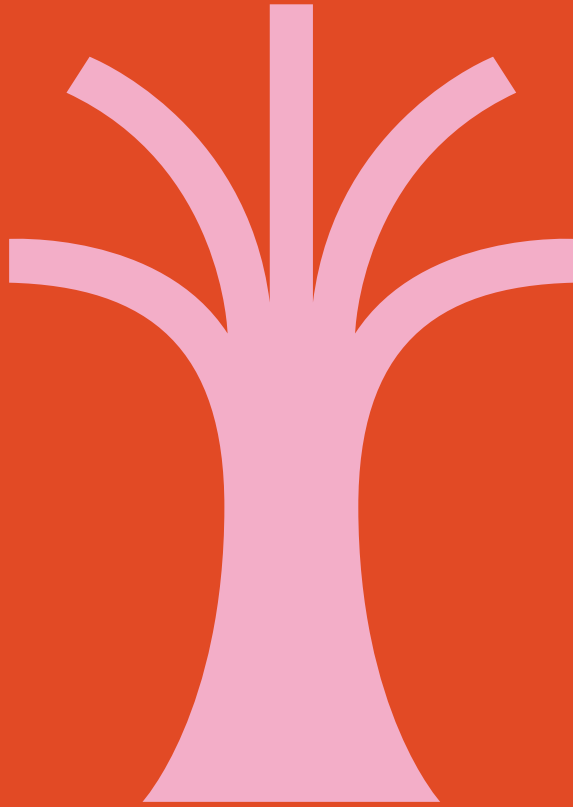
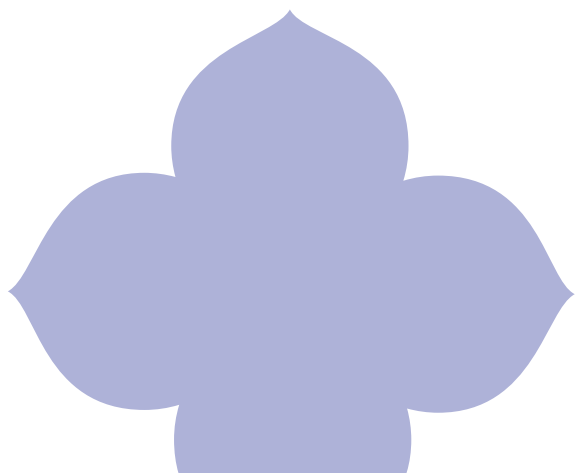
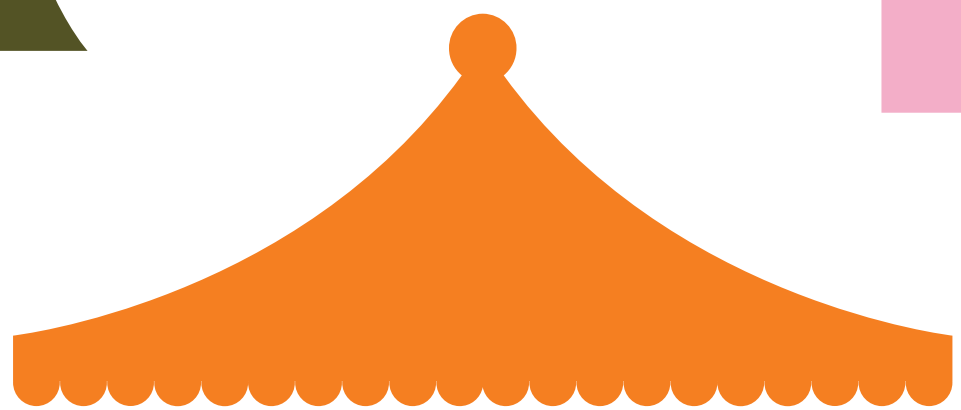
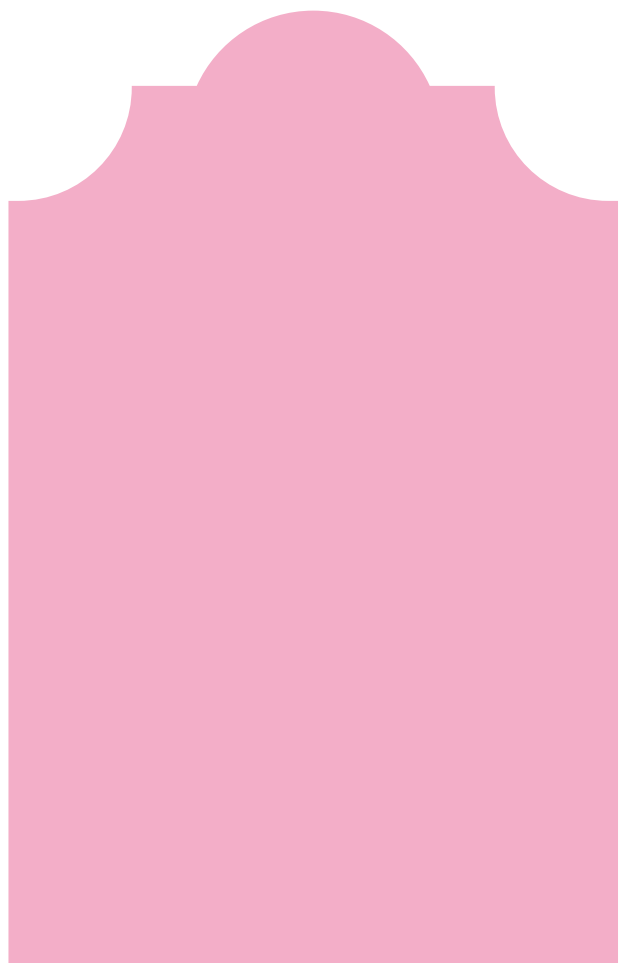
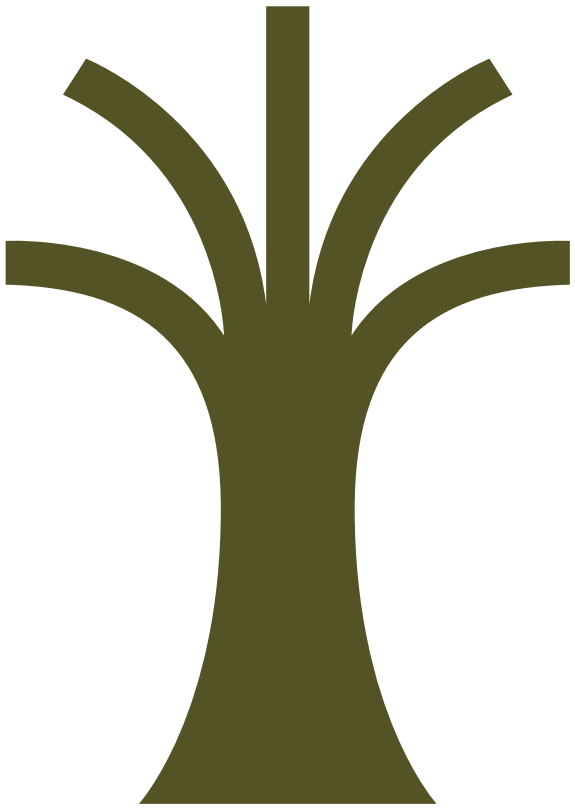
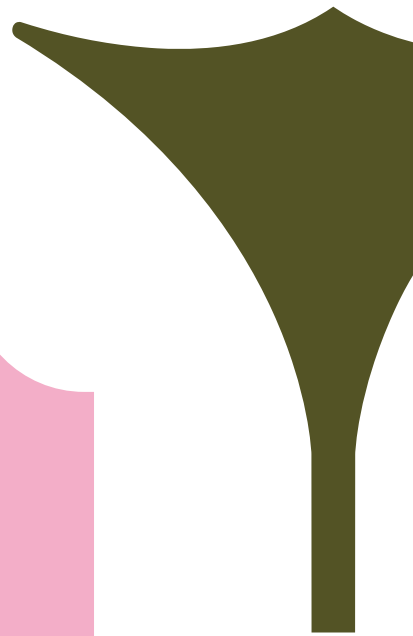
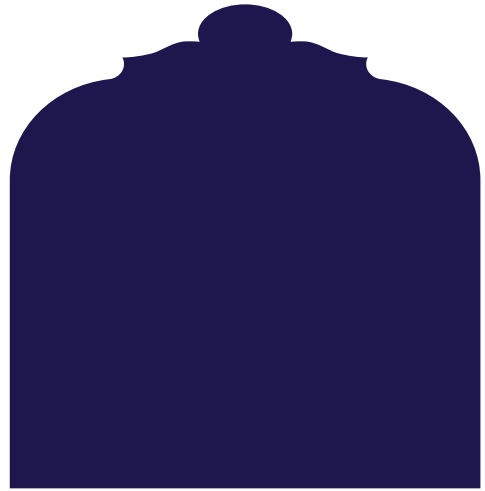
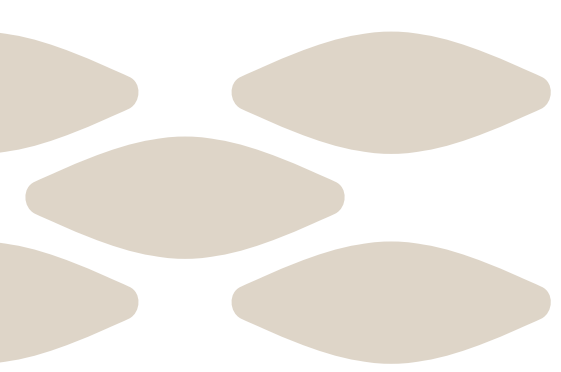


