

STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

Issue 5 - February 22nd 2018

DON'T FORGET TO HAVE YOUR SAY ON BID 3

If you haven't yet had your say on the future of Stratford-upon-Avon's Business Improvement District (BID), you've only got a week left.

The consultation, launched at the start of this month, is the first step in a process that will see town centre businesses vote for a third BID this autumn. Stratforward BID is currently in its second term which started in 2014 and expires in March 2019. BID3 would run from April 1st, 2019 to March 2024.

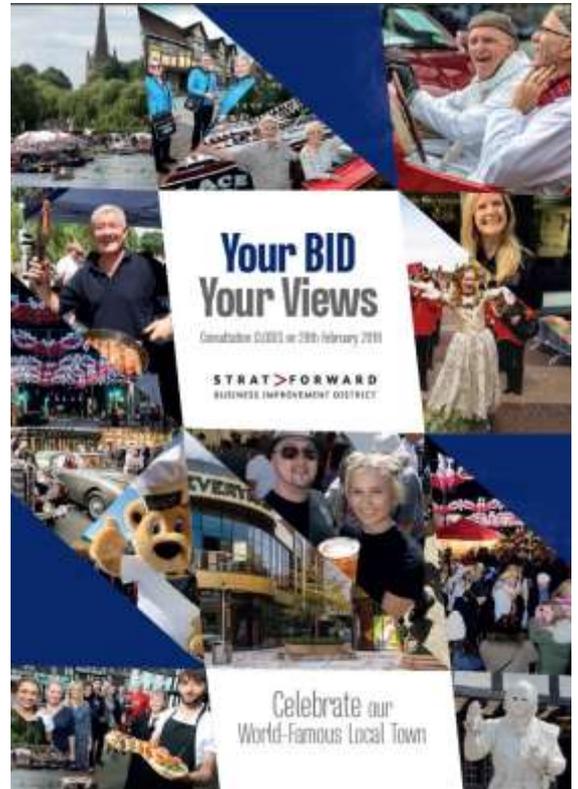
As part of the process, you as levy payers have the opportunity to help shape how any future BID operates.

You should all have received [consultation documents](#) and a [questionnaire](#). The consultation document highlights six areas in which Stratforward provides services to its members as well as the value that they bring, including the Town Hosts, award-winning events and campaigns and schemes that help both staff and businesses save tens of thousands of pounds each year.

We've had a great response so far, but we really want every one of our nearly-450 BID members to engage with the process and help us develop a BID that you feel brings value and meets your needs.

You can respond using your comment form or online at <https://www.surveymonkey.co.uk/r/BID3> or speak to our Town Hosts if you need help.

The consultation process will be followed by the development and release of the BID3 Business Plan this summer ahead of a vote in the autumn.



STRATFORD TURNS INTO TURIN FOR ITALIAN JOB-THEMED MOTOR FESTIVAL



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Some of the most memorable scenes from *The Italian Job* have been recreated ahead of this year's Stratford Festival of Motoring - which is themed on the iconic 1969 film.

Three memorable Minis were snapped around Stratford, including historic locations like the Royal Shakespeare Theatre, ahead of the return of the annual festival on Sunday, May 6th and Bank Holiday Monday, May 7th.



The red, white and blue minis are a nod to cars used by Charlie Croker's gang to make their getaway after stealing millions of pounds worth of gold in Turin, resulting in what is widely regarded as one of the best car chases in movie history.

While Stratford's streets are a long way from Turin, where most of *The Italian Job* was filmed and set, one scene - the chase through the sewer tunnel - was shot in the Sowe Valley Sewer Duplication system just down the road in Stoke Aldermoor, Coventry.

There won't be any car chases through Shakespeare's streets but the Festival of Motoring will see more than 300 vehicles lining up on the town's streets after a tour through the surrounding countryside followed by a lap of honour.

This year they will include plenty of *Italian Job*-inspired vehicles, including Minis and Italian supercars.

The festival also offers interactive demonstrations, food, drink and live music and entertainment, giving two days of top quality, free, family fun to visitors from across the region.

Local car dealership Listers returns as sponsor for this year's event - the sixth Festival of Motoring - and will be showing off their vehicles on Bancroft Gardens near to The Encore as well as on Bridge Street.

Ruth Wood, Events Manager at Stratforward, said: "What better theme for this year's Festival of Motoring than one of the best known car-themed films ever. We couldn't quite stretch to car chases through the streets of Stratford, but we managed to recreate a few scenes from the film to get people in the mood for a weekend of *Italian Job*-inspired fun.

