

STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

Issue 27: 12th July 2017

Get Involved in this year's Stratford Town Centre Food Festival

Following the success of the wonderful River Festival earlier this month, the Stratforward team is now preparing for our next major event - the Stratford Town Centre Food Festival

The festival takes place on September 23-24, showcasing Stratford and the surrounding area as a top destination for food and drink fans alike and we would love BID businesses to get involved.



BID businesses are being asked to contact Cotswold Markets via stratford.cotswoldmarkets@gmail.com if you would like to take part in the Food Festival. Space is being sold quickly and we **wouldn't want any BID business to miss out.** The Stratforward events team has listened to feedback from last year's festival and this year's festival will take place over two days (Saturday and Sunday) rather than three, to avoid disruption for local businesses on Bridge Street on the Friday.

This year's festival is being organised in partnership with Cotswold Markets and will feature 80 stalls with a focus on producers and a quality feel as well as demonstrations by local chefs in the cookery theatre on Waterside.

Stratforward has also teamed up with Stratford Literary Festival for an author talk by internationally-acclaimed chef Yotam Ottolenghi on the evening of Friday, September 22nd.

This year's festival will also see the return of the ever-popular Taste and Ale Trails - a great opportunity for Stratford businesses to get involved and showcase your offering to visitors across both days of the festival.

We'd love to get as many BID businesses involved as possible, whether it's taking a stall, doing a demonstration or being part of one of the trails.

For more information on ways to get involved and rates, please visit the Stratford Town Centre Food Festival web page [here](http://www.stratforward.co.uk/events/stratford-town-centre-food-festival/get-involved-2017) (www.stratforward.co.uk/events/stratford-town-centre-food-festival/get-involved-2017).

You can also contact the Stratforward events team via ruth@stratforward.co.uk or pop in to see us at the office on Sheep Street.



Yotam Ottolenghi and Helen Goh

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Quarterly Networking Meeting Update

◆ Meercat

Our latest quarterly networking meeting took place this week, with members updated on some of the latest developments from Stratforward.

At the event held at the RSC on Tuesday, Stratforward Director Joe Baconnet updated BID members and board members on the progress of the **members' benefits scheme launched in May.**



The scheme, run in partnership with joint procurement specialist Meercat Associates Ltd, is aimed at helping BID businesses reduce their running costs on items like utilities, telecoms, water, pest control and merchant services.

So far, Meercat Associates has identified business savings of roughly £60,000 from around 40 businesses they are working with. Those are savings identified rather than achieved, but the scheme is already indicating a good level of return.

One BID member has already saved five times his annual levy, Mr Baconnet also revealed at the meeting. *"We'd encourage all our BID members to talk to Meercat to see how they can help. It's there to help your business. The Meercat team will be in Stratford on the 17th & 18th July.*

For more information on the Joint Procurement Scheme and how it can benefit YOUR business, please contact Meercat Associates on 01444 416529 or Stratforward on 01789 292718.

◆ River Festival

At the networking meeting members were given an update on the hugely successful River Festival - the biggest one to date with a minimum 30% rise in footfall numbers across the town over the weekend.



The feedback received so far shows that most people think the festival - which marked its ninth year this year - gives a good impression of the town to visitors.

A promotional video of the event will be on the Stratforward website shortly.

One BID member has already reported customers who stayed in Stratford during the weekend of the River Festival have already enquired over returning next year.

◆ Food Festival

Check out our update on page 1 of this newsletter for all the latest **information on Stratforward's next big promotion of Stratford-upon-Avon.**



◆ Christmas in Stratford

Members were updated on this year's Christmas events. LSD promotions takes over as the new market operator in Stratford on October 1st following a tendering exercise by the market authorities - Stratford District Council and Stratford Town Council. Market arrangements will be different in the run up to Christmas this year. The five late night Thursday markets in the run-up to Christmas will be moved from Bridge Street to Waterside this year, Mr Baconnet told members.



There will also be a Victorian Christmas market from December 8th - 10th on Bridge Street, Henley Street, Wood Street and Meer Street featuring 130+ stalls and traditional entertainment.

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From Stratforward's perspective, we plan to work with partners and produce another Christmas brochure, alongside other promotions and social media campaigns, echoing the successful online Fashion Campaign earlier this year. Keep checking the Stratforward website and look out for updates for more information on forthcoming plans.

