

BUSINESS NEWS

Stratforward Newsletter

Issue 24 - 22 June 2016



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TEMPORARY BID CARD

We are again putting a temporary BID card into the River Festival brochure. If you currently have a BID Card offer and do not wish to offer it against a temporary card please email Sandi on sandi@stratforward.co.uk asap

Live music until 10:15pm on Saturday night followed by the firework display

River Festival brochures are now out. 50,000 brochures, packed with information about this year's event have been printed, with 40,000 set to be delivered direct to households throughout South Warwickshire and a further 10,000 being distributed to Stratforward members through the Town Hosts. If you're a Stratforward member and haven't received any brochures yet but want some, please email sandi@stratforward.co.uk

[Download the brochure](#) [View the flip book](#)

Stratford upon Avon Home & Garden Show

The Stratford upon Avon Home & Garden Show is back next month....with special offers this week being unveiled for Stratforward members wanting to be involved.

The show will be held on the Recreation Ground on the banks of the River Avon from Thursday 14 to Sunday 17 July. **With last year's show attracting more than 15,000 people**, it is hoped the event will bring increased footfall into the town over the weekend.

Organisers have also listened to feedback from Stratforward members (and **others**) from last year and **reduced the entry fee to this year's show to £5, if purchased in advance (£7 on the gate/ over 60's £6 / under 16's free)**. They are also offering two tickets for £5 for Stratford residents **and BID card holders** on Friday, 15th July.

Stratforward will have a stand at the show throughout where it will provide information to visitors on its members - so make sure you get any promotional material down to Stratforward's offices in Sheep Street by Wednesday 13 July. Alternatively, call Sandi in the Stratforward office and she will arrange for one of our wonderful Town Hosts to pop into you to pick up.

BID members are also be able to take advantage of free online advertising on **the show's website's 'In and Around Stratford' page**. Whether you're an attraction, event, accommodation or eaterie, you can take advantage of a free listing by emailing your logo or an image plus 50 words to steph@bloomingmarvellousevents.co.uk.

Stratforward members are also entitled to get 20% off the cost of a stand in either the Home & Crafts Marquee, Food Court & Cookery Theatre Marquee or off an outside space. Stand prices are from £200

This year's show is supporting Bliss, a UK charity that works to provide care and support for all premature and sick babies and their families. Activities throughout the weekend will raise money for the cause - including a charity preview evening on Thursday 14 July (tickets £20)

Stratforward businesses can also get involved in the prize draw being run by Bliss with major contributors to the prize receiving extra free publicity during the weekend. Businesses can also donate a small gift for the draw.

Email aliced@bliss.org.uk for further details on how you can get involved.

Finally, the show is also looking for local theatre groups, musicians, singers, and artistes to perform on its charity show garden stage for free. The **'Shakespearean Globe Theatre Charity Show Garden', sponsored by Frampton Town Planning**, is a floral representation of the original Globe Theatre and will be a key feature at the show. Groups who want to perform on the stage for free will be able to promote what they do as well as receiving free entry to the show on the day of performance. So if your business or any members of your team would like to be involved - just call the organisers.

For more information or to take advantage of any offers at the Home & Garden Show, contact Jacquy Parker at jacquy@bloomingmarvellousevents.co.uk or 07881 596169.



PHOTO FINISH AS THE WORLD'S EYES FELL ON STRATFORD AGAIN

THE ATMOSPHERE was electric as the eyes of the world fell on Stratford again last week - and for once it was nothing to do with Shakespeare!

After months of anticipation, the world's highest ranking female cyclists raced through Warwickshire in the Aviva Women's Tour, sprinting to a photo finish in the centre of town.

Torrential rain failed to dampen spirits as the crowds who braved the conditions to line Bridge Street **watched Holland's Amy Pieters pedal to victory in dramatic style, just beating last year's tour champion, Germany's Lisa Brennauer.**

The second stage of the Aviva Women's Tour covered a record-breaking 140km from Atherstone to Stratford and support for the event was outstanding with spectators gathering in force all along the route to cheer the riders on, despite the dreadful conditions.

A climb to the highest points in Warwickshire, through Burton Dassett and Edge Hill, followed by another sprint in Tysoe tested the pro-riders. Marianne Vos was presented with the Yellow Jersey at the end of the stage and Lizzie Armitstead finished in 18th to remain the highest placed British rider overall. She went on to then win the five stage race – which finished on Sunday - becoming the first British rider in history to do so!

