

# BUSINESS NEWS

Stratforward Newsletter

Issue 36 - 14 September 2016

## Security

Whilst the events this week at Christopher Poel Jewellers are shocking, it provides us with an opportunity to remind all businesses that Stratforward runs a number of initiatives that help in the safety and security of the town centre. Of particular interest is the retail radio network and the DISC system.

The CCTV, retail radio network and DISC systems work particularly well keeping businesses, police and security specialists working in the town informed and abreast of what is happening on the streets from minute to minute, 24 hours a day. We now have over 100 radios out in shops and businesses throughout the town centre, all providing the eyes and ears we need to keep our town safe.

**Whilst a radio can't stop incidents like the robbery, they do help** with providing timely, accurate information to all businesses and the authorities (Police and CCTV) that can assist with prevention, arrest, and ultimately save money and protect staff.

Please contact [townhosts@stratforward.co.uk](mailto:townhosts@stratforward.co.uk) for further information on retail radios and the DISC system.

*Christopher Poel*  
WATCHES & JEWELLERY  
STRATFORD-UPON-AVON



## Visitors Encouraged to Put Best Foot Forward for Food Festival Park and Stride

Visitors to next weekend's Stratford Town Centre Food Festival are being encouraged to put their best foot forward and use a FREE Park & Stride scheme to get to the event.

200 car parking spaces will be available at DCS's car park on Timothy's Bridge Road on both the Saturday and Sunday (not Friday). People will be able to park there for FREE and then enjoy a 15 minute walk along the canal tow path into town - coming out near McDonald's on the Birmingham Road - just a few hundred yards away from the Food Festival fun.

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Event organiser, Ruth Wood said:

"This is a win win for those who take up this opportunity. Not only will you avoid the stresses of any congestion and trying to find a town centre parking space, but you get a lovely leisurely walk by the canal, working up an appetite for all that lovely food on offer, not to mention burning off a few calories on the way back, all for free!

"We are really grateful to DCS for working with us on this initiative, which we think will help make a great day even better for a lot of people"

The postcode for the car park is CV37 9YL. It will be well -signposted, as will the walking route.

**Excitement is now growing for this year's Festival.** Thousands of people from across the region are expected to attend the event, which takes place from next Friday to Sunday (September 23-25).

The 2016 event will see the town centre packed with over 100 stalls showcasing the best of local food and produce. Many members are also taking part in the popular Taste Trails which allow up to 400 daily ticketholders and Ale Trails which allow up to 200 daily ticketholders to pop into selected businesses across the town for tasty free samples.

Reserve Ale Trail Tickets [HERE](#)

Reserve Taste Trail Tickets [HERE](#) (Saturday sold out!)

Others are taking part in demonstrations and workshops at The Cookery Theatre on Waterside on each of the three days and at the Rother Street Festival Workshop on the Sunday.

Renowned chef Jean-Christophe Novelli will join them on the Sunday doing three demonstrations at the Waterside Cookery Theatre at 11am, 1pm and 3pm. (tickets £10).

Buy Jean-Christophe Novelli Tickets [HERE](#)

**The Festival is organised by Stratforward's award-winning events team** in association with Geraud Markets and is sponsored by local restaurant Loxleys.

For more information [CLICK HERE](#)



## BID Director On Hand At Stratford Business Show



**If you haven't yet met Stratforward's new director, why not catch him** at the Stratford Business Show.

Joseph Baconnet will be manning the Stratforward stand along with other members of the team at the business show, which takes place at the Arts House on September 28.

Since he took up the post in July, Mr Baconnet has tried to meet as many levypayers as possible, **but if you haven't yet met him, he will be at the show all day to meet local businesses** and BID members. Just find him at the Stratforward stand.

**This year's show is the eighth annual Stratford Business Show, and will take place from 9am to 4pm on September 28th.**

Last year around 100 businesses took part and the event attracted more than 300 visitors.

This year, an early morning networking breakfast - attended by more than 100 people last year - will once again kickstart the show, which includes 100 exhibition spaces and seminars through the day.

Exhibition spaces are still available across the main auditorium, as well as in the foyer and cafe area from just £155 (£135 if you are a member of Stratford Business Forum), as well as additional sponsorship opportunities.

