



ANNUAL REPORT 2024

Despite the economic circumstances putting pressure on businesses across the UK, with the cost of trading and inflation creating challenges for everyone, it is important that we continue to work together as a community.

The BID continues to deliver initiatives, projects and events that supports your business and our town centre. This report highlights what we have delivered last year and it shows our plans for 2024.

This Autumn, we will be having our second renewal ballot to secure another 5 years of working with you and for you. We are counting on your yes vote to support our work.

STRATFORD
ORIGINAL
YOUR BUSINESS IMPROVEMENT DISTRICT



BUSINESS ESSENTIALS

Providing essential business support to you in our key focus. We continue to deliver initiatives to create direct benefits to your business, lobby relevant stakeholders for the interest of Stratford and provide opportunities to grow your business.

2023 KEY ACHIEVEMENTS

- Offered discounted & subsidised waste rates through our partnership with First Mile with a recycling rate of 51%, saving the equivalent of 683 trees.
- Delivered various seminars including Cybercrime and Stratford Future.
- Surveyed 165 businesses on Freight & Logistics to understand daily operations and collectively work towards becoming net zero.
- Delivered free training courses on core topics such as, Mental Health, First Aid and Food Hygiene to name a few.
- Liaised with various developers of a proposed development plans for sites in and around the town centre.
- Represented Stratford community at various events and meetings including Newham Chamber of Commerce Awards.

2024 PLANS

- Continuing to deliver free training programme.
- Delivering quarterly seminars on relevant and emerging topics on marketing, AI and more.
- Continuing the partnership with First Mile.
- Continuing the above initiatives.



PROMOTING AND ACTIVATING

With new audiences choosing Stratford as their new home, we are helping businesses to benefit from the increased footfall. The BID promotes the area's identity and encourages visitors and residents to explore the town centre offer.

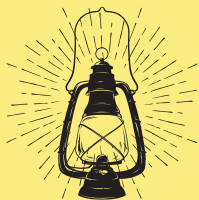
2023 KEY ACHIEVEMENTS

- Delivered free community events including our Winter Wonderland and Festive Programme, Free Gift Wrapping and 'Back to School' event
- Delivered bi-monthly marketing meetings.
- Promoted various initiatives such as consultations, networking events and steering group meetings.
- Regularly communicated to local businesses via digital and printed channels.
- Regularly promoted our BID members on our channels.
- Promoted content editorials featuring in The Guardian and Evening Standard, reaching over 1.5 million people across their printed and digital channels.

2024 PLANS

- Enhancing all of the communication channels.
- Delivering marketing meetings for BID members.
- Enhancing Marketing & Communication programme tailored to our BID members.
- Regular communication using our digital and printed channels.
- Delivering our programme of free community events in the town centre.





SAFER STRATFORD

Making Stratford a safer place for employees, shoppers and visitors is a priority for Stratford Original. We are working together with stakeholders to address safety problems and to improve the perception of Stratford.

2023 KEY ACHIEVEMENTS

- BID Ambassador visited local businesses on regular basis.
- Carried out 20 joint patrols with the BCRP, MET, BTP and Newham Enforcement targeting hot spots.
- Delivered 48 security intelligence briefings involving BCRP, MET, Stratford Shopping Centre security, and store managers.
- Delivered two Safer Business Action Days, a collaborative effort with police, businesses, private security, BCRPs to focus resources to reduce crime.
- Delivered 6 training sessions for WAVE and Ask Angela.
- Removed problematic phone boxes and delivered improvements to lighting and CCTV.

2024 PLANS

- Further improvement of safety and the perception of safety for businesses, employees, visitors and residents.
- Tackling street based issues to improve the local experience.
- Continuation of the above services



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.

2023 KEY ACHIEVEMENTS

- Installed creative lights on 6 trees on the Broadway to enhance safety and create a better atmosphere.
- Worked in partnership with local organisations and agencies i.e. Hives Curate, Moorfields Eye Hospital, UEL, Safety by Design, Queen Elizabeth Olympic Park, MET and LB Newham.
- Supported cultural activities like Beyond the Market, Light Up Stratford, and Newham Borough of Culture bid, engaging with the town centre's rich heritage.
- Enhanced Dr Bike service capacity and expanded Mark Your Bike sessions to boost on-site engagement.
- Refreshed Stratford maps, including a new pocket version; over 4,000 maps distributed to venues and visitors this year.
- Launched Stratford Future, an online platform documenting proposed and ongoing developments, followed by in person event.
- Delivered deep cleaning sessions on high footfall areas such as The Grove, Romford Road, and the Broadway.
- Lobbied for improved wayfinding solutions for the town centre and around Stratford Station.

2024 PLANS

- Continuation of the above initiatives.
- Focus on wayfinding.
- Continue the partnership with First Mile.
- Explore new placemaking initiatives to enhance the experience of the town centre.
- Focus on net zero and introducing scheme to increase greener solutions to freight and logistics.



FINANCIALS

| | Actual Income & Expenditure 2023-2024 ¹ | Forecasted Income & Proposed Expenditure 2024-2025 ² |
|---------------------------------|--|---|
| | 82% | 85% |
| Income | £ | £ |
| BID Levy | 326,271 | 338,208 |
| External Funding | 38,626 | 0 |
| Surplus | 297,044 | 184,462 |
| Total | 661,941 | 522,669 |
| Expenditure | | |
| Business Essentials | 50,916 | 52,500 |
| Promoting and Activating | 101,721 | 67,000 |
| Enhancing Stratford | 128,865 | 80,000 |
| Safer Stratford | 61,680 | 105,000 |
| Stratford Thrive/Renewal Ballot | 71,757 | 50,000 |
| Core Management Costs | 26,340 | 30,000 |
| Contingency & Levy Collection | 36,201 | 36,201 |
| Total | 447,480 | 420,701 |
| Suplus ³ (Deficit) | 184,462 | 101,968 |

¹ Actual income and expenditure as of 18th January 2024

² Forecasted income and expenditure 2024-2025 at 90% collection rate

³ The surplus accumulated is a result of external funding raised by the BID Company in previous financial years.

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.



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