

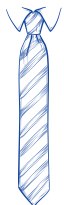


THE LAUNCH OF STRATFORD THRIVE.

Welcome to our **March** newsletter.

We have secured £250,000 to support the economic recovery of our town centre and our ambitions to ensure Stratford can thrive again.

And with that, we are excited to formally announce the launch of our **Stratford Thrive** programme.



FEBRUARY AMBASSADOR FACTS

265 LOCAL BUSINESSES VISITED

124 MILES COVERED

54 MEMBERS OF PUBLIC ENGAGED

Three **core pillars** sit at the heart of our programme:

Community Building

We will run a number of seasonal events through the year; to bring our diverse community together, drive additional footfall and spend into the centre and support the trading ambitions of our business community. We will also introduce a Stratford Gift Card to support our independent businesses.

Safer & Welcoming

A safe and welcoming environment remains our priority. We will deliver a variety of initiatives such as creative lighting to support wayfinding and the safety of our community, plus bring an additional security ambassador onboard. We will also introduce a community magazine to promote local businesses to our residents.

Business Benefits

We will deliver a series of masterclasses and bespoke training on relevant business topics. To support the green economy, we will assess how businesses can change the way to deliver and receive goods, with a view of increasing the use of alternative solutions such as cargo bikes. In addition, we will focus on matching the ambitions of our Gen Z residents with local business opportunities.

BUSINESS ESSENTIALS



In February:

- Our members **saved 34 Trees**
- Our **recycling rate is 65%** - the highest we've seen in the last 12 months.

If you are not part of this scheme and would like to start saving on your recycling, please **call First Mile directly on 08006128984 and quote 'Stratford Original'**

BUSINESS SUPPORT

Mental health support

As a manager, you may have employees who experience mental health difficulties. The government has recently released some guidance on what you can do to help them. For more info: visit [newham.gov.uk](https://www.newham.gov.uk)

'Tech for D&Iversity' - online event

Thursday 31 March – 16:00-19:00

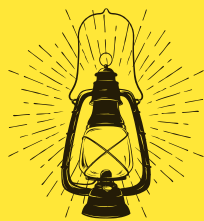
Tech London Advocates Working Groups' event will showcase the driving of change around diversity and inclusion-related issues. To register, visit: stratfordoriginal.com

Hospitality & Leisure Grant

Last chance to apply for the Omicron Hospitality and Leisure Grant. The government is offering up to £6,000 depending on your ratable value and the **closing date is Friday 18th March**.

Visit stratfordoriginal.com for info.

SAFER STRATFORD

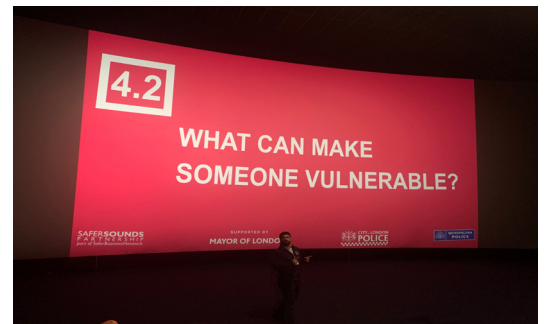


On March 3rd, **Safer Stratford**, our business crime reduction partnership, delivered a successful Welfare And Vulnerability Engagement and Ask for Angela training for all licensed and retail premises in Stratford.

We had **70+ attendees** and the feedback couldn't have been better. Businesses said that the training event was a **great initiative**; eye-opening and extremely useful in raising awareness.

Due to the success of our first session, we are hosting **another training event on March 16th** at the VUE cinema, Westfield. If you missed the first one, please come along to the second session.

To book your spot visit stratfordoriginal.com



EXCLUSIVE FSB OFFER FOR OUR MEMBERS

We're excited to announce that we have recently partnered with the [Federation of Small Business](#). This partnership means that we can offer 10 of our members a [free membership subscription](#) for a year, worth £300 per business*.

This is an extremely comprehensive membership and provides support across a number of different areas for small businesses.

This offer will be available on a first come first serve basis. If you are interested in taking out a membership, please drop as a line at: info@stratfordoriginal.com

* Price is an average based on businesses with 1-40 employees

Federation of Small Businesses is rated **Excellent**

Based on 420 reviews



★ Trustpilot

FREE RESOURCES

[London Business Hub](#) - has recently launched their [March & April programme](#) of events. They have so much to offer and the events are all completely free for you and your colleagues to attend. For more information & to register visit: stratfordoriginal.com/news



ENHANCING STRATFORD



DR BIKE LAUNCHES!

We're excited to bring back the [very popular Dr Bikes](#) to support active travel. Our mechanics will be on the Broadway on the [3rd Friday of every month](#), starting Friday 18th March. Visit stratfordoriginal.com to register.

NEIGHBOURHOOD TALKS

We will be participating in the [Neighbourhood Talks](#) on [Tuesday 15th May](#) at the Queen Elizabeth Olympic Park where people can find us, hear more about our work and our business community.

FRESH PLANTERS

Our contractors [Urban Growth](#) will be on site to refresh all planters and the pocket garden on [Tue 29th and Wed 30th March](#). Businesses participating in the adopt a planter scheme will receive a letter with more information.

RIDE LONDON

[RideLondon](#) have a route through Stratford on [Sunday 29th May](#). We are liaising with organisers and highways and we will share more information soon about the event and how it might affect access routes during the day.



FEATURE BUSINESS: UNIT SIX CAFE 6 The Mall E15 1XA



The team at UNIT SIX offer you a warm service, expert quality with a relaxed atmosphere. This is a Ukrainian run business so our thoughts are with everyone at this really difficult time. The café is doubling up as a donation point so if you would like to show your support, please visit the café.

@unitsixcafe

DONATION POINTS.

With the ongoing and tragic situation in Ukraine, the team at **Sawmill on West Ham Lane** and **XIX on the Broadway**, are also collecting donations. They are specifically calling out for military and medical equipment, and baby products.

OUR BLOG IS LIVE!

We now have a blog page on our website dedicated to articles covering a range of topics. We want to create a **hub of information that shines a light on our business community and adds value.**

We'd love your input. If you have an event coming up or an existing article, we can host it on our website for you.

Please get in touch:

info@stratfordoriginal.com

A GENTLE REMINDER

We run these training programmes based on feedback from you all that they are extremely valued.

And while we **completely understand that plans can change**, we would really appreciate you cancelling your reservation if you cannot attend so that other people can book a ticket.

The sessions are much more engaging when we have a full house! If you do have any issues attending, please email us as soon as you can at:
info@stratfordoriginal.com

Thank you.

KEY TRAINING DATES



24
MARCH

FOOD SAFETY

Theatre Royal
Theatre Square

18
MAY

FIRST AID

Theatre Royal
Theatre Square

19
APRIL

CUSTOMER SERVICE

Theatre Royal
Theatre Square

23
JUNE

HEALTH & SAFETY

Theatre Royal
Theatre Square

To book your place visit:
info@stratfordoriginal.com/members/whatson

Please note that the training sessions are now taking place at
Theatre Royal.

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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