



STRATFORD ORIGINAL IN DECEMBER

As the year came to an end, it's time to reflect on what we've achieved together last month.

We're delighted to highlight some of the initiatives delivered throughout December, helping to make Original Stratford a magical and festive destination during the busiest month of the year.

Firstly, we proudly sponsored the Christmas tree in Stratford's Meridian Square and hope you enjoyed the light-up event last month.

On the same day, we were also pleased to support another fantastic occasion hosted by Newham Chamber of Commerce — the Business Growth Award at their Annual Banquet, celebrating outstanding businesses in the area.

Once again, congratulations to the winner of the category, Jim & Tonic and its founder Jim Mark, who launched his sustainable urban distillery in 2016 in Stratford. What began as a mobile gin bar in a van has grown into a recognised brand with distilleries, bars and event spaces across East London, all rooted in premium, locally sourced spirits and sustainable practices.

We also joined the winter celebrations with our annual Winter Wonderland at St John's Church, bringing free drinks and snacks, music, Santa, the Gingerbread Man and plenty of festive fun for the local community in the heart of Stratford.

To further support local businesses and encourage Christmas shopping close to home, we offered free gift-wrapping services every Saturday throughout December. Over 170 presents were wrapped — making this our most successful gift-wrapping season to date.

This year also marked the launch of our first time winter windows initiative. Our festive characters brought cheer to windows across the Stratford Cultural Quarter, Theatre Royal Stratford East, Stratford Shopping Centre, Gerry Raffles Square and Stratford Picturehouse, as well as lighting up the digital screen at The Source — adding a touch of seasonal charm across the area.

We also printed Christmas guides of Stratford, outlining some of our members' events and activities across the month.

TRAINING: MANAGING HEALTH AND SAFETY IN THE WORKPLACE

Stratford BID Members are invited to a FREE Training Session on Managing Health and Safety in the workplace, which will take place on 28th of January, from 9.30AM - 12.3PM at Mary Ward Centre.

This upcoming session will include: implementation of effective safety protocols, risk assessment, and workplace ergonomics. Through interactive sessions and practical exercises, learners will gain the skills necessary to create a safe and healthy work environment for all employees. Follow QR link to register:



AI SEMINAR

We're pleased to announce our upcoming seminar in 2026 surrounding the hot topic of AI and its potential for businesses.

The event will be taking place on the 25th of February at the Us&Co (11 Burford Road E15 2ST). This is our first ever hybrid event and attending online will be possible as well. More details will follow shortly on our website at www.stratfordoriginal.com/member-events/.

MANAGING THE SILENCE WORKSHOP

Dialogue Hub and Dialogue Café, with the support of Stratford Original BID, are delighted to present a unique opportunity to attend the Managing Silence Workshop, developed through work with the deaf community in our local area.

Silence — when used intentionally — can become a powerful tool for reflection, awareness and human connection. By removing spoken language, the workshop creates an environment where participants rely on non-verbal cues, emotional intelligence and collective problem-solving. This approach naturally reveals communication patterns, leadership behaviours and team dynamics that often remain hidden in everyday working environments.

A taster session will be available from the third week of January, with spaces for 4–8 participants. Please follow the QR code to find out more:



22TH JANUARY

**BI-WEEKLY
INTEL BRIEFING**

Stratford Centre
11.30am - 11.40am

28TH JANUARY

HEALTH & SAFETY

Mary Ward
9.30am - 5pm

25TH FEBRUARY

AI SEMINAR

Us & Co
11am - 12.30pm

FSB CONNECT NORTH EAST LONDON

Hosted by FSB North East London, held at Abbey Tap.

Calling all small business owners, freelancers, and entrepreneurs - it's your opportunity to connect with like-minded locals, share your story, and discover new possibilities in a welcoming, collaborative space.

For booking details and more information please visit our website:
www.stratfordoriginal.com/news/



DEVELOPMENT UPDATES: STRATFORD JUNCTION

**STRATFORD
JUNCTION E15**

A new consultation has opened putting a new site forward, Stratford Junction.

The site sits between Stratford rail tracks at the intersection of the old town centre and Westfield. A meanwhile use has been proposed giving artists a platform to showcase their work and enliven the space, while long-term plans will be developing.

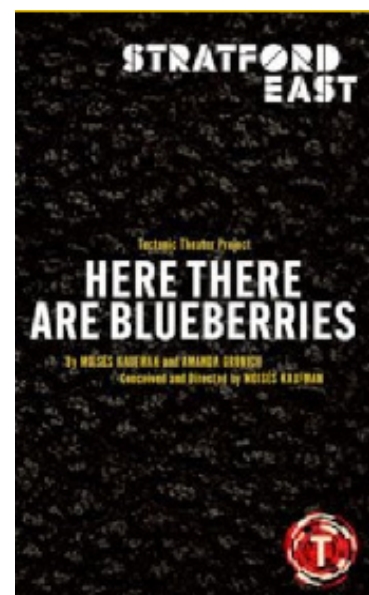
You can find out more information and have your say for the future of Stratford Junction following the link:
www.stratfordjunction.co.uk

HERE THERE ARE BLUEBERRIES

31 JAN - 28 FEB

This powerful, moving, and necessary new play comes to East London following several acclaimed runs in the US, where it was a 2024 Pulitzer Prize finalist, won the 2025 Lucille Lortel Award for Outstanding Play, and received two Helen Hayes Awards.

Conceived and directed by Tony and Emmy Award nominee Moisés Kaufman (co-founder of Tectonic Theater Project), and co-written with Emmy nominee Amanda Gronich, the team that previously collaborated on The Laramie Project. Visit their website and book your tickets now.



AMBASSADOR REPORT DECEMBER 2025

Shift Coverage: Daily patrols 10:00–18:00 across the full BID area, including Broadway, The Grove, Meridian Square & Stratford Shopping Centre.

Patrols: Consistent high visibility with AM & PM patrols; extra coverage in busy areas during festive period.

Public Realm Issues: Regular monitoring & reporting via Love Clean Streets — avg. 4–6 littering spots and 1–2 fly-tipping sites daily; several cleared within 24 hrs.

Public Assistance: Over 40 members of the public helped with directions (notably to ABBA Voyage, Moorfields Eye Hospital & local venues).

Business Engagement: Regular visits to key BID members incl. Superdrug, Boots, JD Sports, Broadway Clinic, Market Village & hotels (Travelodge, Holiday Inn, Westbridge). Positive feedback on BID presence & communication.



Materials & Promotion: Maps, flyers, and newsletters distributed across BID area; flyers delivered for Gift Wrapping Service.

Festive Events: Successful Gift Wrapping Service – over 170 gifts wrapped and 60+ visitors engaged; strong business participation.

Incidents & ASB: Minor rough sleeping cases and one criminal damage incident (Café Nineteen – glass panels smashed); police informed. No major ASB reported.

OUR AMBASSADOR STATS

59

MEMBERS OF THE
PUBLIC ENGAGED

126

MILES COVERED

66

ISSUES REPORTED
THROUGH THE LOVE
NEWHAM APP

**STRATFORD
ORIGINAL**
YOUR BUSINESS IMPROVEMENT DISTRICT



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