



ANNUAL REPORT 2021

The past financial year was marred by exceptionally uncertain times for businesses with the COVID-19 pandemic being a huge concern for everyone.

Whilst next year might be challenging, it is fundamental we work together to plan the economic recovery of our town centre. This report highlights how we have supported you through these difficult times and how we plan to move Stratford forward.



COVID-19

We continue to actively monitor the fast evolving situation and follow the Government's directives in response to the COVID-19 pandemic. The Executive Team works to support you as best as possible, through our lobbying activity, by sharing with you relevant updates and information, and by assisting you to secure financial support and resources. Check our COVID-19 website page for latest updates.

2020 KEY ACHIEVEMENTS

- Distributed **300 COVID-19 Restarter Packs** to businesses across the town centre, including PPE, information leaflets, and more for a safe reopening
- Installed **270 social distancing** and queue management signage
- Delivered **five Covid-19 online training courses** for local employees
- Communicated with you via our digital and printed newsletters to keep you up-to-date
- Created **the new Covid-19 page** on our website to ensure that it is easy for you to access information and support
- Lobbied Local and Central Governments for the interests of Stratford
- Arranged webinars with key partners to provide information and support to our businesses

2021 PLANS

With the Covid-19 pandemic still being a live and unpredictable issue, we remain committed to supporting you by implementing our local economy recovery plan.

- Continue to deliver all of the above initiatives introduced as the response to Covid-19
- Restart various initiatives that have been put on hold (if possible)
- Work with you to implement any new initiative to support the recovery of Stratford

PROMOTING AND ACTIVATING



We have already shifted the focus of the BID to provide you with relevant and up to date information about Covid-19 and business support through our website and communication channels.

2020 KEY ACHIEVEMENTS

- Distributed **27,000 Christmas booklets** to local households encouraging residents to shop local and promoting Stratford
- Delivered a 'Gift-Wrapping Service' and wrapped around **200 Christmas gifts** free of charge for presents purchased from our BID members
- Over **120 local children** participated in our 'Send your letter to Santa' Christmas initiative
- Launched our **#StratfordTogether campaign** which aims to promote your business
- Kept you up-to-date with our bi-weekly digital newsletter and printed newsletter
- Regularly promoted our BID members through the '**Featured business**' initiative

2021 PLANS

- Continue to deliver our key communication initiatives
- Build on current communication strategy to develop our existing digital offer
- Work to connect local residents, employees and visitors with our BID members
- Re-introduce Stratford Rewards Card offering local discounts
- Expand our Christmas programme



BUSINESS ESSENTIALS

Whilst some of our initiatives might be suspended, providing essential business support to you is our key focus. We are lobbying Local and Central Government to introduce appropriate measures and offer you direct support to help your business.

2020 KEY ACHIEVEMENTS

- Offered discounted & subsidised waste rates through our partnership with First Mile with a **recycling rate of 53% in 2020**
- Delivered free online training offer with **more than 20 courses**
- Organised webinars to access business grants and support

2021 PLANS

- Lobby and campaign for more business support
- Expand our digital training offer
- Enhance our webinar programme covering COVID-19 business support and other topics



ENHANCING STRATFORD

Although we suspended some placemaking initiatives, we will ensure that Stratford stays an attractive and welcoming place for everyone. We will expand our public realm interventions to enhance social distancing to support business.

2020 KEY ACHIEVEMENTS

- Supported the **Adopt-A-Planter scheme** for the third year
- Delivered the first two creative community engagement workshops under CIL Neighbourhood Priorities Fund
- Organised **Dr Bike events** with local partners
- Regularly monitored the Town Centre to report cleaning and fly-tipping issues
- Worked with LB Newham, LLDC and other stakeholders on Stratford Masterplan, Active Spaces, Night-time Economy Supplementary Planning Document, Poland House development and West Ham Lane pedestrianisation
- Delivered **270 social distancing vinyl signage** across the town centre with over 100 businesses participating, as part of the Reopening High Streets Safely Fund

2021 PLANS

- Deliver cleaning initiatives such as hand sanitising stations and deep pavement cleaning
- Continue to maintain and refresh our 26 planters through the Adopt-a-Planter scheme
- Expand our Greening offer to enhance Stratford
- Lobby stakeholders to continue local investment in our public realm
- Activate our public spaces via our community and cultural events
- Explore new Wayfinding interventions



SAFER STRATFORD

With safety being a key priority in Stratford, we will continue to tackle crime and anti-social behaviour to ensure that employers, staff, shoppers and visitors are kept safe.

2020 KEY ACHIEVEMENTS

- Re-introduced our **Ambassador service**
- Regularly monitored the town centre through daily patrols
- Reported **739 issues reported through Love Newham App***
- Engaged with **362 members of the public***

2021 PLANS

- Continue with our Ambassador service
- Introduction of Safer Stratford Business Crime Reduction Partnership
- Work with local stakeholders to improve safety in the area

* for the period from August to December 2020

FINANCIALS

	Actual Income & Expenditure 2020-2021 at 66% collection rate ¹	Proposed Income & Expenditure 2021-2022 at 76% collection rate ²
Income	£	£
BID Levy	215,702	237,272
External Funding	33,259	30,000
Surplus from previous year	143,507	143,066
Total	392,468	410,338
Expenditure	£	£
Business Essentials	35,549	35,000
Promoting and Activating	39,313	45,000
Enhancing Stratford	35,449	47,500
Safer Stratford	59,239	80,000
C-19 Direct Measures	21,546	25,000
Core Management Costs	30,557	30,557
Contingency & Levy Collection Costs	27,750	39,614
Total	249,402	302,671
Surplus / (Deficit)³	143,066	107,667

¹ This table shows the actual income and expenditure for the year and it is correct as of 28th February 2021.

² Please note that the income and expenditure figures for the next financial year are subject to Board's review and approval and might change during the year, due to the uncertainty caused by the COVID-19 pandemic.

³ The surplus is a result of various initiatives having to be put on hold or cancelled due to Government restrictions. The Management Board together with the Executive Team regularly monitors the budget and the delivery programme. Stratford Original BID is committed to continue delivering value to its members during these challenging times.



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