

Support for business



Epping Forest district, with partners across Essex and London, will be hosting RideLondon, the world's greatest cycling festival, on Saturday 28 and Sunday 29 May. This presents an exciting opportunity to bring lots of people to our district for the first time, to bring in business and to help promote healthier lifestyles. This leaflet gives important information on the event and support.

Information on the event

The organisers of RideLondon, London Marathon Events, have produced information to help businesses prepare for the weekend, including interactive maps of road closures. These can be found with the most up to date information on all aspects of the weekend's preparations by visiting:

<https://www.eppingforestdc.gov.uk/leisure/ridelondon-2022/> and here:

<https://www.ridelondon.co.uk/road-closures/routes-and-road-closures>

Essex County Council have also produced a business 'toolkit' that outlines how to make the most of the events opportunities. This is available here: <https://www.eppingforestdc.gov.uk/wp-content/uploads/2022/05/RideLondon-Essex-Partner-Toolkit-Business.pdf>

Making the most of big local events

The district is expecting a major influx of visitors over the RideLondon weekend. Below are some suggestions you might like to consider as you plan ahead to ensure minimal disruption and to take full advantage. The FSB have also agreed to provide advice on ways to maximise the return from the event to new and existing members. For more on this contact Jeremy on jeremy.reeve@fsb.org.uk

- Ensure you have adequate staffing to meet demand.
- Plan in advance and ensure adequate stock for the weekend (with road closures etc it may be difficult to get deliveries or obtain extra supplies).
- Have a Ride London promotion - advertise it in store and through social media.
- Use any outside space to promote your business, products and services, decorate your window, use balloons, banners, flags to stand out and let people know you're there.
- Think about putting on an in-store event and/or attraction - perhaps a musician, in store demonstrations, product display etc.
- Put on a Ride London promotion/offer – buy one get one free, meal deals, free delivery to the customer's Ride London spectating point, buy now collect later.
- Promote your business to generate future sales via returning customers or online sales.

EPPING

Meeting Rooms, Offices
and Coworking Spaces

The Civic Building.
323 High St, Epping CM16 4BZ
Tel: 01992 924800

Regus™



Local Schemes to support your business



Epping Forest District Council has put in place schemes to support our local business community

Federation of Small Business free or reduced membership rates to Epping Forest businesses.

Over 150 local businesses now have access to the support packages and advice available from membership. FSB partners are now targeting businesses along the cycle route with the membership offer and providing advice on getting the most out of the event. More information on the membership offer can be found here:

<https://www.eppingforestdc.gov.uk/fsb-memberships-supporting-small-businesses/>



The council's **Visit Epping Forest** website <https://www.visiteppingforest.org/> which promotes the district, its towns and villages and its businesses to visitors looking for great days out, continues to regularly attract over 5000 people a week. If your business is involved in the visitor economy and you want to be included contact: qbuller@eppingforestdc.gov.uk

Invest Epping Forest is a new website being developed to promote inward business investment. It includes information on business and industrial parks, shared space and local opportunities to potential new investors or businesses looking to relocate, particularly from London. If you'd like to know more, or have your business included, please contact: economicdevelopment@eppingforestdc.gov.uk

Free membership of Visit Essex, is being offered to new and re-joining members from visitor attraction and hospitality businesses to support and drive growth. If you would like to find out more, please contact: qbuller@eppingforestdc.gov.uk



EPHING FOREST **business matters**

Loyal Free is an app being used by nearly 100 local businesses as part of a district council project offering free access. It's the chance to build your online presence and share information about your business and promotional offers. Feature your business to visitors using the app. To find out more about Loyal Free visit: <https://www.eppingforestdc.gov.uk/loyal-free-in-epping-forest-supports-local-business/>

You can also keep up to date on local business news, support packages and the wider work of the economic development team by signing up to **Business Matters**, the council's monthly e-newsletter for local businesses. Link here: <https://www.eppingforestdc.gov.uk/business/business-matters/>

'Colbea' have been commissioned by the district council to offer a programme of free consultancy advice and support for local businesses, on taking advantage of carbon reduction strategies and the emerging green economy. More information is available here: <https://colbea.co.uk/learn/low-carbon/>

