

# BUSINESS NEWS

Stratforward Newsletter

Issue 14 - 12 April 2016

STRATFORD BUSINESS BRIEFING - TUESDAY 19 APRIL  
FALCON HOTEL, CHAPEL STREET 12.30 - 2PM

All Stratford businesses are being invited to a briefing about forthcoming major events in the town - including the Shakespeare Celebrations - next Tuesday

The event will take place at The Falcon Hotel between 12.30 and 2pm.

Full details of the impact on the town of the celebrations, which take place the following weekend (23/24 April), will be outlined - including road closures, parade routes, details of the activities and entertainment being offered around town over the two days. Key stakeholders including Stratford Town Council, Stratford District Council, The Shakespeare Birthplace Trust and the RSC will all be in attendance to assist with queries.

Sara Aspley, Chair of Stratforward said: "The Shakespeare Celebrations is the biggest single event in Stratford's annual calendar of events attracting of thousands of visitors from all over the world. However, this year with it being the 400th anniversary of Shakespeare's death it will mean not only more visitors than ever but the world's media spotlight being on the town for 48 hours.

"Being such a special year certain aspects of the weekend are different and it is vital that all businesses in the town are aware of exactly what is happening when and where over the two days.

"I would urge every business in town to send at least one member of staff to this event so they can brief their staff, customers and delivery companies accordingly."

And it will not just be the Shakespeare Celebrations under the microscope. Full details of the Stratford Motoring Festival (the weekend after), The River Festival (July) and other high impact events such as the Aviva Cycle Tour (June) will be outlined.

Stratforward Quarterly Business Briefing Timetable

12.30 – Networking session

13.00 – Welcome from Stratforward chair Sara Aspley

13.05 – Shakespeare Celebrations (April 23 & 24)  
and what they mean for your business

13.20 – Festival of Motoring (May 1 and 2)

13.25 – River Festival (July 2 and 3)

13.30 – Updates on other events in Stratford over the coming months

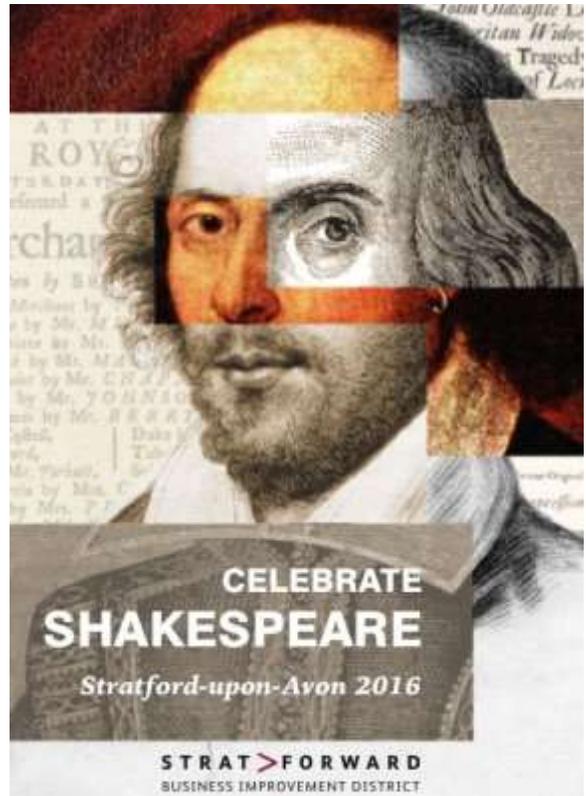
13.35 – Aviva Cycle Tour (June 16)

13.40 – Update on other Stratforward projects including the free town-wide Wi-Fi and Geo tasking

13.45 – Close and the chance for further networking

14.00 – Ends

Please email Sandi - sandi@stratforward.co.uk to reserve a place.



