

2015-2020

MAKE STRATFORD BETTER FOR BUSINESS

A Proposal for a **Business Improvement District**
in **Stratford Town Centre**

STRATFORD
ORIGINAL
LOVES BUSINESS

STRATFORD IS CHANGING...

A proposal for a
Business Improvement District
in **Stratford Town Centre.**

Be a partner in
something significant.

Vote **YES**
in the November ballot.

STRATFORD
ORIGINAL
LOVES BUSINESS



HELP US MAKE STRATFORD BETTER FOR BUSINESS

Stratford Town Centre has an impressive mix of businesses, from the well-established to the new and evolving, attracted by its location and great potential.

The area without a doubt has an amazing offer, including fantastic transport links, brilliantly diverse shops and a growing evening economy including some amazing venues. We are also on the doorstep of the Queen Elizabeth Olympic Park which is seeing growing numbers of visitors coming to the area.

Stratford is a changing place and we want to make sure that every business can make the most of the changes happening in and around our town centre. We want Stratford to be a place where businesses come, stay and prosper.

We believe that the best way to do this is by setting up Stratford **Original** Business Improvement District (BID) - a business led organisation.

We have listened to what you said is important for your business and, as a result, Stratford **Original** would aim to:

- ⊙ **Make it easier to do business and cut costs**
- ⊙ **Promote Stratford to regular customers and new visitors**
- ⊙ **Make the town centre more welcoming**

In November, you and your business will have the opportunity to vote to make these plans happen.

To find out more detail about what a Business Improvement District could do for Stratford, including our 10 pledges, please read on.

We hope we can count on your support by voting yes in the November ballot.

Together, we can help make Stratford a better place for business!

June Barnes

On behalf of Stratford **Original** Steering Group

OUR 10 PLEDGES TO YOU

With a “Yes” vote in the ballot, we will build on what has already been achieved in Stratford Town Centre so far to make a positive and lasting difference.

We have listened to what businesses have said and therefore make the following 10 pledges over the next 5 years.

- 1** We will help local businesses **save money** through giving you the option to buy services together such as waste, recycling and electricity.
- 2** We will help local businesses to **meet and trade with each other**, and keep up to date with major changes taking place across Stratford.
- 3** We will promote the town centre, including its world class cultural organisations and venues, in order to **attract new visitors**.
- 4** We will **improve signage** in Stratford to make it easier for visitors to find their way around.
- 5** We will create a local **loyalty card scheme**.
- 6** We will help develop a **safe and attractive night-time economy** in Stratford Town Centre and promote Stratford’s unique children and families offer.
- 7** We will **employ wardens** to welcome customers and visitors to the area and work with police and others to improve safety, help prevent crime against property and anti-social behaviour, and report issues in public spaces.
- 8** We will work with Newham Council and Transport for London to make improvements to **streets, pavements and public spaces**.
- 9** We will install **creative lighting** to encourage greater use of the town centre in the evenings.
- 10** We will develop an annual **“Love Stratford” campaign** to foster greater pride in the Town Centre.



“We are committed to supporting the Stratford **Original** BID. We see it as essential to maintaining and developing the traditional heart of Stratford.”

Martin Cawthorn

East Thames

Member of Stratford **Original**
Steering Group

WHAT WOULD IT DO?

Stratford **Original** would champion improvements in three key areas:

1. Doing business

Stratford has a huge range of businesses that make up the thriving town centre. We want to give them new opportunities to work together to cut costs using joint buying power. This includes:

- ③ **The option to buy services together** where this saves money, such as waste collection, recycling, energy, insurance and office supplies. This will increase members' collective buying power.
- ③ **Local loyalty card.** We will create and promote a local offer scheme to encourage those working and living locally to explore what Stratford businesses have to offer.
- ③ **Business networking events.** These will help you discover new opportunities on your doorstep for your business and find out more about who is moving in to the area.
- ③ **An optional business club for non-levy payers.** In return for a fee, smaller businesses that are not automatically included in the BID membership will be able to access some of the BID services such as events and networking.

2. Promoting Stratford

With even more residents and students expected, we want businesses in Stratford Town Centre to benefit from this increased footfall. We will work hard to promote the area's unique identity, and encourage visitors and residents to explore and spend here. This includes:

- ③ **Festivals and events.** We will collaborate with Stratford's cultural organisations and others to develop street festivals and events across the town centre that can be enjoyed by regular customers, visitors and local residents alike.
- ③ **Making it easier for visitors to find their way around.** Many of Stratford's best assets are tucked away from view. We will work with partners to address this.





