

# BUSINESS NEWS

Stratforward Newsletter

Issue 31 - 10 August 2016



## OOH LA LA – FOOD FESTIVAL GOES FRENCH WITH JEAN-CHRISTOPHE NOVELLI SET TO READY STEADY COOK

A touch of Gallic charm is descending on this year's Stratford Town Centre Food Festival in the form of French culinary sensation Jean-Christophe Novelli.

The award-winning chef will take to the stage on Sunday, September 25 - the final day of the three-day food-filled extravaganza.

The free popular festival, organised by the award-winning events team at Stratforward BID (Business Improvement District) in association with Geraud Markets, returns from Friday, September 23 to Sunday, September 25.

Each year the festival, which attracts thousands of visitors to the town, features a big name and this year's is the acclaimed Jean-Christophe Novelli. The Michelin chef started his career at the age of 14 in northern France and became the Head Chef to Elie de Rothschild at the age of 19. He arrived in Britain in 1983, working as head chef at Keith Floyd's pub before opening four restaurants in London. He now has his own world culinary empire and runs popular cookery courses at the Novelli Academy

**Chef Novelli said:** "It has been great working in partnership with Stratforward and Groupe Geraud to deliver an event of this scale, especially to a town as historic as Stratford-upon-Avon. I'm excited to meet the locals and give demonstrations; hopefully they will pick up new tricks to take home to the kitchen!"

Over 100 stalls will showcase great food and produce. Highlights will include local chef demonstrations at The Waterside



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Cookery Theatre, workshops for children and adults and the popular Food and Ale Trails, which allow ticketholders to go into selected businesses for tasty free samples. The Local Producers Area on Waterside is a new feature on the Friday and Saturday.

**Stratforward events manager Ruth Wood said: "We're all really excited to welcome Jean-Christophe Novelli to this year's Stratford Town Centre Food Festival. We have a queue of volunteers eager to look after him for the day - the Stratforward team have all become fanatical foodies since his arrival was announced. It must be that winning combination of culinary skills and Gallic charm."**

There is still time for BID members, whether food or non-food related, to get involved.

**TAKE A FESTIVAL STALL:** the last two half-price stalls are available to BID members for £225, all other stalls will be £450 for three days incl electricity, stall, cover.

**SPONSORSHIP:** a range of packages are available - contact us for more info.

**ADVERTISING:** 50,000 copies of a full colour Festival Brochure will be printed. 45,000 are set to be hand delivered door-to-door within a 30 mile radius of Stratford. The rest will be distributed to businesses in Stratford and given out to visitors.

Enjoy the discounted advertising rates for BID members are £ 112.50 for 1/4 page, £225 1/2 page, and £450 for full page. Additional discounts if you book for the Xmas brochure too.

**FOOD or REAL ALE TRAIL:** Be one of the businesses that make up the popular Food Trail and take advantage of a possible 200 prospective customers. Last few spaces. The Real Ale Trail was introduced last year for the first time - showcase your ales to up to 150 prospective customers per day.

**CHEF'S SHOWCASE:** If you're a local chef show your talent with a demonstration in the Waterside Cookery Theatre. 12 members are already signed up! Only 2 spaces left.

**WORKSHOPS:** Run a workshop to get adults or children involved. Once they remember you, they'll probably visit you again. **ROLY'S FUDGE, VIN NEUF AND BOSTON TEA PARTY and more are signed up. Last two slots available....**

**LOCAL PRODUCERS Area:** New this year, the local producer's area is the perfect place for specialist local producers to show off their wares. Do encourage your producers to get involved! £160 for the Friday and Saturday (total price). This includes stall hire, table and electricity. Traders must attend both days.

Call or email NOW to be involved 299011 or [info@stratforward.co.uk](mailto:info@stratforward.co.uk).



Popular lifestyle brand Joules is opening its biggest store yet in Stratford tomorrow.

The eagerly-anticipated branch in the High Street - which Joules has revealed is its biggest so far - is set to open in the High Street tomorrow from 9.30am.

