



www.willowlane.org.uk

Welcome to Willow BID

Welcome to a bumper issue of the Willow BID newsletter. We have so much news to give you this issue, that we have doubled the size. Please take the time to read through as many of our articles will have a direct impact on you and your business.

We have great news to share on the Wayfinding project (see right), the reopening of the bridge and a brand new website under development plus contributing articles from one of our BID businesses, Imaging & Archiving, advice and guidance from the Police and current business support from Merton Chamber of Commerce.

If you would like to feature your business in our next newsletter, please contact me.



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Willow BID wins funds to improve estate navigation

Transport for London (TfL) has confirmed that Willow BID has been successful in its application for Bids4BIDS funding. It was one of only two applications that received the full match funding sought. This will be in addition to the likely match funding offered by Merton Council.

The timing of this funding opportunity was fortuitous in that we had developed the Wayfinding project with Jonathan Docksey of Design JD and we were considering financial options to implement the project.

The funding will be used to install new, bespoke signage for vehicles, cyclists and pedestrians including those that have travelled by car. In addition to this, the estate will be divided into five colour zones with each zone being depicted by coloured banners hanging from the lamp posts.

This will bring many benefits to businesses including their customers, suppliers and visitors being able to find their way quickly, thus reducing the frustration and friction that we currently experience caused by the logistical difficulties on the estate.

The traffic congestion will also be greatly reduced as those vehicle drivers unused to the estate will find their destination more quickly and overall the 'maze' effect will be greatly reduced.

This funding will prove critical as it will ensure that not only will there be a comprehensive implementation of the proposals, as opposed to a diluted version to satisfy budget requirements, but also the new signage and banners will be introduced over a relatively short period as opposed to a staggered, piecemeal approach.

We owe our gratitude to Tracy Francis (Charlie Apple, the marketing consultants) who was instrumental in advocating the merits of the Wayfinding project in our successful submission to TfL.

We all should be aware that we have to demonstrate the positive results to TfL and this will require your cooperation in providing feedback via Willow BID to TfL.



Work commences on the bridge reopening

Merton Council has confirmed that work has commenced on Willow Lane from its junction with Carshalton Road to the end of the one-way system which includes the two bridges.

This initial phase includes cutting back the vegetation and tree clearance, new fencing, improved footpaths, resurfacing the road, signage, lining and street lighting. Providing there is no intervention of unforeseen circumstances, this work should be completed by the end of March.

Survey work was conducted to produce the basis for designing the remedial work of the bridge over the tramline. The proposed remedial work will require the agreement of Network Rail.

Once agreed the work then will be able to commence on the bridge that will have a three ton weight limit. When completed, it will remain a one-way access route into the estate and there will be a 7ft gate to limit the size of vehicles entering.



One of the core BID objectives sought by businesses was the reopening of this access route, which has been closed for six years. While this has not quite occurred yet, this is extremely encouraging news

and is indicative of the patience of businesses and the efforts of Merton Council and Willow BID who have maintained a constant lobby since the closure all those years ago.

We look forward to bringing you further good news in the next edition of our newsletter.

More mobile phones than toothbrushes



In November, the Estate held its first breakfast event when over 20 businesses attended to listen to Dr Mike Short, an

internationally renowned expert in Electronics and Mobile Telecommunications technology.

“The Road to 4G Communications” was the title of the talk and covered where we are today, the key trends, how the future will develop and the benefits and opportunities that it will bring to businesses.

As well as the advantages that 4G would bring in speeding up communication, the businesses were also reliably informed by the inspired speaker that there were more mobile phones in the world than toothbrushes!

This was a successful event and the good attendance and favourable feedback gives encouragement for holding similar events in the future. As a bonus, it also provided the businesses on the estate with a rare opportunity to network with each other.

This was a partnership effort in association with Merton Chamber of Commerce, who organised the event, and with HSS Hire who kindly hosted with tea and coffee and Café Connect who provided the bacon and sausage rolls plus refreshments.

Please contact the Estate Coordinator if you have suggestions on future talks and events or, indeed, if your business would be happy to host an event.

Willow Lane identified for business expansion

One of Merton Council's main economic objectives is to attract businesses and job opportunities to the borough and they have identified Willow Lane trading estate as a key location. The businesses, for their part, are keen that the number of empty units is kept to a minimum, as this can encourage vandalism or, worse still, lead to theft and burglary of the occupied units.

This can bring benefits to both parties and, as a mark of their commitment, they are funding the production of a new website for Willow Lane that will aim to attract businesses to locate here. This will provide the businesses with another marketing opportunity with a business profile being set up for each business, contact information advertised and links to their own website.

