

BUSINESS NEWS

Stratforward Newsletter

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Stratforward Members Lead Charge For Tourism Glory

BID members are up there with region's best after being shortlisted for the Coventry & Warwickshire Tourism & Cultural Awards.

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

Stratforward members scooped several awards last year, with winners including The Shakespeare Birthplace Trust, the RSC and the MAD Museum.

And SBT and MAD Museum could be in line for success again this year having both been nominated in two categories each. Other BID members up for awards are The Arden Hotel and The Old Slaughterhouse



Simon Partridge, front of house manager at the MAD Museum; Olivia Woolley, wedding and events coordinator at the Arden Hotel; Alexandra Daley, reservations and events manager at the Arden Hotel; Chloe Malendewicz, manager at Shakespeare's New Place; Karen Williams, artistic director at Escape Arts; and Mike Abbotts, manager at the MAD Museum

MAD Museum spokeswoman Katie Wilson said: "We were over the moon when you found out we'd been shortlisted as a finalist in not one, but two categories!



Mike Abbotts, manager at MAD Museum and Simon Partridge, front of house manager

"The MAD Museum is a small, family-run business so to even be nominated for 'Visitor Attraction of the Year' and the 'Kids and Families' award is a great triumph.

"The awards night is a fantastic occasion that celebrates local achievement and hard work, we are really looking forward to it!"

SBT have been shortlisted for Mary Arden's Farm in the Kids and Family Experience category and in the History and Heritage Category for their pop-up Shakespeare's Tavern run at the Birthplace earlier this year.

Ruth Warner, Head of Visitor Experience at SBT said: "We're thrilled to have been nominated for two Tourism and Culture Awards this year.

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"Our teams are passionate about bringing Shakespeare's legacy to life and are always developing new ideas and events to enhance the visitor experience.

"We very much look forward to a great evening at the awards."

The Arden Hotel is shortlisted in the Best Hotel category.



Olivia Woolley, wedding and events coordinator at the Arden Hotel, and Alexandra Daley, reservations and events manager at the Arden Hotel

General Manager, Josefine Blomqvist said: "It is always fantastic to be recognised and this nomination endorses both our commitment to supporting our local area, and our teams' hard work in striving for excellence."



Shakespeare's Tavern

The Old Slaughterhouse off Sheep Street, which reopened last year after standing abandoned for half a century, is also up for an award.

The vision of popular local charity and BID member Escape Arts, it is now a unique exhibition and workshop space.

Karen Williams, Artistic Director at Escape Arts, said: "We are delighted to be shortlisted. The Old Slaughterhouse has only been open 15 months which makes this recognition for everyone involved from volunteers to contributors so welcome.

"We are working hard to explore and share the memories of local people and the town's heritage and are very proud to be working at the heart of the community. Good luck everyone."

Categories in the Coventry & Warwickshire Tourism & Cultural Awards cover pubs, restaurants, hotels, visitor attractions, tourism events and experience, live music, arts and theatre, and history and heritage.



Karen Williams, Artistic Director at Escape Arts

Shakespeare's England has also been shortlisted within the Creative Marketing Campaign category for its Shakespeare 400 campaign to mark the 400th anniversary of Shakespeare's death.

The Awards ceremony takes place on September 22 at the Ricoh Arena.

Stratford Chef's Heading For The Spotlight At Food Festival

Some of Stratford's own homegrown culinary talent are getting ready to show off their skills at the Stratford Town Centre Food Festival later this month.



Sushi skills, gin-tasting, and fudge-making are all on the agenda for a packed timetable of free demonstrations and workshops at the three-day extravaganza, which returns to the town from Friday September 23 to Sunday September 25.



Organised by Stratford's award-winning events team in association with Geraud Markets, it will feature popular chef Jean-Christophe Novelli showcasing his skills at The Waterside Cookery Theatre on the final day.

But he's not the only one donning his chef's whites to impress the crowds. Chefs from Stratford's own eateries will take to the stage with an array of demonstrations.

They include Fatmir Seferaj, chef at Bamboodle, who will perform a sushi demonstration with Bamboodle's head chef Elio Alonso at the Waterside Cookery Theatre on the Saturday.

Fatmir said: "When I saw the food festival was coming back I really wanted to do it.

"We've started doing sushi recently because we have been changing the menu, so Elio and I will be making that and various other things.

"The food festival is a great event for a place like us to get our name out there and show people what we do."

Andy Irvine, owner of Roly's Fudge Pantry, will be doing a demonstration at the Waterside Cookery Theatre on the first day of the festival, as well as appearing at the Rother Street Food Festival Workshop on the Sunday.

