

NEW YEAR. NEW OBJECTIVES.

From 2020 and over the second term, Stratford Original will continue its mission to **fulfil the potential of the original Stratford** by delivering its business plan. We are committed to make Stratford safer, to promote and activate our area, to **enhance the town centre** and to **deliver business solutions** to all of you. You can find out more in our proposal document on our website.

We are looking forward to deliver more projects and initiatives for 2020 and beyond and we are proud of our **achievements of 2019**:



👉 **It's a YES!** Stratford Original was voted to continue working for Stratford for the next five years.

👉 Throughout summer 2019 we organised **three cycling events**. Local residents and businesses repaired and registered their bikes, pedaled to blend smoothies and more.

👉 On 28th November we transformed Theatre Square into **Winter Wonderland** with indoor and outdoor attractions, entertainment, hot chocolate, popcorn.

👉 In May, **four colourful crossings** were installed in the Town Centre as a joint initiative between Stratford Original BID and Newham Council.

REAL WORLD LEARNING PROGRAMME

We have teamed up with School 21 to offer a **free opportunity to our businesses**. The Real World Learning Programme involves young students with local organisations to solve an authentic problem for you. The projects can take any form, as long as there is a valuable outcome to the organisation. For more details, placement dates and the requirements visit <https://bit.ly/2SAjka9> or contact **Cassie Cramer** at ccramer@school21.org

FEATURE STORY: FUNDRAISING INITIATIVES AND THEIR OUTCOMES

THE BIG GIVE CHRISTMAS CHALLENGE 2019

STRATFORD EAST



This Christmas, Theatre Royal Stratford East took part in the Big Give Christmas Challenge. They wanted to help **children and young people in Newham** many of whom will have never seen a play before, to experience theatre through their project *Set the Stage for Their Future*.

Through the online campaign, Stratford East managed to raise a total of **£10,620** from 119 donations, exceeding £10,000 target.

With this support, they will be able to:

- Offer more discounted tickets to local children and schools in Newham
- Inspire young people through workshops and work experience placements
- Give aspiring young theatre-makers professional training in technical and backstage roles where recruitment is often difficult.

FULL HEARTS FULL TUMMIES

STRATFORD CIRCUS

Full Hearts Full Tummies means families and children facing challenges could share a festive lunch after watching a special Christmas performance at the arts centre for just £1, ensuring tummies and imaginations are well fed, this time to the smash-hit children's show *We're Going on a Bear Hunt* (**** Time Out). In addition, **West Ham United women's players** Anna Moorhouse and Brooke Hendrix paid a festive visit to surprise families at Stratford Circus Arts Centre. **£13,671** was raised from the match-funding campaign, exceeding the £12,000 target.

473 children and parents benefited from the scheme and for many children taking part, it was their first experience of live performance, ensuring creative inspiration for their learning development as well as some magical Christmas memories.



SAFER STRATFORD



Halo! Safer Stratford

As part of our ongoing efforts to make Stratford a safer place, at the start of 2020 we will be trailing the Halo! App **in partnership with the local Police Team and the Stratford Centre**. We will provide you with a link to download the Halo! App so that you are able to raise any issues and security concern via this platform. It works like 'Whatsapp' and you will be able to share any relevant information, raise local issues and safety concerns. The local Safer Stratford team will be in touch soon to get you set up and ready. Look out for further information over the coming weeks.

First Homelessness Strategy

After many years of lobbying the local authority to implement effective solutions to tackle homelessness locally, for the first time in a decade, the LB of Newham has set out a dedicated **Homelessness & Rough Sleeping Strategy** in early December 2019. Together with other local stakeholders, Stratford Original has supported this process and welcomes the approach taken by Newham. We will continue to provide our support towards making Stratford a safer place and to ask for the night closure of the Stratford Centre.



PROMOTING AND ACTIVATING

WHAT'S ON?

Promote your business with us!

Let us know any events, or offers you have on and we will list them on the what's on section of our website, include it to the next newsletter and promote it on our socials.

