

BUSINESS NEWS

Stratforward Newsletter

Issue 15 - 20 April 2016

Special Shakespeare Celebrations Edition

Around 50 businesses attended the second Stratforward Town Briefing and networking event at The Falcon Hotel yesterday lunchtime (Tues).

The aim of the event was to inform BID members of various key events coming up in the town over the summer months - but crucially the Shakespeare Celebrations this weekend.

Detailed information about exactly what is happening in Stratford this weekend for the Celebrations was outlined by: Sara Aspley and Louisa Davies from the RSC; Sarah Summers from Stratford Town Council; and Delia Garratt from the Shakespeare Birthplace Trust.

Ruth Wood, Events Manger at Stratforward also presented details of the Stratford Motoring Festival the following weekend and the River Festival in July

There was also a presentation from Rachel Baconnet from Warwickshire County Council about the Aviva Woman's Cycle Tour - one of the world's most prestigious cycle races - that comes to Stratford on 16 June

Flair Gougoulia, owner of El Greco Restaurant and a member of Stratforward's Board said:

"Every time there is a major event in Stratford there is inevitably knock on effects for all businesses - whether it be road closures that impact on staff, customers and deliveries getting to our premises or a huge increase in footfall.

It is essential that all businesses in the town know what is going on and when so that these practicalities can be taken on board and planned for.

This is why these briefing events are so important. They offer masses of vital information as well as giving us a great networking opportunity."

The next Networking Briefing is scheduled for 19 July.

FOR THOSE UNABLE TO ATTEND THE EVENT - FULL DETAILS OF THE THINGS OUTLINED AT THE BRIEFING ARE INCLUDED IN THIS EDITION OF THE NEWSLETTER



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TOWN CENTRE ROAD CLOSURES THIS WEEKEND



The Shakespeare Celebrations this weekend will inevitably mean road closures in the town centre for a number of hours on Saturday in particular. This will obviously have an impact on businesses in the town centre for deliveries and staff getting to and from work. The Stratforward team are advising all businesses to plan accordingly.

All businesses in the town centre should have received formal notification of the closures from Stratford Town Council in recent days to assist with that planning.

As a reminder the letter stated:

The Birthday Parade takes place in Stratford-upon-Avon and all roads in the immediate environs of the town centre will be closed to traffic from between 7:00am until 3:00pm in accordance with Section 21 of the Town Police Clauses Act 1847. This may cause some disruption to your normal Saturday activities, but we hope that as this is such an important town festival, that you will bear with us and, indeed, join in the activities on the day.

The road closures are designed to keep traffic away from the main parade. Each road closure will be marked by a 'Road Closed' sign and manned by one or more experienced personnel from Midland Traffic Management. If you need to get to or away from your home they will help you if it is possible. Unfortunately there will be times during the late morning when there can be no traffic movement, but the closures will be lifted as soon as possible after the Parade has passed.

Therefore if you need to proceed past a 'Road Closed' sign, please show staff manning the closure point this leaflet and they will indicate the best route to follow. Should you need to contact me before the event, please telephone the Town Council 01789 269332 and ask to speak to Charles Wilson, or e-mail: charles.wilson@stratford-tc.gov.uk

10:30am Assembled parades move off from various street in the town centre to Bridge Street;

11:00am Flag unfurling ceremony in Bridge Street;

11:05am The formal parade moves off from Bridge Street via High Street to Holy Trinity Church;

11:35am Once the tail end of the parade, including two bands, has passed, the roads will then re-open as soon as possible and when safe to do so;

On behalf of Stratford-upon-Avon and the Birthday Celebrations stakeholders and sponsors, we hope you enjoy the day and thank you for your co-operation.

PLEASE KEEP THIS LEAFLET IN A SAFE PLACE

Charles Wilson, Civic Marshal

Stratford-upon-Avon Town Council

Sara Aspley, Chair of Stratforward said:

"As you can see from the letter, the main disruption will occur before and during the parade, therefore, anything that you can do to minimise traffic movement between 9am and noon would be appreciated.

"I would also advise all businesses to ensure their staff and delivery companies are briefed accordingly. Having a copy of the letter from Charles Wilson to hand on Saturday would be useful. If businesses have particular queries or concerns please do let Charles and his team know.

"Businesses are also reminded that there will be additional morning road closures on Sunday for the Stratford Marathon and around the smaller civic parades to Holy Trinity Church. "

A BIRTHDAY PARADE WITH A DIFFERENCE

To mark the **400 years of Shakespeare's legacy** there will be a unique 'take' on the traditional annual procession through the town this Saturday (23 April).

