

BUSINESS NEWS

Stratforward Newsletter

Issue 1 - January 2016

Christmas Window Winners

Independent Shop winner—Vinegar Hill on Meer Street

National Chain winner—White Stuff on Henley Street



White Stuff Window



Vinegar Hill Winners

“Businesses in the town make a huge effort to decorate their windows at Christmas and it’s important their efforts are recognized”

- Ruth Wood, Events Manager

Come & Meet Fellow Levy Payers at the Stratforward Networking Event

Monday January 18th 2016

Come and join the Stratforward team at either 12.30pm or 6.30pm on 18th January at the Verona Suite, Falcon Hotel, Chapel Street, for the first, of what will be a quarterly networking event. This first event will also include an overview of activities taking place throughout the town during 2016 to commemorate the 400th Anniversary of Shakespeare’s death. This is a great opportunity to find out how your business can benefit from the activities of a variety of stakeholders throughout this commemorative year and also to discuss your business priorities with the Stratforward team and fellow levy payers. Please contact the Stratforward office to reserve your place on 01789 292718. We look forward to seeing you there!

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Brochure Covers 2015

Discounted Advertising

Following the success of this years Stratforward event brochures we are increasing the advertising offer for 2016 to 5 publications including the Shakespeare Birthday Celebrations Brochure which will be available all year round. Each brochure will have a print run of 50,000.

SHAKESPEARE BIRTHDAY CELEBRATION Saturday 23rd April

Advertising deadline Friday 26th February 2016

STRATFORD FESTIVAL OF MOTORING Sunday 1st & Bank Holiday Monday 2nd May

Advertising deadline Thursday 24th March 2016

STRATFORD RIVER FESTIVAL Saturday 2nd & Sunday 3rd July

Advertising deadline 20th May 2016

STRATFORD TOWN CENTRE FOOD FESTIVAL Friday 23rd, Saturday 24th and Sunday 25th September

Advertising deadline 13th August 2016

CHRISTMAS-UPON-AVON BROCHURE

Advertising deadline 20th October 2016

RATE CARD

ADVERTISING IN 1 BROCHURE

A5 FULL PAGE COLOUR £500+VAT **HALF PAGE COLOUR £250+VAT** **QUARTER PAGE COLOUR £125+VAT**

30% DISCOUNT - AD's in ALL 5 BROCHURES **20% DISCOUNT** - AD's in 4 BROCHURES

15% DISCOUNT - AD's IN 3 BROCHURES **10% DISCOUNT** - AD's IN 2 BROCHURES

BUSINESS IMPROVEMENT DISTRICT LEVY PAYERS

50% DISCOUNT AD's IN ALL 5 BROCHURES **40% DISCOUNT** AD's IN 4 BROCHURES

30% DISCOUNT AD's IN 3 BROCHURES **20% DISCOUNT** AD's IN 2 BROCHURES **10% DISCOUNT** AD's IN 1 BROCHURE

BOOK NOW BY CALLING 01789 299011 or by EMAILING ruth@stratforward.co.uk

Payment must be made prior to advertising deadlines. Artwork must be supplied at 300dpi at 100% size as a CMYK with crop marks.
Full page 128mm x 190mm Half page 128mm x 92mm Quarter page 61mm x 92mm

**Fashion Show
16th March
in aid of**

**The Shakespeare
Hospice**

Businesses involved:

Aspire, BHS, Cancer Research, Debenhams, Domino, Edinburgh Woolen Mill, Gemini, Gorgeous Obsession, Jigsaw, Looking Glass Aesthetics, New Idle, Sew me Something, Shabby Chic Sister, Shakespeare in Love, VH&Co.



Shakespeare Birthday Celebrations 23rd April

Saturday 23 April 2016 Parade will provide the climax to a truly unique festival commemorating 400 years since William Shakespeare's death on his 452nd birthday.

Visit

**www.shakespearescelebrations.com
for more information**



If you are running any special events, activities or have accommodation offers over the Easter holidays 18 March – 4 April and would like them featured in Shakespeare's England's next press release and newsletter please send details to the Press and PR Manager Tanya Aspinwall by Friday 15 January. tanya@marketingaloud.co.uk

Your 2016 Events

You could be in the Shakespeare 400 Celebrations brochure !

50,000 will be printed and distributed throughout 2016. What are you doing to commemorate this special year. Email us details asap to info@stratforward.co.uk

Deadline 26th February 2016

River Festival

**Saturday 2nd
& Sunday 3rd July**

Application forms to have a pitch or craft stall at this popular event are now on our website. Limited pitch discounts are available to BID businesses. Please contact Ruth to discuss your requirements. ruth@stratforward.co.uk

PS: The 2015 River Festival has been nominated for Tourism Initiative of the Year at The Touch FM Pride of Stratford Awards 2016!

Stratford Events 2016

Fashion Show—16th March

Stratford Fashion Show is being run in aid of the Shakespeare Hospice, and will showcase over a dozen Stratford retailers.

Do you want to be involved in the catwalk as a retailer or model?
Or perhaps you would like to have a stall around the edge of the hall?
As a BID member it's free to take part as a retailer on the catwalk, and just £10 for a stall.
Do get in touch with Tor for more info tor@stratforward.co.uk Many thanks for your support.

Shakespeare Celebrations—23rd April

A celebration of 400 years since Shakespeare's death coordinated by Stratford District Council

Festival of Motoring—1st & 2nd May

Entry forms are now on the website if you have a car you would like to show off!

The following roads will be closed to traffic.

Waterside, Bridge Street, Henley Street, High Street, Sheep Street, Union Street, Meer Street, Wood Street.

River Festival—2nd & 3rd July

Stall application forms are now on the website if you would like your business to be part of this hugely successful weekend of fun and music

Food Festival—23rd to 25th September (TBC)

Application Forms will be on the website in May.

Happy New Year and welcome to the first of our regular weekly e-news bulletins. The BID Member e-newsletter will be circulated every Tuesday to ensure that you are kept fully updated about the work of Stratforward, opportunities available to BID members and information about matters that affect the town centre and the trading environment. If you require any information or support please do not hesitate to contact a member of the Stratforward team.

Best wishes,
Karen

All information correct at time of publication.

Contact Us

Give us a call for more information about our services and products

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Visit us on the web at
www.stratforward.co.uk



Karen Wild BID Manager