



ANNUAL REPORT 2022

The past financial year continued to be marred by the pandemic and the uncertainty it brings to our business community. Whilst this year might still be challenging, there are signs that we can start to feel more optimistic and rebuild for the future.

It's important that we continue to work together, to plan the economic recovery of our town centre. This report highlights how we have supported you through these difficult times and how we plan to move Stratford forward.

COVID-19

We continue to actively monitor the fast evolving situation and follow the Government's directives in response to COVID-19. The Executive Team works to support you as best as possible; through our lobbying activity, by sharing relevant updates and information, and by assisting you to secure financial support and resources. Check our COVID-19 website page for latest updates.



2021 KEY ACHIEVEMENTS

- Distributed over **1,000 newsletters** to businesses across the town centre from September through to December, once lockdown measures relaxed
- Installed **Sanitising Stations** within the Stratford Centre
- **Lobbied Local and Central Governments** for the interests of Stratford businesses
- Over **300 local families attended our Christmas Event**
- Launched a Wellbeing campaign to bring the Stratford community together, **reaching over 2 million people** in the local area
- Successful in applying for **large government grants**

2022 PLANS

- Continue to deliver all of the above initiatives
- Build and deliver a **seasonal events plan** for the Stratford community
- Deliver our **'Stratford Thrive' programme** centred around **Community Building, Safer & Welcoming and Business Benefits**

BUSINESS ESSENTIALS



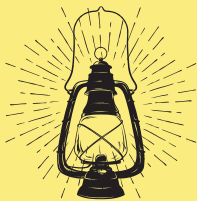
Providing essential business support to you is our key focus. We are lobbying Central Government to introduce appropriate measures and offer you direct support to protect your business. Check our [COVID-19 website page](#) for latest initiatives.

2021 KEY ACHIEVEMENTS

- Reinstated our **in-person training programme** for members from September onwards, once it was safe to do so
- Offered **discounted & subsidised waste rates through our partnership with First Mile** with a recycling rate of 53% in 2021

2022 PLANS

- **Continuation of our training programme** delivered to members in-person on a monthly basis
- **Savings on recycling services** and products for BID members
- A **masterclass programme** for our business community, highlighting the importance of sustainability and the circular economy in business. Plus other valuable topics
- **Federation of Small Business discounted membership** for BID members
- A training programme offering **employment opportunities for the young people** of Stratford
- Lobby and campaign for more business support



SAFER STRATFORD

With safety being a key priority in Stratford, we will continue to monitor the evolving situation to ensure that employers, staff, shoppers and visitors are kept safe.

2021 KEY ACHIEVEMENTS

- Launched our **Safer Stratford Business Crime Reduction Partnership**
- Regularly monitored the town centre through **daily patrols** carried out by our Ambassador
- **Reported 985 issues** through Love Newham App
- Engaged with 519 members of the public
- Joined the **Women's Safety Charter**
- 436 incidents & 237 offender profiles added on SentrySIS
- **81 crime prevention advice/alerts/news article published**
- Phone boxes on the Broadway cleared
- Shop Kind engagement day
- **Cyber Safety for small businesses engagement day**
- 1 Pubwatch Workshop co-chaired
- 1 Steering Group meeting delivered
- Meridian square encampment multi agency project

2022 PLANS

- Add an **additional ambassador into circulation**, to support event security and our BCRP
- Problem Orientated Policing project (Meridian square and the mall)
- Run **business engagement days**
- Continued engagement with the businesses
- **Regular meetings with partners and businesses**



ENHANCING STRATFORD

While the continuous investment and development in Stratford is ongoing, the BID is keen to ensure the town centre remains a welcoming place for everybody to enjoy. We are delivering a number of initiatives to make Stratford more attractive

