

# STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

# NEWSLETTER

Issue 31: 9th August 2017

## ALL ABOUT LOCAL AS LOXLEYS RETURNS AS SPONSOR OF THIS YEAR'S STRATFORD TOWN CENTRE FOOD FESTIVAL



It's all about local at the Stratford Town Centre Food Festival with Loxleys back as the sponsor of the popular event.

Preparations are underway for this year's festival, showcasing Stratford as a premier food and drink destination.

The free event on the weekend of September 23rd and 24th will boast a bustling producers' market, demonstrations and hands-on workshops, with popular trails taking visitors to many of the town's independent businesses.

The festival - one of several Stratforward-organised events throughout the year - is backed again by local restaurant Loxleys, which has supported it for the past three years.

General Manager Jonathan Lea said: "Loxleys is delighted to once again be sponsoring the Stratford Town Centre Food Festival. Last year's event was a huge success and we're sure this year's will be even better.

"Food and drink is such a key part of what Stratford offers, not just to locals but to our international visitors, and the festival is the perfect chance to showcase our thriving food and drink scene."

The Stratford Town Centre Food Festival attracted more than 80,000 people last year bringing increased footfall to businesses across the town centre.

This year Stratforward has partnered with Cotswold Markets to deliver a bustling market brimming with nearly 100 stalls featuring regional food producers and showcasing a mouthwatering selection of the very finest food and drink.

Alongside the market, the festival will feature an action-packed programme of demonstrations from town centre chefs and producers at The Waterside Cookery Theatre, plus workshops and hands-on classes for adults and children alike at other venues across the town centre as well as the return of the popular Taste and Ale Trails.

Stratforward is also working collaboratively with Stratford Literary



Festival which is hosting an evening with highly-acclaimed chef Yotam Ottolenghi on Friday, September 22nd.



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## WATCH OUT FOR FAKE BANKNOTES

**It's come to our attention that a number of counterfeit banknotes have been circulating around town, both English and Scottish.**

To help businesses look out for the fakes, the Town Hosts are in the process of distributing some handy z-cards from the Bank of England with an easy to follow guide to checking banknotes. They include step-by-step instructions for checking £10, £20 and £50 paper notes, as well as £5 and £10 polymer notes.

For the paper notes you should check the watermark, the hologram or holographic strip, the paper and raised print and the ultraviolet features. You can also check the metallic thread and microlettering.

For polymer notes, check the see-through window, foil patches, the polymer and raised print, ultraviolet and microlettering. Similar checks apply for the three different types of Scottish notes - including checking the watermark or hologram. Our **Town Hosts are distributing 'Know Your Scottish Banknotes'** posters to several shops around town to raise awareness and also to act as a deterrent to people tempted to use counterfeit notes.

For detailed step-by-step instructions on how to spot genuine notes or fakes as well as information on education and training, visit the following links <http://www.bankofscotland.co.uk/assets/pdf/HelpCentre/pdf/BoSBanknotes.pdf>

<http://www.bankofengland.co.uk/banknotes/Pages/educational.aspx>

Alternatively, pop into the Stratforward office on Sheep Street for a handy z-card.



## SHAKESPEARE BIRTHPLACE TRUST CREATES SPECIAL NEW PLACE GIN

The Shakespeare Birthplace Trust has teamed up with local gin company Shakespeare Distillery to produce a special batch of gin made from fruit from two historic mulberry trees in Shakespeare's New Place.

**The Shakespeare Distillery's New Place Mulberry Gin combines its award-winning Stratford Gin, which uses botanicals that would have been common in Shakespeare's time with fruit from the two historic trees.**

One is the oldest mulberry tree in the Great Garden at New Place, reputed to have been grown from a cutting taken from a mulberry tree originally planted in the garden by Shakespeare when he lived at New Place, and the second was planted in 1969 by Shakespearean actress Dame Peggy Ashcroft.

**The special edition bottles will be available to buy at the Shakespeare's New Place gift shop on Chapel Street later this year.**

Glyn Jones, Head of Gardens at the Shakespeare Birthplace Trust, said: "The mulberry has ripened earlier than expected this year due to the warm temperatures we've been enjoying.