**STRATFORD  
ORIGINAL**  
YOUR BUSINESS IMPROVEMENT DISTRICT



**STRATFORD  
IS NOW**





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# STRATFORD LONDON

**A PLACE IN CONSTANT EVOLUTION. FROM ITS RISING SKYLINE TO THE WEALTH OF NEW ORGANISATIONS MOVING INTO THE AREA, STRATFORD IS THE PLACE TO BE.**

A place where commerce meets culture, community, and connectivity. Our transport links, green spaces, educational, cultural and commercial offer, alongside our strong sense of community, are defining the present and shaping the future of Stratford.

Stratford has become a key local, regional, national, and international destination thanks to the Queen Elizabeth Olympic Park, London Stadium, Westfield, East Bank, East Village, Carpenters Estate, and the ABBA Arena. Alongside the original town centre, we also have Here East, renowned educational institutions, and global organisations, all calling Stratford their home.

With the speed and scale of change, Stratford is always transforming, moving forward whilst remaining rooted to its past. With both its history and its future meeting in the present, the time for Stratford is now.

This document sets out a vision for the original Stratford following an extensive consultation carried out with local businesses, the London Borough of Newham, and other key stakeholders.

**STRATFORD IS NOW.**



# ABOUT THE BID

In response to the changes and developments taking place in Stratford, local businesses based within the original town centre came together a decade ago to form the Stratford Original Business Improvement District (BID).

Established in 2015, Stratford Original BID is a not-for-profit independent organisation fully funded and led by local businesses. It is democratically elected by its eligible members. The vision is to move Stratford forward by maximising the opportunities that the present offers.

In response to the global pandemic in 2020, the BID delivered a bespoke programme across its second term and secured substantial external funding from the London Borough of Newham to deliver *Stratford Thrive*. It is now seeking to continue to deliver its growing plans across its third term from April 2025.

Together, we have already delivered an extensive programme of initiatives, improvements and events and put the original town centre on the map. Yet, more can and will be achieved in the next five years for the benefit of local businesses.

The plan for the next term is structured around four key priorities:

- **CELEBRATING STRATFORD AS A DESTINATION**
- **ENSURING EVERYONE'S SAFETY**
- **DELIVERING VALUE**
- **IMPROVING THE QUALITY OF THE ENVIRONMENT AND PUBLIC SPACE**

# OUR DISTRICT

Stratford is located near the River Lea, an important place for people traveling to and from London. From its Roman origins to becoming a medieval town, Stratford has always been transforming. In the 1830's Stratford became an industrial hub with the arrival of the railway, triggering the population boom and establishment of factories, workshops and industrial facilities. Our district represents the 'original' Stratford.

## EXPANSION AREA

From April 2025, we propose to extend the BID area, welcoming businesses on Burford Road and Cam Road into the Business Improvement District.

These streets will include a number of office buildings to expand our sectors representation as well as Stratford Workshop, the iconic light industrial site.













Following an extensive consultation carried out with businesses on these streets and a Board decision, Stratford Original BID is committed to growing our district to create a more diverse network, to have stronger representation and to deliver enhanced opportunities for all.

