

# BUSINESS NEWS

Stratforward Newsletter

Issue 8: 1 March 2016

## Stratforward News

Today is 1 March and the official start of Spring - the sun is even trying to shine through the rain clouds as I write this! As Spring represents the start of new life and fresh beginnings it seems only fitting that today I announce that I am leaving Stratforward to take up a new post. I start as Chief Executive of Basingstoke BID on 1 April. Being a brand new BID this marks a particularly exciting chapter in my professional career.

I would like to thank you all for the tremendous support I have received since arriving in this beautiful town nearly two years ago. I will take away with me so many very fond memories of Stratford and the many wonderful people I have been fortunate enough to work with.

I wish all the team here, the Stratforward Board, my successor and all of you the best for this very special year for Stratford and beyond.

*Sara Aspley, Chair of Stratforward BID Board said : "Karen has worked tirelessly throughout her time in Stratford, using her many years of experience in the retail and town management sectors, to tackle the ongoing pressures faced by our town centres and high streets.*

*Projects such as town-wide wi fi, the BID Card, Geo Tasking, the Greenhill Street initiative and the new-look Bardwatch scheme simply would not have happened without her. She has also overseen the further expansion of our wonderful events programme - with our award winning River Festival, Motor Festival and Food Festival - all going from strength to strength attracting tens of thousands of visitors to the town.*

*"We wish her all the best in her new role"*

*"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 please contact the Stratforward office. Many thanks!"*

- Karen Wild. BID Manager

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## TOWN CENTRE - PERFORMANCE DATA

The wifi tracker access points are now fully operational and we are now able to provide daily footfall figures, information about the average duration of stay plus a number of other valuable insights into the performance of the town centre. The tracker access points count everyone who has a wifi enabled phone, even if they have not logged into and accessed free wifi. Although obviously not every visitor to the town centre will have a smart phone with wifi turned on, the most recent national estimate of the percentage of the population that have smart phones is 86%, the figures therefore will provide a good indication of visitor numbers particularly as people will only be counted once due to their unique phone id's. Due to the way the system counts visitors we can clearly see how long on average people spend in the town centre. The advantage of this system over basic footfall counters is that the area monitored is much wider and as previously mentioned visitors can only be counted once.

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 please contact the Stratforward office. Many thanks.

DAY	UNIQUE VISITORS
SUNDAY 21st FEBRUARY	14,811
MONDAY 22nd FEBRUARY	16,328
TUESDAY 23rd FEBRUARY	17,522
WEDNESDAY 24th FEBRUARY	18,268
THURSDAY 25th FEBRUARY	19,229
FRIDAY 26th FEBRUARY	20,021
SATURDAY 27th FEBRUARY	20,410

Weekly Total	145,287
Average Duration of visit	46 minutes
Percentage New to repeat visitors	18% New 82% Repeat
Busiest Time of Day	11am - 4pm

### Reminders!

**Fashion Show** - Would you like to tempt up to 280 ladies who lunch with a selection of nibbles from your restaurant, café or catering business? We are looking for a BID member to get involved and provide some free nibbles at the Fashion Show on 16th March. This is a perfect opportunity to showcase your business and attract new customers. Please contact Tor at the Stratforward office for more information or email her on [tor@stratforward.co.uk](mailto:tor@stratforward.co.uk)

**River Festival** - The deadline for businesses interested in bidding for one of the Bars at this year's River Festival on 2<sup>nd</sup> and 3<sup>rd</sup> July is 14<sup>th</sup> March. Please contact Ruth Wood, Stratforward Events Manager for details.

**Become a Dementia Friend** - Don't forget to contact us to book yourself and your staff into the dementia friend's information session on Tuesday 15<sup>th</sup> 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.

**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** - 6<sup>th</sup> 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.

# STRATFORD CANCER & EYE HOSPITAL APPEAL GOLF DAY - 12 APRIL 2016

As the fundraising for the new Stratford Cancer & Eye Hospital Appeal continues there is a call going out to all keen golfers out there to sign up to a special golf day. The Welcombe Hotel, Spa & Golf Club are hosting a charity golf day, in aid of the appeal.