The new store brings 10 new jobs as well as adding another major brand to the heart of the town.

Stratford director Joseph Baconnet has welcomed the new arrival.

He said: "The fact that one of Britain's most popular lifestyle brands is opening its biggest store in Stratford is a real coup for the town and we're delighted to welcome Joules.

"These are difficult times for the high street nationally, but Stratford-upon-Avon has a bright future ahead, with Joules just one in a list of big names coming to the town. This can only be good for Stratford and gives people even more reason to visit."

**To celebrate the opening of the new Stratford store, Joules is offering 'Early Bird' queue prizes for its first shoppers, including a £200 voucher for the first customer, and will get access to the store half an hour before the official opening.**

Every customer through the door tomorrow will also get 15% off any purchase made between Thursday and Sunday (August 14).

**Joules founder Tom Joule said: "We're thrilled to be opening a new Joules store in Stratford-upon-Avon.**

**"We'll be bringing our unique personality and style to the bustling town, and are really looking forward to bringing a property to life that has been vacant for over 18 months.**

**"The new store will create 10 new jobs, which is great news too. We can't wait to open the doors on the 11th of August.**

**Prizes for 'early bird' shoppers at the brand new Joules store are as follows:**

The first person in the queue on the day of opening will get £200 to spend in store or online

The next 10 people will receive £100 to spend in store or online

The next 10 people after that will be given £50 to spend in store or online

The first 21 people in the queue on the day of opening will get access half an hour before the official opening.



## Shakespeare Duck Race

Stratford members are getting on board with the town's first charity duck race.

BID members from a variety of sectors have already stumped up for corporate ducks in the first Shakespeare Duck Race organised by Stratford Rotary Club to raise money for Shakespeare Hospice's new Children and



Young People's Services.

**And there's still time for you to get involved, with plenty more themed corporate ducks to choose from, from businessmen to hair stylists, chefs to artists, and concierges to dental nurse ducks.**

The duck race takes place at 2pm on Saturday, August 27, when 1,000 rubber ducks will be launched into the Avon below the weir at Lucy's Mill, opposite Holy Trinity Church.

Businesses can get involved with corporate ducks on sale for £30. All companies will get a certificate and the winning corporate duck will receive a duck trophy.

The winning duck will get a cash prize of £150, with £100 up for grabs for the runner-up, and £50 for third place. A fourth prize of a family ticket has been donated by Stratford Butterfly Farm.

Stratford is already on board, with our own Shakespeare duck. And other BID members have taken the plunge to pit their wits against their business - and duck - rivals.

They include Rohan with an explorer duck, Sporting Barbers with their own scissor-wielding rubber duck, El Greco who have bought a waitress duck and Langmans Dental with a dental nurse.

Samantha Wheeler, owner of Rohan in Sheep Street, said their Explorer Duck was already in training for the race.

**"His equipment won't weigh him down, his rucksack folds away into its own pocket, his binoculars are the lightest weight and his map is waterproof – to help protect his little yellow head from the sun his hat is made from 40+ UPF fabric.**

**"He doesn't need anti Malaria tablets for this race however we are looking at anti swan pills to keep him safe. He's on a healthy diet of 'Quacker' oats and is practising his bobbing along."**

They plan to follow Explorer duck's training on the Rohan website and the shop's Facebook page, as well as showing his exploits on their in-store customer notice boards.

**John Rees, project manager for the Duck Race said: "It's brilliant to see so many businesses from Stratford getting involved and we want to see even more taking the plunge to raise money for a good cause and have a bit of fun at the same time."**

The Shakespeare Duck Race is being organised by Stratford Rotary's newly-formed satellite evening group and is sponsored by Care UK, which runs more than 100 care homes across the county providing a range of care services from respite to residential care for older people.



L-r Stratoula Chatzisarou -El Greco  
David Sheen -Sporting Barber  
Craig Godwin -Rohan,  
Joe Baconnet -Stratford  
Kate Hampton -Langmans Dental Health Centre.

