

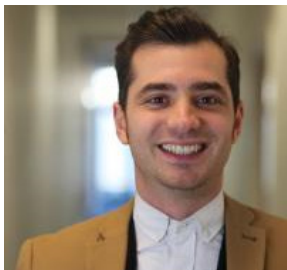
Dear Stratford Businesses,

As most of you already know, we are getting ready for a busy Summer ahead! Our [Stratford Thrive programme](#) has launched together with initiatives such as the first edition of our [Stratford Magazine](#), which has been distributed across 20,000 local residents. Feedback from the community has been great and we are already working on the Winter edition.

We have also started the delivery of our events programme - kicked off by our Jubilee event which saw over 500 people attending. Followed by the launch of our own [Screen on the Green](#), kindly hosted by St John's Church. Over the next 6 weeks, we hope to increase footfall into the area so that everyone can enjoy live sports and free activities.

In the past few weeks, we have installed outdoor furniture such as [playful seating](#), [green screens](#) and [table tennis](#) across several locations in our town centre to encourage dwell time. We will also roll out bespoke pavement cleaning in busy areas.

Our ambassador team are always patrolling the area, reporting issues, assisting visitors and working with our [Safer Stratford Business Crime Reduction Partnership](#) to address local issues. Feel free to stop them and have a chat should you want to discuss anything.



Gianluca Rizzo
Stratford Original
BID Manager

BE A PART OF OUR SUMMER EVENTS

Would your business like to feature in our summer events?

Come and [promote your business](#) whether it be a pop-up stall, massage, physio session or more. We'd love to give your business the visibility it deserves.

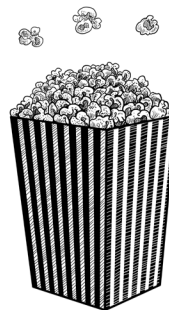
Contact us at: info@stratfordoriginal.com

WIMBLEDON LAUNCH PARTY

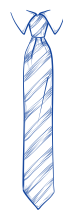
On **Sunday 26th June**, one day before the biggest tournament of the summer kicks-off, we brought centre court to Stratford! A successful event on a beautiful day which was filled with music, mini tennis games for all of the family, delicious, freshly served strawberries and cream, face painting and loads more!



Stratford Summer Movie Night 1st July 5-8pm



Join us for a night of fun, with a family-friendly film playing on the big screen. FREE popcorn on standby.



AMBASSADOR FACTS FOR MAY

84 INCIDENTS REPORTED

126 MILES COVERED

256 LOCAL BUSINESSES VISITED



ENHANCING STRATFORD

NEW PUBLIC SPACE INSTALLATIONS

Since May we installed clusters of playful urban furnishing at **four locations** across Stratford town centre. This consists of green planters, new outdoor seating areas, table tennis and playful floor graphics. By investing in public spaces with more activities, we continue **supporting a welcoming and healthier environment** for local trade and urban living. These installations are in partnership with Newham Council.



Find them at:

- 1) Theatre Square
- 2) The Grove,
- 3) The Broadway
- 4) Tramway Av-West Ham Lane



TYPOETRY

Led by the Embassy of Switzerland in the UK, **Typoetry** invites residents and visitors to go window shopping for poetry and graphic design in the London Borough of Newham from **20 May to 20 July 2022**.

Around **30 works by Newham poets** are brought to life through design. They're displayed in windows of businesses and public buildings across Newham, in a bid to foster the well-being of Newham residents & visitors, **support an inclusive economy** and **spark creativity**.

Stratford venues include:

- O12 Bar and Grill, 108-110 The Grove
- Stratford Centre, 45a Broadway
- Stratford Youth Zone, Theatre Square
- Moxy London Stratford, 86 Great Eastern Road
- Stratford Library, 3 The Grove
- Our Newham Work, 112-118 The Grove



PROMOTING AND ACTIVATING

26 June | **Wimbledon Launch Party**

27 June to 7 Aug | **Screen on the Green**

3 Aug to 24 Aug | **Summer of Sport**

We're hosting a variety of summer events to celebrate the **10 year anniversary of London 2012**. The events have been curated as part of our **Stratford Thrive Programme**.

All events will be taking place on the **grass behind St John's Church**. We expect to increase footfall into the town centre while giving the community an experience they won't forget. **stratfordoriginal.com**

FEATURED BUSINESS: MEXICASA

The reviews say:

"Best restaurant ever. The team will do their best for you to leave satisfied. Beautiful atmosphere, friendly and professional staff, amazing and delicious food. This restaurant is a must try."