"Rather than let the fruit go to waste, we approached our friends at Shakespeare Distillery to see if they could make use of the early harvest to produce a special batch of mulberry gin and we're delighted they said yes! Our team of gardeners worked with them to harvest the fruit and we can't wait to be one of the first to taste the fruits of our labour."



## VEENO OPENS ITS DOORS WITH VIP LAUNCH PARTY

Italian wine cafe Veenno opens next week and BID members are invited to a VIP launch party at its Bell Court home next Thursday night.

The site is the first in the West Midlands for the chain, which specialises in family-produced Sicilian wine alongside authentic spuntini including platters of meats, cheese and other appetisers imported from selected Italian producers.

The opening party starts at 5pm and guests will be able to enjoy live music and platters of **Veenno's very own spuntini.**

If you want to attend please RSVP to Veenno's National Partnerships & Events Manager Ricky Heath on 07453477246 or [ricky.heath@theveenocompany.com](mailto:ricky.heath@theveenocompany.com)



## BULLDOG BASH IS BACK

Businesses are reminded that the Bulldog Bash is back in the area this weekend.

The event returns to Shakespeare County Raceway at Long Marston Airfield from Thursday until Sunday (August 10th-13th), bringing an influx of bike fans to the area.

While the site itself is out of town, it is likely that some attendees will use the opportunity to visit **Stratford while they're here, so town might be slightly busier than usual.**

For more information on the event itself, visit <http://bulldogbash.co.uk/>

## NEW STRATFORD HOSPITAL IS OFFICIALLY OPEN

**Stratford's new hospital is officially open, boasting new state-of-the-art cancer and eye facilities.**

Patients receiving ophthalmology treatment used the new facilities from July 24th ahead of the official opening on Friday, and The Rigby Unit and Café Lomas opened on Monday (August 7th). The £22 million hospital, which is hoped to become a centre of excellence in cancer care for South Warwickshire, was also the subject of a fundraising appeal that raised £1 million for special enhancements and equipment.

The Rigby Cancer Unit includes 12 chemotherapy treatment chairs and a range of facilities to support patients such as a complimentary therapy room.

The first floor of the hospital is a dedicated eye unit which includes eight outpatient consulting rooms, three treatment rooms with associated investigation rooms and a state of the art operating theatre making day procedures more accessible to communities who live in Stratford and the surrounding areas.

The ground floor is home to Café Lomas, a health and wellbeing hub which provides information and advice on a range of health and wellbeing services.



## DON'T MISS CHANCE TO SCOOP AN AWARD

**It's your last chance to enter your businesses in the Coventry and Warwickshire Tourism & Culture Awards 2017, with entries set to close on Friday (August 11th).**

**There's a range of categories to enter, and previous Stratford winners include The Arden Hotel and the Shakespeare Birthday Celebrations.**

For more information visit <http://www.tourismandcultureawards.co.uk/categories-to-enter.html>

**And don't forget to let us know if you're entering so we can celebrate our BID businesses and organisations.**

## Dates for your diary!

If you have an event you would like us to list here please email Sandi - [sandi@stratforward.co.uk](mailto:sandi@stratforward.co.uk)

### August

3rd to 3rd September **Alice in Wonderland @The Attic Theatre (Cox's Yard)**  
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  
Until 4th Sept Birmingham and [Warwickshire schools summer holidays](#)  
Until 1st Sept Summer holiday activities for children at the [RSC](#)  
7th to 10th Open Heritage Days  
WC 11th **Stratford 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

### October

1st to 31st Stratford Halloween Festival  
11th & 12th Stratford Mop  
18th to 21st **Hey Li'l Man @ The Bear Pit Theatre**  
19th & 20th Stratford Runaway Mop

### November

11th The Social Secrets of Fashion @ The Shakespeare Centre



23rd to 24th September 2017

[www.stratfordtowncentrefoodfestival.co.uk](http://www.stratfordtowncentrefoodfestival.co.uk)



6th & 7th May 2018

[www.stratfordfestivalofmotoring.co.uk](http://www.stratfordfestivalofmotoring.co.uk)



30th June & 1st July 2018

[www.stratfordriverfestival.co.uk](http://www.stratfordriverfestival.co.uk)

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