Sarah Summers, Town Clerk and Lead Organiser of the Birthday Parade said:

"We are introducing some exciting changes to this year's event which we are confident will bring a new flavour to the 2016 Birthday Celebration Parade, but will nevertheless retain the essence of the popular ceremonies at its heart. There will be more opportunities for people to see and take part in the proceedings."

In a departure from convention, spectators will see parade participants gather at many places around town this **year; the 'mini-parades' will be escorted through the streets to their flag stations in Henley Street, High Street and Bridge Street.** Following the Flag Unfurling Ceremony, the whole procession will continue as one in festival mood along **High Street, Chapel Street, Church Street and Old Town to Shakespeare's resting place.**

Sarah continued: "We want the crowds lining the route to join in the ceremonial, throwing sprigs of fresh rosemary underfoot as the procession passes by in sombre mood in a walk of remembrance. And later as the party starts we are looking for a photographic moment to savour with our specially commissioned Shakespeare masks. We need everyone to join in!

"Follow that with a surprise entrance from our guest Jazz Band, joining our festivities all the way from New Orleans, USA and you can appreciate it's not our usual Birthday Parade!"

All the usual participants will be there too, among them civic dignitaries, VIPs and invited guests from the **worlds of literature and theatre, students of Shakespeare's school and characters in period dress, marching bands and local schoolchildren** making their way through the streets towards Holy Trinity Church.

The key points will be:

- **BEFORE THE PARADE:** from 9.30 am:
Students from local schools will be handing out sprigs of fresh rosemary and commemorative Shakespeare face masks to visitors lining the route of the Birthday Parade. Flagpoles will be draped in black crepe and the main streets festooned in black and gold bunting, to combine the birthday and memorial themes.
- **MUSTER OF GUESTS AND PARTICIPANTS** from 10.15 – 11.00.
Primary schoolchildren, staff and students of King Edward's School led by the Head Boy, invited diplomats, civic dignitaries and guests of the Town and District Councils follow the route of the floral tribute to take up **their positions for the main ceremonies in Bridge Street.** At the same time, several 'mini-parades' assemble in designated town centre streets and following the flag ceremony they join the main procession on its way to Holy Trinity Church.
 - The main Parade will take a route from the Town Hall along Sheep Street, Waterside, Bridge Street, High Street, Chapel Street, Church Street and Old Town to the Church.
 - Spectators will be able to watch guests and participants join the procession at various times and points around the centre of town, such as Wood Street, Meer Street and Henley Street, and make their way after the Flag Unfurling Ceremony to join the main procession.
 - **The Walk of Remembrance, as participants follow the town's floral tribute from the Town Hall as far as Bridge Street,** to the toll of a funeral bell, spectators will be encouraged to throw rosemary in their path.
- **BIRTHDAY COMMEMORATION, MASK MOMENT AND A SURPRISE ENTRANCE** 11.00 – 11.10

The traditional placing of the commemorative wreath is followed by the unfurling of the Big Birthday Banner and the Unfurling of Flags along Bridge Street. There is an invitation for everyone to take part in a 'Mask

