

STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

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Food Festival Trails - Don't Miss Out!

Time is running out to get involved in the Taste and Ale Trails at this year's Stratford Town Centre Food Festival.

The deadline for applications to be part of the trails is next Wednesday (July 26) so get those forms filled in and back to Stratforward ASAP.

A key part of the two-day free event, the trails deliver brand new customers right into your venue over the two days of the festival, which takes place this year on September 23-24.

Nearly 800 tickets were snapped up by visitors last year, who took up the opportunity to try food and drink from more than 30 restaurants, cafes, bars and pubs across Stratford.

Many BID businesses who got involved last year and invested time and effort into the trails said they not only raised awareness of their venues and brought new customers through their doors, but many of those customers went on to return later on, bringing more business to the eateries and watering holes they had discovered during the festival.

Wildwood Kitchen's manager Antal Vizsmeg said last year: "The taste trail helped bring in lots of new customers, people who had never been to the restaurant before."

So if you want to showcase your business and take advantage of a **potential new array of customers, get involved in this year's Taste and Ale Trails.** Contact tor@stratforward.co.uk for more information.

BID businesses can also get involved in the festival by taking a stall. **This year's event is organised in partnership with Cotswold Markets** and will feature 80 stalls with a focus on producers.

Space is selling out quickly and we don't want any BID businesses to miss out, so please contact Cotswold Markets via stratford.cotswoldmarkets@gmail.com as soon as possible if you would like to take part in the food festival.

For more information on ways to get involved and rates, visit the Stratford Town Centre Food Festival web page here (www.stratforward.co.uk/events/stratfordtown-centre-food-festival/get-involved-2017) or contact the Stratforward events team via tor@stratforward.co.uk 01789 299011.



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Find out more about plans for new Business Park

BID members can find out more about plans for a new business park just outside Stratford at an event tomorrow night (Thursday).

IM Properties, which is hoping to develop a new business park on land south of Alcester Road, near the Wildmoor Spa, is holding a series of public exhibitions to outline its proposals.

One took place on Tuesday at Bishopton Community Centre but if you missed that, another event will take place between 4pm-8pm on Thursday (July 20th) at Stratford Town Hall.

The events are part of a programme of community engagement and local businesses will be able to ensure their views are considered, as well as learning more about the plans and ask questions.

Based near Coleshill, IMP is behind developments including Birch Coppice Business Park near Tamworth and the development of Blythe Valley Park in Solihull.

The company says it is keen to build on its successes by investing in Stratford and acquired the site south of Alcester Road, next to the junction of the A45 and A422 in 2015. The site, known as SUA.2 in the adopted Local Plan and SSB2 in the emerging Neighbourhood Development Plan, is allocated for employment purposes in both and has been earmarked by the District Council for **the relocation of businesses as part of the Canal Quarter's regeneration, along with wider employment uses.**

Further information is available on IM Properties' website (www.landsouthofA46consultation.co.uk).



THE EXHIBITION WILL BE OPEN ON THE FOLLOWING DATES AND LOCATIONS:

- **Tuesday 18 July, 2pm-8pm:**
Bishopton Community Centre, Drayton Avenue, Stratford-upon-Avon CV37 9PB
- **Thursday 20 July, 4pm-8pm:**
Stratford-upon-Avon Town Hall, 1 Sheep Street, Stratford-upon-Avon CV37 6EF

Show up for The 2017 Showcase Stratford

There's still time to get your tickets for this year's The Showcase Stratford - an evening of modelling, music and dance featuring independent businesses from across the town.

The event is on tomorrow night (Thursday) and also includes 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'.

Tickets, priced £15 are available from Gorgeous Obsession or on the door on the night. The event starts at 7.30pm at the Arts House and the bar is open from 6.30pm.

Coventry and Warwickshire Tourism & Culture Awards 2017

Entries for the third Coventry and Warwickshire Tourism and Culture Awards are now open!

There are a huge range of categories for businesses to enter and the BID is happy to support entries from BID members to the awards. Previous winners in the awards have included The Arden Hotel and the Birthday Celebrations.

This could be a great way to get a wider profile for your business, organisation and Stratford.

The categories for entry can be found here: <http://www.tourismandcultureawards.co.uk/categories-to-enter.html> . But hurry, the entries close on 11th August.

