

STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

Issue 40: 10th October 2017

Business Rates Transition

Stratford-on-Avon District Council's Cabinet has agreed a new Business Rate Relief Policy designed to help those businesses adversely affected by the 2017 Business Rates increases.

£382,000 of funding from Central Government has been provided following the Spring 2017 Budget to help those businesses facing the largest increases. Each district council has been handed money to help businesses as they transition to the new rates over the next 4 years.

As reported in last week's newsletter, there are three schemes which the District Council's new 'Discretionary Non-Domestic Rate Relief Policy' will support.

Discretionary Relief Scheme

Offering eligible businesses a 40% discount on the increase of their 2017/18 business rates bill.

Public House Relief

This is for pubs that have a rateable value of below £100,000, giving a one off £1,000 discount on their business rate bill for 2017/18.

Small Business Scheme

This is for businesses that faced a large increase as a result of the loss of small business or rural rate relief.

Stratforward Board member and SDC Portfolio Holder, Cllr Dave Riches, says: "This is good news for our businesses, ensuring the allocation of this vital funding given to us is used to minimise the impact on our vital small and medium enterprises in the district. In addition, there are no financial implications for the Council as the Discretionary Policy is allocating funding issued by the DCLG as a direct result of the Revaluation of Business Rates."

Eligible businesses will be contacted shortly to notify them of their grant funding, with their share for the financial year 2017/18 backdated to April 2017.



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Get Your Christmas Brochure Ads Booked

The countdown to Christmas is already underway and you've only got a few days left to get your advertising booked for the Stratforward Christmas brochure.

The deadline for advertising in the brochure is Tuesday (October 17th).

There will be 50,000 copies of the brochure printed, giving you the perfect chance to plug your festive offerings. Don't forget to submit product images that will appear for free inside the brochure.



Congrats to Food Festival Winners

The winners of the Stratford Town Centre Food Festival's Taste and Ale Trail prize draws have been announced.

The lucky members of the public from each Taste Trail have each won dinner for two while the winner of the draw for the Ale Trail has won vouchers for the Dirty Duck.

Congratulations to Tio Regan, Paul Ireland, Sue Coyle and Gill Gravestock who won the Taste Trail draws, and to Darren Kenny who was victorious in the Ale Trail draw.

Thanks again to all of our businesses who took part in the Trails - they are a highlight **of the festival each year and it's great to see so many of you getting involved.**



Ambassador Tours 'fascinating' and 'brilliant'

The first of our Ambassador Tours last Wednesday proved a huge success, with members saying it was informative and enjoyable.

The tour was the first of three sessions, with the second taking place today (Wednesday 11th) and next Wednesday (October 18th).

Led by Stratforward's Town Hosts, the tours start at Magic Alley on Henley Street, taking in the Shakespeare's Birthplace, MAD Museum, the Stratford Town Walk, New Place, the RSC and the Stratford Butterfly Farm, as well as showcasing our independent business community.

Last week's tour included staff from a range of BID businesses, including restaurants, hotels and retailers. Many hadn't visited several places on the tour and all gave excellent feedback on both the attractions as well as the tour itself. Comments described the day as "fascinating", "brilliant", "informative" and "interesting".



We're glad everyone had a good time and our Town Hosts are looking forward to two more busy tours. The tours are fully booked now but keep an eye on our newsletter for future events.

Fourteas Wins at National Food Awards

Congratulations to BID member The Fourteas, which was declared Best Cafe/Bistro in the West Midlands at the Food Awards England 2017.

The awards recognise the success of local professionals and establishments, with winners chosen by members of the general public.

The Fourteas, which recently also made it to the finals of the Coventry & Warwickshire Cultural and Tourism Awards 2017, won the West Midlands Regional Award for Best Cafe/Bistro, announced at a swanky black tie awards ceremony in Manchester.

Rachael Barber from the Sheep Street cafe and tea room said: "I am so proud of my team for making this happen and to all our local independent suppliers without whom this wouldn't have been possible."



Are You Mop Ready?

Businesses are reminded that the annual Mop Fair is back in town this week, followed by the Runaway Mop next week.