2021 KEY ACHIEVEMENTS

- Launched 'StratfordTogether' - a wellbeing campaign that **reached over 2 million people across Stratford**
- Supported the Adopt-a-Planter scheme and pocket green garden areas
- Introduced hand-sanitising stations on public access routes (via the shopping centre) to support COVID-19 safe
- Commissioned **a series of deep cleaning sessions over summer covering approx. 2,876m²**
- **Monthly Dr Bike sessions** from May to Sept 2022 to support active travel
- Representation to consultations on new developments
- Local Plan Refresh, continue **working with LB Newham, LLDC and other stakeholders** on Stratford Masterplan, Active Spaces, Innovation District
- **Regular support with town centre maintenance & local groups' engagement**

2022 PLANS

- **Creative lighting** to enhance walking experience
- Continue supporting **active travel**
- Introducing **public spaces for rest and play**
- **Support space activation** with art interventions
- More targeted **deep cleaning sessions**
- **Additional planters** - more greening



PROMOTING AND ACTIVATING

With new residents and students choosing Stratford as their new home, Stratford Original is helping local businesses to benefit from the increased footfall. The BID is promoting the area's unique identity and encouraging visitors and residents to explore the town centre and to contribute to the local economy.

2021 KEY ACHIEVEMENTS

- **Over 21,000 unique visits to our website.** That's a 100% increase year on year
- **Launched our Christmas Winter Wonderland Event** for the local community, with over **300 families attending**
- Designed a **Christmas What's On Guide** to promote events taking place in the town centre, **distributing digitally to over 5,000 families** through our local school network
- Delivered a 'Gift-Wrapping Service' and **wrapped over 200 Christmas gifts** free of charge **for presents purchased from our BID members**
- Promoted our Stratford Together campaign reaching people across a mix of offline & online media and **driving 2,500 website visits over a 4 week period**
- Daily Twitter activity promoting our BID members and engaging actively engaging with an online community
- Kept you up-to-date with our **monthly digital and printed newsletter**

2022 PLANS

- Continue to deliver our key communication initiatives
- Build on current communication strategy to **develop our existing digital offer**
- Work to **connect local residents, employees and visitors with our BID members**
- Expand our popular Christmas programme
- **Seasonal events** across the year
- The implementation of a **bi-yearly magazine for Stratford residents**
- Support 10th anniversary of London Olympic and Paralympic Games



If you have any questions, please reach out to us at:
info@stratfordoriginal.com

Until then, stay safe and we hope to see you all soon.

Gianluca Rizzo
BID Manager

FINANCIALS

| | Actual Income & Expenditure 2021-2022 67% collection rate* | Forecasted Income & Proposed Expenditure 2022-2023 80% collection rate** |
|-------------------------------------|--|--|
| Income | £ | £ |
| BID Levy | 249,426 | 256,643 |
| External Funding | | 280,000 |
| Surplus | 170,000 | 173,867 |
| Total | 419,426 | 680,510 |
| Expenditure | | |
| Business Essentials | 34,270 | 40,000 |
| Promoting and Activating | 44,267 | 50,000 |
| Enhancing Stratford | 33,632 | 60,000 |
| Safer Stratford | 70,566 | 90,000 |
| C-19 Initiatives / Stratford Thrive | 9,978 | 280,000 |
| Core Management Costs | 25,096 | 45,096 |
| Contingency & Levy Collection | 27,750 | 40,582 |
| Total | 245,559 | 575,679 |
| Surplus / (Deficit) *** | 173,867 | 104,831 |

*This table shows the actual income and expenditure for the year and is correct as of 1st Feb 2022.

**Please note that the income and expenditure figures for the next financial year are subject to Board's review and approval and might change during the year, due to the uncertainty caused by the COVID-19 pandemic.

***The surplus is a result of various initiatives having to be put on hold due to Government restrictions. The Management Board together with the Executive Team regularly monitors the budget and the delivery programme. Stratford Original BID is committed to continue delivering value to its members during these challenging times.



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StratfordOrig

Carlton Grove

STRATFORD TOGETHER



TO MAKE YOUR PLEDGE,
SCAN ME!

WE CARE TO YOURSELF AND OTHERS.

WE CAN HELP YOU TO GET TOGETHER TO MAKE A DIFFERENCE.
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