

BUSINESS NEWS

Stratforward Newsletter

Issue 32 - 17 August 2016



Loxleys Back As Sponsor For 2016 Food Festival

Sheep Street restaurant Loxleys is backing the Stratford Town Centre Food Festival 2016 once again by sponsoring the popular event.

The three-day festival, organised by Stratforward in association with Geraud Markets, returns to the town centre from Friday 23rd September to Sunday 25th September.

Not only will Stratford's streets be packed with stalls showcasing the finest food and drink the region has to offer, but the town will also welcome world-famous chef Jean-Christophe Novelli to the **Water-side Cookery School on the festival's final day.**

The festival attracts thousands of visitors from across the country and is keenly supported by the town and local businesses.

They include Loxleys, who return as sponsors of the festival for the second year running.

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."



Stratforward events manager Ruth Wood added: "This event has grown hugely over recent years, attracting tens of thousands of foodies from all over the country and further afield to sample what's on offer, all set against the backdrop of our beautiful town.

"We're thrilled to have Loxleys on board again for what is guaranteed to be a brilliant weekend of food and drink."

Highlights of the 2016 Stratford Town Centre Food Festival will include chef



- L-R, Loxleys Sous Chef Chris Butler, Loxleys General Manager Jonathan Lea, and Stratforward Events Manager Ruth Wood.

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demonstrations, workshops and the popular Food and Ale Trails, which allow 200 daily ticketholders to get free samples from selected businesses across the town.

A new feature on the Friday and Saturday is the Local Producers Area on Waterside, while local chefs will tread the same stage as Jean-Christophe Novelli to showcase Stratford's own culinary talent at The Waterside Cookery Theatre.

New CEO For Stratford Town Trust - And His Door's Always Open



BID member Stratford Town Trust has announced the appointment of a new chief executive - along with plenty of chances to get to know him.

Justin Williams has replaced Helen Munro as CEO of the Town Trust, which distributes around £1.8m each year to sup-

port the community in Stratford-upon-Avon.

And he has called on the local community to engage with the Trust, making himself available for informal drop-in sessions every Friday as well as a **series of monthly members' surgeries with trustees.**

Mr Williams has invited anyone - whether a Town Trust member or not - to drop in and see him between 10am and 2pm every Friday.

The Trust is also building on the Members' Surgeries started up this year, with regular monthly events - set to be held in the Marketspace at Stratford ArtsHouse - open to any member to meet Trustees, ask questions, voice concerns, or share their views.

The surgeries will take place between 5pm and 7pm on the last Thursday of the month, excluding December. Confirmed dates so far are: September 29th, October 27th, November 24th, January 26th, February 23rd and March 30th.

Mr Williams said: "We have more than 2,000 members and we want to actively engage with them to ensure

that the focus of our activities is objectives that the community values.

"The sole purpose of the Town Trust is to support the community of Stratford-upon-Avon – the more support the community gives us, the more we can do in return.

"Membership of the Town Trust is free and everyone living in the town should be involved."

Stratford Town Trust derives its income from the properties and funds of two charities, the Guild and College estates, whose origins go back to the 13th century. Membership is open to anyone aged 18 or over who lives in Stratford-upon-Avon town.

For more information on the Trust, the surgeries and on joining, call 01789 207111 or visit

www.stratfordtowntrust.co.uk, and to speak to Mr Williams, drop in on Fridays, call 01789 207104 or email justin.williams@stratfordtowntrust.co.uk.



New Stratford Town Trust CEO Justin Williams



Outgoing CEO Helen Munro with new CEO Justin Williams

Town Trust Grants Set To Benefit Town

The appointment of Mr Williams coincides with the awarding of nearly £170,000 in grants to benefit the town. The Town Trust is dishing out a total of £169,857 in the form of 18 grants, all set to help the local community. Groups across the town are set to benefit, including BID members; Stratford District Council's UBUS community bus project that brings people into Stratford for shopping and appointments; The Shakespeare Hospice to support its Hospice at Home Twilight Service and Escape Community Arts. The largest grant of £25,000 goes to Stratford-upon-Avon Hockey Club to support a new community outreach programme.

