



ANNUAL REPORT 2019

With the first term ending in March 2020, Stratford Original will have its first renewal ballot in October 2019 to follow on our achievements. We are hoping that all existing members will support our work by voting **YES**.

For this financial year, Stratford Original will continue to offer a discounted levy. This was introduced in 2017 to mitigate the effect of the revaluation of the Rateable Values. The 8% discretionary relief has automatically been applied to your bill. We look forward to working with you to move Stratford forward.



DOING BUSINESS

Stratford has a diverse business mix. We provide you with new opportunities to work together to cut costs and increase your revenue through a range of initiatives like our joint procurement scheme, identifying savings on your utilities, offering members discounted trade waste & recycling rates, organising free networking opportunities and delivering a range of free training opportunities.

2018 KEY ACHIEVEMENTS

- Identified savings on utilities worth over **£132,133**
- Offered subsidised waste rates through partnership with First Mile, through which over **169,255KG** of Mixed recycling been collected
- Delivered various networking opportunities including Summer & Winter Parties
- Introduced free training programme including Health & Safety, Fire Marshall, First Aid & GDPR to name a few
- Introduced seminars covering topics from Brexit to Business Rates
- Launched a successful customer service mystery shop programme which **45** businesses participated in

2019 PLANS

- Continuation of above initiatives including cost savings and networking
- Enhanced training & seminar programmes



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.

2018 KEY ACHIEVEMENTS

- Delivered town centre events including 'Screen on the Green', with live broadcast of Wimbledon and FIFA World Cup
- Generated **20,000** of additional footfall thanks to the Screen
- Delivered a successful 'Winter Wonderland' community event to celebrate the start of the festive period
- Delivered local trails targeting local families for Easter and Christmas (the Gruffalo)
- Given out over **2,200** Stratford Rewards cards
- Introduced new brand identity & consumer facing website

2019 PLANS

- Further development of existing services and promotions
- Enhanced Marketing & Communication programme

	<h2 style="text-align: center;">SAFER STRATFORD</h2> <p>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 problems and to improve the perception of Stratford.</p>
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2018 KEY ACHIEVEMENTS

- Ran regular Safer Stratford Forum meetings and walkabouts
- Supported the town centre with Street Ambassadors
- Reported **3,094** public realm related issues*
- Engage with **1,924** members of the public on average each month
- Patrolled the BID area **7** days per week covering on average **433** miles per month
- Dealt with **83** ASB and crime related issues*
- Continued to lobby for the night closure of the Stratford Centre

*(calendar year)

2019 PLANS

- Further development of the existing services
- Development of the Safer Stratford Business Crime Reduction Partnership

	<h2 style="text-align: center;">ENHANCING STRATFORD</h2> <p>Whilst 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 deliver initiatives to make Stratford more welcoming.</p>
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2018 KEY ACHIEVEMENTS

- Delivered creating lighting around the Broadway's murals
- Completed the last phase of wayfinding vinyls
- Installed a temporary Wayfinding Mural on High Street
- Ran volunteer litter picking initiatives
- Installed **3** ballot bins to tackle cigarette butt litter
- Installed **26** planters to local businesses
- Launched first Stratford Play Street
- Launched 'Stratford Stories' a local cultural, heritage trail walk and exhibition
- Took part in the London Festival of Architecture with a town centre walk
- Distributed over **20,000** 'Explore Stratford' maps

2019 PLANS

- Continuation of the existing projects
- Implementation of more Public Realm Improvement projects
- Supporting Newham and TfL for the delivery of the new Stratford Gyratory

FINANCIALS

	Actual Income & Expenditure 2018-2019	Forecasted Income & Proposed Expenditure 2019-2020
Income	£	£
BID Levy	315,905	310,883
Section 106 Contribution	60,000	60,000
External Funding (target)	33,050	(20,000)
Surplus from previous year	40,000	15,198
8% Discretionary Relief	-25,272	-23,028
Total	423,683	383,053
Expenditure		
Doing Business	44,561	32,626
Promoting Stratford	99,629	40,626
Enhancing Stratford	54,233	45,626
Safer Stratford	130,844	157,626
Core Management Costs	51,471	51,471
Contingency & Levy Collection Costs	27,745	27,745
Renewal Ballot		30,000
Total	408,485	359,877
Surplus / (Deficit)	15,198	23,176
Brought Forward		

This table shows the actual income and expenditure for the year and is correct as of 31st January 2019.

Please note: the income and expenditure figures are subject to the Board's review and approval and could change during the year.

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