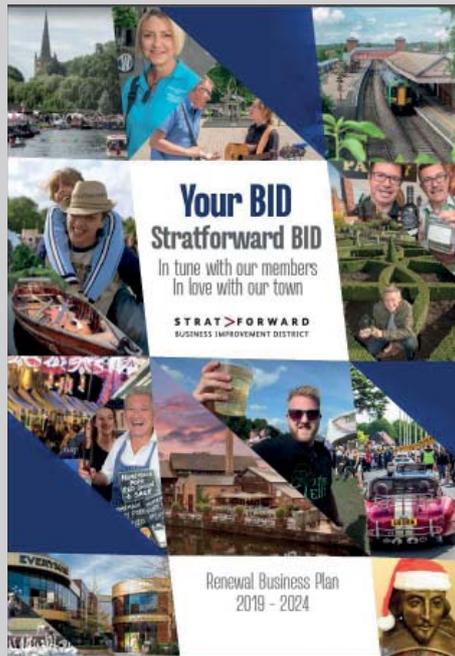


BID3 - Your Say

Join the team on the 10th July at Hotel du Vin to find out about the draft Business Plan for BID3 and to have your say. There will be two opportunities to attend - one at lunch time and one in the evening - to ensure that as many businesses as possible can come.

Part of the renewal process, the draft Business Plan was drawn up following a consultation and sets out what BID3 will do to support our businesses. Watch your email inboxes for more information on the Business Plan launch.

The meeting will also be a networking opportunity for businesses to meet and chat, as well as raise questions about current issues.



Contents

PAGE 1

BID3 - Your Say
Busking
Begging

PAGE 2

Parking
New businesses & movers
Street Marshalls

PAGE 3

Events Update
Stratford Food Festival
Refurb of Swan's Nest
ATS Films

PAGE 4

Visitor Numbers
Key Dates

Busking



The Stratforward Town Host team have been working with the Musicians Union to draw up a new Buskers Policy. The policy includes information for buskers and businesses, including where people can perform, volume levels, performance hours, the Voluntary Busker Registration Scheme and how to deal with any issues. The policy is backed by SDC through the use of Community Protection Notices. For more information contact the Town Hosts on 01789 268291, 07879 361735, or townhosts@stratforward.co.uk

Begging



Following an increase in begging, Stratforward is developing a new scheme for diverted giving that will support organisations working with the street community. It will also support the work done by Warwickshire Police. The aim is to reduce the amount given directly to beggars and will be run in partnership with a range of agencies. We'll be updating you with more details soon.

Parking



As reported widely, Stratforward has brokered a great parking deal for weekend staff and visitors. We've teamed up with SWFT Clinical Services Ltd, which runs the brand new multi-storey car park at Stratford Hospital to offer staff and visitors all-day parking in the secure site off Arden Street for just £2.50 a day on Saturdays, Sundays and Bank Holiday Mondays.

The deal will offer extra parking options, free up spaces at other town centre car parks and also help benefit local health services - with every pound going to the NHS. When the deal was announced our tweets hit an audience of over 7000 and Facebook reached over 12,000!

Tax Free Stratford

Do we know about your tax free shopping offer? There are 64 BID businesses in Stratford that offer tax free shopping and our leaflet is just about to go to print - don't miss out! Contact the office for more info.

Welcome to new businesses & movers



Stratford has welcomed an array of new businesses to the town over the past few weeks. Hotel du Vin opened its doors, while a new Turkish Barber has opened on Wood Street. Trespass has opened in Bards Walk and a new bar/restaurant will be additions to Bards Walk. Home Style Stoves have opened in Red Lion Court next door to Sarto's new shop.

New owners have also taken over at Jack's Corner on Sheep Street and plans for a new restaurant called Spice have been approved at the former Bamboodle unit on Union Street. ShoeMed are also moving from The Minories and will shortly open in the old Jones the Bootmaker shop on Henley Street.

Closures Prezzo has closed and it has also been announced that Thorntons is to close on September 1st - but talks are well advanced on a letting for the unit.

Street Marshalls

A new team of Street Marshalls have started work on Stratford's streets as part of a Warwickshire Police and Crime Commissioner funded initiative. The Marshalls are provided by Safe to Go and are patrolling in pairs in areas of the town centre on specified busy nights through the year usually between 10pm and 2am.

They will help identify potential incidents and notify CCTV, as well as providing pastoral care and protection to people leaving licensed premises. They will work alongside Warwickshire Police and the Street Pastors. Stratforward backs this initiative that is intended to support the town centre, the community and the night time economy.

Events Update

Stratford Town Centre Food Festival September 22/23rd

The Stratforward Events Team is now preparing for the River Festival, set for June 30th and July 1st, as well as the Town Centre Food Festival in September. Keep an eye on our mailouts about great advertising opportunities and for information on our popular festivals.

Stratforward is also backing the expansion of the River Festival into town with a Pirate themed event in and around Bell Court – featuring a MerMister and MerMan competition plus a host of other activities. Time to get that Pirate costume out and let us know what you're doing on the weekend @stratforward on Twitter.

The Festival of Motoring also brought a lot of visitors over the Sunday and Monday of the bank holiday. Many businesses reported record days and a good mix of customers.



Food Festival bookings have been open for some time and if your business hasn't booked already it's time to get booking - BID businesses get priority and a discount. New BID business, Home Style Stoves, has already weighed in with the offer of a

BID business cook-off on their Morso stoves during the event! Businesses are also being encouraged to sign up for the Taste and Ale Trails. Contact the events team for more information.

ATS Films



Our long-time collaborator on videos for events, ATS Films, are making a promotional film of Stratford-upon-Avon for us.

Please say hello to Ben of ATS (pictured here) and we'd love it if your business wanted to be part of it.

Refurbishment of Swan's Nest

The Swan's Nest Hotel has unveiled its collection of new suites following a £1.3m revamp.

As well as the new feature suites, which are named after characters from Shakespeare's 'Twelfth Night', all 68 bedrooms at the hotel have been refurbished.

Visitor Numbers



For more detailed information on footfall, please visit 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 www.stratforward.co.uk website.

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

Every Friday and Saturday – Markets, Rother Market.

June

30th June – 1st July – River Festival

July

5th – Disabled Go launch

10th – Stratforward BID3 Business Plan - Your Say. Hotel du Vin.

Every Thursday from 12th July – summer on Henley Street Markets

20th to 1st September
Warwickshire Schools Summer Holiday

21st to 2nd September
Summer Arts Project around Shakespeare's properties

August

7th to 9th - Wonderland Arts Project - SDC & LSD Promotions in Bancroft Gardens

27th - Bank Holiday

31st August – BID ballot starts

September

22nd & 23rd – Town Centre Food Festival

27th – BID ballot ends

Contact us

Stratforward Business Improvement District Limited
First Floor, 10 - 11 Sheep Street,
Stratford-upon-Avon CV37 6EF
T: 01789 292718
www.stratforward.co.uk
Company Registration: 6924156

STRAT > FORWARD
BUSINESS IMPROVEMENT DISTRICT