

November 2020

SECOND LOCKDOWN

From Thursday, the 5th of November all restaurants, pubs, and non-essential shops will have to close for four weeks up until the 2nd of December. After that, the restrictions will be eased and England will go back to the tiered system.

Hospitality venues like restaurants, bars and pubs, gyms, personal care facilities such as hair, beauty and nail salons, entertainment venues such as cinemas, museums, theatres **must close**, but can still provide takeaway, click & collect and delivery services. However, takeaway of alcohol will not be allowed.

Check www.stratfordoriginal.com/covid19 for the most recent Covid-19 updates

Essential retail such as food shops, supermarkets, garden centres and certain other retailers providing essential goods and services **can remain open** while following COVID-secure guidelines to protect customers, visitors and workers. Non-essential retail can remain open for delivery to customers and click-and-collect.



The Job Retention Scheme (Furlough Scheme) will be prolonged until December. Government will cover 80% of employees' salary for hours not worked, up to a maximum of £2,500. The cost for employers of retaining workers will be reduced. Businesses will have the flexibility to bring furloughed employees back to work on a part-time basis or furlough them full-time, and will only be asked to cover NI and employer pension contributions. Small and large businesses, charitable and non-profit organisations are eligible for the scheme. Further details, including how to claim the scheme will be available shortly, check our website for further updates.

Dear Stratford Members,

With London and the UK entering the second lockdown this week and the continued uncertainty over the next months, I recognise the further difficulties your business might be experiencing. Rest assured that Stratford Original BID will continue to lobby on your behalf, together with industry organisations, to ensure appropriate measures are offered to businesses, particularly those of you who have been forced to closed. We will of course continue to offer you direct support.

Since the start of the pandemic, I am proud of the work that the BID has been doing through a package of COVID related initiatives. This includes one to one support, lobbying, our re-starter kits, daily patrols by our Ambassador Michael, installation of over 150 vinyls across the BID area to support social distancing and queue management as well as enhanced promotion & communication, a Christmas promotional programme and much more.

All of this has only been possible thanks the financial contributions made by most of you through levy payments. I appreciate that times are hard but now more than ever, the BID plays a crucial role in assisting you and planning the road to recovery. For this reason, I encourage all our members who are in a financial position to do so to pay their levy. Please help us help you plan the present and future of Stratford together.

Gianluca Rizzo, Stratford Original BID Manager

AMBASSADOR FACTS FOR OCTOBER



72

TOWN CENTRE
USERS ENGAGED

MILES COVERED

139

221

PUBLIC REALM
ISSUES REPORTED

For the full Ambassador Report check our website



CHRISTMAS IN STRATFORD

This Christmas we want to support you in all ways possible. Even though we are not organising our usual Winter Wonderland because of the restrictions presented by Covid-19, **this year's theme is about spending Christmas locally and shopping in Stratford to support the local economy and staying safe.**

Among our initiatives, **we will be creating a Christmas brochure** which will contain offers, promotions and events businesses have planned for the festive period. The brochure will later be distributed to local residents and visitors of Stratford.

If you would like to be included in our Christmas promotion across our printed and digital channels, please send us a short copy along with a high-resolution image at olga.milevska@stratfordoriginal.com

Let's make Christmas safe and local together.

STEERING GROUP MEETING



Join us on the 5th of November, from 11am until 12 pm to our joint steering group meeting which will take place online via Zoom. Registration via Eventbrite is essential, register following the link: <https://stratfordoriginal.com/members/whatson>



PROMOTING AND ACTIVATING

FEATURED BUSINESS

Family friendly discount retailer offering great value gifts, art & craft supplies, toys, stationery and books. Great for anyone who loves a bargain!

The Works

Prepare for Christmas:

- advert callendars
- books
- Christmas craft range
- Christmas crackers, boxes and decorations

Unit 45-46 The Stratford Shopping Centre Stratford London, E15 1XE
www.theworks.co.uk



@TheWorksStores



AGM 2020

Join us for the 2020 edition of Annual General Meeting, which will take place on **12th of November from 5pm to 6pm**. This year's AGM will take place online via Zoom, you will receive the link a few days before the meeting. Registration is essential. **Please register via Eventbrite link which you will find on our website.**

We will report back on the BID's work to support local businesses during the pandemic, hear a presentation by Newham Council on Stratford Masterplan and provide a forum for any questions from our Members.

