

BUSINESS NEWS

Stratforward Newsletter

Issue 5 - 9 February 2016



BID Members Take Centre Stage at the Pride of Stratford Awards!

BID members took centre stage on Friday 5th February at the annual Touch FM Pride of Stratford Awards with three of our members winning the categories in which they were nominated and two town centre organisations also winning awards. Huge congratulations to:-

Town Centre Business of the Year – ShoeMed Ltd

Business of the Year – Matthew Curtis

Customer Care Award – The One Elm

Team of the Year – The Attic Theatre

Arts Organisation of the Year – Tread the Boards

We are delighted that our Stratford River Festival won Tourism Initiative of the Year and our thanks go out to our Events Manager, Ruth, all the team at Stratforward and our event partners and volunteers, all of whom work incredibly hard to deliver this huge event!

Additionally thank you to all of you as BID members for your support, particularly as for this coming year more than 30 BID members are involved in the event with all bar concessions expected to be delivered by BID businesses. A quick reminder that the deadline for applications is 1st April for traders and for bar concessions 17th March.

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- Karen Wild BID Manager

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Shout About Your Achievements – Independent Shop Awards 2016

Nadhim Zahawi MP has recently launched his Independent Shop Awards for 2016 and this is the perfect platform for our many and wonderful independent BID businesses to showcase their offer, gain the recognition they justly deserve and boost their businesses. There are 5 categories that are relevant to town centre businesses; best shop, café, restaurant, hotel or B & B and best pub. Businesses can either nominate themselves or be nominated by their customers and the categories will be judged for customer service, quality of product, locally sourced produce and shop front appearance. Nominations close on 18th March with the awards ceremony scheduled to take place in April. For more information and to enter visit www.independentshopawards.co.uk. **It's time to shout about the wonderful independent businesses we have in our town centre!**

Tourism & Hospitality World of Work Week

At the recent Tourism Forum in January, Chris Steadman, General Manager of The Stratford Hotel / Stratford Manor and the Skills lead for the Destination Management Plan, spoke about the Tourism & Hospitality World of Work Week (7th – 11th March 2016).

This week of work-related activity will provide local students and teachers with a real taste of the types of jobs and career paths available in the sectors through a lively menu of demonstrations, visits and **'have a go' activities led by businesses**. Warwickshire County Council would welcome involvement from all businesses working within these broad sectors and aim to offer tasters of a wide range of occupations including event planning and management, graphic design, customer service, ICT, marketing and website design, in addition to catering and hospitality roles.

School/ college travel and staff costs for engaging in the week will be covered by Warwickshire County Council's *Skills for Employment* programme. To date, O Hotels, Lovely Pubs Group, Arden Hotel and Mallory Court Hotel have signed up to offer activity.

To get involved, businesses simply need to complete a brief template stating the activity they will offer, which day and time it will take place, how many students can participate, and the age of student it is for. Completed templates are required by 5pm 10th February 2016, Warwickshire County Council will promote the offer to schools and colleges, and manage all bookings to minimise the work for any businesses taking part.

If you have any questions about this or wish to discuss your offer or obtain the template, please contact Glenn Robinson, Skills for Employment Programme Manager at Warwickshire County Council directly on 01926 418027 or email glennrobinson@warwickshire.gov.uk

Old Toll House Restoration Project – Public Consultation

Stratford Historic Buildings Trust will be running three public consultation sessions on the Old Toll House restoration project next week. The sessions will take place at Cox's Yard between 10am and 12noon on:

Wednesday 10 February, Thursday 11 February and Saturday 13 February

The sessions will provide the Trust with an opportunity to update local residents and visitors on the scope and progress of the project, but just as importantly get people's feedback and ideas for how best to tell the story of the building and the once busy industrial area that surrounded it.

The Trust is also keen to engage people with the project through heritage trails, talks, 'behind the scenes' tours and volunteering opportunities.

The Old Toll House, located on Clopton Bridge in Stratford-upon-Avon, was built just over 200 years ago in 1814. With its crenelated roofline and gothic windows it is a familiar local landmark and an extremely important Grade I listed building. However, over the last 30 years it has fallen into serious disrepair and has been included on Historic England's Register of Buildings at Risk.

The restoration project will preserve the historic fabric of the building and provide it with a new use as office space at ground floor and mezzanine level. In addition, the project will include the creation of an exhibition about the history of the building in the basement area.

Roger Davis, SHBT trustee said 'We are delighted that the project has now got to the stage where we can shout about it a bit more to the people of Stratford. But we also want to hear the views and ideas of local people to ensure the maximum amount of public interest and community involvement. Whilst the restoration of the Toll House building is our main objective, the other important element of the project is to share with people the little known story of how the Bancroft/Bridgefoot area was once the industrial hub of the town.'

The project has attracted significant grants from Historic England and the Heritage Lottery Fund, as well as smaller awards from the Architectural Heritage Fund, The Pilgrim Trust and a number of other trusts and charities.



Photo from Stratford Society



BID Member Spotlight

Edinburgh Woollen Mill—Grand Opening 19th February

Edinburgh Woollen Mill initially opened its doors in Stratford-upon-Avon in 1994 and now 22 years later will be holding a grand opening ceremony for its new and improved store on Bridge Street on 19th February. Stratford-upon-Avon's Lady Mayor will cut the ribbon at 11am and visitors can enter a competition, Spot the Scotty Dog envelopes containing gift cards and the lucky first 200 customers will receive a goody bag each.

Levie Carter, now in her 18th year as Manager, is understandably excited and despite 40 years in fashion retail management her enthusiasm is undiminished and contagious, she said "I enjoy my work so much and have absolutely no plans for retirement, I'm very excited about the launch and am delighted that the Lady Mayor has agreed to come along and cut the ribbon". Levie has raised £16,000 from her twice yearly fashion shows in aid of charity and the forthcoming one in May will support a local charity. Prior to taking up her post as manager of EWM 18 years ago, Levie opened the Country Casuals shop in Bards Walk and prior to that was a store manager for both Jaeger and Viyella. Come along on 19th and support your fellow BID member, you never know you could be a lucky winner!



Karen Wild BID Manager

Contact Us

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

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Welcome to the fifth 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 and 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