

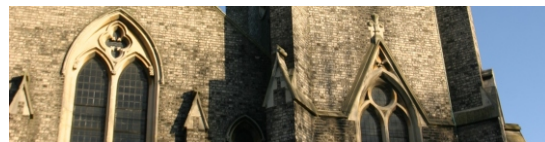
Contact Fawaad Shaikh



### E11BID Company Management Board

Managing Director	Fawaad Shaikh (Web Design UK)
Finance Director	Cllr Johar Khan (Bank of Scotland)
Director	Shah Ahmed (Star of India)
Director	Sally Gorham (NHS PCT)
Director	Cllr Jenny Grey (WF Council)

Our contact details are on the back page



## Fire Precautions

There has been two large fires in the e11bid area that has directly affected hereditaments and it was felt appropriate to go over general fire precautions;

**Fire detection & warning systems:** You must have a suitable fire detection and warning system. This can range from a shouted warning to a comprehensive electrical detection and warning system. Whatever system you have it must be able to adequately warn people in all circumstances.

**A means for fighting a small fire:** Multipurpose fire extinguishers with a guaranteed shelf life may be acceptable. As a rule of thumb you should have one extinguisher for every 200m<sup>2</sup> of floor space with a minimum of one per floor.

**Safe routes for people to leave the premises:** The ideal situation is when there are alternative escape routes from all parts of the premises, although this is not always possible. Where only one route is available other compensatory features may be necessary e.g. making escape routes fire resisting or installing automatic fire detection. The stairway and area near the exit should be kept clear of combustibles and obstructions. The escape route should lead to a final exit. Where the stairway is not fire resisting, the final exit should be visible and accessible from the discharge point of the stairway at ground floor level. High-risk rooms do not generally open directly into a fire-resisting stairway. If your fire risk assessment shows that people using any floor would be unaware of a fire you may require additional fire-protection measures, e.g. an automatic fire-detection and warning system.

**Suitable fire exit doors:** Fire exit doors and any doors on the escape routes should be operable without a key and without any specialist knowledge. In public buildings push (panic) bars or push pads may be required.

**Other matters to consider:** Adequate lighting (you may have to consider emergency lighting). Suitable fire safety signs in all but the smallest premises. Training for your staff or anyone else you may reasonably expect to help in the event of a fire. A management system to ensure that fire safety systems are maintained.

Some very small and simple premises may be able to satisfy all these steps without difficulty but you should still be able to demonstrate that an appropriate process has been carried out.

If you would like further information please visit [www.fire.gov.uk](http://www.fire.gov.uk) or contact the e11bid team.

## e11bid partners

We are securing partnership arrangements with a number of companies and statutory organisations to offer the e11bid investor the widest range of options. Please contact the relevant partner for more information;

**Metropolitan Police SNT** : 020 8721 5008

**WF Street Wardens** : 020 8558 6419

**WF Direct** : 020 8496 3000

**e11consortium:**

T. 020 8558 5500 W. [e11consortium.com](http://e11consortium.com)

**ADK Communications:**

T. 0845 345 9212 W. [adkcommunications.co.uk](http://adkcommunications.co.uk)

## LSBF focus on South Leytonstone



Under the new stewardship of Shah Ahmed the Leytonstone Business Forum CIC is taking on a life of its own and has decided to concentrate on issues directly relevant to the BID area. One of the primary concerns is on how to develop the local economy of South Leytonstone into one that complements the existing services offered in the BID area. We have to be very conscious that the Northern Olympic Fringe takes Maryland point and Leyton Bakers Arms under its main remit and we should try and offer a combined package that gives our whole area a joint appeal.

For more information on how to get involved please contact Shah Ahmed or visit us at the One Stop Shop.

## Over to you...

We need all businesses and investors to be our eyes on the ground and help us monitor the baselines and contractual agreements with the local authority. If you notice rubbish piling up, fly tipping, breaches of trading standards or any other issues that you feel need to be addressed then please collate the evidence and help us to help you.

We can also help you on issues of licensing, planning and small business discretionary rate relief so feel free to contact us to discuss your problems. Send us an email, in confidence if necessary, to [intelligence@e11bid.co.uk](mailto:intelligence@e11bid.co.uk)





## E11BID Boundary Map

All non domestic rateable properties within this area have a statutory obligation to invest 1% extra of their rateable value into the e11bid company in order for us to deliver the 30 projects under our 5 year business plan

**e11bid**  
business improvement district  
company



**e11bid company contact details**

[info@e11bid.co.uk](mailto:info@e11bid.co.uk)  
[www.e11bid.co.uk](http://www.e11bid.co.uk)

Registered Office:  
2nd Floor Leytonstone Library  
6 Church Lane London E11 1HQ  
Tel. 020 8496 1188

For general advice or information:  
**LSBF One Stop Shop**  
841 High Rd Leytonstone  
London E11 1HH  
Tel. 020 8558 5500  
E. [Info@lsbf.info](mailto:Info@lsbf.info)  
W. [www.lsbf.info](http://www.lsbf.info)



Help us uphold your baseline services  
Contact

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e11bid Town Centre Manager

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E. [Dawayne.williams@walthamforest.gov.uk](mailto:Dawayne.williams@walthamforest.gov.uk)