Andy will be making a special gin and lemon fudge for the festival, as well as sticky toffee fudge, while Roly's is also one of the places on the popular Taste Trail.

He said he had loved taking part in last year's festival, which had seen plenty of interest in his fudge-making skills.

"It was really popular," he said, "There were two lads who had literally dragged their mum away from James Martin and said, 'we can't go, the fudge man is on'."



Andy Irvine, owner of Roly's Fudge Pantry, James Richards, owner of Vin Neuf, and Fatmir Seferaj, chef at Bamboodle

And it's not just food on offer. James Richards, owner of Vin Neuf, will be taking visitors on a gin-tasting adventure at the Rother Street Workshop, as well as having a stall at the festival for the three days.

"We have been involved for quite a few years but last year was particularly good and it was busy," he said.



"This is the first time we've done gin but this year is the time. It's really fashionable at the moment. We've gone from having a few gins to 20 different gins so it's a great thing to do as a demonstration."

Other local businesses taking to the stage include Barry the Butcher, whose master butcher Adam Lucock will be showing the crowds how to prepare a whole lamb, as well as cooking demonstrations from popular eateries including Carluccio's, The Falcon Hotel, Church Street Townhouse and Boston Tea Party.

The demonstrations are just one part of this year's festival which will see the town centre packed with at least 100 stalls showcasing the best of local food and produce.

The popular Taste and Ale Trails return, allowing 200 daily ticketholders to pop into selected businesses across the town for tasty free samples, and new for this year there will be a Local Producers Area on Waterside on the Friday and Saturday.



Andy Irvine, owner of Roly's Fudge Pantry, who is making a special gin and lemon fudge for the food festival



Fatmir Seferaj, chef at Bamboodle, who will be doing a sushi demonstration at the food festival



James Richards, owner of Vin Neuf, who is running a gin-tasting at the food festival



Chef Demonstration & Workshop Schedule 2016

FRIDAY 23rd SEPTEMBER – Waterside Cookery Theatre

TIME	WHAT	WHO	COST
11am-11:40	Wild Mushrooms and Truffles Cooking with mushrooms is the best! Add depth and body to your cooking. Pick up simple recipe ideas from Carluccios	Libby Andreopoulos - Deli Specialist	FREE
1pm-1:40	Fudge! Learn how to make the creamiest, crumbliest fudge from real ingredients with Roly's Fudge . Taste the sticky toffee pudding fudge too!	Andy Irvine	FREE
2pm-2:40	Fresh Pasta and Saucesmeals in minutes!	Stratford College	FREE
4pm-4:40	Kids Hands On Class: Eat Your Art Out Help recreate a famous artwork in the medium of food! Involves icing biscuits, creating the image and finally eating the results. Suitable for children age 2-14. By Escape Arts	Escape Team	FREE
5pm-5:40	Kids Hands on Class: Fairy Fun with The Falcon Hotel: Decorate some fabulous fairy cakes to take home – if they last that long!	Brad - Chef	FREE

SATURDAY 24th SEPTEMBER – Waterside Cookery Theatre

11am-11:30	Wild Mushrooms and Truffles Cooking with mushrooms is the best! Add depth and body to your cooking. Pick up simple recipe ideas from Carluccios	Dwight Clayton - Head Chef	FREE
12pm-2:40	How to prepare a whole Lamb Under the guidance from Barry The Butchers' master butcher learn how to create 14 cuts of meat suitable for roasts, BBQs, grills and casseroles.	Adam Lucock - Master Butcher	FREE
1pm-1:40pm	Luscious Lamb Pan roast cannon of lamb with a warm salad of Jerusalem artichokes, radish & Swiss chard with pomegranate jus by The Falcon Hotel's award winning head chef	Phil Bailey - Head Chef	FREE
2pm-2:40	Tips n Party Tricks with Local produce Roast rump of Lighthorne lamb with a confit shoulder hash, fried quails egg and garlic pistou. Blueberry Soufflé Omelette for a bit of fun by Church Street Townhouse	Matthew Hiscoe - Area Head Chef	FREE
3pm – 3:40	Hashtag Sweet! Learn how to make Boston Tea Party's infamous Sweetcorn Hash – one of the most popular brunch dishes out	Arty Shaw - Sous chef	FREE
4pm – 4:40	All Things Sushi Learn how to make sushi & enjoy the wonderful flavours and ingredients of this delicious Japanese cuisine by Bamboodle – the only place in town for Sushi	Elio Alonso - Head Chef	FREE
6pm – 6:40	Cocktail Masterclass Learn how to make delicious cocktails with a masterclass from Union Bar . Then enjoy their 2 for 1 happy hour!	Union Bar Team	FREE

