

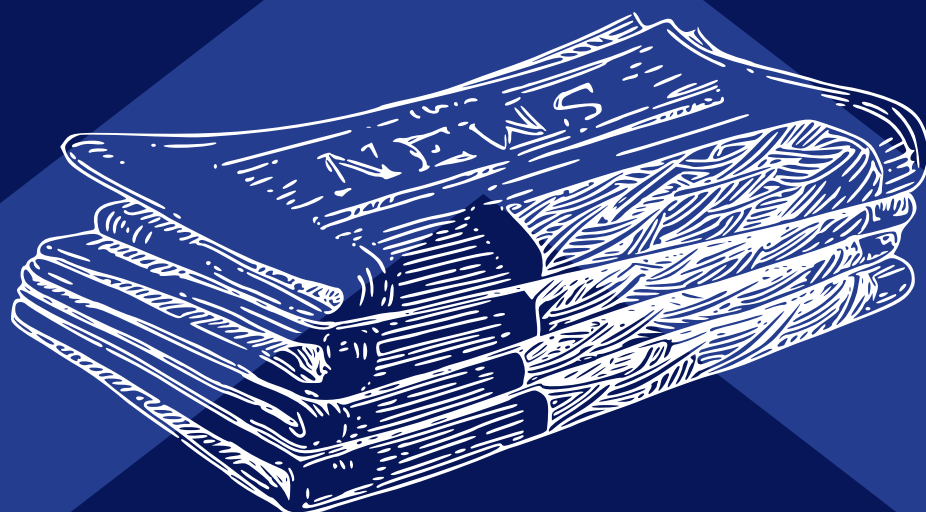
# STRATFORD

## ORIGINAL

YOUR BUSINESS IMPROVEMENT DISTRICT

# NEWSLETTER

## DECEMBER 2023



# A MESSAGE FROM US:

Dear Stratford Businesses,

As we get ready to celebrate the festive season with our loved ones, December is always a busy period for everyone. We had a lot of fun kicking off the celebrations on Tuesday 5th December when from 4pm, we had our annual Winter Wonderland at St John's Church.

The afternoon was packed with loads of activities for families including performers, music, dancing, a giant snow globe and free warm refreshments. Santa with his elfs ialso made a special visit to Stratford!

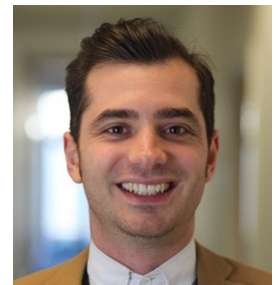
Also, just across the road, locals had the chance to view our latest placemaking interventions where we have installed permanent creative lights on several trees to create an even safer experience for businesses, staff and shoppers alike,

In late November, we also celebrated our Annual General Meeting where we formally re-elected our Board and welcomed two new members, Chris Dodd from University of East London and Reverend Young form St John's Church. On the evening we shared our achievements for the year and set up our plans for the following year.

The theme for the night was 'raising and building'; we have been raising the standards of our town centre and its profile and we have been building on our community, a Safer Stratford, new solutions and also our own Stratford Future platform where local developments can be viewed in one page. Looking back at the year, we are proud of what we have achieved together, the list is long.

Finally, I would like to take this opportunity to wish all of you a fantastic festive period, a merry Christmas to those of celebrate it and a prosperous new year. See you all in 2024!

Gianluca Rizzo



**Gianluca Rizzo,  
Stratford Original  
BID Manager**



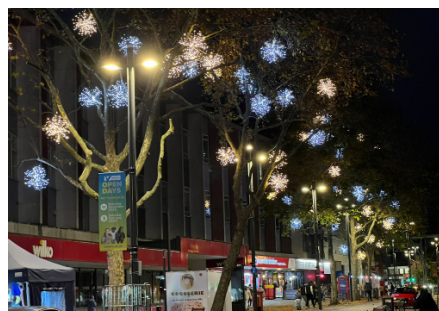
# MERRY CHRISTMAS!

# ENHANCING STRATFORD



## Tree Lights on Broadway

Our new tree lights on six plane trees on Broadway are up and lit just in time for the festive season. This project was a response to a survey highlighting the overall perception of a lack of safety during late-night hours. It also reflects our continuous commitment to enhancing the walking experience in Stratford town center. Thanks to the support of The MET and LBNewham.



