

BUSINESS NEWS

Stratforward Newsletter

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FESTIVAL OF MOTORING

Hundreds of classics and spectacular sportscars will descend on the town this weekend for the fourth annual Stratford Festival of Motoring.

And thanks to a major new sponsorship deal with local motoring dealership **Listers**, this year's event is set to be the best yet.

The two-day spectacular on Sunday and Bank Holiday Monday will see more than 300 high performance and classic motors arrive in town with a cavalcade tour of the centre each lunchtime.

One of those taking part is enthusiast Peter Skinner in his wonderful 1970 VW Karmann Ghia. And he admitted it was one of his favourite events of the year.

"I did the Stratford Festival of Motoring a couple of years ago and it's one that I like because there are lots of different types of cars," he explained.

"It's always good to talk to motoring enthusiasts especially those who know what my car is as they were never that common. It was a car that I admired when I was a young man and I'd always hoped to have one one day. I bought this one nearly 20 years ago from a lady who was working in California as a computer programmer.

"She came back to England and decided to bring the car with her

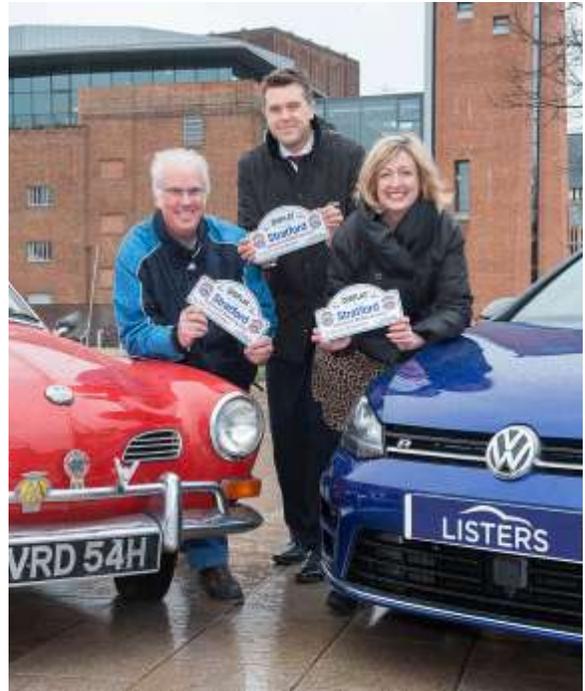
so drove it across America to Florida so that she could put it on a boat to bring home."

As well as the classics, supercars and rarities, there will also be a number of new cars on display from brands including Lexus, Honda, Audi, Toyota and VW. Among them will be the modern day classic, the thrilling 155mph VW Golf R which took part in our photoshoot on Waterside.

Sheep Street, Wood Street, Meer Street, Bridge Street, Henley Street and Rother Market will all be shut to allow the thousands of visitors to get up close to the vehicles and other highlights include a Land Rover remote control car experience and dream rides with the Sporting Bears where a donation to The Shakespeare Hospice will secure a trip to treasure in such cars as a Beach Buggy, a Porsche and a Lotus.

Ruth Wood, our event organiser, said: "Our Festival of Motoring has proved to be a huge hit for car lovers of all ages and this year's event promises to be the biggest and best yet with loads going on for all the family."

The fun starts from 9.30am each day when the cars start arriving back in town after an early morning tour of the Cotswolds. They will take up their positions with all the other cars on display from Rother Street all the way down to Waterside. The festival is free to attend.



Classic car owner Peter Skinner is pictured with Simon Brown, brand manager at Listers VW Stratford, and Stratforward BID event organiser Ruth Wood.