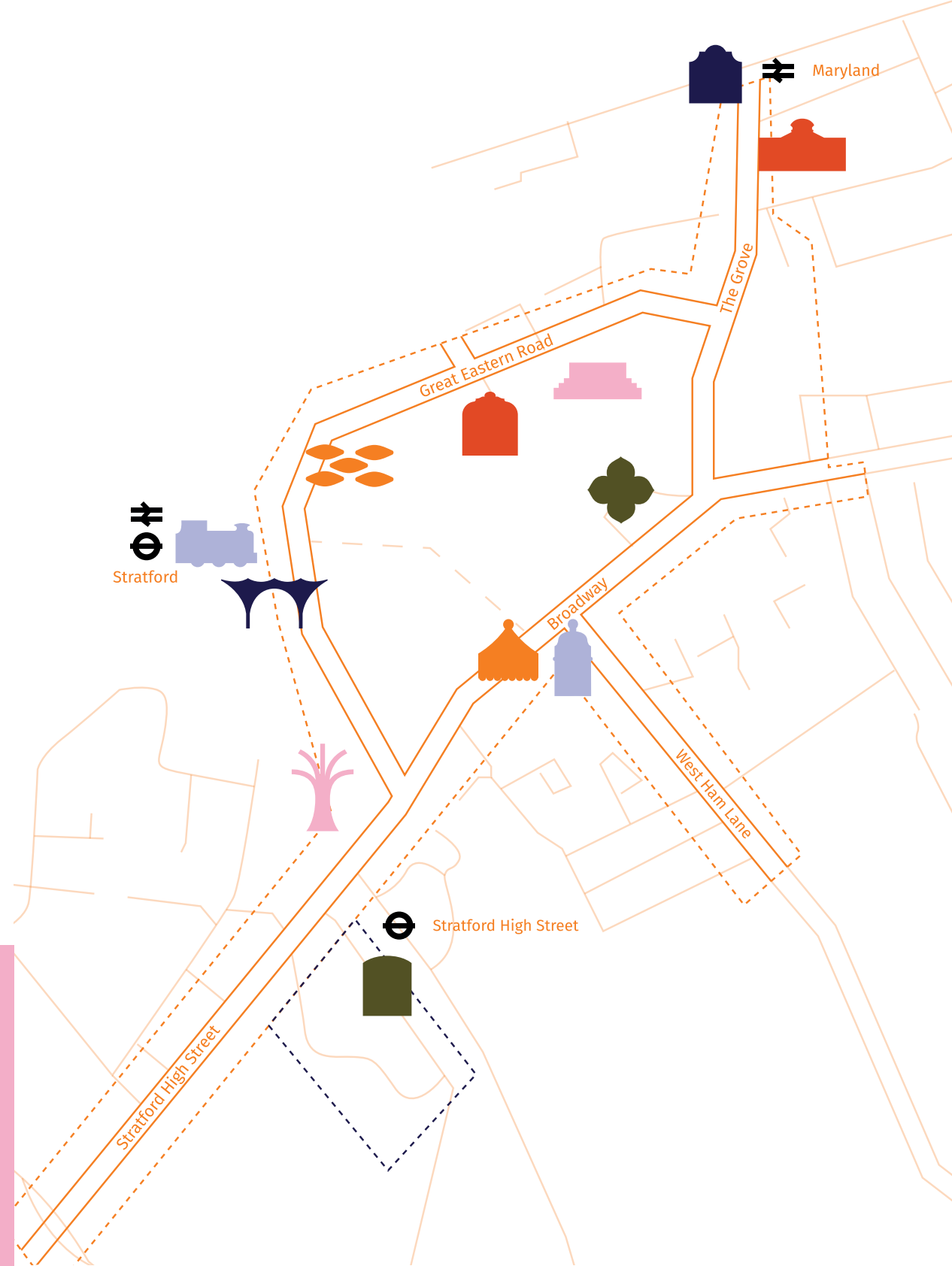
## STREETS IN THE BID

Broadway  
 Burford Road  
 Cam Road  
 Farthingale Walk  
 Great Eastern Road  
 Grove Crescent Road  
 The Grove (1-131 Odd; 2-204 Even)  
 High Street entrance businesses (160-322 Even;  
 223 Upwards Odd; 1 Bridge Terracce; 1 Park Lane)

Meridian Square  
 Romford Road (1A-9 Odd; 2-40 Even)  
 Station Street  
 The Stratford Centre  
 Salway Place  
 Salway Road  
 Theatre Square  
 Tramway Avenue  
 West Ham Lane (1-35 Odd; 2-12 Even)

### KEY

-  'Robert' the Steam Locomotive
-  The Shoal
-  Stratford Bus Station
-  The Railway Tree
-  Stratford Workshops
-  Old Town Hall
-  The Arts Venue
-  Stratford Broadway Market
-  Stratford Health Centre
-  Cart & Horses
-  St John's Church
-  Stratford East Theatre



## WE ARE ROOTED IN STRATFORD

### 👁️ VISION

The BID operates as the leading organisation for the Stratford town centre, championing the interests of local businesses, aiming to maximise the opportunities that the present offers for the benefits of all.

### 🚩 MISSION

As a democratically elected organisation, we work for local businesses to create a trading environment that supports business success, creates value, builds a fairer place and a more inclusive economy.

### 🔹 VALUES

As we deliver our mission and business plan, our work will continue to be focused on our key values:

#### 1. DYNAMIC

Responding to the evolving needs and changes of the trading environment by being flexible and responsive.

#### 2. INFORMED

Sharing relevant information, news, and content about doing business and Stratford.

#### 3. INCLUSIVE

Working with all members of our diverse community regardless of their backgrounds, identities, and abilities.

#### 4. OPEN

Being easily accessible to our members to participate in our services and benefit from our work regardless of the business sector and business size.

# STRATFORD IS NOW



This is why the BID was established a decade ago, and this is why we play such a crucial role in championing the interests of the original Stratford. We work to improve the quality of Stratford so that people who work, live, shop and visit can benefit.

With even more progress underway, it is paramount for the BID to continue playing a key role in shaping the future of Stratford whilst delivering in the present for our local businesses.

In my 10-year tenure as the Manager of Stratford Original BID, I have had the privilege in leading Stratford through a transformation that delivered a better public realm, a safer environment, and a stronger community.

Our mission is clear. Working for you to create a trading environment that supports your business success, adds value, and builds a fairer place and more inclusive local economy.

With so many developments taking place in and around our town centre, for some, the focus is on the future. For us at the BID, it is all about delivering value and services in the present as we understand that your challenges and opportunities need to be tackled now, while setting you up for future success.

As one of the fastest changing places in the country and with a regeneration plan that dates back 20 years when the 2012 Olympics Games were announced, change is not over yet, in fact it is accelerating at a faster speed.