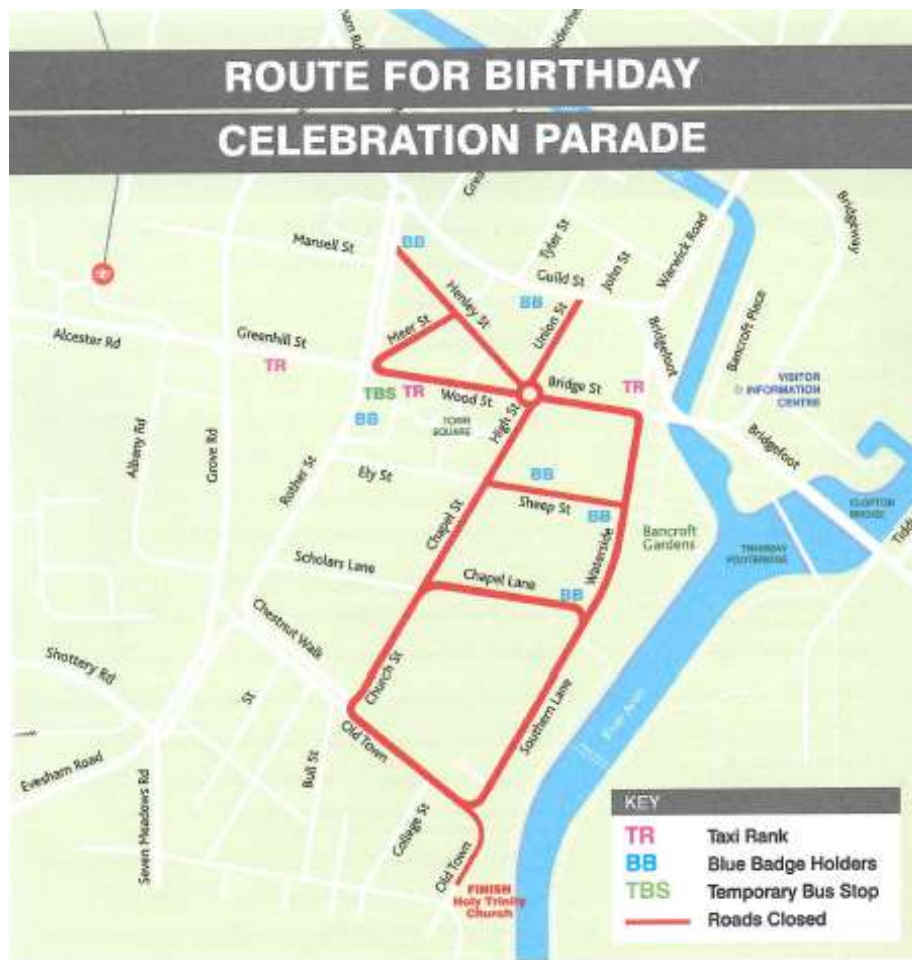
Moment' and put on their masks of William Shakespeare as the Beadle and Town Criers from neighbouring towns call for 'Three Cheers for William Shakespeare'. Then our invited New Orleans Jazz Band bursts into action with its rendition of 'Happy Birthday!' as cannon streamers shower the crowds and the band plays its way around Bridge Street. [See separate stories about jazz band and Mask Moment](#)

- PARADE TO HOLY TRINITY CHURCH 11.10 – 11.50

Accompanied by the ATC Band, Coventry Corps of Drums and the New Orleans Jazz Band, the procession makes its way to Holy Trinity Church where the town's floral tribute to William Shakespeare is formally received.

Once the Procession is over there are community festivities and street entertainment taking place across town throughout the day, organised by the [Shakespeare Birthplace Trust](#), the [Royal Shakespeare Company](#), and others. [See separate stories about other key activities.](#)

The annual Birthday Luncheon starts directly after the Parade and is a ticketed event.



10:15-11:00am	Shakespeare's Birthday Parade: Muster of guests and participants	Departs Stratford Town Hall and other central locations in town	Free	See hundreds of participants gather and follow a Walk of Remembrance through the streets in sombre mood to take up their positions for the Flag Unfurling ceremony.
11:00-11:10am	Parade: Handing Over of the Quill & Flag Unfurling Ceremony	Top of Bridge Street	Free	Watch the traditional handing over of the Quill, placing of a commemorative wreath and Unfurling of Flags, followed by a special 'Mask Moment' for 2016 - don your Shakespeare Mask and give 'Three Cheers' to the Bard!
11.10-11.50am	Parade: Surprise Jazz Band entrance & Carnival Procession to Holy Trinity Church	Top of Bridge St, High Street, Chapel Street, Church Street and Old Town to Holy Trinity Church.	Free	The tempo changes to a festive mood. Sing 'Happy Birthday!' to Shakespeare as our specially invited New Orleans Jazz Band bursts into life with music and streamers. Join the party procession to lay floral tributes at Shakespeare's grave. www.shakespearecelebrations.com

Shakespeare Celebrations, James Bondand all that jazz!!!

The Shakespeare Celebrations will have its own "James Bond" moment on Saturday when the official Birthday Parade becomes a New Orleans Jazz Funeral for a time. The School of Liberal Arts from Tulane University in Louisiana will perform the "funeral" - complete with music provided by The Wendell Brunious Band. They will join the annual procession of dignitaries, VIPs, school students, and marching bands in Shakespeare's Birthday Parade to his grave at Holy Trinity Church.



Photo by Ryan Rivet

Directed by Wendell Brunious, one of New Orleans' preeminent jazz trumpeters, the band will consist of five professionals, assisted by two student musicians. Dressed in black, they will be led in the procession through the streets to Holy Trinity Church in traditional jazz funeral fashion by a 'Grand Marshal' who will wear a sash naming the honoree, Shakespeare. Behind the band comes the traditional 'second-line', sporting small umbrellas and handkerchiefs which they twirl and wave as they dance a two-step in the band's wake. Brass dominates the band's performance, as well as snare and bass drum and, on this trip, a banjo.

