

STRATFORD IS NOW

Our mission is clear. Working for you to create a trading environment that supports your business success, adds value, and builds a fairer place and more inclusive local economy.

With so many developments taking place in and around our town centre, for some, the focus is on the future. For us at the BID, it is all about delivering value and services in the present as we understand that your challenges and opportunities need to be tackled now, while setting you up for future success.

As one of the fastest changing places in the country and with a regeneration plan that dates back 20 years when the 2012 Olympics Games were announced, change is not over

yet, in fact it is accelerating at a faster speed. This is why the BID was established a decade ago, and this is why we play such a crucial role in championing the interests of the original Stratford. We work to improve the quality of Stratford so that people who work, live, shop and visit can benefit.

With even more progress underway, it is paramount for the BID to continue playing a key role in shaping the future of Stratford whilst delivering in the present for our local businesses. You can support our renewal ballot with your YES vote, between 5th November - 5th December 2024. We will continue to build our organisation, our delivery, our reputation, and our town centre. Stratford, the time is now.

VOTE YES AT OUR RENEWAL BALLOT

Stratford Original BID has been operating since April 2015 following successful ballots. From 5th November 2024 to 5th December 2024, each BID member will have the opportunity to vote for Stratford Original BID to continue for our third 5-year term.

Voting will be done by post only. Members should have received their notice of ballot and a copy of our proposal document, 'Stratford Is Now', which presents our plans for the future of Stratford.

Stratford is Now is the manifesto setting out a clear vision for Stratford for the period 2025-2030. The renewal proposal for the BID's third term is informed by a detailed consultation process. We contacted all our members through various communications methods, to ensure that businesses had the chance to share their views. We gathered over 100 individual responses through this process. Through our consultation, we

wanted to better understand which initiatives are important to you and which new projects would add more value to your business. You can also view the Stratford Is Now proposal document online on our website.

A YES vote this month would secure another five years for us to deliver our mission to support the businesses of Stratford. Stratford is the place where commerce meets culture, community and connectivity.

EXPANSION AREA

Following consultation with businesses, we will be expanding the existing BID area to include

Burford Road and Cam Road if the ballot is successful.

HOW TO VOTE

The voting period will be 5th November 2024 to 5th December 2024.

Your ballot paper will be posted to your business premises on 5th November. The envelope (see example below) will include your ballot paper, ballot arrangements, ballot statement and a prepaid envelope for your ballot paper to be returned.

Once you have filled in your ballot paper, you will need to seal it in the prepaid envelope



STRATFORD IS NOW LAUNCH EVENT

Thank you to everyone who joined our Renewal Ballot launch event last month. We unveiled our new brand, Rooted In Stratford, designed by design studio Anatomy and shared our plans for Stratford, centring your business priorities, to make Stratford a cleaner, safer place to do business, while continuing to celebrate our district through activation and promotion. Guests were also given a first look at our new website and Stratford Is Now video, check them out on stratfordoriginal.com now! Kindly hosted by The Moxy.



and return it via the royal mail postal service.

Your vote will need to be received by Electoral Services by 5pm on Thursday 5th December 2024 to be counted. Please make sure to post your completed vote 2 – 3 working days before the ballot closes to ensure your vote is counted.

MULTIPLE VOTES

Should you have multiple business premises over the Rateable Value (RV) threshold of £12,000, you will receive multiple ballot papers. You must complete all ballot papers and return them via post.

REPLACEMENT BALLOTS

If you do not receive your ballot paper or lose your ballot paper, we can request a replacement ballot for you. Replacement ballots will be issued from mid ballot period. Should you need a replacement ballot please contact the BID team on admin@brixtonbid.co.uk or call 020 8555 7065 and we will be able to support you to process your replacement ballot paper.

VOTE YES

During the renewal ballot, members of the BID team will be visiting your business premises to support you to vote and answer any questions you may have. We have a dedicate page on our website where you can

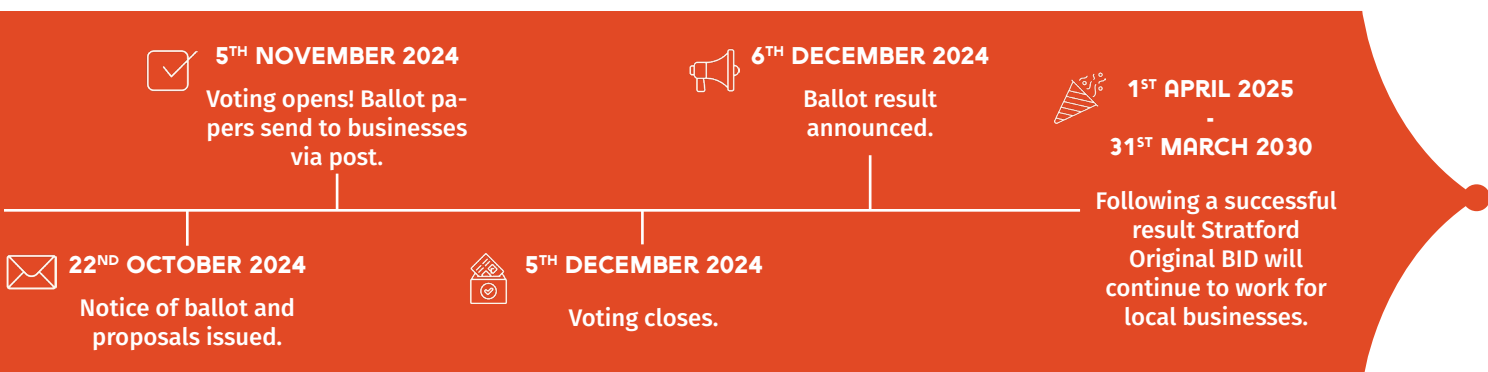
find out more about the renewal ballot process, browse our FAQs and download our Stratford Is Now document.

The BID team are on hand to answer any questions you may have throughout the ballot and are contactable via phone and email.

We believe that all businesses should vote yes as the stronger the mandate, the stronger the voice of businesses in Stratford.

RESULTS

Results of the ballot will be announced on Friday 6th December. Should we be successful, our third term would begin on 1st April 2025.



6TH NOVEMBER
CELEBRATE LIVING WAGE WEEK
Divisible Space
10am - 12.30pm

7TH NOVEMBER
SAFER STRATFORD NIGHTS
Cococure
2pm - 3pm

27TH NOVEMBER
WINTER WONDERLAND
St John's Church
4pm - 7pm

WINTER WONDERLAND



On 27th November, we will be bringing back our annual free Winter Wonderland to celebrate the festive season and end of the year.

Join us in St John's churchyard from 4pm - 7pm as it transforms into a Wonderland for the evening. You can visit Santa in his grotto, enjoy festive treats, drink a delicious hot chocolate, and create something special at our free creative workshops! We will have music from DJ Funky, festive gift stalls, face painting, majestic stilt walkers and more.

If you are a local business and are interested in getting involved in our Winter Wonderland please contact Jessica on jessica.dyer@stratfordoriginal.com.

OPPORTUNITY TO LEASE PRIME SPACES IN STRATFORD'S CULTURAL QUARTER

LB Newham is seeking expressions of interest for the former Stratford East Picturehouse and unit 2 Gerry Raffles Square.

The call for prospective culture-led and visionary operators/tenants is now open until 5pm Friday 15th November 2024.

For more information please read the news story on our website.

OUR AMBASSADOR STATS



STRATFORD ORIGINAL
YOUR BUSINESS IMPROVEMENT DISTRICT



020 8555 7065



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