

STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

Issue 42: 25th October 2017

DO YOU NEED HELP WITH YOUR DIGITAL SKILLS

Are you looking to brush up your digital skills?

There are still spaces left on the Stratford Upon Avon 'Digital Business Skills for Retailers' course, hosted by Warwickshire Towns Network.

The course gives retailers the opportunity to learn more about promoting your business effectively using social media as well as increasing the discoverability of your business online.

The course consists of six sessions over a six-week period with support in between, held at Venture House Business Centre.

Sessions are:

30th Oct, 6th Nov, 13th Nov - Mondays 9.30am-1.30pm.

20th Nov, 27th Nov, 4th Dec - Mondays 9.30am - 11.30am.



To check availability and to book a place contact Warwickshire County Council via towns@warwickshire.gov.uk. For more detailed information about the course content, contact training provider Xav Anderson on xav@clockworkcity.co.uk or 07920 884231

Digital Business Skills for Retailers

Key Benefits for Retailers:

Increased Profitability

Promoting your business effectively using Social Media

Understand uses of Facebook, Twitter, Instagram etc

Increased discoverability of your business online

Course Delivery:

The training course will consist of six sessions over a 6 week period with additional support in between.

Training Location:

Venture House Business Centre, Avenue Farm Industrial Estate
Birmingham Road, Stratford-upon-Avon, CV37 0HR

30th Oct, 6th Nov, 13th Nov **20th Nov, 27th Nov, 4th Dec**

Mondays 09:30-13:30

Mondays 09:30-11:30

To check availability and to book your place on the 6 week course please contact Warwickshire County Council via our email

towns@warwickshire.gov.uk

For more detailed information about the course content

Training Provider – Xav Anderson

Web: <http://clockworkcity.co.uk/>

Email: xav@clockworkcity.co.uk Mobile: 07920 884231

In this issue

- Help with Digital Skills
- Counter Terrorism Awareness
- Visitors from Across the Pond
- Don't Forget Flooding Exercise
- Shakespeare Hospice Firewalk
- Midsummer Night's Scream
- Diary Dates

SIGN UP FOR COUNTER-TERRORISM AWARENESS SESSION

There are still spaces on the next Counter Terrorism Awareness event for businesses.

The next Project Griffin session, delivered by Warwickshire Police, will take place on Tuesday (October 31st) from 1pm to 3pm.

This is the last opportunity to attend Project Griffin for the near future in Stratford so if you are interested, sign up ASAP.

To register, email hr@shakespeare.org.uk



STRATFORD SET FOR MORE VISITORS FROM ACROSS THE POND



Stratford has helped secure £1m in funding for a new project to encourage more US visitors to explore regional England.

Stratford-upon-Avon is part of England's Historic Cities consortium which secured the investment from the Discover England Fund for the project, dubbed The Collection.

The Collection aims to bring history to life through storytelling enhanced by augmented reality and will feature itineraries that link cities by rail, making it easy to

plan and book a multi-destination trip.

Delivered through the Historic Cities app, it will act as a central point for local information including where to eat, where to stay, and trips, tours and travel options.

The Collection is one of a number of successful projects to receive funding from the UK Government's £40m Discover England Fund and is the first time that England's Historic Cities have collaborated in this way.

Helen Peters, Chief Executive of Shakespeare's England, said: "Shakespeare's England is delighted to be part of The Collection and join forces with our fellow Historic Cities to highlight the range and depth of the culture and heritage offer across England.

"Whilst at the same time, the project will harness the digital age and make the product relevant to all, irrespective of age."

DON'T FORGET FLOOD EXERCISE

Don't forget access to Waterside will be affected on November 7th while the Environment Agency carries out a major flood exercise.

The agency's field team will test the deployment of new temporary flood barriers from 7am on Tuesday, November 7th as part of preparations in the event of a flood.

It means Waterside will be closed to traffic for most of the day. Businesses will still be accessible but pedestrians will also be restricted from walking along the areas immediately in front and behind the barrier, which span between the Encore Pub and the junction of Waterside and Chapel Lane.

BUSINESSES WELCOME TO JOIN SHAKESPEARE HOSPICE FIREWALK

Fancy walking over hot coals for charity?

The Shakespeare Hospice is looking for businesses to get involved in their Firewalk on November 3 at The Bell, Alderminster, which will see participants walk over 20 feet of 1,236 degrees fahrenheit red-hot wood embers.

It costs £20 to take part, with participants pledging to raise £100. Full training will be given and there will be a bonfire and fireworks after the challenge, as well as food, music and face painting.

For more information visit

www.theshakespearehospice.org.uk/Event/234/firewalk to download a

registration pack or contact Adriana Geary on: 01789 266852 or AGeary@theshakespearehospice.org.uk



FRIDAY 3RD NOVEMBER 2017

FIREWALK

7.00 PM • THE BELL
ALDERMINSTER

Secure your place with a deposit of £20
and pledge to raise £100 in sponsorship
for The Shakespeare Hospice

Evening Entertainment

**BONFIRE!
FIREWORKS!
LIVE MUSIC!**

THE SHAKESPEARE
HOSPICE

The Bell
ALDERMINSTER

GET READY FOR HALLOWEEN WITH A MIDSUMMER NIGHT'S SCREAM

BID card holders have the chance to snap up the last remaining tickets for a Halloween-themed show at the ArtsHouse tonight (Thursday 26th).

Following the success of last year's A Midsummer Night's Tease, Ice Crystal Productions is bringing burlesque and cabaret back to Stratford with A Midsummer Night's Scream.

The show, which is suitable for those aged 15 and over, will feature burlesque, magic, dance, hula hooping, pole dancing and sword swallowing!

There are only a handful of tickets left. BID card holders can use the code SCREAM to get £5 off the normal ticket price of £20.



A Midsummer Night's
SCREAM

Thursday 26th October, 8pm

IN TIME FOR HALLOWEEN!

www.stratfordartshouse.co.uk

Box Office 01789 207100

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
16th - 27th Nov	WCC Digital Training workshops
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
28th	Baroness Shami Chakrabati, Arts House
31st	Counter Terrorism Awareness Event for Business 1-3pm hr@shakespeare.org.uk

November

2nd	Stratford Races, season finale
4th - 5th	Contemporary Arts Show, Town Hall
7th	Major Flooding Exercise, Waterside
8th	Rick Stein, Arts House
10th	Project Argus
11th	The Social Secrets of Fashion @ The Shakespeare Centre
12th	Remembrance Sunday Parade
14th	Stratforward AGM 6pm
18th	Carriage ride with Father Christmas
23rd	Christmas Lights Switch On outside Town Hall
23rd	1st Christmas Market on Waterside
24th	Project Argus 10am
30th	Christmas Market on Waterside

December

7th	Christmas Market on Waterside
8th to 10th	Stratford Victorian Christmas Market 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

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

Stratforward
10-11 Sheep Street
Stratford-upon-Avon

Main Line
Joseph & Sandi
01789 292718

Events & Finance
Ruth, Tor & Pauline
01789 299011

Town Hosts
07879 361735

info@stratforward.co.uk

Visit us on the web at
www.stratforward.co.uk