



YOU VOTED YES

Thank you to all our business members who have voted yes to Stratford Original BID continuing for another five year term!

Stratford town centre businesses have voted yes to the Stratford Original BID continuing for a third term, with businesses overwhelmingly voting in favour of the bid continuing for another five years. This also include the BID expanding its boundaries to include new businesses into the district.

Results released today show 90% of participating businesses supported the BID's renewal, allowing for continued investment in the original Stratford through improvements and initiatives from April 2025 to March 2030. From 5th November to 5th December 2024,

eligible businesses were asked to support Stratford Original BID for another term, securing £2 million to be reinvested into the town centre.

A total of 292 businesses were able to participate in the ballot, with the BID achieving a 62% turnout. Of those who voted, 90% supported the BID by number, and 95% by rateable value—showing a tremendous confidence in the bid for its third term.

Stratford Is Now sets out the plans for £2 million investment in projects designed to celebrate Stratford as a destination, ensure a safe Stratford, delivering added value for our businesses, while improving the environment and public spaces for all.

“We are extremely proud to have achieved such a strong mandate. We would like to thank all our businesses and organisations that have voted yes at the ballot and have renewed their trust into the work we are planning to do in the next term.

The business community in the town centre continues to demonstrate their commitment towards the BID and want to continue playing a key role in shaping the future of Stratford by investing at least £2M in the next 5 years.

We are also pleased to welcome a number of new businesses through our expansion who have shown already support to the work we

do. Now, we can continue our work to build our organisation, our delivery, our reputation, and our town centre.”



Gianluca Rizzo
Managing Director,
Stratford Original

OUR FREE GIFT WRAPPING IS BACK

Our free gift wrapping service is back! Customers who purchase a gift with any of our members between 1st December & 21st December 2024 and get them wrapped for free!

We will be hosting the service on Saturday 7th, 14th and 21st December from 12pm - 3pm inside The Stratford Centre.

If you would like flyers for your store to advertise the service please contact Michael on michael.loyede@stratfordoriginal.com.



WINTER WONDERLAND

Our Winter Wonderland took place at the end of November. Our annual family-friendly celebration took place at St John's churchyard, transforming it into a wonderland for the evening. Locals enjoyed free hot chocolates, delicious food, magical entertainment, a special visitor from the North Pole and free creative activities. A huge thank you to Rev. Young at St John's church for hosting this event.



ARTIST STUDIO OPPORTUNITY

Alice Billing House, Stratford's newest artist studio situated behind the Old Town Hall, has a small studio coming available at the end of January 2025. This is a perfect starter studio for local Newham creative. It has lots of natural light and is situated on the first floor of the building. You will have access to a bookable Project Space, which can be used for workshops and meetings.



SAFER STRATFORD

Safer Business Network - Safer Stratford BCRP continues to deliver joint patrols with Stratford Original, representatives from Metropolitan Police Service, British Transport Police, Newham Enforcement & Cleansing Teams as well as Change Grow Leave. These patrols take place around Stratford to tackle rough sleepers, fly tipping and streetscape issues to improve the look of our town centre.

Safer Stratford BCRP also run a bi-weekly intelligence briefings with security teams, Police and businesses, sharing key intelligence and offenders. The next briefing will be 12th December at 11.30am - meet at the Stratford Centre Information Desk.



14TH DECEMBER

FREE GIFT WRAPPING

Stratford Centre

12pm - 3pm

14TH DECEMBER

CHRISTMAS CONCERT

West Ham Parish Church

6.30pm

21ST DECEMBER

FREE GIFT WRAPPING

Stratford Centre

12pm - 3pm

FESTIVE OFFICE CLOSURE



We would like to wish all our members a successful festive period and a prosperous new year.

Our office will be closed from 23rd December 2024 to 3rd January 2025. Individual team members may be checking their email across the period but we advise businesses to expect longer response times.

There will also be no Ambassador's service during this period as Michael is on a well deserved break!

We look forward to seeing you all in the new year and beginning our third term in April.

TARIQ HALAL WIN CUSTOMER SERVICE AWARD



A huge congratulations to Tariq Halal who won the Customer Service Award from Newham Chamber of Commerce 2024.

The Tariq Halal Stratford team said: *"We are very excited to win the award, as you know a customer service award is not easy to win, but we managed it!"*

OUR AMBASSADOR STATS

170

MILES COVERED

292

MEMBERS ENGAGED

500+

PROMOTIONAL MATERIALS DELIVERED

STRATFORD ORIGINAL
YOUR BUSINESS IMPROVEMENT DISTRICT



020 8555 7065



stratfordoriginal.com



c/o. Us&Co, 11 Burford Rd Centre, Stratford, London E15 1ST



info@stratfordoriginal.com



StratfordOrig

