

# ESSENTIAL *local* Community

April/May 2009 Newsletter

Clapham, Battersea & Balham

LOCAL BUSINESS NEWS, IDEAS, EVENTS & OFFERS

BUILDING BUSINESS TOGETHER

Dear Local Business,

In difficult economic conditions small businesses are faced with the seemingly impossible task of controlling costs while keeping their name in the minds of existing customers and attracting new business.



The **Essential Local Community** has been developed to respond to this dilemma. Member businesses receive discounts on services such as graphic design, web design and printing, as well as guaranteed online promotion and ongoing inclusion and PR in *Essential Local* magazine. The Community is also helping local businesses work together for the benefit of all concerned. This newsletter, delivered to local businesses six times per year, is part of that process.

An article on the Business Link website advises that companies who increase their marketing presence when other businesses are cutting back will be at the forefront of customers minds when the markets recover. Elsewhere, in a past *Sunday Times* article, Dragons Den expert Duncan Ballantyne advised: All businesses should allocate a good deal of their resources to marketing their wares, and In terms of advertising, think locally.

That's what many experts are saying, but it makes little difference if such activity is difficult to afford. Which is why we've created the Community, an affordable, long-term option for local businesses.

The Essential Local Community is first and foremost a cooperative enterprise. If you have suggestions as to what we should include in the newsletter or ideas as to how local businesses could help one another, please get in touch. We look forward to hearing from you.



All the best,  
**Richard Chumbley**  
Founder

Essential Local  
07985 642245

[richard@essentiallocal.com](mailto:richard@essentiallocal.com)



## The Nightingale is named *The Publican* 'Community Pub of the Year'!

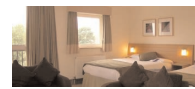
The Nightingale on Nightingale Lane, one of the newest members of the Essential Local Community, was recently named the 'Community Pub of the Year' by *The Publican*. Other winners included Wandsworth companies Youngs and Geronimo Inns.

"We never expected to win," says Keris, whose pub (run with husband Lee) takes part in many community activities such as a 'Meet the Neighbours' scheme and the Nightingale Walk. "I think it's the little things... and being a proper pub!" says Keris.

You can contact Lee/Keris on 020 8673 1637 or at [nightingale@youngs.co.uk](mailto:nightingale@youngs.co.uk)

## The winner of our first ever members' draw wins a night at a stylish Hilton hotel!

Each Essential Local newsletter will include details of a competition draw into which ALL members are placed and the winner drawn at random.



This issue's winning member of the Essential Local Community can forget about the credit crunch for a night and enjoy a dinner for two, full health club/pool access and a room at The Hilton London Docklands Riverside Hotel. But who has won the prize? See page 4 to find out!

## Business rates, and temperatures, rise

Justine Greening, MP for Putney, local Conservative Spokesman Jane Ellison and representatives of local businesses, lobbied the Chancellor at 11 Downing Street on Monday 20th April to protest that the recent Government U-turn on business rate increases did not go far enough.

It was announced at the beginning of April that business rates would be increased by 2 per cent rather than the proposed 5 per cent, the deferred >

### Essential local Business Websites

[www.businesslink.org.uk](http://www.businesslink.org.uk)

[www.wandsworth.gov.uk/business](http://www.wandsworth.gov.uk/business)

[www.lambeth.gov.uk/Services/Business](http://www.lambeth.gov.uk/Services/Business)

[www.gle.co.uk/onelondon](http://www.gle.co.uk/onelondon)

[www.londonchamber.co.uk](http://www.londonchamber.co.uk)

[www.wandsworthchamber.org](http://www.wandsworthchamber.org)

[www.essentiallocal.com](http://www.essentiallocal.com)

[www.fsb.org.uk](http://www.fsb.org.uk)

> 3 per cent rise being spread over the next two years.

However, it is inevitable that the rate rises will still leave many businesses in difficulty. Wandsworth Council's website gives the example of a store in Old York Road facing an immediate increase of £3000 to bring them in line with the 2005 commercial premises re-evaluation (which took place when the recession was just a greedy glint in a subprime mortgage broker's eye).