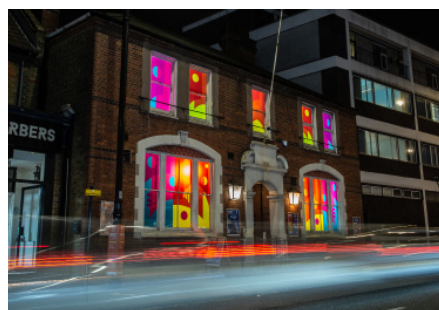
## Bike Services

Since 2019, and in response to popular demand, we have been continuously supporting our cycling community with a series of bike mechanics and marking bikes for safety services and events. Now, with two new tire pumps installed on Broadway and the High Street. More events are planned for next year, so keep an eye on our calendar and website.



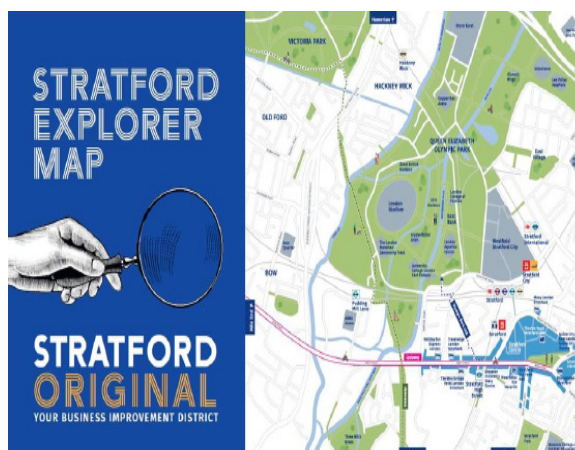
## Lighting Up Stratford

We are proud to support another activation on the high street by Hive Curates. The windows of two of our businesses, The Westbridge Hotel and Café Nineteen, will be adorned with colorful designs and lit up from November 30 to January 4th.



## Stratford Explorer Map

Following collective feedback from our hospitality members and cultural venues, we have expanded the map area to encompass a broader area of Stratford. You can now find our new map also available in a folded version.





## Stratford Future

With a growing number of proposed and ongoing developments in Stratford, our response was to create a dedicated platform that maps and provides meaningful information about what is proposed for Stratford. This is a valuable resource for our members and anyone interested in finding out about Stratford. Launched with an event and panel discussion, we aim to keep this conversation and platform alive. Visit our dedicated webpage to learn more: <https://stratfordoriginal.com/stratford-future>



# SAFER STRATFORD



**Safeguarding Stratford has been instrumental throughout the year. Here are some highlights showcasing our efforts to ensure the safety and security of the Stratford community:**

- Monthly, we collaboratively undertake RS Partnership Patrols with BCRP, MET, and the Newham Enforcement team, focusing on hot spots for rough sleepers within the BID area.
- There have been weekly SST Intel Briefings involving collaboration between BCRP, BID, MET, the Stratford Shopping Center security team, and store managers.
- We also held a Safer Business Action Day, which is a collaborative effort involving the police, businesses, private security, Business Crime Reduction Partnerships (BCRPs), and Business Improvement Districts (BIDs), working together to concentrate resources in specific areas to make a meaningful impact on crime reduction.
- Training sessions for WAVE and Ask Angela have been conducted in collaboration with the BCRP, MET, and licensed businesses in the hospitality sector.
- Visits involve engaging with businesses to raise awareness of cybercrime and provide information on prevention, collaborating with the Cyber Resilience Centre.
- Meetings under the Safer Stratford Nights initiative have been held with local pubs and licensed premises.
- Visiting and interacting with businesses in Stratford to create awareness about the substantial challenges faced by frontline staff in coping with daily instances of abuse.







# BUSINESS ESSENTIALS



## AGM 2023

Thank you for being a part of our AGM 2023. Your attendance significantly contributed to the success of the event, where we shared our achievements, participated in interactive discussions, and facilitated valuable networking opportunities with fellow local businesses. Your engagement is truly appreciated, and we eagerly anticipate ongoing collaboration.