The Stratford Business Show is sponsored by 4CRM with Catering by Aubrey Allen and the media sponsor is the Stratford Herald.

More information on the show, including booking for the pre-show network breakfast or exhibition spaces, are available on the [Stratford Business Forum website](#).

## Stratforward AGM And Next Levy Payers Meeting Announced

There will be a second chance to catch up with Joe and members of the Stratforward Board next month when the next **members' meeting and the company AGM** takes place on Tuesday, October 18 from 12-2pm at the Falcon Hotel.

**The meeting is open to all BID members and it's the perfect opportunity to get updates on issues at the heart of Stratford and to raise any concerns or issues.**

All BID members are invited to attend.

More information will be available shortly.

## The Maybird Shopping Centre

Levy payers may be aware that planning permission has been granted for the demolition of the existing B&Q unit and its replacement with three retail units of a substantial size. B&Q objected to the application. Ultimately, the loss of B&Q from the retail catchment may impact on shopper's behaviours which could then impact on the town centre. The potential for more large retail units at the edge of centre will, we believe, have an impact. However, it is not clear if the planning permission is going to be implemented in the near future. However, the decision has been made and we will continue to work hard to promote the BID area and its businesses.



### Mop Dates Announced

**Stratford's annual Mop Fair returns next month, taking place on Tuesday and Wednesday, October 11 and 12.**

The Charity Mop is on the Tuesday from 4pm until 11pm while the Main Mop, which will be formally opened by the Chairman of Stratford District Council is on the Wednesday 11am to midnight. Stratford's associated 'Runaway Mop' will take place on Thursday and Friday, October 20 and 21.

BID members should be aware that the following roads will be closed from 5am on the Tuesday until 6am on Thursday, October 13:

- Greenhill Street
- Rother Street (from Ely Street)
- Wood Street
- Union Street
- Bridge Street
- Windsor Street (from Mansell Street)
- Meer Street
- Henley Street
- High Street



There will also be road closures in place from 5am on Thursday, October 20 until 6am on Saturday, October 22 in the town centre for the Runaway Mop.

They will include the following streets:-

- Greenhill Street
- Rother Street (from Ely Street)
- Wood Street
- Windsor Street (from Mansell Street)

Meer Street

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Responsibility for managing the Mop rests with the District Council.

A more detailed history of the Mop and the legal issues surrounding it can be found [here](#).

Unfortunately, because of the layout of the Mop fair there will be no access to the NCP car park, however, SDC have agreed alternative arrangements for the days of the Mop (11<sup>th</sup> and 12<sup>th</sup> October).

**Bid Levy payers staff can park in the following car parks:**

**Arden Street., Windsor Street, Recreation Ground, Leisure Centre Car Park**

These are all pay and display car parks. Anyone wanting to take advantage of using these car parks on Tuesday 11<sup>th</sup> and Wednesday 12<sup>th</sup> October will need to purchase a £3.50 ticket from the pay and display machines and **display the Stratforward/NCP permit** currently used to obtain their discount from the NCP car park.



## Bear Pit Unveils Revamped Facilities Ahead of Autumn Season

Brand new facilities at the Bear Pit Theatre were unveiled at the weekend, along with the launch of the theatre's 2017 season.

The theatre - behind the United Reformed Church in Rother Street - has become a sought-after space for local amateur theatre companies, as well as a thriving community arts venue.

Thanks to a £26,000 grant from Stratford Town Trust along with the theatre's own fundraising, the venue has undergone a revamp that has included building more changing rooms and better access to toilets, plus extra storage space.

The work has been completed in time for the theatre's autumn season and on Sunday the new facilities were unveiled to friends and supporters, along with an announcement of what will be featuring in the 2017 season.

Chairman Simon Allen said: "The Bear Pit Theatre is very excited that the latest phase in their development has just been completed which has now created three separate dressing rooms, allowing both sexes and children to appear in one production for the first time.

"We see this as a big attraction for the local community as it's surprising how many plays and other performances need facilities for all.