SUNDAY 25th SEPTEMBER – Waterside Cookery Theatre

11am – 11:40	Jean-Christophe Novelli – See French celebrity chef in action and enjoy	JCN	£10
1 – 1:40	Jean-Christophe Novelli , learning some tricks of the trade at these	JCN	£10
3 - 3:40	Jean-Christophe Novelli , culinary experiences.	JCN	£10
4:15 – 5	Deliciously Decadent Afternoon Tea Dean & George will take you through some sweet and savoury choices featuring on The Stratford Q Hotel's new Afternoon Tea Menu	Dean & George	FREE

SUNDAY 25th SEPTEMBER – Rother Street Food Festival Workshop

11:30am – 12:15	Bread Making – shaping and moulding bread! Learn how to make your own sour dough.	Blackmans Bakery	FREE
12:30 – 1:15	Kids Hands On Class - Cookie Decorating	Stratford College	FREE
1:30 – 2:15	Fudge! Learn how to make the creamiest, crumbliest fudge from real ingredients with Roly's Fudge . Plenty to taste too including sticky toffee pudding fudge and the new gin fudge launched this weekend!	Andy Proprietor	FREE
2:30 – 3:15	Come on a Gin Tasting Adventure! Vin Neuf your local wine shop will be your guide!	James Richards - proprietor	FREE
3:30 – 4:15	Kids Hands On Class with Boston Tea Party: Watch your food grow in front of your eyes. Have Tzatziki fun too!	BTP Team	FREE

STRATFORD GOES TRULY TUDOR FOR NATIONAL HERITAGE DAYS

Visitors to Stratford this weekend might feel they have stepped back in time as the town goes truly Tudor to mark national Heritage Open Days.

Tudor fun, music, ale tasting and mischief are all on the agenda at the Old Slaughterhouse off Sheep Street as part of a packed programme of activities organised by Escape Arts for the nationwide scheme, which starts tomorrow (Thursday) and runs until Sunday.

The arts charity is transforming the Old Slaughterhouse into 16th & 17th Century inn called The Crown for the weekend, where from 11am-4pm on Friday, Saturday and Sunday, visitors will be able to immerse themselves in life at The Crown, meeting landlord Mr Spooner and hearing stories about his dealings with John Shakespeare, the Court Leet and other famous faces of the time.

People will also be able to meet 'Bob' the Tudor brewer and do some ale tasting from midday each day, as well as trying homemade pear tart and other Tudor nibbles, or have a go at Elizabethan bread-making on Sunday at 1pm, while there will be plenty of activities for children throughout the weekend.



The Old Slaughterhouse will have a whole range of 'terrible Tudor' activities

Escape Arts has also organised a Stratford Heritage Pubs Tour with Stratford Town Walk, which will allow visitors to immerse themselves in murderous, amusing, and occasionally poignant stories from Stratford's oldest pubs - many of which no longer exist - and the characters that frequented them. Tours start at 2pm on Saturday and Sunday and booking is required.

The weekend will also include Washington Irving's Parlour - a free guided tour telling the story of Washington Irving who wrote "Sketches" about his travels across England, highlighting Stratford.

Visitors will see a recreation of the parlour he used while staying at the Red Horse coaching inn in the early 1900s and the clock made by infamous local clockmaker Thomas Sharpe, that is still in the parlour. Tours will take place every 45 minutes and booking is required. To book, enquire at the Old Slaughterhouse or contact Richard at info@rtclockmaker.co.uk

As well as this, visitors will be able to take in the usual Town Heritage Trail, incorporating seven sites of interest: Holy Trinity Church, the Guild Chapel (both offering guided tours), the Shakespeare Centre which has a pop-up **gardens exhibition**, **Harvard House**, **St Gregory's RC Church**, **the Town Hall** and **Clopton Bridge Toll House**. The attractions are all free of charge, but the Town Hall is open only to local schools tomorrow, with the general public welcome on Friday onwards.

The Town Council is also highlighting the Evesham Road cemetery with a display relating to the formation of a new Tranquility Garden which will be starting later this year. There will also be a display relating to Flowers

TREASURE Your TREASURES heritage open days

Meet Stratford's Terrible Tudors

Join Escape Arts at the Old Slaughterhouse for a fantastic weekend of Tudor fun, music, ale tasting and mischief!

