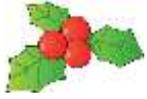


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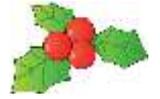
## BUSINESS IMPROVEMENT DISTRICT

# NEWSLETTER

Issue 49: 14th December 2017



## GREAT FEEDBACK FROM FIRST VICTORIAN CHRISTMAS MARKET - DESPITE SNOW



Stratford's first Victorian Christmas Market has received great feedback from businesses across the town.

The market, which included stalls selling an array of goods from local arts and crafts to festive gifts, plus street food, local gins, mulled wine and Baileys, ran on Friday and Saturday but the decision was taken to cancel the third day on Sunday due to the weather that hit the region. **While this was a shame, it was the right decision that ensured everyone's safety.**

Despite the cancellation, unique visitor numbers on Saturday were 64% higher than the same Saturday last year (28,268 vs 17,226 in 2016). Footfall around town was just over 30,000 on the **same day in 2016, compared to almost 58,000 this year. That's a 91% increase in footfall across the town compared to the same Saturday last year.**

Stratforward director Joseph Baconnet said: "Business feedback to Stratforward has been very positive and we are looking forward to 2018's event which I am certain will see a much bigger level of BID member involvement."

Stratford District Council said: "The District and Town Councils & LSD Promotions are delighted that the Victorian Christmas Market was a resounding success and that it certainly put Stratford-upon-Avon on the map as the 'Must go to Christmas Destination'.

"To see a 91% increase in footfall on Saturday was phenomenal and will hopefully be a great boost to the local economy.

"The response from the face to face surveys that were conducted during the event were unanimous in that there was a great atmosphere which was supported by the excellent variety and spread of stalls throughout the town. The staged entertainment and fun fair added to the overall atmosphere bringing in people of all ages, so there really was something for everyone.

"Each visitor we spoke to had visited shops/cafes/restaurants/pubs whilst in the town and overwhelmingly each visitor said that they would return next

year. It was clearly evident that the majority of local retailers enjoyed additional footfall during this period.

"The event organisers would like to thank BID members for entering into the spirit of this year's event and would like to invite members to be involved in what will now become an annual event."

Stratford Mayor Victoria Alcock, who opened the inaugural market, said it was an "absolute pleasure" taking part in the



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- Congratulations to Coventry!
- Midwinter Magic at New Place
- Shakespeare Sites in China
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event, which aimed to make the town the go-to destination at this time of year.

She said: "Everyone I spoke to said the event was excellent and they had every intention of visiting the festival again next year."

:: Don't forget the remaining Thursday Christmas Markets today (14th) and on December 21st are moving from Waterside to Bridge Street. Please send any feedback on the markets to [joseph@stratforward.co.uk](mailto:joseph@stratforward.co.uk).



## STRATFORD CONGRATULATES COVENTRY ON CITY OF CULTURE BID



Last week you might have noticed that Coventry was named the next UK City of Culture.

Stratford has played a part in the bid and we're looking forward to the influx of people the title will bring to the region. Stratforward's Board backed the Bid.

Stratford-on-Avon District Council was one of several Warwickshire council's that contributed towards the cost of the bid, which was led by the Coventry City of Culture Trust, Coventry City Council and the University of Warwick.

Council leader Cllr Chris Saint said: "The district council would like to extend its sincerest congratulations to the team behind the bid, who have worked so tirelessly to put this bid together and especially with partners across the whole region and we're proud to have supported the bid."

A spokesman for the RSC said: "We are over the moon that Coventry has won City of Culture 2021 against such stiff competition. The brilliant programme promises something for everyone, with young people at the very centre of it all. We can't wait to take part."

Becky Cund, Director of HR at the Shakespeare Birthplace Trust and a Trustee of Coventry Culture Trust said: "Coventry's win is great news. All of us at the Shakespeare Birthplace Trust look forward to continuing to work collaboratively with our partners including CW9 and CWLEP as well as the City of Culture programme to ensure the success of the bid benefits the entire region. Our Board of Trustees has set up a new sub-committee to actively explore how we can best support Coventry City of Culture 2021, building on Stratford's standing as the world-famous Shakespeare centre."

A Shakespeare's England spokeswoman said: "Shakespeare's England is absolutely thrilled that Coventry has won the City of Culture bid. Shakespeare's England supported Coventry throughout the process and winning the bid can only bring amazing and tangible benefits to the region."



