

## Happy New Year



Happy New Year and welcome to 2019. After last year's 'Yes Vote' from our members, we're keen to put into place some of the changes we promised.

Some have already started and others are works in progress, but at Stratforward we are committed to responding to the feedback you gave us throughout 2018 and doing the very best for our members to help increase footfall in Stratford, encourage business for members across all sectors, and act as a voice for you. Here's to a successful 2019!

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## Waterside Changes

Warwickshire County Council, Stratford District Council and Warwickshire Police are now planning an alternative scheme which involves keeping the road outside the RSC open.

The new scheme is being developed early in this year. It will aim to provide effective protection for visitors and residents while maintaining the traffic flow and access.

We'll keep you updated as and when we find out more.

## Finance Bill

The Government's Finance Bill is continuing its progress through Parliament this week, but it's important to us because it contains the provisions to enact the Chancellor's business rates relief for businesses with an RV under £51,000.

But Brexit divisions in the House could make its progress less than straightforward.

Fingers crossed that the Finance Bill makes it through for the rates relief.

## AGM & nominations



The Stratforward AGM takes place on January 15th from 6-7pm at The Everyman Cinema. The agenda will include an update on the last year as well as plans for 2019. There will be drinks on arrival and the opportunity to network with fellow members. Please do let us know if you can attend by emailing [info@stratforward.co.uk](mailto:info@stratforward.co.uk)

We're also looking for nominations for the Stratforward Board in the following sectors:-

Independent Retailer

National Retailer

Large Employer

Associate Member

Attraction

The board meets a minimum of six times a year and acts as the primary consultative and advisory body on BID services. Its responsibilities include financial decisions, human resources, standards and compliance and strategic direction. You can nominate yourself as a director or somebody else (providing they are willing).

For more information and to register attendance at the AGM contact the office via email on [info@stratforward.co.uk](mailto:info@stratforward.co.uk), via phone on 01789 292718 or pop in to the office.

## Christmas Questionnaire

We know Christmas seems long gone by now but we'll shortly be distributing a Christmas questionnaire. The aim is to get feedback from our businesses about the festive period and how you fared from events and promotional activity, whether organised by Stratforward or our partners.

The questionnaire will cover events, promotional activity like the Christmas brochure and general feedback on the festive period in Stratford. It will also cover the Christmas markets and though they are not organised by Stratforward, we will pass on any feedback to organisers ready for 2019. The questionnaire will be distributed shortly via email.

## Taster stalls for River Fest

This year's River Festival takes place on July 6th and 7th. We know some BID members are interested in participating but aren't sure if it is worth their while so this year we are offering a number of 'Taster' pitches to non-catering BID members who haven't been part of the festival before to give as many businesses as possible the chance to take advantage of the hugely popular event.

We have reserved 10 covered market stalls without electricity supply within the Charities, Family Area, available at £50+VAT, giving you the opportunity to get involved without committing to more expensive market stall pitches in the main area (also subsidised for BID members).



The deadline for applications for stalls is March 29th - for more information drop us a line on [events@stratforward.co.uk](mailto:events@stratforward.co.uk) or pop in and see us.

- We're also looking for a headline sponsor for the River Festival. For more information contact us now

## Events



### Stratford Festival of Motoring - 5<sup>th</sup> & 6<sup>th</sup> May (Bank Holiday weekend)

Following feedback we looked at moving the festival but due to other events in Stratford in April, for now it has remained on this weekend. We're looking to get even more businesses involved and encourage you to think of ways to join in, from motor-related window displays to themed events that will draw visitors into your business while they're in Stratford. Let us know what you're planning and we will promote it.



### Stratford Town Centre Food Festival - 21<sup>st</sup> & 22<sup>nd</sup> September

For 2019 we'll be working with LSD Promotions to deliver the festival, but it will follow the same format as last year and will have a limit on the number of hot food stalls.



# Visitor Numbers

December's footfall in Stratford was better than national predictions and year to year Stratford outperformed every week bar one in the last four weeks of the year. We know that visitors and footfall don't always equate to sales, but people on the street represent an opportunity for our businesses.

For more detailed information on footfall, please visit [www.stratforward.co.uk/performance-indicators](http://www.stratforward.co.uk/performance-indicators) or call the office for more bespoke information.



## Key Dates

There is a list of national dates on the website. [www.stratforward.co.uk](http://www.stratforward.co.uk)

6pm Every first Wednesday of the month - informal business networking at El Greco

Every Friday and Saturday - Markets, Rother Market.

Every Sunday from 31st March - Upmarket on Bridge Street

## January

15th January 6pm - Stratforward AGM, Everyman Cinema

## February

1st - 8th - National Apprenticeship Week

14th Feb - Valentines Day

Mon 18th - Fri 22nd - Half Term

21st Feb - Shrove Tuesday

## March

1st March - St Davids Day

1st March - World Book Day

17th March - St Patricks Day

18th March - Mothering Sunday

25th March - British Summer Time

## Social Media

Make sure you tag us in your tweets, facebook and instagram posts.

[@stratforward](https://twitter.com/stratforward) [/Stratforward](https://www.instagram.com/Stratforward) [/Stratforward](https://www.facebook.com/Stratforward)

## RSC productions

A Christmas Carol  
- until January 20th

Main RST Dark  
- 21st Jan to 13th Feb

The Merry Wives of Windsor  
- until 5th January

As You Like It  
- 14th February until 31st August

Tartuffe  
- until 23rd February

Timeon of Athens  
- until 22nd Feb

Main RST Dark  
- 21st Jan to 13th Feb

The Taming of The Shrew  
- 6th March to 31st August

## Contact us

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