

February 2023

Dear Stratford businesses,

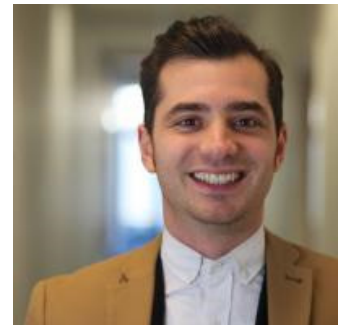
I hope you had a good start to the year.

We know that the economic circumstances, together with the implications around Brexit, recruitment and supply chain are putting additional pressure on running your business. **That's why it's important we work together as a community.**

We are **planning to introduce two new services to help you: business health clinics** to identify savings on your bills and **a free logistics audit** to help consolidate deliveries and minimise the number of trips coming into the town centre.

These additional initiatives are aimed at supporting your business.

If you have ideas and suggestions on how we can help you, do not hesitate to get in touch.



Gianluca Rizzo
Stratford Original
BID Manager

STRATFORD ORIGINAL IS NOW A LIVING WAGE EMPLOYER

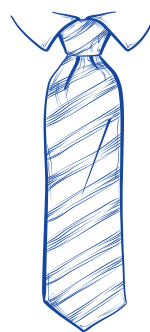
The **Living Wage** is an independently calculated rate that employees need to earn to meet the cost of living. **Stratford Original BID is proud to now be an accredited Living Wage Employer.** We are committed to paying directly employed staff and relevant 3rd party staff the real Living Wage - needed now more than ever during precarious times.

With **nearly 70 accredited Living Wage Employers in Newham, including Newham Council, ExCeL London and Stratford Original BID**, there is real opportunity for businesses and organisations to commit to fair pay and to demonstrate their leadership.

'Times are tougher for most people than ever before. Here at Enabled Living, we want to ensure our workers, and their families, can count on a reliable income that meets, as a minimum, their everyday needs. We know that our commitment to both a minimum hourly rate... means that our workers can budget for the future.'
Mathew Sheehan, Managing Director, Enabled Living, a Newham based employer

If you'd like to know more, please contact Tazkia Khan on tazkia.khan@livingwage.org.uk.

AMBASSADOR FACTS FOR JANUARY



78 INCIDENTS REPORTED

129 MILES COVERED BY AMBASSADORS

56 MEMBERS OF PUBLIC HELPED/INTERACTED



ENHANCING STRATFORD

DEEP CLEANING SESSIONS

Our **deep cleaning sessions** are back for the spring.

During these sessions we target dirt, gum, staining and grime, removing them from the pavements using proprietary cleaners and steam.

As we begin to plan our next sessions, we are **asking if you have any areas that you think we should prioritise** for this round and would benefit from some deep cleaning sessions.

Get in touch by emailing us at:
info@stratfordoriginal.com

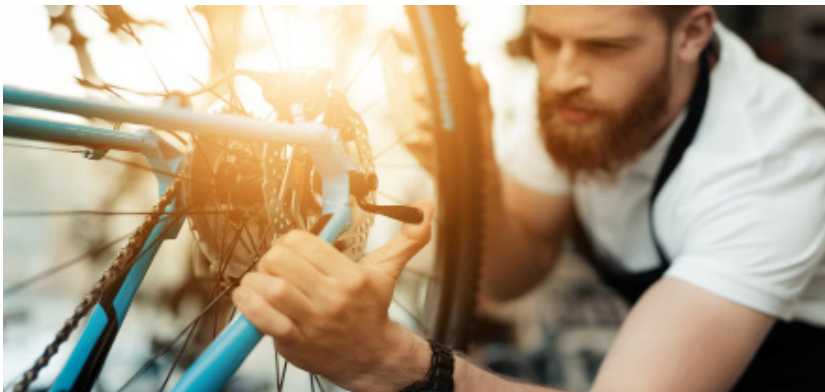
DR BIKE SOCIAL IN STRATFORD

Join us for a **Dr Bike Social** in The Escape Bar and get your bikes checked by a professional mechanic for **FREE**.

WHEN: Thursday 9th February 4:30pm - 7:30pm

WHERE: The Escape Bar, 25 West Ham Lane, London E15 4PH

To register, visit: stratfordoriginal.com/whatson



NEWHAM DRAFT LOCAL PLAN CONSULTATION

The second round of consultation for the **Draft Newham Local Plan Review** has begun.