## MIDWINTER MAGIC AT NEW PLACE

Shakespeare's New Place has been transformed into a magical winter dance-circus extravaganza with the arrival of the

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## Midwinter Magic Dance-Circus Spectacular

The spectacle from award-winning dance-circus company Motionhouse started yesterday (Wednesday) and runs until Sunday (December 17th) and aims to bring New Place to life **through a series of dance and acrobatics inspired Shakespeare's work.**

*Midwinter Magic* Dance-Circus Spectacular runs at Shakespeare's New Place from 13 – 17 December with two shows each evening – 5.30pm & 7.30pm, each lasting approximately an hour. Tickets cost £10 for adults, £7 for children/concessions. Spaces are limited so early booking is advisable, [www.shakespeare.org.uk/events](http://www.shakespeare.org.uk/events).

:: There are plenty of other festive activities on offer at the Shakespeare Family Homes including: **Father Christmas, After Hours events and Tudor Music Performances at Hall's Croft; Christmas Critters with Zoolab and a Christmas Wassail Tour at Shakespeare's Birthplace.** Visit the Birthplace Trust website for more information.

## BIRTHPLACE TRUST HELPING RECREATE SHAKESPEARE SITES IN CHINA

Plans are underway to recreate **Shakespeare's Birthplace and Shakespeare's New Place** in China, after a Memorandum of Understanding (MOU) was signed by the Shakespeare Birthplace Trust and Fuzhou Culture and Tourism Investment Company Ltd.



The signing of the MOU took place as part of the UK-China High Level People to People Dialogue to promote collaboration on a range of issues including culture and tourism and heralds the recreation of the two world-famous sites in the People's Republic of China.

The Fuzhou Government has ambitious plans to create a new international heritage and cultural centre in China celebrating Shakespeare, Cervantes, and Tang Xianzu, the region's own famous son -regarded as the Shakespeare of the East.

**The new town of San Weng will feature a 'little Stratford-upon-Avon' including replicas of Shakespeare's Birthplace and New Place.**

The Birthplace Trust will act as consultants to make sure the replica buildings will faithfully represent the originals here in Stratford.

Philippa Rawlinson, Deputy Chief Executive of the Trust, said: "We are delighted to enter this agreement to co-operate as partners in this exciting project to bring Shakespeare's family homes to life for visitors to San Weng.

"Our mission as a charity is to promote the enjoyment and understanding of Shakespeare's

