

Dear Stratford Businesses,

I hope that, despite the obvious challenges, you have had a good trading Summer. At the BID, it's been a busy few months. Firstly, I would like to welcome our new team member Candace Gerlach who joined in August. She will be in charge of delivering our marketing and comms function and brings to Stratford a wealth of experience.

As most of you will know by now, we are also in the process of formally launching our Safer Stratford Business Crime Reduction Partnership. More details can be found in this newsletter.

Over the Summer we have commissioned specialist company Community Clean to deliver additional bespoke cleaning to our pavements. Hope you can see the difference that made!

Don't forget we are still offering our free training courses, discounted commercial waste rates, our friendly Ambassador Michael is still around to support you and much more.

I would also like to thank all of you who have promptly paid their levy contributions. If you have not done so yet, feel free to get in touch to request a copy of the levy demand.

Finally, a special thanks goes to Carol & David Richards from St John's Church who are retiring this month. After over 31 years, they are leaving Stratford as a better place!



Gianluca Rizzo
Stratford Original BID Manager

**SAFER
STRATFORD**



**AMBASSADOR FACTS
FOR AUGUST**

**LOCAL BUSINESSES
ENGAGED WITH**

140

13

**VULNERABLE PEOPLE
ASSISTED**

MILES COVERED

121



For the full report visit <https://stratfordoriginal.com/news/ambassador-facts-for-august-2021>

HI, I'M CANDACE!



PROMOTING AND ACTIVATING

"It's so good to be here supporting the great work the BID are doing for businesses and residents across Stratford. It's amazing to see some of the changes in the area since I was last here back in 2012 for the London Olympics. I've really enjoyed getting to know the area and meeting some of our BID members."



I have worked in several different brand and marketing roles over the last 12 years. I am passionate about the role brands can play in people's lives and in society, which is what drew me to the BID. Our aim at Stratford Original is to listen to the community and implement solutions on behalf our BID members and the wider community. I'm excited to be supporting the partnership and I look forward to bringing you highlights, stories, event news – and everything in between!

I have two young children, Frankie 4 and Mia 1, who keep me on my toes. I also run my own marketing business, helping other small to medium sized businesses connect with more customers and grow. I aim to be in Stratford a couple of days a week and I look forward to meeting more of you very soon.

A WARM WELCOME TO SOME NEW BUSINESSES IN THE AREA

STRATFORD SHOPPING CENTRE

- **ALI BARBER**
- **POP THE LOOK**
- **5 CONTINENTS FOOD COURT**
- **GRANDMA JOLLOF HUT**

THE BROADWAY

- **WENDYS**
- **YOUME SUSHI**
- **GEZELLIG BARBERS**



LET US KNOW IF YOU WOULD LIKE TO BE
PROMOTED ON OUR CHANNELS



OUR BCRP
HAS NOW
LAUNCHED!



You may remember us talk previously about our Business Crime Reduction Partnership (BCRP), something that we have been working extremely hard to implement as part of our ongoing efforts to make Stratford a safer place. It's been a long journey to this point and **we are excited to announce that the partnership is now LIVE!**

WHAT IS THE BUSINESS CRIME REDUCTION PARTNERSHIP?

This is a **joint partnership** and one of the key initiatives **supporting our Safer Stratford pillar**. Police data tells us that there are pockets of crime happening across Stratford, which in turn can have a negative impact on consumer and business confidence. As a result, **we wanted to introduce an initiative that makes it easier for businesses to report crime, work collaboratively with the police and ultimately make Stratford a desirable destination for consumers and businesses alike**. Our members now have access to a secure and GDPR compliant intelligence platform, that enables businesses to share and report intel. It's easy to use and extremely effective.

HOW CAN YOU GET INVOLVED?

To become an active member within the scheme, you can contact our BCRP Manager – Alessandra Valencic. Having worked at the Safer Business Network (SBN) for many years now, Alessandra is passionate about reducing crime rates and acting on behalf of local communities. She is responsible for co-ordinating several BCRPs, including an award winning one, so it's an absolute privilege to have her on board and working with us. Don't hesitate to reach out to her directly for more information and join the movement – Alessandra.valencic@sbn.cjsm.net. Or visit the SBN website www.saferbusiness.org.uk

WHAT WILL IT ACHIEVE?

The positive outcomes from this initiative are endless but it is reliant on businesses coming together and actively taking part. Here are some of the benefits for businesses that want to work with us to build a more confident community:

- **Bespoke training delivered by SBN to upskill staff when dealing with incidents and increase confidence in staff reporting crime.**
- **Increased number of reports to the police related to business crime so that specific offender case files can start to form.**
- **A multi-agency approach means that we can start to tackle other issues such as drug taking and people sleeping rough.**



Alessandra Valencic
Stratford BCRP
Manager

We will be in a position to share stats, good news stories, crime prevention advice and police updates on a monthly basis.



LUNCHTIME LAUNCH EVENT

To celebrate this partnership, we are organising a live launch event that will take place on **Thursday 7th October at the restaurant of Stratford East**. There will be an opportunity for you to hear more from the key people involved in the initiative and ask questions. Follow this link to register for the event.
<https://www.eventbrite.co.uk/e/lunchtime-launch-of-our-business-crime-reduction-partnership-tickets-169964613735>



IN AUGUST, WITH FIRST MILE SERVICES, OUR MEMBERS SAVED..



