

# STRAT > FORWARD

## BUSINESS IMPROVEMENT DISTRICT

# NEWSLETTER

Issue 9 - May 3rd 2018

### FAMOUS 'ITALIAN JOB' MINIS TO JOIN HUNDREDS OF CARS ON SHOW AT STRATFORD FESTIVAL OF MOTORING THIS WEEKEND

Three famous 'Italian Job' Minis will be among hundreds of cars that roar into town for this weekend's Stratford Festival of Motoring.

The replicas - which have appeared on TV alongside big names including David Hasselhoff and Guy Martin - are just one reminder visitors will see of iconic 1969 film *The Italian Job*, which will be the theme of one of the streets in Stratford town centre during the festival.

The Minis are the pride and joy of mechanic Greg Jenkins, from Hereford, who bought them to use them as wedding cars. They are full replicas of the cars in the comedy caper, including roll cages, bonnet stripes and imitation gold bars on the back parcel shelf.

As well as using them for weddings, Greg's Minis have featured on TV several times. One was used in 2009 BBC drama 'Framed', while all three appeared in a 2010 advert for Ladbrokes during the World Cup alongside ex-footballers Ian Wright and Chris Kamara. And the red one is currently starring

in a TV ad for Farmfoods with David Hasselhoff. All three boast signatures from the big names they've 'met' including Guy Martin and Mike Brewer.

The Italian Job Minis will be among around 300 motor vehicles on show in Stratford when the Festival of Motoring returns this Sunday, May 6th and Bank Holiday Monday, May 7th. Participants will take runs in the surrounding countryside - one with a treasure hunt and another encouraging them to rekindle their old-school navigation skills - before returning to the town centre to park up.

The festival is also giving people the chance to star in **Stratford's own version of popular TV show Carpool Karaoke** in a competition organised in conjunction with festival sponsor Listers, a long-running supporter of the event. Participants in the challenge will be able to record

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their own rendition of classic Italian tune 'That's Amore' - in keeping with the Italian Job theme - on their mobile device inside one of Listers' cars on display at the festival. They just need to post their karaoke video on social media, tagging Listers, the Stratford Festival of Motoring, and festival organiser Stratforward to be in with the chance of winning the use of a brand new car for a whole weekend.

Vehicles on display at the festival will include: fast cars; open-top vehicles; a 'My Dad Had One of Those' display; luxury cars; quirky vehicles like campers, pickups and vans; and displays from automotive clubs including Auto Adrenalin and Aston Martin. There will also be commercial car displays from Listers, Guy Salmon, Nissan Westway, DV8 Works, the Jaguar Daimler Heritage Trust, Dallas Burston Polo Club and the British Motor Museum.

A festival trophy presentation will take place on Monday at 2pm, including a prize for the winner of the treasure hunt, a Stratforward-sponsored award chosen by patron Quentin Willson, a **Mayor's award for her favourite vehicle and an award chosen by festival sponsor Listers.**

Plenty of our members are getting involved, with Escape Arts running a Wacky Races workshop at the family area in Rother Market and Stratford Specsavers giving people the chance to win great prizes by sharing their festival photos using #SpecsaversSUA. Stratford Picturehouse is showing Chitty Chitty Bang Bang at noon on Saturday followed by a Motoring Reel Big Quiz on Monday evening and Everyman Cinema is showing The Italian Job on Sunday at 5pm.

Castle Fine Art will be displaying four motor-themed original paintings by contemporary artist Robert Oxley and there will also be an automotive arts exhibition at Whitewall gallery.

Our local eateries are also getting in the festival spirit, with The Townhouse offering special Italian cured boards and Prosecco, and The One Elm an outdoor Peroni Bar and two-for-one on Aperol Spritz.

*A few points to remember:-*

- ⇒ Festival hours are 10am to 5pm on Sunday and 10am to 4pm on Monday.
- ⇒ Cars will be arriving into town from 9am to 12 noon.
- ⇒ Road closures will be in place - please check in advance <https://www.stratford.gov.uk/news/news.cfm/current/1/item/136528>

## FOOTFALL IS UP

We've been doing a bit of analysis of footfall figures and wanted to share them with our members.

We're pleased to say that overall, Stratford has seen an increase in footfall over the last six months compared to the same period last year.

We've looked at figures for each month from October 2017 to March 2018 and compared them to footfall figures for the same months a year earlier.

