

## Dear Stratford Businesses

Welcome to our February newsletter.

We are pleased to let you know that we have recently applied for **additional funding under the Newham Large Grant Scheme**. Our programme 'Stratford Thrive' is focussed on three key objectives: community building, safety & placemaking as well as activation.

We are hoping to share some good news in the next newsletter but in the meantime, **look out for further information on our channels.**



**Gianluca Rizzo**  
Stratford Original BID Manager



### Government Grants

Newham recently announced 3 grants that are available to businesses that have been impacted by Omicron. For more information and to apply for these grants, visit:

<https://stratfordoriginal.com/news>

### Omicron Hospitality & Leisure

For hospitality, leisure & accommodation (in-person service/products) Up to £6,000, depending upon rateable value.

### Omicron Additional Restrictions

Businesses not eligible for the above grant but who can explain how their business has struggled due to the Omicron variant. Up to £4,000 but may vary.

### Community Wealth Building Pledge

All businesses with 3+ employees who are committed to supporting Community Wealth Building. £5,000 to all successful applicants.



## NEW MEMBERS

**Jiffy**  
The Broadway

App based digital grocery store and delivery service

**Tariq Halal**  
Stratford Centre

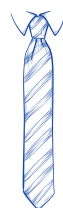
Top quality fresh, chilled & frozen meats

**Adina's Jewellery**  
The Broadway

Quality jewellery with great customer service

**Amber Grocery**  
Stratford Centre

Online grocery and delivery service



## AMBASSADOR FACTS FOR FEBRUARY

**103** PUBLIC REALM ISSUES REPORTED

**129** MILES COVERED

**46** TOWN CENTRE USERS ENGAGED

## BUSINESS ESSENTIALS



### WASTE & RECYCLING

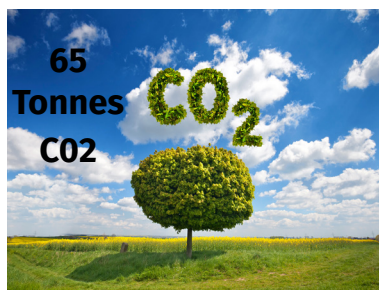
From Feb 2021 to Jan 2022

First Mile has collected:

- 47,555 kg of mixed recycling
- 15,280 kg of food recycling
- 56,106 kg of general waste
- 6,400 kg of glass recycling



### Our members have saved:



We have partnered with First Mile to provide members with a heavily subsidised waste and recycling service. **Call First Mile and quote 'Stratford Original' to start saving today on 08006128984.**

## LOCAL NEWS

### Employee wellbeing

Rosetta Arts deliver exciting, innovative and creative courses, workshops and experiences for people in East London - and would love to **support the wellbeing and creativity of your business and staff**. If you're interested to learn more email us at: **info@stratfordoriginal.com**

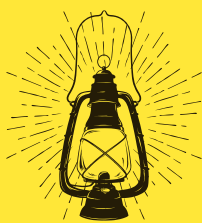
### Markets Policy and Strategy Review

Newham is in the process of commissioning an independent review of our existing market polices.

Through a series of engagement workshops they want to **work with traders, shoppers and local businesses to co-sign the policies and strategies** needed to make our markets successful.

If this is relevant to your business and you want to get involved, please email: **markets@newham.gov.uk**

## SAFER STRATFORD



Since we launched our **Business Crime Reduction Partnership (BCRP)** we have been seeing some great results. Here is a snapshot of what's been happening:

- Joined the **Women's Safety Charter**
- 436 incidents & 237 offender profiles added on SentrySIS
- **81 crime prevention advice/alerts/news article published**
- Phone boxes on the Broadway cleared
- Shop Kind engagement day
- **Cyber Safety for small businesses engagement day**
- 1 Pubwatch co-chaired
- 1 business watch delivered
- Meridian square **encampment multi agency project**
- 1 steering group delivered



### Are you signed up to the Women's Safety Charter?

Show your support in the safety of women across Stratford. Throughout the year training and webinars will be delivered to upskill front line staff so that they feel more confident when helping someone who may be in danger. The BID is part of this movement and we encourage you to get involved. For more info and to sign up visit: **stratfordoriginal.com**

## FREE EVENTS FOR BUSINESSES

London Business Hub as part of the Business Help Series Programme are happy to announce their February schedule, which is jam-packed full of [free events to support your business and your people](#).

For the full programme and to sign up visit:

## NEW SKILLS CAMPAIGNS

Skills are at the heart of this government's mission to level up opportunity so that we can thrive – investing in people all across our country and strengthening local economies so they can get the skills they need to get the jobs they want.

