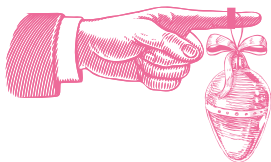
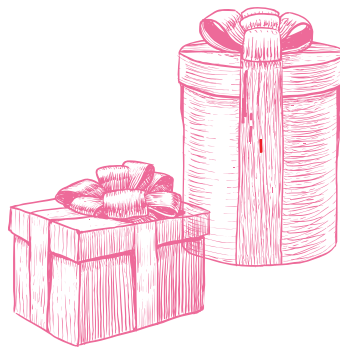


MERRY CHRISTMAS
AND HAPPY NEW YEAR



Last Christmas, we transformed Theatre Square into a Winter Wonderland with arts and crafts for children, Christmas songs, hot chocolate and popcorn, Father Christmas and live entertainment. Whilst it might be a different Christmas this year we still want to bring some festive and joyful spirit in Stratford Town Centre.

Stratford Original BID in partnership with London Borough of Newham, Newham Markets and Stratford and West Ham Community Neighbourhood have teamed up to bring a Christmas Tree and Christmas Lights to Stratford.



In partnership with the **Stratford Centre** we are bringing some joy and festive spirit to local children and families. **Up until the 23rd of December**, it is possible to send a postcards to Santa using a Post Box inside the Stratford Centre. Colourful free Christmas postcards are located in several venues across Stratford.

As there has not been a better time to shop local, we are offering a **free gift-wrapping service** inside the Stratford Centre on the first three Saturdays of December.

SEASON'S GREETINGS FROM THE
STRATFORD ORIGINAL TEAM
STAY SAFE. SHOP LOCAL.

CHRISTMAS BROCHURES

FOR STRATFORD
RESIDENTS



This year we want to connect local residents with our local businesses to encourage them to shop safely and locally. We distributed **27,000 copies** of our Christmas brochure to all Stratford households. We believe Stratford offers a wide range of authentic cuisines and shops from around the world, which makes it a perfect place for Christmas gifts shopping as well as a covid-secure Christmas celebration. The Christmas brochure has the link to our business directory, where all our BID members are being promoted.

PROMOTE YOUR BUSINESS



We know that Christmas time is very important for our businesses. Let us know if you would like us to promote any of your Christmas offers and initiatives, or just promote your business in general. Email olga.milevska@stratfordoriginal.com. We can offer you promotion across our social media channels, website and digital and printed newsletters.



PROMOTING AND ACTIVATING

FEATURED BUSINESS

H.SAMUEL

Prepare for Christmas:

- Christmas watch gifts for him and for her
- Christmas jewellery gifts
- Stocking fillers
- Christmas Gift Cards

The Nation's favourite high street jeweller.

78-102 Broadway, Upton Park,
Stratford
hsamuel.co.uk/christmas



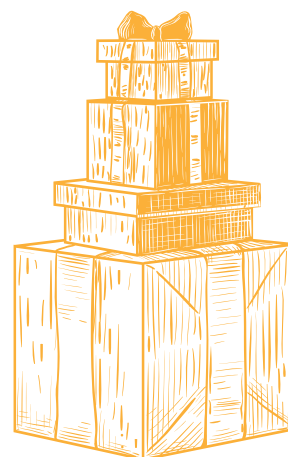
@HSamuelTheJeweller

GIFT WRAPPING SERVICE



To encourage shopping in Stratford this Christmas, among other initiatives, we have organised a free wrapping service for anyone who buys their Christmas gifts from one of our BID members. **For the three Saturdays of December, shoppers can get up to three of items beautifully wrapped.** Our first session took place on Saturday, the 5th of December, where we have wrapped more than 30 presents, engaged with residents and businesses and followed all relevant safety measures. Let your customers know about this initiative, tell us if you would like to display a 'Gift wrapping service' poster and we will deliver one to you. Learn more about terms&conditions of the initiative here:

stratfordoriginal.com/whatson-all/free-gift-wrapping-in-stratford



NEW YEAR, NEW CONFIDENCE

The countdown to the new year has started. In a few days, we can wave goodbye to 2020. A year that proved to be very difficult for everyone, but more challenging for anyone running a business.

Our Stratford **business community** has shown once again its resilience and strength to push through the difficult times. Whilst we are all feeling tired and tested, at the same time it also feels like the worst is over with the new year bringing new confidence.

All over the World, countries continue to respond to the pandemic caused by Covid 19. Despite the obvious personal and economic tragedies caused, the virus has also accelerated positive change.

In fact, there is a new focus on **sustainable transport** with the introduction of Low Traffic Neighbourhoods (LTNs), record levels of walking and cycling, small businesses going digital for the first time and a new focus on supporting independent local businesses.



Nationally, the UK is also approaching the end of the so-called Brexit '**transition**' period. As of 1st January 2021, whatever the outcome of the negotiations over the coming days will be, we need to ensure that businesses are informed and ready for the next stage.

Stratford Original continues to be committed to support you and Stratford through these challenging times. We continue to offer regular communication and promotion whilst delivering various essential services and bespoke support and lobbying.

It is now time to look at 2021 with a renewed sense of confidence. The news of the vaccine programme being rolled out is definitely helping to see some light at the end of the tunnel.

We can now start planning the new year with new confidence. **From myself and the Stratford Original team, have a merry Christmas and prosperous 2021.**



Gianluca Rizzo
Stratford Original
BID Manager

SEND YOUR LETTER TO SANTA

In partnership with Stratford Shopping Centre, we want to share the Christmas spirit with everyone in Stratford. Anyone can collect a postcard in one of the locations around the Town Centre and post it using the Postal Box located inside the Stratford Shopping Centre.

Let us know if you'd like to display the postcards inside your business and offer it to your customers.

Post your letter by
23
- DEC -

stratfordoriginal.com/whatson-all/send-your-letter-to-santa

BUSINESS ESSENTIALS



BUSINESS SUPPORT GRANT APPLICATIONS ARE NOW LIVE

For businesses that were closed from 5 November 2020 until the 2nd December.

A single grant to cover the four-week period will be paid to each eligible business. The grant amounts will be fixed (up to £3,000). Businesses with more than one qualifying property will receive more than one grant.

Learn more on our website



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

SAFER STRATFORD



AMBASSADOR FACTS FOR NOVEMBER



48

TOWN CENTRE
USERS ENGAGED

MILES COVERED

89

127

PUBLIC REALM
ISSUES REPORTED

For the full Ambassador Report check our website

ENHANCING STRATFORD

STRATFORD MASTERPLAN WORKSHOPS

Stratford Regeneration team have run four thematic workshops during November 2020 inviting local stakeholders from cultural organisations and schools to residents and businesses.

The team is conducting analyses of the discussions and materials collected through the workshops to help establish the brief for the next co-design meetings in January. Headlines from the information prepared will be presented on the Newham Co-Create website over the next few weeks. For more information refer to the page: www.newham.gov.uk/regeneration-1/regeneration-project-stratford/1

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