

Dear Stratford Businesses,

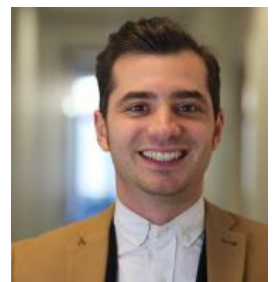
Welcome to our April newsletter.

With the new financial year starting, the Stratford Original BID has started implementing the business plan for 2023/2024. **The BID is planning an exciting programme of activations and new initiatives; including a series of business events starting with our Spring Breakfast on April 27th and our own community celebration of the King's Coronation.** You can learn more about this and keep up to date with our plans on our website.

We would like to **thank you for all the positive feedback** that we received during our engagement sessions where we provided packs filled with information, reminding you of the free services that we offer.

We look forward to sharing more with you soon and if you have any thoughts or feedback, please do get in touch.

Kind regards,
Gianluca Rizzo



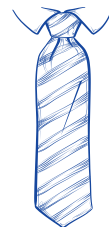
Gianluca Rizzo
Stratford Original
BID Manager

STRATFORD ORIGINAL ON THE PANEL AT THE LIVING WAGE EVENT

On Tuesday 21st March 2023, we had the chance to speak on the panel at the **London Living Wage Event**, explaining our journey to becoming a Living Wage Employer.

We are proud to be an accredited Living Wage business and it is more important than ever in these current times. We encourage all other businesses to take their first steps on the path to being accredited as a Living Wage Employer.

To find out more, visit: stratfordoriginal.com/news



AMBASSADOR FACTS FOR MARCH

265 LOCAL BUSINESSES VISITED

127 MILES COVERED BY AMBASSADORS

52 MEMBERS OF PUBLIC HELPED/INTERACTED



ENHANCING STRATFORD



MARK YOUR BIKE IN STRATFORD

Get your bike marked and registered to The National Cycle Database to prevent the possibility of theft.

UPCOMING MARK YOUR BIKE DATES IN 2023:

- Friday 19th May
- Friday 16th June
- Friday 21st July

All services are scheduled from 4pm-7pm.

During our events:

- Get your bike marked and registered to The National Cycle Database
- Seek bike safety advice and useful tips from Met officers

Why register your bike?

- Registered bikes are less likely to be stolen
- In the scenario of theft increase the possibility for recovery

To book, visit: stratfordoriginal.com/whatson

DR BIKE

Working with local group BikeWorks, we continue supporting active travel by offering access to free bike mechanics on the 3rd Friday of each month between April and October.

UPCOMING DR BIKE DATES IN 2023:

- Friday 21st April
- Friday 19th May
- Friday 16th June
- Friday 21st July
- Friday 18th August
- Friday 15th September
- Friday 20th October

WHERE: The Broadway, Stratford Shopping Centre Entrance

To book your spot, visit:
stratfordoriginal.com/whatson



THE LOGISTICS AND FREIGHT SURVEY

In support of our vision for Stratford and as part of our commitment to Enhance Stratford and Support Business by delivering a clean, healthy, and attractive environment that is good for business, we have started conducting research to understand the freight and logistics trips in the area.

Sustainable transport consultants, **MP Smarter Travel**, have already begun visiting organisations across Stratford to gather information regarding your freight, waste, and vehicle use and we want you to get involved too!

Why are we completing surveys?

Air pollution and congestion continue to be major concerns in Stratford. Our survey seeks to understand which trips and waste our occupiers produce, before ranking freight impact minimisation measures and then looking to implement the most impactful ones - aiming to reduce pollution, ease congestion, and reduce the waste building up on our streets.

Your organisation's input is key to achieving our vision for Stratford. We thank you in advance for answering MP Smarter Travel's questions.

Book your survey: <https://calendly.com/stratford-freight/stratford-freight?month=2023-03>



BUSINESS ESSENTIALS



KEY DATES



2023 TRAINING DATES

LOCATION: US&CO, STRATFORD

12

APR 2023

FIRST AID

16

MAY 2023

CUSTOMER SERVICE

14

JUNE 2023

FOOD SAFETY

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

WASTE & RECYCLING

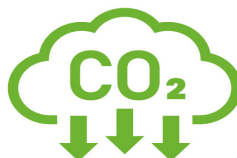
Over the last financial year, we recycled **68,165kg** of recyclable material, **20,925kg** of food recycling and **78,365kg** of general waste.

Overall, we ended the year with a **recycling rate of 54%** and you, our members, have **saved £12,754 on your waste and recycling services**.