It is anticipated that the event will smash all previous records as regards: numbers of spectators actually turning out to watch along the stages; viewers via the world-wide tv coverage; press coverage locally, regionally, nationally and internationally; and social media interaction. Around 350,000 spectators lined the streets to watch the Tour in 2015, with millions more viewing from home through ITV4, British Eurosports, a clutch of other international broadcasters across 69 world-wide territories as well as on line.

Sara Aspley, Chairman of Stratforward was among those who braved the dreadful weather conditions to welcome the competitors across the finish line on Thursday.

She said: "Thursday was not a straightforward trading day for a lot of our members with the disruption an event like this inevitably brings. The weather only compounded things. But the world-wide media coverage for the event, which included wonderful images of the athletes racing over the line with Stratford as a back-drop and amazing aerial shots of Stratford from the tour helicopter, will we hope only encourage many more visitors to come to Stratford and in turn help boost business for Stratforward members."

A view echoed by Helen Peters, Chief Executive of Shakespeare's England, the Destination Management Organisation for the region. She said:

"Shakespeare's England were delighted to support the Aviva World Tour when it came through Warwickshire. The County had a fantastic opportunity to shine, it was just a shame that the sun chose not to do the same. However spirits were not dampened and many hardy folks lined the streets to cheer the cyclists as they raced past."

"Let's hope this can do for Shakespeare's England what hosting the Tour De France did for Yorkshire who now host an annual race that delivers thousands of additional visitors to the area and results in stunning views of Yorkshire being shown around the World, as a constant designational advertising campaign."

Sara Aspley also praised Stratforward's members who "got into the spirit" of the event by decorating windows with bicycles, opening early to accommodate event organisers and provide material for the Stratforward members' stand on Waterside.



Walford & Round Windows



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"It was great to see and hear of so many businesses going that extra mile to welcome this world-class event to the town. It just shows what we can achieve when we all work together"

If you did not have a chance to get out and look at the event - or have missed the tv coverage - it is worth checking out the link below

<http://womenstour.co.uk/video/14706.php> or

YouTube here > <https://www.youtube.com/watch?v=FT1uLZ7FBV8>

Also, if you would like to comment on the event please feel free to do so via the organisers survey link:

www.surveymonkey.co.uk/r/2016-Womens-Tour



STRATFORD SWINGING BACK TO THE SIXTIES!

THINK mods and mini skirts as Stratford steps back in time to revisit the swinging sixties this summer.

Escape Arts is bringing its new exhibition 'Stratford in the 1960s' to The Old Slaughterhouse in Sheep Street from Saturday (25 June).

And everyone's invited to the big launch this weekend with two days of retro fun for all the family lined up.

Head down between 11am and 4pm on Saturday to make a flower power headdress before sipping a milkshake in the sixties-themed cafe and taking the chance to spin some nostalgic vinyl. The exhibition also opens for the first time on Saturday, including an exciting artistic collaboration with Stratford College.

On Saturday evening there's a swinging sixties themed party, complete with cocktails, live music from Blackwater Ridge, a chance to learn the twist and a fancy dress competition.

On Sunday there's an event for all those petrolheads whose ears prick up at the sound of a genuine 60s scooter. Head down for a bit of Mod nostalgia, with a barbecue and refreshments available. The scooter meet runs from 1pm to 4pm.



Escape will be hosting another special event next week to coincide with the exhibition.

At 6.30pm on Wednesday June 29th, Stratford Picturehouse will host a one-off screening of the 60s classic Saturday Night and Sunday Morning.

The film was deemed to be "injurious to public morals" by the Warwickshire County Cinematograph Licensing Committee back in the day – it was in fact the only county in Britain to ban it. Fifty-five years later that ban has been lifted so you can judge for yourselves – and the screening will be followed by an informal discussion in the bar.

Stratford In The 1960s runs at The Old Slaughterhouse throughout the summer, alongside summer art camps for children and full day arts and media activities inspired by the 60s. For more information go to www.escapearts.org.uk



Stratford-upon-Avon
TOWN COUNCIL



STRATFORD SET TO SALUTE OUR ARMED FORCES

Stratford looks set to salute the UK's armed forces this weekend with a special open-air ceremony on Saturday 25 June attended by Lord Hertford.

