

# STRAT > FORWARD

## NEWSLETTER

Issue 10: 15 March 2017



## Nando's sign for Bell Court

Nando's is the latest big name to join the £30 million Bell Court development.

The popular restaurant chain has signed a 15-year lease and will occupy a 2,500sq.ft. unit overlooking the central courtyard at the development, as well as extra outdoor seating.

Nando's is joining a range of other restaurants, including Byron, Miller & Carter and All Bar One. It's unit will be handed over for fit out in the next few months, with the restaurant hoping to open in June.

The announcement comes just a week after news that the cinema unit has been handed over to Everyman, with the aim of opening in June.

John Stacey, Asset Management Director at UK & European Investments, said: "Securing the right mix of tenants is key to ensuring the long term success of Bell Court."

"Popular brands such as Nando's are a fantastic addition to the scheme, perfectly complimenting the operator line-up that we have already secured. We are delighted to have them join us at Bell Court and I'm sure that a lot of local residents will be very excited by this announcement."

## Don't forget the deadline for the Motor Festival Brochure

The 2017 Stratford Festival of Motoring is speeding towards us so you'd better get in gear if you want to advertise in the event brochure.

The deadline to advertise in the brochure - your opportunity to showcase your business to an audience of more than 50,000 people - is this Friday.

The brochure has a print run of 50,000 copies, mainly delivered door to door within a 20-mile radius, and the remainder distributed in the town centre.

Contact Ruth for details and rates on [ruth@stratforward.co.uk](mailto:ruth@stratforward.co.uk)



## Stratford

Festival of Motoring

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## BID Card Offers

BID Card offer emails are being sent to all BID Card holders once a month. Please let us know of any offers your business has – **it's Mother's Day coming up so please feel free to use it.** The emails go to 2,600 BID Card holders and they act as another reminder to staff working in the town about your business.



**Offers can be time limited, limited to the first 10 people to use it, or just intended to get people's attention so they come to your business.** Contact [info@stratforward.co.uk](mailto:info@stratforward.co.uk)

## Ambassador Tours

The Ambassador tours on the 22<sup>nd</sup> and 29<sup>th</sup> are now fully booked, but please let the Town Host team know if you are interested in attending a future tour. Email the Town Hosts on [townhosts@stratforward.co.uk](mailto:townhosts@stratforward.co.uk)

## Transport Strategy

BID members are reminded that the consultation period on the draft Transport Strategy ends on 23<sup>rd</sup> March. Stratforward will be responding so please copy us into your responses. The link to the draft strategy is [here](#).



## Bardwatch & Warwickshire Retail Crime Initiative

The relaunch of Bardwatch for night time and day time economy took place yesterday (14<sup>th</sup> March). Stratforward is moving back to the Warwickshire Retail Crime Initiative which is now based online and continues to be supported by Warwickshire Police. Mike Cornes, the WRCI co-ordinator outlined how the system will work, the ease of use (it is accessible from phones, tablets & computers) and the significant benefits to businesses of working together.

The system will allow stores and pubs to identify offenders, ban prolific offenders from member premises, and ensure that Stratford town centre is a safe place to visit, work and do business. Stratforward will also be using the WRCI system to record incidents related to busking and begging.

The system is free for all BID members who have retail radios. For further information please contact [townhosts@stratforward.co.uk](mailto:townhosts@stratforward.co.uk).

## Waste Questionnaire, Member Benefits & Saving Money

All BID businesses will start to receive their waste questionnaire this week which will help us develop a preferred waste supplier contract for Stratforward and so reduce your costs. This will form an important part of the Member benefits package which is going to be launched by Stratforward very soon.



