

STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

Issue 13: 5 April 2017

READY, STEADY GO..... MOTOR FESTIVAL CAR TRAILS UNVEILED



BID members are used to the spectacle of hundreds of beautiful classic cars cramming our historic town centre during the Festival of Motoring, but many may not be aware that the cars take part in special "runs" before they park up.

This year there will be two routes for car owners to choose to participate in - showcasing the best of picturesque Warwickshire and Gloucestershire countryside - before heading to their designated parking place.

Both trails will run on both days of the festival on Sunday, April 30th and Monday, May 1st. The first, 'The Parliamentary Tour, is a petrol-powered treasure hunt-type quest involving a search for clues. The second, 'The Four Shilling Tour, is based on an old guide book to the area.

Following the success of last year's 'Pub Cricket' treasure hunt, the 'Parliamentary Tour' will again be based on pub signs but you will be looking for something different. 'The Four Shilling Tour' is based on part of a 1960s guide book, 'Shakespeare Country by Car', which sold for the princely sum of Four Shillings.

Tony Merrygold, from local classic car hire company The Open Road, came up with the new routes for the runs.

He said: "One of my challenges each year with the festival is to produce two routes that everyone will enjoy and find interesting. I was fortunate that one of our 2016 participants suggested the theme for the Parliamentary Tour and then I came across an old guide book on eBay which gave me portions of the second tour.

"The Four Shilling Tour includes some very narrow lanes I have never come across before, and two fords for drivers who want a splash with their dash. We are only covering about one third of the route from the book so I guess it really ought to be called the '1s 6d Tour'.



Back in Stratford, there will be a Lap of Honour as the hundreds of cars park up to display the very finest in vintage motor heritage for tens of thousands of motor-minded fans from across the country that flock to the event each year.

Car owners wishing to enter can do so via www.stratfordfestivalofmotoring.co.uk. There is a charge for entering.



will have to unlock clues across town to win some spectacular prizes.

For visitors on foot there will be a trail of a different kind - a Treasure Hunt organised by Henley Street's Magic Alley. Using a special key, visitors

This year's Stratford Festival of Motoring is sponsored by Listers. The featured marque is the Jaguar, and Wood Street will be filled with cars from the iconic British brand, including Jaguars from the Jaguar Heritage Trust.



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STRATFORD OFFERS PLENTY OF EGG-CITING THINGS FOR FAMILIES THIS EASTER

Warwickshire schools break up for Easter on Friday and there's plenty to bring families to Stratford over the break.



The Shakespeare Birthplace Trust has a programme of activities running from April 8th to 23rd, including Shakespeare-themed events at the Birthplace, New Place and Hall's Croft taking place from 12-4pm daily and included in general admission prices.

For more information, visit www.shakespeare.org.uk/visit/whats-on/easter-holiday-fun/



The RSC has events to suit a range of ages, from its 'Introduce' programme for ages 4-8, 'Discover' activities for ages 8-12 and 'Explore' workshops for ages 13-17.

More information is available at www.rsc.org.uk/events/easter-holiday-activities



Escape Arts is laying on Roald Dahl-themed art camps at The Old Slaughterhouse (off Sheep Street). Visit their Facebook page for more information www.facebook.com/escapecommunityarts/



Stratford Butterfly Farm has welcomed some new residents in time for the Easter holidays, including 'Mexican Walking Fish' for Easter, an Orange Baboon Tarantula and Sungazer lizards. From Monday (April 10th) to April 21st children and adults can take part in 'Meet the Minibeast' handling sessions with the Education Team in the Discovery Zone, holding stick insects, African land snails, giant millipedes and Madagascan cockroaches.

What are you doing for Easter? Let us know any of your events or offers and we can **share them in next week's newsletter so nobody misses out.**

Forget Me Not Celebration Garden On Display For Shakespeare Hospice Appeal

The Shakespeare Hospice's first Forget Me Not Celebration Garden goes on display on Monday in the Bancroft Gardens.

