

# FINANCIALS

## 2017/2018

Expenditure		Income	
Doing Business	£45,437.14	BID Levy	£327,374.59
Promoting Stratford	£111,331.36	Section 106 Contribution	£60,000
Safer Stratford	£108,285.50	External Funding	£31,947.50
Welcoming Stratford	£128,667.80	8% Discretionary Relief	- £26,597.28
Core Management Costs	£89,413.80		
Levy Collection Costs	£27,745.20		
<b>Total</b>	<b>£510,880.90</b>	<b>Total</b>	<b>£392,724.81</b>
Deficit for the year	(£118,156.09)		
Surplus from previous years to be carried forward from 2016/2017*	£193,844		

This table shows the actual income and expenditure for the year and it is correct as of 28th February 2018.

## 2018/2019

Budget		Income	
Doing Business	£50,000	BID Levy	£332,466.00
Promoting Stratford	£88,123	Section 106 Contribution	£60,000
Safer Stratford	£123,844	External Funding (target)	£50,000
Welcoming Stratford	£77,500	8% Discretionary Relief	- £26,597.28
Core Management Costs	£90,000		
Levy Collection Costs	£27,745.20		
<b>Total</b>	<b>£457,212.20</b>	<b>Total</b>	<b>£415,868.72</b>
Surplus carried forward from 2017/2018*	£193,844		
Carry forward to 2019/2020	£75,687.91		

\*Including Section 106 Contribution

This table shows the forecasted income and expenditure for the next financial year and it is correct as of 28th February 2018. Please note that the income and expenditure figures are subject to Board's review and approval and might change during the year.

The Management Board is driving forward the implementation of the business plan and it is formed by BID members who volunteer their time and expertise. If you would like to get involved, please contact us using the channels below.

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ORIGINAL**  
LOVES BUSINESS



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# STRATFORD ORIGINAL

## Annual Report 2018

### Discounted Levy until 2020

The Stratford Original Management Board and Executive Team are pleased to inform you that your business will be receiving an 8% discretionary relief, which has automatically been applied to your bill for the remainder of the BID term (March 2020). Furthermore, we would like to inform you that the original threshold of £10,000 has now been increased to £13,850 in line with the average Rateable Value increase of all properties within the BID area.

These changes have been implemented to mitigate the effects of the recent revaluation of the Rateable Values that came in to effect on the 1st April 2017 with the new 2017 Ratings List.

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## DOING BUSINESS

Stratford has a huge range of businesses. We are providing you with new opportunities to work together to cut costs and increase your revenue. We are doing this by identifying savings on your utilities, offering you discounted trade waste & recycling rates, organising free networking opportunities and delivering a free training programme.

### 2017

- Identified savings on utilities worth over **£120,000**
- Offered subsidised waste rates through partnership with First Mile covering all recycling aspects

- Delivered networking opportunities
- Introduced a free training programme including Health & Safety, Fire Marshall and First Aid courses
- Commissioned mid term survey (Store Checkers)

- Continuation of cost savings and networking
- Enhanced training programme

### 2018

- Introduction of regular seminars
- Introduction of customer service enhancements initiatives

## SAFER STRATFORD

Making Stratford a safer place for employees, shoppers and visitors is a priority for Stratford Original. We are working together with stakeholders to address safety issues to improve the overall perception of Stratford.

### 2017

- Introduced the Safer Stratford Forum
- Involved in the newly established Stratford Action Group
- Supported the town centre with the Street Ambassadors scheme

- Reported **14,288** public realm related issues\*
- Engaged with **14,320** town centre users\*
- Carried out **6,410** business visits\*
- Dealt with **130** ASB and crime related issues\*

- Further development of the existing services
- CCTV audits
- Event days ambassador support

### 2018

- Development of the Safer Stratford Business Crime Reduction Partnership
- Additional security for town centre events

\* Since August 2016

## PROMOTING STRATFORD

With new residents and students choosing Stratford as their new home, Stratford Original is helping local businesses to benefit from the increased footfall. The BID is promoting the area's unique identity and encouraging visitors and residents to explore the town centre and to contribute to the local economy.

### 2017

- Delivered town centre events including E15screen and Christmas events
- Facilitated forum meetings, discussing new ideas to promote the town centre

- Participated in the Super Saturday of Sports
- Distributed over **12,000** Explore Stratford maps
- Secured local offers for my Stratford Rewards

- Further development of existing services and promotions
- Enhanced Marketing & Communication programme

### 2018

- Improved programme of events including Easter, pop up screen and Christmas
- Exploring ideas for a better Evening & Night Time Economy

## WELCOMING STRATFORD

While the continuous investment and development in Stratford is ongoing, the BID is keen to ensure the town centre remains a welcoming place for everybody to enjoy. We are delivering a number of initiatives to make Stratford more welcoming.

### 2017

- Delivered 'Brightening the Broadway' murals
- Maintained Tramway Avenue & Burford Road pocket parks
- Delivered additional creative lighting scheme

- Delivered series of additional cleaning sessions
- Installed over 60 temporary wayfinding signs
- Regular meetings to share ideas

- Spearheading the 'Love Stratford' Campaign
- Supporting Newham and TfL for the delivery of the new Stratford Gyratory

### 2018

- Continuation of existing projects
- Introducing the Adopt a Planter scheme
- Implementation of more Public Realm Improvement projects