

Dear Stratford Businesses,

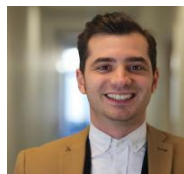
Hope you had a good Summer. As we get back to normality, we find ourselves in a situation where **businesses are faced with staggering costs**. Unless the Government steps in with targeted measures for individual and businesses, our town centre and community will struggle.

To support you and our community, we have joined a **Business SOS campaign to tackle the cost of living crisis** where together with other national organisations and BIDs across the country, we have **put forward a series of solutions including; VAT, Business Rates and Energy Rate Relief**. If you are being affected by the rising prices and costs, **feel free to share your story with us** so that it can be used as a case study.

In the meantime, locally the team has been busy delivering a series of interventions and events this Summer which I hope you have enjoyed.

Look forward to seeing you soon!

Gianluca Rizzo, BID Manager



## BUSINESS SOS

We are backing the **#BUSINESSSOS** campaign, alongside other BID's across the UK. Calling on the Government to **deliver support to our retail, hospitality and leisure businesses** so they have every chance to survive following the rise in energy costs.

### The three-point-plan:

#### Reduce VAT

- Headline rate reduced from 20% to 12.5%
- Business energy bills reduced from 20% to 5% to match domestic billing

#### Business Rates Relief

- 100% rate relief until 31st March 2023

#### Energy Rate Relief

- A discounted kwh price on all business energy bills

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

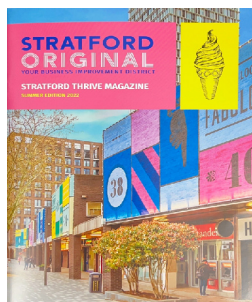
## WINTER COMMUNITY MAGAZINE

As many of you will know, we produced our very **first community magazine this year** - which was distributed to over **20,000 local residents** at the end of May.

The good news is, we're about to start producing our **winter edition!** Our goal is to tell local stories and promote businesses in our community. The opportunity **to feature in the magazine is free for our members**, so please get in touch if you have a story to tell, an event to promote or any Christmas offers to shout out.

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

View the latest magazine at: [stratfordoriginal.com/news](https://stratfordoriginal.com/news)



## AMBASSADOR FACTS FOR AUGUST

**158** INCIDENTS REPORTED

**1000** BID MATERIALS DISTRIBUTED

**265** MEMBERS OF PUBLIC HELPED/INTERACTED



## STRATFORD ORIGINAL'S SUMMER EVENTS

This summer we have been celebrating the 10th anniversary of the 2012 Olympic and Paralympic games by holding a series of free community events to bring a summer of sport to Stratford

On Sunday 26th June, one day before Wimbledon kicked off, we brought centre court to Stratford on the big screen! A successful event on a beautiful day - filled with music, mini tennis games for all of the family, delicious freshly served strawberries and cream, face painting and loads more.

Simultaneously, we showed Tour de France from July 1st to 24th where people enjoyed the sunshine and cheered on the cyclists as they raced to the finish line. From 28th July to 8th August, we also showed the Commonwealth Games on our big screen which attracted roughly 30 people a day, driving additional footfall into the town centre.

One of the highlights of our Screen on the Green activity took place on Friday 8th July, when we screened the award winning Encanto at our Stratford Summer Movie Night. This was our most popular event with an amazing turnout of over 135 attendees - families enjoyed free popcorn and refreshments whilst singing along to the chart-topping soundtrack.

Stratford Summer of Sport was our 4-part, very popular event that ran every Wednesday throughout August on the Green at St John's Church. During these events, families enjoyed 1-1 sessions of football, tennis, cricket and hockey with a coach. All of the children that took part won medals and prizes - we even had regulars joining us every single week and the feedback has been fantastic!

We had activities for all of the family such as face painting, circus skills workshops, free refreshments and so much more against the backdrop of some epic music from our DJ Mr Funky.

Overall our summer community events have been a great success. A huge thank you to St. John's Church for hosting us.



## FEATURED BUSINESS: GADGET STORE

58a Broadway



Gadget store is your local go-to for mobile phone repairs and accessories, located on the Broadway.



# BUSINESS ESSENTIALS



## KEY DATES



## UPCOMING TRAINING

27

SEP 2022

### Food Safety

Us&Co  
11 Burford Road

4

OCT 2022

### Customer Service

Us&Co  
11 Burford Road

25

OCT 2022

### Mental Health First Aid

Us&Co  
11 Burford Road

29

NOV 2022

### FIRST AID

Us&Co  
11 Burford Road

To book your place visit:  
[info@stratfordoriginal.com/members/whatson](mailto:info@stratfordoriginal.com/members/whatson)

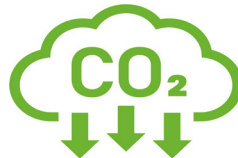
## WASTE & RECYCLING

THIS MONTH OUR MEMBERS  
HAVE SAVED:

This August, we recycled  
4,955kg of recyclable material,  
1,800kg of food recycling  
and 5,280kg of general waste.

