



MID-TERM REVIEW 2018

MAKING STRATFORD BETTER FOR BUSINESS

**STRATFORD ORIGINAL IS THE
BUSINESS IMPROVEMENT DISTRICT (BID)
FOR STRATFORD TOWN CENTRE**

STRATFORD
ORIGINAL

LOVES BUSINESS

PUTTING STRATFORD FIRST



PUTTING STRATFORD FIRST

Stratford Original has now been operating for three full years, growing to become an organisation offering a **full programme of services, projects, initiatives and events**. This publication aims at letting you know what we have achieved so far, shares the feedback we have gathered from the recent member survey and looks ahead to our plans for the next two years of the BID's first term.

Increasing rents and rates, uncertainty caused by Brexit and competition from online retailers are just a few of the many issues businesses like yours are currently facing. As your BID, we believe that our work is **making it easier for you to run your business in Stratford whilst dealing with these huge challenges**.

Free training, subsidised recycling, savings on your bills, business networking, local offers through the My Stratford Rewards card, town centre events like the Pop Up Screen, Easter Trail, Winter Wonderland, and then additional cleaning, greening, improved lighting, street art on the Broadway, the Explore Stratford maps, and our three full time Ambassadors are some of the initiatives we have implemented so that **Stratford becomes a better place for employees, residents and visitors**.

Stratford has become an attractive destination for investors and **more businesses are choosing E15 as their home**. With more investment planned for the area including the proposed MSG Sphere, an 18,000 seat venue sitting between the town centre and Stratford Westfield. There is plenty to be positive about.

We are proud to have quickly become a crucial stakeholder representing you, the Stratford town centre businesses and we look forward to continuing working with you and other partners to **deliver value and put Stratford first**.

Gianluca Rizzo
Stratford Original BID Manager



PUTTING STRATFORD FIRST

DELIVERING ON OUR 10 PLEDGES

Back in 2014, when Stratford businesses voted for the establishment of the Business Improvement District, Stratford Original committed to deliver on 10 key priorities. Businesses identified key areas where they wanted the BID to make a positive and lasting difference. Over the last few years we have been working hard to deliver our 10 pledges.

1. **Saving money** through giving you the option to buy services together such as waste, recycling and electricity
2. Helping you to **meet and trade** with each other, whilst keeping you up to date on relevant changes taking place in Stratford
3. **Promoting** the town centre to attract new visitors
4. **Improving** signage in Stratford
5. **Creating** a local loyalty card scheme
6. **Helping** to create a safe and attractive night time economy and promote Stratford's unique family offer
7. Employing ambassadors to **welcome** town centre users
8. Working with Newham & Transport for London to make **improvements** to the town centre
9. Installing creative lighting to encourage **greater use** of town centre in the evenings
10. Developing 'Love Stratford' campaign to foster great **local pride**

With two more years still remaining of the first term, Stratford Original is committed to continue delivering on these 10 pledges as well as focusing on new and emerging business priorities.



KEY ACHIEVEMENTS

LIVE SINCE 2015



trees saved
through our
recycling scheme**

PAINTED
FIVE
MURALS

WITH CREATIVE
LIGHTING

Investing

£1.2 million

**in the town
centre**

Reported
14,288 public
realm issues*

**Dealt with 130
ASB & crime
related issues***

 **Employ 3
full time
Ambassadors**

**Half a million
people** go
through the
Stratford
Centre **per
week**

Carried out

6,410

**business
visits***

**Installed 131
temporary
wayfinding signs**

£ **Identified savings**
on utilities of over
£ **£120,000**
through our joint
procurement scheme

 **Distributed
over 12,000
Explore
Stratford Maps**

91
tonnes
of **CO₂**
saved

through our recycling scheme**

Ambassadors
have engaged
with **14,320**
town centre
users*

40 million
people use
Stratford Station
per year



**REPRESENTING
-270-
BUSINESSES**

Over

2,000

**My Stratford
Rewards cards
distributed**

**10 Additional
Cleaning Sessions**

*(August 2016 – December 2017) ** (March 2017 – February 2018)

MID TERM RESULTS

We commissioned Storecheckers to conduct a survey across the BIDs levy payer to gain insight into a range of areas in order to help steer future projects, along with gaining a perspective into the BIDs current perception to help identify opportunities for development.