We are currently looking for new members to **join the Board**. If you are interested in becoming more involved, **please contact us at info@stratfordoriginal.com before the 9th of November.** <https://stratfordoriginal.com/members/whatson>

SHOP LOCAL CAMPAIGN

Over the past few weeks, we worked closely with the Newham Recorder to run a 'shop local' campaign to support independent Stratford based businesses. Our Ambassador Michael Oloyede and Jon King, a senior reporter from Newham Recorder visited our local businesses. The campaign went live with the articles, links to which you can find on our website, featuring **Market Village, AG Bridal, The Escape Bar, Ye Olde Black Bull, Mexicasa, Sawmill, XIX Nineteen and Ifratelli.**



Our BID manager, Gianluca Rizzo, stated: "Stratford shops and businesses have quickly adapted to the new normal by introducing covid secure measures to ensure staff members, shoppers and visitors are kept safe whilst in Stratford. They have done their bit, now we are hoping that our communities of residents and consumers can do their bit by supporting our Stratford businesses."

The images are provided by Jon King, a senior reporter and author of the articles, Newham Recorder.

Share Your Story with Us. Who are the people behind your business? Tell us about your business, how did you start, how did you get to where you are now, what challenges did you encounter? We want to learn more about you and to tell your story to the visitors and residents of Stratford. If you would like your to participate email olga.milevska@stratfordoriginal.com for more details.



ENHANCING STRATFORD

PUBLIC REALM MONITORING

As part of our ongoing commitment to keep Stratford clean, we continue to monitor and report any cleaning related issues in and around our town centre.

Following regular patrols from our ambassador Michael, the team is actively monitor a few hotspots, with the relevant council's department being notified.

If you see any cleaning issues and would like to report any fly-tipping, feel free to contact directly us or our ambassador.



Broadway, before



Broadway, after

BUSINESS ESSENTIALS

GET FUNDED WITH LONDON BUSINESS HUB

1

Start crowdfunding for your business with [Pay It Forward](#) free crowdfunding platform

2

Get up to £5,000 in match funding offered by the Mayor's £1m [Back to Business Fund](#).

[Learn more & apply](#)

payitforward.london.gov.uk



ONLINE TRAINING

We continue to offer online training courses to our BID members in partnership with Inn Training.

You can choose any online training courses for yourself and your employees and complete it at your own convenience. **You can choose out of 20+ courses.**

Please visit our website at www.stratfordoriginal.com/whatson-member or contact olga.milevska@stratfordoriginal.com for more details.

WASTE & RECYCLING



Check the full Recycling report on our website

PPE WASTE SOLUTION

- **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



WEEE recycling

Waste Electrical and Electronic Equipment

All Stratford Original BID members can sign up now for a Free WEEE

(Waste Electric and Electronic Equipment) collection on Wednesday the 9th December.

First Mile will collect up to 5 items of WEEE from your business, completely Free of charge.

No



Toner & cartridges

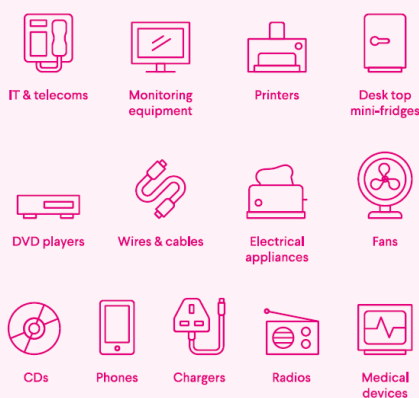


Lighting



Batteries

Yes



To sign up for the WEEE collection, email customers@thefirstmile.co.uk or call 0333 300 3448 before Friday 4th December.

On the day of the collection, First Mile will come to your business address, and collect the items from inside, between 9am and 5pm.

Learn more about the service <https://stratfordoriginal.com/news>

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