The event - organised by Stratford Town Council - is one of thousands taking place throughout the country to mark Armed Forces Day a day set aside to show support for the men and women who make up the Armed Forces community: from currently serving troops to Service families, veterans and cadets.

The Stratford event will be centred around the Town Hall, at the top of Sheep Street.

Music will be played from 9.35am, provided by the Air Training Corps, before a short ceremony at 10am.

The running order will comprise:

- 9:35am Music, including pieces played by the ATC Band, are performed outside the Town Hall in Corn Market Square
- 9:40am The Civic Party, Councillors and guests arrive at the Town Hall
- 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 leave the Town Hall to 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
- 9:59am A fanfare is sounded
- 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



At the conclusion, the Civic Party, Councillors and guests enter the Town Hall Committee Room where coffee is served.



MIDSUMMER MADNESS AND MYSTIC MAGIC MOUNTS IN STRATFORD!

LOOK out for mischief and mayhem in Stratford this weekend as a very unique RSC event culminates in an 'other-worldly' ceremony.

In what Shakespeare saw as the most magical time of the year - Midsummer - the RSC has decided to sprinkle a little 'fairy' magic.

They commissioned the Slung Low Theatre Company – specialising in theatre in unusual places, together with Rash Dash, the School of Night and a group of artists, to create a 'Fairy Portal Camp' in the theatre gardens. The 'pop up' camp hosting free public activities opened last weekend and remains open every day this week, through to Saturday (June 25th).

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Within the camp, audiences can take part in free activities including willow-work, poetry classes, improvisation, cooking, costume making, singing, dance classes and writing workshops – as everyone joins together to celebrate the return of the RSC's touring production of *A Midsummer Night's Dream*. The camp comes in the Shakespeare 400th anniversary year, but also at the magical time traditionally thought to be when a portal between our world and the world of the fairies opens up allowing spirits to cause mischief and mayhem.

Celebrations culminate on Saturday (June 25th) with the attempt to 'open the portal' between the two worlds with a theatrical immersive ceremony of feast, fire and song - complete with mechanical dolphins travelling down the River Avon.

All events are free. Tickets for the ceremony on Saturday are bookable via the RSC ticket hotline on 01789 403493 and www.rsc.org.uk/fairyportalcamp

FAIRY PORTAL CAMP SCHEDULE:

Daily until Friday (June 24th)

The Camp, 11am - 5pm.

Everyone can drop by the camp during the day and join activities including willow-work, poetry classes, band jam, improvisation, cooking, costume making, singing, dance classes and writing workshops.

Rash Dash Fairy Rave, 5.30 - 6.30pm

Part dance class, part physical abandon. The public is invited to come and dance with Rash Dash around the bonfire. Dance hard and recover by staying for dinner...

Camp Dinner, 7pm

Come dine with the company. Each night they'll serve a homemade dinner to all comers. Over dinner discuss ideas for the ceremony, chat fairies with the gang or just enjoy the food. Evening Performance, 8pm

Each night after dinner the company will perform under the trees. Part cabaret, part development for the ceremony on Saturday night, each evening will be different. Featuring song, dance, drama, poetry and a mechanical dolphin.

Saturday 25 June – The Ceremony

All week they will work on creating the ceremony to open the fairy portal - and on Saturday night they will perform it!

First, join the company for the final Rash Dash Fairy Rave at 6.30pm. This part is not ticketed.

Then from 8pm, beginning with a feast and going on until the very pitch black moment of midsummer, the Ceremony will contain dancing and fire, singing and feasting, poetry and you. Please book a free ticket.

To continue the summer celebrations through June and July, the RSC has also teamed up with leading musicians from across the region to present a series of free mini-concerts responding to the themes in *A Midsummer Night's Dream*. Performed in the Swan Gardens and in the foyer of The Other Place in Stratford-upon-Avon between now and July 16th; acts include Coventry guitarist and songwriter Kirsty Gallacher, ex-Bellowhead guitarist Benji Kirkpatrick and Derek Nisbet of Coventry-based theatre company Talking Birds.

For more information visit www.rsc.org.uk/events/midsummer-music



Photo courtesy of Coventry Telegraph



Photo courtesy of The RSC



Photo courtesy of Coventry Telegraph

STRATFORWARD MEMBERS SET TO SHAKE IT!

