

BUSINESS NEWS

Stratforward Newsletter

Issue 13 - 5 April 2016

LISTERS

Stratforward has secured a major sponsorship deal for our Stratford Festival of Motoring which takes place next month.

Local dealership Listers has agreed to back the popular event over the May Day Bank Holiday weekend when 20,000 visitors will enjoy the sights and sounds of one of the town's most popular events.

Listers Group Marketing Manager Toni Dunk said: "Stratford Festival of Motoring is quickly becoming a firm favourite in the Listers annual calendar of events."

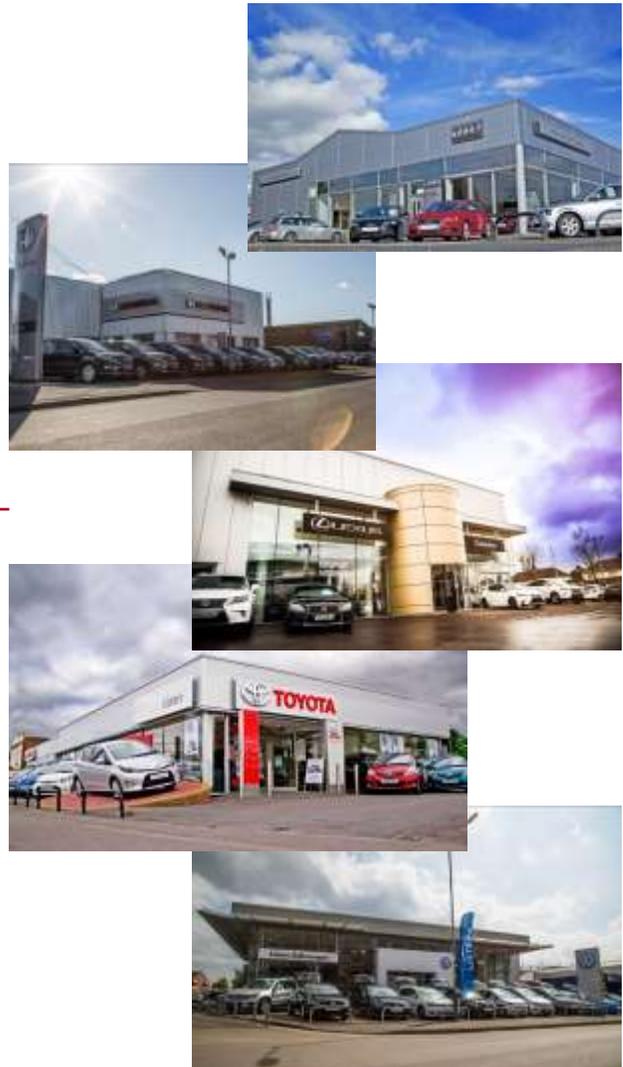
"We are thrilled to be the main sponsor this year and look forward to once again displaying our very own unique brand of horsepower with an incredible range of Audi, Honda, Lexus, Toyota and Volkswagen cars on display right in the heart of Stratford – on Bridge Street and Waterside."

More than 300 high performance motors and classic cars will converge on the town on Sunday and Bank Holiday Monday (May 1 and 2) and there will be a cavalcade through the streets each day.

Event organiser Ruth Wood said: "As the biggest local motoring dealership we are delighted that Listers Group recognises the value of supporting an event on their doorstep. Last year's festival was a great success and we're confident that this year's will be even better."

Sheep Street, Wood Street, Meer St, Bridge Street, Henley Street and Rother Market will all be shut to allow the thousands of visitors to get up close to everything from vintage classics like a 1913 Model T Ford and 1934 Bentley through to the unusual Bond Bug and supercars from Lotus and Ferrari.

The free event will also include live music, street entertainers and loads of other attractions to ensure it is a great family spectacular.



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Friendship & Faith

Hathaway Tea Rooms, in High Street, has started a brilliant new partnership with the group Stratford Churches Together.

Every Tuesday from 11am to 1pm, a Friendship & Faith session will be held at the venue with a member of the clergy and a lay person being on hand to listen to any problems or concerns and to talk through any issues.

A spokesman for the initiative, which is being co-ordinated by Holy Trinity Church and which will include chaplains from Stratford Methodist Church, St Andrews Church Shottery and Stratford-upon-Avon Baptist Church, explained the link with Hathaway Tea Rooms.

He said: " The proprietor Rick Allen is very enthusiastic and supportive and has offered us a table near the front of the venue where those passing by will be able to see whether someone is there for them to talk to.

