

# BUSINESS NEWS

Stratforward Newsletter

Issue 6: 16 February 2016

## Stratford Free Wi-Fi is live!



Town centre free access Wi-Fi is now up and running and although some tweaks are still being made to the system during the test phase, we are seeing a considerable number of people logging in and taking advantage of the service. Window stickers promoting Stratford Free Wi-Fi have been distributed by the Town Hosts during the last week and I urge you to please display these prominently in your shop or business windows; the more people that log into the system the better information we will be able to provide to all BID members and the larger the audience will be for targeted marketing campaigns conducted on your behalf.

Over the coming days we will start to receive footfall data and zone analytics from the four tracker access points located at the top of Wood Street, the Barclays roundabout, the bottom of Bridge Street and on the Recreation Ground. These tracker points will count and track visitors even if they do not access the Wi-Fi as long as they have Wi-Fi enabled on their phones. As soon as this data is available we will commence circulating it to BID members.

The wealth of information available from the system should not be underestimated, in addition to detailed demographic information about Wi-Fi users such as age, sex and where they hail from, we also receive information, if they log in via Facebook as most people do, about their interests. This type of information can not only assist in informing promotional activity it can also ensure that you, as BID members can develop e-campaigns that will reach the correct profile of customer for your business.

Continued on page 2.....

*"Window stickers promoting Stratford Free Wi-Fi have been distributed by the Town Hosts during the last week and I urge you to please display these prominently in your shop or business windows; the more people that log into the system the better information we will be able to provide to all BID members and the larger the audience will be for targeted marketing campaigns conducted on your behalf."*

*- Karen Wild BID Manager*

### In This Issue

- Stratford Free Wi-Fi
- Project Griffin
- Aviva Womens Tour
- Stratforward Fashion Show
- BID Member Spotlight

Continued from page 1.....

As we have already seen, in the few days that the system has been going through its test phase, free Wi-Fi is going to be extremely popular with visitors to the town centre and the number of users, even prior to the system being promoted, has significantly surpassed the contractors experiences in other towns. A few highlights from the data received so far:-



Users: Male 53% Female 47%

Average usage time: 16 minutes

New users (first log on): 80% Repeat users: 20%

Method of logging in: Facebook: 63% Registration Form: 36% Twitter: 1%

User profile age/sex:	Male	Female
13 – 17	12%	20%
18 – 24	19%	31%
25 – 34	23%	21%
35 – 44	18%	16%
45 – 54	16%	10%
55+	12%	2%

As the Wi-Fi is more actively promoted we would expect the age profile of users to shift slightly, prior to promotion it is more likely for younger people to search for free Wi-Fi; we will however keep you updated regularly.

I will be visiting BID members over the next couple of weeks to explain how best to take advantage of the marketing opportunities on offer and if you have any questions **in the meantime please don't hesitate to give me a call at the office or email me on [Karen@stratforward.co.uk](mailto:Karen@stratforward.co.uk)**

Finally, please remember to display your window stickers and if you would like more please contact the Stratforward office – many thanks!

## TV's John Scott Confirmed as Fashion Show Host

A former resident fashion expert of the ITV show This Morning and the current face of Rocks & Co on Freeview and chat show, The Real Love Boat, John Scott, has been confirmed as the host for our Fashion Show on 16<sup>th</sup> March which will raise funds for the Shakespeare Hospice. John, a local resident, was quoted recently **in the Midweek Herald and said "I'm excited to be showcasing fashion that is on offer in our town and raising money for such a worthy cause."**

Tickets are selling well and the lucky first 250 will receive a goody bag from Gorgeous Obsession worth over £30. Tickets are £15 each and include a glass of fizz, outlets include The Arts House box office, online at [www.theshakespearehospice.org.uk](http://www.theshakespearehospice.org.uk) and from participating retailers.





