

STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

Issue 24: 21st June 2017

NEW MARKETS OPERATOR FOR STRATFORD



You may have heard that the Stratford's market contract has been awarded to Midlands-based company LSD Promotions.

The contract, which starts on October 1st, will see LSD take over the running of all the Stratford markets on Rother Street, Henley Street and Waterside.

It will also add an annual three-day Victorian-themed Christmas Market Festival in the town centre, which will take place on December 8-10th.

Director Joe Baconnet said: "Stratforward is looking forward to working with LSD to ensure businesses benefit from the best possible footfall in the town."

The markets contract awarded after a tendering process carried out by Stratford District and Town Councils, who form the joint Market Authority.

Councillor Dave Riches, Portfolio Holder for Enterprise & Revenues, said: "The District Council

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WHAT I LIKE ABOUT STRATFORD

We're really lucky to live and/or work in such a cosmopolitan town but there's more to Stratford than meets the eye and we wanted to remind ourselves just what a great town it is ...

Every week we would like a business owner or staff member to tell us what they like about Stratford

Dave Matthews of Magic Alley, who suggested this feature, is the

first to let us into his world and what he thinks is great about Stratford:

"My Stratford is a magical Stratford, full of dragons, fairies and mythical creatures - no seriously it is! Have you ever looked at the marvellous town we're in? I mean REALLY looked?

Have you spotted the dragons perching on the rooftops in Wood Street, or the octopus in Bridge Street? What about the doors that don't appear to lead anywhere at all in Rother Street and High Street? Or the entrance to the subterranean world of Stratford in Southern Lane?

But my favourite bit of Stratford by far is the way the mist clings to the river early in the morning when no-one else is around. It's **peaceful, quiet and really quite magical."**



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together with the Town Council are committed to ensure that excellent market provision is maintained for both consumers and traders and that the markets go from strength to strength. We believe that the new look markets will have wide appeal attracting both residents and visitors."

Dermot McGillicuddy, Director of LSD Promotions, added: "All of our team are excited by the new opportunity in Stratford-upon-Avon. We intend to ensure that all of Stratford-upon-Avon's markets provide the very best service and atmosphere possible and become the heart of this community while attracting international visitors."

Until the new contract starts, it's business as usual with current market operators, Group Geraud (UK) Ltd.

FOOD FESTIVAL AND LITERARY FESTIVAL TEAM UP TO WELCOME OTTOLENGHI



Stratford is delighted that the Stratford Town Centre Food Festival has partnered with the Stratford Literary Festival to welcome renowned chef Yotam Ottolenghi to Stratford.

Annie Ashworth Director of Stratford Literary Festival said, "I am delighted to be working with the Food Festival this year and to be featuring such an acclaimed and popular food writer as part of our Autumn series. I am a huge Ottolenghi fan and am thrilled he is coming to Stratford on his tour of his latest book."



Ottolenghi will appear with long-time friend and collaborator Helen Goh at the Literary Festival on Friday September 22nd in an event that has been organised in partnership with the town centre food festival.

At the event at the Artshouse, he will talk about his inspirations, his cooking philosophy and his eagerly awaited cookbook, 'Sweet', written with Goh.

Ottolenghi is a cookery writer and chef-patron of the Ottolenghi delis and NOPI restaurant. He writes a weekly column in the Guardian's Weekend Magazine and has published five bestselling cookbooks as well as making the Mediterranean Feasts series for More 4, and BBC4 documentary Jerusalem on a Plate.

Ottolenghi was awarded the James Beard Award 'Cooking from a Professional Point of View' for NOPI in 2016, and 'International Cookbook' for Jerusalem in 2013.

Born in Malaysia, Helen Goh worked at a French bakery on weekends while she was at university and eventually found herself as head pastry chef at one of Melbourne's landmark restaurants.

She moved to London in 2006 where she met Ottolenghi and is now his product developer - as well as a chartered psychologist and mum.

Tickets for the event in September are £27 for one with a book, and £39 for two tickets with one copy of the book.

Book by calling the Box Office on 01789 207100 or book online [here](#)



STRATFORD TO MARK ARMED FORCES DAY

Stratford will mark Armed Forces Day this weekend with a special ceremony in the heart of the town.

The event, organised by Stratford Town Council, is one of thousands taking place **throughout the country to mark Armed Forces Day, which recognises the nation's** armed forces - serving and veterans.

