

NOVEMBER 2021

Dear Stratford Businesses

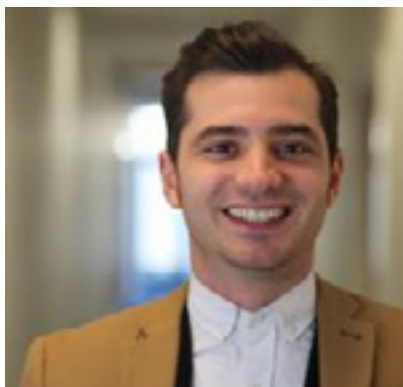
Welcome to our **November** newsletter.

With the **festive season** fast approaching, we hope you will have a good trading period over the next few weeks.

To support your business and put Stratford on the map, the team have been busy creating our own **Festive Programme** with a number of activities planned; including our Winter Wonderland event, a free gift wrapping service for shoppers buying presents within our BID area, and much more.

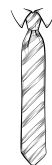
We are also launching **Stratford Together**, a campaign aimed at boosting civic pride whilst supporting you, **our local businesses**. More information can be found in this newsletter and on our website.

Finally, later this month, we are **electing our Board**, who are responsible for the strategic direction of the BID. If you would like to get more involved in shaping **the future of Stratford**, please get in touch.



Gianluca Rizzo
Stratford Original BID Manager

THE SEASONS ARE CHANGING.



AMBASSADOR STATS

56

MEMBERS OF PUBLIC INTERACTED
WITH

250

LOCAL BUSINESSES VISITED

87

INCIDENTS REPORTED THROUGH
NEWHAM APP



STRATFORD TOGETHER

This year, in the lead up to Christmas, we want to boost positivity after what has been a difficult time for communities all over the globe.

Our **Stratford Together** campaign aims to create a sense of togetherness within the Stratford community and support our local businesses.

Anyone who makes a pledge of kindness between November 8th and December 6th 2021, will be in with a chance of winning a Stratford gift or experience worth up to £100. Winners to be chosen and announced on Monday 6th December 2021.

We want to take this opportunity to say a huge thank you to all of the businesses taking part in the campaign. We estimate to reach over 3 million people and receive over 60 pledges. We're excited to launch and look forward to generating some community engagement! For more details visit: www.stratfordoriginal.com/makeapledge



TWO PUBLIC CONSULTATIONS

Newham Plan Refresh

Newham make plans for the next 15 years and respond to key challenges of delivering inclusive growth, supporting the Covid-19 recovery and responding to our climate emergency around the town centre.

For more information on the plans and how you can get involved, visit www.stratfordoriginal.com/news/newham-local-plan-refresh



Plans for 302 - 312 Stratford High Street

Dominvs Group has recently run two public consultations to get people's views on their development plans for 302 - 312 Stratford High Street. This includes student accommodation, work spaces and much more. For more info visit:

www.stratfordoriginal.com/news/public-consultation-invitation





CHRISTMAS WONDERLAND

Christmas is back! The last in-person Christmas event we ran was back in 2019 and we can't wait to finally be able to celebrate again this year. Previously, our events have brought over **300 visitors** to the town centre and this year we hope to attract even more.

Join us on **December 8th between 4.30-7pm**, for our **Christmas Wonderland** in **Theatre Square**. Meet Santa at our grotto, play fairground games and enjoy our free hot chocolate, popcorn and candy floss vans.

Also keep an eye out for our **WhatsOn Christmas Guide** where we promote all of the other brilliant events taking place across the town centre. These will be distributed across Stratford at the end of November.



FREE GIFT WRAPPING SERVICE

On Saturday 11th and 18th December, we will be offering a **FREE Christmas present wrapping** service between 12-3pm! Anyone who buys their Christmas gifts from one of our BID members between the 3rd and 18th December, gets up to 3 of their items beautifully wrapped. We will be asking for receipts to make sure people are telling us the truth!

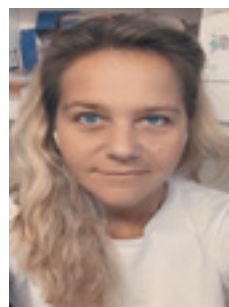
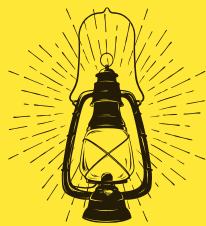
Thanks to the team at **Stratford Shopping Centre** for giving us the space to make this possible.



