

THE NEW "NORMAL"



OUTDOOR SIGNAGE

Last week we began the [installation of the outdoor floor stickers](#) around the Stratford town centre and the first location was the Stratford Centre.

The outdoor stickers include **social distancing reminders and help you with your queueing system**. In order for queues not to interfere with each other we have installed two colours - [dark blue](#) and [light blue](#).

This initiative is funded by LB Newham through the "Reopening High Streets Safely Fund" set out by the Government. Lookout for more vinyls to be installed.



RE-STARTER KIT

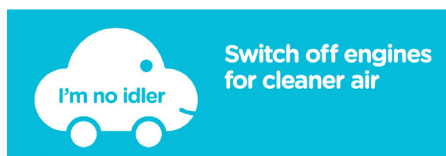
Have you got yours already? Many businesses across the BID area have already received their re-starter kits. If you would like to get one please get in touch.

The restarter kit contains:

- Social distancing indoor floor stickers
- Risk Assessment form
- Safe Re-opening guidance
- Contactless payment leaflet
- Face Shields

Please note, all the signage are for the indoor use only.

VEHICLE IDLING ACTION



Vehicle Idling Action is a London-wide behaviour change campaign which is helping to reduce localised air pollution caused by motorists leaving their engines running when parked.

We encourage all Stratford businesses to join the initiative to tackle poor air quality in our Borough.

NEWHAM PILOTING TEST & TRACE APP

Newham has been piloting the **NHS Test and Trace programme** ahead of the national launch.

It's very important that as many businesses as possible support contact tracing by displaying official NHS QR code posters at their venue entrances.

It will allow people to check in using the app when they visit your venues; they can be alerted if it later transpires that they came into contact with coronavirus when they visited your premises.

Download the QR code - <https://www.gov.uk/create-coronavirus-qrcode-poster>



DEAR STRATFORD MEMBERS,

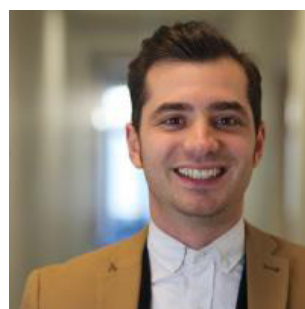
I hope you, your family and colleagues are all well. Of course, there are still many challenges ahead. However, it does feel that **the worst of the COVID related economic crisis is behind us**. I understand that a potential second wave of infection this winter as well as the risk of a no-deal Brexit create uncertainty for business.

Nonetheless speedy advancements in the development of a vaccine imply that **the pandemic could be overcome by mid-2021** and that the economy could quickly grow back to pre-crisis indicators.

The impact of the recession is also strongly linked to specific sectors with **travel, hospitality and recreation being hit the hardest**. During the current **'recovery' stage**, we are providing more practical support to you to ensure the safe re-opening of your business. In fact, we have distributed over **150 'Re-Starter Kits'** which included relevant information and equipment to ensure your premises are safe for staff and customers.

More recently, **we are installing vinyls for the whole of Stratford** to support social distancing and queue management. This initiative is funded by LB Newham through the "Reopening High Streets Safely Fund" set out by the Government. Last but not least, **we have reinstated our customer focussed security service** with Michael being our **full time Ambassador**. These new initiatives are additional to our key areas of focus such as training, recycling, and greening that we have continued running over the past six months.

Whilst the road to **the 'transformation' stage** nationally and for Stratford might still be bumpy, as the Manager of Stratford Original I believe that by working together as a business community and by supporting each other we will still be able to move Stratford forward.



Gianluca Rizzo
Stratford Original
BID Manager

COVID-19 WEBPAGE

At the beginning of the lockdown, we created the special **COVID-19 webpage** where we have been covering all business-related news, fundings, opportunities, schemes, etc.

Stay up to date with all the recent developments by visiting <https://stratfordoriginal.com/covid19>

CORONAVIRUS JOB RETENTION SCHEME

From the 1st September, you will need to start paying 10% of your furloughed employees salaries, while HMRC will pay **70% of usual wages** up to a cap of £2,187.50 per month for the hours furloughed employees do not work. Check out more information on our COVID-19 webpage.



Michael Oloyede
Stratford Original
Ambassador

WELCOME OUR NEW AMBASSADOR

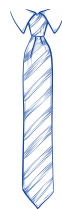
"Being a BID Ambassador has really given me the opportunity to meet people who do business in Stratford Town Centre. A lot of BID members found the Re-starter kits useful and even asked for extra visors and floor vinyls. A few businesses spoke to me regarding some issues they had which has been resolved and others have been escalated to the council to be looked into. I am glad to be of help to the businesses within Stratford . "

In July, we welcomed our new ambassador for the Stratford Town Centre, **Michael Oloyede**, who is an SIA registered security officer.

Since then Michael has been doing a great job connecting with the businesses, delivering our **Re-starter kits**, assisting businesses and members of public, helping with the outdoor signage installation, and more.

Michael is generally in the Town Centre **Tuesday to Saturday from 10 AM to 6 PM**. He is patrolling the area, assisting residents, shoppers and visitors and liaising with businesses over any help you might require.

Please do say hello and share your thoughts, ideas and concerns with Michael when you see him around Stratford.

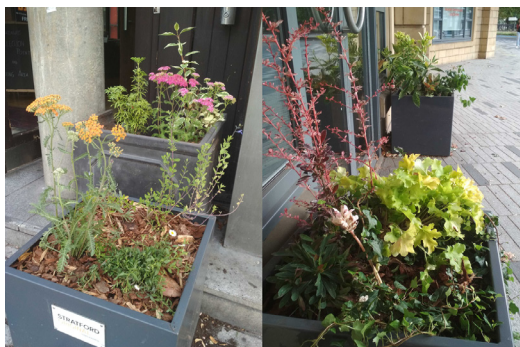


AMBASSADOR FACTS FOR AUGUST

198 PUBLIC REALM ISSUES REPORTED

226 MILES COVERED

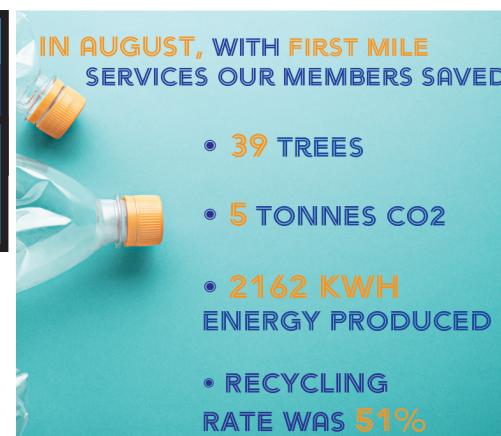
104 TOWN CENTRE USERS ENGAGED



SUMMER GREENING

In July, we worked with **Urban Growth** to refresh all planters, as part of our continuous commitment to support the **Adopt-a-Planter** scheme around the Stratford Town Centre.

The first 2-4 weeks are very crucial for the new plants establishment and frequent watering is therefore suggested. We visited all venues with plants, revising them and providing some general maintenance.



With our partners **First Mile** we are offering you subsidised PPE bins to ensure that your staff and customers can dispose of single-use PPE safely.

We will be subsidising the first PPE bin for you:

- **First PPE bin - £11.50**
- **Subsequent PPE bin - £23.00**

Visitors and staff simply drop any used masks or gloves into one of our self-contained PPE boxes.

To sign up you can call or email

0333 300 3448

customers@thefirstmile.co.uk



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