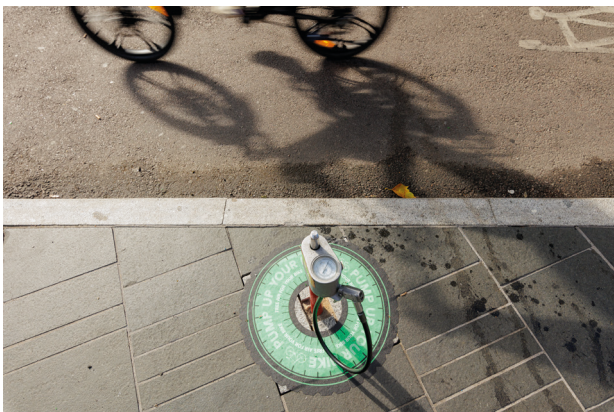




We have been working hard with our partners on a cleaner and greener Stratford.

STRATFORD IS BLOOMING

Have you seen the refreshed planters around the town centre? We have been updating our greenery across Stratford. Working with Urban Growth, we have been weeding the planters across the town centre and added new trees, flowering plants and evergreens to add colour to the streetscapes this season.

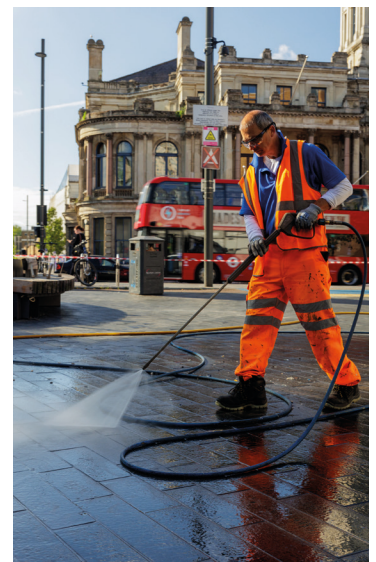


NEW STREET DECORATION

We have been adding beautiful vinyl floor decals to bright up our bike pumps for the Summer as well as creating interactive play areas for families around our seating on the Broadway, and Theatre Square.

CLEANING STRATFORD BROADWAY

We have been busy jet washing 4-46 Broadway, Tramway Avenue and West Ham Lane. The sessions took place to improve the public realm. The team have been completing the cleaning on both day and night shifts to keep Stratford clean.





ENHANCING STRATFORD



FREE BIKE CHECKS



GET YOUR BIKE CHECKED FOR **FREE**



DATE FOR YOUR DIARY

FRIDAY

19

JUL, 4PM-7PM

GET YOUR BIKE REGISTERED TO PREVENT AGAINST THEFT



19TH JULY 2024



4PM - 7PM

REGISTER FOR OUR NEXT FREE DR BIKE SESSION NOW!

SAFER STRATFORD



MONTHLY PATROLS & FREE FIRST AID TRAINING

Safer Stratford BCRP is gearing up for a busy July period this year. The **monthly Joint RS Partnership Patrol** which brings together a collection of external partners to tackle rough sleeping and improve the look and feel of the town centre.

The **bi-weekly intel briefings are on the 11th and 25th of July** from 11.30am with the security team and the Police. All businesses are welcome, if you would like more details please contact Mohammed directly.

MPS Stratford and the BCRP have organised **4 free First Aid training courses for all retailers across July and August**. All information is available on the Stratford Original website as well as booking information. **If you require any further information please email mohammed.qazi@saferbusiness.org.uk.**



FAREWELL TO ALESSANDRA VALENCIC

We are sad to say goodbye to our colleague Alessandra Valencic, from Safer Business Network. She has worked tirelessly to transform safety in Stratford over the past few years. We wish Alessandra safe travels as she leaves the UK to pursue other projects. She leaves us in the capable hands of Mohammed Qazi, who will continue to work closely with us as our Safer Business Officer in Stratford.



CALL OUT FOR CORPORATE PARTNERS: INTRODUCING STORY STREET – TRANSFORMING LIVES WITH STORIES

Throughout August, Discover Children's Story Centre will run **Story Street: a project transforming New Mount Street in Stratford into a hive of culture and creativity.**

Based on Stratford High Street, Discover is an award-winning interactive literature venue and museum for children aged 0-11, their families, carers and teachers. In Newham, the summer holidays can

be unimaginably challenging for children and families. **Story Street will create a safe and magical outdoor space packed with games, colourful murals, storytelling, plants and more. In this relaxed space to read, learn and be active, families will spend quality time together near their homes and, most importantly, have fun.** Discover is currently fundraising



for this exciting project and to **offer local families 1,000 free entry tickets to take part.** To do so, they are recruiting local Corporate Partners. **Stratford Original is delighted to be supporting their plans, and Discover would love to speak to any of our business community who would also be interested to get involved.**

If you would like further information or to discuss how you could support, please contact Livvy Brinson, Development and Delivery Director, on 020 8536 5549 or email: livvy.brinson@discover.org.uk.