OLD SLAUGHTERHOUSE
The Arts & Heritage Studio

Fri 9th, Sat 10th & Sun 11th Sept 11am-4pm
The Old Slaughterhouse, The Yards Sheep St, Stratford (near A400) CV37 9BB

Tudor Games & Nibbles Each Day
Ale Tasting with Tudor 'Bob' from Midday Each Day

Stratford Heritage Pubs Tour with Stratford Town Walk
Saturday & Sunday 2pm, booking required.

Irving Washington Parlour Tours with Richard Thomas
Friday & Sun - Approx every 45 mins, booking required.

Elizabethan Bread-making with Moly Allen
Sunday 1pm, no booking required.

www.escapearts.org.uk / info@escapearts.org.uk

www.heritageopendays.org.uk

DO SOMETHING NEW

Brewery, where visitors can see artefacts made for the former Stratford Brewery which was bought out by Whitbread's in the 1960s.

There will also be a range of children's activities in the Queen Elizabeth Hall, where children aged three 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".

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.



The Town Hall and Guild Chapel will be open to the public as part of the town's Heritage Trail



The Shakespeare Birthplace Trust is also putting on activities



BID Member Making A Splash At Dragon Boat Race

Stratford member Avidity IP is taking the plunge for charity at the Shakespeare Hospice's Dragon Boat Race this weekend.

The intellectual property firm, whose Stratford office is based in Meer Street, will be taking on 19 other teams in the race down the Avon this Sunday. They hope to raise over £1,000 in sponsorship in the process for The Shakespeare Hospice.

Sam Ingram, from Avidity IP, said: "It is great to be involved with such a fun activity like the Dragon Boat Race, which also helps raise funds for The Shakespeare Hospice."

Other teams travelling to Stratford for the race include major companies like Actemium, Western Power Distribution and Jaguar Land Rover.

Matthew Price, Corporate Fundraiser at the hospice, said they are hoping to raise at least £20,000 from the event.

He said: "Each team pledges to raise at least £1,000 and many teams often raise slightly more than that so in terms of fundraising we're hoping to raise over £20,000, probably more like £21,000 to £22,000."

The event, sponsored by Western Power Distribution, will also attract plenty of people to the town, he said, **with teams of 12 to 17 and their spectators.."**

All money raised from the Dragon Boat Race goes to help the Shakespeare Hospice supporting local people. The hospice offers care and support to adults and young people living with a life limiting illness and those who matter to them. The charity offers care through a Day Hospice, Hospice at Home Service, Family Support Service and Young People's Services.

On Sunday the first race takes place at 10am, with races expected to finish at around 4pm.



Luke Booker from Avidity IP; Matthew Price, corporate fundraiser at the Shakespeare Hospice, and Avidity IP members James Lucas, Joan Woolley, Sam Ingram and Bob Howard.



2015 Dragon Boat Event

Runners Return For Stratford's Big 10k

Runners are lacing up their shoes ready for this weekend's Stratford's Big 10k.

Around 1,500 runners are expected to take part in this year's race on Sunday, which starts on the Recreation Ground and heads out to Clifford Chambers before returning to Stratford along the Greenway.

The 2016 event is sponsored by Stratforward member Loders Solicitors, which has entered its own team, and by Nuffield Health, which will be providing sports massage and physiotherapy in their marquee at the finish.

Its charity partner is Shipston Home Nursing, a local service which looks after terminally ill people in their homes run by a team of qualified nurses specialising in palliative care. Founded in 1997, its service is completely free of charge and has to raise £180,000 a year to cover the nursing costs.



The Loders team taking part in the Big 10k: James Mottram, Kate Higginson, Steven Baker, Maria Fitzgerald, Harry Edgington-Furlong, Nicola Eaton and Scott Parmenter.

The Big 10k is run by Tempo Events - for more information visit: <http://www.tempoevents.co.uk/running/stratfords-big-10k/stratfords-big-10k.php>

Fashion And Fundraising On The Agenda For WILS Event

BID members will be out in force for an evening of fashion and fun at the annual WI Lite Stratford (WILS) Charity Fashion Show and Shopping Experience next week.

The event, in aid of Springfield Mind, takes place on Tuesday evening at Stratford's Arts House.

WILS models will strut their stuff on the catwalk wearing fashions from BID members including Gemini, New Idle, Rohan, VH & Co and Marks & Spencer, along with make-up by fellow BID members Gorgeous Obsession and Looking Glass Aesthetics.

And away from the runway, boutique retailers and independent craftspeople will be selling their wares, from jewellery and handbags to chocolate and artwork.

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

It 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.

Ann Jackson, from WILS, who organises the event along with Anne Marcantonio and Bev Cato, said: "Tickets are selling fast but there are some still available to buy in advance.