Other groups set to benefit include: Stratford's Men in Sheds; Lifespace Trust; Stratford's Foodbank; and the Stratford Society, to fund the restoration of the Marie Corelli Monument in Stratford's cemetery.

These grants add to the £221,000 already awarded by Stratford Town Trust earlier in 2016.

The Trust, which derives its income from the properties and funds of two charities, the Guild and College estates, whose origins date back to the 13th Century, has given out around £1m a year each year to local good causes.

Grants Manager Claire Bowry said:

"Congratulations to all of the successful applicants receiving funding in our second main grants round of the year.

"The Trust is delighted to support such a huge range of different charities, organisations and groups, all making an invaluable contribution to the community."

Grants are awarded three times a year. Applications for the final round of 2016 - Round 3 - must be submitted by 5pm on Friday September 2nd. Fast-track grants of up to £1,000 are awarded throughout the year.

For more information or to apply, visit www.stratfordtowntrust.co.uk



Sam Grigg, James Huggins, Matthew Davis, Ollie Taylor and Charlie Leary, members of Stratford Hockey Club, which was awarded the biggest grant in Round 2 of grants from Stratford Town Trust.



Escape Arts



Just Days Left To Enter Coventry & Warwickshire Tourism and Culture Awards

If you're a Stratford business and want to be recognised as one of the region's best, you've only got until the end of the week to enter the Coventry and Warwickshire Tourism and Culture Awards 2016.

The awards, run by Touch FM, celebrate culture and tourism in the area and culminate in a **glittering evening at Coventry's Ricoh Arena.**

The deadline for entries is this Friday (August 19) and Stratford is urging BID members to put themselves forward or nominate fellow businesses.

Categories cover pubs, restaurants, hotels, visitor attractions, tourism events and experience, live music, arts and theatre, and history and heritage.

Stratford scooped several awards in 2015, with winners including The Shakespeare Birthplace Trust, the RSC, the MAD Museum and Avonlea Guest House in Shipston Road.

To enter the awards visit <http://www.tourismandcultureawards.co.uk/>

CATEGORIES

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



Royal Shakespeare Theatre



Shakespeare Birthplace Trust



MAD Museum

BID Members Opening Their Doors For Heritage Open Days

Stratford's historic houses are opening their doors for this year's Heritage Open Days.

Several key Stratford members are joining in the nationwide event, which takes place from Thursday 8th September to Sunday 11th September.

Established in 1994, Heritage Open Days is England's contribution to the European Heritage Days and has since grown into the country's largest heritage festival.

As part of the nationwide festival, the Shakespeare Birthplace Trust on Henley Street is holding a free pop-up exhibition on the theme of gardening from 10am-4pm on Saturday and Sunday, September 10 & 11.

The free drop-in event will include looking at plants, gardens **and gardening in Shakespeare's time, the gardens of Stratford's** town and country properties as well as gardens in the plays and nature as it is represented in performance of the plays - all **through the Birthplace Trust's world class library, archive and** museum collections.

Visitors will be able to meet collections staff and volunteers and enjoy Tudor gardening implements, early printed Herbals and gardening books, historic photos, theatre archives and local archive documents and drawings.

There will also be a range of children's activities in the Queen Elizabeth Hall, where visitors aged 3 upwards can design a Tudor knot garden, get a picture of themselves as a Tudor gardener, make a lavender bag or learn how to use the intriguing Tudor "tinkler".

As part of Heritage Open Days, the Town Council is also working with community arts group Escape Arts, with the theme of Historic Public Houses past and past.

Escape Arts is coordinating a walking tour to the site of seven former hostelries with a volunteer guide, who will explain facts relating to the history and other stories relating to the individual buildings. The tours will start from the Old Slaughterhouse in Sheep Street.

