



STRATFORD THE TIME IS NOW

Dear Stratford Members,

I hope you had a good festive period and that 2025 will bring new opportunities to all.

After a busy end of the year, where the team has been busy with the ballot, we are excited to start the new year and soon our third term too. In fact, in the next few months we are celebrating 10 years of Stratford Original BID delivering for you and with you for the benefits of the town centre.

Personally, as I have been involved in the BID since day one, I feel proud of everything we have achieved together, and I am very excited to continue the delivery and the evolution of our organisation. This also includes welcoming new businesses and organisations from Burford Road and Cam Road including Us&Co and Stratford Workshops.

The recent ballot results are clear. We have a strong mandate and a strong majority of support (90% in numbers!), in the BID industry,

this is referred to as an 'absolute majority'. I see this support as a starting point for us to continue building onto the next five years. Once again, thanks for your trust.

In the next coming weeks and months, the team will focus on planning the next financial year by continuing some of the existing initiative and building new projects. Our programme is fully outlined in our document 'Stratford is Now'. During the consultation and engagement with you, it was clear to us that cleaning and wayfinding are important to you so we will be exploring some solutions to deliver against these priorities.

Stratford is a place in constant evolution and we want to ensure that our town centre continues to benefit from the speed and scale of the transformation happening.

The new year is starting, and your BID team is here to support you, your business and Stratford. The time is now.

- Gianluca Rizzo

ANNUAL GENERAL MEETING 2025

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

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.



HAPPY BIRTHDAY TO STRATFORD EAST

In 1884, actor-manager Charles Dillon set out to build Stratford's first permanent playhouse, Stratford East. In December the theatre officially turned 140 years old!

To celebrate this milestone Stratford East has a jam-packed season of shows that celebrate their community spirit, carrying the baton of the past brightly into the now, and on into the future.

"I am excited to announce our 140th anniversary season, which is also my final season as Artistic Director of Stratford East. Though I'm already teary about leaving at the end of the year, this programme is very much my love letter to the theatre, staff, artists and

audiences. And we certainly intend for it to be a brilliant celebration of our big birthday!"
Artistic Director, Nadia Fall

We are proud to have the historic theatre in the heart of our district and look forward to celebrating with them this year. Check out the incredible programme on their website stratfordeast.com.



130+
GIFTS WRAPPED FOR FREE

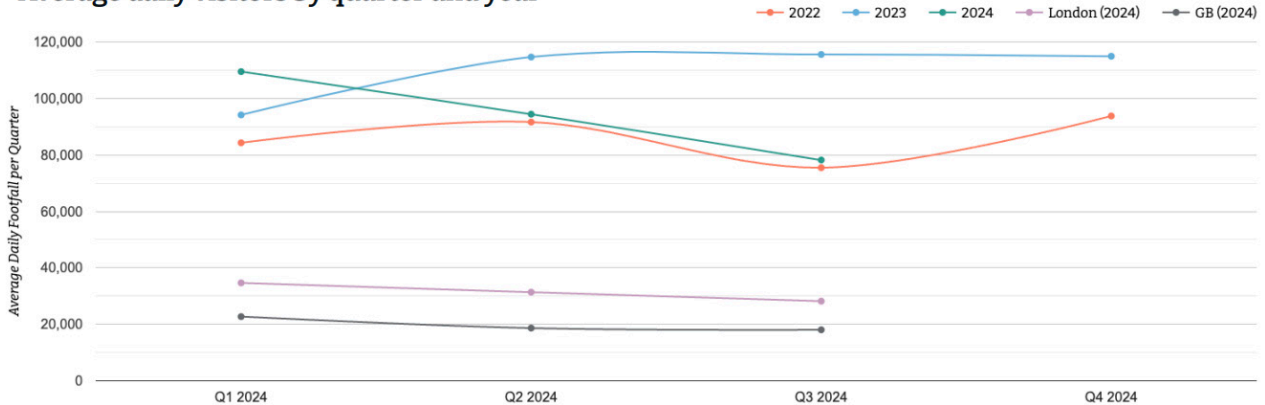
AT OUR ANNUAL CHRISTMAS GIFT WRAPPING SERVICE, KINDLY HOSTED BY THE STRATFORD CENTRE.

