

## Dear Stratford Businesses

Welcome to our **May** newsletter.

On **Wednesday 25th May**, we were joined by our Board, local businesses, stakeholders and Newham representatives for the official launch of Stratford Thrive. However, work has been underway for a few months including our **first magazine** which will be distributed to over **20,000 local households**, a programme of **seasonal events** and a few **additions to the team** to support the original Stratford.

There are plenty of opportunities for you to get involved in and take advantage of the work we do, so **please feel free to contact us** to discuss your needs.

We are looking forward to a great Summer!



**Gianluca Rizzo**  
Stratford Original  
BID Manager



## AMBASSADOR FACTS FOR APRIL

**52** PUBLIC REALM ISSUES REPORTED

**126** MILES COVERED

**52** TOWN CENTRE USERS ENGAGED

## COME AND CELEBRATE WITH US!



In 2015, the Queen became the longest-reigning British monarch. Now, seven years later, she's achieved another incredible milestone – 70 years on the throne!

To mark the occasion we are hosting a **free community event for the whole family to enjoy.**

Come on down to West Ham Lane and join us for freshly-prepared **strawberries and cream**, and a good old fashioned **knees up.**

Wave a flag or two in Her Majesty's honour and dance to local bands under the bunting. Hopefully see you there!

For more information visit: **[stratfordoriginal.com](https://stratfordoriginal.com)**

## BUSINESS ESSENTIALS



### WASTE & RECYCLING



Stratford Original businesses are able to order **free First Mile recycling sacks** every year. Businesses receive a number of free sacks or stickers, based on business size, that reset on the 1st of April every year.

Stratford Original members also receive **discounts on all of First Mile's recycling services**, including Food Recycling, Coffee Grounds Recycling, Confidential Waste Recycling and over 20 other recycling streams.

To order your free recycling sacks or stickers, or to sign up to the recycling scheme, **contact First Mile's Customer Success Team on 0333 300 3448**.

## LOCAL NEWS

**Newham Word Festival**  
4-17 July 2022

**Newham Word Festival** features free poetry & storytelling events, authors discussing their books, visual arts, debates, performances and lots more.

It's truly a borough wide celebration, with events taking place at venues around Newham as well as online.

Find out what's on near you and visit:  
[www.newhamwordfestival.org](http://www.newhamwordfestival.org)



## SAFER STRATFORD



One of our main actions taken from a recent survey is that we need to **gather intel on our main perpetrators**. Particularly on retaliation as a consequence of a stop in store, the identification of the perpetrator is easier and the BCRP will make sure to timely flag any reports on these lines to the local policing team.

To support our **Business Crime Reduction Partnership (BCRP)** we wanted to remind you all that the intel sharing platform, Sentry-SIS, is key in raising awareness on who are the individual to watch out for and to receive feedback on ongoing work.

If you need reminding how to access this platform or how to use it properly, **please don't hesitate to contact Alessandra**.



Alessandra Valencic

BCR Manager - Safer Stratford

[alessandra.valencic@saferbusiness.org.uk](mailto:alessandra.valencic@saferbusiness.org.uk)

07342 882 161

## SAFER BUSINESS DAY OF ACTION



A **national day of action** took place on April 16th 2022.

**Strategically**, our mission was to **encourage partnership** working across a broad range of agencies who have come together to promote the #ShopKind campaign.

**Operationally**, our mission was to conduct a survey with business staff to gain their **perception of safety in Stratford** whilst the increased police presence deterred and detained local and prolific offenders.

## NEW TEAM MEMBERS



Welcome to our newest officer for Safer Stratford, **Mohammed Qazi**! As a recent IT Management for Business graduate (ITMB), his intellectual knowledge and skills will prove vital in engaging with our business community and security professionals - he is looking forward to helping us make Stratford a safer place for all!



Welcome to our new street ambassador, **Cecil Williams**! He's spent the last 5 years in the Security Industry with a great understanding of public safety. Before that he did a number of Customer Services roles. As a local, he's seen the area transform and he can't wait to get going!



## KEEPING STRATFORD CLEAN

We are planning for **new deep cleaning sessions this summer**, targeting dirt, gum, staining, grime removal using proprietary cleaners and steam.

If there are any locations you feel might need to be looked at please do get in touch by emailing us at:

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



## DR BIKES

Working with local group BikeWorks again, we will be on the Broadway on the **3rd Friday of each month** between March and September.

**WHEN:** Services scheduled from 4-7 pm

**WHERE:** Stratford Broadway by the Shopping Centre entrance, 54A Broadway, E15 1NG

The next session takes place on **Friday 17th June**. For more information visit: [stratfordoriginal.com](http://stratfordoriginal.com)





## FEATURE BUSINESS:

### HS&CO

405 High Street, Stratford E15 4QZ



The largest Halal steak restaurant in East London. First authentic steak house that is fully Halal and it's family run. There's no non-Halal meat and no alcohol served at HS&Co.

Visit: [www.hsandco.co.uk](http://www.hsandco.co.uk)

@HSandCo\_

## KEY TRAINING DATES

23

JUNE

## HEALTH & SAFETY

Stratford Circus Arts Centre

We are in the process of developing a training programme for the rest of 2022 so keep an eye on our website for more information.

If you have any suggestions or requests please email: [info@stratfordoriginal.com](mailto:info@stratfordoriginal.com)

## SUMMER EVENTS

1

JUNE

### Queen's Jubilee

26

JUNE

### Wimbledon Launch

AUG

### Summer of Sport

From **street parties** to a 'Summer of Sport', we're hosting a variety of events to celebrate the ten year **anniversary of London 2012** and the **Queen's platinum Jubilee**. The events have been curated as part of our Stratford Thriveprogramme.

The **Queen's Jubilee street party** will be held on West Ham Lane alongside the Town Hall and the **Summer of Sport** will take place on the grass behind St John's Church. All events are free for Stratford residents and aim to drive additional footfall into the town centre.



**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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