

West Lothian Branch - East of Scotland Region

Welcome to the first branch edition of local update. We hope to interest you what your local branch committee have been involved in on your behalf as FSB Members.

Linlithgow Marches—16th June 2009

The committee and helpers assembled at the RC Church parking area with other participants in the marches programme. The first action was for the officials to judge the best floats, then get them all in line for the parade through the town. The FSB float was about half way down the parade, a very good position to be in and which assured maximum attention to the float. By the assembled public. The committee were very ably assisted by Colin Fairbairn, Bruce Fairbairns son and by a member of the staff (Kevin) of "Suitable Signs" who are FSB members and manufacturers of the signs for the display boards. The signage on the vehicle (provided by Bruce Fairbairns) and on the trailer was very prominent and certainly gave the FSB very high profile exposure. On top of this the members and guest volunteers present distributed 1,250 KEEP TRADE LOCAL leaflets to the public lining the route through the high street and beyond.



West Lothian Branch at the Linlithgow Marches on 16th June 2009



Thankfully the weather was excellent for the first half of the parade, but for the whole period of return parade, the heavens opened with torrential rain. Fortunately it did not deter the great majority of spectators. In fact as the float passed the Black bitch pub we were greeted with a group of lads chatting: KEEP TRADE LOCAL RA RA RA, KEEP TRADE LOCAL RA RA RA with applause from the public close to the group. The whole event was seen as a tremendous success with great publicity for the FSB and West Lothian Branch.



Artists Impression of the new retail complex at Armadale Station

nated for retail development, the proposed supermarket will capitalise on the road infrastructure currently under construction to facilitate access to the new station, the proposed park, park and ride scheme and bus-rail interchange.growing community in the heart of the central belt of Scotland is delivered.

A supermarket planning application has been lodged with West Lothian Council for a new supermarket at Armadale Station. This is the first phase of a £200M regeneration plan to bring more than 4500 permanent jobs to the area, which is situated within the Armadale Core Development Area. The 40,000 sq ft supermarket with car parking for 600 cars amounts to a £25M investment in Armadale and will deliver 300 jobs. This forms one part of a new community development in South Armadale that will also include a new primary school, multiplex cinema, restaurants, retail, small business and industrial units, public parks and up to 1000 new up to 25% affordable housing. Built adjacent to the new railway station and on land specifically desig-

Who we are...

West Lothian Branch FSB is part of the East of Scotland Region that work with local bodies and organize events for the benefit of our members. In West Lothian we regularly meet with influential partner organizations to address the issues that matter most to small business.

STOP PRESS - West Lothian Branch AGM 26th October 2009 Fairway Hotel Bathgate - **STOP PRESS**

Lothian & Borders Police—Proactive Policing



Lothian and Borders Police, 'F' Division are leading the way with an initiative to enable both business and residents to mark their property with a forensic 'nail varnish' like substance called enigmaTag that will enable property to be returned to the original owner in the event of theft.

The Flashlight Initiative is a long term preventative response to property theft in West Lothian. It is aimed at crimes, which affect households and businesses. A fertile combination of traditional policing methods, intelligence led police patrolling and a state of the art forensic property marking system highlight the benefits of this initiative.

A simple electronic toolkit has been designed to accompany the Flashlight initiative and will be distributed to members of the public and businesses who subscribe to the initiative. It will provide a range of information to help protect property and reduce the chances of becoming a victim of property crime. It will also illustrate how the Flashlight property marking initiative works and



A big welcome to....

Gordon Henderson. Gordon is the new Regional Organizer for East Of Scotland taking over from Angus Smith after many years of service. Angus moves on to become Regional Area Manager.

LINKS
[Digital Britain—The FSB View](#)
[The Man From Amstrad](#)
[Swine Flu](#)
[FSB Subsidises Telephone Costs](#)

how to take part. The toolkit will allow people to 'work with us' to protect their homes and businesses and help prevent crime in West Lothian.

Flashlight Property Marking Initiative

The Flashlight Initiative is intended to encourage members of the public and businesses to mark their valuable property with a forensic property marking solution. Recent research suggests that forensic property marking, if publicised, is a significant deterrent to criminals who are aware that forensic marking can link them to their crimes.

Flashlight Initiative uses a preferred forensic property-marking product called **Redweb EnigmaTag**. This has been chosen because it is:

- a 'secured by design' product and therefore police approved,
- cost effective, and appropriate is the only product on the market that allows "on the spot" identification.

Taking part in the initiative

Anyone wishing to take part will be advised to contact the Safer Communities Department at Livingston who will log the request and explain more about the scheme. Initially, a police visit will be arranged to deliver the solution by Special Constables who have received training in its use. They will attend at the participants address and provide a 'basic home or business security check' using a specially prepared pro forma checklist. They will also show the occupier how to apply the solution correctly and note details for the relevant databases to link the solutions unique reference number to the recipients address.

Anyone who purchases the product will also be supplied with vinyl window stickers and signs to advertise their use of the product. These stickers and signs will be emblazoned with the Operation Flashlight logo.

FSB Member Forums

Did you know that West Lothian Branch has its own online forum on the FSB Website? If not, get yourself over to [here](#) and get signed up and start making your voice heard. We need your input to make this a vibrant and interesting forum, so we want you to tell us what's happening in your business. What problems are you facing and what good things are happening.



West Lothian Branch is spreading the FSB's Keep Trade Local Message

Bo'Ness Fair —26th June 2009

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The FSB entered our "KEEP TRADE LOCAL" float in the Bo'ness Fair Day Parade on Friday 26th June with the aim of a further promotion of our KTL campaign. We altered the format for this event by having our float flanked by a Harley Davidson motor cycle and a Jowett Jupiter classic car both also decked with KTL stickers. Our efforts earned the FSB a Special Award for the best business entry.

The thousands of spectators who lined the four mile route witnessed our message of "looking after your local High Street". The sun shone during the whole day which only gave us extra impetus to deliver our message.

This level of exposure is a first for the FSB and appears to have proved a success.



Bruce Fairbairn and Drummond Black (Chairman) at the Bo'Ness Fair

West Lothian Branch FSB Annual Dinner



This year's dinner is following on from the format of the highly successful and applauded event that took place in 2008. This year's speaker is Nicola Sturgeon, Deputy First Minister and Minister for Health. We are once again using the excellent Hilcroft Hotel on the 20th November 2009

We are now taking bookings for the event and places, and tables are going fast. So, do you want to be there? This event is rapidly becoming one of the business dinners to be at in West Lothian we don't want you to miss out on what will be an excellent night for all concerned.

We are also looking for sponsors for the event. We will be producing the usual Menu and Order of Events, where you can get your company recognised. If you would like to sponsor the event, the prices are as follows.



Platinum Sponsor—£300—Front Page Recognition on Order of Events (1 Only)
Seats at Table with FSB Chairman and Main Speaker

Gold Sponsor—£100—Half Page Advert on Order of Events (2 Only)
Bronze Sponsors—£50—Eighth Page Advert on Order of Events (8 Only)

All Sponsors will also be recognised in a special Dinner Edition of FSB Local Update

This is a great opportunity to not only have your company recognised by other guests at the event, Local Update is distributed to the contactable membership of West Lothian Branch FSB

Contact Jim Gardner on jim.gardner@fsb.org.uk

All nominations for 2010 Branch Committee must be in place by 21st September 2009