"Businesses are routinely facing rises of over 25% but some have rises of 300-400%," says Jane Ellison. "Small businesses in an area like ours are effectively being penalised for helping to improve it."

It is important to note that Small Business Rate Relief is available, but it must be claimed proactively. There's a device at [www.leaseholdersunited.com](http://www.leaseholdersunited.com) to help you discover if you are eligible. It is also worth asking your council if they are offering further assistance for businesses that are worst hit.

## Balham urged to buy local

The Balham Town Partnership (BTCP) is urging residents to 'Keep it Local' through a series of posters situated in Balham underground. The four-week poster campaign, reminds residents of the extensive range of shops and services that can be found in Balham, drawing particular attention to areas beyond the High Street.

"The town's small businesses are really feeling the pinch and residents can make a big difference by spending closer to home," explains BTCP Chairman Vicky Stothard.



The BTCP is made up of local businesses, Wandsworth Council and local community groups.

For Wandsworth council's recession response, visit [www.wandsworth.gov.uk/Recessionfighting](http://www.wandsworth.gov.uk/Recessionfighting)

# WeLoveNorthcoteRoad.com launched by business network

The launch of the new website **WeLoveNorthcoteRoad.com** was celebrated recently at Crumpet in Northcote Road.

The site, designed by Essential Local but owned by the Northcote Business Network (NBN), has been introduced so that Northcote Road's businesses can promote themselves online without relying on third parties.

"The idea is that there should be a website promoting the road that is operated purely for the benefit of its businesses and residents," says Andy Wilson-Smith (pictured far right), Chair of the Northcote Business Network. "We very much hope residents and visitors will find the developing site a really useful resource."

Northcote Road businesses interested in becoming a member of the Northcote Business Network should email Andy Wilson-Smith at Crumpet: [info@crumpet.biz](mailto:info@crumpet.biz).



Attendees at the launch included Essential Local's Richard Chumbley, Clapham Junction Town Centre Manager Lorinda Freint and Northcote Ward Councillor Martin D Johnson.

## Forthcoming Business Events

**WED 22ND APRIL** - NORTHCOTE BUSINESS NETWORK MEETING (020 7223 9344) 6.30PM, CRUMPET, 66 NORTHCOTE ROAD

**WED 29TH APRIL** - MARKETING STRATEGY WORKSHOP, GLE ONE LONDON (020 8678 5450) 10.15AM, LONDON BRIDGE

**THU 30TH APRIL** - NETWORKING AND TOP TIPS TO RECESSION-PROOF YOUR BUSINESS, BUSINESS LINK LONDON (0845 6000 787) 3.30PM, DEXTER HOUSE, NO 2 ROYAL MINT COURT, TOWER HILL, LONDON

**FRI 1ST MAY** - THE PRINCE'S MAY DAY SUMMIT (020 7566 8750) MIDDAY, OLD BILLINGSGATE, 16 LOWER THAMES ST

**THU 14TH MAY** - BALHAM PUBWATCH (0208 247 8362) 3PM, BLITHE SPIRIT, BALHAM HIGH ST

**MON 18TH MAY** - BALHAM TOWN PARTNERSHIP MEETING (020 8767 4082) 6.15PM, LE PETIT BISTRO, 20 HILDRETH ST

**WED 20TH MAY** - REFOCUS YOUR BUSINESS WORKSHOP, GLE ONE LONDON (020 8678 5450) 10.15AM, BRIXTON

**WED 27TH MAY** - MARKETING STRATEGY WORKSHOP, GLE ONE LONDON (020 8678 5450) 10.15AM, LONDON BRIDGE

**THU 11TH JUNE** - WANDSWORTH BUSINESS FORUM (020 8871 6884) 6.30PM, THE BEDFORD, 77 BEDFORD HILL

## Wins for Lambeth and Wandsworth

Lambeth First (pictured) has won the title of England's Local Strategic Partnership (LSP) of the year, while Wandsworth Council took home the Finance award. The awards were presented by comedian Dara O'Briain at the Local Government Chronicle (LGC) Award ceremony at the Grosvenor House Hotel on March 25th.