- ⦿ **Regular local shopping and culture guides** for hotel guests and other visitors to the area.
- ⦿ **Evening and night time offer.** We will develop a plan to promote existing evening attractions, bars and restaurants, as well as supporting new businesses that offer a great night out.
- ⦿ **Children and families.** Stratford already has some great facilities and programmes for children and families. We will work with partners to promote and celebrate this unique part of Stratford's offer.

3. Making the Town Centre feel safer and more welcoming

There has been and will continue to be development and investment in Stratford Town Centre. We want to build on this to make the town centre feel safer and more welcoming. This includes:

- ⦿ **A uniformed street warden scheme.** Wardens will meet and greet customers and visitors across the BID area and provide useful local knowledge. They will also help to prevent crime against property and anti-social behaviour, and report issues that require attention in public spaces
- ⦿ **An annual "Love Stratford" campaign.** We will work to foster a feeling of pride in Stratford, doing annual clean-ups and small scale improvements to make a big difference to its area's look and feel.
- ⦿ **Quality Streets.** We will work with Newham Council and Transport for London to make improvements to streets, pavements and public spaces
- ⦿ **Improved lighting.** We will work with local stakeholders to implement improved lighting schemes, such as tree lighting, to make the area brighter and safer at night as well as attractive to visitors.
- ⦿ **Safer and better used parking.** We will support the evening economy by encouraging greater awareness of existing parking facilities and achieving Park Mark safety accreditation for local night-time parking facilities.

“The Stratford Original BID is a fantastic initiative that I believe will benefit the local business community in Stratford. I look forward to helping drive the BID forward.”

Danny Regan
Barclays
Member of Stratford Original
Steering Group

SUNDAYS

THURSDAY

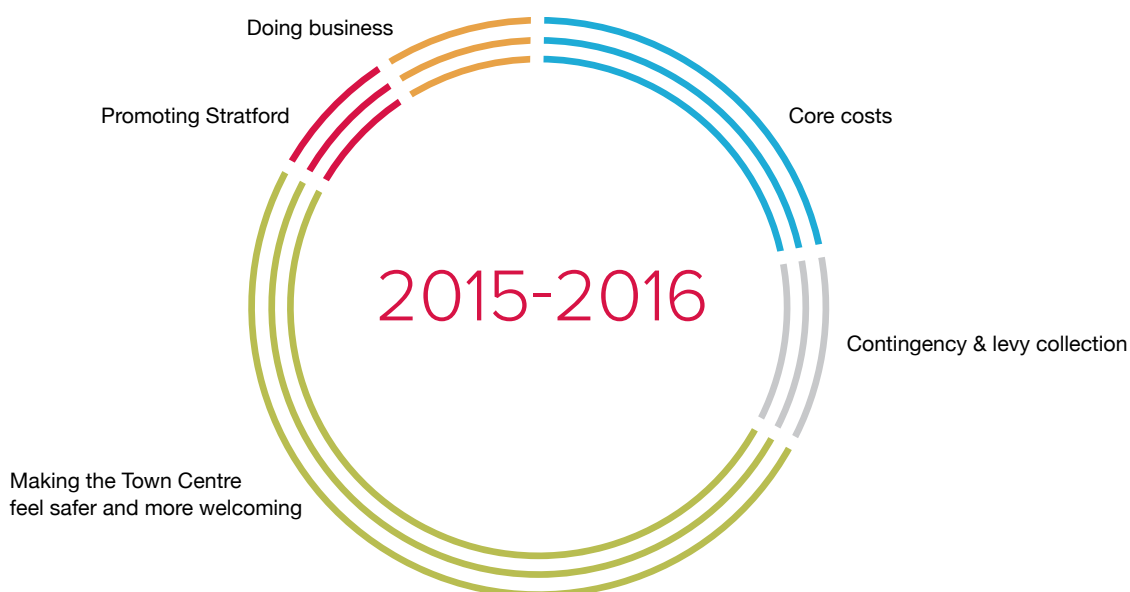


“It’s important that Stratford Town Centre continues to attract new visitors to the venues we have here. Having a BID will help us do this.”

