

# STRAT > FORWARD

## BUSINESS IMPROVEMENT DISTRICT

# NEWSLETTER

Issue 1 - January 10th 2018

## NCP CAR PARKING

The current members benefit of reduced price parking at the NCP Rother Street car park is changing. From February onwards, BID members will need to **use the new NCP ParkPass system. You'll still get a reduced rate but the ParkPass allows quick cashless payments.**

**It means you'll no longer need a card validation ticket or to use the payment machines. You'll simply scan your pass at the entry and exit barriers and the cost will be deducted from your chosen method of payment.**

**To get a ParkPass, you'll have to register via the NCP website on [www.ncp.co.uk/ncpparkpassregister](http://www.ncp.co.uk/ncpparkpassregister) to create an account.**

You will also need to obtain a Unique Activation Code and Saver ID from Stratforward in order to continue receiving the members benefit discount that you currently get using the tickets you pick up with the office.

NCP Handy Reference Guides will be available this week for collection from the Stratforward office or via the Town Hosts.

Discounts with the ParkPass can vary but NCP has agreed to honour the current rate of £3.70 for BID levy payers until the end of October 2018.

For more information, see a Town Host or pop into the Stratforward office on Sheep Street and **we'll explain it all to you. You can also find information on ParkPass on the NCP website.**



DO YOU WANT TO HAVE A STALL AT  
THIS YEAR'S RIVER FESTIVAL?



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## Applications are open for stalls at this year's River Festival.

This year's two-day family festival will take place on June 30th and July 1st, bringing the river-side alive with live music, activities and stalls.

Winner of the Pride of Stratford: Tourism Initiative of the Year Awards 2016 and a finalist again in 2017, the festival has become one of the region's leading free festivals, with last year attracting a record 57,000 unique visitors\* into Stratford. Saturday footfall around town was the highest of the whole of 2017.

Applications are now open for this year's event, including tendered alcohol pitches, food pitches, general traders, crafts and charity pitches. BID Businesses are offered discounted pitch rates and application forms can be found on

<http://www.stratforward.co.uk/events/stratford-river-festival/exhibitors>

Due to site restrictions we are unable to offer pitches for ice-creams and associated products such as slush puppies and frozen yogurt.

The deadline for applications for alcohol concessions, which are decided by tender, is Monday, March 12th. Deadline for remaining stalls is Friday, March 30th March.

Successful applicants will be informed by April 4th and full payment will be required by May 18th call or email [ruth@stratforward.co.uk](mailto:ruth@stratforward.co.uk) for further details.

\*those carrying wifi enabled devices.

## SIGN UP FOR AMBASSADOR TOURS 2018

The Ambassador Tours are fast approaching. Our world-class familiarisation days have become extremely popular.

The next tours will be on:

Thursday, March 15th, Wednesday, March 21st & Thursday, March 22nd

**Please book early as we have limited spaces and it's first come, first served.**

**The tours are free and open to all BID members and their staff. It's an extremely enjoyable day,** but you will also gain more knowledge about your town and its attractions which you can then pass on to your guests, customers and visitors.

For more information, please contact Town Hosts Shan or Terry via [townhosts@stratforward.co.uk](mailto:townhosts@stratforward.co.uk) or 07879 631735. [We look forward to hearing from you!](#)



# BOOST YOUR FOOTFALL WITH FREE COURSE

You've still got time to learn about how to drive your own footfall, as well as increasing sales and profit, thanks to a course from Warwickshire Towns Network.

There are still spaces left for the 'Improving Customer Footfall' course, which takes place at Venture House and The Other Place in Stratford over four Mondays in January and February.

The training is delivered by Alison Read from Decisions by Design. The free-to-attend four-week training courses are open to all retailers and service businesses on a first come, first served basis.

