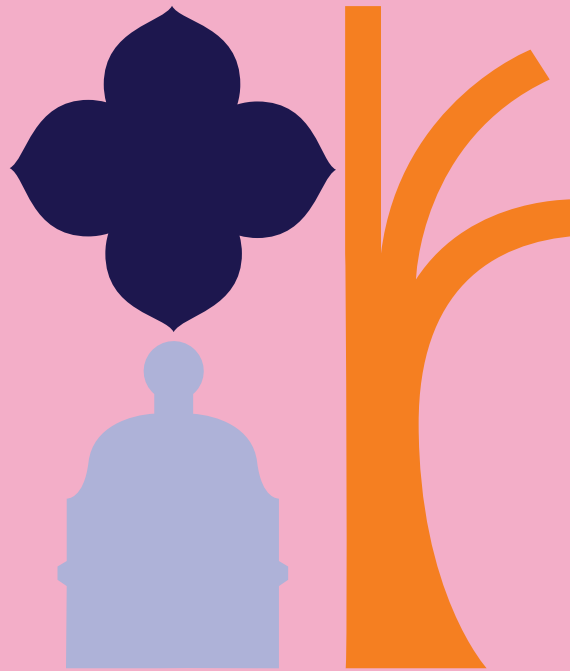




STRATFORD IN AUGUST

As we head into August, Stratford continues to be one of East London's most vibrant destinations, with plenty happening for businesses, workers and visitors alike.

This summer, Roof East is once again welcoming visitors with its popular rooftop attractions, including outdoor games, street food, live entertainment and open-air cinema screenings, helping to drive footfall and create a lively atmosphere across the town centre throughout the season.

Looking ahead, plans for Stratford Junction continue to generate excitement, with proposals for a new cultural destination featuring public spaces, performance venues, art installations and enhanced visitor experiences. The latest public consultation has now concluded, marking another important step towards Stratford's future transformation.

Throughout August, Stratford Original BID will continue delivering services that support our business community. Our BID Ambassador will remain visible across the district, working closely with businesses, visitors and partners

to provide a welcoming, safe and well-managed environment. We will also continue working alongside local agencies to address business concerns, improve the public realm, and promote Stratford as a thriving place to work, visit and invest.

A quick reminder to register for our FREE Training Programme and give your team access to hundreds of live learning sessions at no cost. Visit www.stratfordoriginal.com to find out more.

Don't forget that our free Bike Marking and Bike Servicing events return on 21 August, helping cyclists keep their bikes secure and roadworthy. These popular sessions are open to everyone and will take place outside Stratford Centre on The Broadway.

We encourage all members to keep an eye on the Stratford Original website and join our WhatsApp Community Channel (scan the QR code) for the latest news, business updates and upcoming events as we continue to champion Stratford and support our business community.



NEW BIKE PUMPS

All of our new bike pumps have now been installed, giving cyclists access to three convenient locations across the town centre.

You can find them:

- At the Burford Road/Stratford High Street junction.
- On Broadway, opposite the shopping centre.
- By St John's Church, just off the street market.



FREE PROPERTY ADVICE SERVICE

The Property Advice Service programme funded under UKSPF is delivering support to London SMEs until 30 September 2026 which is designed to help you better understand the current commercial property market.

Whether you need support navigating your financial options, negotiating with a landlord, understanding leases and business rates, or accessing business rates relief schemes, the dedicated team is here to help.



Delivered in partnership with leading real estate experts Newmark, the programme provides up-to-date, practical advice to help you make the best decisions for your business. It includes a range of webinars, workshops, and one-to-one advice sessions. With access to expert guidance and practical resources, you can build your knowledge, avoid costly mistakes, and make confident decisions when navigating the commercial property market.

For more information or get in touch, please scan the QR code:



6TH AUGUST

**BI-WEEKLY
INTEL BRIEFING**

Stratford Centre
11.30am - 11.40am

21TH AUGUST

DR BIKE

The Broadway
4pm - 7pm

20TH AUGUST

**BI-WEEKLY
INTEL BRIEFING**

Stratford Centre
11.30am - 11.40am

UPCOMING CLEANING WORKS

Over the weekend of 8–9 August, we'll be carrying out a programme of public realm cleaning across the town centre, with a particular focus on Stratford Original assets, including benches and planters, to remove graffiti and restore them to the highest standard for everyone to enjoy.

Our teams will also be deep-cleaning and refreshing a number of litter bins and other items of public furniture, helping to maintain a cleaner, more welcoming environment. Work will be concentrated around the main island, Broadway, The Grove, and Theatre Square to ensure these key public spaces remain clean, attractive, and well cared for.



We aim to keep disruption to a minimum throughout the weekend, adjusting our cleaning schedule to suit each location and ensure public spaces remain accessible wherever possible.

NEWHAM CYCLES

At our latest Dr Bike and Mark Your Bike sessions, we were joined by Kate from Newham Cyclists, who spent time chatting with people in the town centre about their cycling activities, the rides they organise, and the fantastic community they have built over the years.

It was a great opportunity to celebrate the positive impact of local cycling groups and the connections they create. A cross-borough ride is planned for 20 September, and we'll share more details as soon as they become available.



SAFER STRATFORD BCRP UPDATE

As part of the recent ASB Awareness Week, we joined colleagues from BCRP and the Metropolitan Police on high-visibility patrols across Stratford.

The patrols provided an opportunity to visit local businesses, discuss current crime and anti-social behaviour concerns, share crime prevention advice, and strengthen relationships with staff working across the town centre. Maintaining a visible partnership presence also helps deter offending while providing reassurance to businesses, employees, and the wider public.



MONTHLY AMBASSADOR INSIGHTS

Throughout July, we continued to deliver high-visibility Ambassador patrols across the BID area, covering locations including The Grove, West Ham Lane, Romford Road, The Broadway, Great Eastern Road, Meridian Square, Gerry Ruffle Square, Theatre Square, The High Street and Cam Road. Over the month, our Ambassador completed 18 patrols, identified 31 littering hotspots, and reported 15 fly-tipping locations, while maintaining a reassuring presence for businesses, visitors, and the local community.

The Ambassador's daily visits provided opportunities to distribute newsletters and BID updates, while also promoting the new Online Training Platform and encouraging businesses and their teams to take advantage of the free learning opportunities available.

During the FIFA Club World Cup, the Ambassador also engaged with licensed premises screening live matches, helping to support the evening economy and increase visitor footfall across Stratford.



Ongoing concerns relating to rough sleeping at St John's Church continue to be addressed in partnership with Newham's Rough Sleeper Team and CGL.

Partnership working remains central to our activity. We participated in regular intelligence meetings with the BCRP, Stratford Shopping Centre Security, and local businesses. Businesses around Theatre Square were introduced to the ALERT reporting platform to improve incident reporting and information sharing, while invitations were delivered for the upcoming Safer Stratford Nights meeting.

OUR AMBASSADOR STATS

57

MEMBERS OF THE
PUBLIC ENGAGED

126

MILES COVERED

46

ISSUES REPORTED
THROUGH THE LOVE
NEWHAM APP

**STRATFORD
ORIGINAL**
YOUR BUSINESS IMPROVEMENT DISTRICT



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