

STRATFORD A GROWING DESTINATION AS FOOTFALL INCREASES

We know that understanding data in Stratford supports our businesses to make strategic decisions and taking advantage of high footfall days to maximise their share of visitor spend. The latest data for December 2024 indicates a notable increase in footfall across our district, with average weekly footfall reaching 926,334, up from the previous year which had an average of 814,786.

This growth across the festive period could have been buoyed by seasonal events, such as our Winter Wonderland and free gift wrapping services, which increase dwell time and visitors to the area. It could also be explained by the seasonal increase in shopping and dining with friends, family and colleagues, which has an impact on trends in both footfall and spend in Stratford.

We can see across the same period, that weekly footfall is up from 2023, where we saw 769,301 to 2024 where we saw 926,334. This shows that despite challenging circumstances, Stratford remains a destination.

The data also shows a more even distribution of visitors throughout the month. When we

look at the daily footfall distribution we can see that Saturdays remain the peak day with 134,363 visitors. While businesses may want to take advantage of the existing increased footfall by offering activations on Saturdays, it may be a priority for us to work together to increase programming of events, activations or promotions to increase footfall on other days of the week. Our next data report will allow us to compare the December data with January, to see if Stratford's footfall continues to trend upwards. The trend over the previous years does show a steady increase in our visitors, which we are committed to supporting through our projects and initiatives.

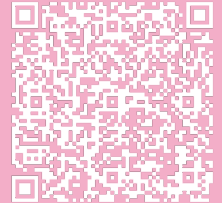
We know that a clean and safe town centre encourages increased visitor numbers, which is why we invest in our Safer Stratford Business Crime Reduction Partnership, provide our Ambassador service, while providing additional cleaning in high footfall areas. We have also worked on successful greening projects and installed public realm seating, to make Stratford a welcoming place to live, work and visit. In our third term we will be looking to increase our initiatives to drive footfall and spend across our district.

YOU ARE INVITED TO OUR 2025 ANNUAL GENERAL MEETING THIS MONTH

You are invited to our Annual General Meeting (AGM), which will be taking place on Wednesday 26th February 2025 at HS&Co, 405 High Street, E15 4QZ.

Stratford Original BID Members are invited to our 2025 AGM, which is an opportunity to report back on our ballot results and achievements, elect board members for the coming year and provides an open forum for any questions about our plans for the original Stratford. In addition, this event provides an excellent business networking platform with a chance to meet local businesses and make valuable contacts.

Register your attendance now via our event page or by scanning the QR code. We very much look forward to seeing you at the event in February.



HANNA STREETER APPOINTED EXECUTIVE DIRECTOR OF STRATFORD EAST

Stratford East has announced that Hanna Streeter has been appointed Executive Director and joint CEO, taking up the position from July 2025. Streeter joins Stratford East from the Orange Tree Theatre, where she is currently the Executive Director and joint CEO.

Hanna said: "I'm overjoyed to have been appointed by the Board of Trustees to work alongside the inspirational Lisa Spirling, and together build on this iconic theatre's 140-year history. Stratford East is the beating heart of East London, doing extraordinary work within the diverse borough of Newham, with an enormous educational output. There has never been a more urgent need for theatre in a community, and I'm truly excited to join the team and meet the artists, participants, supporters, and audiences who make up this special building."

They also welcome a new Artistic Director, Lisa Spirling, the two will be working closely to shape the strategic leadership of the theatre of the back of our 140th birthday and prepare Stratford's wonderful theatre for the next 140 years.



RECYCLING REFORM IS ALMOST HERE

There is new legislation coming in on the 31st March 2025 that will require all UK businesses to have a general waste, mixed recycling and food recycling service in place. It will be a criminal offence to not comply with the new regulations and you could be fined. If you are a Stratford Original member and would like to find out more about our subsidised partnership with First Mile please contact us on info@stratfordoriginal.com.