Here are the results:-



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Oct 17 compared to Oct 16 - footfall was 11.7% up  
Nov 17 compared to Nov 16 - footfall was 47.5 %up  
Dec 17 compared to Dec 16 - footfall was up 12.6%  
Jan 18 compared to Jan 17 - footfall was up 12.5%  
Feb 18 compared to Feb 17 - footfall was up 7.8%  
March 18 compared to March 17 - footfall was up 15.6%

The results show that footfall in Stratford is up year-on-year - bucking a nationwide trend that has seen some high streets and town centres see a drop in footfall.

**BID Director Joe Baconnet says: "I understand that while footfall is up, many of our members remain concerned that this doesn't necessarily translate into increases in spend. This is something we're aware of and we're always trying to work with businesses to look at how they can encourage the people who do come into Stratford town centre to spend more, stay longer and leave happy.**

**"However, the first step to this is getting people into town and through the doors of our great businesses, whether they be bars and restaurants, retailers, leisure or the professional sector. An increase in footfall is all part of that, so while this isn't the full story, it's an important part of it."**

Monthly footfall summaries are available to all BID member businesses.

## UPDATE ON BHS BUILDING

**We know our BID members are keen to know what's going on with the unit that was formerly home to BHS.**

Stratforward has been liaising with parties involved in the site, for a number of months including Hermes Investment Management.

A spokesperson for Hermes Investment Management said: **"Following extensive marketing and subsequent conversations with potential retailers for Stratford-upon-Avon, we believe the former BHS store will be more attractive split into three separate units. We would like to bring the property back into retail use and are therefore progressing with this solution and will submit a corresponding planning application in due course. In the meantime, workman who are appointed property managers have been instructed to carry out maintenance on the property."**

**We'll keep you posted as soon as we get any updates.**

## EVENING ECONOMY MEETING A SUCCESS

Thanks to all our members and partners who turned out for a successful meeting on the evening economy last month.

There was a great turnout and key issues were discussed that are of interest to BID members, including licensing, busking and homelessness.

**The good news is that the licensed trade isn't complacent about the lack of issues in the evening economy and are keen to work together to ensure Stratford remains a safe place. Forthcoming initiatives by Stratforward were also discussed that should help to deal with some of the street issues including the continued rise in begging. All businesses were urged to report active begging to 101 to ensure that the Police are assisted with data to deal with the issues.**

## HOTEL DU VIN OPENS ITS DOORS

We're delighted to welcome Hotel du Vin to Stratford after it opened its doors this week.

The Rother Street hotel is the latest addition to the Hotel du Vin family as well as to the Stratforward family.

It boasts 46 bedrooms and suites, a French bistro and bar with al fresco dining, as well as two private dining rooms and events space that can accommodate up to 70 guests.

The original part of the hotel was built in 1798 and the listed building has been used in a range of ways over the years, from a **doctor's surgery during and after WW2, to a Gentleman's Club,** and most recently the town registry office.

**It's now set to be another great addition to the accommodation offering in Stratford and we're looking forward to its success.**



## MAGIC ALLEY SETTLES INTO NEW HOME

**Magic Alley's first few weeks in its new home have proved a huge success.**

The popular attraction opened the doors to its brand new venue in Bell Court just over two weeks ago and owner Dave Matthews said he is "extremely happy" with how it has gone.

The new premises underwent a magical makeover that took 10 weeks between getting the keys to opening the door.

The fit was carried out using local suppliers and local tradespeople, feeding money back into the local economy.

**"It was really important that we spent money on the fit out locally,"** said Mr Matthews. **"It's an integral part of who we are and what we are. One of the big things that has been a criticism of Bell Court is the fact it's big national chains - well, you can't get anything more local than us. Not only are we a business that is owned by people who live in Stratford, we work in Stratford and we spend our entire budget on the fit in Stratford."**

He said Magic Alley's opening weekend had gone **"spectacularly well"**, adding: **"Footfall in Bell Court is still a little slow during the weekdays, however during the holidays and weekends it's really good and positive and growing all the time."**

**"We are extremely happy with how it's gone and in the three weekends it's been open. We look forward to a very long and successful life here in Bell Court."**

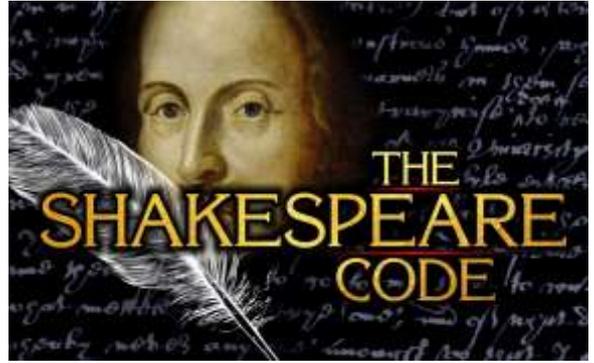
Plans for Magic Alley's previous premises in Henley Street are set to be announced next week, with Mr Matthews promising something **"very different"** for the town.