The historic event brings thousands of people into town to enjoy the rides, games, stalls and traditional entertainment but also causes disruption to normal trading conditions because of the associated road closures.

The following streets will be closed from 5am on Wednesday October 11th until 7.30am on Friday October 13th.

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

The following streets will be closed from 5am on Thursday October 19th until 6am on Saturday October 21st for the Runaway Mop:

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

Because of the layout of the Mop fair there is no access to the NCP car park in Rother Street all day on Wednesday and Thursday (October 11th & 12th). Stratford District Council has agreed

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alternative parking arrangements for these days. Bid Levy payers' staff can park in the following pay and display car parks: Arden Street, Windsor Street, Recreation Ground, & Leisure Centre.

Anyone wanting to take advantage of using these car parks Wednesday and Thursday (11th & 12th October) will need to purchase a £3.50 ticket from a pay and display machine and display this together with the Stratforward/NCP permit currently used to obtain their discount from the NCP car park.

Loading, unloading & rubbish collection will be challenging for businesses in Meer Street/Wood Street because of the changes to Henley Street. Warwickshire County Council and NSL have been informed of the difficulties and they will be giving extra leeway for business deliveries around the town centre. For Meer Street businesses, we think Henley Street/Windsor Street area for loading and unloading will be the best.

No More Old Pound Coins From Sunday

The days of the old pound coin are numbered, as it leaves circulation on Sunday (October 15th).

There has been some confusion over what businesses and customers should do about the old pound coin.

The co-circulation period where businesses could accept both old and new 12-sided pound coins runs until Sunday.

During this time, businesses can accept both coins but should encourage customers to spend round £1 coins first. You should be returning round and new £1 coins to banks in separate bags and when possible, bank round £1 coins first.

Your equipment is also allowed to accept or dispense both £1 coins or just one but you need to tell your customers which ones to use.

From Monday onwards, businesses are under no obligation to accept the round £1 coin from customers and **you shouldn't distribute them**.

All your round £1 coins should have been banked but the round £1 coin can continue to be deposited at most high street banks and the Post Office. From Monday all your coin handling equipment should be able to accept the new £1 coin.

For more information check the Royal Mint's website <https://www.thenewpoundcoin.com/#affect> which includes full information for customers and businesses.

:: If you're looking for something to do with your old £1 coins, you could turn them into a lasting legacy by donating them to Stratford's Guild Chapel.

The chapel, home to some of the rarest surviving medieval wall paintings in Europe, has so far raised more than £2,000 for its Pounds for Panels fundraising campaign, which is aiming to raise £3,000 before it closes on Sunday.

All money raised via Pounds for Panels will fund conservation work within the Chapel that will open up medieval art that was covered up in the 16th Century during the reformation by John Shakespeare, William Shakespeare's father, by order of Queen Elizabeth I.

To support Pounds for Panels just drop your £1 coins into the collection boxes at the Guild Chapel or see a volunteer guide.



BID Members Backed Stratford Business Show

The 9th Stratford Business Show proved a huge success, with several Stratforward businesses getting involved.

BID members and partners were out in force, including Stratforward, The Shakespeare Birthplace Trust, the Stratford Hotel, El Greco and Handelsbanken.

Organiser Jonathan Smith said the show, held at The ArtsHouse on Thursday (October 5th), was a fantastic day, adding: "A great diversity of businesses and organisations from across all sectors were exhibiting with great visitor numbers and a huge amount of 'social media' traffic.

"The seminars were very well attended this year with some very high quality speakers. Our thanks to Monsoon Estate for supplying their delicious coffee again, which is all roasted in Stratford-upon-Avon."

Preparations are already underway for next year's show, so visit <http://www.stratford-business-forum.co.uk/> for more details.



Deadline Approaching for Town Trust's ReBuild Project

There are only a few weeks to go to nominate a project for the Town Trust's ReBuild project.

The DIY SOS-style project will award life-changing funding to worthy projects from house alterations to transformations for community facilities, with the aim of having a lasting impact on a family or community in Stratford.