The cost is £300 for a team of 4 people which includes a bacon roll in the morning and a two course meal in the dining room at 4.00pm.

There will be lots of competitions on the day including nearest the pin and the drive nearest to the line.

For more information about the event, including sponsorship opportunities, please contact Ali Gray - Fundraising Manager on

01926 495321 ext 8049 Email [ali.gray@swft.nhs.uk](mailto:ali.gray@swft.nhs.uk)



The form is titled "STRATFORD CANCER & EYE HOSPITAL APPEAL GOLF DAY" and includes logos for Stratford Cancer & Eye Hospital Appeal and South Warwickshire NHS Foundation Trust. It specifies the event date as Tuesday 12th April 2016, from 9.30am to 5.00pm, at The Welcombe Hotel, Spa & Golf Club. The form contains sections for team details, sponsorship options, and contact information.

**Stratford Cancer & Eye Hospital Appeal**

**South Warwickshire NHS Foundation Trust**

## STRATFORD CANCER & EYE HOSPITAL APPEAL GOLF DAY

Tuesday 12th April 2016  
9.30am – 5.00pm  
The Welcombe Hotel, Spa & Golf Club  
**ENTRY FORM**

**TEAM NAME:** \_\_\_\_\_

TEAM MEMBERS:	HANDICAP
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____

Cost per person £75 (£300 per team)

**FORMAT:**  
AM - AM – Four Ball - Stableford, best two net scores to count.  
Played off Men's and Ladies' Stroke Index

**SPONSORSHIP:**  
We are looking for sponsors for the following. If you are able to sponsor any of the following then please indicate below. If you sponsor a hole you will be able to display any advertising hoardings on the hole you have sponsored.

	£	Tick a Box
Sponsorship of a hole:	£200	<input type="checkbox"/>
Nearest the Pin - Prize (6th Hole)	£100	<input type="checkbox"/>
Nearest the Pin 2nd Shot - Prize (12th Hole)	£100	<input type="checkbox"/>
Nearest the Line - Prize (16th Hole)	£100	<input type="checkbox"/>

**Contact Name and Address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Telephone Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

Confirmation of entry and Tee Times will be sent to you nearer the date.  
Cheques should be made payable to: Stratford Hospital Appeal and sent to:  
Fundraising Department, Warwick Hospital, Lakin Road, Warwick, CV34 5BW

## BID Member Spotlight



### Mail Boxes Etc.



The Stratford-upon-Avon franchise of Mail Boxes Etc. (also known as MBE) was opened two and a half years ago by brothers Cynneth and Luke Bonanos at 12a Greenhill Street. Mail Boxes Etc. are the only nationwide provider of worldwide express package delivery, mailbox rental, full litho and digital

print copy services – all under one roof as well as a brand new “Click & Collect” service for online shoppers.

Although Cynneth has a background in architectural technology the recession made it difficult for him to find work in the industry; having worked within a Mail Box branch doing artwork and design he recognised the potential and decided, in conjunction with his brother, to open the franchise. Cynneth said “We pride ourselves on making business easier within the local community and our service can be tailored to anyone, from students, full time professionals and those who just need a one off mailing service.”

Cynneth has a keen interest in vegetable gardening, food in general and walking. He’s now taken his passion for food to another level and started an online business with his mother, selling healthy, natural foods and snacks. He will be developing this new business alongside MBE and obviously will be taking full advantage of the shipping and postage services on offer.

Whether you're looking for worldwide parcel delivery, courier or postal services; print and copy; mailbox rental or a virtual office package, or now Click and Collect facilities – MBE has it all!

Welcome to the eighth 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.

## Contact Us

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

**Stratforward**  
10-11 Sheep Street  
Stratford-upon-Avon  
CV37 6EF

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Events  
01789 299011

Town Host  
01789 268291  
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Visit us on the web at  
[www.stratforward.co.uk](http://www.stratforward.co.uk)



Karen Wild BID Manager