The new website will retain its ability for internal communication, not only between Willow BID and the businesses, but also between businesses including promotions aimed at their immediate and potential customers on the estate. To aid the inward investment drive, a new logo and strap line is also being launched and a property available section will be introduced.

For those that are anxious the appropriate image and details are included in their business profile, please contact the Estate Coordinator.



Data & Records Management

Imaging & Archiving has been providing data and records management services since 1987 to a wide range of businesses and organisations across London and the South East. We have scanned, indexed and stored millions of files, converting paper records to easily accessible electronic images.

After an initial free consultation, Imaging & Archiving will recommend a tailored package of document management solutions to help you to further maximise your productivity.

It could start with the management of the daily incoming post, which can be received, sorted, scanned, indexed and securely transferred, emailed or stored on mirrored servers for all those authorised to access this data from wherever they need.



Or it could be scanning those archived records hidden away in the cupboard under the stairs, allowing you to move to a more paper free environment, or converting the information locked away on those old microfilm records you can't view as the viewer was broken long ago and never fixed.

Scanned records can be encrypted and supplied on password protected media: CDs or DVDs; transmitted by SFTP to you, or held securely for you on our Secure Hosting Service which allows 24 hour access from any web enabled computer. Afterwards, the paper documents can be held ready for access or securely destroyed depending upon your needs.

As part of our document storage capability, in addition to bar coding all files or boxed records, our experienced personnel can provide a full cataloguing and indexing service, including on-site file audits and records management consultancy.

Retrievals and collection services, from or to archive storage, can be made by individual file, box or even single document and include desk top delivery throughout the world via scan and email return. All physical data movements, whether of files, CDs, DVDs or archive cartons, are tracked by bar codes to ensure full traceability.

Whatever the requirements, Imaging and Archiving can help to increase your efficiency and whilst we cannot make the VAT man stay away we can make sure the documents he needs are available when you need them!

www.imagingandarchiving.co.uk

Preventing Car Crime Hide it – Lock it – or Lose It

- Most vehicle crime is preventable. It can take as little as 10 seconds for a thief to steal something from your car. Leave nothing on view.
- Never leave valuable items in your car, including sunglasses, the removable radio cover and your SatNav.
- Wipe away the SatNav mark on your windscreen.
- Stolen number plates are often used to commit other offences including speeding, fuel theft and driving stolen vehicles. Consider fitting anti-tamper screws to your number plate.
- Thieves can lean in through a window and steal in a couple of seconds.
- Close windows and sunroof; lock doors, activate security devices.
- Park with care, particularly at night. Park in a busy, well-lit area.
- Never leave cash, credit cards, cheque book or mobiles in your car.
- Never leave your keys in the car – treat them like cash or credit cards.

CricketGreen.SNT@met.police.uk – To report a non-urgent crime call 101

There have been instances recently on the estate where thieves have walked through an open door of a business and picked up items such as a mobile phone, a handbag and a pushbike. Keep your offices, where valuable items may be lying around, secure and lock items away. It takes less than a minute for an opportunist thief to be in/out of your property.

If you wish to speak to or leave a message for your local Safer Neighbourhood Team, please telephone **020 8649 3576**.



Merton Chamber of Commerce brings opportunities for businesses

Your local Chamber of Commerce is working with Willow BID to provide you with added value to help lobby the Council and other organisations on issues you face and to raise the profile of businesses in the area as key contributors to Merton's economy. Forthcoming opportunities are:

Merton Best Business Awards

Launched on 26th March, there are exciting new categories and great opportunities for you to promote your business. Contact us to find out how these new awards will celebrate the best of businesses in Merton or come to our Awards Workshop.

Take One Campaign – launching at a networking event on 24th April, one of our key speakers will be the Managing Director of Aztec Event Services, a Willow Lane business. Take One is all about businesses linking with local people and giving young people the opportunity to gain real work opportunities.

To find out more about support and advice for your business, contact:

Raymond Kinsella, Business Engagement Manager
Merton Chamber of Commerce

T: 020 8944 5501 - M: 07720 637 304

ray@mertonchamber.co.uk - www.mertonchamber.co.uk

Merton Chamber Events

PR on a Shoestring

17th April – 9.30am-12.30pm

Effective but fun workshop showing you how to be in control of your own successful PR campaigns.

Lunch & Learn – Social Media

24th April – 12.00pm-2.00pm

Unlock the potential to find new customers via social media, whether you're up and running or a novice.

Fire Warden/Marshal Training

8th May – 9.15am-12.45pm

For anyone with a key role in the management of fire safety.

Merton Chamber AGM & Networking

Evening – 9th May – 6.00pm-9.00pm

Networking evening with many local businesses from the borough.

www.mertonchamber.co.uk

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