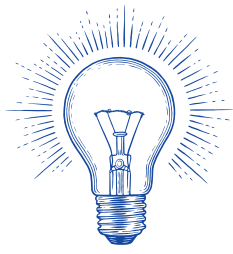




YOUR SAY.
YOUR STRATFORD.
YOUR BID.

CONSULTATION FOR THE PROPOSED 2ND TERM 2020 - 2025

STRATFORD
ORIGINAL
YOUR BUSINESS IMPROVEMENT DISTRICT



OUR VISION FOR STRATFORD 2020-2025

Stratford Original is the Business Improvement District for Stratford town centre. We are constantly striving to make Stratford a better place for business, to work, live and play through initiatives, relations and lobbying to improve the area.

Since April 2015, we have achieved great successes and have big ambitions to deliver more over the next five years.

The results of the mid-term review in Winter 2017 outlined there is a strong appetite for the BID to continue its activities for a second term. With half of the current members participating, we were able to identify their level of awareness of the BID, their perception of the work delivered to date as well as opportunities for the development of initiatives and projects.

With the first BID term ending in March 2020, we will have our first renewal ballot this October 2019. In order to deliver greater value to you, it is now time to have your say. This is your chance to feedback on existing initiatives and suggest new projects you would like to see the BID undertake, along with your view on how to improve Stratford.

We need your support to move Stratford forward.

BUSINESS INFORMATION

Business name	<input type="text"/>
Business category	<input type="text"/>
Business size	<input type="text"/>
Key contact details	<input type="text"/>
Voters Details	<input type="text"/>
Position	<input type="text"/>
Address	<input type="text"/>
Phone	<input type="text"/>
Email	<input type="text"/>
Twitter	<input type="text"/>

What's the best form of communication?

Face to Face Email Phone Website Social Media

Are you happy to receive communication from Stratford Original BID? Yes No

WOULD YOU LIKE TO BE MORE INVOLVED IN THE BID?

Yes No Don't know

IF YES

Steering group/s Board member

DOING BUSINESS



Stratford has a diverse and wide range of businesses. Through Doing Business we provide a range of opportunities to help businesses cut costs and increase revenue, through joint procurement and subsidised

waste and recycling rates. We also organise free networking opportunities and offer free training for our members.

PLEASE INDICATE YOUR VIEWS OF EACH OF THE FOLLOWING INITIATIVES.

Essential
Important
Not relevant

CURRENT INITIATIVES

1. OFFERING FREE BUSINESS AUDITS TO IDENTIFY SAVINGS ON UTILITIES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. PROVIDING DISCOUNTED & SUBSIDISED WASTE & RECYCLING RATES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. RUNNING A FREE PROGRAMME OF SEMINARS AND MASTERCLASSES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. DELIVERING A FREE PROGRAMME OF REGULAR TRAINING (FIRST AID, HEALTH & SAFETY, FIRE MARSHALL, ...ETC)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. RUNNING A CUSTOMER SERVICE MYSTERY SHOP PROGRAMME	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. ORGANISING REGULAR BUSINESS NETWORKING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. LOBBYING ON KEY BUSINESS ISSUES (BUSINESS RATES, PLANNING ETC)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

IDEAS FOR THE FUTURE

1. COMMISSIONING AREA STUDIES TO BETTER UNDERSTAND COMPLEXITIES OF LOCAL AREA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. LOCAL RECRUITMENT SCHEME	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. DISCOUNTED LOCAL ADVERTISING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. RELEVANT AUDITS, RISK ASSESSMENT SUPPORT SUCH AS FIRE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

YOUR IDEAS

PROMOTING STRATFORD



The core objectives for our promoting Stratford group is to create opportunities to drive footfall to the town centre through a host of seasonal events for the community and beyond. We support members with

promotion and highlight the areas unique identify, encouraging visitors and residents to explore the town centre and to contribute to the local economy.

PLEASE INDICATE YOUR VIEWS OF EACH OF THE FOLLOWING INITIATIVES.

Essential
Important
Not relevant

CURRENT INITIATIVES

1. PROMOTING OUR CONSUMER FACING WEBSITE WITH ONLINE BUSINESS DIRECTORY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. INCREASING OVERALL FOOTFALL AND DWELL TIME FOR LOCALS AND VISITORS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. DELIVERING SEASONAL EVENTS (SCREEN ON THE GREEN, WINTER WONDERLAND ETC.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. RUNNING SOCIAL MEDIA PROMOTION TO INCREASE VISIBILITY FOR YOUR BUSINESS AND STRATFORD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. OFFERING DISCOUNTS AND OFFER THROUGH OUR MY STRATFORD REWARDS SCHEME	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. GENERATING POSITIVE NEWS FOR STRATFORD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. PRODUCING REGULAR NEWSLETTERS TO KEEP YOU INFORMED ON LOCAL NEWS AND OUR PROJECTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

IDEAS FOR THE FUTURE

1. PARTNERSHIPS WITH KEY LONDON TITLES SUCH AS TIME OUT FOR FEATURES ON STRATFORD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. SUPPORT FOR SMALL BUSINESSES ON DIGITAL MARKETING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. BRANDING AND CREATIVE SUPPORT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. IMPLEMENTATION OF STRATEGIC FOOTFALL CAMERAS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

YOUR IDEAS

ENHANCING STRATFORD



There is ongoing investment and development in Stratford. It is important the town centre remains a welcoming place for everybody to enjoy. The BID have and will continue to initiate and facilitate enhancement initiatives

from art installations and enhanced lighting to greening and anti-littering campaigns to make Stratford more welcoming.