Anyone can nominate a worthy project within the boundary of Stratford up until the closing date on October 24th.

Once nominations close a shortlist will be announced ahead of a community vote, with the winner notified just before Christmas, ready for the ReBuild in 2018.

Nominations can be submitted via an online form at www.research.net/r/STT_ReBuild or you can call Stratford Town Trust on 01789 207111 for a paper copy.



Stratford Set for Half Term Fun

It's nearly half term already and there are plenty of activities on offer from our members and partners.

From ghost stories and pumpkin carving to spook camps, toddler groups and Moomins, there's something for all the family.

Here are a few things on offer - **don't forget to send us any half term offers or activities you have and we can include them in next week's newsletter.**

Shakespeare Birthplace Trust

Activities are taking place across the Birthplace Trust's properties, including making potions at Shakespeare's Birthplace, shadow puppets and Halloween Tudor storytelling at New Place and learning about Tudor cures and medicine at Hall's Croft. For more information visit www.shakespeare.org.uk/events.



Stratford Literary Festival

You can have half term fun with The Moomins at Stratford Arts-House on Wednesday October 25th as part of the Stratford Literary Festival.



The day will include storytelling, craft-making and a special Moomin-valley puppet show to celebrate the much-loved family. For more information and to book tickets visit <http://stratfordartshouse.co.uk/whats-on/autumnwinter-2017/moomin-day/>

Escape Arts

Join Escape Arts' Spook Camp at the Old Slaughterhouse on Monday 23rd and Tuesday 24th October, with mutant animals as the theme on Monday and horror animations on Tuesday. To book email emmastuchbury@escapearts.org.uk



RSC

The RSC is staging a packed schedule of events, with highlights include two special workshops to celebrate the RSC's forthcoming production of [A Christmas Carol](#), baby and toddler groups and specially commissioned choral arrangements of traditional wassailing songs in the run-up to Christmas and Twelfth Night. For more information visit www.rsc.org.uk/events/october-half-term-activities



Tickets Selling Fast for RSC's Summer Season



Tickets for the RSC's Summer 2018 season are already selling well following the recent announcement of the productions it will feature.

The season is currently in its Members' Priority Booking period, with Subscribers' booking opening on Monday (October 16) ahead of public booking the following week (October 23), and tickets are already selling fast.

The company recently announced six new summer productions in the Royal Shakespeare and Swan Theatres, including Christopher Eccleston starring as Macbeth, as well as Romeo and Juliet and The Merry Wives of Windsor.

The RSC has also launched its Stitch In Time fundraising campaign to raise money for the restoration and redevelopment of its Costume Workshop.

Dates for your diary!

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

October

1st to 31st	Stratford Halloween Festival @ Magic Alley , Henley Street
11th & 12th	Stratford Mop
16th - 27th Nov	WCC Digital Training workshops
17th	Advertising deadline for Christmas brochure
17th	Full Project Griffin 10am
18th	Closure of nominations for DIY SOS Rebuild Initiative
18th to 21st	Hey Li'l Man @ The Bear Pit Theatre
19th	Vinegar Hill Decadent Evening 6pm
19th & 20th	Stratford Runaway Mop
21st to 29th	1/2 Term Fun @ Shakespeare Family Homes
23rd to 27th	Warwickshire & Birmingham Schools 1/2 term
25th	Ian Doescher book signing @ The Shakespeare Centre 17:30 - 19:00
31st	Refresher Project Griffin 11am

November

10th	Project Argus
11th	The Social Secrets of Fashion @ The Shakespeare Centre
18th	Carriage ride with Father Christmas
23rd	Christmas Lights Switch On outside Town Hall
23rd	1st Christmas Market on Waterside
24th	Project Argus 10am

December

8th to 10th	Stratford Christmas Festival
16th	Tudor Christmas @ The Shakespeare Centre



6th & 7th May 2018

www.stratfordfestivalofmotoring.co.uk



30th June & 1st July 2018

www.stratfordriverfestival.co.uk



22nd & 23rd September 2018

www.stratfordtowncentrefoodfestival.co.uk

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