"The Festival of Motoring is always a great success, bringing car fans from across the region and beyond to see an array of vehicles both old and new, and gives us a chance to showcase Stratford-upon-Avon in a unique way."

BID BOSS BACKS BUSINESSES FOLLOWING AWARDS SUCCESS

Stratforward BID Director Joe Baconnet has congratulated Stratford-upon-Avon's town centre businesses after they dominated at the Touch FM Pride of Stratford Awards.

BID members swept the board at the glittering annual awards ceremony on Friday (February 9th) at the Crowne Plaza Hotel, making up around half of the business-related nominations and walking away with eight gongs.

Speaking at the event, Mr Baconnet said: "To see so many of our members triumph in these awards, which saw stiff competition from across the area, is wonderful.

"Running a business at the best of times is hard, but against a backdrop of tough economic times, rapidly increasing operating costs, the massive growth of internet shopping and increased security issues, it is harder than ever. We know how hard our members work to create a thriving town for locals and visitors alike, so to see so many of them recognised for that is great."

BID members who won included: Hooray's British Gelato Kitchen - The Artisan Award; The One Elm - Hospitality of the Year Award; Paul and Rhian Foster, owners of Salt - Business Person of the Year; Shakespeare's Schoolroom and Guildhall - Team of the Year; and Escape Arts - the Educator Award.

A special award went to David Beacham, owner of Coiffure by David, for his decades of dedication and service to business in the town. Another special award went to Dr Diana Owen, outgoing CEO of the Shakespeare Birthplace Trust, for her contribution to promoting Stratford worldwide.

The Stratforward-sponsored category of Town Centre Business of the Year went to long-established independent clothes and shoe retailer Gemini. And Stratforward itself was a winner too with its ever popular River Festival voted Tourism Initiative of the Year for the second time in three years. Now in its tenth year, this two-day summer extravaganza attracts tens of thousands of visitors to the town each year.

Stratforward's own Town Hosts were also shortlisted for the Customer Care of the Year Award, recognising the work they do to engage with visitors and local businesses on a daily basis.

Other BID businesses were among the finalists for the awards. Gemini was shortlisted for the Business of the Year Award, while A Fine Tattoo Establishment, The Fourteas Restaurant and Specsavers were finalists in the Town Centre Business of the Year Award. Stratford-upon-Avon Butterfly Farm and the MAD Museum both reached the final of the Team of the Year Award, while Salt was also a finalist in the Artisan Award.

The MAD Museum was shortlisted for the Arts Organisation Award alongside Escape Arts, which was also a finalist in the Community Impact Award and the Pride Award.

The Tourism Initiative Award was dominated by BID members and some of Stratforward's partner organisations, with finalists including the Shakespeare's England Explorer Pass, Shakespeare's Birthplace Trust, Shakespeare's Schoolroom and Guildhall, Stratford-upon-Avon Butterfly Farm.