# Shakespeare Set to Bring Surge to Stratford

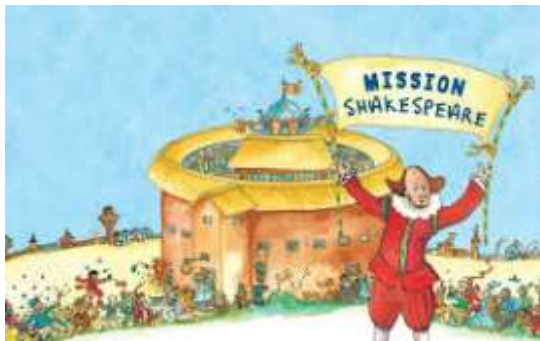


Stratford is under the spotlight again this week, with Shakespeare Week bringing a surge of school visits and families with it.

The annual celebration of the bard's creative legacy by primary schools across the country returns on Monday, running until Sunday, March 26th.

The nationwide event was established by the Shakespeare Birthplace Trust in 2014 and last year more than 1.9 million children in 12,000 primary schools across the UK took part.

The Birthplace Trust is hoping for as many to take part this year and on Friday (March 24th) will be welcoming youngsters from 15 schools across the county to its Warwickshire Schools Open Day in collaboration with the RSC, Shakespeare's Schoolroom and Guildhall, Holy Trinity Church and the Orchestra of the Swan.



A spokeswoman for the Trust said primary school bookings have gone up significantly since Shakespeare Week launched and the event is often cited as a reason by families for their visit to Stratford - even if not necessarily during the week itself.

Shakespeare Week 2017 provides teachers, home educators and families with free resources and ideas to teach Shakespeare across all subjects in the national curriculum including numeracy, geography, and computing.

This year's event, which has a music theme, kicks off with the Big Shakespeare Assembly, featuring a brand new song 'Shakespeare Rocks!' especially composed for the occasion.

Shakespeare Week is also going digital with Mission Shakespeare, a free online interactive challenge developed in partnership with Coventry University and DigitalMe that allows children to earn digital badges by completing activities and games at home.

Plenty of other activities will be on offer as part of Shakespeare Week.

For more information, visit [www.shakespeareweek.org.uk](http://www.shakespeareweek.org.uk)



**The BRAIN TUMOUR CHARITY**

## Join my tea party!

*I'm holding a tea party to raise vital funds for The Brain Tumour Charity*

Details	<b>Tea Party</b>
Venue	Edinburgh Woollen Mill 27 Bridge Street S-O-A
Date	16-3-17 Thursday
Time	2:00 PM
Contact	Levie at 204479

[thebraintumourcharity.org](http://thebraintumourcharity.org)  
[fundraising@thebraintumourcharity.org](mailto:fundraising@thebraintumourcharity.org) | 01252 749043

Registered Charity 1150054 (England and Wales) and SC043096 (Scotland)

## Dates for your diary!

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

### March

16th	Edinburgh Woolen Mill (Bridge Street) Charity Tea Party 2pm
17th	<b>Festival of Motoring Brochure Advertising deadline</b>
17th	<b>St Patrick's Day</b>
18th	Six Nations Rugby
20th to 26th	Shakespeare Week
22nd & 29th	Ambassador Tour
23rd	Consultation period on the draft Transport Strategy ends
24th	Red Nose Day
25th	Stratford Races
26th	Mothering Sunday
26th	British Summer Time begins (Clocks move 1 hour forward)
26th	England v Lithuania (World Cup qualifier – Football)
29th	<b>Closing date for pitch applications for the River Festival</b>
30th	The Hypocrite opens (Swan)

### April

8th	Grand National
1st to 18th	Northants & Buckinghamshire schools Easter holidays
8th to 23rd	Coventry & Warks schools Easter holidays (Also Oxon, Brum & Leicestershire)
14th to 17th	Easter bank holiday weekend
1st & 15th & 23rd	Stratford Races
22nd	Shakespeare Birthday Celebrations
23rd	St Georges Day
23rd - 30th	Stratford Literary Festival
30th & 1st May	Stratford Festival of Motoring

### May

1st	May Day
8th & 20th	Stratford Races
27th	FA Cup Final
29th	Spring Bank Holiday



30th April & 1st May 2017

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



1st & 2nd July 2017

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



22nd to 24th September 2017

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

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

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