

BUSINESS NEWS

Stratforward Newsletter

Issue 10: 15 March 2016



LAST CHANCE TO PROMOTE YOUR RESTAURANT/HOTEL/CAFE/PUB AT THE STRATFORD FASHION SHOW THIS WEDNESDAY 16 MARCH

Just a quick reminder about an opportunity for all restaurants/hotels/cafes/pubs to promote their businesses at the Stratford Fashion Show on Wednesday night.

The Show - organised by Stratforward on behalf of and with the assistance of over 30 fashion related businesses in the town is already a complete sell out with all 280 tickets snapped up (£15pp). The event is taking place at Stratford Arts House with all proceeds going to The Shakespeare Hospice.

During the 30 minute interval (8.30pm) there is an opportunity for up to 6 Stratforward members restaurants/hotels/cafes/pubs to promote their businesses to the audience. Each business is invited to bring along a handful of platters of

food that represents their cuisine/menu to offer to members of the audience.

Flair Gougoulia, El Greco said "Having taken up this promotional opportunity before I can confirm it is worth the hassle and expense. My top tips if you want to take up this offer - arrive at least 30 mins before to set up; send 1 or 2 members of staff; only bring finger food; bring a tablecloth and bring plenty of promotional material."

If you have any questions or would like to take up one of the slots please contact the Stratforward office by 3pm today, 15th March.

"We would like to be able to report sales figures +/- previous year for independent retailers, national retailers, hospitality venues and hotels. If you are willing to help us with this and also if you are interested in becoming involved in the performance monitoring working group please contact the Stratforward office. Many thanks."

- Karen Wild. BID Manager

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TOWN CENTRE - PERFORMANCE DATA

There was a significant increase in footfall on Sunday 6th March of 8% on the previous week, we anticipate that the weekend figures will continue to grow over the coming weeks as we approach the spring/summer season. Overall for the week footfall was slighting down, minus 2% on the previous week with Wednesday and Thursday showing the largest drops, undoubtedly weather related.

As the cumulative number of WiFi users continues to grow we are able to pull out more meaningful data. 28% of WiFi users are repeat users whilst 72% are new to the service. 56% of people have logged on to the system via social media whilst 44% have completed the registration form. WiFi users have come from a variety of locations and although currently the most popular home location of users is Stratford, we have seen visitors from London, Birmingham, Cheltenham, Kenilworth and even as far away as Brazil.

Of the 85 people that logged into WiFi on Saturday 12th, 80% used the service for up to 30 minutes, 11% were logged on and accessing the internet for up to an hour, 5% were online for up to 2 hours and 2% spent more than 2 hours online. As we approach the summer season we anticipate that users will spend more and more time online as they sit outside and hopefully enjoy the sunshine!

We need your help! We would like to be able to report sales figures +/- previous year for independent retailers, national retailers, hospitality venues and hotels. If you are willing to help us with this and also if you are interested in becoming involved in the performance monitoring working group please contact the Stratforward office. Many thanks.

DAY	UNIQUE VISITORS	+/- Prior Week
SUNDAY 6th MARCH	16744	+ 8%
MONDAY 7th MARCH	17,335	+ 1%
TUESDAY 8th MARCH	17,143	- 3%
WEDNESDAY 9th MARCH	16,478	- 6%
THURSDAY 10th MARCH	17,631	- 6%
FRIDAY 11th MARCH	20,033	- 4%
SATURDAY 12th MARCH	23,355	- 3%

	Totals	+/- Prior
Weekly Total	128,719	- 2%
Average Duration of visit	44 mins	=
Percentage New to repeat visitors	13% New	- 1%
	87% Repeat	+ 1%
Busiest Time of Day	12 noon - 4pm	

BBC Countryfile - Sheep Driving on Sheep Street - Tuesday 5th April

There will be a one hour road closure on Sheep Street on Tuesday 5th April as BBC's Countryfile recreate the scene of sheep being driven down Sheep Street. The event is linked to a Shakespeare special that is being filmed in Stratford. Filming will take approximately an hour between 2.30pm and 3.30pm and people with dogs are being reminded to keep them on a lead. The sheep are being supplied and marshalled by Mary Arden's Farm.

Reminders!

Email Addresses - Please ensure you contact the Stratforward office to provide us with the best email address and point of contact for your business.

Project Griffin Workshops - 6th April at Stratford Town Hall, 10am – 12 noon and an afternoon session, 1pm – 3pm. If you would like to attend one of these sessions please contact the Stratforward office to book your place, many thanks.

Festival of Motoring - Artwork deadline for the Festival of Motoring Brochure is Thursday 24th March.

Stratforward Board - Directors Representing Business Sectors

Following the restructuring of the Stratforward BID Board in September 2014 each Director on the Strategic Board now represents one of the numerous business and other sectors that make up the BID membership. Directors are also responsible for chairing all the working groups charged with the delivery of the BID2 Business Plan. The only exception is the Town Transport Group for which Stratforward was one of the founding members, this group elects its own Chair.