One Elm



Hooray's British Gelato Kitchen



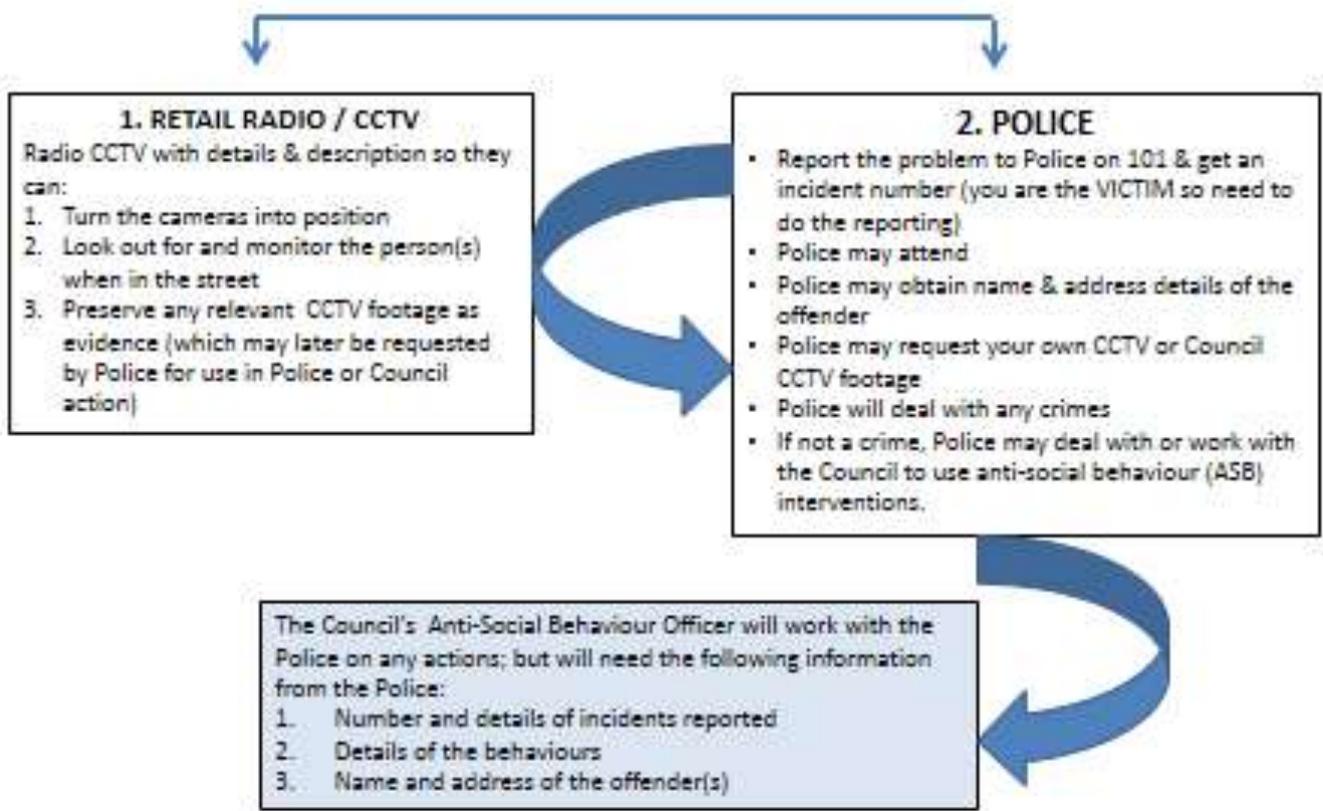
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Gemini with BID Director Joe Baconnet

Got a crime or anti-social behaviour problem at your business?

Report It – a 2 step process



MEET OTHER BUSINESSES AT HOSPICE BUSINESS LUNCH

There are still some tickets left for the Shakespeare Hospice's Business Lunch next month.

The event at the Crowne Plaza takes place on Friday, March 16th and is a great way to network with other business owners as well as helping raise funds for local charity the Shakespeare Hospice.

David Burbidge of Coventry City of Culture Trust will be the guest speaker on the day talking about how plans are progressing for 2021 and the event will be hosted by Jonathan Smith, MD of Business Forums Ltd.

The Business Lunch includes a raffle with prizes including a Champagne Afternoon Tea for Two at The Crowne Plaza and A Corporate Wine Tasting with Vin Neuf.

Tickets cost £35 per person and include a two-course meal and a free drink on arrival. They can be bought via the website at www.theshakespearehospice.org.uk.



INVESTMENT AGENCY CONFIRMS PURCHASE OF RED LION COURT

Red Lion Court has been bought by Altitude Investments, a boutique investment agency based in The Midlands & the South West, on behalf of a private trust.

The arcade, which produces £299,500 per annum, was acquired for £3,540,000 and Altitude said it has already issued terms to two prospective tenants in the first month of ownership, which will bring the courtyard to 100% occupancy

MAKE SURE YOUR BUSINESS BENEFITS FROM STRATFORD MARATHON



Stratforward has teamed up with Stratford Rotary to help businesses benefit from the thousands of people set to descend on the town for the Stratford Marathon.

The marathon takes place on Sunday, May 13th and usually attracts more than 3,000 runners and their families.

We want to help businesses take advantage of the increased footfall and visitor numbers to the town, so we're offering you the chance to plug any offers in advance of the event by being included in the race information packs.

Any businesses who would like to get involved can send us their offer **details and we'll include it on the printed A5 leaflet that goes with the Rotary mailout**, helping you get in touch with thousands of potential customers ahead of the race.

Send any offers to info@stratforward.co.uk marked 'Stratford Marathon Offer'.

LOCAL GALLERY INVITES COMMUNITY TO CELEBRATE ALL THINGS STRATFORD

Local gallery Castle Fine Art is inviting everyone to celebrate all things Stratford to mark 23 years since it first launched in the town.