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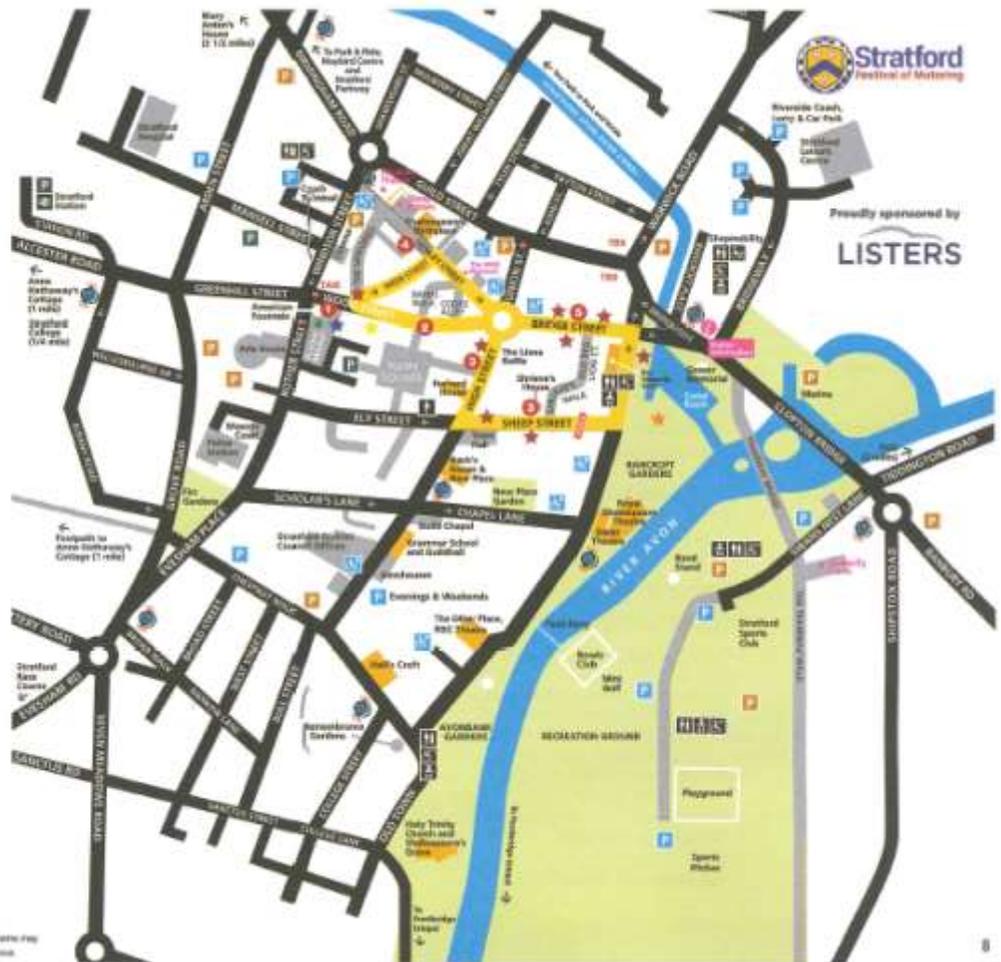
- Festival of Motoring
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CAR ZONES

- 1 Cavendish Transport Museum (Sunday Only)
Sporting Bear Dream Rides (Monday Only)
- 2 Performance Cars including The
Auto Adrenaline Club and More
- 3 World Cars - Europe, Japan & USA
- 4 British Cars 1920s - 1960s
- 5 1960s Onwards

MAP KEY

| | |
|------------------------------------------|---------------------------------------------|
| Cavalcade Route | Disabled Toilet |
| Finish Line | Toilets |
| Family Area | Baby Changing Facilities |
| Commercial Displays | Street Station |
| Land Rover Remote Control Car Experience | Sight Seeing Hot Spots |
| British Motor Museum | Visitor Information Centre |
| Sporting Bears (Monday Only) | Other privately operated parking |
| Parks | Parking sponsored by Local Parking Security |
| Pedestrian Areas | Council sponsored parking |
| Roads | Disabled Parking only |
| Canal/River | Temporary Bus Stop |
| Shakespeare Places of Interest | Temporary Taxi Rank |
| One way streets | |



7 All information here is believed to be correct at time of printing. Please note some items may be subject to change. We cannot accept responsibility for any changes that may occur.

ROAD CLOSURES

This weekend's Stratford Festival of Motoring takes place in the town centre on Sunday 1st and Bank Holiday Monday 2nd May, and let's hope with it many extra visitors.

To keep the area safe, **road closures will be in place on both days between 7am and 5pm on Wood St, Meer St, Henley St, Bridge St, Sheep St, High St and Waterside.**

Please **ask any of your staff with parking spaces within the road closure areas to email info@stratforward.co.uk** by Friday midday with a car reg. Staff will need to show their work identification to Marshalls at the barriers, who will escort them safely into position.

Also **email us with scheduled deliveries** please. Email us on info@stratforward.co.uk We will issue the Marshalls' the list.

WHAT'S HAPPENING?