The Town Clerk, Sarah Summers was inspired to find someone who could deliver a jazz funeral after recalling the opening sequence of a James Bond film! As she explains: "The jazz funeral has a clear change of tempo from sombre remembrance to lively celebration, full of music, dancing and expression. That contrast seemed exactly right for our Parade which marks both Shakespeare's birthday and his death, aged 52, on the same day, so we are delighted to welcome our visitors from Louisiana. Their presence is especially appropriate here in Stratford, given the university's emphasis on the study of Shakespeare.

"We have a great event planned and I'm sure the crowds lining the route will be drawn into the carnival atmosphere as the procession moves along."

Jazz funerals are rooted in West African and European burial traditions and are, according to Bruce Raeburn, Director of the Hogan Jazz Archive at Tulane, "probably the most appropriate way that New Orleans musicians can honor a person of value. They are alternately slow and dirge-like, energetic and celebratory of life." The tradition of the New Orleans jazz funeral grew throughout the 20th century to achieve its own respected standing as a way to commemorate the passage of a loved one. Musicians, police officers and African-Americans and most notably the many victims of Hurricane Katrina have been remembered by this style of funeral.

Shakespeare's legacy as a playwright and poet reaches around the world. According to Professor Michael Kuczynski, Chair of the English Department at Tulane and organiser of the Tulane Jazz Funeral Project, the trip to Stratford-upon-Avon is "a kind of pilgrimage that is especially appropriate for New Orleans as a city that since the eighteenth century has had a special love affair with Shakespeare and his works. It is reflected, for instance in the city's Shakespeare Club, the long artistic influence of Shakespeare on Mardi Gras in the form of elaborate float designs, the performances of the New Orleans Shakespeare Festival at Tulane and the popularity of courses in Shakespeare at the University."

In May, once they return home the School of Liberal Arts will host a reprise of the jazz funeral in celebration of the opening at Tulane's Newcomb Art Museum of 'First Folio! The Book that Gave Us Shakespeare'. One of many international events to mark the 400th anniversary of Shakespeare's death, this touring exhibition from the Folger Shakespeare Library in Washington, DC will feature a copy of the First Folio open to the famous 'To be or not to be' soliloquy in Hamlet and exclusively at Tulane, a rare quarto of Hamlet on loan from Tulane parent and bibliophile, Stuart Rose will be on display.

Accepting the exciting invitation from Stratford-upon-Avon to take part in Shakespeare's Celebrations was made possible for the School of Liberal Arts by a generous gift from Stuart and Mimi Rose and the Stuart Rose Family Foundation. The School of Liberal Arts at Tulane, like Mr Rose, promotes the study of humanities and of Shakespeare in particular. Stuart Rose views his support of the Jazz Funeral Project as a means of paying tribute to Shakespeare, whose works he collects, as well as to his home town of New Orleans and its premier private university. The delegation, which includes its dean, Professor Carole Haber as well as the band, is looking forward to being part of Stratford's Celebrations in this significant year.

Will you be a face of Shakespeare this weekend?

One of the highlights of this weekend's Shakespeare Celebrations will be a Mass Mask Moment - when 10,000 people will become the "face of Shakespeare" before the world's media attending the parade on Saturday morning.

Ten thousand commemorative Shakespeare Masks will be handed out to the crowds by local schoolchildren from about 9.30am in the morning.

During the traditional Quill and Flag Unfurling ceremonies - at 11am - **there will be a unique 'Mask Moment', a wonderful photo opportunity to savour as the Master of Ceremonies invites the crowds to put on their masks and give 'Three Cheers for Shakespeare!' on this very special anniversary.**

On the reverse of the mask, there's a quick and easy guide to the Birthday Parade and other events on the day.

In 2015, Stratford-on-Avon District Council and Stratford-upon-Avon Town Council jointly commissioned the development of a portrait of the Bard which could be used to create a novel celebrity face mask. The image had to be a recognisable likeness of William Shakespeare, in a high definition, photographic quality for production as a cardboard face mask.

The project has taken several months to bring to fruition, managed by a small team at Stratford-on-Avon District Council. They have overseen the whole process, which has not been without its difficulties – not least researching what would be a suitable image and the search for an artist to create it, followed by complex licensing and copyright agreements.

Councillor Mike Gittus, Chairman of Stratford District Council said:

"This was always going to be a challenge with Shakespeare's death having been early in the 17th century, long before any form of camera. We concluded that just as important as the accuracy of the image of the mask, it had to be publicly recognisable as that of the famous Bard of Avon. Most importantly the chosen image had to be capable of being converted into a full frontal face mask.

