



STRATFORD ORIGINAL

YOUR BUSINESS IMPROVEMENT DISTRICT

Moving Stratford Forward

In February-March this year we awarded £1,124,561 through the Additional Restrictions Grant: Large Grant Scheme to nine organisations to help support a broad range of projects and activities centred around the eight pillars of our Towards a Better Newham Covid-19 Recovery Strategy. The grants provided them with both capital and revenue funding for initiatives to help boost local economic activity.

Stratford Original BID was awarded £249,000 to help support a broad range of projects and activities to help boost local economic activity.

About Stratford Original BID

Stratford Original is the business-led and funded Business Improvement District (BID) working to make Stratford a better place for businesses to work, live and play. It focuses its initiatives around four themes: Safer Stratford, Enhancing Stratford, Business Essentials and Promoting and Activating.

Stratford has a diverse and wide range of businesses and Stratford Original provides a range of opportunities to help them cut costs and increase revenue through free networking opportunities and training; it also creates opportunities to drive footfall to the town centre through a host of seasonal events for the community and beyond.

Project goals

Stratford Original will be delivering Stratford Thrive, which aims to directly support its 300 members – including small independent businesses. The programme consists of three strands that will see Stratford come out of the recovery stage and move towards fulfilling its potential by creating an environment that is inclusive, safe and sustainable for all:

- community building, where there are plans to deliver a variety of community focused seasonal events to celebrate the diversity of Stratford and the rest of the borough.
- safer and welcoming, where there will be a variety of initiatives which include creative lighting to support wayfinding as well as increasing the Stratford Original's security service.
- business benefits, where there will be a series of masterclasses and bespoke training on relevant business topics while also looking at opportunities to get young people upskilled and into employment.

Progress so far

Stratford Original ran free community events across the summer and showed all of the key sporting events on a big outdoor screen. To celebrate 10 years since the London 2012 Games it also ran free children's sporting activities throughout August.

Also in the summer it launched the first edition of the free Stratford Thrive Community Magazine, featuring local businesses and stories from local people including Stratford's very own Olympian, Christine Ohuruogu.

Plans for the future

Stratford Original is looking to scope options for a cargo bike audit of local businesses to encourage their members to switch to greener modes of transport. It's also working towards delivering an exciting initiative that will see the installation of creative lighting along the Stratford Centre's ramp of Great Easter Road, creating a safer and more welcoming environment for both residents and visitors.



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Stratford Thrive is allowing us to deliver various initiatives including seasonal events, providing additional safety and direct business support to help the community thrive again. We have also launched our first Stratford Thrive Magazine which aims to bring the community together.

Gianluca Rizzo – BID Manager

Contact Stratford Original BID

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