

BUSINESS NEWS

Stratforward Newsletter

Issue 11: 22 March 2016



STRATFORD SHOPS STRUT THEIR STUFF FOR THE HOSPICE

Stratford shops have taken to the catwalk in aid of The Shakespeare Hospice. More than 20 local retailers took part in the 2016 Stratford Fashion Show at Stratford Artshouse and raised over £4,500 for the charity.

The sell-out event – hosted by Stratforward BID and compered by TV fashion guru John Scott – used more than 70 local amateur models to showcase clothes and accessories from national names including M&S, Debenhams and BHS as well as loads of local independent favourites such as Domino, New Idle, VH & Co and Gemini.

Event organiser, Tor Wilkes from Stratforward, said: "It really was an incredible night for all involved. The stage rocked all evening as many of Stratford's leading retailers wowed the audience with their season favourites. The entertaining evening and marvelous monies raised were testament to the incredible generosity of the local models, shops, stylists and audience."

Clothes from the hospice's own shop in town and from Stratford's Cancer Research shop were given the catwalk treatment to prove fashion can be done on a budget. Some of the other models had taken matters into their own hands and took to the stage in clothes they had made from local sewing emporium Sew Me Something's sewing patterns and workshops.

Hair and make-up were provided by an army of volunteers – headed by celebrity hair stylist team from Matthew Curtis. Beauty salon Gorgeous Obsession used the show to officially launch their competition to find the Face of Stratford 2016 and show their dramatic new makeup range. The finale saw local brides reliving their wedding days by donning the wedding gowns they had bought from local bridal shop Shakespeare in Love. Their hair was styled by ENV Salon.

"Please encourage your customers to sign up to GeoTask and download the free app (available for both android and i-phones). Consumer panel members are rewarded with weekly and monthly prizes, joining rewards and also for completing surveys; the data we are able to obtain will become more and more meaningful the larger the consumer panel becomes."

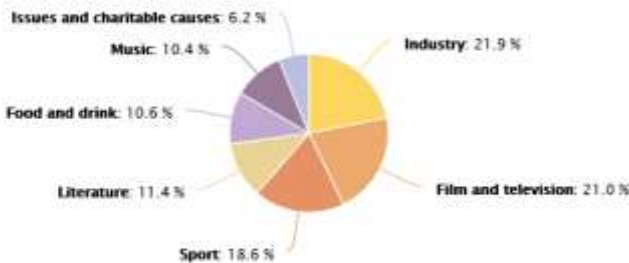
- Karen Wild. BID Manager

In This Issue

- Stratford Fashion Show
- Performance Monitoring
- Aviva Women's Tour
- Reminders
- GeoTask results
- BID Member Spotlight

TOWN CENTRE - PERFORMANCE DATA

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!

This chart provides information about the interests of WiFi users that have signed in via social media. This data can be broken down further to provide information about the genre of film etc. that WiFi users are interested in; similarly each category can be filtered down to specific interests.

WiFi users during the last week were predominantly from Stratford with the majority being male. We had international visitors log on from France, Bulgaria and Canada. The busiest day for people logging into WiFi was Wednesday 16th March.

In the last week 55% of WiFi users logged in via social media with 45% submitting a registration form.

DAY	UNIQUE VISITORS	+/- Prior Week
SUNDAY 13th MARCH	16,889	+ 1%
MONDAY 14th MARCH	17,408	=
TUESDAY 15th MARCH	18,886	+ 10%
WEDNESDAY 16th MARCH	18,335	+ 11%
THURSDAY 17th MARCH	15,580	- 12%
FRIDAY 18th MARCH	20,304	+ 1%
SATURDAY 19th MARCH	22,605	- 3%

	Totals	+/- Prior Week
Weekly Total	130,007	+ 1%
Average Duration of visit	43 mins	- 2%
Percentage New to repeat visitors	13% new	=
	87% repeat	=
Busiest Time of Day	11am - 4pm	

Aviva Women's Tour—16th June 2016

Stratford town centre will be hosting the stage 2 finish line for the Aviva Women's Tour this summer; the second stage throughout Warwickshire is the longest stage of the Tour and our town centre will be playing host to the top women cyclists in the world along with the world's press. The finish line will be on Bridge Street although understandably with an event of this magnitude much of the town centre will be involved. There will be many ways that your business can make the most of this exciting opportunity and over the coming weeks we will be highlighting activities that you can engage with, eg, window dressing to a cycling theme, promotional and marketing activity etc. Watch this space!

Reminders!

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.



GeoTask is now fully up and running and we have access to our Place Dashboard which provides us with information about how individuals who have downloaded the GeoTask app move around the town centre, what venues are the most visited etc. This information is intended to help us as the BID and you as BID members to determine the effectiveness of marketing campaigns and the way in which any promotions influence members of the consumer panel's choices about what venues they visit etc.

We also have access to heat maps and location data that enable us to see where members of the consumer panel travel into Stratford from and where they go to after their visit. All the data is anonymous crowd data. We are able to make comparisons between time periods, for example between Sunday 6th and Saturday 12th March more people travelled to Stratford from the north west, the following week visitors tended to come from the south.