"In addition, we have created a new corridor, allowing free flow to the WCs including disabled WC meaning you don't have to negotiate your way through the auditorium.



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"This in turn has enabled a mezzanine to be erected above our main dressing room which is providing vital additional storage space for our theatre lighting, props etc.

"The work has only been made possible by the generosity of Stratford Town Trust who have given us a grant covering some two thirds of the work with the Bear Pit funding the rest from funds we have raised through our performances."

The Bear Pit, opened in 2011 as Stratford's first 'little theatre' – a permanent and affordable home for independent, amateur stage companies - has become a major draw for the town.

It has a 100-seat theatre that is perfect for local amateur theatre companies, while the Bear Pit also acts as a community arts venue for smaller exhibitions, concerts and conversational events.

The Bear Pit's autumn season is about to explode – from The Bear Pit Theatre Company's productions of Jim Cartwright's comedy drama TWO, and A.A Milne's family festive show, **Toad of Toad Hall to Patrick Marley's** critically-acclaimed one-man show which reveals the triumphs and tragedies that characterised the flawed genius of Oscar Wilde.

The Bear Pit Theatre also welcomes Caramba's production of Jane Austen's 'Emma', Alan Ayckbourn's 'Bedroom Farce', performed by Second Thoughts Drama Group and the Phoenix Player's present Straight & Narrow

Head online for more information – [www.thebearpit.org.uk](http://www.thebearpit.org.uk)

## Actors, Rappers And Poets In Town - The Stratford Poetry Festival Is Back

The Stratford-upon-Avon Poetry Festival returns this weekend, with a week of events and activities lined up to mark the 400th anniversary of Shakespeare's death.

The UK's longest-running poetry festival starts on Sunday (September 18) and runs for a week, with highlights including readings from acclaimed RSC actors Paapa Essiedu and Natalie Simpson.

The festival will also feature an experimental evening of Hip Hop, poetry and performance with Birmingham-based rapper Juice Aleem, as well as bookbinding and creative workshops, an open-mic night, a poetry choir with a programme of classical and contemporary choral work, and a cheese and wine evening with readings from Venus and Adonis.

And as part of this year's event, in a unique project dubbed Unexpected Encounters, 10 poets have been invited to be 'poets-in-residence' across the town.

To show that poetry can happen anywhere at any time, they will take up locations including Shakespeare's family homes, a nail bar, the train station, a canal boat, a hotel and a church cottage, and at the end of the festival they will read or perform the work they've produced.

For full Poetry Festival events listings visit the [website](#)

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Individual key events are:

TOTAL SHAKESPEARE - Dip your toe into the complete works  
Sun 18 Sept, 7.30-9.15pm



FOR THE LOVE OF POETRY - Free Open Mic evening, featuring poet-in-residence Cindy Lynn Brown  
Mon 19 Sept, 7.30-9.30pm



BOOKBINDING WORKSHOP - Create a hand bound book  
Tue 20 Sept, 10.30am-12.30pm

BEARINGS AND BEGINNINGS - Travelling and homecoming  
Tue 20 Sept, 7.30-9pm

SHAKESPEARE AND US - Hip Hop workshop with Juice Aleem  
Wed 21 Sept, 6-7.30pm



STRATFORD-UPON-AVON STANZA - A local poetry group meeting  
Wed 21 Sept, 7.30-9.30pm

POETRY CHOIR  
Thurs 22 Sept, 6.30-8pm

STRESSED, UNSTRESSED: CLASSIC POEMS TO EASE THE MIND - In conversation with Paula Byrne  
Fri 23 Sept, 12-1pm

VENUS AND ADONIS - Indulge your senses with poetry, cheese and wine  
Fri 23 Sept, 7.30-9.30pm



NEW BEGINNINGS - Creative Writing Workshop  
Sat 24 Sept, 10am-3pm

YOUR STORY - Poets and People  
Sat 24 Sept, 2-3.30pm



UNEXPECTED ENCOUNTERS - Poets-in-residence showcase evening  
Sat 24 Sept, 6.30-9.30pm

SHAKESPEARE IN SPACE - Poems and performance for children  
Sun 25 Sept, 2-4pm

TO MR. W.S. ALL HAPPINESS - A celebration of Shakespeare  
Sun 25 Sept, 7.30-9.45pm

## Shakespeare for a Fiver!

Watch the Dress Rehearsal or the Live to Cinema recording of **Shakespeare's** *Cymbeline* in the Royal Shakespeare Theatre for just £5.