Whilst the last few years have been testing for everyone, from the global pandemic through to the cost of trading and cost of living crisis, our job does not stop here. We have a comprehensive plan for the next term, and we want to have a strong mandate from you to deliver it. We are also planning to expand the boundaries to welcome more businesses to our district.

With your YES vote, we will continue to build our organisation, our delivery, our reputation, and our town centre. Stratford, the time is now.

*Gianluca Rizzo*

**GIANLUCA RIZZO**  
BID Manager



# VOTE YES

**BETWEEN THE 5TH NOVEMBER 2024 TO 5TH DECEMBER 2024 YOU WILL HAVE THE CHANCE TO VOTE YES FOR THE CONTINUATION OF THE BID PROGRAMME OF IMPROVEMENTS FOR THE STRATFORD TOWN CENTRE.**

**THE BALLOT WILL TAKE PLACE BY POSTAL VOTE ONLY. WE ARE COUNTING ON YOUR SUPPORT AND YES VOTE TO CONTINUE WORKING WITH YOU AND FOR YOU.**

**22<sup>ND</sup>  
OCTOBER  
2024**

Notice of ballot and proposals issued.

**5<sup>TH</sup>  
NOVEMBER  
2024**

Voting opens! Ballot Papers sent to businesses via post.

**6<sup>TH</sup>  
DECEMBER  
2024**

Ballot results announced.

**1<sup>ST</sup>  
APRIL  
2025**

Third term begins.

If there is a successful ballot result, the bid will continue to work for you.

**23<sup>RD</sup>  
OCTOBER  
2024**

Stratford Now launch.

**5<sup>TH</sup>  
DECEMBER  
2024**

Voting closes.

**31<sup>ST</sup>  
MARCH  
2030**

Third term ends.



# PRIORITIES

## ★ SAFER COMMUNITY

Deliver a safer environment using a variety of solutions to reduce business crime, anti-social behaviour and tackle local issues and hotspots.

## ★ INCLUSIVE COMMUNITY

Work with relevant partners and developers to deliver additional opportunities to Stratford as well as support local businesses to grow and thrive.

## ★ BUSINESS VOICE

Represent the local business community to lobby and campaign for the interests of the original Stratford.

## ★ ADDED VALUE

Deliver direct and tangible benefits to all businesses and create additional value for the whole town centre.

## ★ MEANINGFUL PLACEMAKING

Invest in public realm changes that improve the place whilst being connected to the community, addressing concerns and solving problems.

## ★ SUSTAINABLE STRATFORD

Implement solutions to support decarbonisation and make the transition to Net Zero easier for businesses.

## ★ COMMUNICATING

Share relevant content, news, and information, promoting your business and celebrating Stratford as a destination.

# THE TIME IS NOW

The time for Stratford is now. This is why we want to continue working together for the next five years; to leverage direct investment into the town centre, to have a unified voice and to deliver benefits to Stratford as well as to all of our businesses.

We recognise that operating from a successful, clean, green, and safe place is key for any business and that's why we believe that the BID is the right vehicle to continue delivering for Stratford.

The impressive track record the BID has built across the last decade means that Stratford will benefit from a joint vision, strategic initiatives, additional resources, and positive partnerships.

Building on Stratford's transport links, commercial and retail offer and a growing educational sector, the town centre is set for continued sustainable growth. With more developments taking place in Stratford, the BID represents the go-to organisation to champion the interests of the town centre now and to focus on the delivery of benefits for the present.

We are proud to be representing local businesses, to continue our relationships with public sector agencies, local residents, community groups and everyone who is involved in the making of Stratford.

Together, we will continue to invest in our town centre. Join us now to vote yes at the renewal ballot.

## THE STRATFORD ORIGINAL BOARD



**GRAEME BRIGHT**  
Stratford East  
Theatre Chairperson

**TONY PETERS**  
Stratford Centre

**ALLA DAVID**  
The Westbridge Hotel

**SHABANA QADAR**  
LB Newham

**CHRIS DODD**  
University of East  
London

**SHAFIQR RAHMAN**  
LB Newham

**JASMIT JABBAL**  
Transport For London

**DAN WINDOW**  
Met Police

**CLLR SABIA KAMALI**  
LB Newham

**REVEREND YOUNG**  
St John's Church

**NAV MOHAMMED**  
The Broadway Clinic

**JESSICA ZIEBLAND**  
Discover Children'  
Story Centre

# A DECADE TOGETHER

## 1.5K+

Over **1,500 bikes** have been fixed since the introduction of our free Dr Bike mechanic checks.

## T2

To support cycling we have installed and maintain **2 new bike pumps** in the town centre.



Delivered **bespoke covid response programme** to support business and the district.

## 270

Delivered **270 social distancing vinyl signage** across the town centre as part of our covid response.

## 2M+

Launched **'Stratford Together'** - a wellbeing campaign that reached over 2 million people across Stratford.



We secured £250,000 of external funding for the **delivery of Stratford Thrive**, a bespoke programme for the town centre recovery following the pandemic.



Maintaining our **planters and pocket gardens** across the district.



Launched **Stratford Future**, an online platform documenting proposed and ongoing developments, followed by in person events.

## 20

Undertook **20 joint patrols** in 2023 with BCRP, Met Police and other partners to tackle local hotspots.



Delivered **yearly Winter Wonderland activation** as part of our community events.

## 5,412

Our **ambassador** has covered **5,412 miles** across our district, carrying out welfare checks, attending joint patrols with local partners, and more.

## 6

Installed **creative lights** on **6 trees** on the Broadway to increase safety.



Created places to play and rest by installing a series of **benches, table tennis tables and playful floor graphics** across our district.

## 15K+

Over **15,000 Stratford Explorer Maps** have been distributed to venues and visitors since their introduction in 2017.

## 1.5M+

Promoted Stratford through editorial features in **The Guardian and The Evening Standard** reaching over **1.5 million people**.

## 70%

Since the introduction of the **Safer Stratford BCRP** **70%** of local workers have reported they feel safer.



Signatory for the GLA **Women's Night Safety Charter**, advocating for **Women's Safety Charter**.

## 1,103

Through the BCRP we have a database of **1,103 unique offender profiles**.

# CONSULTATION

**STRATFORD IS NOW IS THE MANIFESTO SETTING OUT A CLEAR VISION FOR STRATFORD FOR THE PERIOD 2025-2030. THE RENEWAL PROPOSAL FOR THE BID'S THIRD TERM IS INFORMED BY A DETAILED CONSULTATION PROCESS.**

We contacted all our members through various communications methods, to ensure that businesses had the chance to share their views. We gathered over 100 individual responses through this process.