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After the race, the Shakespeare Duck Race mascot 'Bill' will be auctioned off to the highest bidder.

To buy a corporate duck, visit <https://www.justgiving.com/fundraising/corporateshakespeareduckrace> and donate £30. You will be then be asked to leave your email address so you can be contacted and allocated a racing number. You also need to leave a message with what style duck you'd like. You won't get your duck before the race, but you will receive it afterwards. Alternatively, anyone wanting to buy corporate ducks can email [rotaryeveninggroup@gmail.com](mailto:rotaryeveninggroup@gmail.com)

Tickets for individual ducks are priced £2 and are also on sale at the same Just Giving site and at Shakespeare Hospice shops in Stratford upon Avon (Avenue Farm Furniture Stop, the bookshop Rother Street) and Alcester, Henley in Arden and Wellesbourne.

The event is also being supported by Stratford Upon Avon Boat Club, which is providing launches to help throw the ducks into the river and catch them at the finish line.



L-r Samantha Wheeler -Rohan Stratoula Chatzisarou -El Greco  
Kate Hampton -Langmans Dental Health Centre  
Gilly Rushton President of Rotary  
David Sheen -Sporting Barber.

## Last Few Days For Businesses To Get On Board With Dragon Boat Race

**There are just a couple of days left to enter a team in the Shakespeare Hospice's Dragon Boat Race.**

Businesses across Stratford have already taken the plunge and entered teams in the race next month, and Stratford members are urged to get involved before the deadline on Friday (August 12).

The race takes place on the River Avon on Sunday, September 11 .

All money raised goes to help the Shakespeare Hospice, which offers care and support to adults and young people living with a life limiting illness and those who matter to them through a Day Hospice, **Hospice at Home Service, Family Support Service and Young People's Services.**

There are just a few days to join businesses including Avidity IP, Morrisons, DCS Europe, Benchmark Ground Maintenance and NFU Stratford in the event.

Adventurous teams of 12-17 will need to get entries in before the deadline on Friday, pay a deposit of £250 per team then raise at least £750 in sponsorship.

To find out more, contact the **Shakespeare Hospice's fundraising** team on 01789 266852.



## Summer success For Stratford-On-Sea

Sand sculptures, tricycles and live music have all been on the agenda for visitors to Stratford's 'alternative seaside', the RSC's Stratford-on-Sea festival.

Visitors to the month-event, which runs on Sundays throughout August, at the Bancroft Gardens are enjoying a host of free RSC activities, from brand new theatre inspired by the RSC's forthcoming show *The Tempest*, as well as free drop-in activities including a giant colouring workshop and the chance to create a sand sculpture.

The event continues with live music, a giant battleships game and The Tempest Tricycle - where people can help Prospero escape his prison island using a map, clues and a bottle of sun-boosting potion.

Geraldine Collinge, RSC Director of Events and Exhibitions, said: "Stratford-on-Sea is the perfect chance for people in town to enjoy an 'alternative seaside' over the Summer holidays.

"It is the third year that we have run the free event and we look forward to welcoming lots more visitors over the summer."

Families can also enjoy a range of free theatre performed by amateur, semi-professional theatres groups and colleges at [The Dell](#), the RSC's open air performance space in the town on Saturdays and Sundays, until August 28.

Stratford-on-Sea is part of the RSC's action packed schedule of Summer events. For more information visit [www.rsc.org.uk/events/summer-holiday-activities](http://www.rsc.org.uk/events/summer-holiday-activities)

Forthcoming events as part of Stratford-on-Sea include:-

### **FREE LIVE THEATRE COMMISSIONED WITH STAN'S CAFE**

**Miranda's Beach** by Amy Haigh and Kate Taylor Marshall

Sunday, 21 August: 12 noon, 1.30pm, 3pm

Watch this modern take on Shakespeare's *The Tempest* which examines the importance of recycling as Miranda, stranded on an island, sets out to create her own world from what's around her. Suitable for all ages.