"We knew that when *'the world'* **ponders on Shakespeare, it sees in its mind's eye the famous Droeshout** engraving of him. This is the picture inside the First Folio of his collected works printed in 1623 and the accuracy of this engraving was endorsed by his contemporary Ben Jonson. The choice was suddenly made simple. Armed with world famous picture, the search was on for an artist to produce a suitable version for conversion into a mask."

The call was successfully answered by local artist Geoffrey Tristram. Based in Stourbridge, West Midlands and with a **lifetime's experience as a painter and illustrator, Geoff set about discovering what Shakespeare really looked like. He takes up the tale:**

"I'm a meticulous kind of fellow and looked at many images of the Bard, taking countless measurements of facial features, cross referencing and overlaying them. I also studied colouring and texture of skin. Gradually, a shape common to several portraits emerged which fitted remarkably closely to the famous Droeshout engraving. But it views the subject at an angle, so my research helped me create a new, head-on view of the face. A typical Elizabethan ruff completed the picture and my portrait became a very convincing Bard!"

Southam-based company, Mask-arade, experts in supplying personalised and celebrity party masks are producing the masks **from Geoff's original portrait.**

The Shakespeare Mask will also be the face of the Celebrations in a series of competitions in newspapers and social media: **the aim is to identify a mystery celebrity wearing the Mask from clues to the question, 'Who's masquerading as Shakespeare?' The celebrity will then remove the mask to reveal their identity. Correct entries will go into a draw for prizes including free admission to the Shakespeare Houses, theatre tickets, hotel accommodation and meals at a local venue.**

There's every chance the image will be appearing in future too, on other licensed promotional goods produced for the Celebrations, and Geoff was so encouraged by the results of the project that he proposed a second portrait, an oil on canvas which he's also now completed.

Both portraits will be on private display in the Town Hall over the Birthday Weekend, 20 -24 April, transferring for public display to the reception area of Stratford-on-Avon District Council in Elizabeth House for the following week to coincide with the Stratford Literary Festival.

Special Events put on by the RSC This Weekend



SPECIAL EVENTS

[Swan Wing re-opens](#) Saturday, 23 April

The oldest part of our Stratford estate re-opens on **Shakespeare's Birthday**, following a nine-month conservation project. The restoration and renovations include a new café bar full of displays of stories and objects from our Collection, plus a **brand new art commission by Steven Follen, 'For All Time'**. The three-metre high piece, which draws inspiration from Shakespeare's *Romeo and Juliet* and Shakespeare's contemporary Ben Jonson, is made from 2,000 hand folded metal stars.

[The Other Place: From Page to Stage tour](#)

New for 2016, the RSC's theatre tour, 'From Page to Stage', gives unprecedented access to the rehearsal rooms and costume store at The Other Place - the RSC's brand new performance space. Find out more about the journey of RSC productions, from the first day of rehearsals to the first performance, with an opportunity to look inside the RSC's store of 30,000 costumes for the very first time. Also hear more about the 40 year history of The Other Place, the RSC's studio theatre, which is just a couple of minutes' walk from the Royal Shakespeare Theatre.

[Wondrous Strange](#) Saturday, 23 April, 2pm and again at 4pm, Bancroft Gardens

Acrobatic theatre company Mimbres present *Wondrous Strange*, a specially-commissioned performance, which will see Shakespeare's most iconic characters in unexpected encounters, celebrating the physical and visual imagery of some of the best known moments in his plays.

[BBC Radio 3](#) Friday, 22 April 22 to Sunday, 24 April

Over the anniversary weekend Radio 3 will broadcast live from The Other Place, the RSC's newly re-opened studio theatre.

[Sonnets on the Ferry](#) – tickets cost 50 pence each way Saturday, 23 April 1.30pm-4.30pm

chain ferry by the Swan Gardens. Take a short trip across the River Avon on the classic old chain ferry while listening to Shakespeare's words spoken by our actors. Suitable for all ages.

[Shakespeare Live!](#)

Saturday, 23 April, 8.30pm. *From the RSC* - broadcast live on BBC Two from the Royal Shakespeare Theatre. Directed by RSC Artistic Director Gregory Doran. A special evening event hosted by David Tennant and Catherine Tate celebrating

Shakespeare's legacy across all the arts, in collaboration with the BBC. The line-up includes Helen Mirren, Gregory Porter, Benedict Cumberbatch, Rory Kinnear, Rufus Hound, Henry Goodman, The Shires, David Suchet, Simon Russell Beale, Roger Allam, Antony Sher, Harriet Walter, John Lithgow, Alexandra Gilbreath, Tim Minchin, Anne Marie Duff, Pippa Nixon, the Orchestra of the Swan, the cast of Horrible Histories and Midlands Youth Jazz. *Shakespeare Live! From the RSC* will also be screened live to 368 cinemas in the UK and Europe by Picturehouse Entertainment – onscreen.rsc.org.uk #RSCLive