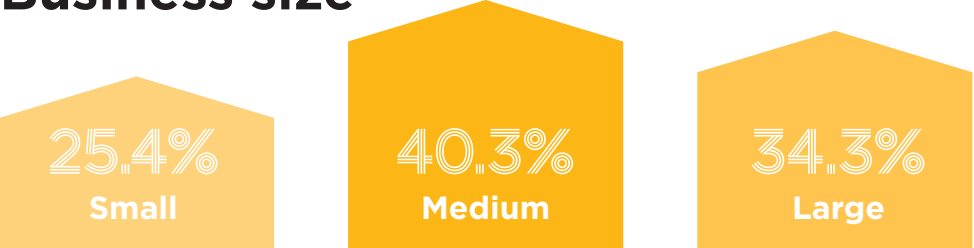
A questionnaire was compiled consisting of 22 questions, covering specific topics about the levy payer's business, their awareness of the BID and their preferences and suggestions on current and future BID projects.

There were 134 surveys conducted in total between 15th - 25th January 2018, constituting approximately 50% of the hereditaments.

49.63%
of businesses
participated
134 out of 270



Business size



WHAT YOU SAID

Importance of current projects



DOING BUSINESS

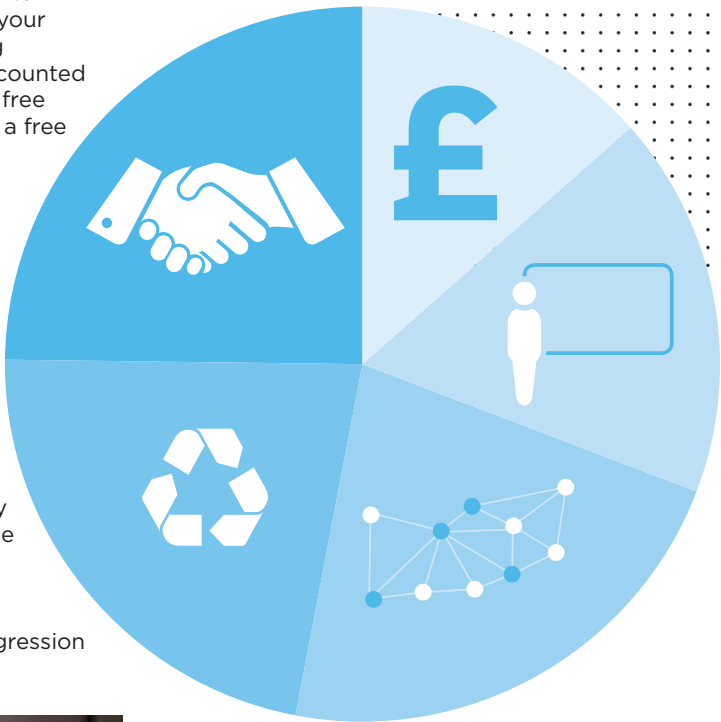
Stratford has a huge range of businesses. We are providing you with new opportunities to work together to **cut costs** and increase your **revenue**. We are doing this by identifying **savings** on your utilities, offering you discounted trade waste & recycling rates, organising free networking opportunities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

WHAT WE HAVE DELIVERED






- Waste & recycling, joint procurement and free training courses
- Regular steering group meetings
- Multiple business networking opportunities

LOOKING AHEAD

- **Customer Service** - Develop a mystery shopping customer service programme with 1:1 feedback sessions
- **Training & Workshops** - Continue to develop a robust training programme, exploring options for longer term progression



WHAT YOU WANT TO SEE MORE OF IN THE FUTURE

	24.8%	Customer Service
	22.2%	Waste & Recycling
	22.2%	Business Networking
	17.3%	Training & Workshops
	13.5%	Business Savings

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.

