

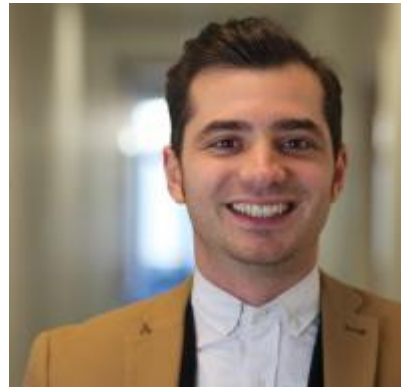
Dear Stratford Businesses

Welcome to our April newsletter.

With the new financial year starting, the Stratford Original BID has started implementing the business plan for 2022/2023. The key focus for the year is the delivery of some public realm interventions to really activate some parts of our town centre. Installation is due to take place over the next few weeks and we are excited to introduce to Stratford additional seating, greening and table tennis.

The team are also busy developing plans to support our Stratford Thrive programme. We are working hard to secure space in the town centre to run a Queen's Jubilee community event and a summer screening programme that celebrates the 10 year anniversary of the Olympic and Paralympic Games.

We look forward to sharing more with you soon.



Gianluca Rizzo
Stratford Original
BID Manager



NEW MEMBER

Buy Foods
Station Street
Unex Tower

Groceries, Bakery,
Fruit & Veg, Drink,
Off Licence, Coffee



AMBASSADOR FACTS FOR MARCH

11 VULNERABLE PEOPLE ASSISTED

109 MILES COVERED

49 TOWN CENTRE USERS ENGAGED



ENHANCING STRATFORD

DR BIKES

Our next Dr Bike services are scheduled for Friday 22 April and Friday 20 May between 4-7 pm, on Broadway outside the shopping centre. For more information and to book your place please check our website: stratfordoriginal.com



GREAT BRITISH SPRING CLEAN

Back for its 7th year, the 2022 Great British Spring Clean took place from 25 March – 10 April.

We were delighted to lead a team of 13 people strong on Thursday 7th April and despite the wind, we managed to fill 20 full bags of litter! Thanks to The Moxy and STM Group for supporting us on the day.



ADOPT A PLANTER

Our spring greening took place between 29-30 March covering all Stratford Original planters and our adopted Burford Road pocket garden. More plants will pop up from summer as seasonal planting has been considered.



STREET REPORTS

Following a number of requests we have ensured the cleaning, removal of litter and other hazardous structures in a number of locations. A great thank you to all related services and organisations that have assisted our community. Do you have any street related issues to report? Please contact us at: info@stratfordoriginal.com

FREE TECH WORKSHOP

The Greater London Authority in partnership with Be the Business, is delivering a series of free workshops on technology adoption for small businesses based in London.

They provide free access expert guidance, business diagnostics and introduce the London Business Hub's Technology Adoption Service.

Technology Adoption Lab Workshops



Who can apply?

Any small business (<250 employees) that's based in London – from any industry!

LTDs, sole traders, the self-employed and charitable organisations are all eligible.



What are the benefits?



Save time and money

Minimise your own research workload through our independent expert advice and group workshops



Network with your peers

Learn with, and from, your industry peers in East London who are facing similar challenges



Put learnings into action – fast

Start getting the best out of technology that will help get your business challenges under control



An extensive resource library

Access a wide range of materials to help guide you through the tech adoption process

BUSINESS ESSENTIALS



WASTE & RECYCLING

This month our members have saved:



40 Trees

5 Tonnes CO2



We have partnered with First Mile to provide members with a heavily subsidised and discounted waste and recycling service.

Call First Mile and quote 'Stratford Original' to start saving today on 08006128984.

BUSINESS SUPPORT

Property Advice Service

London Business Hub is running a free webinar on May 17th to give SMEs and micro businesses advice in dealing with their commercial landlords on a range of property issues.

To register or to find more information please visit: londobusinesshub.com

Digital Skills Support Service

Newham College have recently launched an E-Business Support Programme. This gives businesses access to dedicated advisors, webinars, training and much more.

If you are a business using technology to support digital marketing and e-commerce, find out more by emailing E-Business@newham.ac.uk

SAFER STRATFORD



NATIONAL DAY OF ACTION

April 16th was the 2nd of 4 National Days of Action to promote the #ShopKind campaign - aiming to raise awareness around violence and abuse towards staff. Too many incidents go unreported, which means the police aren't able to assist in the way that they should do. It was a fantastic day for Stratford, chosen as one of the key locations at a national level.

The #ShopKind campaign aims to give retailers the confidence to speak up for their team members. And via our secure intelligence sharing platform, SentrySIS, we can bring police's attention to what matters the most. We want to send a message to the criminal community. One that says that this is unacceptable and that there are consequences to abuse towards staff. So please help us by sharing any information you can.

For more information or to re-set your SentrySIS login details please email our BCRP manager at:

Alessandra.valencic@saferbusiness.org.uk



CrimeStoppers. Home Office

ShopKind



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

LIVE BLOG!

If you have an existing blog or a budding writer in your team, please send us your articles so that we can promote them on our website. We have over 2,000 web visitors per month on average - so this is a great opportunity to get more visibility for your business online. **Contact us at:**

info@stratfordoriginal.com

FEATURE BUSINESS: SAWMILL

51-53 West Ham Lane



Sawmill has a passion for sourcing and serving the best homemade food possible from fresh baked goods to prepared foods made in house. They can also cater for any event with personalised menus and made to order cakes.



@sawmill_cafe

KEY TRAINING DATES



18
MAY

FIRST AID

Theatre Royal
Theatre Square

23
JUNE

HEALTH & SAFETY

Theatre Royal
Theatre Square

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

We will be planning the schedule for the second half of this year over the next few weeks. Look out for new dates coming soon.

FREE ADVERTISING!

We hope most of you will know by now that we are launching a community magazine, which will land with Stratford residents at the end of May.

We have been reaching out to you all over the last month to get stories, photographs and information of your events so that we can shine a light on what's happening across the town centre in the most engaging way.

We also wanted to offer this as an opportunity to run half and full page adverts in the magazine. The majority of the content will be informal and conversational but it's also a chance for you to promote your business directly to the Stratford community.

If you have an ad that you would like to run in the magazine, please email Candace by 2nd May: candace.gerlach@stratfordoriginal.com

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



020 8555 7065



INFO@STRATFORDORIGINAL.COM



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WWW.STRATFORDORIGINAL.COM