



THANK YOU FOR JOINING OUR ANNUAL GENERAL MEETING 2024

Thank you to everyone who joined our Annual General Meeting and special thanks to local Chef Hamza Harrak who kindly hosted the event at HS&Co. On the evening the Board were re-elected, with the new addition of Therese Reinheimer-Jones, from Mary Ward Centre who joins local business owners and managers in supporting the strategic direction and work of the BID from this year.

A key part of the evening included data specialists 'Huq Industries' took us on a deep dive into the data for Stratford BID area. We share footfall and spend data each month online to support our businesses to make data-led decisions. Savannah Jackson from Huq shared that from a London-wide perspective footfall post-pandemic has increased by 37.5%, while in Stratford footfall has increased by 67.5%. Visitors to Stratford Original BID have a lower dwell time compared with wider London area, however this is likely linked to being a key transport hub.

When we compare Stratford Original BID area to other BIDs with major transport links we can see that the other BID areas observed have regained 13.7% of footfall lost following the pandemic.

While, positively, 54.2% of footfall lost following the pandemic has been regained according to 2024 figures for Stratford! Visitors to Stratford Original BID area stay at the location for less time on average when compared with the other BID areas included. We can see that 36.9% of our 2024 visitors stayed in the area for 30-120 minutes. Pattern of high visitation during afternoon and evening, identifying an opportunity for evening and night-time economy.

Our BID Manager Gianluca Rizzo also shared the upcoming priorities for the next term. These include: increased additional cleaning of the public realm, activation and events programme, bespoke Winter Lighting, and wayfinding interventions as well as a localised Night Time Economy Strategy.

This edition marks the last newsletter of our second term and initial 10 years of our work. We are looking forward to starting our third term from next month in April, and pushing forward with new initiatives and projects that respond to your existing and evolving business needs. Stratford, the time is now.

LOOK HOW MUCH STRATFORD HAS RECYCLED THIS YEAR!

Across 2024, our members who are signed up to our waste and recycling programme, delivered by First Mile, not only have achieved significant saving through our free and subsidised rates but have also supported a greener Stratford. Here are some of the key figures from our 2024 report:



235.31

TONNES COLLECTED
(+5.4% FROM 2023)



916.87

TREES SAVED
(+3.32% FROM 2023)



130.48

TONNES OF CO2
SAVED
(+3.79% FROM 2023)



51

KWH ENERGY
PRODUCED
(+4.13% FROM 2023)

ARE YOU READY FOR RECYCLING REFORM COMING THIS MONTH?

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.

WHAT ARE THE RULES?

There is a list of materials that must be separated from general waste. This includes glass, metal, plastics, cartons, paper, cardboard and food.

WHAT DO YOU NEED TO DO?

Businesses must have separate food waste recycling and mixed recycling services in place by 31st March 2025.

HOW TO GET COMPLIANT.

After 31st March 2025, 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.

YOU ARE ADVISED TO HAVE SET THE FOLLOWING IN PLACE:



**A GENERAL
WASTE
SERVICE**



**A MIXED
RECYCLING
SERVICE**



**A FOOD
RECYCLING
SERVICE**

FREE BIKE SERVICES ARE BACK!

Our popular free bike services are back, and will run monthly between March to October. You can have your bike checked by experienced mechanics, anything they can fix on site they will, if the bike needs further repairs they will advise you on the issue and costings for the repair. All our sessions are run on specific Fridays from 4pm - 7pm.

Upcoming dates:

- 21st March 2025
- 25th April 2025
- 16th May 2025
- 20th June 2025
- 18th July 2025
- 15th August 2025
- 19th September 2025
- 17th October 2025

You can find our mechanics as always on the Broadway, outside Stratford Centre entrance under our Stratford Original branded gazebo.

Let us know if you wish to be added to the list of businesses receiving monthly notifications to their inbox or a poster to share with your staff by emailing: info@stratfordoriginal.com.



STRATFORD FUTURE UPCOMING EVENT

Join our upcoming seminar The Experience Turn where we will be exploring this new theme in retail and hospitality. We will be joined by guest speakers for a series of presentations and panel discussion at this morning seminar.

This event is part of our ongoing engagement with developments around the future of Stratford, mapping and discussing trends with experts and engaged audience.

We will be sharing more information soon. In the meantime you can stay up to date with new around proposed developments on our Stratford Future page online on our dedicated page: stratfordoriginal.com/stratford-future.

All information will be shared on our website so keep an eye out for updates!

20TH MARCH

BI-WEEKLY
INTEL BRIEFING

Stratford Centre

11.30am - 11.40am

21ST MARCH

DR BIKE

The Broadway
outside The
Stratford Centre

4pm - 7pm

10TH APRIL

THE EXPERIENCE
TURN

Us&Co

9am-11am

HAVE YOU SIGNED UP YET? FEDERATION OF SMALL BUSINESS OFFER ENDS SOON

Calling all Newham Small businesses, you can now join Federation of Small Business (FSB) at a preferential rate! FSB is the leading business representative organisation and this offer will enable small firms in Newham London to take the stress away from doing business.

FSB membership unlocks market leading business services and tools including:

- 24/7 legal and employment advice line
- Tax advice line plus Tax Investigation Protection
- Specialist advice on Health & Safety
- Debt recovery service
- An extensive online legal hub with over 1,400+ documents and templates
- Range of local and virtual events
- Easy access to funding
- Bespoke insurance quotes and advice tailored to you
- Specialist hubs including our start up hub (fsb.org.uk/knowledge/fsb-infohub)
- Plus much more!!

Prices start at £50 for 2 year subsidised membership for sole traders. Limited memberships available on this offer, first come first served!

If you want to take up this offer, email vaseem.gill@fsb.org.uk.

This offer is a partnership between FSB and LB Newham. Funding for this membership offer is being provided through the Council using United Kingdom Shared Prosperity Funding to support local businesses to thrive, innovate and grow.

OUR AMBASSADOR STATS

54

MEMBERS OF THE
PUBLIC SUPPORTED
WITH WAYFINDING

750+

BID COMMUNICATIONS
HAND DELIVERED TO
BUSINESSES

78

ISSUES REPORTED
THROUGH THE LOVE
NEWHAM APP

**STRATFORD
ORIGINAL**
YOUR BUSINESS IMPROVEMENT DISTRICT



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