STRATFORD TOGETHER

To promote this campaign, we are running adverts across a number of different placements in Stratford and the surrounding area. A huge thank you to Theatre Royal, Broadway Clinic, St. John's Church and Stratford Shopping Centre for offering us additional advertising space and enabling us to reach more people.

The campaign will be activated in Stratford Railway Station, in Bus Shelters throughout Newham, in the Newham Recorder (print and digital) and across our own comms channels. We hope you like the end results!



Alessandra Valencic
Safer Business Network
Manager

WAVE and Ask for Angela Training.

This training was delivered in partnership with Safer Sound, MPS, Newham Council and Westfield and was a huge success, with a turnover of 150 people. The aim of the training was to upskill frontline staff to recognise vulnerabilities in licensed premises and increase the confidence in preventing a vulnerable person who became a victim of crime.

Step by step, we are building a stronger, more resilient, and confident business community.

SentrySIS - how can you help?

Your intelligence is used to build case files on offenders in the area to ensure they are held accountable for their criminal and antisocial behaviour. The more information we receive, the more information is shared by the police - giving us a better picture of the offenders and enabling us to issue injunctions.

To support us, all you have to do is log into the SentrySIS app and start reporting crimes happening in and around your business. If you have issues using the app or have forgotten your login details, please contact Ale. She can also organise training, if necessary.

Why report crime on SentrySIS?

It's essential that our members collaborate with us in the reporting of incidents so that we can:

- Intervene and build case files on prolific offenders
- Guide the work of police and Newham council
- Identify crime generators and hotspots
- Hold the offenders accountable for their crimes

For more information or if you have any questions, please email Alessandra: Alessandra.valencic@saferbusiness.org.uk

BUSINESS CRIME REDUCTION

PARTNERSHIP STATS

42

**NEW OFFENDERS ON
SYSTEM**

21

**SHOPLIFTING INCI-
DENCES REPORTED**

£18K

**OF STOLEN GOODS
REPORTED**

34%

**OF STOLEN GOODS
RECOVERED**

Recognising the **great work** that our businesses do to keep Stratford safer, we introduce to you - Yobo.

Yobo is a senior security supervisor at Stratford Shopping Centre and was awarded with the **Leadership Frontline Award** at the Amulet 2021 Award ceremony in October. It's great to know that we have the best of the best on the ground in Stratford!



Yobo
Senior Security
Supervisor

BUSINESS ESSENTIALS



TRAINING

PERSONAL LICENCE

A personal licence allows the holder to sell or authorise the sale of alcohol and is needed if you want to apply to become a designated premises supervisor.

WHEN

Wednesday 16th February
from 10am - 4pm.

WHERE

STRATFORD CIRCUS ARTS CENTRE
THEATRE SQUARE E15 1BX

FOOD SAFETY

This qualification is suitable for those working in a catering environment who are responsible for handling food. It is also the most popular food safety qualification accepted by enforcement officers and auditors.

WHEN

Thursday 24th March
from 10am - 4pm.

WHERE

STRATFORD CIRCUS ARTS CENTRE
THEATRE SQUARE E15 1BX

Visit stratfordoriginal.com/training to book your place.



SAVE MONEY

WASTE & RECYCLING

Join the other **57 BID members** who have saved money through our waste and recycling scheme with **First Mile**. We subsidise 67% of your mixed recycling costs, meaning you only pay **33p per £1**.

In October, our members have recycled an equivalent of **48 trees!**

And saved...

- 6 TONNES OF CO2
- 3,214 KWH ENERGY
- WITH A RECYCLING RATE OF 55%

NEWHAM BUSINESS AWARDS

We're excited to be attending the awards this month and wish all the shortlisted businesses the very best of luck. We are proud sponsors of the Civic and Community Award and have been blown away by the entries this year.

KEY DATES



UPCOMING TRAINING

16

FEB 2022

Personal Licence Holders

24

MAR 2022

Food Safety

19

APR 2022

Customer Service

18

MAY 2022

FIRST AID

Other Events

25

NOV 2021

AGM

8

DEC 2021

Christmas Wonderland

FOR THE FULL LIST OF EVENTS AND TRAINING SESSIONS AVAILABLE TO YOU, PLEASE VISIT OUR WEBSITE.



020 8555 7065



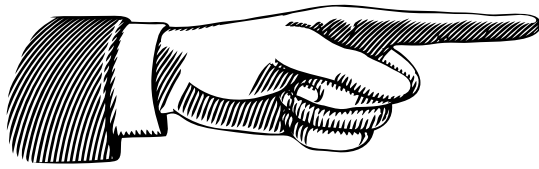
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