Strategic Board

Sara Aspley, Commercial Director RSC (Chair) - Arts Organisation Representative (Chair Performance Monitoring WG)

Jason Mayglothling, General Manager Falcon Hotel (Vice Chair) - Hotelier representative

Mark Bullock, Partner Murphy Salisbury (Treasurer) - Business/professions representative

Flair Gougoulia, El Greco - Hospitality sector representative (Chair PR & Marketing WG)

Alex Coley, Store Manager M & S - National retailer representative (Chair Security WG)

Claire Wright, Director, Gemini - Independent business/retailer sector (Chair Member Benefits WG)

Large Employer/NHS - Board seat currently vacant, interested parties should contact the Stratforward Office

Philippa Rawlinson, Director of Operations & Marketing, Shakespeare Birthplace Trust - Tourism representative

Helen Munro, Chief Executive Town Trust - Property owner representative (Chair Inward Investment WG)

Cllr Kate Rolfe - Warwickshire County Council representative (Chair Events WG)

Cllr Dave Riches - Stratford District Council representative

Cllr Ian Fradgley - Stratford Town Council representative

All Board members can be contacted via the Stratforward office.

Last Chance To Book Your Place!

Become a Dementia Friend

This is a final call to anyone interested in training for either themselves or their staff in becoming a dementia friend; the dementia friend's information session takes place today, Tuesday 15th March from 5.30 until 6.30 at Elizabeth House, Church Street, Stratford. This is a free session and places are limited so please contact the BID office if you would like to attend.

Celebrate Shakespeare Brochure

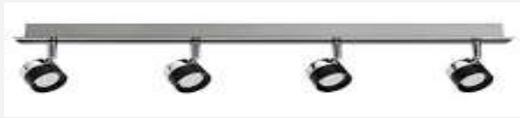
The brochure produced by Stratforward to promote the special 400 Shakespeare Anniversary year is now being distributed around town in addition to having been circulated to TIC's/VIC's and hotels around the country.

If you would like to stock this free brochure that contains event listings plus lots of useful information please contact the Stratforward office.

Busking - Log Sheets

As we approach the Easter holidays and our town centre starts to see an increase in visitor numbers we anticipate that the numbers of buskers performing in the town will rise. As mentioned in issue 2 of this newsletter we are working with the District Council and the Police to look at what measures can be put in place to make the current voluntary busking code of practice enforceable; in order to do this we require evidence to support an application for formal controls to be introduced. Log sheets are being distributed by the Town Hosts and we urge businesses to ensure they log all incidents. Should you require a new log sheet please contact the Stratforward office or ask a Town Host - Many thanks!

BID Member Spotlight



McKechnies

McKechnies independent tea and coffee bar is just about to enter its 10th year of trading. Located in Rother Street, opposite the Stratford Arts House the owners have found it to be a great location, enjoying predominantly local trade they also have close links with the other businesses on the street.

Since opening its doors in March 2007, McKechnies have won various awards including Best Coffee House in the Coventry & Warwickshire Food and Drink Awards and a Gold Award from Netmums for our family friendly atmosphere. Bethan McKechnie said “We pride ourselves on the quality of our food and drink, using local suppliers wherever possible, and sourcing from the Farmers’ Market which is on our doorstep every other Saturday. We use Formula 6 coffee from artisan roaster Peter James in Ross-on-Wye and we really are convinced that it is the best espresso in the UK! We also have a wide range of loose-leaf teas to try, with Coconut Truffle White Tea proving particularly popular at the moment. “

Toby was a board member when the BID was first set up and McKechnies have remained strong supporters ever since. As a small independent businesses with no marketing, PR or events budgets, they see the BID as a crucial part of their support network and get involved with BID events wherever possible. Bethan said “The Food Festival Taste Trail and the Motor Festival have both proved to be fantastic events for us recently as were previous events like the Fringe and Arts Festivals where we showcased local artists, live music and book readings in the cafe.”

One of the best things about the café is that over the years it has developed a real community spirit – many customers have become friends with each other as well as with the staff – it is a bit like Cheers or Central Perk some days, the staff know everyone by name! There is a long-running book club, which meets on the first Sunday of the month (new members always welcome!) who seem to have a great time whenever they are in. The Café is also a popular destination for those with the same surname often popping in to introduce themselves. Over the years staff have met McKechnies from the United States, Australia, Canada, and, in smaller numbers, from Scotland!

“Owning McKechnies has been a great adventure and learning experience for us” said Bethan. “As well as working hard to establish and build our business over the past decade, Toby and I have also managed to have 2 children who now think all families have leftover croissants for breakfast every day. Thankfully they are both in school now, which is making things a little easier for us!”

If you have never been in, please call in and see what’s on offer – BID members get 10% off food 😊

TO BE FEATURED IN THE BID MEMBER SPOTLIGHT PLEASE CONTACT THE STRATFORWARD OFFICE

Welcome to the tenth edition of our regular e-news bulletin. The BID member e-newsletter is circulated every Tuesday to ensure that you are kept fully updated about the work of Stratforward, opportunities available to BID members together with information about matters that affect the town centre and 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.

Stratforward improving business in Stratford-upon-Avon town centre

Contact Us

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

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