## Networking events 2023

We extend our heartfelt gratitude to all who attended our networking events throughout the year. Your presence and engagement enriched these gatherings, providing valuable insights from diverse industries. A special thanks to FSB for playing a pivotal role in these events. As we express our gratitude, we also look forward to future opportunities, where we can continue fostering connections, supporting businesses, and gaining insights that contribute to the growth and understanding of both enterprises and employees alike.



# PROMOTING STRATFORD



## BID's Christmas Event 2023

On the enchanting evening of December 5th, our Winter Festival at St John's Church was a Christmas spectacular! The air echoed with the festive melodies of the season, creating a magical atmosphere that resonated with joy. Santa and his merry companions danced joyfully, spreading cheer to all who joined the celebration. The giant bouncy snow globe added an extra layer of whimsy, captivating both the young and the young at heart. Attendees indulged in the delights of face painting and cookie decorating, creating cherished memories. Complimentary warm refreshments, served with love, added a cozy touch to the festive affair. And, of course, the delightful Grinch stole the show, bringing laughter and entertainment to the heartwarming event. It was truly a magical celebration, filled with the spirit of Christmas and the joy of community coming together!



# MERRY CHRISTMAS!

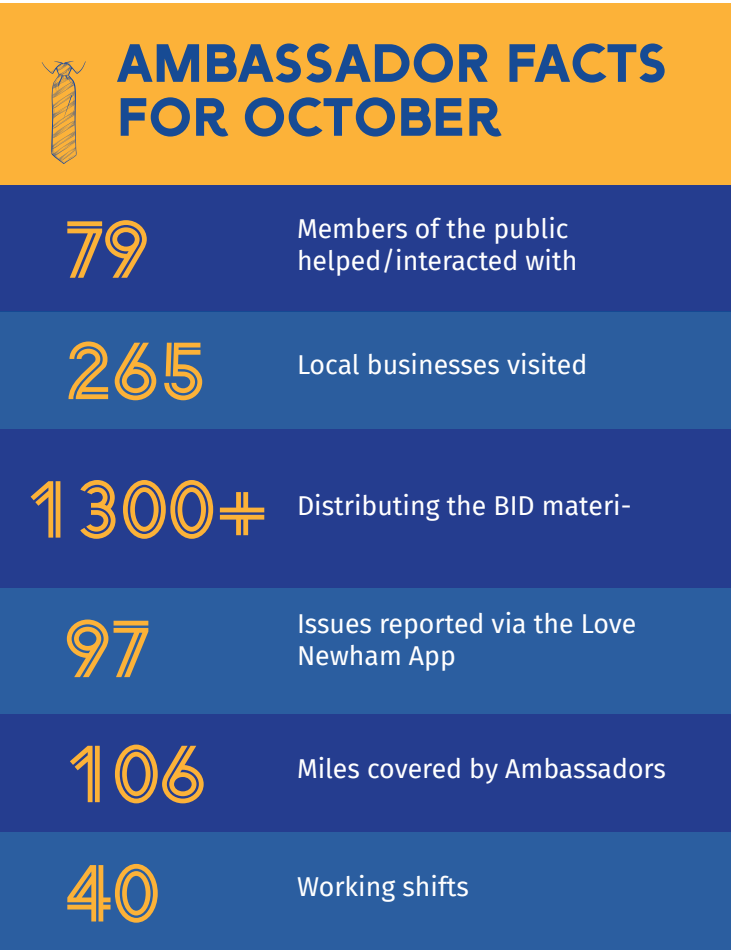
# BLOG CONTRIBUTIONS

Don't forget we have a blog section on our website and are always looking for contributors! 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](mailto:info@stratfordoriginal.com)



**Kindly note that our office will be closed from December 27th until January 1st. We will resume normal operations starting January 2nd.**





# STRATFORD ORIGINAL

YOUR BUSINESS IMPROVEMENT DISTRICT

Stratford Original run a number of initiatives to support the Original Stratford town centre and hold community events throughout the year.

Visit our website and follow us on Twitter and Facebook.

Visit [stratfordoriginal.com](https://stratfordoriginal.com)

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

  [StratfordOrig](#)

Call 020 8555 7065

For more info on our BID members visit [stratfordoriginal.com/directory](https://stratfordoriginal.com/directory)