The Local Plan includes policies on housing, employment, climate, greenspaces, town centres, design, community facilities, and transport. The Draft Plan also contains 16 area-specific neighbourhood policies which will shape how different parts of Newham will change.

Find out more about, ask your questions and help shaping it by participating in the next event:

WHEN: Wednesday, February 8th from 6:30pm - 8:00pm

WHERE: Stratford Library, 3 The Grove, London E15 1EL

Find out more: stratfordoriginal.com/news



BUSINESS ESSENTIALS



KEY DATES



2023 TRAINING DATES

LOCATION: US&CO, STRATFORD

14

FEB 2023

PERSONAL LICENSE

14

MAR 2023

FIRE SAFETY

12

APR 2023

FIRST AID

16

MAY 2023

CUSTOMER SERVICE

14

JUNE 2023

FOOD SAFETY

To book your place visit:
stratfordoriginal.com/members/whatson

A GENTLE REMINDER:

When booking your staff onto this training, please remember to add their name and email address to the booking so that they can receive reminders and to ensure you will receive your certificates accurately.

WASTE & RECYCLING

THIS MONTH OUR MEMBERS HAVE SAVED:

This January, we recycled 6,760kg of recyclable material, 1,755kg of food recycling and 8,610kg of general waste.

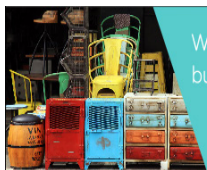


71 TREES



10 TONNES OF CO²

We have partnered with First Mile to provide members with a heavily subsidised and discounted waste and recycling service. Call First Mile on 0800 612 8984 - and quote 'Stratford Original' to start saving today.



Whether it's one piece of furniture or an entire building to clear, First Mile makes your rubbish removal easy and green

thefirstmile.co.uk/clearances

first mile
easy recycling

SAFER STRATFORD



A YEAR OF BCRP PARTNERSHIP WORK

Safer Stratford Business Crime Reduction Partnership turns 1!

After a year of working alongside the BCRP we're pleased to share with you the impact our partnership has had in the Stratford business community.

The Safer Stratford BCRP conducted a survey with the businesses in Stratford during November 2022 and the amazing results of partnership work can be seen on the insert inside the newsletter.

We are so pleased with all the positive results seen within the town centre and are excited to continue this work and make Stratford a safer place for all to work, live and play.

Thank you to everyone involved in this brilliant partnership.



SUMMER MAGAZINE 2023

As many of you will know, we have produced two community magazines over the past year, which were **distributed to over 20,000 local households in Stratford.**

We are now planning our **next edition**, ready for the Summer.

Our goal is to tell local stories and promote businesses in our community.

We want to promote you and your businesses so if you have a story to share, an event to promote or any offers, please don't hesitate to get in touch with us.

If you do decide to feature, we will be asking for a small financial contribution to help fund the publication.

For more info contact us at:
info@stratfordoriginal.com

MONTHLY MARKETING MEETINGS

With the economy struggling and high streets across the UK quieter than usual, **we want to do everything possible to support you, our members.**

With that in mind, we are hoping to set up a **monthly zoom meeting with the marketing contacts at each business** to discuss how we can leverage the BID's own marketing channels to give local businesses more visibility. We are working on having these meetings set up from March onwards.

The aim of these meetings is threefold:

- Businesses to share offers, promotions, events that we can communicate across our own channels
- Explore ways for the BID to collaborate with local businesses
- Share learnings

If you or someone in your team would like to attend, please let us know by emailing us at: **info@stratfordoriginal.com**

VALENTINE'S DAY AT STRATFORD EAST

Looking for somewhere to celebrate **Valentine's Day** this year?

Stratford East Bar are holding a **Lover's Rock Valentine's party** on the big day!

Dance all night long to the best lover's rock and reggae, produced by their resident DJ UK Reggae Revival.

Island Vibez will also be serving up delicious healthy, home-cooked fusion food that's full of flavour with only good vibez!



LIVE ON INSTAGRAM

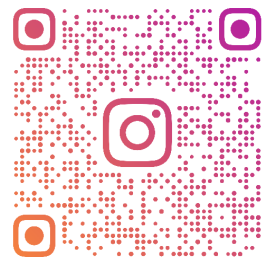
You can now find us on Instagram!

Want more exposure on social media?

Follow us and tag us in your content and we'll reshare it for you!

Are you holding any Valentine's offers/special menu's or events? Let us know and we will give your business extra exposure across our channels.

SCAN ME



STRATFORDORIGINAL



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