"Come along, have a great evening, and look at the latest fashions for autumn and winter from local independent boutiques as well as Marks & Spencer. It's a real fun-filled evening and each year it gets better."

The WILS Charity Fashion Show and Shopping Experience takes place on Tuesday (September 13) at 6.45pm. Tickets are £12 including a glass of wine and can be booked online at www.wilite.co.uk, www.stratfordartshouse.co.uk or by calling the Stratford Arts House box office on 01789 207100.



Bev Cato, from WILS; Ruth Tandy from Springfield Mind; Sarah Richards from Looking Glass; Ann Jackson from WILS; Zoe Ballinger, Events Manager at Stratford Arts House; and Samantha Wheeler, from Rohan.

Main Town Road Closed for Sewer Works

Wood Street is to be closed overnight each night until September 19 for work to be carried out to install a new sewer drain.

Warwickshire County Council has made a temporary traffic order closing Wood Street from the Bridge Street roundabout to the junction with Meer Street so work can be carried out each night from 7pm until 6am.

The night-time closure started on Monday (September 5) and is anticipated to last until September 19, but the road will remain open during the day.

The closure is needed to allow works on the installation of a new sewer drain to take place, according to Warwickshire County Council.

Pedestrian access from properties along Wood Street will be maintained at all time, according to the county council, and access for vehicles will be maintained where possible.

An alternative route via High Street, Chapel Street, Church Street, Chestnut Walk, and Rother Street - and vice versa - will be signposted.

The full closure order is available here <http://www.stratford-tc.gov.uk/useruploads//TTONotice2-V1%20Wood%20St.pdf> and a map of the diversion route is available here <http://www.stratford-tc.gov.uk/useruploads/Diversion%20route%20Wood%20Street.png>

Any enquiries relating to the work should be directed to the contractor dealing with it on behalf of Buckingham Group, Ashmac Ltd, telephone 07912 771334.

New Place Pulling People Into Town

Stratford's recently-reopened New Place is pulling in the crowds, with thousands of visitors keen to get a glimpse of the site.

The historic attraction reopened last month, giving visitors a peep into what it was like in Shakespeare's time.

The site welcomed more than 4,500 visitors in its first week and is continuing to welcome businesses and CV37 residents for free.

New Place was Shakespeare's home for the last 19 years of his life, where he lived with his family and wrote many of his famous plays and poems.

It now has a new oak and bronze gateway, putting Shakespeare's 'front door' back for the first time in 250 years, while bronze strips laid into the ground outline the house's shape so people can get an idea of where the iconic playwright lived and wrote.

A dramatic sculpture garden and exhibition giving visitors a new perspective on Shakespeare's life and the part he played in civic life in Stratford.

BID card holders can visit New Place for free. Just visit any of the Shakespeare Birthplace Trust properties to collect your Shakespeare's New Place Business Card and start enjoying the wonderful surroundings of gardens historic and modern, specially commissioned artworks and a fascinating new exhibition.

Chloe Malendewicz, Manager of Shakespeare's New Place, said: "The splendid oak door to Shakespeare's New Place opened on Saturday, 20th August to a queue of visitors eager to get a first glimpse of the re-imagined site where Shakespeare's home once stood.

"We were thrilled to welcome over 4,500 visitors in the first week of opening to fantastic reviews. We very much look forward to welcoming CV37 residents and businesses for free."

The £6m New Place project is supported by the Heritage Lottery Fund, Historic England, and the Wolfson Foundation, and through public donations raised through a range of initiatives led by Stratford member the Shakespeare Birthplace Trust."

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!

7th to 18th September - Paralympics

8th & 11th September - Heritage Open Days

11th September - Stratford Big 10K Run

11th September - Dragon Boat Race

18th to 25th September - Stratford Poetry Festival

22nd September - Coventry and Warwickshire Tourism and Culture Awards

23rd until 25th September - Stratford Town Food Festival

25 September - Chef Demo Jean-Christophe Novelli 11am, 1pm or 3pm tickets £10 on sale [HERE](#)

28th September - Stratford Business Show

29th September - Stratford Community Forum (SDC)

30th September - Macmillan Coffee Morning

1st to 31st October - Halloween Festival

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 October - Deadline for advertising in the Christmas Brochure

20th & 21st October - Runaway Mop Fair

21st October - Breast Cancer Charity Wear Pink Day

27th October - Stratford Races

22nd to 30th October - Warwickshire half term

24th to 28th October - Autumn Literary Festival

4th November - Shakespeare Hospice Fire & Ice Challenge

26th November - Christmas light switch on

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

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