## A call out to local employers

Two organisations devoted to providing opportunities for local people – Wandsworth BEST and Abbeville Road's First Step Trust – are seeking businesses who might be willing to help them achieve their aims.

**First Step Trust**, who run Abbeville's Restaurant on Clapham Park Road, operate a range of projects helping people furthest removed from the jobs market to get into work. They are looking for companies interested in providing a work placement. You'll gain an enthusiastic worker with a responsible attitude. For further information call Catherine on 07949 080 111.

Last year, Essential Local was proud to receive the 'Support from a Small Business' **Wandsworth BEST** Award for its work helping to prepare pupils for work. If you would like to take part and can spare a few hours between now and June to carry out with mock interviews, or if you might be interested in offering a venue for a work placement, please contact Tuula Ball on 020 8871 8631.

## Community Member Profile

**David Cuffe runs the David Cuffe & Associates veterinary practice in Abbeville Road. He lives in Clapham.**

### Tell us about yourself

I was born in County Wicklow, Ireland. After graduating from Trinity College Dublin, I came to London 'for a year' and later, in 1986, bought a house in Clapham. I opened this practice in 1996.

### How & why did you become a vet?

I always wanted to be one. I guess it was a natural empathy with non-human animals coupled with an ability to get on with the human ones!

### Interesting experiences?

I've treated a camel with Athlete's Foot, coped with Royal Pythons, captured an African Fish Eagle (in Surrey!)... and advised on medicating tigers!

### Why should people come to you?

We are the only RCVS Registered Tier Two Small Animal Practice for many miles, and we provide a standard of service, and a team, that's second to none. My colleagues Elisavet Cavale, Helen Carmichael and Paul Mankelov

are excellent vets, and the rest of the team – Nicole, Zoe, Mary Rose, Nadia and Iulis – are fantastic.

### How's running a business

It's more taxing today. Ever increasing paper trails mean we sometimes spend more time recording what we did than actually doing it!

### If you could do so, what would you change about your local area?

Free parking. But the Council are determined to make money from it.

### What are your hobbies?

I run a bit, read, enjoy cooking, play chess, and for the last five years I have been trying to write a novel.

### Your favourite local destinations?

Clapham Common. If I run along the perimeter between rows of trees – any season, any weather – my heart lifts.  
*David Cuffe & Associates can be found at 52 Abbeville Road, Clapham. Tel: 020 8772 9922. www.cuffevets.com*



**6 months membership of the Essential Local Community\***

**£150 inc**

**A**

\* See over for benefits

**6 months membership of the Essential Local Community**

**+ 1/4 page advert in Essential Local**

**£195 inc**

**B**

**Series of 1/2 page adverts in 3 issues of Essential Local + membership**



**£495 inc**

**C**

**5000**

**Full colour 300gsm A6 postcards printed**

**£90 inc**

\* £105 for non-members

**D**

**FOR QUOTES ON ANY PRINT JOB OR FOR FURTHER INFORMATION CALL RICHARD OR GABRIELLE**

**07985 642245**

**020 8675 7697 OR EMAIL  
INFO@ESSENTIALLOCAL.COM  
WWW.ESSENTIALLOCAL.COM**

## ESSENTIAL TIPS

### Marketing a small business



**1** Know what your brand stands for – work out how to describe your business/product or service in one succinct sentence that will motivate your potential customer to buy from you.

**2** Get to know who your customers are. Find some common attributes of your best customers and you'll then be able to work out where to look for more like them.

**3** Encourage existing customers to buy more from you. Find a reason for them to come back.

**4** Get endorsements from customers and then include them in your advertising. Also, use tactics such as a 'member-get-member' leaflet alongside any product or service you sell.