THERE'S LOADS TO SEE AND DO

- From 9:30am cars come into Stratford town centre through the finish arch at the bottom of Sheep Street. Many of the cars take part in runs around the local countryside before parking up in town. Car numbers in town will increase as the morning goes on.
- 10am onwards:
 - The family area on Rother Market opens at 10am including Go Karts (see payable).
 - Sporting Bears will offer Dream Rides (Monday Only) - make a donation to The Shakespeare Hospice and choose one of their special cars for a ride!
 - Land Rover remote control car experience opens on Waterside.
- 12-5pm Live music on Bridge Street with The Rockin' Dinosaurs rock and roll, swing and blues.
- 1pm the cavalcade begins! Many of the cars will parade at a steady pace around the town centre for you to admire in motion. This will last about half an hour.
- 3pm on Monday is the presentation of trophies at the top of Bridge Street. The lucky Wellesbourne Lions Raffle winner will be drawn!
- 5pm festival closes, the cars leave steadily and roads reopen to the general traffic.

Shakespeare Celebrations

It had everything from flags to fireworks and HRH The Prince of Wales sharing the spotlight with Benedict Cumberbatch. The amazing Shakespeare birthday celebrations had it all.

And the spectacle was enjoyed by millions of TV viewers around the world as well as the thousands who poured into Stratford to enjoy the festivities.

More than 55,000 took to the streets over the weekend – joining us for the annual parade, pulling on one of the 10,000 Bard masks and enjoying some of the many events staged across Stratford.

Sara Aspley, Chair of Stratford, said: "A huge thank you must go out to everyone who made such a valuable contribution to making the town look and feel its best whilst the eyes of the world were upon us last weekend.

"From the Stratford staff; Town Hosts, events and admin team who were part of the planning and delivery of the weekend, to all our Stratford member businesses and their staff . We know that you put considerable time and effort into making sure people visiting Stratford this weekend for the Shakespeare Celebrations had a fantastic experience and will want to come back again and again.

"We are aware that the Celebrations – and this year more than ever before because of it being the 400th anniversary – and other big events that take place in Stratford throughout the year can present significant operational challenges for businesses trading in a relatively small Warwickshire market town with an international reputation.

"The Birthday Celebrations for 2016 were unprecedented in terms of footfall and media profile for the town with 55,000 people visiting for the parade and activities, 1.3 million people tuning in to watch Shakespeare Live! on BBC 2 and a further 30,000 people watching live at 368 cinemas across the UK. **Whilst this doesn't necessarily translate into turnover for everyone on the day we hope that the all** the associated media coverage across the entire weekend will serve to bring visitors to the town across the coming months and years.

Our pictures are courtesy of the Stratford Herald who will be including a special 16-page Shakespeare 400 Celebrations pull-out with Thursday's newspaper.



Photos courtesy of The Stratford Herald

Shakespeare Wedding

Stratford's very own 'Romeo & Juliet' tied the knot on Saturday just moments after the world paid homage to the world's greatest playwright.

As more than 1,000 people in the official town parade queued outside Holy Trinity Church to lay flowers on Shakespeare's grave, Kostas Tonas, aged 28, and his 23-year-old sweetheart Olga Nita made their own parade to Stratford Registry Office – just yards away – to exchange their vows.

Well-wishers and media gathered outside in Church Street after TV presenter and Parade Host Michael Collie announced to the thousands of people gathered in town for 400th anniversary celebrations – and the millions of world wide tv viewers – there was about to be a wedding.

Among those who came to wish the happy couple well were Morris Dancers taking part in the parade and Wendell Brunious, the world famous trumpeter who had led the New Orleans Jazz Funeral tribute to Shakespeare only minutes before. He played "Here Comes The Bride" for Olga as she walked into the Registry Office.

Kostas, a waiter at the RSC's Rooftop Restaurant said: "Getting married was special anyway but to be able to share our special day with not just the people of Stratford but also the people of the world was just extraordinary." Olga, who works at Bridge Street café and bakery Huffkins said: "I just cannot believe today – it feels like a dream. I will never forget this for the rest of my life."

The couple, who live in Stratford but originate from Greece, went on to celebrate their nuptials with a wedding breakfast designed especially to celebrate Shakespeare. The 22-dish Bard's Banquet was created by El Greco Restaurant in Rother Street to celebrate Shakespeare and his passion for food and all things Greek in his plays.



STRATFORD LITERARY FESTIVAL

With the eyes of the world turned on our town for the Shakespeare 400 celebrations, the ninth Stratford Literary Festival is putting on a packed programme this week with more than 100 events planned.

And there will be something for everyone, from a chance to meet Julia Donaldson, the multi-million selling creator of children's classic *The Gruffalo*, through to TV celebrities including Mary Portas and Springwatch presenter Chris Packham who will be launching his very moving new autobiography on Saturday evening.