Inspired by the Tower of London poppy display, the garden will be made up of a sea of 1,000 blue handmade flowers on show in front of the RSC throughout Easter and during the Shakespeare Anniversary Celebrations.

People can support the appeal by buying one of the limited edition keepsake flowers for a minimum donation of £20. Money raised from the purchase of the flowers will help the hospice to fund care for patients and their families living with a life-limiting disease within Stratford, North Cotswolds and the surrounding area.



The stunning display will be on show from Monday (April 10th) until Sunday, April 23rd, after which people will be able to collect their chosen bloom from the hospice.

For more information, visit theshakespearehospice.org.uk/EventEnhanced/220/celebrationgarden

Waterside Up There With The Best in The Country

Stratford's own Waterside has been voted one of the prettiest streets in the country.

A poll by coach company National Express saw the area from Waterside into Southern Lane come fourth in a list of prettiest streets in the country, up there with places like The Shambles in York and Edinburgh's Royal Mile.

Read the Stratford Observer story here

(stratfordobserver.co.uk/news/waterside-is-voted-one-of-the-most-idyllic-spots-in-uk/)



Photo courtesy of RSC

Famous Faces in town as The Hypocrite Opens

The Hypocrite has opened at the RSC, featuring a big-name cast including Mark Addy and Caroline Quentin.

The new comedy from award-winning playwright Richard Bean, whose other plays include The Nap, One Man, Two Guvnors and Made in Dagenham, opened this week and runs until April 29th after arriving from the Hull Truck Theatre.

Set in April 1642, Sir John Hotham, Governor of Hull, is charged by Parliament to secure the arsenal at Hull and deny entry to King Charles I. **But it's not quite that simple, with a Royalist siege outside the city walls and a mob inside threatening Civil War.** www.rsc.org.uk/the-hypocrite

Music Maestro Please.....

Aspiring Midlands musicians are showcasing their talents in the foyer of the RSC's studio theatre, The Other Place. Musicians, singers and songwriters from across the Midlands will perform two sets of original music on the first Thursday of every month, starting this week (April 6th). For more information, visit www.rsc.org.uk/press/releases/play-on-midlands-musicians-perform-live-at-the-rsc-s-the-other-place-in-stratford-upon-avon

Reminder: Free Social Media Training for BID Members – Thursday 6th April at Cox's Yard

Don't forget there's a free session on social media (with a beer, coffee or wine) for BID members being run by Spaghetti Agency on Thursday evening from 5.30pm (it should last about an hour or so).

Please let the office know if you'd like to attend – info@stratforward.co.uk



Member Networking Session – 9th May

The next member networking session will take place on the 9th May – please make a note in your diaries!

It will be the formal launch of the joint procurement services that Stratforward has commissioned from Meercat Associates Ltd. Meercat Associates work exclusively with Business Improvement Districts and have saved businesses over £7m. A number of our businesses are already testing the service with Meercat.

Dates for your diary!

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

April

1st to 18th	Northants & Buckinghamshire schools Easter holiday
6th	Free Social Media Training
10th	Forget-me-not Garden installed at Bancroft Gardens
8th to 23rd	Coventry & Warks schools Easter holidays (Also Oxon, Brum & Leicestershire)
8th	Grand National
10th to 23rd	Shakespeare Hospice Forget Me Not display outside RSC
14th to 17th	Easter Bank Holiday weekend
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
4th	Local Elections
7th	Stratford Marathon
9th	Members Networking Session
13th	Let it Glow Moonlit Walk
8th & 21st	Stratford Races
27th	FA Cup Final
26th to 24th June	Ramadan
29th	Spring Bank Holiday

June

9th, 10th & 20th	Stratford Races
18th	Father's Day



30th April & 1st May 2017

www.stratfordfestivalofmotoring.co.uk



1st & 2nd July 2017

www.stratfordriverfestival.co.uk



23rd to 24th September 2017

www.stratfordtowncentrefoodfestival.co.uk

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