

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