Sessions take place as follows:-

Monday, January 15th - Venture House - 9.30am-1.30pm

Monday, January 29th - The Other Place - 4.30pm-8.30pm

Monday, February 12th - The Other Place - 4.30pm-8.30pm

Monday, February 26th - Venture House - 9.30am-1.30pm

For more details, visit [www.warwickshire.gov.uk/towncentres](http://www.warwickshire.gov.uk/towncentres) or email [towns@warwickshire.gov.uk](mailto:towns@warwickshire.gov.uk).



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Towns Network



## How to Create Your Own Footfall

Do you need more customers?

Do you want to learn how to drive your own footfall?

Do you want to increase your sales and profit?

Are you prepared to invest time and be the driver of your own destiny?

If so we want to hear from you!

### Course Delivery:

The training course will consist of four x 4 hour sessions over a 7 week period with additional support in between.

MON	MON	MON	MON
15th Jan 18	29th Jan 18	12th Feb 18	26th Feb 18
Venture House Business Centre	The Other Place, RSC	The Other Place, RSC	Venture House Business Centre
09:30-13:30	16:30-20:30	16:30-20:30	09:30-13:30

Other locations and times are available across the County  
To book your place (on the 4 sessions) or for further information  
Please contact Warwickshire County Council via our email  
[towns@warwickshire.gov.uk](mailto:towns@warwickshire.gov.uk)

For more detailed information about the course content  
Training Provider – Alison Read  
Email: [aread@decisionsbydesign.co.uk](mailto:aread@decisionsbydesign.co.uk)  
Mobile: 07941 259795

## BID MEMBERS ARE PRIDE OF STRATFORD

Congratulations to all our members who have made it to the finals of the 2018 Touch FM Pride of Stratford Awards.

**It's a month to go until the winners of the awards** - which celebrate the best businesses, individuals and community organisations across the district - are announced at a ceremony at the Crowne Plaza on Friday, February 9th.

Well done to all the BID members who have reached the finals, including Gemini, which is up for Business of the Year and The One Elm, which is a finalist in the Hospitality of the Year Award.

Paul and Rhian Foster, owners of Salt, are up for Business Person of the Year. Salt is also a finalist in the Artisan Award, alongside fellow **BID member Hooray's British Gelato Kitchen**

The Town Centre Business of the Year Award is being battled for by A Fine Tattoo Establishment, The Fourteas Restaurant, Gemini and Specsavers.

**Stratford's own Town Hosts are up for Customer Care of the Year Award and the River Festival is a finalist in the Tourism Initiative Award again, alongside Shakespeare's England Explorer Pass, Shakespeare's Birthplace Trust, Shakespeare's Schoolroom and Guildhall and Stratford Upon Avon Butterfly Farm.**

**The Butterfly Farm, Shakespeare's Schoolroom and Guildhall and the MAD Museum are also finalists in the Team of the Year Award, while Escape Arts and the MAD Museum are up for the Arts Organisation Award. Escape Arts are also finalists in the Educator Award the Community Impact Award and are Pride Award Finalists categories!**

Congratulations to everyone who has made it to the finals. We look forward to sharing the winners next month!



## FREE BREAKFAST AT BRAND NEW PRET THIS WEEK



**Stratford's new Pret a Manger opens this week** - and you've got the chance for a sneak peak if you get there first.

**The new Bards Walk shop's official opening is on Friday, but is opening up for a sneak peek on Thursday morning from 8am.**

The first 400 customers through the door will get a free breakfast, including a pastry, breakfast brioche, breakfast baguette, porridge or five berry bowl, and a barista-prepared hot drink.

To continue the celebrations, on Friday and Saturday Pret is bringing its little Italian coffee van to the space outside the shop from 11am to 3pm, with baristas serving free coffee, as well as live music, giveaways and face painting.

The new Pret a Manger will include internal and external seating for around 120 customers, free Wi-Fi, and a free filtered water tap.

**The chain's menu of sandwiches, baguettes, salads, snacks, hot food and sweet treats will be on offer and fresh items will be made daily in the onsite shop kitchen by Kitchen Leader Maxine and her team.**

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The shop's barista Robert and his Front of House team will be serving a range of drinks from organic teas, coffees and hot chocolates to freshly-made smoothies and frappes.