The event, which centres around the Town Hall, starts with music, including pieces played by the ATC Band at 9.35am ahead of the arrival of the Civic Party, Councillors and guests.

The running order will then include:-

- 9:50am Cadets from the Navy, Army and Air Force form up outside the main entrance as a guard of honour
- 9:53am Councillors and guests assemble opposite in Corn Market Square facing the Town Hall
- 9:54am Serving officers assemble for the ceremony
- 9:55am The Mayor, accompanied by the Consort and preceded by the Beadle & Mace bearers, assemble outside the main entrance
- 9:57am **The Mayor's Chaplain will offer a brief prayer for the Armed Forces**
- 9:59am Fanfare
- 10:00am The Armed Forces Day Flag is unfurled
- 10:01am **The Mayor invites those present to join her to give: 'Three Cheers for the brave men and women serving in our Forces, yesterday and today'. Councillors and guests are requested to applaud**
- 10:02am The Ceremony concludes with the National Anthem

ASK IS LATEST NAME TO JOIN BELL COURT

ASK Italian is the latest in a flurry of announcements of names arriving at the newly-developed Bell Court.

The well-known chain will bring a 120-seat restaurant with outdoor seating overlooking Bell Court's main square. It is expected to potentially be open in September.

ASK joins other popular names including Nando's, Byron, Miller and Carter and All Bar One, as well as Italian wine café Veenno and a number of independent retailers including new florist, Bardia's and The Nail Dressers beauticians.



TAKE FIRE SAFETY SERIOUSLY

In the wake of the terrible tragedy at Grenfell Tower in London last week, **Warwickshire Fire and Rescue Service's Chief Fire Officer Andy Hickmott has reassured residents** that this type of fire is extremely rare.

While Stratford has no high-rise buildings like Grenfell Tower, BID members are reminded of the importance of fire safety.

If businesses require more information on anything from building regulations to fire safety systems or safe occupant capacity, information and advice is available on the WFRS website here (<http://www.warwickshire.gov.uk/businessfiresafety>)

DON'T MISS OUT ON SHARE OF £500,000 GRANT

BID members are reminded that you can bid for a share of a £500,000 grant fund to help support and grow the tourism sector in Warwickshire.

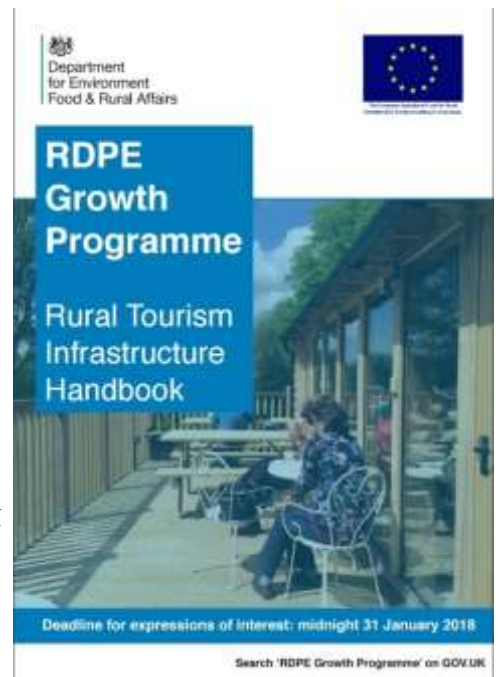
The tourism grants are open to SMEs, landowners, people or groups representing rural communities, charities and public bodies in the Coventry and Warwickshire Local Enterprise Partnership area.

The funding, part of the Rural Development Programme for England (RDPE) Growth Programme, is aimed at projects which: create jobs; extend the tourism season; develop tourist attractions and infrastructure to increase the range of attractions and encourage tourists to stay longer and increase their spend and those which encourage collaboration and links between local tourism businesses.

The £500,000 of funding - part of a package which also includes £1.5 million of business development grants open to small and micro businesses in rural areas - is open until January 31st.

The fund is part of a wider package of finance available to support Coventry and Warwickshire businesses including small business loans, European Regional Development Fund (ERDF) investment grants, ERDF innovation grants, ERDF low carbon grants, LEADER grants in North Warwickshire and Warwickshire County Council's Capital Growth Fund.