Through our consultation, we wanted to better understand which initiatives are important to you and which new projects would add more value to your business.

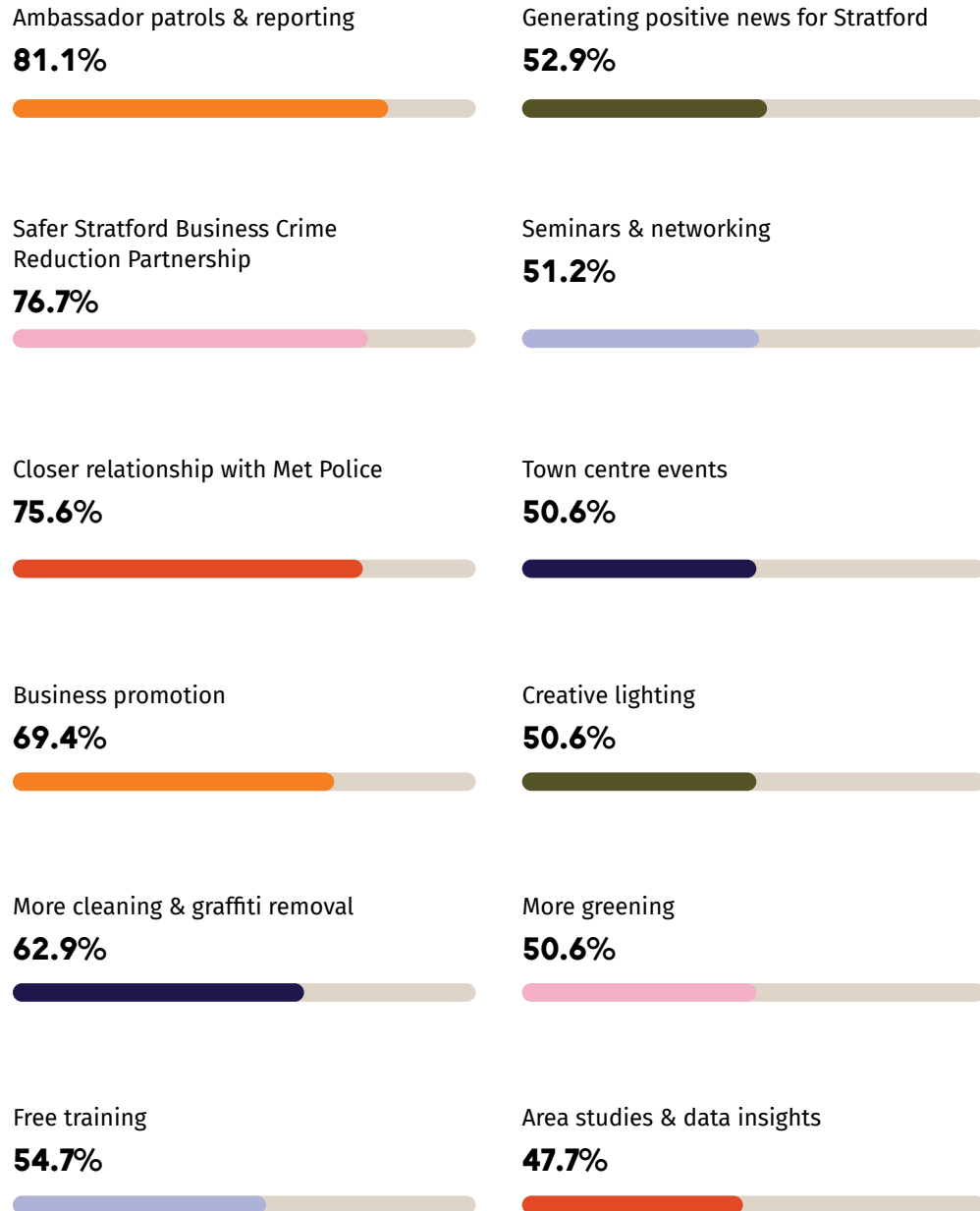
During the consultation period, we used different methodologies to engage with businesses including online and printed surveys, face-to-face interviews, online meetings, letters, phone calls, targeted communication across our printed and digital monthly newsletters as well as two in person workshops and direct input from the Board, Transport for London, the Metropolitan Police and the London Borough of Newham.

**THE BUSINESS PLAN  
AIMS TO REFLECT  
THE PRIORITIES OF  
ALL MEMBERS.**

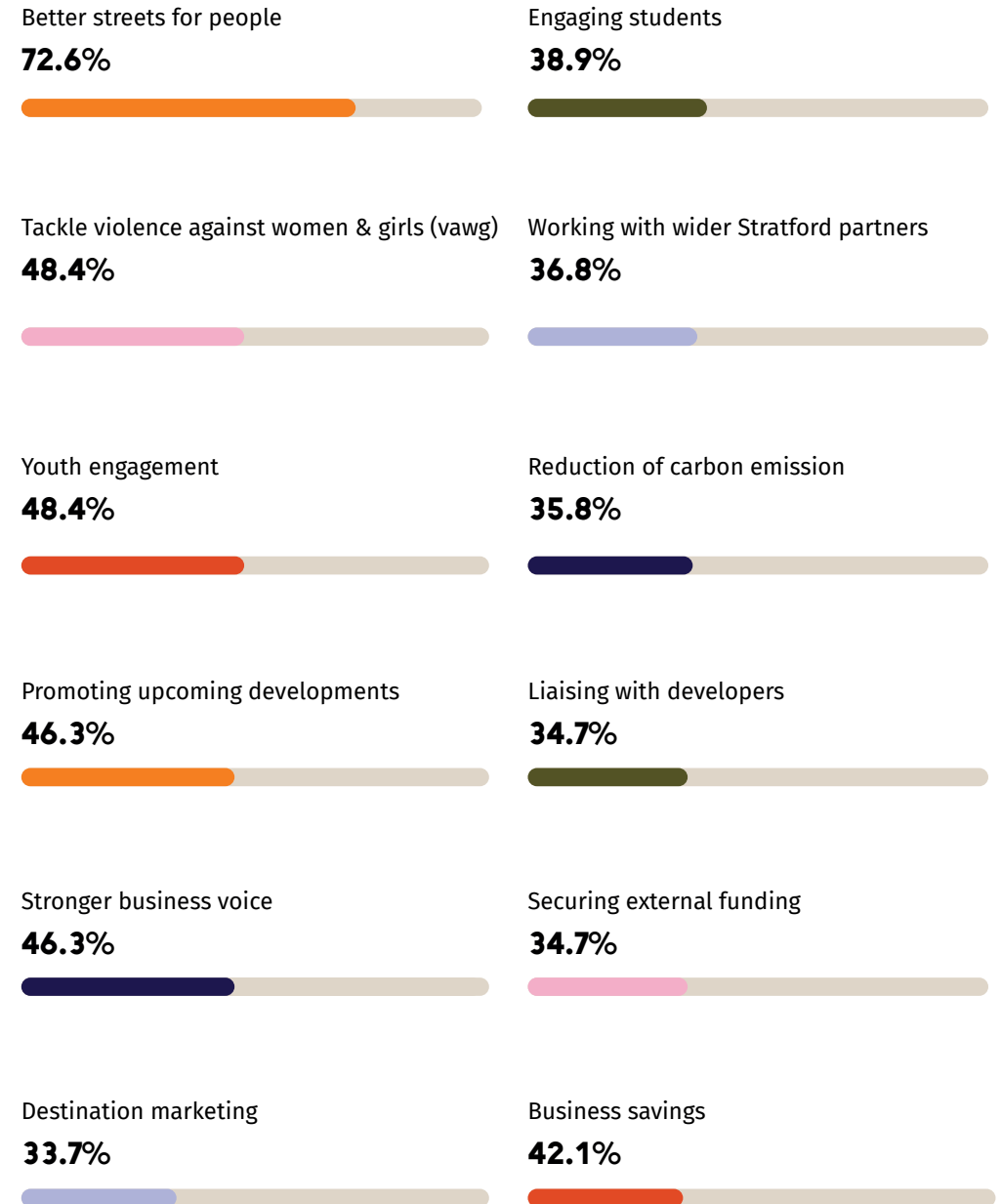
**WE STRONGLY BELIEVE  
THAT STRATFORD IS NOW  
WILL CREATE ADDITIONAL  
VALUE FOR ALL.**