FIRST MILE

All Stratford Original businesses have a new annual allocation of free Stratford Original Mixed Recycling Sacks, Cardboard Recycling Stickers or Glass Recycling Sacks ready to order from First Mile!

Stratford Original businesses are able to order free First Mile recycling sacks every year. Businesses receive a number of free sacks or stickers, based on business size, that reset on the 1st of April every year.

Stratford Original members also receive discounts on all of First Mile's recycling services, including Food Recycling, Coffee Grounds Recycling, Confidential Waste Recycling and over 20 other recycling streams.

To order your free recycling sacks or stickers or to sign up to the recycling scheme, contact First Mile's Customer Success Team on 0333 300 3448. **If you haven't used the services for 12 months you will need to reactivate your account so that collection takes place or new bags can be delivered.**



- 47 trees
- 6 tonnes CO2
- 3,164 KWH energy produced
- Recycling Rate was 57%

Check <https://stratfordoriginal.com/covid19> for the most recent business updates and sign up for our bi-monthly digital newsletter.

DR BIKE

Working with local group BikeWorks and taking all appropriate safety measures, we continue supporting active travel by offering free bike mechanics on the 3rd Friday of each month between May and September.



We have one event left, which takes place **between 4-7pm on Friday 17th September at Stratford Broadway** by the Shopping Centre entrance.

We'd love to see you there! To register, visit: <https://stratfordoriginal.com/news/free-dr-bike-services>

CLEANING

Deep Cleaning sessions

Working with CommunityClean we ran a 2 week deep clean on our pavements back in August. The focus this time was on the Grove and some parts of the Broadway that mostly needed some additional cleaning. We'd love to know if you've seen a difference or if you'd like to see more cleaning in your area.



STRATFORD VILLAGE NEIGHBOURHOOD GROUP CONSULTATION EVENT

There are great things happening in Stratford to tackle cleaning and greening, some of which see many locals involved. The Greening Stratford Village Neighbourhood group is actively encouraging local residents to improve their streets through greening. We were proud to have supported their local consultation and engagement phase back in August.

From E15 Maryland Gorilla gardening to Stratford Community Village, it is exciting to see locals care about our streets through greening.



BUSINESS ESSENTIALS



LARGE GRANT SCHEME

In September Newham Council will be launching the **Large Grant Scheme**, of which we are associates, allowing businesses to apply for any amount up to £250,000. On **9 September** there will be a webinar ending with a run-through of the scheme. To register for the event visit <https://www.eventbrite.co.uk/e/our-newham-business-enterprise-webinar-for-newham-businesses-tickets-168573603185>



LIVE EVENTS REINSURANCE SCHEME

The government has partnered with Lloyd's of London to deliver the Live Events Reinsurance Scheme. The **£750m government-backed insurance scheme is to run from September 2021 to September 2022** to give the entertainment and events sector confidence to plan live events well into next year. For more info visit <https://www.gov.uk/>

ECARGO BIKE GRANT FUND

Energy Saving Trust is an independent organisation working to address the climate emergency and it's eCargo Bike Grant Fund 2021-22 has now opened for applications. **The fund will cover up to 40% of the total cost of an eCargo bike**, up to a maximum of £4,500 based on eCargo bike model. To register <https://energysavingtrust.org.uk/grants-and-loans/ecargo-bike-fund/>

THE NEWHAM BUSINESS AWARDS 2021 ARE OPEN

Entry is open to all Newham Chamber members, companies based in Newham and/or companies who have completed substantial business in Newham - and we proud sponsors of these awards! **Deadline for entries: 30 September**. To submit your entry visit: <https://www.newhamchamber.com/awards2021/>



THE FSB LAUNCHES AN ONLINE HUB FOR SMALL BUSINESSES



The FSB has launched a new online resource for small businesses which is a brilliant support network that we wanted to share with our BID Members. The resource is a **'Recovery Ready'** Hub which includes the following benefits:

- Moving on from COVID-19
- Meet new people
- Manage your cash flow
- Are you ready for the unexpected?
- Ready to start your own business?
- Free downloads



Please visit their website for more info: <https://www.fsb.org.uk>

LONDON BUSINESS HUB PROPERTY ADVICE SERVICE PROGRAMME

Recognising that SMEs and micro businesses need access to specialist advice and support when discussing issues with their commercial landlords, London Business Hub have launched an online programme.

The programme is designed to:

- FREE support and advice to London based micro and small/medium size businesses
- Discuss issues such as signing your first lease or licence, renewing an existing one, rent disputes, considering going to arbitration and eviction.

The core support will comprise of:

- A series of free masterclasses on topics such as Business Rates, Lease Negotiations and more
- The provision of 1:1 sessions, lasting 1 hour, for a selected group of London based micro or small/medium size businesses with Gerald Eve (International Property Consultants) and/or other legal professionals

To register or to find more information please visit:

<https://www.businesshub.london/>



THE FUTURE OF STRATFORD STATION CONSULTATION

This month, in partnership with Newham Council and National Rail, the Olympic Park will be launching a consultation about
the future of Stratford Station.

They want to hear what local residents, visitors, passengers and businesses think about the station now and how it could be improved in the future. More details about the consultation events and how to get involved can be found on our website here:

<https://stratfordoriginal.com/news/future-of-stratford-station-consultation>

CONSULTATION DATES



11

SEP

13

SEP

14

SEP



020 8555 7065



INFO@STRATFORDORIGINAL.COM



STRATFORDORIG

WWW.STRATFORDORIGINAL.COM