OVER THE LAST FINANCIAL YEAR, OUR MEMBERS HAVE SAVED:

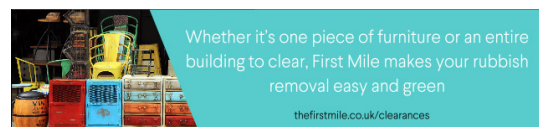


708 TREES



95 TONNES OF CO²

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

HELPING YOU REDUCE YOUR OVERHEADS

We are working in partnership with Place Support Partnership to help you **cut the cost of your bills**. Their place saving consultants and our ambassador, Michael, will be conducting business visits at the end of May to better understand how we can help your business.

This is a FREE service for all of our BID members.

Find more info at: stratfordoriginal.com

SAVE TIME AND MONEY ON THESE SERVICES



ENERGY



TELECOMS



MERCHANT



WATER

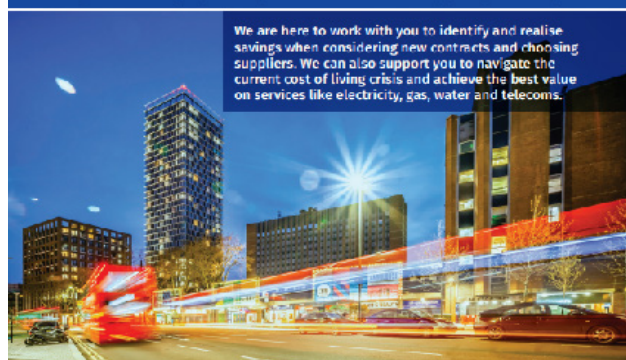


INSURANCE



PEST

We are here to work with you to identify and realise savings when considering new contracts and choosing suppliers. We can also support you to navigate the current cost of living crisis and achieve the best value on services like electricity, gas, water and telecoms.



SPRING NETWORKING BREAKFAST

We're pleased to invite you to our **Spring networking event, in partnership with the FSB**.

An opportunity to meet people from the business community in Stratford and beyond, hear from The Bank of England about what the financial forecast means for small businesses and **gain insight into how strategic partnerships offer opportunities for your business to reach new audiences**.

Teas, coffees and pastries will be provided.

Book your spot by visiting:
stratfordoriginal.com/memberswhatson



ENGAGEMENT DAY WITH LOCAL BANKS

SAFER STRATFORD



A **Bank Follow-Off engagement day** was held on **February 7th** as part of an initiative led by Safer Transport (MPS) and UK Finance, and funded by TfL to combat an increase in reports of pickpockets on the bus network.

On this day, **all Stratford banks were visited and engaged in discussions about best practices to manage such issues**, communicating with the public, and ensuring that personal belongings are kept safe.

As a result of this successful initiative, Barclays Head Office has reached out to us wanting to help resolve these issues.

The plan for the future is to roll out training throughout all of London to ensure everyone is protected from these crimes.

Get involved by getting in touch with our BCRP Manager, Ale:
Alessandra.valencic@saferbusiness.org.uk



PROMOTING AND ACTIVATING

CELEBRATING THE KING'S CORONATION

We continue to run our free community events through the year to **promote Stratford's town centre and attract people to the area**. Our next event celebrates the King's Coronation and will be held in partnership with St John's Church.

It's set to be a royal knees up; with **music, your favourite garden games, face paints and ice cream** on offer. We hope you can make it. Come and see how our events are run and of course feel free to bring the whole family!

If you would like to collaborate with us or if you have any ideas for how we can improve our community events, we'd love to hear from you.

STRATFORD
ORIGINAL

CELEBRATING THE KING'S CORONATION

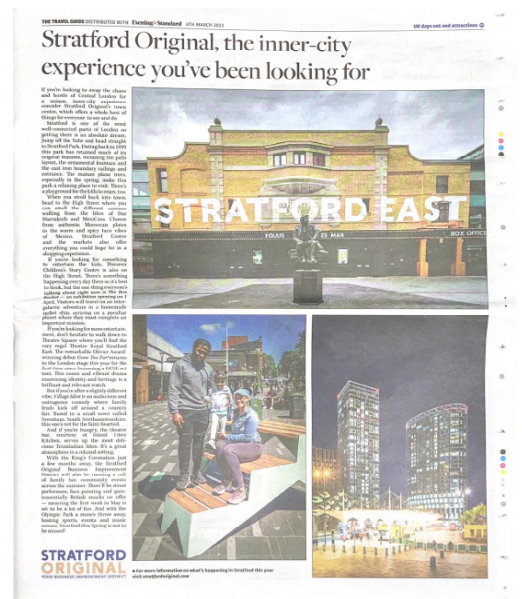


St John's Church, Stratford
Monday 8th May
11:00am-1:30pm

STRATFORD ORIGINAL FEATURED IN THE EVENING STANDARD

We are so grateful to have been featured in the **Evening Standard** highlighting Stratford's town centre and the phenomenal initiatives, activities and businesses.

Keep your eyes peeled as your business may have been featured!



020 8555 7065



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