CREATIVE INDUSTRIES FESTIVAL

We are excited to be joining the **UEL School of Arts and Creative Industries Festival which will take place from 4th – 7th September 2024.** Hosted by the School of Arts and Creative Industries at the University of East London, Docklands Campus, the Creative Industries Festival will connect, educate, and inspire current and future creative talent and bring together the best of the UK creative and business communities.



On Saturday 7th September from 12pm – 4pm join us at St Johns Church for Stratford Creative Community Day, for creative fun for all the family and to pick up our map of activity happening across Stratford.

If you would like to get involved in the festival or for more information please contact Alison on alowe2@uel.ac.uk. **To book free tickets to attend via the Stratford Original website now!**

UEL CENTRE OF FINTECH AND STRATFORD ORIGINAL BID PRESENT 'AN INTRODUCTION TO FINTECH' SEMINAR

Introducing local businesses to FinTech and creating an

awareness of the opportunities in FinTech as a tool to enhance business ideas.

This **free seminar event**, in conjunction with Stratford Original BID, is to **introduce local businesses to FinTech and create an awareness of the opportunities in FinTech as a tool to enhance business ideas.** This can then create opportunities to delve in deeper, for those who see a real opportunity here, and may want to explore deeper by enrolling on one of our short courses, or potential research projects to help their business develop.

There will be opportunities for **networking during the event, and light refreshments will be served.**

BUSINESS ESSENTIALS



OUR RENEWAL BALLOT 2024

ROAD TO RENEWAL BALLOT 2024

Thank you to everyone who completed our renewal ballot consultation survey, your answers will help shape our work over the next five year term. The team have been busy engaging with you to **ensure that we capture your views and feedback as well as get in invaluable input in setting the priorities for the next term.** If you were not able to complete the survey but would like to share your thoughts and ideas with the team please reach out to **arrange a one-to-one meeting with us by emailing info@stratfordoriginal.com or calling us on 020 8555 7065.**

DATA

NEW DATA INSIGHTS POWERED BY HUQ

This quarters report shows that the busiest day of the week in Stratford is Saturday 114,382 visitors and Sunday 110,995 visitors.

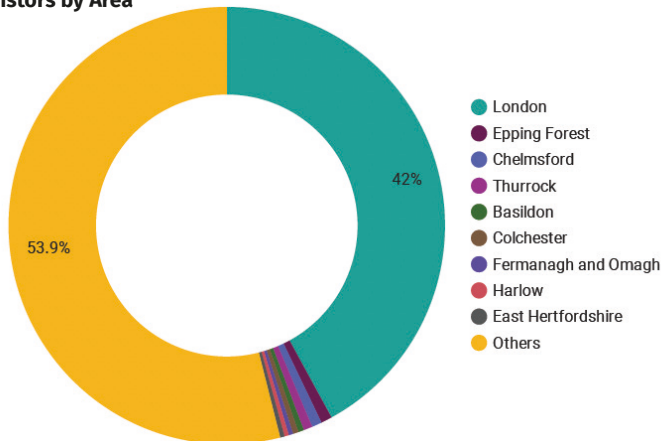
If you would like a printed report please contact the team who will be able to provide you with a copy.

FREE TRAINING

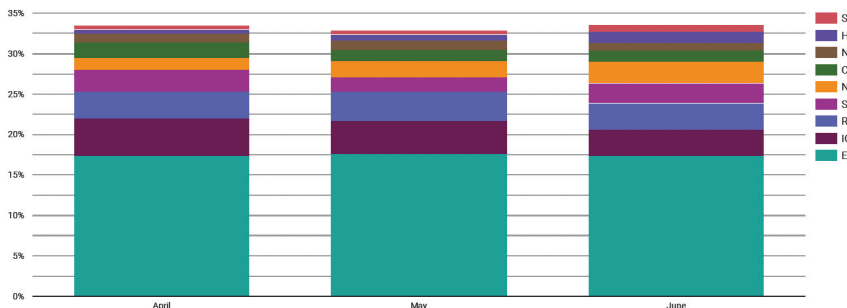
Our free training for businesses will continue this summer. We will be running **First Aid, Fire Safety, Mental Health First Aid and Food Hygiene.**

If you would like more information or have specific training needs that we can assist with please contact the team **by emailing info@stratfordoriginal.com or calling us on 020 8555 7065.**

Percentage of Visitors by Area



Percentage Visits by Postcode and Month



TO FIND OUT HOW YOU CAN GET INVOLVED OR ASK A QUESTION, PLEASE FEEL FREE TO CONTACT US.

020 8555 7065 INFO@STRATFORDORIGINAL.COM

[X](#) [f](#) [@](#) STRATFORDORIG

KEY DATES



11

JULY 2024

Newham Chamber of Commerce Annual Business Conference

17

JULY 2024

An Introduction to FinTech with UEL & Stratford Original