The full list of awards are:-

Business Tourism Award	Best Small Hotel, B&B or Inn
Hotel of the Year	Visitor Attraction of the year
Tourism Event/Experience of the Year	Best Pub
Best Restaurant	Best Live Music, Arts, Theatre Award
The Culture Award	The History and Heritage Award
Artisan Award	Cultural Education Award
Creative Marketing Campaign Award	Kids and Family Experience Award
Customer Service/Team Award	

Joe Baconnet, BID Director said "Let the Stratforward office know if you are planning on entering. We want to be able to celebrate our excellent businesses and organisations and if we can help your business do that, then we're more than happy to!"



Special offer for BID members for Orchestra of the Swan concert

Our friends at Orchestra of the Swan are kindly offering £5 tickets for Classical Masterpieces, their last concert of the season at Stratford ArtsHouse this Saturday (July 22nd).

They will be joined by 18-year-old American pianist and Young Steinway Artist Thomas Nickell, one of the most promising classical artists emerging on the music scene today and, according to critics, definitely the one to watch. Included in his programme are works by Haydn and Schubert along with Beethoven's Piano Concerto No 2.



This concert is a great representation of the 'classical' era at its best and the perfect vehicle to showcase Thomas Nickell. To book tickets, please call the box office on 01789 207 100 and quote FACEBOOK.

Raft Race Returns

Shakespeare Lions' annual raft race takes place this weekend, bringing crowds to town.

The race, organised by the Wellesbourne and Shakespeare Lions, starts in Wasperton and teams paddle 7.5 miles down the River Avon, negotiating two weirs before arriving in Stratford.

This year is the 41st raft race, and the event has raised around £750,000 during the time it has been running, with more than 300 people last year raising £14,000 for Heart of England Mencap.

This year funds will go to Warwick-based Riding for the Disabled (RDA) and organisers hope to raise more than £10,000 to help fund items for a new centre of excellence to be constructed in Shrewley.

For more information in case you're planning a last-minute entry, or to check out timings etc, visit www.rafrace.org.uk.



BID member Barry published latest book

Henley Street Trader Barry Thornton has published his latest collectible book, following the adventures of a 'theatrical mouse' set in Stratford.

'The Winter's Tail' is the third book by Mr Thornton, of B&W Thornton, following his 2014 debut 'A Midsummer Mouse' and 'The Merry Mice of Stratford', published in September 2015.



The books, illustrated by award-winning artist Debby Faulkner -Stevens, following the adventures of 'Kit', a theatrical mouse who comes to Stratford.

They are only available through the Henley Street shop, which Mr Thornton has run for 32 years with his wife and son.

The books are popular souvenirs with visitors to Stratford and Mr Thornton has previously revealed how many have ended up as far afield as Australia, America and Canada.

Here come the Girls

It's Ladies Day at Stratford Racecourse this Sunday - one of the venue's busiest and most popular meetings.

This year the Racecourse is holding an exclusive prize give away - each lady who dresses up for the occasion will be given a Stratford Racecourse Ladies Day pink metal badge with a number and during the day different numbers will be selected to collect a prize.

The day will also include the annual 'Best Dressed' competition, sponsored by Ardencote Manor Spa, which will include Best Dressed Lady, Best Dressed Couple and Best Hat.

The racecourse is also offering various hospitality packages. For more information on Ladies Day at Stratford Racecourse visit <http://stratfordracecourse.net/ladies-day>.



Dates for your diary!

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

July

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
22nd	Orchestra of the Swan Concert - £5 tickets available
23rd	Stratford Lions Club Raft Race
23rd	Stratford Races Ladies Day
24th to 1st Sept	Summer holiday activities for children at the RSC
26th	Closure of applications to participate in the 2017 Food Festival Trails
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
21st	Food Festival trails tickets can be reserved.
26th	Stratford Rotary Duck Race in aid of Shakespeare Hospice.
28th	Bank Holiday

September

3rd	Dragon Boat Racing
7th to 10th	Open Heritage Days
WC 11th	Stratforward Networking Event
16th	New Place Garden @ Shakespeare's New Place
22nd	Yotam Ottolenghi and Helen Goh @ The Artshouse
23rd & 24th	Stratford Town Centre Food Festival
26th to 3rd Oct	Stratford Music Festival



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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**Contact Us - Give us a
call for more information**