## SHAKESPEARE-THEMED ROOM SET FOR STRATFORD ESCAPE LIVE

Stratford's new **Escape Room** - featured on the BBC last week - is adding to its experience with a Shakespeare-themed room set to open this summer.

The Shakespeare Code will be the second escape experience room at the town's **Escape Live** venue which opened on Greenhill Street in March and is based on the life and times of Stratford's world-famous playwright.



Escape Live launched with its magic-themed Chalice of Champions and has already welcomed thousands of players. The team behind the attraction has now been working with Shakespeare expert Hazel Stenner on its new room to make sure the new experience stays true to the history of the period.

John Dalziel, co-founder of the business, said: "We are already second on the fun things to do list for Stratford according to TripAdvisor, which is incredible considering we've only been here for such a short space of time.

"The Shakespeare Code is going to be quite a different game but we have absolutely no doubt that local people, escape room lovers and tourists from all over the world are going to love it."

Escape Live in Stratford is open from 10am to 10pm every day. For further information or to book visit [www.escapelive.co.uk](http://www.escapelive.co.uk).

## CONGRATULATIONS TO OUR MEMBERS

- Congratulations to Wood Street jeweller George Pragnell for receiving a prestigious award from the Queen. The family-owned company received **The Queen's Award for Enterprise** earlier this month - the UK's highest official Award for British business performance, recognising and rewarding outstanding achievement by UK companies. The awards are presented each year by the Queen, on the advice of the Prime Minister, who is assisted by an advisory committee that includes representatives of Government, Industry and Commerce, and the Trade Unions. The company said it had achieved the award through the development of its jewellery offering, high quality customer services and its comprehensive training programmes.
- The Guild Chapel has been shortlisted for a prestigious national award for the conservation of its internationally-significant medieval wall paintings. The project is one of just seven faith buildings from across the UK to be shortlisted for the Society for the Protection of Ancient Buildings' (SPAB) **Sir John Betjeman Award** for 2018. The winner of the award, which celebrates excellence in the repair of places of worship of all denominations in England and Wales, will be announced next month. The Guild Chapel, which dates



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back to the 13th Century, has been shortlisted for the prestigious award thanks to the 2016 conservation of two of its medieval wall paintings. Its medieval wall paintings were applied in the late 15th Century but were defaced and limewashed over following the Reformation less than 100 years later. The hidden images of death and the afterlife were rediscovered centuries later. Supported by a £100,000 grant from the Heritage Lottery Fund, conservators spent months removing later layers of paint and wax from the paintings and consolidate the flaking medieval paint underneath so they can be seen clearer and brighter than they have for centuries.

## SDC ENDORSES TRANSPORT STRATEGY



The Stratford-upon-Avon Area Transport Strategy is set to be added to the Warwickshire Local Transport Plan 2011-26 after it was endorsed by Stratford District Council.

The strategy, produced jointly by Warwickshire County Council and the District Council, has been described as one of the most important documents that will influence the Town and its future, setting out the general principles that need to underlie the development of the town's transport infrastructure over the next 15 to 20 years.

Key messages include:

- The Southern Western Relief Road (SWRR) has been retained in the revised Strategy
- Inclusion of a position statement on the Stratford-upon-Avon to Honeybourne railway line has been incorporated in the revised Strategy
- The current status of the Birmingham Road Improvement Scheme as fully funded with delivery planned for 2019/20
- The importance of maintaining cycling infrastructure and The Stratford-upon-Avon Cycle Network Plan
- A measure that proposes a town centre bus station
- Future work will also include focusing on reviewing current load restrictions through the town centre
- Consideration will also be given to improved park and ride facilities, train connectivity and shared space in the centre of the town

**Cllr Peter Richards, Housing and Infrastructure Portfolio said:** "A primary concern is the increasing levels of traffic congestion and the impact future housing and employment growth will have on the character of the town and transport infrastructure already operating under considerable strain. The Strategy includes measures designed to tackle congestion and improve the transport system and town environment to meet the development needs and benefit residents, businesses and visitors."