Stratforward is keen to hear your feedback on the plans for Christmas. Do you have any plans or ideas you would like to discuss? Henley Street traders have already set up a committee to look at ideas for their area.

The next quarterly networking meeting will take place in the week commencing 11th September - we will send updates to all BID members as soon as we know the exact date.

:: When would you like the quarterly networking meetings to take place? We'd love to see as many members at our meetings as possible so we need to know when the best time is for YOU. Whether that's breakfast, lunch or after work, let us know when you'd prefer to meet and get all the latest from Stratforward BID.

Sip n Supper Club meets #StratfordTweetup

Don't forget you can get together with other businesses for a one-off event as The Sip n Supper Club meets #StratfordTweetup in The Minorities tomorrow night (13th July) from 6-9pm.

All local, small businesses are invited for food, drink, live music and the chance to socialise.

BID Members On Board for Showcase Stratford

Showcase Stratford is back, organised by and featuring some of the town's finest independent retailers.

The event, held at the Arts House next Thursday (July 20), will feature businesses from across Stratford, including Aspire, Gemini and Knights Fine Jewellery and promises to be an evening of music, dance, fashion and beauty.

It will also include the final of the Face of Stratford competition, which will see one lucky person scoop a prize worth more than £2,000 and a contract with model agency 'Model Students'.

This year sees the introduction of a wild card to the competition, where one lucky person from the audience will be picked on the night to join eight others finalists, with guest judges including Matthew Curtis Hair Design - also doing hair on the night.

Rachel Ngombe, from Gorgeous Obsession, who organises the event, said: "Showcase Stratford promises to be an evening to remember where fashion and dance meets beauty and music. It's the chance for Stratford's finest retailers to showcase their offering to a live audience, plus we give one lucky person the opportunity to go from model wannabe to model ready in 24 hours!"

The event starts at 7.30pm at the Arts House, with the bar open from 6.30pm. Tickets, priced £15 are available from Gorgeous Obsession, via email on info@gorgeousobsession.co.uk or on the door on the night.



Henley Street and Meer Street Update

Arrangements on Henley Street and Meer Street were changed last Friday 7th July following some work by WCC.

There are now planters securing the South end of Henley Street and the bollards at the North End are permanently raised. Meer Street has been returned to its previous controlled access with the pre-existing restrictions now once again in place. Loading and parking for the disabled remain at the North end (Boston Tea Party end) and the positioning of the planters at the South end has created an 'informal' loading bay area.

WCC are responding positively to requests from individuals who had Henley Street North proximity cards who may now find access via Meer Street and use of the informal loading area more appropriate.

The situation being constantly reviewed and refined, but a big thank you to all the businesses in the area who have been understanding and to WCC who have responded quickly to the changing situation.

NO 'ESCAPE' FROM NEW ADDITION TO GREENHILL STREET

Stratford is getting a new exciting addition with the arrival of Escape Rooms in Stratford this summer.

Escape Live, which already has venues in Birmingham, Essex and Coventry, is bringing two rooms to Greenhill Street - one based on Shakespeare and the other themed around wizards and spells.

The popular pastime sees teams of two to six people locked in a room and given a one hour to get out, using a series of clues.

Owners Jas Sodhi and John Dalziel have made their Birmingham venue the highest-rated attraction in the city on TripAdvisor and has picked up awards for the venue.

For the Stratford venue, they have worked with Shakespeare expert Hazel Stenner to give the Bard-themed room an educational twist.

Jas said: "Stratford has been very much on our radar and we think this is going to very popular with tourists and local people.

"We are introducing two brand new rooms here in Stratford and it's been great to work with Hazel Stenner because we are determined to get the Shakespeare room right because of his huge significance to the town.

The new site does not have a confirmed opening date yet, but is aimed to be open this summer, creating four to six new jobs.

To sign up for information and opening details visit www.escapelive.co.uk.



L-R Jas Sodhi, John Dalziel

NCP Car Park

Following the upgrade of the NCP car park to pay on foot, the Stratforward Office now has working NCP discounted parking tickets for staff. If your ticket has expired, or have one of the old ones – come and get a new one!

Also, if you have a colleague that doesn't have one, but who drives into work, please let them know! They are available for all staff of BID members.

SUMMER ACTIVITIES SET FOR SHAKESPEARE ATTRACTIONS



Two key Stratford attractions are laying on an array of activities for the summer holidays.

Both the Shakespeare Birthplace Trust and Royal Shakespeare Company have a packed programme lined up for visitors over summer.