The Evesham Road Cemetery will be highlighted with a display relating to the formation of the new Tranquillity Garden, set to start later this year, and there will also be a display relating to Flowers Brewery, with artefacts on view made for the former Stratford Brewery which was bought out by Whitbread in the 1960s.

Information recording the history of local historic bells will be **available, and the council is hoping to have the town's ancient** Market Bell on display.

On top of this, there will be the usual Town Heritage Trail, incorporating seven sites of interest: Holy Trinity Church, the Guild Chapel (both offering guided tours), the Shakespeare Centre with its **pop-up gardens exhibition, Harvard House, St Gregory's RC Church,** the Town Hall and new this year, Clopton Bridge Toll House.

All these attractions are free of charge. On the Thursday the Town Hall is only open to schools, and to all other members of the public from Friday onwards.



Escape Arts



Feast Your Eyes On Stratford Art Society's Summer Exhibition



57th Annual Stratford upon Avon Art Society

SUMMER EXHIBITION

**King Edward VI Grammar School
Chapel Lane
Stratford upon Avon CV37 6BE**

Saturday 13th to Monday 29th August
Open daily from 10.00 am to 6.00 pm

ADMISSION FREE • ADMISSION FREE • ADMISSION FREE
www.stratforduponavonartsociety.co.uk

Art-lovers can feast their eyes on the 57th Annual Summer Art Exhibition by Stratford Upon Avon Art Society. The exhibition, being held at King Edward VI Grammar School, started on Saturday (August 13) and runs until Monday, August 29.

Open daily from 10am to 6pm, it also features live demonstrations every day from member artists.

Admission is free, and for more information visit <http://www.stratforduponavonartsociety.co.uk/annual-exhibition-2016/>



Will's Will Brings Thousands To Stratford

The return of Shakespeare's will to Stratford for the first time in 400 years has been dubbed a "great success", attracting thousands of people to the town.

More than 12,000 people visited the Treasures Exhibition at Shakespeare's Birthplace to catch a glimpse of the bard's last will and testament during its three-week visit.

The document - one of the most important relating to Shakespeare

- was loaned to the Birthplace Trust by the National Archives from July 16 until August 4 as part of celebrations of 400 years of Shakespeare's legacy.

The visit was the first time the document had been in Stratford since it was written in March 1616 then taken to London in June of that year by Shakespeare's son-in-law Dr John Hall to get a grant of probate.

The Birthplace Trust's Head of Collections, Paul Taylor, said the document's time in Stratford had been a great success.

"We welcomed over 12,000 visitors to the Treasures exhibition, including 64 people at the launch event to start things off, 138 visitors when we opened for CV37 residents, 71 delegates from the World Shakespeare Congress and 50 at an event for Wright Hassall solicitors.

"We even allowed one extra visitor in just before the Will left, Greg Doran, Artistic Director at the RSC.

"During this time we checked the temperature and humidity levels daily, arranging for the room to be kept at a constant temperature even as the outside of the room reached 54C at one point."

As well as visitors in person, the return of the will to Shakespeare's birthplace hit the headlines, with coverage on regional television and radio, reaching an estimated 2.48 million people, he said.



Picture courtesy of The National Archive

Camera Contest Puts All Eyes On Stratford

All lenses will be on Shakespeare's gardens, thanks to a photography competition organised by BID member the Shakespeare Birthplace Trust.

The Trust's latest initiative to draw people to the town will give keen photographers the chance to win some top-notch camera equipment, garden goodies, and a Family Pass to Shakespeare's Family Homes - just for sharing photos of the gardens at Shakespeare's family homes.

The Birthplace Trust is encouraging cameramen and women to



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snap away in the gardens at Shakespeare's family homes, including those in the town centre such as Shakespeare's Birthplace, Hall's Croft and the soon-to-be-opened New Place.

All you have to do is submit your photos via email or social media by September 30 to be in with a chance of winning an Arena Pro Tripod, a selection of garden goodies and a Family Pass to Shakespeare's Family Homes worth £140, as well as a signed copy of Jackie Bennett's book, Shakespeare's Gardens.