"Space is also available in other parts of the building for confidential conversations or for the group to grow."

The Friendship & Faith chaplaincy is available to everyone, regardless of their faith.



Sheep Street Spectacle

Just a reminder that Sheep Street will be closed between 2.30pm and 3.30pm this afternoon **(Tuesday) to allow BBC's Countryfile to recreate the scene of sheep being driven along the road** which will be included in a Shakespeare special.

People are reminded to keep their dogs on leads and all the sheep are being supplied and marshalled by **Mary Arden's Farm.**



Dates for your diary!

5th April - Sheep Street Spectacle

6th April - Project Griffin Workshops - at Stratford Town Hall, 10am – 12 noon and an afternoon session, 1pm – 3pm. If you would like to attend one of these sessions please contact the Stratforward office 01789 292718 to book your place,

7th April - Shakespeare's England Tourism Forum - 10am until 13:30. Please call Gemma Goddon on 01789 260677

17 April - Stratford Races

19th April - Stratforward Business Briefing - 12:30 until 2pm Falcon Hotel Verona Suite. Please email Sandi on sandi@stratforward.co.uk to reserve a place.

23rd & 24th April - Shakespeare Celebrations Weekend

24th April - Stratford Marathon

24th April - 1st May - Stratford Literary Festival

1st & 2nd May - Motor Festival

28th May to 5th June - Warwickshire half term

30th May - Bank holiday

4th June - Stratford Swan Hopping

4th June - Let It Glow Moonlit Walk

Town Centre - Performance Data

Wifi users during the last week were predominantly from Stratford with the majority being male. We had international visitors log on from Bulgaria, Taiwan and Ireland. The busiest day for people logging into WiFi was Thursday 31st March.

Day	No Visitors	+/- Prior Week
Sunday 27th March	16275	+43%
Monday 28th March	19400	+1%
Tuesday 29th March	24958	+1%
Wednesday 30th March	87895	+11%
Thursday 31st March	61383	+1%
Friday 1st April	21254	0%
Saturday 2nd April	50926	+1%



BID Member Spotlight - *Paxton & Whitfield*

For more than 25 years, artisan cheesemonger Paxton & Whitfield Stratford-upon-Avon has been selling its delicious range of artisan cheeses, fine foods, cheese-serving accessories and alcohol to enjoy with cheese. The shop is located in Wood Street, right in the town centre, just a short distance from the Royal Shakespeare Theatre.

As the ultimate destination for cheese lovers in the West Midlands, the shop houses not only an array of excellent produce, but a professional and passionate team of knowledgeable staff to help advise on the best choices to meet your requirements – be they ideas for a snack, a cheeseboard or an eye-catching cheese wedding cake.



Clare Turner, the shop's manager for the past two years, says: "Paxtons is a great company and this area of fine food is so interesting as there are so many delicious, well made British and Continental cheeses to recommend to our customers. There are also some fantastic stories to tell about the cheeses and their makers.

"A lot of people forget that the artisan cheesemaking industry almost disappeared here in the UK post World War Two but, thanks to dedicated cheesemakers, that didn't happen. In the mid-1980s the UK artisan cheesemaking industry saw a great renaissance and today there are a high number of cheeses made by small producers that are award-winning and world class products.

"It's a really satisfying feeling welcoming, serving and advising customers as to which cheeses they should have. I still get a real buzz out of that!"

With the weather starting to change and warmer times on the horizon most people's food thoughts will turn to spring food. Paxton & Whitfield has a wide range of seasonal cheeses from new season's goat's cheeses through to more traditional ones, such as tasty Farmhouse Cheddars, that are perfect to enjoy in salads or in picnics.

As well as all these wonderful products, the shop also puts on cheese and wine tastings, either in the shop or at locations around the town with partners. Also, the team can organise for private corporate tasting evenings where a tailor-made event can be hosted in the shop for team building or client entertaining. For information on costs and availability just call the team at the shop.

So, pay the shop a visit and let the experienced team guide you through the world of fine cheese. Try some, savour them and learn all about their provenance and their makers. The range has a particular emphasis on products sourced from the Cotswolds and West Midlands.

The team at Paxton & Whitfield Stratford-upon-Avon is looking forward to meeting you and helping you celebrate the best in artisan cheese.

Contact Us

Give us a call for more information about our services and products

Stratford

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Events
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Town Host
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Visit us on the web at
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Email Addresses - Please ensure you contact the Stratford office to provide us with the best email address and point of contact for your business.