## In This Issue

- Business Briefing
- New Town Signage
- Sheep in Sheep Street
- Diary Dates
- Performance Data
- BID Member Spotlight

## NEW TOWN SIGNAGE INSTALLED

Community arts and culture in Stratford are to be put firmly on the map thanks to a major new town signage scheme that will see three prominent information areas installed around the town thanks to a £15,000 grant from Warwickshire County Council's Operation Footfall initiative.

The first two of these stylish monoliths – which complement the design of existing town map signs – have this week been installed on the Recreation Ground by the Boat House and outside the Tourism Information Centre.

And they are already in use with our amazing poster for next month's Stratford Festival of Motoring taking pride of place.

Other organisations behind the project include Stratford Literary Festival, Stratford Music Festival, Stratford River Festival, Stratford Town Centre Food Festival, The Bear Pit Theatre, The Attic Theatre, The Picture House Cinema and Stratford ArtsHouse. All will be displaying their publicity posters at the sites over the next few months.

The motivation behind the project was to find a means for local arts organisations, many with low marketing budgets, to tell the public about their activities, a need that has become more challenging now that banner signage in Stratford has been restricted.

Annie Ashworth, Director of the Stratford Literary Festival explained: 'There is a good amount of signage in Stratford directing people to our world famous attractions like the RST and Shakespeare Properties, but not a great deal of opportunity for the fantastic number of cultural events this town offers to promote themselves to local people and tourists.'

"The Operation Footfall grant has meant that we can put up good looking signage at key footfall areas, which will draw attention to the really extensive offering of cultural events and festivals that go on in Stratford throughout the year."

Ruth Wood, Events Manager at Stratforward which organises the Festival of Motoring, Stratford River Festival and Stratford Town Centre Food Festival each year, said: "All the organisations who have come together in this project work tirelessly each year to run programmes and events that make Stratford the wonderful place it is to live and visit, with a huge and diverse arts and cultural offering.

"But more than this, all the stakeholders involved know that this offering brings people into our amazing town and helps boost the local economy. The more people we can bring into town, the longer we can encourage them to stay here and the more the local economy can grow."

The poster for the Stratford Festival of Motoring is titled 'Free Street STRATFORD FESTIVAL OF MOTORING' and is 'PROUDLY SPONSORED BY LISTERS'. It announces the event dates as 'SUNDAY 1<sup>ST</sup> & BANK HOLIDAY MONDAY 2<sup>ND</sup> MAY 2016'. The event is open from 9.30am - 5pm on both days. A cavalcade in the town centre is scheduled for 1pm on both days. The event is a 'FREE EVENT IN STRATFORD UPON AVON TOWN CENTRE FOR MOTOR ENTHUSIASTS AND FAMILIES'. It features 'LIVE MUSIC & ENTERTAINMENT', 'VIP GUEST QUENTIN WILLSON', a 'FAMILY AREA', and 'PRIZES ON MONDAY AT 3PM'. Other attractions include 'SUPERCARS, CLASSIC CARS & MUCH MORE'. A circular badge says 'ENTER YOUR CAR AT WEBSITE BELOW'. The website is [www.StratfordFestivalofMotoring.co.uk](http://www.StratfordFestivalofMotoring.co.uk) and the Facebook page is [www.facebook.com/StratfordUponAvonFestivalofMotoring](https://www.facebook.com/StratfordUponAvonFestivalofMotoring). The event is organized by 'STRATFORWARD'.

## SHEEP IN SHEEP STREET

Hundreds of fascinated onlookers watched as a flock of sheep gave a TV crew the runaround as they filmed a special edition of BBC's Countryfile. Presenter Adam Henson had planned to herd the animals down Sheep Street towards Bancroft Gardens for a feature to be broadcast in a Shakespeare-themed show on April 24.

But some of the sheep had other ideas with two of them running down the side of Lambs restaurant and others intent on doing their own thing once they got close to the river.