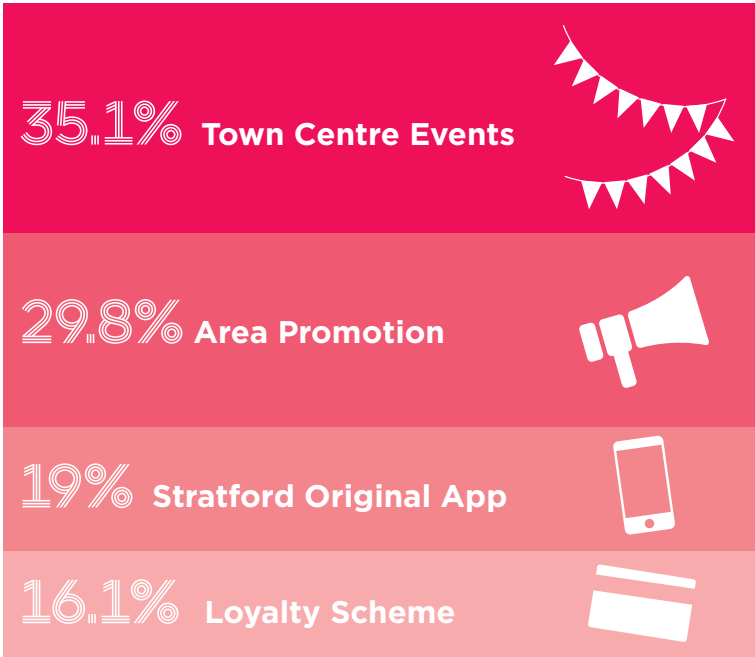
WHAT WE HAVE DELIVERED

- A range of town centre events, including;
 - › Super Saturday of Sport - July 2017
 - › E15screen - August 2017
 - › Christmas Wonderland and Illumination show - December 2017
 - › E15 Easter Trail - March 2018

LOOKING AHEAD

- **Town Centre Events & Area Promotion** - Continue to deliver a range of high quality events to increase footfall to the town centre
- **Loyalty Scheme** - Working on promoting and enhancing My Rewards initiative adding value for businesses involved

WHAT YOU WANT TO SEE MORE OF IN THE FUTURE



ENHANCING 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 have and will continue a number of initiatives to make Stratford more welcoming.








WHAT WE HAVE DELIVERED

- 5 painted murals with creative lighting across the Broadway
- 10 additional deep cleaning sessions
- 12,000 Explore Stratford maps

LOOKING AHEAD

- **Cleaning** - Anti-littering/environmental campaign to raise awareness to keep Stratford clean and boost local pride
- **Town centre improvements** - Targeted initiatives to enhance the appearance and improve public realm experience across Stratford, including lighting
- **Greening** - Delivery of Adopt a Planter scheme & activation of pocket gardens

WHAT WOULD YOU LIKE TO SEE MORE OF IN THE FUTURE

	22.3%	Cleaning
	22%	Town Centre Improvements
	16.7%	Lighting
	14.1%	Greening
	10.6%	Maps
	7.7%	Public Realm Art
	6.6%	Wayfinding



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.

WHAT WE HAVE DELIVERED

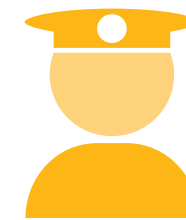
- Joint meetings and workshops with both town centre police teams
- Regular stakeholder walks with the Police, Enforcement, Ambassadors and businesses
- Acid attack workshop and 70 emergency kits

LOOKING AHEAD

- **Partnership Working** - Continue working with Town Centre Police teams to improve safety in the area and lead the delivery of the Safer Stratford Business Crime Reduction Partnership
- **Crime reporting** - Work with stakeholders to deliver changes to the area to design crime out introducing secure online platform to make it easier to share business crime intelligence and report crime

