

# CRICKLEWOOD

## Business Association Meeting

Date: 29 May 2013

### Present:

Naresh Walji – Broadway Jewellers  
Fatima – Zeytoon Restaurant  
Kardo Juff- Lina Laundry  
Joshua Stanton – LB Barnet  
Viskash Mistry – LB Brent  
Faiz Deen – LB Brent  
Sally Williams – Retail Revival  
Joseph Kohlmaier - Polimekanos  
Osita Udenson – UCA  
Sara Borchard – UCA

### Apologies:

Renee Galagher - CTT

Osita Udenson welcomed all present and gave an introduction to the Outer London Fund project in Cricklewood. She explained the different strands of the project, including public realm improvements, business support, and now the use of the new website as a tool to promote the town centre.

The new website will include business pages and all local shops can have an input.

Joseph Kohlmaier from Polimekanos gave a presentation on the new website and the opportunity for shopkeepers to populate their listings. There will also be a mailing list for people to sign up to, which hopefully will give us a better sense of who people are in the local community

Joseph explained that if businesses send in an image and some content, their listings will come up higher in the displayed database.

The Special Offers section of the site is designed to increase visibility for local businesses. He has designed a variety of promotion badges, such as “2 for 1” and “50% off”. The promotions will be integrated into the e-newsletters.

One question was regarding how the offers should be redeemed and

	<p>what information the businesses would like to have back from the people taking up the offers.</p> <p>The website will work well with smart phones.</p> <p>Renee and the website subgroup are managing website content.</p> <p>Viskash Mistry offered to assist with a social media push for the website from the Brent side. Agreed that he will be copied into future press releases. Joshua Stanton agreed to do the same at Barnet.</p> <p>The website will be launched on 26 June at the Networking Event.</p> <p>Sally Williams gave a presentation about the upcoming Cricklewood Cooks event in the town centre on 22 June. This event is part of the effort to attract more people into the town centre.</p> <p>A pop-up kitchen will be set up, as well as a blender bike to 'cycle a smoothie'. They will be choosing local produce from the fruit and veg shops to show how some of the more unusual and culturally specific varieties can be used.</p> <p>Sally will encourage local restaurants to provide a recipe that can be featured on the Cricklewood Cooks poster.</p> <p>On 1 August, the Cricklewood Cruise will also be happening in the town centre. It will feature classic cars driving up the Broadway. From 7-9pm the parking bays will be available to transform the town centre into a car show.</p> <p>Businesses will be encouraged to put on special offers that night as part of a promotion of the evening economy. The Crown Moran will be putting out classic buses to help create an historic atmosphere.</p> <p>The Cricklewood Cruise will also help kick off the Silk Road Festival, which will continue for the entire week and end with the outdoor festival on 7 September.</p> <p>There was a brief discussion about how to promote the new website. All agreed that perhaps a window sticker for the businesses would be a nice idea. Polimekanos will do the design.</p>
	<p><b>Next Meeting</b></p> <p>Wednesday 31 July, time TBC, at the Crown Moran Hotel.</p>