**Ariel on the Cliff** by Cloud Cuckoo Land

Sunday, 28 August: 12 noon, 1.30pm, 3pm

Check out this story about Shakespeare's magical spirit Ariel which uses acoustic music and sensory storytelling to tell the tale. Suitable for all ages.

### OTHER ACTIVITY

Live Music

Sunday, 14 August: 11.30am-4pm, Sunday, 28 August: 2-5pm

Families can enjoy a feast of live music at this special afternoon session.



Much Ado About Puffin by the Open Attic Theatre

Sunday, August 14: 12 noon and 2.30pm

Using puppets, music and storytelling, visitors can enjoy this funny tale about a puffin and a man.

Massive Battleships by Mufti Games

Sunday, August 21: 11am, 12.30pm, 2pm and 3.30pm.

Check out our supersized version of family favourite, Battleships and enjoy using binoculars, flags and flashcards to signal spectacular hits and misses. Sign up on the day. Suitable for age seven and over.

## Musical medley in memory of popular town GP

Stratford members are urged to support a musical event organised in memory of a popular Stratford GP.

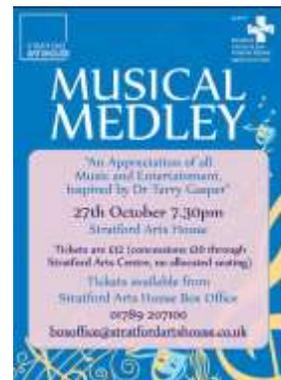
**The 'Musical Medley' event in memory of Dr Terry Gasper will be held** at The Arts House on October 27, with tickets on sale now.

Dr Gasper was a well-respected GP at Rother House Surgery, as well as Governor of South Warwickshire NHS Foundation Trust and Volunteer for the Stratford Cancer and Eye Hospital Appeal.

A former club doctor at Worcester Warriors, Dr Gasper died in September 2015 after a battle with cancer.

**The Musical Medley event is described as "An appreciation of all music and entertainment, inspired by Dr Terry Gasper"** and will include some of his favourite music.

Tickets priced £12 (concessions £10) can be booked online at <http://stratfordartshouse.co.uk/whats-on/event/a-musical-medley> or in person at the Stratford ArtsHouse Box Office.



## The Bulldog Bash Starts Tomorrow

The Bulldog Bash returns to Long Marston Airfield this week.

One of the largest motorcycle festivals in Europe, the annual event runs from Thursday to Sunday (August 11 - 14).

**While the event doesn't take place in the town centre, businesses are reminded that there is likely to be an influx of people in the area during the days the festival is running.**

## BID Members Outfits Cruising The Catwalk At WILS Charity Fashion Show



Fashion fans and shopaholics are in for a treat with the return of the annual WI Lite Stratford (WILS) Charity Fashion Show and Shopping Experience.

Outfits from Stratforward members Gemini, New Idle, Rohan, and VH & Co will be among clothing modelled on the catwalk by WILS models at the event on Tuesday, September 13, along with make-up by fellow BID members Gorgeous Obsession and Looking Glass Aesthetics.

The event, in aid of Springfield Mind, is the 6th WILS Charity Fashion Show and Shopping Experience.

It is sponsored by Matthew Curtis Hair Design and Listers Toyota - which also sponsors the Stratforward-organised Stratford Motor Festival.

As well as the fashion show, boutique retailers and independent craftspeople will be on hand selling their wares, from jewellery and handbags to chocolate and artwork.

The evening will also include a charity raffle and silent auction with prizes including an indoor skydiving session, a round of golf at The Welcombe Hotel, a year's fitness membership at Stratford Leisure Centre and dinner at The Encore.

The WILS Charity Fashion Show and Shopping Experience takes place on Tuesday, September 13 at 6.45pm.

Tickets for the evening are £12 including a glass of wine and can be booked online at [www.wilite.co.uk](http://www.wilite.co.uk), [www.stratfordartshouse.co.uk](http://www.stratfordartshouse.co.uk) or by calling the Stratford Artshouse box office on 01789 207100.