## WHAT YOU VALUE THE MOST



## EMERGING PRIORITIES





# ENHANCING STRATFORD

**WITH THE CLIMATE EMERGENCY BECOMING MORE AND MORE EVIDENT, IT IS PARAMOUNT THAT WE WORK TOGETHER TO TACKLE THE ENVIRONMENTAL CHALLENGES IN OUR TOWN CENTRE AND SEIZE THE BENEFITS THAT COLLECTIVE CLIMATE ACTION MIGHT BRING TO DRIVE LOCAL ECONOMIC GROWTH.**

# ENHANCING STRATFORD

A sustainable, green, and environmentally friendly future is crucial for us and that's why the BID has set out a clear plan. Every action and initiative we take is a step towards the transition to net zero.

Building on a healthier, cleaner, and greener trading environment is key for businesses and the BID is best positioned to invest in projects to support Stratford in achieving these ambitions.

We want Stratford to be a people-friendly and people-focussed place whilst helping our business community be equipped for the future.



## ✱ KEY SUCCESSES

Over the past 5 years, the BID has delivered a variety of initiatives to enhance Stratford. Amongst the key achievements:

- **WAYFINDING**
- **GREENING STRATFORD**
- **CREATIVE LIGHTING**
- **COVID-19 RESPONSE**
- **STRATFORD FUTURE**
- **ACTIVE TRAVEL**
- **ADDITIONAL CLEANING**
- **PLACES TO REST AND PLAY**

## BUILDING ON THE PRESENT

We will continue to provide our core services to improve Stratford's environment whilst adding new initiatives to respond to new challenges.

### CREATIVE WAYFINDING

We are committed to making it easier for people to move in and around the town centre. From printed maps to physical installations, we will focus on delivering creative wayfinding solutions.

### GREENING + CLEANING

Trading in a green and clean town centre is crucial to attract more people and more business. We will continue to invest in increasing the standards of our built environment.

### PLAYFUL PLACE

Creating a place where people want to be is our focus. Through new and innovative public realm interventions, we are committed to creating better spaces for everyone.

### STRATFORD FUTURE

With more developments taking place in our town centre, it is crucial to stay informed about what is happening in Stratford. With our online platform and series of seminars, we will continue to shape the change happening by putting the original Stratford first.

### CULTURAL PLACEMAKING

With a growing cultural offer, we want to put culture and the arts at the centre of our work. We are committed to celebrating Stratford's heritage and we will continue our placemaking programme.

### NET ZERO

The road to decarbonising the economy is the only viable option if we want to tackle climate change. We will deliver a wide programme of initiatives, campaigns and projects to make it easier for businesses to reduce carbon emissions.



# SAFER STRATFORD

**SAFETY REMAINS OUR NUMBER ONE PRIORITY.  
A SAFER STRATFORD FOR OUR BUSINESSES, RESIDENTS AND  
VISITORS IS THE FOUNDATION OF A SUCCESSFUL STRATFORD.**

# SAFER STRATFORD

We are committed to continue delivering our localised programme to reduce all crimes that are negatively affecting businesses and anti-social behaviour and tackle local concerns.



## ✱ KEY SUCCESSES

Over the past 5 years, the BID has delivered a variety of initiatives to protect Stratford. Amongst the key achievements:

- **AMBASSADOR SERVICE**
- **SAFER STRATFORD BUSINESS CRIME REDUCTION PARTNERSHIP**
- **STRATFORD CENTRE NIGHT CLOSURE**
- **SAFETY TRAINING + BRIEFINGS**
- **STRONG RELATIONSHIP WITH TOWN CENTRE POLICE TEAM**

## BUILDING ON THE PRESENT

We will continue to provide our core services to improve Stratford's safety whilst adding new initiatives to respond to new challenges.

### COMMUNITY SAFETY

Everyone's safety remains our paramount priority. We will continue to deliver effective solutions to make Stratford an even safer place.

### AMBASSADOR SERVICE

Regular patrols, reporting issues, working with agencies and liaising with all our businesses day in day out are the key elements of our ambassador service. We will continue to offer bespoke support to Stratford.

### SAFER STRATFORD BCRP

We will continue to build on the successes of the Safer Stratford Business Crime Reduction Partnership (BCRP), our local partnership which made it easier and faster to report crime, share intelligence and tackle prolific offenders.

### TRAINING + SUPPORT

With business crime always evolving, we will continue to provide businesses with the latest information and support through regular meetings, briefings, training and one-to-one advice.

### TACKLE VIOLENCE AGAINST WOMEN + GIRLS

Creating a safer public environment for all women and girls is important to us. We will support initiatives that tackle violence against women and girls (VAWG) by working with key partners.





