

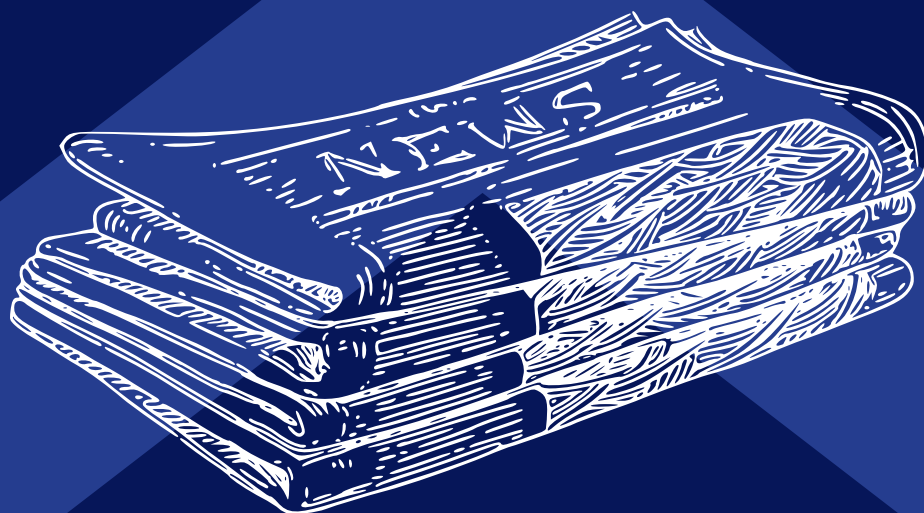
STRATFORD

ORIGINAL

YOUR BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

MARCH 2024



A MESSAGE FROM US

Dear Stratford Businesses,

As we wrap up the financial year, the team is getting ready with the full programme of services, events and initiatives for the last 12 months of our second term. From next month, we will be starting our renewal ballot consultation with you to secure another term. As you may know, BIDs are democratically elected organisations that, every five years, need to be re-elected for a new mandate from you, the business community.

We are proud of everything we have achieved together in the past 9 years and we are keen to hear your views on what we can do better in the next term, how we can add value to your business, and agree a joint vision for Stratford.

Over the coming months, we will be engaging with you via email, phone and face to face with the hope you can spare 20m of your time to help us shape the future of Stratford. In the meantime, our March newsletter aims at bringing you up to speed with the latest information and news.

Look forward to seeing you in the coming weeks and to continue working together.



Gianluca Rizzo,
Stratford Original
BID Manager

Gianluca Rizzo

IMPORTANT DATES

Stratford Future Event

Thursday 18th April 2024
9am - 11am

Us & Co, 11 Burford Rd, London E15 2ST

Ballot workshop for BID Businesses

Wednesday 24th April 2024
12pm - 3pm

Stratford East, Gerry Raffles Square,
Theatre Square, London E15 1BN

AMBASSADOR FACTS FOR FEBRUARY



49

Members of the public helped/interacted with

265

Local businesses visited

265+

Distributing the BID materials

82

Issues reported via the Love Newham App

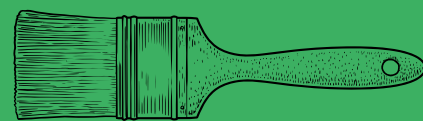
116

Miles covered by Ambassadors

40

Working shifts

ENHANCING STRATFORD



Stratford Future Event

Join us for a panel discussion and hear more about space for creatives, artists spaces and studios in Stratford and beyond on our upcoming event. Presentations include the Creative Land Trust with Alice Billing House, General Projects with Stratford Workshops and more. We will be sharing the final programme soon including a link to register. In the meantime make sure you pin the date on your calendars.

When: Thursday 18 April, 9 -11am

Where: Us& Co building, Stratford, London E15 2ST

This is a free event. Refreshments and light breakfast will be provided.



Westfield Stratford City Development Plans

Unibail-Rodamco Westfield's has shared development plans for new public spaces, potential areas for sport and student homes using space available on their Car Park CA. There is a public exhibition and a consultation survey which live until March 2024

To view the online presentation, please visit here:

<https://westfieldstratfordcity-plans.co.uk/wp-content/uploads/2024/02/URW.WestfieldStratford.Boards.pdf>

You can leave your feedback by completing a survey by following this link: <https://westfieldstratfordcity-plans.co.uk/survey/>

For more information, please visit: <https://westfieldstratfordcity-plans.co.uk/>





Your Neighbourhood Talks

Stratford Original participates in the upcoming Your Neighbourhood Talks which will be held on Tuesday 19 March 2024 at UCL East on the Queen Elizabeth Olympic Park. The focus of the event is on 'Community Networks'.