Dominic Voyce
Stratford Picturehouse

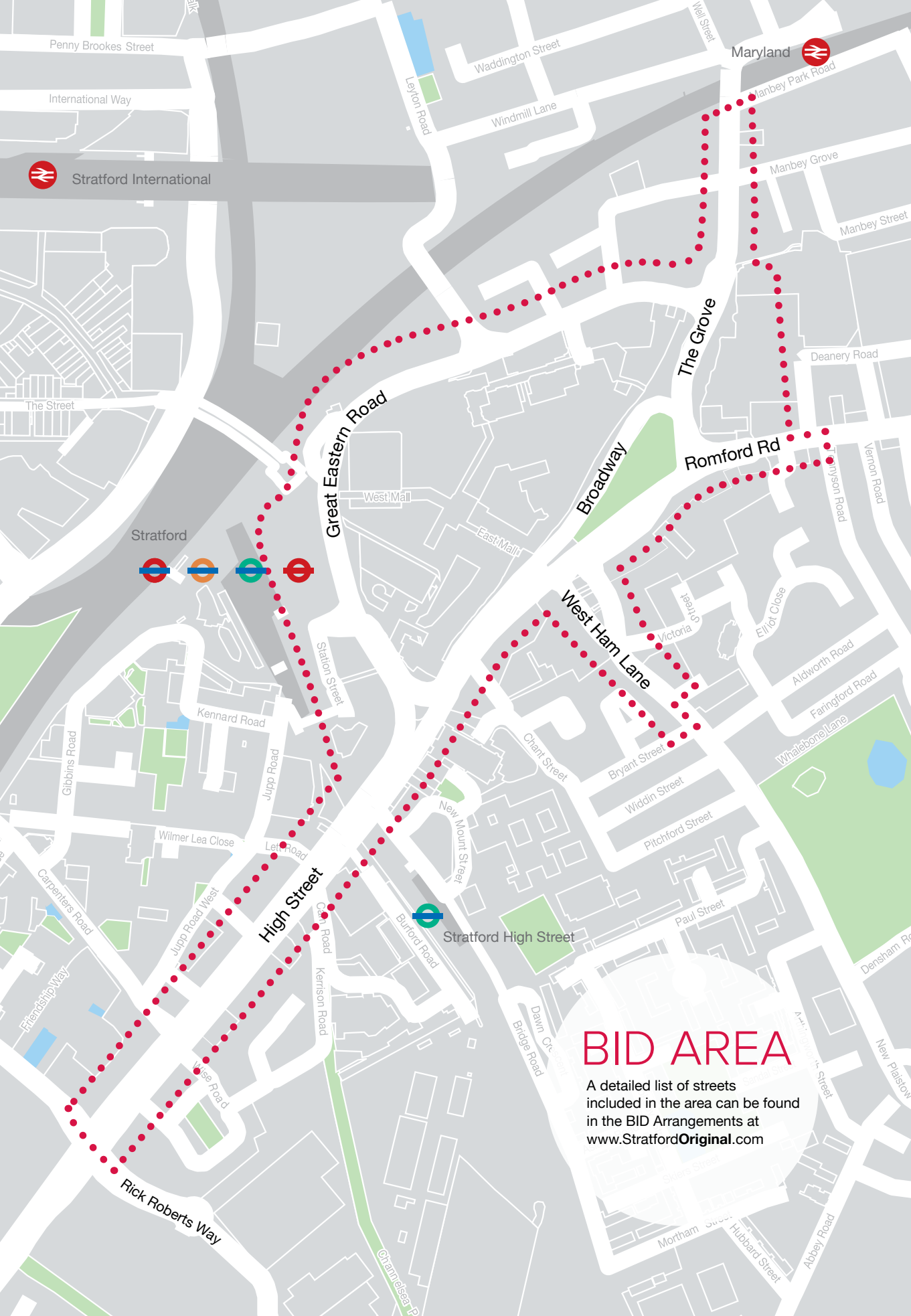
HOW WE WILL INVEST IN STRATFORD'S FUTURE

A BID in Stratford will invest over **£1.2 million** between 2015 and 2020. We will aim to draw in 20% extra funding from other sources right from the start.



BID Budget 2015-2016

EXPENDITURE			INCOME	
Doing business	8%	£22,000	Levy Budget at 1.5% of rateable value 0.75% for Stratford Centre (See FAQs)	£232,000
Promoting Stratford	9%	£26,200		
Making the Town Centre feel safer and more welcoming	50%	£146,200	Contribution from Stratford Renaissance Partnership	£60,000
Core costs Management, administration and communications	22%	£64,500		
Contingency & levy collection costs	11%	£33,100		
Total	100%	£292,000	Total	£292,000



BID AREA

A detailed list of streets included in the area can be found in the BID Arrangements at www.StratfordOriginal.com



“I believe a BID in
Stratford will not only
support local businesses,
but promote Stratford
as a destination for
local and international
visitors. A BID is
Stratford’s future!”

