

February 2019

NEW YEAR. NEW PRIORITIES

MOVING FORWARD



2019 is well underway. Here at Stratford Original we are busy finalising plans for the year ahead.

As a BID we achieved a lot in 2018, a few key highlights included;

- Screen on the Green which saw over **20,000 visitors**
- Installation of **26 planters** to 9 businesses across the town centre
- A successful **family focused** Christmas Wonderland event and lantern parade
- Installation of **creative lighting** around the Broadway murals

Over the coming months, we will be giving you, our members opportunities to set the priorities for your business and Stratford, ahead of our first renewal ballot. In October 2019, you will be asked to support the BID by voting YES. We look forward to continue working with you to move Stratford forward.



NEW MEMBERS

Unit 6

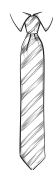
One of Stratford's most popular cafés, Sawmill has opened a second branch in the Shopping centre. Unit 6 offers a range of coffees and delicious food.

Stratford Shopping Centre

Koi Sushi Garden

Fancy sushi? A new Sushi restaurant is opening on The Grove.

156 The Grove, E15 1NS



AMBASSADOR FACTS FOR DEC

253

PUBLIC REALM ISSUES REPORTED

303

**MILES COVERED = EQUIVALENT OF
WALKING TO LUXEMBOURG**

1,690

TOWN CENTRE USERS ENGAGED



THE MAGIC OF CHRISTMAS

On the 29th November we transformed St John's Church into a magical Christmas Wonderland. The event was a huge success bringing over 300 families to the town centre. A Santa's grotto, inflatable snow globe, fairground games and face painting were just some of the activities available to our guests. To add some Christmas cheer, we worked with local school choirs St Francis and Portway Primary alongside adult choirs Forest Voices and Sing East to get everyone in the Christmas spirit.

In addition to our wonderland, we organised a lantern parade with 90 children from local school Chobham academy. The parade of lights, led by the sounds of professional drumming from local band Drum Works, attracted huge crowd throughout the town centre.

AMBASSADOR TEAM UPDATE

One of our ambassadors, Olu Batabunde is moving on to pastures new. We would like to thank Olu for all his hard work and miles over the last few years and wish him all the best for his next chapter.

Adnan Rahim will replace Olu from the end of January. Please do say hello and flag any issues with our ambassadors.



SAFER STRATFORD WALKABOUT

As part of our commitment to make Stratford a safer and more welcoming place, we arrange regular walkabouts to **identify local issues and work with stakeholders to address these.** Representatives from Stratford Original, our ambassadors, the Chair of Safer Stratford Carol Richards together with the local police team joined us and our ambassador team for a walkabout around the service routes of the Stratford Centre. During the walkabout the team spoke to a number of businesses about local issues including cleaning, litter, fly tipping and enforcement. The team has now passed on all relevant information to the authorities.

REWARDS CARD

Want more business loyalty?

Send us an offer for our loyalty scheme. My Stratford Rewards is becoming increasingly popular with over **200 people** requesting a card this year!

To submit an offer send an email to info@stratfordoriginal.com.

WHAT'S ON?

Promote your event on our website!

Let us know any events or activities you have on and we will list on the what's on section on the website.

Email us info@stratfordoriginal.com.



PLAY IN STRATFORD

A huge thanks to everyone who joined our **first play street event on Saturday 15th December.**

The event included a number of all-time classic games such as hula hoops & ball hoppers, plus two artists' playful installations, the PlayGround by Bow Arts and AFFIX by Sabrina Shirazi.

The event was partly funded by London Borough of Newham and supported by MET Police, the Cadets and Newham Highways.

This event was part of our placemaking activities, encouraging better use of public space with a focus on play in Stratford town centre.



BALLOT BINS

Walking along the Broadway, you may have noticed our new brightly coloured orange ballot bins. **Cigarette litter is an ongoing issue in the town centre so we worked closely with Hubbub to install a number of ballot bins** along the Broadway.

A displayed message prompts smoker to vote, thus making the choice of using the bin in a playful way. Look out from early next year for the bins being open and accessible to public upon completion of all gyratory work currently taking place in the area. We would like to thank iXact and its cleaning team for the ongoing maintenance.

TOWN CENTRE WORKS

JB Riney continues to make improvements across the town centre.

Current and upcoming areas of work include;

- **Broadway (outdoor market area)** currently under way, until late March.
- Cycle lane along Great **Eastern Road is now open.**
- **Gerry raffles Square** currently work underway with completion due late March.
- **The Grove to Maryland**, point works underway with completion early this year. Works include paving upgrade and carriage resurfacing.
- **Theatre Square and Salway Place** work continues.

Whilst works are ongoing please keep an eye out for all signs directing pedestrians to safe crossing points and walkways.



DOING BUSINESS



SAVE MONEY

ON BUSINESS COSTS

Take advantage of the free joint procurement service available to all BID members.

Meercats offer price comparisons and savings on a wide range of services such as printing, pest control, electricity and more.

They recently saved one member over £2,000 on their printing bill!

To find out more, email us at info@stratfordoriginal.com.

ON WASTE & RECYCLING

In the last year our members recycled almost **110,000 kg** of their waste, the equivalent weight of **one adult blue whale** and with a recycling rate of **60%** we're not far off the Mayor of London's target of **65% by 2030**.

To help your business achieve this target we have partnered with **First Mile** to provide members with a heavily subsidised waste and recycling service.

Call First Mile and quote 'Stratford Original' to start saving today on 0800 612 8984.

UPCOMING TRAINING

5TH FEBRUARY DIGITAL DECODED

Find out **how to improve your traffic online?** Attend a free digital marketing seminar.
Holiday Inn Westfield Stratford

6TH FEBRUARY CUSTOMER SERVICE & SALES

Get tips and tools to help **improve customer service & sales**. Covering everything from welcoming to upselling.
Stratford Circus

19TH FEBRUARY EMERGENCY FIRST AID

Ofqual regulated & certificate lasts 3 years.
Stratford Circus

For more information visit stratfordoriginal.com/members/whatson

KEY DATES



THEME STEERING GROUP MEETINGS

5

FEB 2019

Enhancing Stratford

27

MAR 2019
ZAPSPACE

Promoting Stratford

18

APR 2019
TBC

Safer Stratford

23

APR 2019

Doing Business

OTHER DATES

27

MAR 2019

Networking drinks All star lanes

TO FIND OUT HOW YOU CAN GET INVOLVED OR ASK A QUESTION, PLEASE FEEL FREE TO CONTACT US.



020 8555 7065



[INFO@STRATFORDORIGINAL.COM](mailto:info@stratfordoriginal.com)



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