FREE TRAINING UPDATE

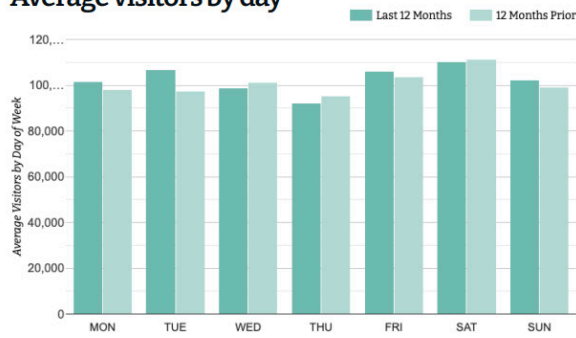
Our free training programme is currently suspended as we are working with a new provider to design a bespoke service for our members. If you would like to register an interest for our training offer please email us on info@stratfordoriginal.com.

SMART STRATFORD DATA INSIGHTS

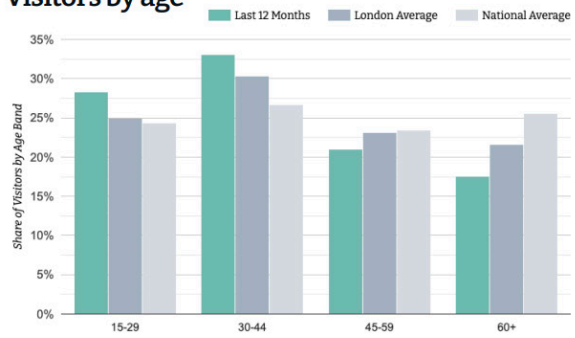
Average daily visitors by quarter and year



Average visitors by day



Visitors by age



Our latest report from our data provider Huq shows the daily visitors by quarter across 2022, 2023 and 2024.

We can see that the average daily visitors are above the numbers we saw in 2022, however there is an overall fall in daily visitors across the year to date. While this trend follows the national and London-wide data, we can see a steeper decline. The numbers of average daily visitors for Q3 in Stratford is just below 80,000, compared to 75,000 in Q3 2022 and 115,000 in the same period for 2023. We can also see from the first graph that London continues to trend above the national average for footfall in 2024.

There are a number of factors that could explain this trend, including the cost of living crisis that has set challenges on people's disposable income. We can see from the graph on the right that the spending power of those visiting Stratford does not follow the London or National trend. The highest proportion of visitors (74%) have the spending power between £15,000-£20,000, this is a much higher proportion than the London and

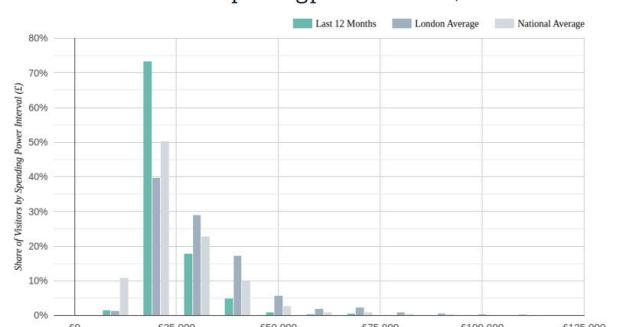
National averages. Approximately 5% have spending power of £45,000.

We can see that Stratford sees an even distribution of visitors across the week, with Saturday being the highest at approximately 110,000 daily visitors. We can see that Mondays, Tuesdays, Fridays and Sundays are higher than daily visitors in 2023.

The largest number of visitors to Stratford by age are 30-44 year olds making up 33% of visitors, followed by 15-29 year olds at approximately 28% of visitors.

In our upcoming report we will be able to compare the footfall in Q4 and changes to the trend as we look ahead to 2025.

Spending power of visitors, last 12 months



ARE YOU READY FOR NEW RECYCLING LEGISLATION

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.

SAFER LONDON HAVE YOUR SAY

The Mayor's Police and Crime Plan sets out his high-level priorities for policing, crime and community safety in London for the period 2025 to 2029. You can have your say on the plan now by following the link on our website: stratfordoriginal.com/news/police-and-crime-plan.

WE WANT TO PROMOTE YOU

We can promote your businesses for free across our channels including print newsletters, digital marketing emails, our website, regular features in the Newham Recorder and our social media platforms.

We are looking for businesses who would like to feature in our instagram. We can arrange a time to visit your business and create a bespoke film to promote you to amplify your services.

If you have an event, offer or activity we can promote for you please get in touch with us today.

Email us with information on your offer or to arrange a time to visit: marketing@stratfordoriginal.com.

OUR AMBASSADOR STATS

107

TOWN CENTRE
ISSUES REPORTED
TO NEWHAM

108

MILES COVERED
ACROSS OUR
DISTRICT

47

MEMBERS OF THE
PUBLIC ASSISTED WITH
WAYFINDING

**STRATFORD
ORIGINAL**
YOUR BUSINESS IMPROVEMENT DISTRICT



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