PLEASE INDICATE YOUR VIEWS OF EACH OF THE FOLLOWING INITIATIVES.

Essential
Important
Not relevant

CURRENT INITIATIVES

1. PROVIDING ADDITIONAL GREENING (ADOPT A PLANTER, REGULAR MAINTENANCE OF POCKET PARKS)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. IMPROVING WAYFINDING FOR THE AREA (TEMPORARY MURAL ON HOARDING, VINYL TRAIL, ETC)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. LOBBYING FOR AND ASSISTING WITH VARIOUS PUBLIC REALM IMPROVEMENTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. DELIVERING ADDITIONAL CLEANING MEASURES SUCH AS DEEP CLEANING, CHEWING GUM REMOVAL, CIGARETTE BUTT BALLOT BINS AND LITTER PICKING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. PRODUCING EXPLORE STRATFORD MAPS FOR VISITORS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. DELIVERING CREATIVE LIGHTING TO IMPROVE SAFETY IN THE AREA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. SHARING INFORMATION ON UPCOMING AND PROPOSED DEVELOPMENTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. CELEBRATING THE AREA'S HERITAGE WITH THE 'STRATFORD STORIES' TRAIL AND WALKS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

IDEAS FOR THE FUTURE

1. HEALTHIER ENVIRONMENT (CYCLING INITIATIVES, BEHAVIOUR CHANGE, AIR QUALITY)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. CREATE MORE FOCUSED MAPS TO SUPPORT THE DAY AND NIGHT TIME ECONOMY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. ARTS & HERITAGE IN THE CORE OF PLACEMAKING (EXPAND STRATFORD WALKS, SUPPORT A STRATFORD ARTS TRAIL)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. DESIGN SOLUTIONS TO TACKLE TOWN CENTRE PROBLEMS (CREATIVE LIGHTING, WAYFINDING)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

YOUR IDEAS

SAFER STRATFORD



The priority for this group is to focus on making Stratford a safer place for employees, shoppers and visitors. Working together with

stakeholders, we address safety issues to improve the overall perception of Stratford.

PLEASE INDICATE YOUR VIEWS OF EACH OF THE FOLLOWING INITIATIVES.

Essential
Important
Not relevant

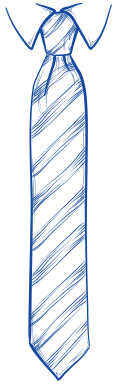
CURRENT INITIATIVES

1. PROVISION OF 3 FULL TIME SECURITY OFFICERS (OUR AMBASSADORS TEAM WHO PATROL THE AREA AND REPORT ISSUES)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. INTRODUCTION OF A BUSINESS CRIME REDUCTION PARTNERSHIP (BCRP)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. WORKING WITH ENFORCEMENT AND POLICE TEAMS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. PROVIDING ACCESS TO RESOURCES (REPORTS, CONTACTS, BEST PRACTICE, ETC)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. RUNNING SAFETY SPECIFIC WORKSHOPS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. LOBBYING FOR NIGHT CLOSURE OF STRATFORD CENTRE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. SUPPORTING INITIATIVES THAT IMPROVE PERCEPTION OF SAFETY (CITY SAFE HAVEN, ETC)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. ATTENDING SAFETY MEETINGS FOR THE WIDER AREA INCLUDING NEWHAM PUBWATCH, E20 FORUM ETC.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. WORKING WITH KEY AGENCIES TO TACKLE ROUGH SLEEPING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

IDEAS FOR THE FUTURE

1. DELIVERING THE BCRP UNDER THE BID'S SAFETY PORTFOLIO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. LOBBY FOR MORE CCTV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

YOUR IDEAS



STRATFORD ORIGINAL AMBASSADORS

Our Ambassadors team is formed by 3 full time SIA registered security officers who make Stratford a safer and more welcoming place 7 days per week, 10 hours a day. Whilst they do not currently have any enforcement or police powers, they are at the centre of ensuring Stratford becomes a safer place for all.

HOW WOULD YOU RATE THE EFFECTIVENESS OF THIS INITIATIVE.

Below Average	Good	Above average	Excellent
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YOUR FEEDBACK

1. SERVICE PROVIDED TO MY BUSINESS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. SERVICE PROVIDED TO STRATFORD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. ENGAGEMENT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. COMMUNICATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. GENERAL SUPPORT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

DO YOU THINK OUR AMBASSADORS SHOULD BE GIVEN MORE POWERS TO TACKLE LOCAL ISSUES MORE EFFECTIVELY?

Yes No Don't know

YOUR SAY

DO YOU THINK STRATFORD HAS IMPROVED SINCE THE ESTABLISHMENT OF THE BID?

Yes No Don't know

CAN WE COUNT ON YOUR YES VOTE THIS OCTOBER?

Yes No Don't know Not my decision

IS THERE ANYTHING WE CAN DO TO BETTER GAIN YOUR SUPPORT?



MOVING

STRATFORD

FORWARD

RETURN DETAILS

Please return this form by **31st May 2019**.

Return this form:

1. Via post to
Stratford Original BID
Stratford Circus Arts Centre
Theatre Square, London E15 1BX
2. Complete online via
stratfordoriginal.com
3. Contact the team



stratfordoriginal.com



info@stratfordoriginal.com



020 8555 7065



StratfordOrig