Warwickshire and West Mercia Police Counter Terrorism Security Officers are pleased to be associated with Project Griffin which aims to encourage members of the business community to work in partnership with the police to deter and detect terrorist activity and crime. This will be achieved by working to:

- Raise awareness of current terrorist and crime issues
- Share and gather intelligence and information
- Build and maintain effective working relationships
- Seek solutions to defeating terrorism and crime
- Maintain trust and confidence in the Police and other authorities
- Empower people to report suspicious activity and behaviour

The main strand of Project Griffin is very much about the Police sharing information with key trusted partners in the community, by providing input through an 'Awareness Event'.

The awareness event covers topics such as the current threat level, hostile reconnaissance, suspicious items and behaviour, firearms incidents as well as providing an awareness of the impact and disruption that may be caused by such an incident.

#### Who is eligible to attend?

Project Griffin is a Home Office funded initiative within West Mercia and Warwickshire Police. Our aim is to work with people who are involved in some way with the safety and security of a building, business or area and to empower them to recognise and report suspicious activity and behaviour to the police. These staff could range from security to front of house reception staff. The presentation lasts for two hours and is delivered free of charge.

Two Project Griffin Workshops will be held on 6<sup>th</sup> April at Stratford Town Hall, 10am – 12 noon and an afternoon session, 1pm – 3pm. If you would like to attend one of these sessions please contact the Stratford office to book your place, many thanks.

## Stratford Town Centre to Host the Stage 2 Finish for the

### Aviva Women's Tour



Warwickshire will welcome the world's top women cyclists this June as the county hosts the Aviva Women's Tour for the first time ever on Thursday 16 June 2016. The world's top racers, including the likes of World Champion Lizzie Armitstead and reigning Aviva Women's Tour Champion Lisa Brennauer, will race the full length of the county from Atherstone to Stratford-upon-Avon in the second stage of the world leading race. 96 of the world's top cyclists will make up the field, which will tackle the 140-kilometre stage through the heart of the county. Taking place over five days, the 2016 edition of the race will be a part of the new UCI Women's World Tour calendar, currently one of just four multi-day stage races on the season long programme of races for the world's top riders and teams. Highlights of each stage will be shown on ITV4 every evening during the race. Warwickshire is giving its full support to the Aviva Women's Tour and is embracing the opportunities the Tour will bring, by showcasing the county as the best place to invest, live, work and visit as well as helping to encourage more women and girls into cycling and sport in general.

A sporting event of this scale brings with it a number of benefits, ranging from public health and education to economic growth and tourism, all of which are key priorities for the county. More importantly, the Aviva Women's Tour puts Warwickshire on the international sporting stage and as a place that has the skills, infrastructure and environment to make it a great success. Warwickshire County Council will be working closely with business, communities and schools to maximise support and engagement before, during and after the Tour.



## BID Member Spotlight



### Rachel Ngombe—Gorgeous Obsession

Gorgeous Obsession boutique salon owned by Rachel Ngombe is nestled in **The Minories**, a stone's throw away from the **William Shakespeare Birthplace Trust** in the heart of Stratford upon Avon.

The salon is launching a fantastic competition for their makeup brand **Gorgeous Tempest**. Gorgeous Tempest makeup has been designed for all races, genders and generations.

Rachel said "We encourage everyone to play with makeup be you a male, female, young or mature individual from any corner of the planet. Our makeup is playful, practical and professional."

If you think you have what it takes to front **Gorgeous Obsession's** next makeup campaign, enter yourself or someone else into the competition.

The competition will be officially launched at the **Stratford Fashion Show** on the 16<sup>th</sup> March 2016.

## Contact Us

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

**Stratford**  
10-11 Sheep Street  
Stratford-upon-Avon  
CV37 6EF

Main Line  
01789 292718

Events  
01789 299011

Town Host  
01789 268291  
07879 361735

[info@stratforward.co.uk](mailto:info@stratforward.co.uk)

Visit us on the web at  
[www.stratforward.co.uk](http://www.stratforward.co.uk)



Karen Wild BID Manager

Welcome to the sixth edition of our regular e-news bulletin. The BID member e-newsletter is circulated every Tuesday to ensure that you are kept fully updated about the work of Stratforward, opportunities available to BID members and information about matters that affect the town centre and trading environment.

If you require any information or support please do not hesitate to contact a member of the Stratforward team. Best wishes, Karen

All information correct at time of publication.