Four major campaigns from the Department for Education (DfE) have gone live in Feb. For information and to see how you could benefit visit: [stratfordoriginal.com/news](https://stratfordoriginal.com/news)



## STRATFORD THRIVE

Towards the end of last year, we applied for £250,000 under the Newham Large Grant Scheme. Our 'Stratford Thrive' programme aims to further our mission to move Stratford Town forward and make it an even more desirable destination for business, residents and visitors alike.

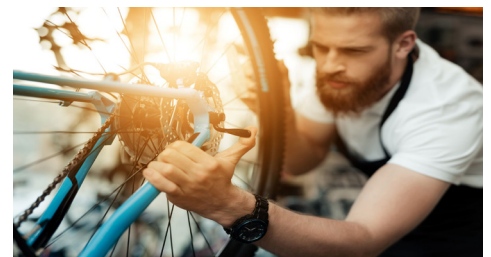
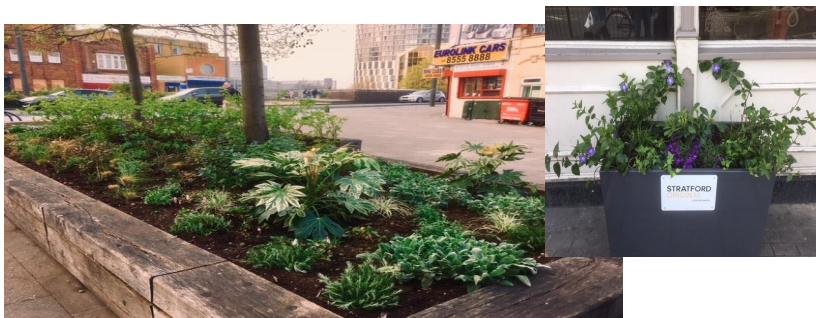
Look out for further announcements in the coming weeks.



## PLANTER SPRING REFRESH

As part of the 'adopt a planter scheme' we are working closely with our greening contractors to enhance Stratford town centre and implement greening solutions.

On February 8th we will walkaround the area and visit all locations, with the aim to assess plant and soil conditions ahead of refreshing them later in Spring.



## DR BIKES

Last year we ran a series of free bike health-checks which were very well recieved. And so, through popular demand, we are bringing them back in 2022. With more people returning to the office, it's important that we're encouraging and supporting active travel.

Working with local group BikeWorks again, we will be on the Broadway on the [3rd Friday of each month](#) between March and September. Keep your eyes peeled for more information and how to register at: [stratfordoriginal.com](https://stratfordoriginal.com)





## FEATURE BUSINESS: THEATRE ROYAL

Gerry Raffles Square E15 1BN



Built in 1884 and recently sited in a travel blog as an 'award winning theatre' - Stratford East represents the culturally and socially diverse community of Stratford. They tell stories that are current, political and representative of London.

 @stratfordeast

## WHAT'S ON?

### Promote your business with us!

Let us know any events, or offers you have on and we will list them on the what's on section of our website, include it to the next newsletter and promote it on our socials.

Email us [info@stratfordoriginal.com](mailto:info@stratfordoriginal.com)

## BLOG FEATURE

We are looking at launching a blog on our website which will cover a number of topics. We want to provide valuable content for businesses visiting our site but also see this as an opportunity for us to host your own blog articles and promote your business. If this is something you would like to contribute towards, please get in touch. [info@stratfordoriginal.com](mailto:info@stratfordoriginal.com)

## COMMUNITY MAGAZINE

As part of our Stratford Thrive programme, we want to launch a community magazine that will be distributed to residents across Stratford twice a year.

This is a huge opportunity to promote the diverse range of businesses we have in our BID community ahead of any activity you have running across the summer and Christmas periods.

If anyone is interested in learning more or keen to help us shape what this looks like, we'd love to hear from you! Email us at: [candace.gerlach@stratford-original.com](mailto:candace.gerlach@stratford-original.com)

## KEY TRAINING DATES



16  
FEB

### PERSONAL LICENCE

Stratford Circus  
Arts Centre

18  
MAY

### FIRST AID

Stratford Circus  
Arts Centre

24  
MARCH

### FOOD SAFETY

Stratford Circus  
Arts Centre

23  
JUNE

### HEALTH & SAFETY

Stratford Circus  
Arts Centre

19  
APRIL

### CUSTOMER SERVICE

Stratford Circus  
Arts Centre

If any of the training sessions that you would like to attend are fully booked, please get in touch: [info@stratfordoriginal.com](mailto:info@stratfordoriginal.com)

TO FIND OUT HOW YOU CAN GET INVOLVED OR ASK A QUESTION, PLEASE FEEL FREE TO CONTACT US.



020 8555 7065



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