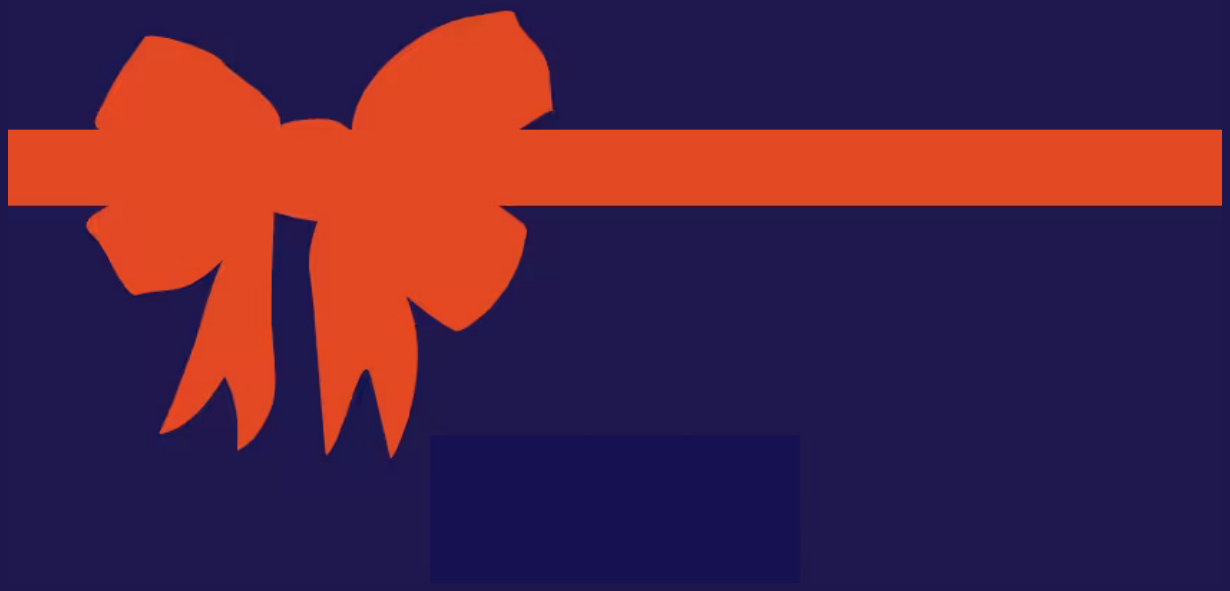
STRATFORD ORIGINAL
YOUR BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

DECEMBER 2026



FESTIVE TIME IN STRATFORD

The festive season is just around the corner, and Stratford Original is getting ready to celebrate with a fantastic programme of activities, events and experiences for everyone to enjoy!

As part of our festive celebrations, we are delighted to bring back our FREE Gift Wrapping service at Stratford Shopping Centre, taking place on three Saturdays throughout December: 5 December, 12 December and 19 December, between 12–4pm.

Why not let your customers know about this complimentary gift-wrapping service? It's a lovely added touch that helps make their shopping experience that little bit more special this festive season.

We would also like to offer promotional flyers advertising our free gift-wrapping service for businesses to display in their premises and share with customers.

If you would like to receive some flyers to help promote the initiative and encourage customers to shop locally, please contact Michael, who will be happy to arrange this for you.

Find out more about the free gift wrapping service, businesses that are eligible and more by scanning the QR code:

We're also delighted to share our festive brochure, which brings together all the exciting experiences taking place across the area throughout December.

The brochure is a handy guide to everything happening across Stratford this festive season, helping residents, visitors, families and local businesses make the most of what our wonderful town centre has to offer.

Don't miss out on the festive fun - download our brochure, discover what's happening throughout the season and join us in celebrating across Stratford. Scan the QR code:

We look forward to seeing you in Stratford and

WINTER IN STRATFORD: FESTIVE WINDOW TRAIL

From 1 December, explore our Winter in Stratford festive window trail, connecting Theatre Square to Stratford High Street. Discover our little characters enjoying their own wintertime adventures and explore the town as you go.

This year, even more businesses are taking part, including:

- Theatre Royal Stratford East, E15 1BN
- Stratford Shopping Centre, E15 1NG
- Stratford Picturehouse, E15 1BX
- Broadway Clinic, E15 4QS
- Ibis Hotel, E15 4LJ
- Discover Children's Story Centre, E15 4QZ
- Us&Co, E15 2ST
- Stratford Workshops, E15 2SP
- The Westbridge Hotel, E15 2TF
- Blooms & Plants, E15 2LS
- Global Banking School, E15 2JA



Download our map, follow the trail, and collect unique postcards at each stop along the way!