WHAT YOU WANT TO SEE MORE OF IN THE FUTURE

29.9%
Closer partnership
with town centre
police



29.6%
CCTV Audit

27%
Crime Reporting

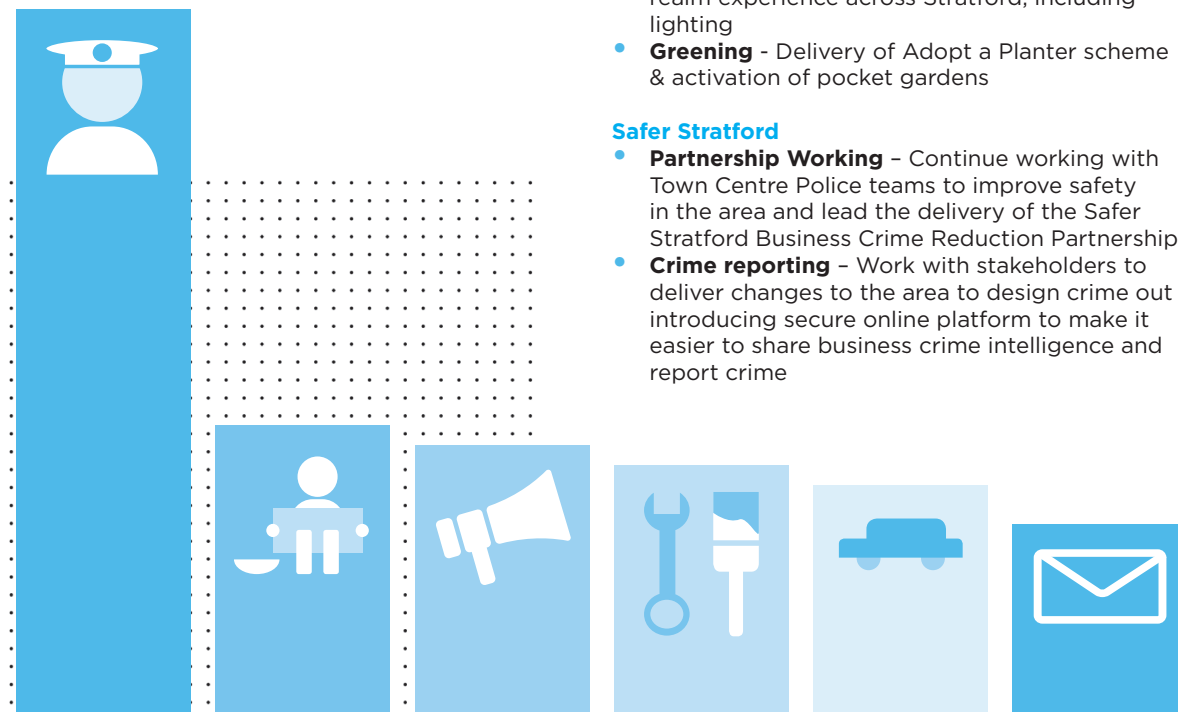


13.5%
Ambassadors



LOOKING AHEAD

WHAT OTHER INITIATIVES WOULD HELP YOUR BUSINESS



OUR COMMITMENTS TO YOU

Doing Business

- **Customer Service** - Develop a mystery shopping customer service programme with 1:1 feedback sessions
- **Training & Workshops** - Continue to develop a robust training programme, exploring options for longer term progression

Promoting Stratford

- **Town Centre Events & Area Promotion** - Continue to deliver a range of high quality events to increase footfall to the town centre
- **Loyalty Scheme** - Working on promoting and enhancing My Rewards initiative adding value for businesses involved

Enhancing Stratford

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Safer Stratford

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THOUGHTS FROM OUR CHAIR

It has been many years that the wider Stratford has been experiencing change, from the moment the Olympics were announced, the centre of London has moved eastward, making Stratford the **new key metropolitan centre** of London.

Ever since becoming the Chair of Stratford Original BID in April 2015, there has been lot of physical changes happening in Stratford in terms of new developments but more importantly the town centre improvement works that are **transforming the look and feel of the area**.

For the first time in many years, we finally have direct investment in the original Stratford town centre coming not only from the public sector but also from our local business community through the BID levy. With the town centre improvements due to be completed by Spring 2019, we will have a **brand new environment** which will enhance the area.

The work the BID has been doing over the years has already **made a difference**. Cutting costs on utilities, subsidising recycling, offering free business training and networking are only some of the initiatives we are all benefitting from. Of course, these go hand to hand with the town centre events, public realm improvements such as wayfinding, lighting, greening and murals all projects that Stratford Original has delivered. Special mention goes to our Ambassadors team who are doing a fantastic job in **liaising with local businesses** and sharing information with LB Newham and the local police team.

Over the past three years, the BID has **achieved great success** and I am looking forward to continue working with our business neighbours to make Stratford **better for business**.

Graeme Bright

Chair at Stratford Original and Facilities Manager at Theatre Royal Stratford East



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  StratfordOrig

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