**5** Test, refine and roll-out – use this principle to learn and understand how to improve your marketing.

**6** Building awareness takes time, don't expect to achieve your sales target immediately.

**7** Effective PR. Public relations efforts are only effective if the editorial gets published. Make sure you follow up press releases with a phone call.

**8** Effective networking. Partner up with other businesses and create joint promotional activities.

**9** Create a Unique Selling Proposition that customers can't find anywhere else rather than focusing on price.

*See www.essentiallocal.com for the full article.  
Written by Marketing Consultant Ho Raven of Mummy Marketing 020 8641 7038.  
ho.raven@mummymarketing.com*

**Essential Local provides support for all forms of marketing. Members of the Community have access to free advice.**

# Essential Local Community Member News, Offers and Events

**In this 'Twitter' style section, members of the Essential Local Community have the opportunity to share news and services with other businesses in the local area.**

Bespoke interior design company pinkgreen interiors are offering local businesses a finder's fee of 10% of the recommended client's initial spend. 020 8835 0116 [www.pinkgreeninteriors.co.uk](http://www.pinkgreeninteriors.co.uk)

Broome & Delancey on Battersea Rise has been relaunched as The Establishment, with a simpler classic British menu and a new lounge area. 020 7228 9400 [www.theestablishment.com](http://www.theestablishment.com)

contemporary high gloss units to French country style. 020 7223 6333 [www.ferribygroup.co.uk](http://www.ferribygroup.co.uk)

Amongst other projects, building refurbishment specialists Poe Projects are currently working at Le Bouchon Bordalaise on Battersea Rise. 020 7223 3286 [www.poeprojects.com](http://www.poeprojects.com)

Webbs Road Fine Art is currently offering 20% off all artwork for nurseries and children, including Lucy Art. Also Paul Lewin's new collection has arrived. 020 7223 1733 [www.thewebsgallery.co.uk](http://www.thewebsgallery.co.uk)

Balham bar and restaurant Harrison's SWishing event on 25th March, with guests bringing items of clothing to swap, was a great success. Next SWish: 13th May. 020 8675 6900 [www.harrisonsbalham.co.uk](http://www.harrisonsbalham.co.uk)

MK Electrical are based between the commons and have been providing prompt, reliable electrical services to hundreds of local businesses since 1992. 020 7223 6529 [www.mkrepaircentre.co.uk](http://www.mkrepaircentre.co.uk)

Northcote Road's thepainthouse's design service can improve the look of your shop. Also, businesses get a 5% discount (on top of the current sale) on furniture, lighting and accessories. 020 7924 5118

Peter Day Photography can make your products look like a million dollars. Locally based, Peter is offering the area's businesses a discounted rate. 020 7228 3915 [peter.day@dsl.pipex.com](mailto:peter.day@dsl.pipex.com)

Last week was Chiropractic Awareness Week. Battersea and Wandsworth Chiropractors would like to offer you a free 10 minute spinal or posture check. 0207 228 7822 [www.wandsworthchiro.co.uk](http://www.wandsworthchiro.co.uk)

Vito's Bar & Restaurant of Northcote Road is celebrating the arrival of a new chef and menu giving traditional Italian dishes a more modern twist. 020 7228 7673 [www.vitosristorante.co.uk](http://www.vitosristorante.co.uk)

The Bradburys Group includes a property investment and project management practice; an estate agency; New Zealand property; and hi-spec AV & security systems. 020 7801 6231 [www.thebradburysgroup.com](http://www.thebradburysgroup.com)

Recently launched Nappy Valley Nannies have been building a great reputation. They are offering local businesses a 10% discount. 020 8946 5320 [www.nappyvalleynannies.co.uk](http://www.nappyvalleynannies.co.uk)

West London Promotions, a local leaflet distribution company established for over 25 years, has a Spring offer of £22+vat per 1000 leaflets. 020 8540 9601 [www.westlondonpromotions.co.uk](http://www.westlondonpromotions.co.uk)

Kate & Emily, a locally based provider of advice and support for single parents, have produced a card game designed to promote fun conversation with children. 07971 453 330 [www.kateandemily.com](http://www.kateandemily.com)

