

October 2021

Dear Stratford Businesses,

Welcome to the **October** newsletter.

With Autumn starting, we face new challenges presented by the ongoing implications of the pandemic, as well as the unexpected side effects of Brexit. As doing business is changing, **we want to ensure the BID is there to help you** through these difficult times.

Recently, we have secured external funds from the **Government's Welcome Back Fund**. We are excited to share with you that this initiative will bring to Stratford new public infrastructure which aims to increase dwell time in the area. More details will be announced in due course but please watch this space!

We are also in the process of applying for a large grant **to deliver an even bigger programme of initiatives and events to support you** and Stratford out of the recovery stage.

If you have any ideas and views on how we can help business in Stratford thrive, feel free to get in touch.

Finally, I would like to thank all of you who have paid their levy demands. We understand that it is still a difficult time for some so **please contact us if you would like to discuss your circumstance** and agree bespoke payment terms.

Help us to move Stratford forward.



Gianluca Rizzo
Stratford Original
BID Manager

BUSINESS ESSENTIALS



We continue to receive **updates and offers** from Newham Council, TFL and independent organisations that are on a mission to support businesses across London. All of these updates can be found throughout the newsletter under **'Business Essentials'**.

If there are additional topics you would like included here, please let us know at info@stratfordoriginal.com

FREE WORKSHOPS FOR BUSINESSES

Do you work in the Retail, Hospitality or Entertainment sector? **ReLondon** are running a **series of free workshops** for businesses wanting to find out about **circular economy opportunities** and learn how they can reduce waste, cut costs and tap into new revenue opportunities. For more information visit: <https://stratfordoriginal.com/news>



BE PART OF OUR WELLBEING CAMPAIGN THIS CHRISTMAS.

What is the campaign about?

The campaign aims at **boosting wellbeing within the Stratford community**, and beyond. It encourages people to show compassion for their loved ones, themselves, and their community - giving us an opportunity to promote our Stratford businesses to local residents and visitors.

Why are we doing it?

The pandemic has created a feeling of uncertainty and the impact on our mental health has been widely reported by health professionals. By pledging an **act of kindness, whether that be to ourselves or others, it has been proven to significantly improve wellbeing**. Something that we are encouraging and incentivising through this campaign.

How does it work?

People who take a pledge of kindness, will be in with a chance of **winning a Stratford gift or experience worth up to £100**. The campaign will be displayed in posters through the town centre and across our social media channels. 10 lucky winners will be chosen and the prizes will be funded by the BID.

How can our BID members get involved?

We would like to include **10 gifts and experiences from within our membership community** for the 10 winners. This is to encourage people to shop locally ahead of Christmas and promote Stratford as a warm and friendly destination that cares for people, businesses and the wider community.

If you would like to put your business offering into the prize draw or you would like more information on how to get involved, please contact us at info@stratfordoriginal.com



As live audiences are welcomed back to the theatre, we've loved reading all of the fantastic reviews for SHINING CITY, currently showing at Stratford East until Sat 23rd October.

"Poignant, thoughtful, and stealthily disquieting" iNews
"A near cosmic energy on stage" WhatsOnStage

LEVY PAYMENT

Thanks to everyone who has already paid their levy contribution. Please do get in touch for more information about how you can pay, if required.
You can contact us at: info@stratfordoriginal.com



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



FIRST MILE

Don't forget that all Stratford Original businesses have a new annual allocation of **free** mixed recycling sacks, cardboard recycling stickers or glass recycling sacks ready to order from First Mile. Plus a number discounts. Contact First Mile's Customer Success Team on **0333 300 3448** to reap the benefits.



- 49 trees
- 6 tonnes CO2
- 3,277 KWH energy produced
- Recycling Rate was 58%

DR BIKE

During the summer **our bike mechanics fixed over 100 bikes** and advised even more cyclists during our monthly services.

Since 2019 we have raised the number of services and had the chance to engage with many locals and visitors in the town centre, including local workers.