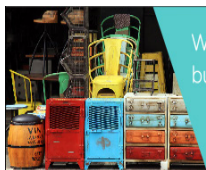


46 TREES



6 TONNES OF CO<sub>2</sub>

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.



Whether it's one piece of furniture or an entire building to clear, First Mile makes your rubbish removal easy and green

[thefirstmile.co.uk/clearances](http://thefirstmile.co.uk/clearances)

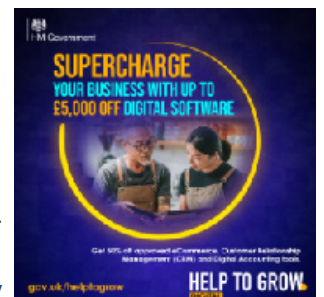
**first mile**  
easy recycling

## HELP TO GROW: DIGITAL

Free access to impartial online support about how digital technology can boost your business's performance. If your business is eligible, you can also access a discount of up to 50% towards the costs of buying approved software, worth up to £5,000.

Learn more about different types of software available through the scheme, how to identify what your business needs, and use step-by-step guides to embrace new ways of working. Boost your businesses performance with these online articles and actions plans: <https://www.learn-to-grow-your-business.service.gov.uk/>

Explore the software available in the scheme, the features, compatibility, costs, then get your Help to Grow: Digital discount up to £5,000. Check your eligibility here: <https://www.learn-to-grow-your-business.service.gov.uk/eligibility>



## FSB DROP-IN SESSION

**fsb**<sup>8</sup>

It was great to see 11 of our BID members sign up to our offer of free membership to the Federation of Small Business for the first 12 months. In partnership with FSB, we are running an induction drop-in session on September 13th between 10am - 1pm. This is an opportunity to ask questions about the membership and what is available to you. For any queries, please email: [vaseem.gill@fsb.org.uk](mailto:vaseem.gill@fsb.org.uk)



# ENHANCING STRATFORD

## SUPPORTING ACTIVE TRAVEL

Following our August event, with had **more than 30 bikes** registering in the national cycle database and **over 20 bikes fixed on the day**.

Get this opportunity to secure your bike too during our next services on **16th September**.

Location: **The Broadway, between 4-7pm**.

For more information and to register visit our website:  
<https://stratfordoriginal.com/whatson-all/mark-your-bike-for-free>



## SAFER STRATFORD



## STAFF SAFETY SURVEY RESULTS

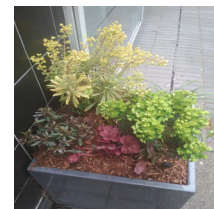
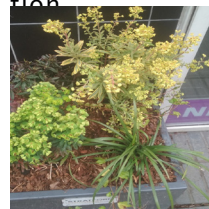
The BCRP conducted **surveys of over 120 local businesses** to understand if and where staff don't feel safe or feel vulnerable. We have had **real success** in displaying these results to the local authorities by **highlighting the key areas which need attention** and suggesting solutions such as **more lighting and CCTV cameras** in those areas.

On top of this, phone boxes on the Broadway have been highlighted as a crime generator and an attraction for ASB and by working together with Newham Council and the police we managed to **remove the phone boxes and replace them with new BT Screens**, delivering a cleaner and more attractive town centre for customers and visitors, removing a crime facilitator from the area.



## PLANTERS REFRESH

Following a site visit with our landscape contractors and due to extreme hot weather we will be **refreshing all planters** earlier **this September**. Businesses participating in the adopt a planter scheme will receive a letter with more information.



## YOUR NEIGHBOURHOOD TALKS

We are participating in the upcoming **Your Neighbourhoods Talks on 27th September** organised by LLDC at the Queen Elizabeth Olympic Park. This is an opportunity for people to **find us, hear more about our work and our business community**. Visit our website to find out more information:  
<https://stratfordoriginal.com/whatson-all/your-neighbourhood-talks>

## SAFER STRATFORD NIGHTS

Safer Stratford BCRP expanded their operations by starting **'Safer Stratford Nights'** which is a monthly meeting for the night-time economy members like pubs, bars, restaurants, hotels etc. to speak to their local policing team, licensing officers from both Council and Police and **discuss offenders and relevant issues affecting their trading**. This enabled a stronger connection and more communication to show **effective partnership work** and willingness to listen to venues' concerns, while promoting crime reporting.



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