AUTUMN GREENING

Recently, we cleared weeds and dead plants, topped up the beds with fresh soil and planted new bulbs and plants in time for Winter.





5TH DECEMBER

FREE GIFT WRAPPING

Stratford Centre

12 - 4pm

12TH DECEMBER

FREE GIFT WRAPPING

Stratford Centre

12 - 4pm

19TH DECEMBER

FREE GIFT WRAPPING

Stratford Centre

12 - 4pm

WASTE CONSOLIDATION OPERATIONS AND LIVE SURVEY

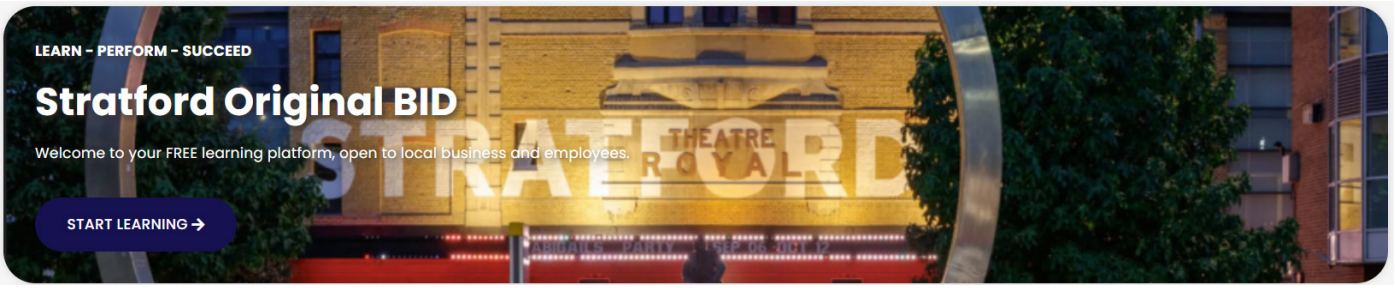
First Mile will continue as Stratford Original's waste and recycling partner after ranking first out of four bidders and following a strict procurement process.

The renewed agreement includes a commitment to introduce electric vehicles, reduce charges and run workshops to help businesses understand and meet Simpler Recycling requirements.

We're asking BID members and other Stratford businesses how they manage their waste and what could make recycling easier.

To book a session and share your feedback, email info@stratfordoriginal.com.

NEW TRAINING PROGRAMME



In partnership with SEEDL, we are pleased to announce our new training programme designed to support local businesses and staff. The programme is set to provide valuable guidance, practical skills, and resources to help improve confidence, safety, and everyday operations within the Stratford Original BID area.

The training will be delivered online, making it easy and accessible for everyone to take part. More information will be shared soon. In the meantime, if you would like to express your interest or learn more, please email agne.teisseire@stratfordoriginal.com.

WINTER VIGILANCE CAMPAIGN

Counter Terrorism Policing supports businesses and events across the UK to encourage the public to stay alert over the winter period.

Since 2020, winter vigilance campaign has supported businesses and events across the UK to encourage the public to stay alert and trust their instincts whilst enjoying festivities over the winter period.

Find out more on our website.



AMBASSADOR INSIGHTS

Another busy month across Stratford Original BID, with Michael continuing to support local businesses and visitors while helping maintain a safe, welcoming and vibrant town centre.

Winter Wonderland banners, posters and flyers were displayed across the BID area, alongside AGM invitations and Gift Wrapping Service promotions. The Festive Time in Stratford booklet was also distributed.

A total of 249 business visits were completed, including welfare checks, BID updates and a Waste Consultation Survey to understand local businesses' waste management needs. Joint visits with First Mile also helped introduce businesses to waste services and encourage new registrations.

Rough sleeping continues to be monitored, particularly around The Grove, with ongoing partnership work to identify longer-term solutions. BCRP intelligence briefings provided updates on individuals of concern, while businesses and security teams were reminded to report suspected CBO breaches.



A SABA Day event also strengthened partnership engagement.

Across 36 patrols and 129 miles walked, the team identified 59 litter hotspots and 10 fly-tipping incidents for follow-up. Michael also assisted 57 members of the public and provided 82 wayfinding assists, helping visitors navigate Stratford.

As December approaches, the focus remains on supporting festive activities, strengthening business relationships and working with partners to keep Stratford safe.

OUR AMBASSADOR STATS

57
MEMBERS OF THE PUBLIC ENGAGED

129
MILES COVERED

36
PATROLS IN PARTNERSHIP WITH SBN

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