General Manager Ivo said: "We are so excited to open the doors to Stratford-upon-Avon's first Pret A Manger. Our fantastic team are trained and ready, and we can't wait to meet our new customers.



"To celebrate the opening, we're going to open the shop for a sneak peek next Thursday 11th January from 8.00am. The first 400 customers through the door will receive breakfast on us!"

For details of the free breakfast, visit [www.pret.co.uk/freebreakfast](http://www.pret.co.uk/freebreakfast).

:: As part of Pret's commitment to help alleviate the pressures of homelessness in the UK, the Bards Walk shop is looking for local charities to donate unsold food to at the end of each day.

Over the past year, Pret's national scheme has distributed more than three million food items to hostels and shelters across the UK.

Juanita Cracchiolo, Pret Foundation Trust Project Manager, said: "We're currently looking for local charities to support through food donations each night, and would love to be contacted by any organisations who feel they could benefit from collecting fresh, unsold food from us in the evenings."

Any interested charities can contact the Pret Foundation Trust via [juanita.cracchiolo@pret.com](mailto:juanita.cracchiolo@pret.com).

## INSPIRATIONAL DOCUMENTARY SET FOR ARTSHOUSE

Stratford ArtsHouse is showing an inspirational documentary to support local charity The Shakespeare Hospice as well as Alzheimer's UK.

'Embrace: The Union Project' explores the issue of negative body image and tells the story of Australian wife and mother Taryn Brumfitt's journey from body loather to body lover.

Hosted and supported by BID member Shoemed Limited, as well as Personal Vitality and Betty's Bites, the event is supporting Alzheimer's UK and The Shakespeare Hospice.

The screening takes place at 7pm next Thursday (January 18th). Tickets are £12 and are available here <http://stratfordartshouse.co.uk/whats-on/springsummer-2018/embrace>.

To watch the trailer, click on this link; <https://www.youtube.com/watch?v=HAEI3DWfd3k>



## Dates for your diary!

If you have an event you would like us to list here please email Sandi - sandi@stratforward.co.uk

### January

Now until 4th Feb	A Christmas Carol, RSC - a few tickets are still available
Now until 10th Feb	Imperium parts I & II at the Swan Theatre
Now until 24th Feb	Twelfth Night, RSC
10th	Stratford Jazz @ Stratford Artshouse
11th to 13th	Tales of 1001 Nights at Magic Alley
11th	<a href="#">VASA</a> over 60's fun singing session. 01789 262889 to book
18th	Embrace @ The Artshouse supporting The Shakespeare Hospice
24th	Stratford College Open Evening
25th	Burns Night

### February

9th	Touch FM Pride of Stratford Awards
13th	Shrove Tuesday
14th	Valentines Day

### March

11th	Mothers Day
25th	British Summer Time begins

### April

1st	Easter Sunday
23rd	St George's Day



6th & 7th May 2018

[www.stratfordfestivalofmotoring.co.uk](http://www.stratfordfestivalofmotoring.co.uk)



30th June & 1st July 2018

[www.stratfordriverfestival.co.uk](http://www.stratfordriverfestival.co.uk)



22nd & 23rd September 2018

[www.stratfordtowncentrefoodfestival.co.uk](http://www.stratfordtowncentrefoodfestival.co.uk)

## Contact Us - Give us a call for more information about our services and products

<b>Stratforward</b> 10-11 Sheep Street Stratford-upon-Avon	<b>Main Line</b> Joseph & Sandi 01789 292718	<b>Events &amp; Finance</b> Ruth, Tor & Pauline 01789 299011	<b>Town Hosts</b> 07879 361735	<b>info@stratforward.co.uk</b>  Visit us on the web at <a href="http://www.stratforward.co.uk">www.stratforward.co.uk</a>
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