A SPLASH of purple will be spreading across Stratford on Friday (June 24th) as local businesses lend their support to a new fundraiser for the Shakespeare Hospice.

Companies, shops, pubs, schools and community groups have all been asked to **'Shake it Purple' on the day** – organising fundraising, big or small, to support the hospice's work. It could be baking purple cakes, dressing in purple, or simply shaking one of the hospice's purple collection buckets.

Staff from Loxleys in Sheep Street were keen to lend their support – and will be doing a fundraising stroll around town on Friday, alongside their giant bear mascot! He will be wearing a purple sash and carrying a purple bucket, ready to collect any spare change or don out bear hugs in exchange for a pennies or pounds.

The team at the Dirty Duck will be donning purple for the day and asking customers to pop their change in the purple bucket on the bar, while over at the Alveston Manor Spa staff will be doing special purple manicures – with £5 from each one going straight to the hospice.

There's still time to join in and support Shake it Purple – go to www.shakespearehospice.org.uk Make sure you tweet to @thebardshospice on the day using the hashtag #shakeitpurple. And do send us your pictures too, so we can add a splash of purple to next week's newsletter!



REGATTA A RIGHT ROWING SUCCESS

HUNDREDS of spectators gathered in Stratford at the weekend as competitors from all over the country came together to compete in the Rosconn Stratford Boat Club Regatta.

The event, on Saturday (June 18th) boasted excellent racing and great participation from crews as far afield as Bewdley, Cardiff and Nottingham, with crews from a little closer to home too; Warwick Boat Club and Cotswold Rowing Club amongst them.

"It was a great opportunity for Stratford Boat Club to show off our newly refurbished and expanded Club and how we will be continuing to provide sport for all ages not only for Stratford itself but also the greater Warwickshire area," Glyn Hawkins, lead committee member for the club's refurbishment said.

Regatta Secretary Kjersti Rogneflaten said there had been a huge turnout:

"A massive thanks to all our sponsors especially the Rosconn Group, hard-working Stratford Boat Club members, visiting crews, umpires and officials and especially the public for supporting the event."

While Paul Stanton, Stratford Boat Club's President, commented. "It was a long day's racing from 08.30 to 18.30hrs: 350 beefburgers, 40lbs of sausages, 20lbs of bacon, 25kg of sliced onions and 700 buns all from local suppliers were consumed as well as dozens of cakes and snacks: what a magnificent day topped by great racing! The weather during the week running up to the regatta was not kind, river levels came up and so we decided to shorten the course to ensure the safety of all the competitors and river users. We were especially grateful for the help and tolerance of those operators who work and make their living on the river."

Stratford Boat Club's next event is the Fun Regatta on Saturday July 9th: this is a much more 'relaxed' event with teams from local companies and organisations. They are given three hours coaching, a boat and a cox...

For more details go online to www.stratford-rowing.co.uk



Town Centre - Performance Data

Day	Total Visitors	+/- Prior Week	Av Stay	New Visitors	Repeat Visitors	Busiest Time
Sunday 12th June	14691	-21.26%	56 mins	2326	12365	14:00
Monday 13th June	17396	-5.08%	47 mins	2182	15214	17:00
Tuesday 14th June	19521	14.06%	47 mins	2698	16823	13:00
Wednesday 15th June	19713	17.98%	48 mins	2403	17310	13:00
Thursday 16th June	18033	-13.06%	49 mins	2332	15701	14:00
Friday 17th June	21057	-1.63%	47 mins	2695	18362	14:00
Saturday 18th June	21728	3.35%	61 mins	3880	17848	13:00
Total or Average	132139	-1.37%	51 mins	3097	18107	

Dates for your diary!

10th June to 10th July - Euro Championships

20th to 25th June - Fairy Portal Camp (RSC)

24th June - Shake it Purple

25th June - Armed Forces Day

25th June - Escape Arts Exhibition Launch

27th June to 10th July - Wimbledon

28th June - Stratford Races

1st July - Reopening of New Place

2nd & 3rd July - River Festival

9th July - Fun Regatta

19th July - Stratforward Networking Briefing TBC

23rd July - Warwickshire Summer Holidays

24th July - Lions Raft Race

23rd to 25th September - Food Festival