For more information visit www.gov.uk/government/publications/rdpe-growth-programme. And for more information on support to grow your business contact Coventry and Warwickshire LEP Growth Hub on 0300 060 3747, support@cwgrowthhub.co.uk or visit cwgrowthhub



STILL TIME TO SHAKE IT PURPLE

There's still time for Stratford businesses to get involved in the Shakespeare Hospice's Shake It Purple fundraiser this Friday.

Contact the hospice's fundraising team on 01789 266852 or visit www.theshakespearehospice.org.uk to get involved.



And don't forget to let us know if you took part! Send us a picture of your staff 'Shaking It Purple' to info@stratforward.co.uk so we can include them in next week's newsletter.

MORE TO COME FROM STRATFORD POETRY FESTIVAL

The Stratford Poetry Festival is underway, with plenty more days of readings and workshops to attract literature fans into town.

The 64th festival, organised by the Shakespeare Birthplace Trust, has the theme of 'Crossing Borders'.

It started on Sunday and continues until this Sunday. Events include 'An Evening with an Immigrant' with award-winning poet and playwright Inua Ellams on Thursday, which also sees an illustrated talk from Jerry Brotton looking at Shakespeare and the Islamic World.

On Friday, Greek poet Petros Stefanias will explore the landscape of his youth which inspired his poetry, and on Saturday poetry enthusiasts will get the chance to turn their favourite poem into a picture with illustrator Clare Booth.

Midsummer's Day on Saturday will also be marked by the festival, which includes a special, Midsummer Nights Dream event at Anne Hathaway's Cottage where visitors can follow the tradition of singing songs and telling stories around the fire, with extracts from A Midsummer Night's Dream and related poetry.

The festival closes on Sunday with "All the business of war" - a look at how poets and writers respond to war with Simon Russell Beale and Alexandra Gilbreath.

For the full programme and to book tickets, visit www.shakespeare.org.uk/poetryfestival. Tickets can also be purchased from any of the Shakespeare house

Rest of the Line-up:

For Better or Worse with Jessica Mehta, Tuesday 20 June

Kurdish Poet Bejan Matur: In conversation, Wednesday 21 June

Local Stanza meeting, Wednesday 21 June

An evening with an Immigrant: Playwright Inua Ellams, Thursday 22 June

Crossing Borders: Shakespeare and the Islamic World, Thursday 22 June

The Landscape of my Youth, Friday 23 June

Illustrate Your Favourite Poem, Saturday 24 June

"All the business of war", Sunday 25 June



TITUS ANDRONICUS OPENS AT RST

Shakespeare's tragedy Titus Andronicus opens at the Royal Shakespeare Theatre on Friday.

The play, starring David Troughton, will run in Stratford until September 2nd, before moving to the Barbican in London.

During its run in Stratford, the contemporary version of the play - directed by Blanche McIntyre - will be broadcast live to cinemas on August 9th.

For more information visit www.rsc.org.uk/titus-andronicus



Dates for your diary!

If you have an event you would like us to list here please email Sandi - sandi@stratforward.co.uk

June

15th - 23rd	Bridgefoot car park closed
18th - 25th	Poetry Festival @ The Shakespeare Centre or Poets Arbor
20th	Stratford Races
22nd	Bobbi Brown "How to" sessions @ Debenhams
23rd	Shakespeare Hospice Shake it Purple day
23rd - 2nd Sept	Titus Andronicus opens @ The RSC Theatre
24th	Midsummers Day
24th	Armed Forces Day
24th	Free Stratford Town Walk 15th Anniversary Charity Walk
28th - 30th	Stratford Schools perform Julius Caesar

July

1st & 2nd	River Festival
1st, 8th & 15th	Free Stratford Town Walk 15th Anniversary Charity Walk
3rd to 16th	Wimbledon
4th, 16th & 23rd	Stratford Races
7th & 8th	Stratford Beer & Cider Festival
7th to 9th	British Grand Prix @ Silverstone
9th	Stratford Boat Club Fun Regatta
12th - 15th	4 Plays and an Interval @ The Bear Pit Theatre
15th	Bhangra Dance Workshop @ The Shakespeare Centre
20th	Showcase Stratford @ The Artshouse
21st to 4th Sept	Warwickshire schools summer holidays
23rd	Stratford Lions Club Raft Race
26th to 4th Sept	Birmingham schools summer holidays



1st & 2nd July 2017

www.stratfordriverfestival.co.uk



23rd to 24th September 2017

www.stratfordtowncentrefoodfestival.co.uk



6th & 7th May 2018

www.stratfordfestivalofmotoring.co.uk

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