

BUSINESS NEWS

Stratforward Newsletter

Issue 12: 29 March 2016



Stratford-upon-Avon Wins Monopoly Game Rights

Stratford Monopoly will go on sale in October! Our beautiful town beat its four closest rivals to the honour. Shrewsbury, Leamington Spa, Warwick and Gloucester were all in the running and ultimately



Stratford pipped Shrewsbury to the post by just 1% of the vote. It seems fitting that in this special anniversary year that Stratford's historic landmarks, world renowned visitor attractions and famous streets should be commemorated in this way. As two iconic brands this is a perfect partnership and will raise the profile of Stratford even further and hopefully attract new visitors, as we all know every pound spent in Stratford is vital to support the town centre economy and you all as BID members.

Locals and businesses have a unique opportunity to nominate historic landmarks, buildings and streets that they would like to see included on the world famous monopoly board. 22 places are there to be filled and Winning Moves UK would like to hear from you all with information about where and what epitomises Stratford. There is also the opportunity to suggest new playing pieces.

To vote with your suggestions for locations and playing pieces email - Stratford@winningmoves.co.uk

"As this is my last newsletter before I leave I would like to take this opportunity to thank you all for your support over the past two years and wish you good health, prosperity and all the best for the future! Sara Aspley, Chair of Stratforward BID Board will be writing these newsletters until an appointment has been made."

- Karen Wild. BID Manager

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TOWN CENTRE - PERFORMANCE DATA

Due to the Easter bank holiday it is not possible to provide the footfall and performance data this week, the edition of this bulletin on 5th April will include 2 weeks worth of 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.



Boston Tea Party Opens on Henley Street

Invited guests were treated to a sneak preview of Boston Tea Party on 23rd March. Laura pictured here tempted us with delicious samples of the fare that will be available when they officially open at 7am on 26th March, needless to say Tor and I went back for more! Manager Dee and her team are understandably excited about the official opening and St. Gregory's Hall has been transformed. This family owned café chain that specialises in producing feel good food and drink freshly made on site every day using ethically sourced ingredients is a welcome addition to our town centre. Pop along and meet the friendly and welcoming team and don't forget to pick up a loyalty card.



Stratforward Quarterly Networking Event—Tues 19th April—12.30pm

The second of our recently introduced networking events will take place on Tuesday 19th April at the Falcon Hotel on Chapel Street. Due to the popularity of the lunch time event in January we have decided to hold the second event from 12.30 until 2pm, obviously we understand that not everyone will be able to stay until the end but we will ensure that important information and briefings are provided at the start.

Please take advantage of this opportunity to meet with fellow BID members and hear first hand about activities taking place in the town centre, opportunities to promote your business and services provided by Stratforward. The team look forward to seeing you there.

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.

Networking Event - Don't miss our networking event on Tuesday 19th April, 12.30pm, The Falcon Hotel.



Here is the second update from our GeoTask dashboard, providing you with information about the businesses visited the most often by members of our consumer panel in the past week, consumer panel members have downloaded the GeoTask app. We have selected three categories this week, retail, food establishments and medical/medical retail. We hope that this data will assist you with measuring the effectiveness of your marketing activity.

Top 10 Retail

Dwell %	Rank	Location	Category	Subcategory
2.40	1	White Stuff	Store	Clothing Store
1.99	2	Pandora	Store	Jewellery Store
1.81	3	Jones Bootmaker	Store	Shoe Shop
1.81	4	Howards/H2 Jewellers	Store	Jewellery Store
1.70	5	WH Smith	Store	Bookshop and Stationary
1.70	6	Austin Reed Ltd	Store	Clothing Store
1.70	7	Robert Dyas	Store	Hardware Store
1.64	8	Vodafone Limited	Store	Mobile Phone Store
1.64	9	Accessorize	Store	Clothing Store
1.58	10	Blacks Outdoors	Store	Clothing Store

Top 10 Medical/Medical Retail

Dwell %	Rank	Location	Category	Subcategory
18.37	1	Vision Express Opticians	Medical Organisation	Optician
14.97	2	Superdrug	Medical Organisation	Pharmacy
12.93	3	Wells Pharmacy	Medical Organisation	Pharmacy
12.24	4	Boots The Chemist	Medical Organisation	Pharmacy
12.24	5	Grey's Optician	Medical Organisation	Optician
9.52	6	Boots Opticians	Medical Organisation	Optician
6.80	7	Specsavers Optical Superstores Ltd	Medical Organisation	Optician
4.76	8	Zeiss Opticians UK	Medical Organisation	Optician
4.76	9	Walford and Round Opticians	Medical Organisation	Optician
2.04	10	Boots	Medical Organisation	Pharmacy

Top 10 Food Establishments

Dwell %	Rank	Location	Category	Subcategory
4.51	1	Hobsons Patisseries	Food Establishment	Bakery
3.61	2	Costa Coffee	Food Establishment	Cafe or Coffee Shop
3.39	3	Caffe Vineria	Food Establishment	Cafe or Coffee Shop
3.05	4	Starbucks	Food Establishment	Cafe or Coffee Shop
3.05	5	Loxleys Restaurant	Food Establishment	Restaurant
2.93	6	The Vintner Restauant	Food Establishment	Restaurant
2.37	7	Balti Kitchen	Food Establishment	Restaurant
2.37	8	Bensons	Food Establishment	Café or Coffee Shop
2.37	9	Hathaway Tea Room	Food Establishment	Cafe or Coffee Shop

BID Member Spotlight



Walford & Round | Opticians Optometrists Est. 1927

Walford & Round, 25 Sheep Street, are a family run firm of Opticians, established in 1927. From the original practice in Banbury, the company has expanded to have opticians in Brackley, Coventry, Shipston On Stour, Solihull and Stratford Upon Avon.

To ensure that the glasses they supply are always manufactured to the highest standards, the company also operates its own glazing laboratory in the village of Adderbury. Each practice offers a comprehensive eyecare service including eye examinations, contact lens fitting & aftercare, industrial and occupational vision screening as well as home visits. In most cases the optometrist will be responsible for every aspect of a customer's eyecare, from the initial examination through to frame selection and final adjustments when glasses are collected. From the 27th June until 3rd July Walford & Round will be supporting Macular Awareness Week with activities within the practice.



Exclusive Invitation - Open Day - 1st April

Walford & Round - Stratford - have great pleasure in hosting their 2nd open day on 1st April. Featuring a unique opportunity to view the complete collection of glasses from Silhouette Eyewear, including the new ranges. This is a brand that we have worked with for many years, and we have always been impressed by the quality of workmanship and range of styles on offer.

While choosing your new frames, you will be able to enjoy a complimentary colour consultation from Cathy Skinner, who specialises in advice on colour, makeup and style. Join us for complimentary drinks and nibbles and you will receive a £50 discount on all complete pairs of Silhouette glasses purchased on the day.

Varifocal wearers can also benefit from the first chance to try the virtual reality simulator from Essilor, which shows the advantages offered by the latest in varifocal design. The event will run from **2pm – 7pm on Friday 1st April** – please feel free to bring a friend. To book your appointment please call or email us.

Telephone: **01789 205 941** Email: **avn@walford-and-round.co.uk**
Walford & Round, 25 Sheep Street, Stratford-upon-Avon, CV37 6EF

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

Welcome to the twelfth 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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