

STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

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STRATFORD FESTIVAL OF MOTORING IS THE TORQUE OF THE TOWN

The fifth annual Stratford Festival of Motoring was the 'torque of the town' this Bank Holiday weekend, attracting tens of thousands of visitors from across the country.

Rain showers didn't dampen the motor madness that arrived in the bard's town for the popular two-day event that featured more than 400 cars on show throughout the town's streets.

From Audrey, the last remaining Vintage Mobile Cinema, to a unique pink 'Barbie' Jaguar that once starred in a film directed by Michael Winner, the free festival transformed Shakespeare's home town into a petrolhead's paradise for the weekend.

They included cars from across the world spanning decades of iconic motor history, including 'Vicky's S' TVR - commissioned by TVR chairman Peter Wheeler for his wife Vicky that he once treated Prince William to a lesson in.

Car lovers from across the country joined in organised runs through the surrounding Warwickshire and Gloucestershire countryside, arriving in Stratford for a lap of honour around the historic town centre before parking up for a day of motor madness.

Participants included Roger Key, who travelled an impressive 442 miles from Stonehaven to Stratford especially for the event, as well as members from car clubs across the country.

Ruth Wood, Events Manager at Stratforward BID - which organises the festival - said: "The weather may not have been perfect, but the odd rain shower certainly didn't wave the red flag for the festival and this year was another great turnout from participants and visitors.

"The whole aim of the motor festival is to lay on something a bit different and showcase Stratford to an audience from across the country. The sight of hundreds of cars, classic and up-to-the-minute, has become something people will travel a long way to see and this year was no exception."

More than 400 vehicles from old to new were on display throughout the town's streets, from pre-1960s cars to performance vehicles and an impressive selection of Jaguars - this year's Featured Marque - from the Jaguar Heritage Trust.

They impressed crowds of people who travelled to Stratford from far and wide - including one Jaguar enthusiast who apparently came all

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the way from America.

There was plenty of family fun on offer, from free Jaguar remote control cars to an interactive display by Stratford College, as well as a Treasure Hunt, artwork created using remote control cars, and a 'Where's Will?' competition to spot a waxwork of the Bard in cars around town.

Local motor heritage museums the British Motor Museum and Coventry Transport Museum took part in the event, while festival sponsor Listers showcased brands from five of its dealerships, including brand new models.

Toni Dunk, Group Marketing Manager at Listers, said: "This year's Stratford Festival of Motoring has been a great event, showcasing the very best of the motoring world against the backdrop of one of the region's most beautiful towns." Listers has been delighted to be the sponsor of such a successful event for the second year running. It's an opportunity for us to get involved, to showcase our own stunning ranges, and to personally meet many of our current and future customers.



"A big thank you to Stratforward for organising such a great event, we look forward to getting involved again in future years."

See more pictures at the [Stratford Observer](#)

<https://stratfordobserver.co.uk/news/stratford-motor-festival-picture-special>

Check our [website](#) later this week to watch the video!



BID BUSINESSES GET INVOLVED IN MOTOR FESTIVAL

Stratford businesses benefited from increased footfall to the town over the weekend, thanks to the draw of the Festival of Motoring.

Rain showers didn't put visitors off, with thousands pouring into the town for two days of festival fun. BID members backed the event, taking advantage of greater numbers in the town centre and getting involved in the popular event.

Rick Allen, manager at Hathaway Tea Rooms on High Street, said while Sunday is normally quiet that wasn't the case at the weekend.

"It's been very good - Saturday and Sunday have been consistent," he said. "It's good to be part of it, it's all good fun."

Hoorays Gelato Kitchen joined in the motor madness with their 1974 Volkswagen camper van 'Hennie' that is already being booked for events over the summer.

Owner Sara Young said: "We are definitely up on numbers. We've had lots of interest in the van which is lovely. It's done one wedding so far and we have got quite a lot of bookings for the summer and plenty of enquiries from the weekend."



Dave Matthews, owner of Henley Street's Magic Alley, said the motor festival followed in the footsteps of last year's successful event, and he uses the occasion to promote forthcoming events throughout the year.

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On Sheep Street, solicitors Robert, Lunn & Lowth had a stall raising money for their chosen charity the Shakespeare Hospice.

With classic cars as an added attraction, they said they had seen and spoken to plenty of people who had travelled a long way for the motor festival, including one man from America who had bought a Jaguar in 1965 and had it shipped over to the United States, and wanted to see where it came from, as well as someone else who was on their way home from buying a classic car in Southampton and had decided to stop off.

A spokesman for the solicitors said: "We can see where people are from the phone numbers they're giving us for the raffle, and some of them definitely aren't local."

SPECSAVERS DRAWS IN ARTIST TO KEEP HIM DRY



BID members got involved in the Festival of Motoring, including one who went above and beyond to help out automotive artist Reverend Adam Gompertz at the Festival of Motoring.

As well as bringing his own car and taking part in one of the organised runs, Adam was on hand for both days to sketch people's cars, whether it be a vintage vehicle or a performance pride and joy.

But when he was caught in rain showers on Monday that hampered his sketching skills, Wood Street business Specsavers came to the rescue, allowing him to finish his drawing from inside.

"I was sitting across the road from Specsavers sketching a Jaguar E-type but it kept raining. I thought I'd pop over and ask if I could sit in there and they were great - they gave me a seat and I stayed there for about an hour finishing the sketch from memory.

"Once I'd finished it just felt right to give them the picture."

Adam, from Shrewsbury, praised the motor festival, saying he'd love to come back in future years.