For more information and to register your attendance please follow the link:

<https://www.eventbrite.co.uk/e/your-neighbourhood-talks-march-2024-tickets-731863763217>



Carpenters Estate Masterplan Approved: 2,152 Homes Kick-started

Big news for Stratford! We're thrilled to announce that the Carpenters Estate masterplan has been officially approved, paving the way for the construction of 2,152 new homes. This significant milestone marks a major step forward in the area's revitalization efforts, promising not only much-needed housing but also economic growth and community development. Stay tuned for further updates as this exciting project progresses.

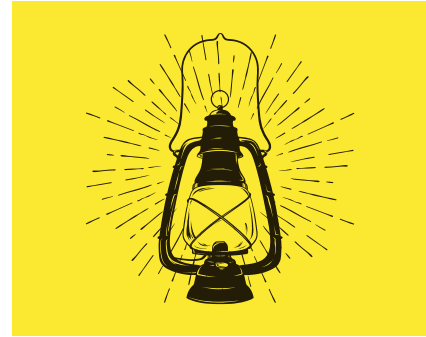
For more information, please follow the link:

<https://www.newham.gov.uk/news/article/1233/1-billion-carpenters-estate-masterplan-approved-to-kick-start-delivery-of-2152-homes>





SAFER STRATFORD



Safer Stratford Showcased Improvements to MOPAC Team

On the 6th of March, Safer Stratford partnership had the pleasure of showing our improvements and work across the town centre to MOPAC (Major of London for Policing and Crime team). We organised a joint walkabout with MPS, Stratford Original BID, Westfield, Stratford Centre, the BCRP and Newham Council and showcased the physical improvements as well as discussed training and crime prevention delivered to the business community. The interest in understanding our community and the work we deliver comes on the back of our report on the improved perception of safety within the business community and we feel this is a great recognition of the work we deliver day in and day out to keep everyone safe, the town centre thriving, and the area maintained.

Nonetheless, we are proud to share with you the news of the new defibrillators installed across the town centre by the MPS, these will play a major part in the event of a critical incident and will provide handy first aid when/if needed.





BUSINESS ESSENTIALS



Ballot workshop for BID Businesses

On the 24th April 2024 will be running the renewal ballot workshop with all our business members. On the day, we will be talking through the existing delivery programme and look at ways to expand our services in the new term.

In this interactive session, we are keen to hear your views and ideas about what the BID should be delivering for the next five year.

When: Wednesday 24th April, 12-3pm

Where: TBC

Register: [https://www.eventbrite.co.uk/e/ballot-workshop-for-stratford-bid-businesses-tick-](https://www.eventbrite.co.uk/e/ballot-workshop-for-stratford-bid-businesses-ticket)



Free Training for BID Members

We now offer on-demand training, which is free for all of our BID members. Training sessions can be delivered within your premises where our accredited trainers will be leading the course. We can train small or large groups depending on the topic. If you are keen to receive training on First Aid, Health & Safety, Mental Health, Food Hygiene and to learn more about the rest of our training programme please email: info@stratfordoriginal.com





PROMOTING STRATFORD



Marketing Meeting for BID Businesses

On Wednesday 27th March, from 15:00 to 16:00, we invite all Stratford BID members to join our Marketing Meeting. This virtual gathering via Teams is a valuable opportunity to stay informed about the latest events and promotions in Stratford while exploring collaborative growth strategies. The meeting serves as a platform for members to share insights, discuss ongoing projects, and collectively contribute to the enhancement of our community. The venue is online via Teams. If you'd like to participate, please contact **Amandeep.Brar@stratfordoriginal.com**, and we'll send you a request!



Maximise your Reach: Contribute to our Socials and Blogs for Enhanced Business

Visibility!

Remember, we encourage everyone to share content for our social media platforms to boost your promotion! With an average of over 3,000 web visitors monthly, your content will reach a wide audience. Additionally, consider contributing to our blog section; we're on the lookout for contributors. If you have a business relevant story to share, send us your articles for promotion on our website. This presents a fantastic opportunity to enhance online visibility for your business. Don't miss out!



Contact us at: **info@stratfordoriginal.com**



STRATFORD ORIGINAL

YOUR BUSINESS IMPROVEMENT DISTRICT

Stratford Original BID runs a number of initiatives to support the original Stratford town centre and holds community events throughout the year.

   @Stratfordoriginal

Visit: stratfordoriginal.com

Email: info@stratfordoriginal.com

Call: 020 8555 7065

For more info on our BID members visit stratfordoriginal.com/directory