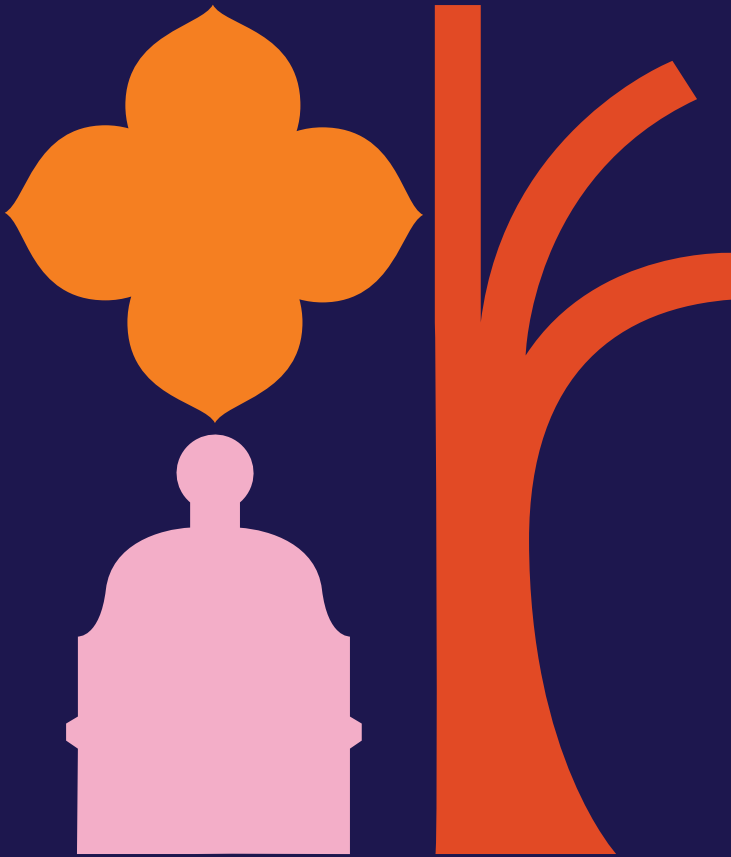


**STRATFORD
ORIGINAL**
YOUR BUSINESS IMPROVEMENT DISTRICT



**ANNUAL REPORT
2025**



STRATFORD IS NOW

AT A TIME OF LOCAL, NATIONAL AND GLOBAL CHALLENGES FACED BY BUSINESSES, IT IS NECESSARY FOR STRATFORD TO CONTINUE TO WORK TOGETHER TO DELIVER PLACE-SPECIFIC SOLUTIONS, TACKLE ISSUES AND CREATE CHANGE.

In 2024, we successfully secured our third term, with a strong mandate from our members to continue working for you and with you.

Our proposal document, *Stratford Is Now*, sets out our vision for the next five years. 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.

We also outlined how we would build on our successful programmes that promote and activate Stratford, working with our partners to maintain a safe town centre and share key data insights.

Inside our Annual Report, you will see our key achievements from the last 12 months across our four theme groups: Enhancing Stratford, Safer Stratford, Business Essentials and Promoting & Activating.

Your levy funds key initiatives and services including our ambassador, additional jet washing, subsidised commercial recycling and much more. These projects have been shaped by your priorities to support the local business community and celebrate the original Stratford.

ENHANCING STRATFORD

MAINTAINING OUR GREEN SPACES



EXPLORE STRATFORD

Continue to support wayfinding through the creation & distribution of our bespoke maps.

ADDITIONAL CLEAN

We deliver deep clean on high footfall areas on Grove, Romford Road, Broadway. As well as other ways to keep our district



180

BIKES FIXED

Across 2024 through our monthly free Dr Bikes sessions.

SPACES TO REST & PLAY

We invest in public realm improvements to create spaces for rest and play through the installation of street vinyl, outdoor table tennis and seating.

ADDITIONAL CLEANING

Cleaning sessions in areas such as The Road, and the city centre, as well as exploring new district clean.



SAFER STRATFORD



**CONTINUE TO
WORK WITH
KEY PARTNERS
FOR A SAFER
STRATFORD**

20 JOINT PATROLS

Our Business Crime Reduction Partnership which includes representatives from Safer Business Network, Met Police, British Transport Police and Newham Enforcement Officers targeting hot spots.

48

**BI-WEEKLY
SECURITY
INTELLIGENCE
BRIEFINGS**



1,536

**MILES COVERED
BY OUR
AMBASSADOR**

Our BID Ambassador regularly visits our businesses, supporting with business enquiries, reporting issues and delivering BID communications.

BUSINESS ESSENTIALS

165

Surveyed 165 businesses on Freight & Logistics to understand daily operations and collectively work towards becoming net zero.

ONE TO ONE BUSINESS SUPPORT



SEMINARS

Continued to deliver our seminar programme including conversations as part of our Stratford Future programme looking at development in the district.

SUBSIDISED WASTE & RECYCLING

**RELAUNCH FREE
TRAINING
PROGRAMME**

**REPRESENTED
STRATFORD
BUSINESS
COMMUNITY**



**PROMOTING &
ACTIVATING**

ROOTED IN STRATFORD

Commission and unveiled our
new brand, rooted in the original
Stratford.

CREATIVE COMMUNITY DAY

Partnered with University of East London to
bring the Creative Industries Festival to Stratford
with free workshops showcasing our creative
businesses.



WINTER WONDERLAND

Continued our annual events across the festive season with our Winter Wonderland and free gift wrapping services, to encourage footfall and spend across Stratford.



**PROMOTING
YOUR
BUSINESS**

**REGULAR
PRINT & DIGITAL
COMMUNICATIONS**

FINANCES

ACTUAL

Actual Income
& Expenditure
2024-2025 ¹

FORECAST

Forecast Income
& Expenditure
2025-2026 ²

INCOME

BID Levy	£	317,483	£	378,100
External Funding	£	-	£	-
Surplus	£	256,521	£	238,587
Total	£	574,004	£	616,687

EXPENDITURE

Business Essentials	£	31,858	£	68,568
Promoting & Activating	£	53,103	£	83,568
Enhancing Stratford	£	72,359	£	108,568
Safer Stratford	£	73,638	£	113,568
Renewal Ballot	£	52,230	£	-
Core Management Costs	£	17,229	£	33,568
Contingency & Levy Collection	£	35,000	£	45,000
Total	£	335,418	£	452,840
Surplus (deficit)	£	238,587	£	163,847

¹ Actual income and expenditure as of 14th February 2025 at 73% Collection Rate.

² Forecast income and expenditure for 2025-2026 at 95% collection rate.