This offer is valid for performances on Tuesday 27 September at 1pm or Wednesday 28 September at 7pm.



**Call the RSC Box Office on 01789 403493 and quote "Stratford Cymbeline £5 Offer" or pop into the Box Office at the Royal Shakespeare Theatre.**

For more details about the production please visit [www.rsc.org.uk/cymbeline](http://www.rsc.org.uk/cymbeline)

## Let Us Know What You're Doing For Macmillan's World's Biggest Coffee Morning

The annual Macmillan coffee morning is back at the end of the month, and we want to know what you BID members are doing.

**The World's Biggest Coffee Morning is Macmillan's biggest fundraising event and involves people across the country hosting their own coffee morning to raise cash for the charity.**

**Last year raised £25 million with this year's** - due to take place on September 30 - expected to raise even more.

Stratford will be joining the rest of the nation in the worthy cause and Stratford is keen to hear from all our members who may be putting on events to raise cash for Macmillan.

Send details of your events to [info@stratforward.co.uk](mailto:info@stratforward.co.uk) and let fellow BID members and the rest of Stratford know what you're doing to get involved.

**WE ARE  
MACMILLAN.  
CANCER SUPPORT**



## Performance Data

Elephant Wifi are currently carrying out the upgrades to the footfall counters that are part of the wifi system. As soon as these are all back on-line and tested we will be able to provide information on visitor numbers within the town. We apologise for any inconvenience this causes.

## Dates for your diary!

7th to 18th September - Paralympics

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

27th October - Music Medley in memory of Dr Terry Gasper at Stratford Arts House

22nd to 30th October - Warwickshire half term

24th to 28th October - Autumn Literary Festival

4th November - Shakespeare Hospice Fire & Ice Challenge

24th November - Christmas light switch on

17th December to 2nd January 2017 - Warwickshire Christmas holiday

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

### Stratforward

10-11 Sheep Street  
Stratford-upon-Avon  
CV37 6EF

### Main Line

Joseph & Sandi  
01789 292718

### Events & Finance

Ruth, Tor & Pauline  
01789 299011

### Town Hosts

01789 268291  
07879 361735

[info@stratforward.co.uk](mailto:info@stratforward.co.uk)

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



## BID Member Spotlight

### THE MAD MUSEUM



The MAD (Mechanical Art & Design) Museum is based on Henley Street and exhibits an interactive assortment of mechanical art, in particular Kinetic Art and Automata. As the only **permanent attraction of its kind in the UK, it echoes the area's cultural and artistic attributes** while bringing something entirely different to the area.

The Museum was first launched on Sheep Street in March 2012 by local entrepreneur, Richard Simmons. Having always been passionate about this particular type of art, he wanted to make this lifelong dream a reality before he retired. The MAD Museum is now managed by Richard's son, Iain Simmons and his nephew, Mike Abbotts. There are 4 full-time and 9 part-time members of staff whom all work together to keep this museum running smoothly.

Kinetic Art and Automata are very well respected forms of art but for the general public not so well known. It can best be described as a mixture of Wallace and Gromit, Heath Robinson and Scrapheap Challenge. Richard wanted to provide a permanent venue to display exhibits for those who would otherwise not come across such works.

In October 2013 this family-run business made the decision to re-locate from Sheep Street to Henley Street. Not only did this mean a larger, more accessible premises, it gave the museum a more central location.

Since re-locating this small team has worked hard to continually better the company. As well maintaining a steady flow of new exhibits and expanding the interactive aspects in the museum, the team also run regular competitions, events and workshops for families and schools.

In 2015 the company invested in 2 laser cutting machines. The MAD Museum now provides a successful range of laser-cut products as well as bespoke signs and items under a subsidiary **company called 'MAD Factory'**. **There are plans to substantially expand this division thus requiring further recruitment and development of staff abilities.**

