



ANNUAL REPORT 2023

The economic circumstances together with the implications around Brexit, recruitment and supply chain, are putting additional pressure on local businesses. Which is why it's important that we work together as a community.

The BID continues to develop initiatives and plans that support the economic recovery of our town centre. This report highlights how we have supported you through these difficult times and how we plan to move Stratford forward.

STRATFORD THRIVE

In 2022 we were successful in our application for external funding through Newham Council and in March we received £250,000. The funding was used to develop and support a bespoke programme called Stratford Thrive which consisted of 4 core pillars: Community Building, Safer & Welcoming, Business Benefits. The programme was delivered in addition to our ongoing services.

Below you can see a breakdown of the initiatives we continue to run in support of our mission to move Stratford forward and create a safer and more welcoming place for business, residents, and visitors.

2022 KEY ACHIEVEMENTS

Community Building

- **7 free community events** run through the year driving additional footfall into the town centre, with **2 more planned in 2023**
- 2 editions of our **free magazines** produced and distributed to over **20,000 households across Stratford**, one in Spring and one in Winter, offering free advertising space for BID members

Safer & welcoming

- Plans to implement **creative lighting in hot spot areas**, to help make Stratford a welcoming and safer environment for locals, employees and visitors
- **Additional security officer in place** to support our community events and regular patrols of the area

Business Benefits

- **Logistics audit** to assess local business needs and move towards an increased use of sustainable transport modes
- **Free Federation of Small Business memberships** offered to all BID members
- Developing a **training and mentoring programme for young residents** who have been impacted by the pandemic
- **Research conducted to understand the student population in Stratford** and how they can play a role in boosting the local economy in the original town centre
- **Business Health Clinics** due to launch in April to help businesses identify savings on their bills

BUSINESS ESSENTIALS



Providing essential business support to you is our key focus. We are lobbying Central Government to introduce appropriate measures and offer you direct support to protect your business.

2022 KEY ACHIEVEMENTS

- **Free training programmes** to our members in-person on a monthly basis
- **Discounted & subsidised waste** rates through our partnership with First Mile with a recycling rate of 53%
- Continue to **lobby and campaign to government** on behalf of the local business community

2023 PLANS

- Plans to run a **masterclass programme** for our BID members, highlighting the importance of sustainability and how they can adapt cost effectively
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SAFER STRATFORD

With safety being a key priority in Stratford, we will continue to monitor the evolving situation to ensure that employers, staff, shoppers and visitors are kept safe.

2022 KEY ACHIEVEMENTS

- **13 prolific offenders** identified
- 8 issued with an **Exclusion Notice** by the BCRP
- 3 issued with further **injunctions from the police**
- **£25,282 of goods recovered** (96.59% recovery rate)
- **9 joint patrols conducted** with Council, MPS, BTP and BID
- **15 hot spots** areas visited regularly
- **20 rough sleepers** engaged and referred to services
- **Safer Stratford Nights implemented** (bi-monthly meeting for night-time economy)
- **Key meetings implemented** with security teams to improve intelligence
- Safer Stratford Partnership monthly meeting with relevant agencies to discuss youth violence and identify solutions
- WAVE and Ask for Angela training delivered to 172 staff
- Safer Stratford BCRP nominated as finalist at the Outstanding Security Partnership Awards

2023 PLANS

- **More WAVE and Ask for Angela training** so that the whole of the NTE can help prevent vulnerabilities exploitation
- Op. Make Safe - **MPS training on child exploitation**
- Op. Bank - **training for banks on crime prevention**
- **Radio channel set up** between all partners
- **Design of training for retailers** on vulnerabilities
- **Shoplifting policy** for Stratford
- More work on **travelling offenders**



PROMOTING AND ACTIVATING

With new residents and students choosing Stratford as their new home, Stratford Original is helping local businesses to benefit from the increased footfall. The BID is promoting the area's unique identity and encouraging visitors and residents to explore the town centre and to contribute to the local economy.