Shops and businesses in the road had been contacted by the production team. A leaflet distributed in Sheep Street said: "Marking 400 years since William Shakespeare's death, BBC Countryfile is reconnecting his home town with his family's trade in wool. To celebrate, we are bringing sheep to Stratford. A small BBC TV crew will film Adam Henson herding a flock of sheep down Sheep Street. We apologise for any inconvenience."

The animals were finally rounded up and put into a pen next to the Royal Shakespeare Theatre.

Pauline from Stratforward said "What a spectacle, sheep in Sheep Street! We had a fantastic view from our office window above the Wildwood Kitchen. Hanging out and taking photos as the sheep ran off towards Waterside".



Photo courtesy of Stratford Herald

## Dates for your diary!

17 April - Stratford Races

**19th April - Stratforward Business Briefing**

12:30 until 2pm Falcon Hotel's Verona Suite. Email Sandi @ sandi@stratforward.co.uk to reserve a place.

23rd & 24th April - Shakespeare Celebrations Weekend

24th April - Stratford Marathon

24th April - 1st May - Stratford Literary Festival

**1st & 2nd May - Motor Festival (Sponsored by Listers Group)**

28th May to 5th June - Warwickshire half term

30th May - Bank holiday

4th June - Stratford Swan Hopping

4th June - Let It Glow Moonlit Walk

14th June - Stratford Races

16th June - Avivia Cycle Tour

19th June - Fathers Day

**LISTERS**



## Town Centre - Performance Data

Wi-Fi users during the last week were predominantly from Stratford with the majority being Female. We had international visitors log on from Bulgaria, Australia and Panama. The busiest day for people logging into Wi-Fi was Friday 8th April.

Day	Total Visitors	+/- Prior Week	Av Stay	New Visitors	Repeat Visitors	Busiest Time
Sunday 3rd April	53908	+231%	62 mins	26841	27067	2pm
Monday 4th April	19643	+1%	43 mins	2521	17122	2pm
Tuesday 5th April	21765	-12%	49 mins	2744	19021	5pm
Wednesday 6th April	21495	-75%	41 mins	2526	18969	5pm
Thursday 7th April	21736	-64%	40 mins	2604	19132	2pm
Friday 8th April	24765	+16%	45 mins	3110	21655	2pm
Saturday 9th April	26426	-48%	53 mins	3966	22460	1pm
Total or Average	189738	-33%	48 mins	6330/day	20775/day	2pm



## BID Member Spotlight - *Loxleys*

Sitting at the top of Sheep Street, Loxleys Restaurant and Wine Bar is one of the most popular venues in Stratford and prides itself on being a 'great place, with great food and great people!'

It has a history of being the 'go to' place in town having previously been a much-loved clothes shop and these days it offers something completely different to those visiting the town or to its many regular customers – a warm, eclectic interior and a busy, vibrant atmosphere making it a place to remember.



Plenty of thought has gone into the layout of Loxley's, from the carefully designed rooms across two floors right through to the restaurant's courtyard at the rear – the perfect place for those al fresco meals when the weather finally warms up. And to combat the vagaries of the English climate, diners can benefit from a roaring log fire on those chilly winter afternoons or full air conditioning for those warm summer evenings.



The location could not be better, the perfect place to relax with a cocktail or two before eating and then moving on to one of Stratford's many cultural delights – the restaurant is just a two minute walk to the theatres with all the other tourist hot spots close at hand.



Seasonal menus mean the team can serve up the best local produce all the year round and there is an extensive wine list to complement the food.



Loxley's famous Sunday roasts are legendary in the town and the eaterie also offers private dining parties for special occasions.

Our profile page is an opportunity for you to promote your business. Send up to 400 words on your business – including a few quotes if possible – together with two or three pictures and we will try and use it in one of our weekly newsletters over the next few months.

## Contact Us

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

**Stratford**  
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](mailto:info@stratforward.co.uk)

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

Email Addresses -  
Please contact the Strat-  
forward office to provide  
us with the best email ad-  
dress and point of contact  
for your business.