Olive & Earth, the new meze restaurant on Battersea Rise, is running a comp to win a holiday for two in Turkey. Email your name and postcode to [essential@oliveandearth.com](mailto:essential@oliveandearth.com). 020 7738 9222

In addition to those mentioned elsewhere in the newsletter, other confirmed members of the Essential Local Community include:

ABC Glass & Glazing, Eastern Empire, Battersea Handyman, Georgina Ivor, David Cuffe & Associates, The Nightingale Pub, Maalems, Ang-McGuire Catering, Aerialtec, The Underdog, Desire Photography, Douglas & Gordon, Jutland Avenue Studio, The People's Republic, The Yard, Rosie Shoes, KV Cars, Quirky Dovetail, 3 Colours Distribution, Tiny Impressions and Cupcake.

## WINNERS!



**Sally Trevaskis, owner of Lucas Bond in Balham, and husband Ian Thompson have won a night at a Hilton hotel in our first ever Essential Local Community member draw**  
[www.lucasbond.com](http://www.lucasbond.com)

Northcote/Wakehurst Road's Foss Fine Art's new exhibition is a collection of New Work by Michael Bennett. The exhibition runs from 24th April to 16th May. 020 7738 0838 [www.fossfineart.com](http://www.fossfineart.com)

Lucid New Media's Small Business Website Hosting includes 1GB of space, 10 mailboxes, unlimited bandwidth, stats, and ASP/PHP/ Access support at £20pm. 020 7193 9720 [www.lucidnewmedia.co.uk](http://www.lucidnewmedia.co.uk)

Balham Mews hair and beauty salon, Milano, is offering a ladies consultation, style cut, treatment with head massage and blow dry for £32. 020 8675 7178 [www.milano-hairandbeauty.co.uk](http://www.milano-hairandbeauty.co.uk)

The New Hurleys have supplied office supplies, furniture and stationery for 100 years. They have 100 printer ink styles in stock and a free delivery service. 020 8772 8223 [www.hurleysofbalham.com](http://www.hurleysofbalham.com)

Northcote Road boutique florist, The Stem and Petal Company, is expanding its range of gardening products, including plants, tools, compost and gifts. 020 7924 3238 [stemandpetalco@btconnect.com](mailto:stemandpetalco@btconnect.com)

Situated behind the high street near Balham underground, The Exhibit restaurant is offering a 50% discount on all restaurant food until the end of April. 020 8772 6556 [www.theexhibit.co.uk](http://www.theexhibit.co.uk)

The Ferriby Group on Broomwood Road has introduced a range of French kitchens — from

## The Essential Local Community

### Building business together

#### Membership Benefits :

- ¥ Inclusion in 3 issues of *Essential Local* magazine's business directory  
**FREE** (3 issues usually £120)
- ¥ Six months on [InsideBattersea.co.uk/](http://InsideBattersea.co.uk/) [Clapham.co.uk/Balham.co.uk](http://Clapham.co.uk/Balham.co.uk) online directories  
**FREE** (6 months usually £72)
- ¥ 15% discount on any future adverts in *Essential Local* magazine  
E.g. 1/4 page advert (£90)  
With membership **£75**  
1/2 page advert (£185)  
With membership **£155**
- ¥ 10% discount on design, print and web design services  
E.g. 5000 A6 postcards (£105)  
With membership **£90**  
1000 letterheads, 120gsm (£125)  
With membership **£110**  
Professional websites (from £350)  
With membership, from **£295**
- ¥ Editorial promotion/PR in *Essential Local* magazine and on [InsideClapham/Battersea/Balham.co.uk](http://InsideClapham/Battersea/Balham.co.uk), including your offers and events
- ¥ All members can include news and events in our bi-monthly newsletter. Each member will also be entered into a regular prize draw
- ¥ Small business community cooperation:  
Please ask for details

### 6 months membership is £150

For quotes on any print job or to ask about the Community please call  
**Gabrielle on 07917 726585 or Richard on 07985 642245**