# PROMOTING & ACTIVATING

WITH STRATFORD BEING AN ATTRACTIVE DESTINATION FOR MORE PEOPLE AND ORGANISATIONS, WE WANT TO PROMOTE AND CELEBRATE EVERYTHING THAT THE ORIGINAL STRATFORD HAS TO OFFER.

# PROMOTING AND ACTIVATING

Our programme focuses on building Stratford's reputation, offering seasonal events and communicating with different audiences that Stratford is open for business, for visitors and for its residents.



## ✱ KEY SUCCESSES

Over the past 5 years, the BID has delivered a variety of initiatives to promote Stratford. Amongst the key achievements:

- **REGULAR COMMUNICATIONS**
- **STRATFORD MAGAZINE**
- **REGULAR EDITORIALS ACROSS LOCAL AND NATIONAL PRINT MEDIA**
- **MARKETING CAMPAIGN TO PROMOTE OUR TOWN CENTRE**
- **WINTER WONDERLAND**
- **SUMMERS OF SPORT**

## BUILDING ON THE PRESENT

We will continue to provide our core services to improve Stratford's reputation whilst adding new initiatives to respond to new challenges.

### COMMUNITY EVENTS

We are committed to continue delivering free events to our community, celebrating what Stratford has to offer to drive footfall and spend in the area.

### PROMOTING YOU

We want to shout about your businesses and the amazing work happening in Stratford across our platforms. We will keep promoting the town centre as a place to do business, focussing on the community spirit, transport links, educational, cultural and retail offer.

### CLEAR COMMUNICATION

Using printed and digital media, we will continue to communicate with you and for you. These tools help us share our successes with wider audiences, as well as promoting Stratford and everything it has to offer.

### POSITIVE STRATFORD

We will continue to celebrate Stratford by showcasing and sharing the positive news coming from our town centre as well as generating good news stories about our area.

### CREATIVE INDUSTRIES

We know that Stratford is a home for creative businesses and educational institutions. We are committed to supporting the growth of the creative sector in our town centre.

### CULTURAL FOCUS

Celebrating the diverse cultures of Stratford and amplifying the cultural institutions we are home to, we will enhance our cultural focus across our activation programme.



# BUSINESS ESSENTIALS

**WE WANT TO MAKE IT EASIER TO RUN A BUSINESS IN STRATFORD. WE WILL CUT COSTS, SAVE TIME AND PROVIDE EFFICIENCIES SO THAT YOU CAN FOCUS ON RUNNING YOUR BUSINESS.**

# BUSINESS ESSENTIALS

With the diverse range of sectors and business sizes, we will provide a wide programme of services, initiatives and events to businesses. We will champion the original Stratford by lobbying on your behalf.



## ✱ KEY SUCCESSES

Over the past 5 years, the BID has delivered a variety of initiatives to support businesses. Amongst the key achievements:

- **TRAINING**
- **RECYCLING**
- **REPRESENTING + CAMPAIGNING**
- **LONDON LIVING WAGE**
- **SEMINARS, WORKSHOPS AND NETWORKING**
- **SMART STRATFORD, ACCESSING DATA AND INSIGHTS**
- **ADDITIONAL FUNDING**

## BUILDING ON THE PRESENT

We will continue to provide our core services to support Stratford's businesses whilst adding new initiatives to respond to new challenges.

### INCENTIVISED RECYCLING

We are committed to offering discounts and subsidies on commercial waste and recycling services to encourage businesses to recycle whilst bringing the costs down.

### FREE TRAINING

We will continue to offer a free training programme to our members to upskill their staff on key courses including First Aid, Mental Health First Aid, Health & Safety, Fire Marshall. We will also expand the topics to respond to the changing business needs.

### SEMINARS + MASTERCLASSES

In order to keep businesses informed and inspired, we will continue our seminars and masterclasses series partnering with various agencies to deliver interactive and informative sessions. From finance to legal, from AI to consumer trends and much more.

### ONE BUSINESS VOICE

All for one. We will continue to be the main point of contact for the original Stratford, working with you and for you to ensure that your voice is heard.

### LOBBYING + CAMPAIGNING

We will continue to lobby for you and represent your interests on local, regional and national matters. We will champion Stratford and what is important to you.

### SMART STRATFORD

We will provide data and insights so that businesses can make more informed decisions. Through the use of smart data and insights, we are committed to implement projects and initiatives that are informed by objective and clear information.



# INVESTING & GOVERNANCE

WITH A TRACK RECORD OF DELIVERY AND RAISING EXTERNAL FUNDING, STRATFORD ORIGINAL BID IS THE MECHANISM THROUGH WHICH LOCAL BUSINESSES INVEST DIRECTLY INTO THEIR OWN DISTRICT BY SETTING THE PRIORITIES.

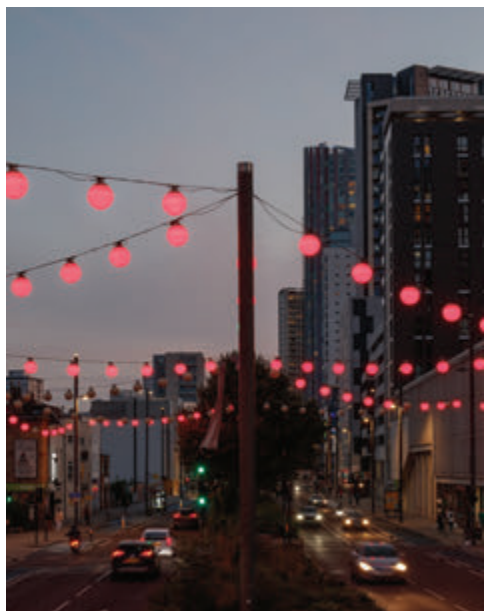
# INVESTING

Over the first decade of the operations, the BID has generated over £3.5m of direct investment and benefits into the town centre through direct levy and external funding.

In the Autumn 2024, any property with a rateable value (RV) of £12,000 and more is eligible to vote and, if there is a majority of votes, eligible hereditaments will be liable to pay 1.5% of their rateable value.

For the next term 2025-2030, it is anticipated that the total levy investment will generate at least £400K annually, for a total of £2 million across the full five-year term.

Thanks to the track record of raising funding from external sources, the BID will commit to generating an additional 10% of investment through a variety of sources including grants, sponsorships and voluntary contributions.



# OVER £3.5M

The BID has generated over £3.5M of direct investment and benefits into the town centre through direct levy and external funding.

# 1.5%

If there is a majority of votes, eligible hereditaments will be liable to pay 1.5% of their rateable value.

# £400K

It is anticipated that the total levy investment will generate at least £400K annually for the next term.