@mexicasa377



BUSINESS ESSENTIALS

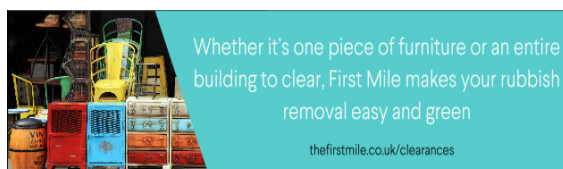


WASTE & RECYCLING

Last year, from June 2021 to May 2022, we recycled over 130,000 kg of materials; our largest categories being **general waste** with 53,290kg and 50,540kg of **mixed recycling**. Our average recycling rate percentage for the year was 59%.

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

Call First Mile on 0800 612 8984 - and quote 'Stratford Original' to start saving today.



first mile
easy recycling

thefirstmile.co.uk/clearances

FREE FSB MEMBERSHIP OFFER

fsb³
Experts in Business

As part of your BID membership, we are offering to fully subsidise a one-year membership to the Federation of Small Businesses (FSB).

FSB is the leading representative organisation for small businesses and offers services, advice, and information, as well as resources and tools, to help you grow your business and save money.

This offer is exclusively available for BID members only.
For more information email: info@stratfordoriginal.com

KEY DATES



UPCOMING TRAINING

30

AUG 2022

**Personal
Licence
Holders**

27

SEP 2022

**Food
Safety**

4

OCT 2022

**Customer
Service**

25

OCT 2022

**Mental
Health First
Aid**

29

NOV 2022

FIRST AID

Please visit our website for the full schedule and to book your spot: stratfordoriginal.com

CELEBRATING 10 YEARS AT QUEEN ELIZABETH OLYMPIC PARK

On **July 23rd** the Olympic Park will be holding the Great Get Together, the Park's largest ever **free annual community event**. There will be dance, street theatre, circus skills, skating, fun fair rides and much more.

'Celebrating 10 Years' Festival Site then runs from **July 24th to August 8th** offering a mix of **FREE** screen and stage entertainment at Queen Elizabeth Olympic Park. Keep an eye out for the crowds!

For more info visit: queenelizabetholympicpark.co.uk





Alessandra Valencic
Safer Business Network
Manager

Exclusion Notice Issued!

Thanks to great **intel sharing** our BCRP collected enough evidence to exclude our first offender, who has now been banned from all BCRP premises for one year. Any breaches of this Exclusion Notice can be reported on SentrySIS. **Intel sharing is the key to our success** and the best way to support businesses and keep business crime relevant.

Joint patrols to address the 'look and feel' of Stratford Town Centre

A key role of the BCRP is to **promote Stratford as a safe destination** and therefore we have introduced monthly patrols. During the first joint patrol in May, we led the group to areas known for rough sleeping and begging and removed abandoned bedding items, tents and clothing items which were having a detrimental impact on the look and feel of the town centre. On the June patrol, we were **pleased to see the improvement** of the areas highlighted and shared the good news via **SentrySIS**.

If you wish to **raise any area of concern** or hot spots that might require our attention during our patrols or if you want to know more or require access to SentrySIS please email:

mohammed.qazi@saferbusiness.org.uk

Say no to violence, #ShopKind

#ShopKind demonstrates how the business community and the community as a whole come together to **reduce the impact of crime**.

A few weeks ago, there was an attempted robbery in the town centre which became extremely violent. Police arrived immediately and detained the suspects at the scene. The two individuals have been arrested. This ensures **reporting of crimes and incidents are essential to the safety of all**.

You can download #ShopKind material for your windows here: **<https://nbcc.police.uk/crime-prevention/shopkind-webpage>**



MARYLAND JUMBLE TRAIL

The first ever **MARYLAND JUMBLE TRAIL ON 3RD JULY 2022**, is being organised enabling all who register an opportunity to sell their un-used goods such as books, toys, clothes, nick-nacks and much more from their doorstep.

It will be a **true East End inspired day** where people will support each other to sell their goods, get to know their neighbours and build on making Maryland a hub of Community based living.

To Register: Eventbrite <https://www.eventbrite.co.uk/e/maryland-jumble-trail-tickets-342898547787>

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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