

**Dear business owner,**

The inaugural Ilford South Business Awards culminated in a gala awards dinner ceremony on Saturday 4th December.

10 businesses were celebrated on the evening of Small Business Saturday as they were finally announced as Best Local Businesses in Ilford Town, Cranbrook, Valentines, Chadwell, Clementswood, Mayfield, Loxford, Goodmayes, Newbury and Seven Kings.

The 10 winners can be seen below.

**A HUGE CONGRATULATIONS AND WELL DONE TO THE WINNERS WHO ARE ALL VERY DESERVING OF THEIR AWARD.**

HAIR BY LIANE FIRMIN | MANJAROS | KANCHANS RESTAURANT  
 GOLDEN BARBERS SERVICES | DIGIPIX ILFORD | BARNEY BEARS NURSERY  
 MASSI'S KITCHEN | TOM FRESH LTD | SATKEER CATERING LTD | TIGHT FIT JEANS

The awards received more than 1.5k nominations with over 100 businesses taking part, bringing the Ilford South businesses and the community much closer together. We would like to give a special mention to Salma's Hair Studio, which managed to receive an impressive number of nominations over a very short period of time.

We are extremely thankful to our sponsors who were in attendance and made the evening possible through their support and collaboration. Event partners Ilford South MP Sam Tarry and Ilford Recorder Editor Frances Berry were also in attendance.

**Our sponsors can be seen below:**



The awards were hosted at the fantastic premises of City Gates Church, who ensured businesses were entertained in one of the most comfortable and modern facilities in Ilford. The evening then ended with four raffle prizes donated by our sponsors, which went to four separate lucky winners.

The event presented an opportunity to recognise, celebrate and thank businesses that have been impacted by the devastation of the COVID-19 pandemic, and we hope to make the awards an annual event with the support of our partners and sponsors.

**Please turn over to see our 2021 year in review.**

From Ilford BID, we would like to wish you a Merry Christmas and Happy New Year.

**Your sincerely,  
 Cyril Bekoe, Ilford BID Manager**



ilfordbid **2021**  
YEAR IN REVIEW

**80%**

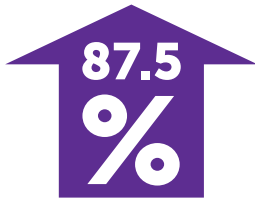
of consumers surveyed shopped as a result of attending the event

**EVENTS**

**2** BUSINESS EVENTS



An average of **27k** new visitors attended the events



**87.5%**  
of businesses surveyed stated they noticed an uplift in footfall

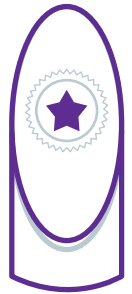
OVER **8k** VIEWS ON DIGITAL PRESS RELEASES

**4** CONSUMER EVENTS



Over **1.5k** nominations for the Ilford South Business Awards 2021

**10** 'Best Businesses' awards given to local businesses



**RECYCLING** YTD

**3 TONNES** of CO2 SAVED

**26** TREES SAVED



Generated **756 KWH** of energy

**SECURITY**



Over **5.5k** security hours provided in the town centre



**£29.2k** recovered since April 2021 by BID security, preventing stock loss

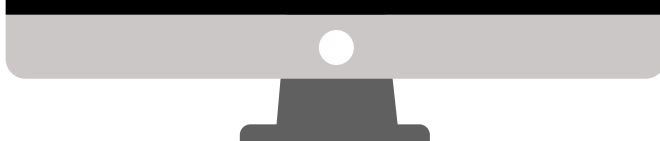
**244** INCIDENTS REPORTED YTD SINCE APRIL

**2000** AVERAGE MONTHLY PAGE VIEWS

**40/60** SPLIT BETWEEN MALE & FEMALE VISITORS (60% FEMALES)

**73%** OF VISITORS UNDER THE AGE OF 44

**EVENTS** ARE THE MOST VISITED SECTION ON THE WEBSITE



in**ILFORD** WEBSITE

**EMAIL MARKETING TO CONSUMERS**

**18,185**

TOTAL IINFORD SUBSCRIBERS

**12%**

AVERAGE OPEN RATE



SCAN ME!



OUR WEBSITE



SUBSCRIBE!