# MANAGEMENT

The BID is a lean and agile organisation able to respond and adapt quickly to challenging economic circumstances. Over the past decade, Stratford Original BID demonstrated its ability to be an innovative organisation, responsive to change whilst being cost effective and delivering added value.

At Stratford Original, the Board is responsible for the approval of the annual budget at the beginning of each financial year. The general budget allocation is reflective of the priorities set out by the businesses.

The budget set out may change with new initiatives added and others reviewed according to economic circumstances outside the control of the BID. Decisions will be discussed and agreed by the Board at relevant times.

Any change made to the overall budget will be guided by the principles of cost effectiveness, added value and relevance of the initiatives.

Estimated budget breakdown

- 24%** Safer Stratford
- 19%** Administration
- 17%** Promoting & Activating
- 6%** Levy Collection
- 21%** Enhancing Stratford
- 3%** Contingency
- 10%** Business Essentials

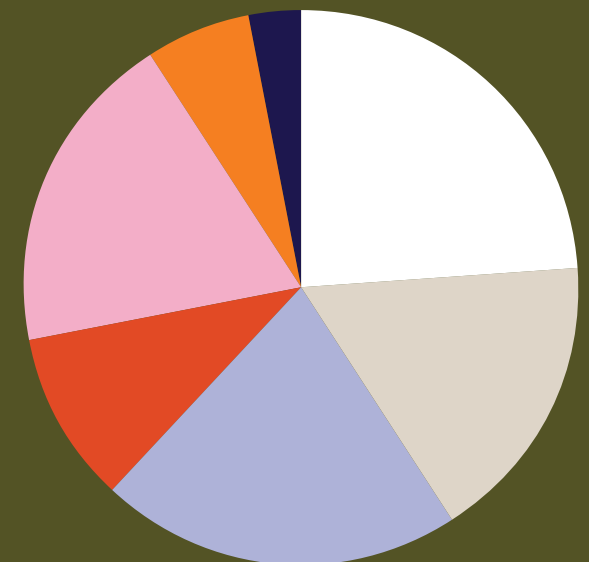
# BUDGET

The BID budget sets out the estimated income and expenditure. The projected income is built on a 95% collection rate based on the historic collection term across the first 10 years of operations.

It does not include any external funding and the in-kind advice and contributions made by the serving Board Members who volunteer their time and expertise.

Given the track record of the BID of raising external funding, it is possible that any additional income raised will be allocated on a specific initiative.

Administration costs include attributable staff costs, utilities, rent and any other standard running costs.



# GOVERNANCE

## INDUSTRY STANDARDS

Stratford Original BID is a fully accredited Business Improvement District in line with the Industry Standards set out by The BID Foundation.

As one of the founding BIDs of such organisation, Stratford Original BID is a transparent and open organisation, implementing best practices and leading the industry in the UK.



## THE BOARD

Stratford Original BID is the Business Improvement District for the Stratford town centre. It is a not-for-profit company limited by guarantee, where decisions are made by the Board. Its members are drawn from the business community and key stakeholders whose responsibility is to oversee the delivery of the business plan and implement the vision for Stratford.

On an annual basis at the Annual General Meeting, the Board is elected, and any local business representative and BID member shall be considered to serve on the Board.

The composition aims to reflect the diverse mix of businesses within the area in terms of size and sector to ensure that all businesses are considered during the decision-making process. The Board nominates a chairperson on an annual basis. It consists of:

- Directors with voting powers
- Observers without voting powers

Board Members offer their time and expertise without any compensation and operate on a volunteering basis.

The Board might be assisted by Steering Groups for each of the four themes within the business plans who work with the Executive Team to deliver the overall vision and annual business plans. Other Working Groups may be formed across the term to assist the decision making on specific initiatives shall be deemed appropriate.

These Groups are made up of BID members, community representatives, stakeholders and relevant officers and might be chaired by a Board Member.

## THE AGREEMENTS

Every year, the Annual Management Accounts are produced by a professional accountancy firm appointed by the BID. The annual accounts are reviewed and approved by the Board and ratified at the Annual General Meeting.

## THE ACCOUNTS

If voted for its third term, Stratford Original BID will enter into a baseline and operating agreement with the London Borough of Newham.

The Baseline Agreement defines the level of services the business community should expect the Local Authority to deliver and defines what additionally the BID will deliver.

The Operating Agreement defines the arrangements between the BID and the Local Authority for the collection and enforcement of the levy.

Both Agreements are available on the BID website.

# ROOTED IN STRATFORD

**THIS DOCUMENT INTRODUCES OUR NEW BRAND 'ROOTED IN STRATFORD'. THE VISUAL IDENTITY OF THE BID PUTS STRATFORD, ITS LANDMARKS AND SHAPES AT THE HEART OF ITS IMAGE.**

Working with design agency Anatomy, Stratford Original BID's new look utilises a collection of shapes all taken from the architecture of the Stratford town centre: Stratford Theatre, Stratford's unique Bus Station, the Shoal, the Railway Tree locally known as the Rhubarb, St John's Church and more.

The colours include a pallet that takes directly from the landscapes and buildings of Stratford, the new brand brings Stratford to the centre of our visual language.

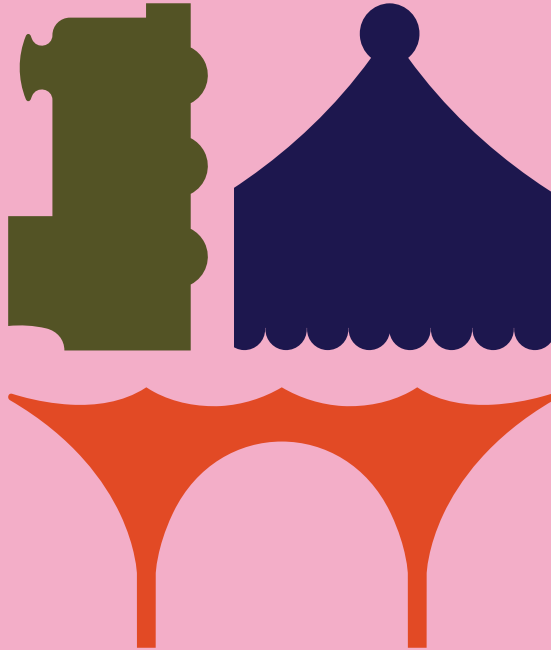
**Stratford Original is and remains rooted in Stratford.**





# STRATFORD ORIGINAL

YOUR BUSINESS IMPROVEMENT DISTRICT



We are proud members of