The free event will take place on Saturday 3rd and Sunday 4th March at the gallery on Wood Street with activities, featuring a charity raffle draw for The Shakespeare Hospice as well as a chance for local art fans to take an exclusive look at new never-seen-in-the-gallery-before artwork, while acclaimed artist Lawrence Coulson will paint a Stratford river scene live in the gallery over the duration of the weekend.

Live music will be provided between 12pm and 3pm on both days, with Stratford musicians Sweet Sugar Duo performing on Saturday, and Guy Nicholas Challenger taking to the stage on Sunday. Huffkins will keep hunger at bay with fresh, locally handmade canapes.

Castle Fine Art, which today boasts a network of 36 galleries nationwide, opened its very first gallery on Wood Street in 1995 under the name of Castle Galleries. After previously relocating to Bards Walk, the gallery has recently moved back to its original site following the closure of the shopping arcade, unveiling a larger, state-of-the-art outlet with the new Castle Fine Art name.

Jason Lawson, who has managed Castle Fine Art in Stratford since it was first established, said: **"Castle Fine Art has gone from strength to strength since launching, but Stratford is where we opened the very first gallery and will always be our home.**

"With the opening of our brand new site back where it all began on Wood Street, we wanted to host an event celebrating Stratford to thank the local community for supporting us throughout the years. With local music and food and even live painting, it's set to be a fantastic event, and we can't wait to welcome visitors to the gallery to join in the celebrations."



JOIN BIRTHPLACE TRUST'S 'THUNDERCLAP'

The Shakespeare Birthplace Trust is launching Shakespeare Week 2018 with a real bang, urging **people to take part in a social media "thunderclap"** to mark the occasion.

A thunderclap allows people to join forces and share a common message at exactly the same time - breaking through the noise of the online world.

To do that, the Trust is asking people to join in and pledge to help by agreeing to contribute their own message through Thunderclap which will join all the others set to go out on 9am on Monday, March 12th and help spread the word.

To get involved visit www.thunderclap.it/projects/68117-the-big-shakespeare-book-hunt and to find out more about how Thunderclap works visit www.thunderclap.it/howitworks



Stratford in Bloom

BID members are still being encouraged to sign up for Stratford in Bloom baskets or pots ahead of the season.

Baskets are just £35 plus a new bracket (£15) or £30 for a Pot. Please see the last newsletter for a form or contact Stratford in Bloom on info@stratfordinbloom.org.uk



SORRENTO BAGS DINING AWARD

Congratulations to Sorrento for scooping an award.

The Ely Street restaurant was declared the Best Restaurant in Warwickshire in the Bookatable Diner Awards - for the second year running.

Congratulations!



SIGN UP FOR AMBASSADOR TOURS 2018

The Ambassador Tours are fast approaching. Our world-class familiarisation days have become extremely popular.

The next tours will be on:

Thursday, March 15th, Wednesday, March 21st & Thursday, March 22nd

Please book early as we have limited spaces and it's first come, first served.

The tours are free and open to all BID members and their staff. It's an extremely enjoyable day, but you will also gain more knowledge about your town and its attractions which you can then pass on to your guests, customers and visitors.

For more information, please contact Town Hosts Shan or Terry via townhosts@stratford.co.uk or 07879 631735. **We look forward to hearing from you!**

Dates for your diary!

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

February

Now until 28th	BID3 Consultation period
Now until 24th Feb	Twelfth Night, RSC
16th to 25th	Shakespeare's Birthplace 1/2 term activities
19th to 23rd	Warwickshire & Birmingham Schools 1/2 term holiday.
24th	Shakespeare's Birthplace Live'n History at Hall's Croft

March

2nd & 3rd	Castle Fine Art, Celebration of Stratford Event
11th	Mothers Day
12th at 9am	Shakespeare Birthplace Trust social media Thunderclap
12th to 18th	Shakespeare Week at Shakespeare's Birthplace
15th, 21st & 22nd	Town Host Ambassador Tour
16th	Shakespeare Hospice Business Lunch @ the Crowne Plaza
17th	St Patrick's Day
23rd	Advertising deadline for Festival of Motoring brochure
24th	Red Nose Day
25th	British Summer Time begins
30th to 13th April	Warwickshire & Birmingham Schools Easter holiday
30th to 2nd April	Easter Weekend

April

6th	Workplace pensions - next stage starts
14th	Magic Alley: The Lost Years of William Shakespeare opens in Bell Court
21st	National Tea Day



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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