

BUSINESS NEWS

Stratforward Newsletter

Issue 7: 23 February 2016



Hanging Baskets Bursting With Colour !

Floral displays really improve the visitor experience to the town centre as well as enhancing the look of your business. You can show your customers and the town, that your business is blooming in more ways than one this year by having a fabulous summer basket outside your premises! You will also be

helping Stratford to achieve success in its **Britain in Bloom** competition entry for 2016!

Basket options: Size 16" - Choice of basket type: Wicker £30 or Wire £35 - Supply & fitting of new bracket £15

The flowers in the baskets will be a wonderful mix of beautiful upright and trailing annuals in 'A Riot of Colour' - the Stratford-upon-Avon in Bloom 2016 colour scheme. Baskets are delivered to your business address,

PLEASE NOTE: The prices include supply of fully planted baskets and hanging on your existing brackets, which must be in good condition and able to support the basket. Maintenance of the baskets is your responsibility. If you need a watering system installed then please contact Stratford-upon-Avon in Bloom for options and prices. For a beautiful summer display orders should be submitted no later than **1st May 2016**.

Order forms can be obtained either by email from Stratforward, a Town Host can drop one into your business or alternatively contact info@stratfordinbloom.org.uk



"Help us to enhance the beauty of Stratford-upon-Avon this summer and treat your customers to a 'Riot of Colour' by ordering a hanging basket from Stratford-upon-Avon in Bloom. Let's bring the Britain in Bloom Award to our town. Don't forget to place your order by 1st May!"

- Karen Wild. BID Manager

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A New State-of-the-Art Business Centre for Stratford-upon-Avon

Small businesses and business start-ups can soon take advantage of a newly-transformed state-of-the-art business centre known as Venture House, located on Avenue Farm Industrial Estate just off the Birmingham Road in Stratford-upon-Avon.

As well as free support and advice to businesses, Venture House offers hot-desking, co-working space, self-contained offices, reception meet & greet, superfast broadband, business support, mailbox facility, photocopying, on-site parking, cycle shed, indoor & outdoor chill-out zones, refreshment facilities, meeting space, small conferencing facilities, competitive rates, easy in easy out terms and more...

The centre which opens its doors in Spring 2016, is owned and managed by Stratford-on-Avon District Council, and enabled as part of a Growth Deal with Central Government. It has been designed to provide the best possible base for new business starting up, small businesses wishing to grow and businesses making the transition from a home based environment into commercial premises.

Businesses, entrepreneurs and start-ups wishing to find out more about Venture House should please contact Nancy Singleton on 01789 260803 or email nancy.singleton@stratford-dc.gov.uk

Reminders!

Fashion Show - A big thank you for the generosity of the many town centre businesses who have donated raffle prizes in aid of the Shakespeare Hospice Fashion Show on Wednesday 16th March at the Artshouse. If any other businesses would be prepared to offer prizes I know that the hospice would be delighted – do get in touch with Tor Wilkes here at Stratfordward.

River Festival - The deadline for businesses interested in bidding for one of the Bars at this year's River Festival on 2nd and 3rd July is 14th March. Please contact Ruth Wood, Stratfordward Events Manager for details.

Become a Dementia Friend - Don't forget to contact us to book yourself and your staff into the dementia friend's information session on Tuesday 15th March from 5.30 until 6.30 at Elizabeth House, Church Street, Stratford. This is a free session and places are limited so please contact the BID office if you would like to attend.

Email Addresses - Please ensure you contact the Stratfordward office to provide us with the best email address and point of contact for your business.

Project Griffin Workshops - 6th 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 Stratfordward office to book your place, many thanks.

Are You Taking Full Advantage of Our Services?

BID Member Benefits

Stratforward provides a range of direct and indirect benefits to BID Members in exchange for your annual BID levy, we would like to remind members about the services we provide to ensure that you are taking full advantage of everything that is relevant to your business:-

Town Hosts: Services include - Business Liaison & support, managing busking, reporting issues to SDC Street Scene and monitoring that they are addressed, managing security schemes, Ambassador Tour, visitor support and signposting.

NCP Parking: Provision of discounted parking for levy payers and their employees, minimum value per annum/card is £130 (using early bird rate, 5 days per week), value per annum/card (7 days access outside of early bird rate for 8 hours £3467.50).

