

Stoke Newington



Business Association
Tel: 0870 777 7622

Welcome to the third edition of the SNBA newsletter.

Please note that if we don't have **your correct email address**, you are missing out! Summaries of each SNBA Committee meeting are now distributed by email, as are key pieces of information, which you risk not receiving otherwise. Please let any committee member know your current email address so it can be added to the distribution list, or simply email your details to info@stokenewington.org.uk

Current Committee

A new committee was elected in September 06 and consists of:

| | | |
|--------------------|------------------|------------------|
| Chair | Michael Sinclair | Sunstone |
| Vice Chair | Ian Aarons | Phillips Estates |
| Treasurer | Rosanne Berry | Rosa's |
| Secretary | Bridget Pedgrift | Bored on Board |
| Committee members: | | |
| | Ricky Catwell | Affinity |
| | Tonya Cavanagh | Askew |
| | Glen Beckford | Bay Health Club |
| | Angela Sheeran | BoredOnBoard |
| | David Rowley | Frame Shop |
| | Julian Korosec | GK Locksmith |
| | Hamdy Shahein | Hamdys |
| | Ged O'Sullivan | Ryans Bar |
| | Sarah Graham | SN Bookshop |

Committee members meet once a month to discuss new and on-going issues. Summaries of each meeting are now sent out by email to all members. The next one is on 22 November.

CPZ Changes

Changes have been made in Zones E Ext and M, and businesses in those zones should have received a summary booklet. Zone G will follow shortly. In addition, the SNBA has circulated a summary by email to its members. We have lobbied hard with the Council over this, and their report demonstrates that having felt the pressure from us, they have attempted to redress the balance between residents' needs and those of businesses. Some will feel their changes do not go far enough, but this is nevertheless a step in the right direction. Most importantly, you need to inform your customers that Saturday restrictions are lifted from

Newsletter No. 3 November 2006

1.30pm, and weekday restrictions will now end at 5.30pm.

Retail Crime

We all know that a lot of retail crime goes unreported. The SNBA feels that this skews crime figures, as crime figures are low for the area. Under pressure from us, the Safer Neighbourhoods Team have put together a Crime Reporting document for use by all businesses in the area. It is VITAL you keep a record on these sheets of all crime, however small, that occurs on your premises. In case you have mislaid your copy, one is attached to this newsletter.

Marketing Workshop

All SNBA members were recently invited to attend a Marketing Workshop organised by the Council. The purpose of the meeting was to identify ways forward for Stoke Newington to market itself as a desirable area in which to shop, eat, relax and be entertained. Stoke Newington is one of the Council's four recognised Town Centres (along with Shoreditch, Hackney Central and Dalston) and as such it is important to establish and maintain its individual identity.

SNBA now has lots of marketing ideas for the future, some of which will need funding and sponsorship, others which we can put together with a little time and commitment. For instance.....

.... Christmas Activities

The SNBA is encouraging all shops to work to a Thursday late-night opening to 8pm throughout December. To make this a more attractive prospect for shoppers, there will be spot sightings of Father Christmas out and about with a sack full of gifts, plus the opportunity to hone your singing skills with carol singers as they make their way round the area. Add to this the delicious aroma of mulled wine and mice pies from several of the local pubs and bars, and the scene is set! Further activities will include story-telling for kids, and decoration-making at the Saturday Farmers' Market.

If you can offer help in any way, please contact Tonya at Askew (tel 020 7249 6333) Ged at Ryans Bar or Angela/Bridget at Bored

on Board (tel 020 7254 9740) - we are still

looking for prospective Santas and offers to lead the carol singing!

Stokey.info

You may be wondering why all has gone quiet on this front - well, the money ran out.

Having persuaded the Council to invest a sum of money to create a logo identity for Stokey and to establish a community web site, further funding to populate the site, which we had understood would be forthcoming, sadly did not materialise. The project is on hold for the moment, but Deputy Mayor Jamie Carswell continues to be very supportive, and we are hopeful that the situation can be resolved.

Watch this space.

HEN

The Hackney Enterprise Network (www.hackneyenterprise.net) was set up to strengthen the voice of small businesses across the borough. It is part of The Innovatory (www.theinnovatory.com), an organisation which offers support to local businesses, especially in terms of new media training.

HEN's awards are for various business acceleration activities. One popular type of award is made for façade renovations to shop fronts. Other awards won by retail business include display advertising and exhibitions. Award amounts are not huge, but it may mean that projects such as getting your shop front renovated or your website developed suddenly become realistic.

Application forms will be emailed out to all members, so make sure we have your email address!

Awards are made to the best five applications received every two months. In the first six months 18% of the applications to the scheme were successful. That's just under two out of ten.

Keep Stoke Newington Tidy

There is an active campaign by local residents to clean up the area, so between residents and businesses, we are getting somewhere at last. Please report any dumping that you see to 020 8356 6688, and the Council will ensure the offending items are removed.

Graffiti is still a problem in the area - if you have graffiti on your premises and would like it removed, the Council will do this for you - simply ring the waste hotline 020 8356 6688

The Pink Party

Rosanne Berry (from Rosa's) catwalk charity evening has sadly had to be postponed, but will be revived in the spring. The raffle however still went ahead, with lots of fabulous prizes donated by local businesses. The draw took place on Friday 17 November in the Stoke Newington Bookshop on the High St, kindly drawn by Deputy Mayor Jamie Carswell. There were many lucky winners, but the top three

prizes went to:

Alice Croucher who won a Trek bike donated by Two Wheels Good; £100 of lingerie from Rosa's was won by Angela Knight, and Bored on Board's Nixon Vega watch was won by Jill Keep. Over £1200 was raised for the charity Breakthrough Breast Cancer. Thanks to everyone who took part by donating prizes and by buying and selling tickets.

Bank ATM Thefts

Local police have reported that the HSBC ATM machine on Stoke Newington High Street has recently been tampered with. A device was used to retain cards in the ATM whilst the PIN number gets copied by a camera attached to the machine, or by someone looking over your shoulder. Police advise that if you do notice anything suspicious attached to the slot on an ATM or if you have your card retained by the machine for no reason you should go into the branch or contact your bank immediately. Be aware of someone trying to distract you when you are putting your PIN number into a machine and use ATMs during the banks opening hours when possible.

Christmas Drinks

Tuesday 12th December - SNBA social evening at The Coach and Horses on the High St, from 6pm. Do drop by and join other members for a few drinks and a chat.

How Do I contact the Business Association?

- by email at info@stokenewington.org.uk
- by phone 0870 777 7622
- via any of the committee members listed above

Useful numbers

Hackney Council Switchboard 020 8356 5000
Waste help-line 020 8356 6688
Safer Neighbourhoods team for Stoke Newington Central Landline 020 8721 2922
Mobile 07879 603037