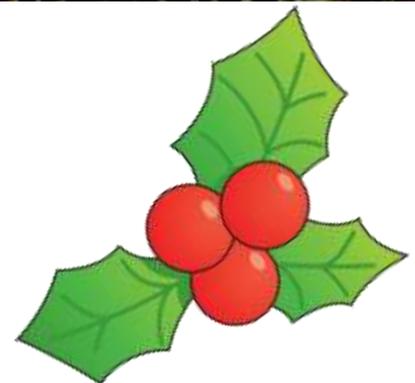
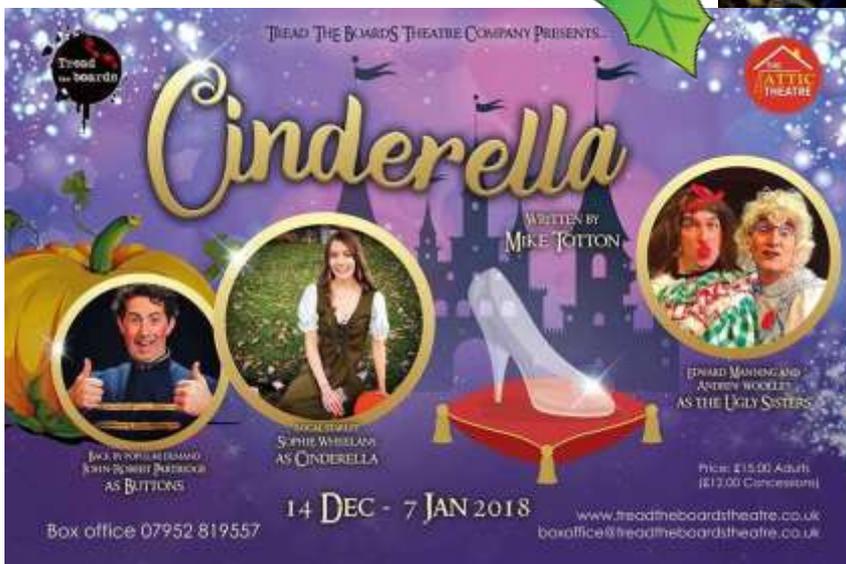
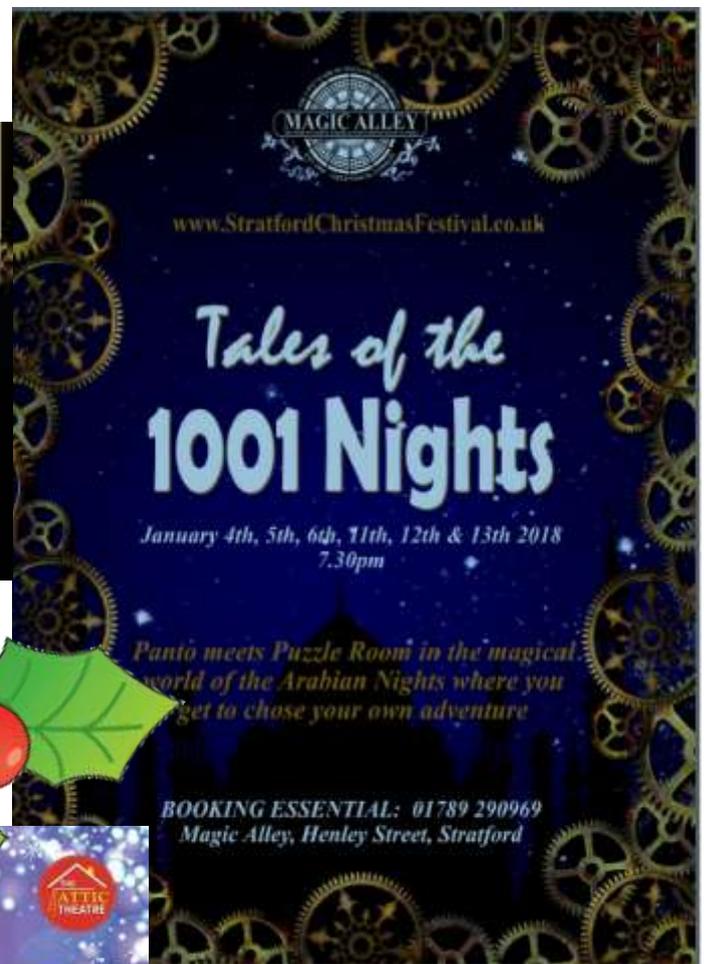
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works, life and times worldwide.

**"While China is an important growth market for inbound tourism to the five Shakespeare homes and gardens in Stratford-upon-Avon, this project will enable millions more people who might never have the opportunity to visit us in the UK the chance to explore our shared Shakespeare heritage in China.**

**"This is very much a two-way partnership. By providing our knowledge and expertise to help the Fuzhou team to create an authentic spirit of place, we will be able to support our work to not only maintain and preserve the world's greatest Shakespeare heritage sites and collections here in the UK, but to also continue to promote the enjoyment of Shakespeare's works, life and times around the globe."**



## Dates for your diary!

If you have an event you would like us to list here please email Sandi - [sandi@stratforward.co.uk](mailto:sandi@stratforward.co.uk)

### December

Now until 24th Feb	Twelfth Night, RSC
Now until 24th Dec	Father Christmas at Magic Alley
Now until 4th Feb	A Christmas Carol, RSC - a few tickets are still available
13th - 17th	Midwinter Magic, Dance Circus Spectacular, New Place
14th - 7th Jan	Cinderella, The Attic Theatre
16th	Tudor Christmas @ The Shakespeare Centre
14th	Christmas Market on Bridge Street
21st	Christmas Market on Bridge Street
22nd - 30th	Jack & the Beanstalk, Stratford Artshouse
25th	Bank Holiday - Christmas Day
25th	Christmas Day Town Walk 10.30am from the Swan Fountain
26th	Bank Holiday - Boxing Day

### January

1st	Bank Holiday - New Years Day
4th to 6th	Tales of 1001 Nights at Magic Alley
11th to 13th	Tales of 1001 Nights at Magic Alley
25th	Burns Night
10th	Stratford Jazz, Stratford Artshouse

### February

9th	Pride of Stratford Awards
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6th & 7th May 2018

[www.stratfordfestivalofmotoring.co.uk](http://www.stratfordfestivalofmotoring.co.uk)



30th June & 1st July 2018

[www.stratfordriverfestival.co.uk](http://www.stratfordriverfestival.co.uk)



22nd & 23rd September 2018

[www.stratfordtowncentrefoodfestival.co.uk](http://www.stratfordtowncentrefoodfestival.co.uk)

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