



ROOTED IN STRATFORD

We are really excited to unveil our new brand 'Rooted in Stratford'. The new visual identity puts Stratford town centre and its landmarks and shapes at the heart of its image.

Working with design agency Anatomy, our new look utilises a collection of shapes all taken from the local architecture: Stratford East Theatre, Stratford's unique Bus Station, the Shoal which wraps around the Stratford Centre, the Railway Tree locally known as the Rhubarb, St John's Church windows, Robert the steam locomotive, Stratford Workshops, the Stratford medical centre, Stratford Market, and Stratford Old Town Hall. To see all our new shapes visit our website.

The colours include a pallet that takes directly from the landscapes and buildings of Stratford,

the new brand brings Stratford to the centre of our visual language. Stratford Original BID is and remains rooted in Stratford.

Our BID Manager Gianluca Rizzo stated: "The BID was established almost a decade ago to represent the original Stratford, the town centre. Our work is all about showcasing what the town centre has to offer as well as celebrating our rich heritage whilst bringing new opportunities for the future. Rooted in Stratford is our campaign that aims at keeping the town centre on the map".

We are rolling out our new identity across all our communications including this new look newsletter, a new website later this month, as well as our social media channels. Keep your eyes peeled for more new look Stratford Original!

18TH OCTOBER

DR BIKE

Stratford Centre

4pm - 7pm

23RD OCTOBER

STRATFORD IS
NOW LAUNCH

Moxy London

5.30pm - 7.30pm

27TH NOVEMBER

WINTER
WONDERLAND

St John's Church

5pm - 7pm

STRATFORD IS NOW OUR RENEWAL BALLOT

Stratford Original BID has been operating since April 2015 following successful ballots. As you may know, UK BIDs Legislation sets a 5-year term for each BID and this is why in Autumn 2024, we will have a renewal ballot to secure a third term. The voting period will be 5th November 2024 to 5th December 2024.

Voting will be done by post with following the below timeline. More information will be shared with you closer to the time.

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

A place in constant evolution shaped by the past and open to the future. Stratford is the place we are passionate about and committed to helping develop and prosper.

Following consultation with businesses, we will be expanding the existing BID area to include Burford Road and Cam Road if the ballot is successful. The results of the consultation form the basis of the new business plan 'Stratford is Now' which will be revealed on Wednesday 23rd October 2024 at The Moxy from 5.30pm.

The event will include an introduction to our new brand *Rooted in Stratford* by design studio Anatomy; *Stratford is*

Now presentation from Gianluca Rizzo, BID Manager, sharing our vision for the next five years; as well as an overview of the renewal ballot process.

We would love to see you at the launch event, this is an opportunity to see our proposal for the next five years, to ask the team questions, hear more about the renewal ballot and meet other local businesses.

All Stratford Original members can register their attendance now online using the QR code below.



23RD OCTOBER 2024

Stratford Now launch.



5TH NOVEMBER 2024

Voting opens! Ballot papers sent to businesses via post.



6TH DECEMBER 2024

Ballot result announced.



1ST APRIL 2025

31ST MARCH 2030

Following a successful result Stratford Original BID will continue to work for local businesses.



22ND OCTOBER 2024

Notice of ballot and proposals issued.



5TH DECEMBER 2024

Voting closes.

OUR CREATIVE COMMUNITY DAY WITH UNIVERSITY OF EAST LONDON

On Saturday 7th September, in partnership with University of East London's Creative Industries Festival we hosted a day of free creative activities across Stratford town centre.

At St John's Church we filled the grounds with free family fun including SweatShop, a pedal powered sewing machine making sweatshirt, face painting, drop-in creative jewellery making workshops with Mary Ward, the first stitching of the new Alice Billing Supper Cloth with Stitch School, garden games, ice cream and music from DJ Funky!

We hosted a successful Dr Bike session with free mechanic



checks for local cyclists on the day, fixing 23 bicycles.

Our creative trail through the town centre included workshops

at Mary Ward; DJ master classes at The Orange Room; Discover Children's Story Centre's Story Street and Stratford Library's scavenger hunt.

ALICE BILLING HOUSE NEW LOOK

Andy Mac Manus, a local Newham artist and designer has been part of Grow Studios' artist-in-residency programme at Alice Billing House in Stratford in which he designed, created, and installed original artwork for the windows of the building.

Taking inspiration from the shapes, colours and history of the building, the artist painted 12 bespoke designed boards and added them to the North Block. These boards, installed over 4 days in August 2024, bring interest and intrigue to this



soon-to-activated block.

Come visit and behold the punchy art in the windows and click on the QR code for more information about Andy Mac Manus, the History of Alice Billing House, and the exciting plans for its renovation.

Alice Billing House is one of Newham's most historic buildings located on Stratford's High Street. The building is made up of two blocks, the South Block and the North Block. The North Block is a Grade II listed building, both were built in 1905-6 as firefighter's accommodation for the West Ham Fire Brigade. Opening in January 2024, the South Block has now been converted into artist studios and is home to over 25 artists. By Autumn 2026, the North Block will be renovated adding additional studios and a community cafe.

CELEBRATING 20 YEARS OF BIDS

October 2024 marks 20 years since the anniversary of the first business improvement district pilot, with £1bn invested in local services and events to improve towns and cities for communities and business.

20 BIDS were formed with the original pilot in 2003 and then brought into law with the UK regulations act the following year. Using a model from Canada, Business Improvement Districts allowed for businesses to have access to additional services, like street cleaning, improving the environment and public realm, or events and activity to increase footfall and animation.

The number of BIDs has now grown to over 340, with BIDs appearing in all four nations of the UK. A business improvement



district is a defined area of a town or city where a levy is charged on all eligible business rate payers. BID levies are voted for via a ballot which takes place every five years. Currently, BIDs invest £152m in local economies across the country, helping to support investment in towns and cities at a time when public sector funding has been impacted by budget cuts

across a range of departments.

BID services day to day include street cleaning, removing graffiti, security, connecting businesses and networking. But BIDs increasingly create spectacle and organise events and projects enhancing the lives of those living in local communities.

Stratford Original BID has spent a decade working for businesses across our district, investing in the town centre and providing benefits to members including cleaning, greening, community events and more. As we prepare for our renewal ballot, we are setting out our plans, shaped by you, for our third term. A YES vote in our upcoming ballot would secure another five years to deliver our mission to support the businesses of Stratford.

OUR AMBASSADOR STATS

87

MILES
COVERED

250

BUSINESS
VISITS

65

MEMBERS OF
PUBLIC ASSISTED

**STRATFORD
ORIGINAL**
YOUR BUSINESS IMPROVEMENT DISTRICT



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