[Spectacular fireworks display and Line of Light](#) – free Saturday, 23 April, 10.30pm-12 midnight

To mark the 400th anniversary of Shakespeare's death, the RSC will present a stunning display of fireworks which includes a depiction of Shakespeare's face outside the Royal Shakespeare Theatre in Shakespeare's hometown of Stratford-upon-Avon. After the fireworks people can follow the Line of Light from the theatre to Shakespeare's grave at Holy Trinity Church. The fireworks have been created by London based arts company [Emergency Exit Arts](#).

[The Stratfords of the World Friendship Garden](#) Saturday, 23 April, all day, free

To celebrate the ongoing relationship between Shakespeare's hometown of Stratford-upon-Avon and Stratfords of the World a special friendship garden has been created, based on Shakespeare's *A Midsummer Night's Dream*. Willow trees and white foxgloves will line the mini-garden to give the moonlit feel of the forest from Shakespeare's mystical play, which is currently playing at the RSC. Sculptor [Emma Stothard](#) will be creating two six foot willow sculptures of comic favourite, Bottom, and Queen of the fairies, Titania.

[Shakespeare Steps](#): eight locations around Stratford-upon-Avon Saturday, 23 April, all day

Follow footsteps and speech bubbles painted on pavements around Stratford-upon-Avon that work as instructions for acting out mini dramas. The self-guided tour is inspired by Shakespeare's Seven Ages of Man speech from *As You Like It* and brings to life aspects of Shakespeare's plays, his life in Stratford and historical facts about the town. Created by Stan's Cafe.

www.rsc.org.uk/events/shakespeare-steps

Whats on at The Royal Shakespeare Theatre

Drop-in Craft activities

Saturday, 23 April, 11.30am-4.15pm, Colonnade

Children can get crafty with special drop-in craft activities. Suitable those under 10.
Blood, Guts and Gore

Saturday 23 April, 12pm-12.45pm, Upper Circle Bar

Join former RSC Head of Wigs and Make-up, Brenda Leedham, as she demonstrates the tricks of the trade and how bruises, cuts and scars are created. Suitable for all ages.

Active Storytelling: *Hamlet*

Saturday, 23 April, 1pm-1.45pm, Upper Circle Bar

Enjoy being an actor and help to tell the story of Shakespeare's Prince of Denmark in this special session where a storyteller will lead the way. Suitable for children aged four and over. All children must be accompanied by an adult.

Singing

Saturday, 23 April, 2pm-2.45pm, Upper Circle Bar

Come and sing your heart out in a fun and lively session where you'll learn some simple songs. No musical knowledge required. Suitable for ages seven plus.

Active Storytelling: *A Midsummer Night's Dream*

Saturday, 23 April, 3pm-3.45pm, Upper Circle Bar

Become an actor and help tell the story of Shakespeare's magical play *A Midsummer Night's Dream*. Dress-up and join in with the fun. Suitable for ages four plus.

SWAN GARDEN MARQUEE - Stage Fighting

Saturday, 23 April, 11.45am-12.45pm and again 2.45pm-3.45pm

Learn how the action is created on stage with this special workshop with an RSC expert. Suitable for adults and young people aged 10 plus. Entry is by ticket only, available from the marquee 15 minutes before the start time on a first come, first served basis. Numbers are limited.

Voice Workshop

Saturday, 23 April, 1pm-1.45pm

Budding actors looking to get the most out of their voice can enjoy taking part in this specially designed RSC voice workshop. Through exercises and games, youngsters can learn how to use their voice in performance, hear how actors prepare their voice and also get the chance to perform extracts from Shakespeare. Suitable for adults and young people aged 10 and over. Entry is by ticket only, available from the marquee 15 minutes before the start time on a first come, first served basis. Numbers are limited.

Dance Workshop

Saturday, 23 April, 2pm-2.30pm

Learn the Bergomask Dance from our current production of *A Midsummer Night's Dream: A Play for the Nation*. Suitable for adults and young people aged 10 and over. Entry is by ticket only, available from the marquee 15 minutes before the start time on a first come, first served basis. Numbers are limited.

SWAN THEATRE BAR - Live Music

Saturday, 23 April, throughout the day

Enjoy musical performances in and around our new Swan Theatre Bar, refurbished as part of the heritage restoration of the Grade II listed Swan Wing, the **oldest part of the RSC's theatres in Stratford-upon-Avon**.