At the Birthplace Trust visitors will be able to take a trip around the globe through activities and events at the Shakespeare Family Homes, from making a scene and helping to create a colour stage set to live performances of Shakespeare plays on those very stages. There will also be outdoor theatre performances in the historic gardens, fascinating talks, tours and exhibitions and the popular 'Shakespaws Day'.



And at the RSC, families can become a senator, a gladiator, a tribune or Caesar in a new interactive artwork where visitors are invited to come and play for the day with I Think I Can, which uses puppetry and live video to create a miniature ancient Rome inspired town.

Other Shakespeare-inspired events taking place across the company's venues include floor art, storytelling, games, workshops, an animation course and a range of free theatre.

For more information on RSC activities, visit www.rsc.org.uk/events/summer-holiday-activities

For more information and listings of the events on offer at the Shakespeare Birthplace Trust, visit www.shakespeare.org.uk/visit/whats-on

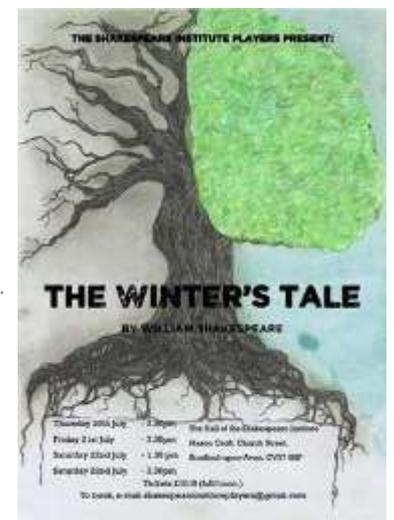
Shakespeare Institute Players' Summer Term Production

The Shakespeare Institute Players' summer term production takes place next week, with a performance of Shakespeare's *The Winter's Tale*.

The bard's late play of love and loss, set in the winter of 1951, will be performed in the Shakespeare Institute Hall on Church Street next Thursday, Friday and Saturday nights with a matinee on the Saturday.

Tickets, priced £10 and £8 for concessions, are available on the door but you can reserve them by e-mailing

shakespeareinstituteplayers@gmail.com. For more information or to register an interest in attending, visit the production's official Facebook page [here](#).



BIG NAMES SET FOR RSC'S TWELFTH NIGHT

Big names are coming to Stratford this winter, with *The Young Ones* star Adrian Edmondson set to star in the RSC's production of *Twelfth Night*.

Edmondson, known for his numerous TV credits including *Bottom* and *Blackadder*, will play Malvolio in the production, which runs from November 2 until February 24.

The production, directed by Christopher Luscombe, will also star Kara Tointon, best known for TV work including the role of Rosalie Selfridge in ITV's *Mr Selfridge* and *Sound of Music Live!*

We're looking forward to welcoming them and their fellow actors to Stratford this winter.

Dates for your diary!

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

July

3rd to 16th	Wimbledon
12th to 15th	4 Plays and an Interval @ The Bear Pit Theatre
14th to 16th	British Grand Prix @ Silverstone (Yes really!!)
13th	Marie Curie Information Evening @ Shakespeare Street Cocktail Bar
15th	Bhangra Dance Workshop @ The Shakespeare Centre
15th	Free Stratford Town Walk 15th Anniversary Charity Walk
16th	Stratford Races
20th	Closure of applications to participate in the 2017 Food Festival Trails
20th	Showcase Stratford @ The Artshouse
20th	Shipton & Co Summer Gemstone Event (See BID Card Newsletter)
20th to 23rd	Winters Tale by The Shakespeare Institute Players
21st to 4th Sept	Warwickshire schools summer holidays
23rd	Stratford Lions Club Raft Race
23rd	Stratford Races Ladies Day
26th to 4th Sept	Birmingham schools summer holidays

August

3rd & 24th	Stratford Races
10th to 13th	Bulldog Bash
12th	Book Binding Workshop @ The Shakespeare Centre
26th	Stratford Rotary Duck Race in aid of Shakespeare Hospice.
28th	Bank Holiday

September

WC 11th	Stratforward Networking Event
16th	New Place Garden @ Shakespeare's New Place



23rd to 24th September 2017

www.stratfordtowncentrefoodfestival.co.uk



6th & 7th May 2018

www.stratfordfestivalofmotoring.co.uk



30th June & 1st July 2018

www.stratfordriverfestival.co.uk

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