If you're a Stratforward member and think your business can offer a prize please email [stratford-wilite@hotmail.com](mailto:stratford-wilite@hotmail.com).



## Performance Data

Due to technical issues with the footfall counters the data we are receiving is incomplete. Elephant Wi-Fi will be in town soon upgrading the footfall counters. We apologise for any inconvenience this causes your business.

## Dates for your diary!

5th until 21st August - Rio Olympics  
11th August - Stratford Race Meeting  
11th to 14th August - 30th Anniversary Bull Dog Bash  
13th August - Deadline for Food Festival advertising & involvement  
18th August - Stratford Race Meeting  
24th August - Stratford Race Meeting  
3rd September - Stratford Race Meeting  
5th September - Warwickshire Schools return  
7th to 18th September - Paralympics  
10th & 11th September - Heritage Open Days  
11th September - Stratford Big 10K Run  
22nd September - Coventry and Warwickshire Tourism and Culture Awards  
**23rd until 25th September - Stratford Town Food Festival**  
28th September - Stratford Business Show  
date to be confirmed - Stratforward AGM  
29th September - Stratford Community Forum (SDC)  
30th September - Macmillan Coffee Morning  
date to be confirmed - New Place Re-opening  
6th October - National Poetry Day  
8th to 22nd October - Stratford Music Festival  
15th October - Stratford Races  
27th October - Stratford Races  
22nd to 30 October - Warwickshire half term  
24th to 28th October - Autumn Literary Festival  
28th October - Breast Cancer Charity Wear Pink Day

## Contact Us - Give us a call for more information about our services and products

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Visit us on the web at  
[www.stratforward.co.uk](http://www.stratforward.co.uk)



## BID Member Spotlight

# ENV SALON

ENV Salon bring a simple, refreshing concept of hairdressing to Stratford-Upon-Avon this year, with **their stunning studio being the perfect space for the team to bring their client's new looks to life.**

The salon has a fresh approach to hairdressing, with a team of talented stylists, colourists and beauty professionals, who are dedicated to providing a warm and professional service. Visitors to the salon will be greeted with a warm welcome and treated to a luxury salon experience.

The flagship store of coveted Italian brand *Alfaparf Milano*, ENV are passionate about the products **that they use and retail in salon; the brand's ethos and range are a perfect match for what ENV aim to deliver to their clients.** For beautiful colour, the team use *Alfaparf Milano's* Evolution of the Color 3D Tech range; enriched with Hyaluronic Acid and without PPD. The range is low in ammonia and creates unrivalled coverage and shine. The *Alfaparf Milano, 'Semi Di Lino' Shampoos and Conditioners* feature a colour and shine fix complex which protects colour intensity.

**Rikki and the team are delighted to have settled into Stratford this year, where he describes it as 'a place full of art, theatre and glamour', and are now gearing up for a busy summer.** The *Lisse Design Keratin Therapy* is set to be popular - a smoothing treatment, free from chemicals, which lasts up to 3 months. For clients looking to battle humidity, as they head off over the summer, this is the perfect solution and is a firm favourite already.

ENV are becoming unstoppable, with recent additions of nails and hair extensions to their repertoire.

Alongside their clients, ENV Salon are making a difference charitably. A generous £20 from each treatment is being donated to the Shakespeare Hospice - who offer specialist palliative day care, in Stratford-Upon-Avon.

Following many successful years in Henley-in-Arden, Rikki has been delighted to return to Stratford-Upon-Avon, **to familiar faces of past and new clients, describing his welcome back as 'inspiring' and said: "the response so far has been amazing. I am so excited for the return of so many people I have not seen for so long."**

ENV Salon are delighted to be able to offer readers of *Stratforward* an exclusive 25% discount on their first visit when booking in with Kim or Sian. Just mention when booking on 01789 290448 or come into the salon at 1 Windsor Court, Stratford upon Avon, CV37 6GG. Not to used in conjunction with other discounts.

