

STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

Issue 34: 30th August 2017

Sign up now for Ambassador Tours



Following their success earlier this year, Stratforward's Ambassador Tours are back.

We had such a great response from businesses for our Town Host-led tours in March that we're putting on three more in October.

The tours, which take place on October 4th, 11th and 18th, start at Creaky Cauldron on Henley Street, taking in the Shakespeare's Birthplace, MAD Museum, the Stratford Town Walk, New Place, the RSC and the Stratford Butterfly Farm. Most importantly we will be show casing our independent business community.

The tours, which start at 8.45am will finish at around 3.30pm and include coffee stops and lunch.

Led by Stratforward's Town Hosts, they are free to employees of BID businesses and give you the opportunity to see first hand some of the highlights of Stratford, as well as asking the Town Hosts any questions.

The maximum capacity of each tour is around 20 with many spaces already taken, so let your staff know and get in touch to reserve some spaces. Just email the town hosts on townhosts@stratforward.co.uk or call into our office on Sheep Street above the Wildwood Restaurant.

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Trails Tickets for Food Festival Selling Like Hotcakes

If you've signed up to take part in the Stratford Town Centre Food Festival's Taste and Ale Trails, you'll be pleased to know we're on track for a sell-out weekend.

Tickets for the trails on Saturday, September 23rd and Sunday, September 24th became available on August 21st and are selling fast, with hundreds of people set to take part in them over the food festival weekend.

The trails give people the chance to try treats from businesses across Stratford, leading them to an array of town centre businesses.

They always prove a highlight of the festival, with participants getting the chance to showcase their offering to visitors to the town, many of whom return to their venues after the festival. We run two Taste Trails on each day of the festival, each with 200 tickets up for grabs, as well as **one Ale Trail on each day with around 180 tickets available for each day, and we're pleased to report that more than half of those have already been snapped up.**

The festival is shaping up to be a great event, with demonstrations from local talent including Chris Butler, sous chef at festival sponsor Loxleys, creating a seasonal lamb sensation, as well as Mike Robinson, executive chef at The Woodsman Restaurant that is set to open at The Falcon. There will also be a bustling market lining town centre streets thanks to a partnership with Cotswold Markets and a range of workshops in Bell Court.

Last year's event brought 80,000 people to Stratford for the food festival and we're looking at welcoming just as many, if not more, again this year.



Children's Hands On Class – would you like to run a children's workshop to promote your business at the food festival?

On Sunday 24th September at Bell Court from 1-1:30pm. You will receive publicity and raise awareness of your business.

Call or email Tor ASAP on 01789 299011 tor@stratforward.co.uk

Town Organisations Celebrating Heritage Open Days

Stratford is celebrating Heritage Open Days with a range of **inspiring activities from some of the town's organisations.**

Escape Arts is marking the weekend, which takes place on **September 9th and 10th, with a celebration of Stratford's lost rail heritage and lost landscapes of the town.**

The charity is offering something for all ages, from the chance to solve the mysterious case of 'The Missing Passenger' to **children's train building and a model railway, music and refreshments in the Buffet Car** and the chance to create your own Totem Sign.

Escape Art's headquarters at The Old Slaughterhouse is showing **Stratford's Lost Railways, an exhibition by local designer and photographer Phillip Williams** telling the story of changes



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to Stratford's railway structure over the last 60 years through memorabilia, artefacts and photographs, featuring the digitally restored, historic 35mm colour slides of his late father Tom Williams, paired with present-day photographs, illustrations and easy-to-understand schematics by Phil.

Artistic Director Karen Williams said: "This is a fantastic opportunity for people of all ages to get involved and find out in a fun and inspiring way about some of Stratford's lost heritage."

Over the same weekend, the Shakespeare Birthplace Trust is opening the doors to the Shakespeare Centre for FREE as part of the Heritage Open Days.

A special pop-up exhibition will follow this year's Heritage Open Day theme of Travels through Europe, showcasing travel-related objects and artefacts from the Trust's world-class collection.

There will also be free travel-themed activities where children can explore the replica Tudor market, dress up as a Tudor traveller or join in the fun craft activities and make something to take home.

Madeleine Cox, Reading Room Services Co-ordinator at the Shakespeare Birthplace Trust, said: **"Heritage Open Days are a once-a-year chance to explore the hidden treasures of the town's heritage for free, and get a real sense of the beautiful collections and wonderful history available on your doorstep."**

As well as the pop-up exhibition, visitors can enjoy free entry into Harvard House, the Elizabethan town house built by wealthy merchant, Thomas Rogers, and learn about its connection with Harvard University in America.

For more information about Heritage Open Days and to plan your visit, see www.shakespeare.org.uk or www.heritageopendays.org.uk or email scla@shakespeare.org.uk

Stratford Set To Mark The Date Shakespeare's Birthplace Was Saved

This month marks 170 years since Shakespeare's Birthplace was secured for the nation.

The Bard's childhood home was bought at auction for £3,000 on September 16th, 1847.

To mark the 170th anniversary of the sale, a new temporary exhibition will go on display from September 16th until December 29th, showing how

John Payne Collier, Charles Knight, W C Macready, Charles Dickens, Robert Peel and the Mayor of Stratford campaigned to raise the necessary funds to bid for the Birthplace at auction.

There will also be a theatrical re-enactment of the auction and purchase to mark the occasion at 12pm and 2pm on September 16th at 12pm and 2pm.



Watch This Space for Next Networking Meeting

Stratforward's next networking event will take place in September. We're just firming up the final details but keep an eye on your email inbox for more information on the meeting, which will update BID members on all the latest news from Stratforward, including the Meercat members' benefits scheme and plans for our forthcoming events to promote Stratford as a key destination for the region and beyond.

Dates for your diary!

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

September

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|-----------------|---------------------------------------------------------------------------|
| 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 |
| W/C 11th | Stratforward Networking Event |
| 16th | New Place Garden @ Shakespeare's New Place |
| 16th | Re-enactment of purchase of The Birthplace @ The Birthplace |
| 21st to 23rd | SBT Shakespeare Film Festival @ New Place Gardens |
| 21st to 23rd | SBT Film & Animation Workshops @ The Shakespeare Centre |
| 22nd | Yotam Ottolenghi and Helen Goh @ The Artshouse |
| 23rd & 24th | Stratford Town Centre Food Festival - Trail Tickets available now! |
| 24th | Pop-Up Shakespeare @ The Shakespeare Centre 14:30 - 16:00 Free |
| 26th to 3rd Oct | Stratford Music Festival |

October

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|--------------|------------------------------------------------------------------|
| 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 |
| 25th | Ian Doescher book signing @ The Shakespeare Centre 17:30 - 19:00 |

November

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| 11th | The Social Secrets of Fashion @ The Shakespeare Centre |
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December

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| 8th to 10th | Stratford Christmas Festival |
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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

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

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