2022 KEY ACHIEVEMENTS

- Over **2,000 unique web visitors** each month, giving our BID more visibility online
- **Launched blog** section on our website to provide members with guest slots and links back to their own website
- Landed **coverage in The Guardian and Evening Standard** twice in 2022, promoting Stratford Original as a destination
- Use **Twitter and Instagram to promote our BID members**, share valuable information and actively engage
- Update our BID members monthly via our **monthly digital and printed newsletter**
- Supported 10th anniversary of Olympic and Paralympic Games by **running free sports events for kids in summer holidays**
- **Quarterly editorial column secured in the Newham Recorder** which we offer to our BID members
- Ran a number of **seasonal events** for the community attracting over 450 people each time

2023 PLANS

- **Celebrate Chinese New Year** in partnership with Chinese Overseas, one of our BID members
- Continued **support of our free community magazine**
- Implement **member wide marketing meetings** to explore partnership opportunities, share learnings and marketing tips to support small businesses

ENHANCING STRATFORD



While the continuous investment and development in Stratford is ongoing, the BID is keen to ensure the town centre remains a welcoming place for everybody to enjoy. We are delivering a number of initiatives to make Stratford more attractive

2022 KEY ACHIEVEMENTS

- **Public Places for Rest and Play:** installed a series of benches, table tennis and playful floor graphics across four locations
- Commissioned a series of **deep cleaning sessions** covering approx. 2,000m² - more scheduled for Spring 2023
- Additional **planters and seasonal greening**. Plus maintenance of pocket gardens and our Adopt-a-planter scheme
- Monthly **Dr Bike Services & Dr Bike Social** expanding our services due to popular demand
- Campaigns around **bike safety** and **Mark Your Bike events** with 46 bikes registered to the National Database
- Responded to **cleaning and maintenance issues** within our area, from litter collection, bins relocation, to pest control emergency and more
- Continuous **engagement with local residents and groups**, including representation to the Park Panel (Queen Elizabeth Olympic Park)
- Facilitated **arts interventions** such as Typoetry which involved local businesses
- Raised **additional £36K of external funding** to support projects

2023 PLANS

- Continue our work for **more Creative lighting** to enhance walking experience
- Greening Stratford, **advocating for more trees and green spaces**
- Targeted **Anti-litter campaign**
- Local **development directory** - what is coming in Stratford
- Continue **supporting active travel**
- Support space activation with **art & heritage interventions**
- Continue our **representation of consultations** on new developments
- **Working with LB Newham, LLDC and other stakeholders** on Stratford Vision, Innovation District, Alice Billings House and High Street Cultural Strategy



If you have any questions, please reach out to us at:
info@stratfordoriginal.com

Until then, stay safe and we hope to see you all soon.

Gianluca Rizzo
BID Manager

FINANCIALS

	Actual Income & Expenditure 2022-2023 82% collection rate*	Forecasted Income & Proposed Expenditure 2023-2024 85% collection rate**
Income	£	£
BID Levy	271,246	272,683
External Funding	250,000	0
Surplus	200,000	188,938
Total	721,246	461,621
Expenditure		
Business Essentials	47,202	45,000
Promoting and Activating	63,561	60,000
Safer Stratford	79,202	85,000
Enhancing Stratford	66,950	70,000
Core Management Costs	30,701	35,000
Contingency & Levy Collection	30,242	30,242
Total	532,308	385,242
Surplus / (Deficit) ***	188,938	76,379

*This table shows the actual income and expenditure for the year and is correct as of 1st Feb 2023.

**Please note that the income and expenditure figures for the next financial year are subject to Board's review.

***The surplus is a result of various initiatives having to be put on hold due to Government restrictions. The Management Board together with the Executive Team regularly monitors the budget and the delivery programme. Stratford Original BID is committed to continue delivering value to its members during these challenging times.



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