

Dear Stratford Businesses,

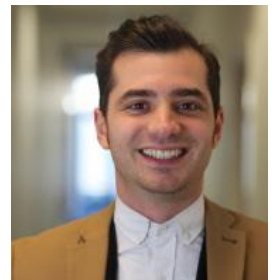
I hope you are well and enjoying Spring. Firstly, I'd like to thank those of you who were able to join us at our **Spring Networking Breakfast**. I was thrilled to see so many people and hear about the economic outlook and opportunities for business growth.

As part of our events programme, we want to **continue bringing you economic insights and networking opportunities and so I am pleased to let you know that we are working to deliver more sessions** throughout the year. Please do look out for more information as we firm up the details.

We also had fun at our own **King's Coronation Community Event**, kindly hosted by St John's Church. **Massive thanks to Reverend Young for hosting the event, and local restaurant iFratelli for catering** the most delicious Fish & Chips on the day. Footfall was great and we hope you saw an impact across the town centre.

We continue to work on a variety of initiatives so do read our monthly newsletter and keep an eye on our website to take advantage of our work.

As always, thanks for your continued support and for any ideas please feel free to contact us.



Gianluca Rizzo
Stratford Original
BID Manager

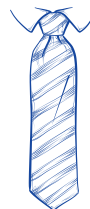
STRATFORD ORIGINAL SPRING NETWORKING BREAKFAST

Our **Spring Networking Breakfast** was a huge success. It was a great turnout with 50 people attending, including our members, members of the FSB and the CEO of Us&Co, where the event was held.

Attendees heard valuable messages from **The Bank of England** and **The Collaboration Junkie**, gaining insight on how to adapt their business in these current times by **understanding the economic forecast** and learning how **strategic partnerships can better your business** and help you reach new audiences.

We can't wait to see you all at the next one!

Keep your eyes peeled for more events:
stratfordoriginal.com



AMBASSADOR FACTS FOR APRIL

265 LOCAL BUSINESSES VISITED

125 MILES COVERED BY AMBASSADOR

48 MEMBERS OF PUBLIC HELPED/ INTERACTED



CREATIVE LIGHTING

We proposed a **lighting installation** to light underneath the ramp of the car parking area on Great Eastern Road to **ensure safety** as well as making the area **aesthetically pleasing**.

After some time of securing some initial permissions, we have now ordered a **structural survey** to assess feasibility of proposed works.

We can't wait to share more with you in the near future.

Keep an eye on our website and socials for updates:

stratfordoriginal.com/news



UPCOMING BIKE SERVICES IN STRATFORD

Our next services of **Dr Bike** and **Mark Your Bike** are scheduled as follows:

WHEN: Friday 19th May, 4-7pm

WHERE: The Broadway by the Stratford Centre entrance

To book either of these services, visit:
stratfordoriginal.com/whatson

MET officers will be on site too providing advice and bike safety tips.



UPDATE ON OUR FREIGHT SURVEYS

Over the past 2 months, Stratford Original have been working with sustainable transport consultancy, **MP Smarter Travel**, to conduct freight surveys with businesses to better understand local deliveries. We thank all those that have taken the time to speak with Lewis and Michael already. To date the team have **completed 94 surveys** and have gathered useful information about delivery vehicles, times of deliveries, size of deliveries, and much more. **All this data is useful in informing what we do next to improve the area and support you as local businesses.**



Why are we completing surveys?

Air pollution and congestion continue to be major concerns in Stratford. Our survey seeks to understand which trips and waste our occupiers produce, before ranking freight impact minimisation measures and then looking to implement the most impactful ones - **aiming to reduce pollution, ease congestion, and reduce the waste building up on our streets.**

Stratford Original is **committed to supporting businesses to make their deliveries more sustainable and more efficient.** Fewer van trips and more organised deliveries make for a more pleasant and welcoming environment with less traffic, less pollution, and less noise. Ultimately, this is good for business. There's still time for you to help us with our research into local deliveries by completing a short interview with our team.