Let us know if there is anything else you would like to see around cycle services by emailing us at: info@stratfordoriginal.com



E-SCOOTER TRAINING

Learn how to ride an e-scooter with Bikeability-trained instructors in a safe and fun environment, **and receive free ride credit.**

We would like to start running e-scooter training **for free** for our members and employees, so we are getting in touch to see if there is interest within our community.

- You must be 18 or over and have a provisional or full driving licence.
- Training duration of approximately 2 hours.
- Trainees will receive free TIER ride credit following their session.

Do let us know if you are interested at: info@stratfordoriginal.com





TRAINING SCHEDULE ANNOUNCED

All of our BID members have access to a number of different training courses, **free of charge**. Over the last 18 months we have run the training virtually due to covid and then we took a short break while we onboarded a new team member. **We're thrilled to announce that we now have a 6 month programme available to you.** We are offering up to 8 place on each course and they will be a blend of face to face and online sessions.

You can find the full programme and booking details here: <https://stratfordoriginal.com/members/whatson/247>

2021

14
OCT

L2 FIRE
SAFETY

17
NOV

L2 MENTAL
HEALTH

2022

16
FEB

L2 PERSONAL
LICENCE

18
MAY

L3 FIRST
AID

24
MAR

L2 FOOD
SAFETY

23
JUN

19
APR

L2 CUSTOMER
SERVICE

L2 HEALTH
AND SAFETY

TFL SUPPORT LONDON'S RECOVERY

With more people returning to the office, **TFL is offering support to businesses** with information aimed at helping you communicate with stakeholders and employees. It covers things like cleaning regimes, fares and ticketing, journey planning and more. For more info or to book a briefing session, visit: <https://stratfordoriginal.com/news>



GOVERNMENT LAUNCHES PUBLIC CONSULTATION

Government launches **public consultation to make outdoors measures for high streets permanent**. In April 2021, moveable structures such as marquees and additional seating were allowed, helping to support the hospitality and tourism sectors.

This has helped businesses increase capacity as they reopened, and the government is now seeking views on making this permanent. This consultation **will run until Sunday 14 November 2021**. For more info visit: www.gov.uk



Designed to support businesses' recovery, The London Business Hub have launched a full programme of events as part of **London Business Week**, which runs from the **12th to 15th October**.

Hear from industry experts across a number of different topics, including:

- Growing your business and brand
- Going net zero – and why!
- Creating a diverse and inclusive workplace
- Access to finance and funding



Headline speakers include the Deputy Mayor of London for Business, Amazon UK Country Manager and Head of Environmental Sustainability BT. For more information, visit: <https://stratfordoriginal.com/news/london-business-week>



WOMEN'S SAFETY CONSULTATION



We're pleased to announce that **London Legacy Development Corporation (LLDC)** has launched a consultation on **the safety of women and girls** on Queen Elizabeth Olympic Park and across our wider Mayoral Development Corporation area.

Following the tragic murder of Sarah Everard earlier this year, LLDC has been working to identify ways in which we can **improve safety** in the Park. Another tragic murder recently – of teacher Sabina Nessa in south London – has again brought national attention to this critical issue.

By **listening to the experiences of women and girls** who use the Park and surrounding area, they can understand any safety concerns that you might have. The feedback allows them to prioritise improvements, while ensuring the future design, scrutiny and development of new LLDC neighbourhoods explicitly considers safety issues.

For more information and to have your say, visit: <https://stratfordoriginal.com/news/womens-safety-consultation>
Comments are being accepted until Monday 6 December.

AMBASSADOR FACTS
FOR SEPTEMBER



LOCAL BUSINESSES
ENGAGED WITH

250

MILES COVERED

126

VULNERABLE PEOPLE
ASSISTED

9



020 8555 7065



INFO@STRATFORDORIGINAL.COM



STRATFORDORIG

WWW.STRATFORDORIGINAL.COM