Email us info@stratfordoriginal.com

WINTER WONDERLAND

On the 28th November Theatre Square saw various attractions and festive activities: Christmas songs by Stratford East Singers choir, hot chocolate and popcorn, pop up kids' activities and the main attraction of the night **huge light up birds** who captivated the attention of the youngest and oldest of the crowd.

We transformed the **old Gerry's unit into a Winter Wonderland** with inflatable white castle, games and crafts for children and a special visit from Father Christmas and his elves.



The event was visited by the residents, local businesses, and by Newham's Deputy Mayor Charlene McLean. We hope everyone enjoyed it and had a good time with their friends and families!

Big thanks to our event partners Stratford Theatre, Stratford Circus, Discover, ZAPspace and invited guests.



WHAT'S ON

STRATFORD CIRCUS

E15 Jazz Sessions

Showcase live contemporary jazz from a mix of established international musicians and bright new talent in Stratford's regular jazz night.

Upcoming sessions:

Fri 24 Jan - Dominic Howles Quintet

Fri 14 Feb - Basil Hodge Quartet

STRATFORD EAST

The Gift

From 29 January until 15 February

A subversive comedy drama about imperialism, cross-racial adoption and cultural appropriation from Eclipse Theatre Company. Visit our website to get top-price tickets to The Gift for £10.

ZAPSPACE

Dodge the January Blues

Can you gather 6-8 team-members on a weekday evening? Turn your Mondays into Fun Days and sign up for Dodgeball!

A weekly league could be just what you and your colleagues or friends need to release the pressure. Find more details on our website.

DISCOVER

Fairy Tales

From 15 February

For 0-8 year olds and their grown-ups. Step into the fairy tale town and through into the woods to discover a world of giants, palaces, gingerbread houses and treasure caves.



ENHANCING STRATFORD

KEEPING STRATFORD CLEAN

We will be continuing with the additional jet washing sessions. This time the focus will be on Stratford High Street. Businesses will be informed in advance with the schedule. If you would like us to arrange additional cleaning for your business, contact us.

EXPLORE STRATFORD MAPS

If you would like to have our A3 map pads get in touch with us and we will deliver them to you.

ADOPT A PLANTER IS BACK!

Adopt a Planter scheme was rolled out in April 2018 when the first 7 businesses received their plants, along with a gardening kit to water and maintain them.

As for Spring 2020, we are planning a refresh for all our planters to make Stratford a greener place.

Contact Efstathia.Kostopoulou@stratfordoriginal.com for more details.

KEY DATES



THEME STEERING GROUP MEETINGS

22
JANUARY

Doing Business

The Westbridge Hotel

11
FEBRUARY

Enhancing Stratford

Moxy London Stratford

4
MARCH

Safer Stratford

Axis Europe

BUSINESS ESSENTIALS



SAVE MONEY

As the part of our **First Mile** service, businesses can access discounted rates for glass recycling. This is a pay as you go sack service sold in rolls of 25 and it works exactly as the normal PAYG sack service.

Cut costs and save money on gas and electricity, telecoms, water, printing and merchant fees through our joint procurement scheme with **Meercat Associates**.

NEWHAM BUSINESS AWARDS 2019

Back in October 2019 we attended Business Awards Ceremony at the Old Town Hall. Gianluca Rizzo was one of the judges and Stratford Original was the co-sponsor for the category 'E-business of the year' in which *PureJewels by Bhaji Gokaldas & Sons* won the award. We'd like to congratulate all the participants, it is great to see so many businesses across Stratford being involved.

TRAINING

21
JANUARY

FOOD HYGIENE

Stratford Circus Arts Centre

18
FEBRUARY

HEALTH & SAFETY

17
MARCH

EMERGENCY FIRST AID

For more information and registration to trainings and events visit stratfordoriginal.com/members/whatson

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



020 8555 7065



INFO@STRATFORDORIGINAL.COM



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WWW.STRATFORDORIGINAL.COM