We will be providing data on a weekly basis of the most visited town centre venues, we are able to provide you with specific data about the visitor ranking of your business upon request. Within the next few weeks we will also be able to provide data about shopper location behaviour, this data will show us whether or not our consumer panel members are shopping/visiting in Stratford town centre, out of town or at another town. Please remember that this data is based upon a consumer panel, please encourage your customers to sign up to GeoTask and download the free app (available for both android and i-phones). Consumer panel members are rewarded with weekly and monthly prizes, joining rewards and also for completing surveys; the data we are able to obtain will become more and more meaningful the larger the consumer panel becomes. For more information visit: <http://www.indestinate.com/geotask/>

Dwell %	Rank	Previously	Change	Location	Category	Subcategory
13.21	1	29	↑ 28	Bessons	Food Establishment	Cafe or Coffee Shop
11.32	2	1	↓ 1	Hobsons Patisseries	Food Establishment	Bakery
9.43	3	39	↑ 36	Hanley Street Tea Room	Food Establishment	Cafe or Coffee Shop
9.43	4	41	↑ 37	Patisserie Valerie	Food Establishment	Cafe or Coffee Shop
9.43	5	26	↑ 21	Subway	Food Establishment	Take Away
9.43	6	43	↑ 37	The Food of Love	Food Establishment	Restaurant
9.43	7	27	↑ 20	Caffe Nero	Food Establishment	Cafe or Coffee Shop
7.55	8	4	↓ 4	Costa Coffee	Food Establishment	Cafe or Coffee Shop
5.66	9	7	↓ 2	Caffe Viveria	Food Establishment	Cafe or Coffee Shop
1.99	10	20	↑ 10	McDonalds	Food Establishment	Fast Food Restaurant

Dwell %	Rank	Previously	Change	Location	Category	Subcategory
7.69	1	55	↑ 54	Shuroppy	Store	Shoe Shop
6.58	2	60	↑ 78	The Works - Hanley Street	Store	Bookshop and Stationery
6.50	3	1	↓ 2	White Stuff	Store	Clothing Store
6.50	4	84	↑ 80	Nutcracker Christmas Shop	Store	Gift Store
5.48	5	4	↓ 1	Pandora	Store	Jewelry Store
5.48	6	11	↑ 5	Howards/H2 Jewellers	Store	Jewelry Store
5.48	7	42	↑ 35	Knights Fine Jewellery	Store	Jewelry Store
4.40	8	16	↑ 8	WH Smith	Store	Bookshop and Stationery
4.40	9	22	↑ 13	Accessories	Store	Clothing Store
4.40	10	15	↑ 5	Austin Reed Ltd	Store	Clothing Store

BID Member Spotlight



Shabby Chic Sister

Step through the door of Shabby Chic Sister in the Minories and you enter a boutique with a difference! An unmistakably mellow air pervades the elegant shop with its fascinating array of boutique clothing, jewellery, gifts and reconditioned furniture. The ethos is welcoming and relaxing reflecting exactly the mindset of owner Kate Harrison. Kate, from Alderminster,

spent years working long hours in the corporate world, slogging away in the telecoms industry, before deciding there was more to life than that. Exactly what that would be, she wasn't quite sure when she quit her high-pressure job. It transpired to be Shabby Chic Sister – her own small business. And the catalyst for its creation was....a table!

“When I left the corporate world, after years of working from 6am to 11pm and endless meetings and motorway miles, I wanted to change everything,” she recalls. “I decided to completely redecorate at home and was in a shop one day and saw a table which was nice but cost £300. Far too much. Then I went to a second-hand shop and saw a lovely little table for £30. I bought it, did a little bit of work on it and it soon looked much nicer than the £300 one.”

The idea – that a home can be attractively furnished without paying a fortune – was planted. No sooner had Kate set up a website, essentially as a hobby, than Vogue magazine was in touch to write a feature about it. Warwickshire Life devoted two pages to it. So positive was the feedback that Kate decided to get serious and open a shop. Two years on, Shabby Chic Sister is well-established and helping turn the Minories into a hidden gem of Stratford town centre shopping.

“After years of dealing with demanding high-powered people, running the shop is a joy,” said Kate, whose constant companion in Shabby Chic Sister is Albert, a rescue dog whose lovely nature could have been made for the environment. “The shop happened almost by accident really, I just stumbled across something that really struck a chord with people – basically that elegance does not have to cost a lot.”

The shop has evolved into a clothes boutique because having struggled to find clothes that were easy to wear and could be dressed up or down, be different but without being expensive, Kate decided that there were probably many women who felt the same way. Having found a range on holiday Kate tracked it down and now stocks it. Stocking primarily French and Italian collections Shabby Chic Sister showcases clothes that are easy to wear, comfortable and yet elegant and all up to a size 22. Fabulous jewellery is on hand to dress up an outfit from day to evening.

With the new summer collections arriving soon Kate is looking forward to showing her customers a wide range of linens and floaty tops to keep them cool and stylish on hot summer days and nights.

Kate sums up her feelings perfectly “It’s a totally different world to the one I was in for so long. And I love it.”

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

Welcome to the eleventh 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

Main Line

01789 292718

Events

01789 299011

Town Host

01789 268291

07879 361735

info@stratforward.co.uk

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



Karen Wild BID Manager