To book your survey at a time that suits you, visit:

stratfordoriginal.com/memberswhatson

BUSINESS ESSENTIALS



KEY DATES



2023 TRAINING DATES

LOCATION: US&CO, STRATFORD

16

MAY 2023

CUSTOMER SERVICE

14

JUNE 2023

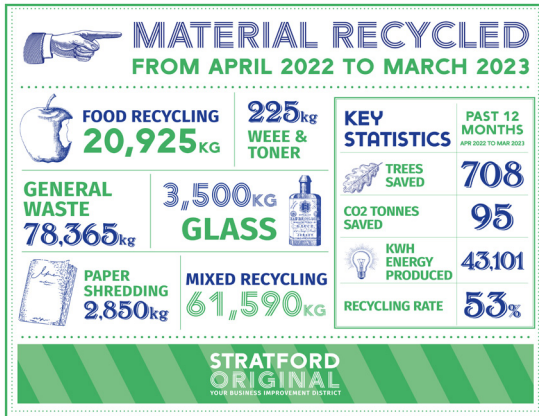
FOOD SAFETY

To book your place visit:
stratfordoriginal.com/members/whatson

We are now beginning to introduce our training sessions on demand for your business.

Please get in contact with us and take this opportunity to train your team!

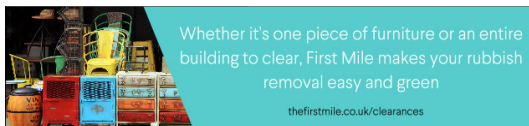
WASTE & RECYCLING



Here are the fantastic statistics of the recycling our members have completed over the last financial year.

Thank you to all of our members who save with First Mile!

Call First Mile on 0800 612 8984 & quote 'Stratford Original' to start saving today.



first mile
easy recycling

HELPING YOU REDUCE YOUR OVERHEADS

We are working in partnership with Place Support Partnership to help you cut the cost of your bills. Their place saving consultants and our ambassador, Michael, will be conducting business visits on the 31st of May to better understand how we can help your business.

This is a free service for our BID members!

SAVE TIME AND MONEY ON THESE SERVICES



We are here to work with you to identify and realise savings when considering new contracts and choosing suppliers. We can also support you to navigate the current cost of living crisis and achieve the best value on services like electricity, gas, water and telecoms.



NEWHAM COLLEGE'S E-BUSINESS SUPPORT FOR SME'S

Are you a small business owner keen to learn and develop the skills and knowledge to grow your business digitally?

The e-Business Support programme is a fully funded digital skills and support service available to all SMEs.

*Newham College's offer is FREE to all SMEs trading for over six months and based in the London Boroughs of Newham, Havering, and Barking & Dagenham.

You can find more information on the insert inside this newsletter.

Find out more and read their case studies at: newham.ac.uk/ebusiness

SHOPKIND WEEK

The week commencing on the 17th of April was **ShopKind** week, a campaign uniting the retail sector and Police to tackle violence and abuse against shop workers.

SAFER STRATFORD



Our message was simple: **this is not part of the job**. As part of the week of engagement, retailers were encouraged to report violence and abuse so that action can be taken.

Together, we raised awareness of these issues and **discussed how to report them**, also **providing crime prevention advice and posters to include the public in the changes** that we would all like to see. Businesses felt empowered by the visit and encouraged to report after receiving knowledge on how to do so.

A fantastic day. Thank you to all involved.



PROMOTING AND ACTIVATING



CELEBRATING THE KING'S CORONATION

We continue to run our **free community events** through the year to promote Stratford's town centre and attract people to the area. Our latest event celebrated the **King's Coronation** and was held **in partnership with St John's Church on the 8th of May**.

It was an amazing day with a turnout of around 300 people. The day consisted of **music, your favourite garden games, bounce and slides, fish and chips and goodies such as ice cream, popcorn and candyfloss!**

It was great to see the community out in full force and we aim to bring further additional footfall into the town centre with our future events.

If you would like to collaborate with us or if you have any ideas for how we can improve our community events, we'd love to hear from you.



NEWHAM BUSINESS CONFERENCE 2023

We are proudly sponsoring the **Newham Business Conference 2023**, an event with panels focusing on resilience, growth and innovation with Guest Speaker presentations throughout the event. There will be a range of exhibitors and numerous opportunities for **networking and sharing ideas**.

If you are interested in attending this event, we are offering an exclusive offer for our BID members for tickets at a discounted rate of £15 in comparison to the original £25. If you would like a ticket, please get in touch with us: info@stratfordoriginal.com



RESILIENCE · GROWTH · INNOVATION
Thursday 25th May 2023
The University of East London
University Square Stratford Campus, E15 1NF



020 8555 7065



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