## MAY FUN AT THE BIRTHPLACE TRUST

The Shakespeare Birthplace Trust has plenty of fun lined up this month.

Bank Holiday Monday (May 7th) sees May Day celebrations at Hall's Croft.

That's followed at the end of the month by a range of activities for half term (May 26th to June 3rd) including 'Shakespeare's Assembled: Age of Oberon' at Shakespeare's New Place on June 1st and 2nd.

Caricature artists will be on hand at Shakespeare's Birthplace on May 26th to 28th, while Hall's Croft will offer the chance to make your own head-band and learn all about fairies. And Shakespeare's New Place will be helping people work out which Shakespeare characters are heroes or villains.

For more information, visit [www.shakespeare.org.uk/events](http://www.shakespeare.org.uk/events).

## Take 5... Summer festivals

You know summer has truly arrived when the festival season kicks off. Which one will you be heading to?

### Old-school music



**ISLE OF WIGHT FESTIVAL**  
25-24 JUNE  
Islandbury isn't on the year, but music festival die-hards will be heading to the Isle of Wight Festival to celebrate its 50th anniversary. This year's headliners include Depeche Mode, The Killers, Kasabian and Lizzo. Gallagher, HARTY CIN Tickets are £200 are perfect for the weekend without camping. Fees and £50 and children under 12 are free. Day tickets from £65. Visit [www.isleofwightfestival.com](http://www.isleofwightfestival.com).

### Foodie fun



**THE BIG FEASTIVAL**  
THE COTSWOLDS  
24-26 SEPTEMBER  
This event has a winning combination of live music and food. Headliners include: Government Jew, Craig David and Paloma Faith, while on the subway scene are Mista Fama White and Mark He. There's loads for kids, too. **HARTY CIN** Adult weekend tickets, £79.50, from £64.50, children, £37.25, all with camping. Day tickets from £64. Visit [thebigfeestival.com](http://thebigfeestival.com).

### The 'local' one



**STRATFORD RIVER FESTIVAL**  
30 JUNE-1 JULY  
This community-spirited festival in Stratford-upon-Avon features entertainment and events both on and off the river. There will be live music and dance, local ales, a craft market, a spectacular parade of boats and a grand fireworks display. And, of course, the town's famous traditions are on hand, too. **HARTY CIN** Free. Visit [stratfordriverfestival.org.uk](http://stratfordriverfestival.org.uk).

### Going green



**TIMBER FESTIVAL**  
DENBYSHPHIRE  
9-10 JULY  
The only international forest festival in the UK, Timber explores the transformative power of forests. As well as arts and music, there will be an eco spa, a naked ball, torch light processions, dinner, runs, night swims and yoga. **HARTY CIN** Adult weekend ticket, £37.50; child, £4.50; under-26 free, all with camping. Day tickets from £37.50. Visit [timberfestival.org.uk](http://timberfestival.org.uk).

The BID Member funded  
River Festival  
features in Prima Magazine's  
top 5 national festivals!

June 2018 issue



## Dates for your diary!

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

### May

|                   |  |
|-------------------|--|
| 6th & 7th         | <b>Stratforward's Stratford Festival of Motoring</b> |
| 7th               | Bank Holiday   |
| 13th              | Stratford Marathon                                   |
| 19th              | Royal Wedding  |
| 19th              | FA Cup Final @ Wembley                               |
| 31st to 23rd June | Mischief Festival @ RSC                              |
| 25th              | GDPR Compliance deadline                             |
| 28th to 1st June  | Warwickshire & Worcestershire Schools 1/2 term       |
| 28th              | Bank Holiday   |
| TBD               | <b>Stratforward's Networking Meeting</b>             |

### June

|                 |                                      |
|-----------------|--------------------------------------|
| 17th            | <b>Father's Day</b>                  |
| 17th to 22nd    | Stratford Poetry Festival            |
| 30th & 1st July | <b>Stratforward's River Festival</b> |

### July

|                       |  |
|-----------------------|--|
| 20th to 1st September | Warwickshire Schools Summer Holiday                        |
| 21st to 2nd September | <b>Summer Arts Project around Shakespeare's properties</b> |

### August

|            |  |
|------------|--|
| 7th to 9th | Wonderland Arts Project - SDC & LSD Promotions in Bancroft Gardens |
| 27th       | Bank Holiday   |



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)

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

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