



# ANNUAL REPORT 2020

• **April 2020 marks the start of our second term.** More importantly, it also  
• marks the start of uncertain times for businesses. The COVID-19 outbreak  
• is of huge concern to us all and whilst this period may be challenging and  
• difficult for everyone, we wanted to reassure you that **Stratford Original**  
• **BID is committed to continue working for you** to deliver value and support  
• your business now more than ever.

• As your BID, we have already put in place a number of measures to deal  
• with this evolving situation and **we will do our best to ensure we can move**  
• **Stratford forward again.** Check our website for latest information and  
• updates.



## BUSINESS ESSENTIALS

Whilst some of our initiatives might be suspended, 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. Check our [COVID-19 website page](#) for latest initiatives.

### 2019 KEY ACHIEVEMENTS

- Achieved savings on utilities worth over **£48,000**
- Offered discounted & subsidised waste rates through our partnership with First Mile with **recycling rate of 56%**
- Delivered various networking opportunities including Summer & Winter Parties
- Delivered free **training programme** including Health and Safety, Fire Marshal, First Aid and Food Hygiene to name a few

### 2020 PLANS > COVID-19

- Lobbying and campaigning for more business support
- Digital training offer
- Delivery of our webinar programme covering COVID-19 business support and other topics



## PROMOTING AND ACTIVATING


We have already shifted the focus of the BID to provide you with relevant and up to date information through our website and communication channels. Also, we have launched our campaign #StratfordTogether with the aim to promote your business.

### 2019 KEY ACHIEVEMENTS

- Delivered promotion for Town Centre events including **Cycle events and Winter Wonderland**
- Enhanced the website, social media and newsletter look
- Promoted other initiatives such as consultations, networking events and steering group meetings
- Regularly communicated to local businesses via digital and printed channels (ex. bi-monthly newsletter)
- Regular promotion of BID members on our communication channels

### 2020 PLANS > COVID-19

- Further development of existing digital offer
- Introduction of new sections on the website, including COVID-19 page
- **Enhanced Marketing & Communication programme** tailored to promote and support BID members
- Regular communication using our digital channels



## 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.

### 2019 KEY ACHIEVEMENTS

- Regular Safer Stratford meetings
  - Supported the town centre with our Street Ambassadors
  - Reported **2,970 public realm related issues\***
  - Engaged with **6,100 members of the public\***
  - Patrolled the BID area 7 days per week covering **5,985 miles\***
  - Dealt with **152 ASB and crime related issues\***
  - Lobbied and worked with relevant organisation to reduce homelessness
- \*(financial year)

### 2020 PLANS > COVID-19

- Some safety initiatives have been suspended
- Introduction of innovative solution to share information about crime & ASB
- Unilising online platform to keep local businesses connected and to exchange information



## ENHANCING STRATFORD

Although we suspended some placemaking initiatives, we will ensure that Stratford stays an attractive and safe place for everyone and will plan for potential social distancing measures in the public realm.

### 2019 KEY ACHIEVEMENTS

- Redesigned and distributed over **3,200 'Explore Stratford'** maps
- Conducted **3 consultation events**: MSG Sphere, LLDC Night Time Economy and The Yards
- Conducted **9 additional deep cleaning sessions**
- 2 more businesses joined the **Adopt-a-Planter scheme**
- Organised **3 cycle events** with local partners and **Stratford Stories**, morning breakfast talks
- **Secured funding through the CIL Neighbourhood Priorities Fund** to support Stratford Imaginaries, a series of creative community engagement sessions
- Secured additional **bins** for Meridian Square and Stratford High Street

### 2020 PLANS > COVID-19

- Some of the existing projects have been suspended
- **Stratford Masterplan**, refining plans for meanwhile spaces, greening, public space, greening and lighting
- Implementing potential public realm measures to keep the Town Centre safe

# FINANCIALS

	Actual Income & Expenditure 2019-2020	Forecasted Income & Proposed Expenditure 2020-2021*
Income	£	£
BID Levy	337,497	310,883
Section 106 Contribution	60,000	0
External Funding (target)	10,600	30,000
Surplus from previous year	76,060	20,000
8% Discretionary Relief	-25,272	0
<b>Total</b>	<b>458,885</b>	<b>363,600</b>
<b>Expenditure</b>		
Business Essentials	48,250	47,587
Promoting and Activating	53,460	72,587
Enhancing Stratford	48,182	52,887
Safer Stratford	130,322	90,097
Core Management Costs	29,860	52,490
Contingency & Levy Collection Costs	27,745	28,120
Renewal Ballot	18,310	0
<b>Total</b>	<b>356,129</b>	<b>343,759</b>
Surplus / (Deficit)	102,756	19,841
Brought Forward	102,756	

This table shows the actual income and expenditure for the year and is correct as of 31st March 2020.

\*Please note: due to COVID-19 the 2020-2021 Budget will be regularly reviewed to ensure the BID continues to deliver valuable initiatives. The income and expenditure figures are likely to change during the year.

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