Firework display – details and parking restrictions

As you may already know, the Royal Shakespeare Company will mark Shakespeare's birthday and the 400th anniversary of his death with a firework display on Saturday which will include a depiction of the Bard's face outside the Royal Shakespeare Theatre.

To accommodate this free event part of the Recreation Ground Car Park will be closed off.

As the fireworks are being let off from the Recreation Ground, with some additional elements on the roof and terrace of the Royal Shakespeare Theatre, it is necessary for health and safety purposes that part of the car park will be closed off. We will of course notify all motorists from 7am on the day by manning the barrier that they can park until 6pm. We have also given advanced warning through signage around the car park and on our website. We are aiming to re-open the car park at 11pm.

The display will last for five minutes and begins at 10.30pm and we hope to see you there. After the fireworks, **people can follow the Line of Light from the theatre to Shakespeare's grave at Holy Trinity Church which will be lit by candles until midnight.**

These memorable events will round off a day of free family friendly activities that the RSC is hosting throughout the birthday weekend.

What's going on with the Shakespeare Birthplace Trust

The Shakespeare Birthplace Trust has put together a broad ranging programme of events and activities across the week running up to and including both days of the birthday weekend.

On Friday you can join Dame Margaret Drabble, Michael Wood and Stanley Wells for **this year's Shakespeare Birthday Lecture as they discuss Shakespeare's intimate circle of family, friends and colleagues and how their lives shed light on what we know about Shakespeare?** The Shakespeare Birthday Lecture will be at the Shakespeare Centre at 4pm. At the end of the lecture there will be a special guest appearance by poet Wendy Cope who will read her new series of Shakespeare poems, commissioned by The Shakespeare Birthplace Trust for 2016.

On Saturday the SBT will be hosting live street entertainment across the town including Chinese Lion Dancers and local community groups such as the Country Dancers. The main focus will be outside Shakespeare's Birthplace on Henley Street. From 12 noon there will be a chance to doodle on a free-standing giant art cube, with Shakespeare-themed illustrations designed by artist Scott Walker. Next to the cube will be a specially erected stage featuring live entertainment by local schools and community groups, including **Stratford College's specially-commissioned Shakespeare performances.**

All CV37 residents can enjoy free entry at all our properties on Saturday, while the first 400 visitors to Shakespeare's Birthplace on the Saturday will also receive a special souvenir gift! Across the Shakespeare's family homes visitors can enjoy a free slice of birthday cake (while stocks last) and have a #SelfieWithShakespeare using our fun selfie props!

At Hall's Croft there will be the annual Knights and Nymphs Toddlers Party from 12 noon to 4pm where families with children under five can enjoy free entry to Hall's Croft gardens to celebrate Shakespeare's birthday with a BBQ, music, dancing, storytelling, face painting and lots of fairy fun.

The fun continues on Sunday when we will be hosting a World Record attempt in association with the Stratford Literature festival outside the Birthplace. New York-based rap artist, Devon Glover, aka the Sonnet Man, will attempt the never-before-attempted and perform all of the 154 sonnets by Shakespeare in a **hip-hop style outside Shakespeare's Birthplace.** The event starts at 11am, coinciding with the annual Stratford Marathon and Half Marathon. Audience participation is essential in this unique performance so do come along!



Spanning the globe with the Bard

The huge influence of William Shakespeare around the world is clear to see when you talk to some of the proud Stratfordians joining this year's 400th Anniversary celebrations from across the globe. They will be in town for the 'Stratfords of the World UK Reunion 2016' and the highlight of their busy programme will be representing their countries at the Flag Unfurling Ceremony, as Shakespeare's 452nd Birthday Parade reaches its climax on Saturday.



Every other year, six Stratfords from around the globe gather for a reunion and celebration of both their shared culture and unique qualities. Stratfordians from Connecticut USA and Ontario Canada set up a 'sister cities' programme of cultural and social events in 1985, shortly afterwards joined by their inspirational namesake from Warwickshire, then towns from Prince Edward Island, Canada, Australia and New Zealand expanded the group in the late 1990s.

Rosemary Martin-Hayduk, Chair, Stratfords of the World Committee, Connecticut, USA, said:

"The significance of the Stratfords of the World program is the creation of friendships that last over time and distance, appreciation for the way of life in other countries, the joy of sharing our lives and opening our hearts and homes to other 'Stratfordians'.

"Our common bond through Shakespeare and music brought us together initially; the program's legacy is enduring friendships. Since first joining in 1993, I have hosted and/or been hosted by Stratfordians from Canada, New Zealand, Australia, and England. Ours is truly a global neighbourhood. Not all hosting is done during large reunions; sometimes folks are just passing through our town and need lodging for a night or two. Lovely and so very Stratford!"