Submissions will be judged by Shakespeare Birthplace Trust's Head of Gardens Glyn Jones, and world-renowned gardens photographer Andrew Lawson.

Email your entries to competitions@shakespeare.org.uk or share them on social media using the hashtag #shakespearesgardens. All entries must be submitted with name, description, date, and current contact details.

Shortlisted entries to the contest, which is supported by London Camera Exchange, will be displayed at one of Shakespeare's family homes and online at www.shakespeare.org.uk.

Stratford Set For Increased 'Pawfall' On National Dog Day

Stratford is set to see great footfall - and 'pawfall' - thanks to a special celebration for National Dog Day next week.

To mark the day, Anne Hathaway's Cottage and Gardens is welcoming dog-lovers and their furry friends for a special 'Shakes-paws Picnic'.

Next Friday (August 26) from 10am to 4pm, visitors are encouraged to bring their dogs along for a day of family fun, treats, and walks.

There will be demonstrations from the Guide Dogs team as well as fun family activities, plus treats from Purina UK, kids' games, and opportunities for great walks around the gardens and woodland.

There will also be a dog selfie station and mini dog show, with categories including waggiest tail, smiliest dog and best biscuit catcher.

The day is also a reminder that dogs are welcome at other sites run by the Shakespeare Birthplace Trust, including Shakespeare's Birthplace and Hall's Croft.

Ruth Warner, Head of Visitor Experience at the Shakespeare Birthplace Trust, said: "Dogs are always welcome visitors to the gardens at Anne Hathaway's Cottage, but also to Shakespeare's Birthplace and Hall's Croft.

"We are looking forward to welcoming even more furry friends to this special day of events and activities."

Visitors who bring their dog on the day will receive a 20% discount on entry. For more information visit www.shakespeare.org.uk.



Stratford Set For New Place Reopening Date

The new date for the reopening of Shakespeare's New Place is expected to be announced later this week.

New Place was set to reopen last month, but the Shakespeare Birthplace Trust was forced to delay it after torrential rainfall earlier in the summer made it impossible to complete ground-work, which in turn delayed the installation of the new garden on the footprint of **Shakespeare's family home.**

The site - a major draw to Stratford - **was Shakespeare's family home from 1597 until he died in the house in 1616.**

Still Time To Attend SBF's Big Breakfast

There are just a few days left to join fellow businesses at a joint 'Summer Big Breakfast' organised by Stratford Business Forum.

The breakfast, set for this Friday (August 19) at the Holiday Inn in Stratford, is a joint breakfast, bringing together the Stratford and Leamington Business Forums.

More than 70 attendees are booked already, with room for just a few more.

Guest speakers on the day are renowned barrister Michael Mansfield QC, who has represented defendants in some of the most controversial and well-known cases the UK has seen, **and Yvette Greenway from the charity SOS silence of suicide, which is the breakfast's charity of the day.**

Book tickets for the event here http://www.stratford-business-forum.co.uk/catalogue_item.php?catID=6760&prodID=58684&utm_medium=email&utm_campaign=Gen%20invite%20-%20Aug%202016%20copy&utm_content=Gen%20invite%20-%20Aug%202016%20copy+CID_b7464003600629f41591595bf0acac82&utm_source=Email%20marketing&utm_term=BOOK%20HERE

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
18th August - Stratford Race Meeting
24th August - Stratford Race Meeting
27th August - Shakespeare Hospice Duck Race
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
11th September - Dragon Boat Race
22nd September - Coventry and Warwickshire Tourism and Culture Awards
23rd until 25th September - Stratford Town Food Festival
28th September - Stratford Business Show
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
11th & 12th October - Mop Fair
date to be confirmed - Stratforward AGM
15th October - Stratford Races
20th & 21st October - Runaway Mop Fair
27th October - Stratford Races
22nd to 30th 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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