"I had some really good reaction to the sketches and a few commissions," he said. "I just thought the sense of community there was brilliant, I would sit and start sketching and people would just come and talk to me. It was a great."

Operational Manager Bev Morris said one of Specsavers' employees had taken pity on Adam after spotting him drawing in the rain and encouraged him to come inside.

"We literally 'drew' him in," she said. "It was nice to be able to help someone and to take part in what is such a great event for the town."

:: Sheep Street's Whitewall Galleries also joined in the motor-ing madness, organising a 'Chrome on Canvas' exhibition selling automotive art.

And the Picture House, which is celebrating its 20th anniversary, organised a motor-themed quiz on Monday night that tied in with the festival, bringing the weekend to a close.



Specsavers employees Lianne O'Driscoll and Callum Shiels with the picture drawn by Adam Gompertz

SALON NUMBER TWO FOR INDEPENDENT AT BELL COURT

The developers of Bell Court have announced the latest business to open at the brand new complex.

The Naildressers is the second unit from the owners of The Brow Studio and will offer a range of manicure, pedicure and nail art treatments.

The independent business's owners have decided to add the second business, which will be at the Rother Street entrance to Bell Court, opposite The Brow Studio, after a successful three years at Bell Court.

Sita Pall, manager of both The Brow Studio and The Naildressers, said: "Nail art is incredibly popular at the moment, with people becoming more creative with their styles, colours and finishes.

"With this in mind, we've been looking at opening a dedicated nail studio in Stratford-upon-Avon for a while, so when the opportunity for a new unit at Bell Court arose, we had to take it.

"The team at UK & European went out of their way to make the process easy for a small business like us and it's great to see their desire to support local businesses such as ours. Bell Court is set to be a fantastic scheme and I'm delighted to be part of it."

John Stacey, Asset Management Director at UK & European Investments, said: "For us, getting the right blend of independent retailers and national businesses is key to the success of Bell Court.

"We currently have a couple of units that we're hoping to let to smaller, local businesses and would encourage people thinking of expanding or opening a new shop to come and speak to us.

"Companies such as The Naildressers and The Brow Studio add to the diversity of the scheme, helping Bell Court to appeal to a wide audience. We strongly believe in encouraging local talent and hope to announce that more independent occupiers will be opening at Bell Court in the coming weeks."



John Stacey from UK & European with Sita Pall, manager of The Naildressers and her team of beauticians.

NEW LOOK FOR THE TOWNHOUSE

The Townhouse - formerly known as The Church Street Townhouse - has unveiled its brand new look after an extensive refurbishment.

The 400-year-old Grade II-listed building on Church Street has undergone an interiors refurbishment that includes a new stylish colour scheme in its bar and dining spaces, while its 12 en-suite bedrooms have also been revamped. Each is individually decorated and features new, super king sized beds by Feather & Black, luxury linens, high pressure rain showers, Nespresso machines and complimentary WiFi.

To celebrate the re-launch, Townhouse executive head chef Antony Ely has introduced a new seasonal menu, available to residents and non-residents, that will change regularly, focusing on traditional, rustic dishes using local produce.



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Manager Neil Hanson said: "We are really excited about this lovely place and its beautiful make-over. The Townhouse is a great place to relax with a warm and friendly vibe, and we think the **new interiors only increase its charm.**"

For more information and bookings, visit www.stratfordtownhouse.co.uk



STRATFORD SET TO BE A HEDGEHOG HAVEN



Stratford is becoming a hedgehog haven this weekend as a trio of **local supporters team up with one of Shakespeare's historic sites** for a hedgehog awareness day.

To celebrate Hedgehog Awareness Week, Anne Hathaway's Cottage is hosting the hedgehog awareness day on Saturday, offering activities and talks from the founders of Stratford-based Hedgehog Friendly Town.

Pride of Stratford Award-winners Kyra Barboutis, Eve Green and Sophie Smith - founders of Hedgehog Friendly Town - will be giving talks throughout the day, explaining their mission to help the hedgehogs of Warwickshire.

As well as hearing their advice and making hedgehog houses with them, visitors will be able to follow the hedgehog trail throughout the cottage grounds and discover facts about hedgehogs **and how they influenced Shakespeare's works.**

For more information visit: www.shakespeare.org.uk/visit/whats-on/hedgehog-awareness-day



Kyra Barboutis, Eve Green and Sophie Smith
alongside a Birthplace Trust employee

Dates for your diary!

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

May

4th	Local Elections
6th	Hedgehog Awareness Day
7th	Stratford Marathon
9th	BID Members Networking Session
13th	Let it Glow Moonlit Walk
8th & 21st	Stratford Races
27th	FA Cup Final
26th to 24th June	Ramadan
29th to 2nd June	Warwickshire 1/2 Term
29th	Spring Bank Holiday

June

2nd to 4th	Stratford Folk Festival
8th	General Election
9th, 10th & 20th	Stratford Races
17th	Stratford Boat Club Regatta
18th	Father's Day
18th to 25th	Poetry Festival
24th	Midsummers Day

July

1st & 2nd	River Festival
3rd to 16th	Wimbledon
4th, 16th & 23rd	Stratford Races
21st to 4th Sept	Warwickshire School Summer Holidays



1st & 2nd July 2017

www.stratfordriverfestival.co.uk



23rd to 24th September 2017

www.stratfordtowncentrefoodfestival.co.uk



6th & 7th May 2018

www.stratfordfestivalofmotoring.co.uk

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