

HammerSmith LONDON

ISSUE 8



SHOP LOCAL CAMPAIGN

Shop Local and Dine Local is HammersmithLondon Business Improvement District's (BID) new and exciting campaign aimed at highlighting the excellent choice and great value to be found in Hammersmith Town Centre.

The campaign, promoting local businesses, was officially launched in September at Bianco Nero Restaurant and continues to encourage everyone, commuters and residents alike, to invest in our own local neighbourhood and sustain a vibrant, walkable town centre.

You will have seen by now the bright and colourful banners on lamp columns in the streets all around the BID area. These banners say Shop Local HammersmithLondon and Dine Local HammersmithLondon, encouraging everyone to do just that.

Shop Local shows off Hammersmith's amazing retail offer which as you already know, includes some of the biggest high street names in the country, all reflecting Hammersmith's status as West London's best value shopping district.

But did you know that every night is late shopping night? Throughout the week, for example, Benetton and Boots are open until 7pm, Primark and Sainsbury's all open until 8pm, both Marks & Spencer and TK Maxx are open until 9pm and you can find Tesco open right through to midnight.

Dine Local has set out to promote, energise and encourage people to visit and use the wide range of restaurants, cafes and bars in Hammersmith. Maybe you were able to take advantage of the fantastic offers at Bianco Nero, Antonia's and the Fire Station!

All the offers have been on our website and you will also find special menus for Hammersmith's eateries on there too (eg Christmas Menus).





RESTAURANT, BAR, CAFÉ REVIEWS

As part of HammersmithLondon's 'Dine Local' campaign, we will be reviewing a number of eating establishments within the area and publishing our reviewer's comments on our website. We hope that by reading the articles you will be tempted to try out new local places and enjoy the things that are right on our doorsteps.

We have been fortunate to secure the services of Harry Smith, an opinionated local gentleman with a discerning palate and a reputation for enjoying the good things in life.

LONDON IN BLOOM SUCCESS

HammersmithLondon has been successful in winning an accolade at the recent London in Bloom 2008 awards. The competition is run by the Royal Horticultural Society and every year the London in Bloom judges visit the various London Boroughs to judge their commitment to making London greener and more attractive for visitors and residents.

HammersmithLondon entered the competition in partnership with the London Borough of Hammersmith & Fulham for the extensive redesign and planting of areas along Hammersmith Road, and the ongoing seasonal hanging basket programme.

The replanting of Hammersmith Road was achieved with additional support from nearby businesses L'Oreal and Bechtel. As a borough, Hammersmith & Fulham received the high Silver and was very close to a Gold standard.



EVENTS ROUND UP

HammersmithLondon aim to showcase our wonderful restaurants as part of the Dine Local Campaign and many of you will have been at the memorable evenings at Bianco Nero, Chula and the Ladies Night at Antonia's. All our events are open to people who work in the BID area so look out for future events on our website and remember to register early.

CLASSICAL CONCERT IN BENEFIT OF THE MAYOR'S APPEAL FUND

HammersmithLondon was delighted to support the Mayor's Appeal Fund with a series of early evening classical concerts in St Paul's Church, Hammersmith.

Starting on October 28th with Lucy Page (Soprano) and Peter Foggitt (pianist), the series continued on November 11th with Alison Rayner (Soprano) and Chris Eastwood (pianist) and the final concert was held on the 27th November featuring Helen-Jane Howells (Soprano) and Anna Tetsuya (Pianist).

All concerts offer a light repertoire ideal for that early evening wind down and are timed perfectly to finish around 7.15 so that members of the audience can go on to Shop Local or Dine Local!

The Mayor, Councillor Andrew Johnson has chosen the Alzheimer's Society (Hammersmith & Fulham Branch) as his charity for 2008/09. If you would like to donate money to the Mayor's Appeal, please contact the Mayor's Office on 020 8753 2013.





YOGA COURSE CONCLUDES

HammersmithLondon's eight week yoga course concluded late October. In conjunction with the Hammersmith Fitness and Squash Centre, four classes a week catered to over 90 BID company employees. The feedback we have received is overwhelmingly positive. For those of you who wish to continue with your yoga practice, please enquire at the Hammersmith Fitness & Squash Centre about their pay as you go options. A weekly Tuesday class from 1.30 – 2.15pm is now on the timetable, making it perfect to dash out on your lunch break for 45 minutes of rejuvenation.

BOOK SWAP

On 2nd October HammersmithLondon conducted its second book swap of the year in Lyric Square. A big thanks to all those who brought down their unwanted books and swapped them for new ones – that's recycling in action! Stay tuned and check our website regularly as we will be announcing the date of our next book swap in the New Year.

SMOKING CESSATION COURSE CONCLUDES

HammersmithLondon, in partnership with the NHS, has successfully hosted another six week smoking cessation course. If you are interested in quitting smoking in a relaxed social environment with the help of a trained professional and your peers, please email info@hammersmithlondon.co.uk to register your interest.



SAFE & SECURE

PCSO SUCCESSES

Following the successful Business Watch Training Forum at the Novotel Hotel in September, there have been many incidents reported by the event attendees, that were covered at the forum.

These incidents have highlighted the need for more awareness about the different techniques and methods used by prolific shoplifters in their opportunistic thefts. Recently a BID PCSO responded to a call from the security manager of Boots in King Street who had tried to apprehend a shoplifter in store who had then escaped. The PCSO traced the shoplifter to Kings Mall where she saw a man in Sainsburys stuffing goods into his bag and changing his top. The mans clothing did not fit the description given by the Boots security manager, but the PCSO was still suspicious. This is a known shoplifting technique, covered in the forum, where thieves will change their clothes and transfer stolen goods into another bag so that they do not fit the reported description.

The PCSOs would like to pass on their thanks to the security staff of the BID area for their continuing support and intelligence gathering. Liaising with businesses in the area, be it retail, pub or office sector is an essential part of their role as BID PCSOs. By working with local businesses and by using the Safetynet radio and CCTV, the BID team have made far more arrests than would normally occur. If you have any security issues in your business and would like some assistance, please don't hesitate to call the BID Office.



SPECIAL DELIVERY!

BID team member, Elena Nikiforova gave birth to a beautiful baby girl in August and both mother and child are doing extremely well. Elena is making an extended visit to her native Bulgaria during her maternity leave, proudly showing family and friends her little bundle of joy!



STREETCAR

Wouldn't it be nice if you could have a company car, without the cost and hassle of managing it? HammersmithLondon are helping you to do just that! In conjunction with StreetCar, you will have access to 1000 Streetcars across London and the Southeast, with 45 across Hammersmith & Fulham with the closest base at the NCP Car Park in Hammersmith Grove.

There are no car keys (just a Streetcard), no MOTs, no paperwork and no insurance or parking worries. Streetcar provides your employees with a cost-effective, convenient and eco-friendly company car and you can book one online for as little as half an hour.

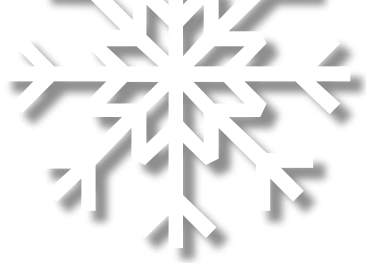
We are delighted to tell you about the **EXCLUSIVE OFFER FOR HAMMERSMITHLONDON BID COMPANIES: One year's membership and two Streetcards (worth £119) absolutely FREE.**

To take up this fantastic offer, email: business@streetcar.co.uk or call Streetcar on 0845 644 8475 and ask to speak to the business team, quoting "HammersmithLondon BID Offer"



streetcar
for business





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