Alla Vasjucenoka
The Westbridge Hotel
Member of Stratford **Original**
Steering Group



FAQS

Your questions answered

What is a Business Improvement District?

A Business Improvement District (BID) is a business led organisation working to implement projects that benefit an area and its businesses. A BID in Stratford Town Centre

- ⦿ Would provide services to local businesses in addition to those provided by the Council, the Police and others.
- ⦿ Would be owned and run by local businesses.
- ⦿ Can only start after a successful ballot of businesses in Stratford.
- ⦿ Would be funded by a small levy on all businesses in the area.

You decide if a BID would help make Stratford better for business.

Why is there a ballot in November 2014?

For a BID to be set up, there needs to be a ballot of eligible businesses. The ballot will ask a simple question: 'Are you in favour of the proposals for the Stratford Business Improvement District?' In order for the BID to come into existence, a simple majority of those voting must vote in favour. But their votes must also represent a majority of the aggregate rateable value of the properties that vote. If you wish to nominate a local manager or individual to vote in the BID ballot on your behalf, please contact the Stratford **Original** Team (contact details on the back page).

Am I eligible to vote in the BID ballot?

If your business premises falls within the proposed BID area and has a rateable value above £10,000 (see map on page 9) you are eligible to vote in the BID ballot.

How will the Stratford BID be funded?

If the ballot is successful, the Stratford BID will be funded by an annual levy of 1.5% of the rateable value on all eligible businesses. So if the rateable value on your business premises is £50,000, you will pay £750 p.a. If you are a tenant of The Stratford Centre, with your entrance facing into the centre, you will pay 0.75% of your rateable value. So if your rateable value is £100,000, you will pay £750.

Registered charities will receive a discount of 80%.





How will the levy be collected?

The BID levy will be collected through the current Business Rates system, but will be the subject of a separate bill. The levy will be amended on an annual basis in line with inflation, at a rate to be agreed by the Stratford **Original** Board. The Stratford BID will be clear and transparent about how it is spending the money. There will be regularly updated information about income and expenditure available to all members of the BID.

Why do my business rates not cover this?

A BID in Stratford will be a privately funded, business-led initiative with funds that will be collected and managed by you. It must provide services over and above those offered by the local authority and other statutory agencies. The BID will sign a Baseline Agreement with Newham Council that will legally establish what the local authority already delivers and will monitor this agreement.

How long will the BID last?

The BID will last for 5 years, meaning guaranteed investment in Stratford until 2020. If businesses want the BID to continue beyond 2020 you will make this decision through a further ballot process.

How can I be represented?

If the November 2014 ballot is successful, the Stratford BID will be set up as a new not-for-profit company limited by guarantee. The first AGM will take place within the first year after the BID starts its work on 1st April 2015. All businesses that were eligible to vote and that pay the levy may become members of the company. Any member can stand for election to the board.

More details about the Stratford **Original** Business Improvement District (BID) are available at www.StratfordOriginal.com



“ A BID in Stratford is an opportunity to deliver real change in the area. Every vote counts! ”

Muhammad Sethi
Wilkinson



“I feel strongly that it is the businesses and people of Stratford that are the key to revitalising our town centre. A BID is the best way for us to achieve this.”

Jaspal Singh
Prontaprint



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prontaprint...trusted to deliver, every time.

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prontaprint...trusted to deliver, every time.

prontaprint...trusted to deliver, every time.

Conferences and Events


Booking forms
Branded merchandise
Brochures
Handouts
Name badges
Delegate packs
Registration forms
Posters
Branded giveaways

Design Print Display Direct Mail Finish

prontaprint...trusted to deliver, every time.



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artwork
3892352



“We have a unique children and families offer in Stratford. A BID will give us the support we need to promote this to new audiences, bringing more visitors to the area.”

Racheal Brasier
Discover Children's Story Centre
Member of Stratford **Original**
Steering Group

Look out for your voting pack.

The Business Improvement District ballot is your chance to have a say in the future of an area you have invested in.

This is your chance to help Stratford Town Centre move ahead of its neighbours. Don't miss it.

When is it all happening?

© **1st August – 15th September 2014**

Look out for a letter giving you the opportunity to register a specific person from your business to vote

© **October 2014**

You will receive your voting pack from London Borough of Newham and will then be able to vote

© **20th November 2014**

Ballot closes

© **21st November 2014**

We will announce the results of the vote

© **1st April 2015**

The Business Improvement District will be launched

© **2015 - 2020**

5 years of investment and improvement

© **2020**

Businesses decide on 5 year renewal based on our performance

STRATFORD
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CONTACT

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