

Funding Boost



Coventry & Warwickshire
Local **Enterprise** Partnership

Stratford has received £1.5m in the form of funding for culture and tourism projects. The investment by the Coventry and Warwickshire Local Enterprise Partnership (CWLEP) includes £1m for the Royal Shakespeare Company as well as nearly £500,000 for Henley Street.

The cash injection will help Stratford make the most of an influx of visitors to the area thanks to Coventry being UK City of Culture in 2021 and the Commonwealth Games in Birmingham in 2022.

Contents

PAGE 1

Funding Boost
HVM
Waste questionnaire

PAGE 2

Town Host Update
Digital WTN
BID card Offers
Congratulations

PAGE 3

Christmas Window
Competition
Training and networking
initiatives
The Pride of Stratford

PAGE 4

Footfall
Social Media
What's on?

Waste questionnaire

We've started work on one of our BID3 business plan commitments – to find a preferred waste supplier for our businesses. To do this, we need to understand your waste needs and we have issued an e-survey. However, a paper one is attached here if you wanted something more old-school and we have extended the deadline.



BID

HVM

As businesses may know, the Hostile Vehicle Mitigation (HvM) measures on Waterside were set to be implemented on October 29th but we are still awaiting official confirmation. The attached document gives more details.

One impact of the HVM was the move of the Sunday market from Waterside to Bridge Street. This move was facilitated early by Stratford District Council and Stratford Town Council on the first Sunday in October ahead of the HVM implementation.

We are keen to hear from businesses about the impact of this so we can pass this on as a priority.

Town Host Update

Our Town Hosts have just finished their latest round of popular Ambassador Tours, which proved a hit yet again.

The next round of tours will be in March so look out for them. The Hosts' next project will be to visit Retail Radio users to check their radios and they will also be running training sessions. The Retail Radio scheme is administered with WRCI (the Warwickshire Retail Crime Initiative) and allows both daytime and evening businesses to buy or rent radios so they can share information and help maintain low levels of crime and disorder.

Watch this space for dates and locations for radio training that we're planning.



Congratulations to The Fourteas



Congratulations to The Fourteas, which has scooped the title of Best Cafe/Bistro in the West Midlands at the Food Awards England for the second year running.

Owner Rachael Barber said: "It is a great honour to be recognised on a national stage. We couldn't achieve this without the dedication of our staff, the wonderful local suppliers of our food and our fantastically loyal customers.

"We were the only representatives from Stratford so I am delighted to bring the accolade back for the town."

If you win an award, don't forget to let us know so we can help tell the world about the great achievements of our members.

Purple Tuesday

Nearly one in every five people in the UK has a disability or impairment, and over half of households have a connection to someone with a disability. Their collective spending power – the Purple Pound – is worth £249 billion to the UK economy. The aim of Purple Tuesday is to make customer-facing businesses more aware of these opportunities and inspire them to make changes to improve the disabled customer experience over the long term. Find out more here <https://purpletuesday.org.uk/>

Digital WTN



A training programme aimed at independent high street businesses is being continued following the success of the training last year.

The programme is being offered to all small independent retailers and high street businesses in towns and large villages across Warwickshire. The training is free to those who sign up and, in return, businesses are being asked to dedicate time and commitment in order to improve their business and the wider town centre offer.

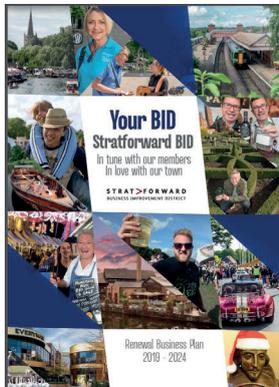
169 businesses in total have been supported by the Warwickshire Towns Network (WTN) training package since early 2017. All participants reported that they would recommend the programme to other businesses.

book at towns@warwickshire.gov.uk

BID card Offers

BID card offers are a great way to encourage people through your doors and spread the word about your business. Don't forget to send us your offers so we can send them out to all 3800 BID card holders.

The Year Ahead



The BID business plan included a whole series of commitments and we've started work on a number of those. During the year ahead, we'll continue the work that you told us you valued in BID2, including the provision of Town Hosts; staff and company savings schemes including parking and BID Card discounts and our award-winning events and campaigns to promote Stratford. But on top of this, we've got lots more work planned. This year we will:-

- Add to our savings schemes through a preferred waste supplier, providing the service you need at a price that works for you
- Launch a new marketing and brand strategy including the creation of a town-wide image library that you'll be able to use too for any marketing and PR
- Improvements to our current business-facing website and the creation of a new consumer-facing website to encourage even more people to Stratford

Christmas Window Competition

Stratford is famed for its beautiful streets and we want this year to be better than ever. The Stratford Christmas Window Competition recognises your beautiful festive displays and spreads the word about how much effort our businesses put in to make Stratford stunning at the busiest time of the year. The theme is "All that glisters..."

All businesses in the town centre with street-facing windows will be automatically entered into the Stratforward-run competition. There are two categories - Independent and National - with winning businesses receiving a trophy and certificate. We also recognise the winners and runners-up through our PR and social media, giving you that extra boost over the festive season.

Judging will take place at the end of the first week in December, with our panel looking at criteria include creativity, engagement and impact and visual appeal.

The Pride of Stratford



Nominations are now open for the 2019 Touch FM Pride of Stratford awards. The awards recognise businesses and community groups in the town and last year BID members walked away with an array of accolades in the business categories.

Categories include:-

- Business of the Year
- Small Business of the Year
- Town Centre Business of the Year
- Hospitality Business of the Year
- Team of the Year

- Customer Care Award
- Business Person of the Year
- Tourism Initiative of the Year
- Arts Organisation of the Year
- Artisan Business Award

We'd love to see our members recognised in the awards again so get your entries in. The deadline is December 7th, 2018 and the winners ceremony takes place on February 8th, 2019 at The Crowne Plaza. For more information, visit HYPERLINK "<https://t.co/lDLk8KssaL>" \h <http://www.102touchfm.co.uk/towncentrebusiness/> ...

Training and networking initiatives

Following on from the recent networking event on business rates, we're planning to run a series of training and networking workshops covering everything from First Aid to how to appeal to Chinese shoppers. Keep an eye on the newsletter, email updates and social media for more information

Visitor Numbers



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

RSC productions

- A Christmas Carol - 4th December onwards
- The Comedy of Errors - 19th October
- Macbeth - until 18th January
- The Merry Wives of Windsor - until 5th January
- Tambrulaine - until 1st December
- Tartuffe - until 23rd February

Key Dates

There is a list of national dates on the website. 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 - Upmarket on Waterside

November

- 11th November - Armistice Day
- 17th November - Carriage Ride with Father Christmas & Bell Court Lights Switch On
- 22nd November - Christmas Lights Switch on Town Hall
- 24th November - Black Friday
- Thurs from 22nd November - Christmas Market, Bridge St

December

- 4th December - A Christmas Carol, RSC
- 8th - 10th December - Victorian Christmas Market
- 21st December - Schools out! Not for summer, but Christmas...

January

Stratforward AGM - date tbc

Contact us

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Social Media

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

@stratforward /Stratforward /Stratforward

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