John Macartney -Filgate

It was with great sadness that Stratfordians learnt of the death of John Macartney -Filgate owner of Bancroft Cruisers, based at the Holiday Inn, last week

Over the last 40 years John played a significant part in the restoration and life of the River Avon. He was chairman of the Stratford and Warwickshire Waterways Trust and an influential member the Avon Navigation Trust. In particular, he was instrumental in the re-establishment of the Stratford River Festival that is now run by Stratford. It was he who in 2009 approached the then Town Centre Partnership with the proposal of holding a yearly festival on the banks of the Avon to celebrate the importance of the river and its positive impact on the local economy.

The last seven years has seen the festival grow from being a small community and boaters rally to the hugely popular award winning event it is today, attracting 70,000 people over the two days..... thanks in part to the many hours of support and advice given by John. He and his staff at Bancroft Cruisers always hosted a VIP cruise for local dignitaries to officially launch the event each year.

Always happiest at the tiller of his boat, John was a charming gentleman and an entertaining raconteur loved by all who were fortunate enough to know him. It was very much in keeping that his funeral cortege arrived at Holy Trinity Church on Monday on his narrowboat the Rita Ellen.



Photo courtesy of Bancroft Cruises

Dates for your diary!

23rd & 24th April - Shakespeare Celebrations Weekend

24th April - Stratford Marathon

24th April to 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

25th June - Armed Forces Day

28th June - Stratford Races

1st to 10th July - Euro Football Championships

2nd & 3rd July - Stratford River Festival

10th July - Stratford Races

15th to 17th July Stratford Home & Garden Show

17th July - Stratford Races Ladies Day

23rd July - Schools Break Up




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 Virginia, USA. The busiest day for people logging into Wi-Fi was Wednesday 13th April.

Day	Total Visitors	+/- Prior Week	Av Stay	New Visitors	Repeat Visitors	Busiest Time
Sunday 10th April	18435	-66%	59 mins	2737	15698	2pm
Monday 11th April	19707	+1%	42 mins	1945	17762	2pm
Tuesday 12th April	21549	-1%	45 mins	2596	18593	5:30pm
Wednesday 13th April	21230	-1%	44 mins	2643	18587	2pm
Thursday 14th April	19052	-12%	41 mins	1945	17107	6pm
Friday 15th April	18116	-27%	44 mins	1939	16177	5:30pm
Saturday 16th April	21645	-18%	53 mins	2769	18876	12:30pm
Total or Average	139734	-26%	47 mins	2368/day	17543/day	2pm



BID Member Spotlight - *Stratford Cookshop*

Stratford Cookshop opened its doors in The Minories in the summer of 2010 following the success of its Broadway Cookshop. We are located in the courtyard between Henley Street and Meer Street. Once you find us you will see an array of kitchenware products from the humble wooden spoon to high quality kitchen knives, practical ideas, everyday utensils, quality cutlery sets, pots and pans and small electrical items.

More and more people are enjoying cooking in their homes, watching TV cookery programs and trying out the latest gadgets. We aim to stock everything that a great home cook needs, but also supply professional chefs and enthusiastic novices alike.

Among the many brands we stock are Robert Welch, Le Creuset, Global, Wusthof, Peugeot, Dualit, Scanpan, Stella, Magimix, Kitchen Craft, Microplane and our ranges include bakeware, knives, tableware, barware, cookware, textiles, electricals and mills. So whether it's a madeleine pan, Camembert baker, toaster or pretty apron we have a good selection to choose from, every thing is focused on functionality and durability.

Regular special offers and promotions are always available within the store and **don't forget you can always use your BID discount card on regular priced items too.** If we don't have it in stock or have just sold out then we will always offer to bring it over from our Broadway shop the next day or specially order it in.

Owner Martin Edwards opened his first cookshop in Greenhill Street in 1998 after running a market stall for a number of years at various sites including Stratford Market. After visiting knife, cutlery and cookware manufacturers in Germany he has gained an insight in to the way these everyday kitchenware items are made so he can give honest and helpful advise on care and use. He is also able to offer recommendations based on requirements and budget and is happy to advise you so that you can make informed choices allowing you to cook with greater confidence and efficiency.

We are proud of the business we have built and believe success has come from listening to customers' needs and offering top quality products at affordable prices, along with an exceptional friendly and helpful service.

So next time you're in town, pop in to Stratford Cookshop where you'll find a warm welcome and something for every cook in the family.



Contact Us

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

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