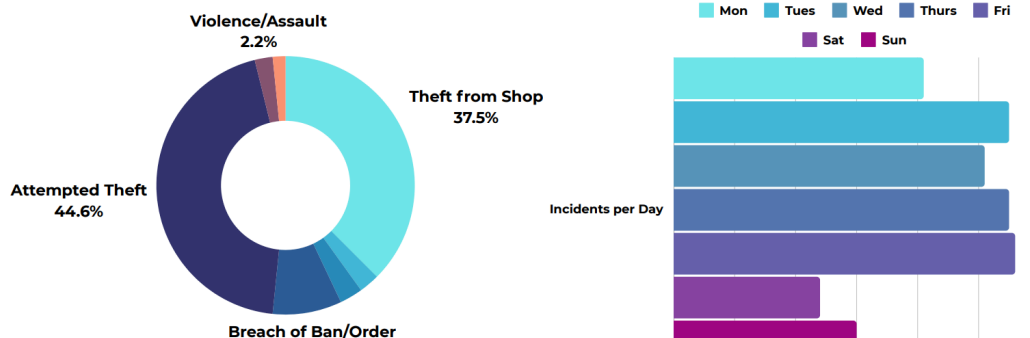
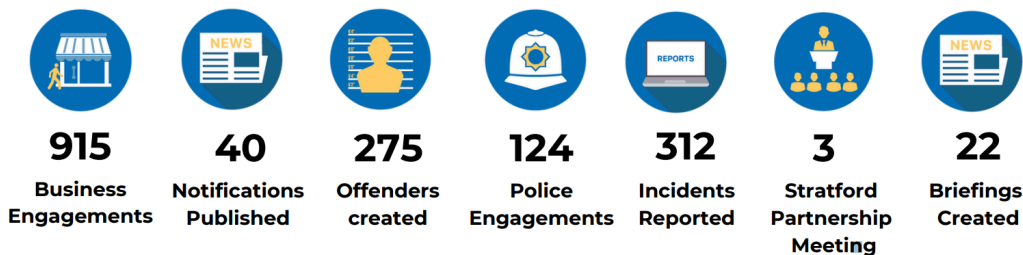
TACKLING CRIME ACROSS STRATFORD

Through our work to make Stratford safer, we have created a strong Business Crime Reduction Partnership (BCRP), which we deliver for our businesses. By working with Safer Business Network, we can support businesses to respond to crime, reduce anti-social behaviour and share intelligence. In response to rising concerns of theft/robberies across the borough, we have supported you with crime reporting and collection of intelligence.

Our BCRP Manager, Mohammed Qazi with support from our Ambassador Michael Oloyede, have continued to provide businesses with regular intelligence updates at the bi-weekly intelligence briefings in Stratford

Shopping Centre. These intel discussions led to the sharing of 22 briefings with Met Police, local businesses, shopping centre security and British Transport Police, containing images and descriptions of offenders.

Shop theft is a business priority for all and over the past quarter we have continued to concentrate on upskilling and pushing businesses to share intelligence on the new Alert platform. Intel collated through the app has led to 13 Criminal Behaviour Orders currently being active in Stratford, with 2 more pending applications awaiting court dates. We encourage all member to attend briefings and share intelligence so we can work together to make Stratford safer for our community.



NEW LICENSING POLICY FOR NEWHAM

Every 5 years the Council is required to refresh and publish a Licensing Policy, ours is due for review and we are consulting on a draft version. We would like your feedback, please submit written responses by email to licensing@newham.gov.uk, on or before 5pm Thursday 6th February.

The Council is the Licensing Authority responsible for authorising licensable activities, personal licenses, and other matters under the Licensing

Act 2003. The Act outlines four main licensing objectives: prevention of crime and disorder, public safety, public nuisance, and protection of children from harm. This draft Policy has been prepared to assist the Council in reaching a decision on applications, setting out those matters that will normally be taken into account. It also seeks to provide information for applicants, residents and businesses.

FREE MEMBERSHIPS FOR SMALL BUSINESSES

There is still time to take advantage of Newham Chamber of Commerce's (NCC) free membership for entrepreneurs, sole traders, partnerships, and small businesses with up to five employees.

This initiative, funded by the UK Shared Prosperity Fund and the Council, offers valuable networking opportunities and a wide range of business support. Join the NCC by Monday 31st March 2025 to benefit from this offer. You can join online by visiting: www.newhamchamber.com/join/

EXPERT BUSINESS ADVICE SERVICE

Are you looking for a business coach? Newham Business and Enterprise team offer free Expert Business Advice and Coaching service delivered by Bob. Users reported feeling, on average, 4 out of 5 more confident after taking part in his 1-1 sessions. Find out more online.

BE CYBER AWARE

The Met Police Cybercrime Unit want to support businesses to build up their resilience to cybercrime. They offer a number of services to SMEs, completely free of charge. These focus on staff training, incident response planning and vulnerability assessment. They use hands-on gamified learning inputs in order to really engage audiences, as well as offering more conventional presentations both in person and online. The services includes:

- >_Fun and engaging staff training
- >_Live or online presentations
- >_Table top exercises
- >_Vulnerability scanning

If you would like to access any of these services you can email: cyberprotect@met.police.uk.

OUR AMBASSADOR STATS

40

MEMBERS OF THE PUBLIC SUPPORTED WITH WAYFINDING

128

MILES COVERED ACROSS OUR DISTRICT

87

ISSUES REPORTED THROUGH THE LOVE NEWHAM APP

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