The Festival will also have a selection of writing workshops and comedy in the form of the brilliant Austentatious straight from the Edinburgh Fringe.

And this year's event will also the Man Booker Prize winning author Howard Jacobson take to the stage on Saturday to talk about the challenges of reworking Shakespeare's *The Merchant of Venice* in his novel *My Name is Sherlock*.

The event ends with a fun-packed Children's Day on Saturday when Donaldson will be joined by renowned illustrator Korcky Paul, most famous for illustrating *Winnie the Witch*, and Tony Ross, veteran illustrator of the *Horrid Henry* and *Little Princess* Stories. There will also be a theatre workshop and craft sessions.

"This year's festival is a real mix of new and old, with plenty to fascinate Shakespeare fans, but also a host of events around other topics from food to the economy, farming to psychology," said director Annie Ashworth.

"Writers really enjoy coming to Stratford and they appreciate the response from our audience. This is helping to make the literary festival one of the most important in the country."

The festival, which is a now charity and in media partnership with *The Week* Magazine, runs until Sunday and a full programme can be found at stratlitfest.co.uk.



Photo by Jo Charlesworth



Dates for your diary!

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 - Aviva Cycle Tour

19th June - Fathers Day

25th June - Armed Forces Day

27th June to 10th July - Wimbledon

28th June - Stratford Races

1st to 10th July - Euro Championships

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 and Germany. The busiest day for people logging into Wi-Fi was Saturday 23rd April.

| Day | Total Visitors | +/- Prior Week | Av Stay | New Visitors | Repeat Visitors | Busiest Time |
|----------------------|----------------|----------------|---------|--------------|-----------------|--------------|
| Sunday 17th April | 13995 | -24% | 59 mins | 2094 | 11901 | 4pm |
| Monday 18th April | 18104 | -8% | 45 mins | 2867 | 15237 | 2pm |
| Tuesday 19th April | 20518 | -4% | 45 mins | 3052 | 17466 | 5pm |
| Wednesday 20th April | 21419 | +1% | 46 mins | 2657 | 18762 | 3pm |
| Thursday 21st April | 19305 | +1% | 43 mins | 2306 | 16999 | 2pm |
| Friday 22nd April | 18078 | 0% | 42 mins | 2186 | 15892 | 2pm |
| Saturday 23rd April | 33820 | +56% | 66 mins | 6298 | 27522 | 3pm |
| Total or Average | 145239 | +4% | 49 mins | 3066/day | 17683/day | 3pm |



BID Member Spotlight - *Chaucer Head Bookshop*

The Chaucer Head Bookshop is a second-hand bookshop in Chapel Street – on Stratford's historic spine between Holy Trinity Church and Shakespeare's Birthplace.

Run by Richard and Vanessa James since 1998, it is the perfect venue for book-lovers happy browsing everything from rare and antiquarian books right through to the latest holiday read.

There is an online store at www.chaucerheadbookshop.co.uk but Richard explains there is nothing better than a visit to the town centre shop.

He said: "Only a small proportion of our stock is listed online, so we highly recommend a visit to our real life, bricks and mortar shop.

"You can't beat the feel, smell and atmosphere of an actual bookshop. Anyway, the best books are the ones you didn't know that you wanted!"



In addition, the Chapel Street premises are worth a visit simply to soak up the history of the Grade II listed building.

It was home to Julius Shaw, a friend of Shakespeare who was best known for being a witness to the poet and dramatist's will.

Over the centuries it has also housed the first infirmary in Stratford and at least two banks and visitors can see the extraordinarily thick door which presumably made up the first line of bank security.

In 1905 it became home to The Shakespeare Head Press, founded by Edmund Bullen after he had a dream in which he was presented with a copy of the works of Shakespeare printed in the poet's home town.

Richard added: "On occasion we obtain copies of books printed on the premises over 100 years ago. All in all, living and working in this building instils a great and privileged sense of history, heritage and continuity.

"Because of the Shakespeare connection, a wealth of documentary evidence survives – the names and occupations of each tenant for the last 400 plus years can be traced."

The Chaucer Head Bookshop has more than 15,000 books in stock so is certainly well worth a visit – **whether it's Jane Austen or Douglas Adams that you crave.**

The shop is open from Monday to Saturday but closes on bank holidays.

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

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Email Addresses -
Please contact the Stratford office to provide us with the best email address and point of contact for your business.