BID discount card: Scheme and associated promotions eg. event cards.

Marketing & PR: WiFi marketing platform, data capture and zone analytics available to all BID members within the next two weeks. Actively promoting the town centre locally and regionally. National & International via Shakespeare's England.

Security: DISC /Bardwatch - Database and Intranet for secure communities, free to levy payers. Managed radio links and radio training.

Major Events: Festival of Motoring, River Festival, Food Festival, Christmas promotions and entertainment. Events designed to drive footfall and promote Stratford's offer, event BID cards with a 2 week validity post event. Discounted rates for stalls at events.

Discounted Advertising: Special rates for BID Members in event programmes and other publications.

Financial Contribution to Christmas lights.

Performance Monitoring: Footfall via the newly installed tracker access points, assessing the effectiveness of marketing campaigns via zone analytics and GeoTask beacons (coming soon).

Website: Currently $\frac{3}{4}$ the way through re-development. New responsive site already promotes BID card offers, BID Member listings, news updates, job advertisements. Further development to include BID Member promotions.

Member benefits: We are seeking group discount contracts for utilities, waste and other goods and services, we hope to introduce schemes in addition to the NCP parking passes in the near future. Discounted membership of Shakespeare's England.

Weekly e-news bulletin.

Street Scene Improvements: Funding secured to deliver new planters for Greenhill Street.

Inward Investment: Funding secured towards the cost of producing an inward investment pack, both digital and print. Vacancy audits and results compared with WCC's list, corrections made.

Lobbying: Transport, infrastructure, Street Scene, parking, Neighbourhood plan plus any other issues that affect the town centre

The above is not an exhaustive list and we are constantly looking at new ways in which we can support you. Please let us know about any suggestions you may have for additional services that you would find beneficial.

BID Member Spotlight



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Fresh New Look for Rohan – Re-opening 27th February

The Rohan store at 38 Sheep Street has been closed for refurbishment and will be throwing open its doors on 27th February to reveal its fresh new look to customers. Rohan had traded in Wood Street for 15 years under the ownership of the Rohan Company; the store is now a franchise and the move one year ago to the lovely grade 2 listed, former Ideal Clothes store on Sheep Street, was masterminded by the franchise owners, Simon and Samantha Wheeler. Simon and Samantha have a wealth of experience in bringing the Rohan brand to new sites; Samantha worked for Rohan head office for 18 years as their Sales and Operations Manager, whilst Simon project managed their shop-fitting programme. Having traded from the old Ideal Clothes layout for the past year the couple are delighted to now be able to unveil to their customers a true Rohan environment that covers the outdoors, plus travel at home and abroad.

Prior to commencing work on the store Simon and Samantha carried out research into the area with the help of local archives and the Slaughterhouse exhibition; they found wonderful photographs of the store dating back to 1880 and had these on display for a few weeks, the photographs will be displayed once again when the store reopens.

The store opening coincides with the launch of the spring catalogue and the much awaited biannual Gift Your Gear Scheme that encourages you to rummage through your wardrobes for any unwanted but still serviceable outdoor clothing from any brand, this is in turn donated to British based charities that encourage people to use the great outdoors, local charities that have benefitted from the Stratford store are 'Mind' and 'Riding for the Disabled'. In return for your clothing donation the store offers 15% off all products in store. Samantha said "The scheme is loved by both staff and customers, particularly as it supports local charities, many of which are run by people both we and our customers know, it really brings home to us how much local people care about their local area and fellow residents.

Many of Rohan's customers visit the store whilst on holiday in the area and over the past year they have become an unofficial tourist information centre, giving out maps and letting customers know about events and popular tourist routes around town. In addition customers are also informed about exhibitions that may be of interest and once the store reopens they look forward to being able to continue sharing news about the town with customers.

Simon and Samantha have loved their first year in Stratford; they have been welcomed by customers and the business community and have truly appreciated the support they have received. Now that their store has been refurbished to the Rohan branding they look forward to joining in with all that Stratford has to offer and welcoming everyone to their new store.

Contact Us

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

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Visit us on the web at

www.stratforward.co.uk



Karen Wild BID Manager

Welcome to the seventh 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 together with 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.