

# BUSINESS NEWS

Stratforward Newsletter

Issue 17 - 3 May 2016

## FESTIVAL OF MOTORING DRIVES VISITORS INTO TOWN



Visitors to Stratford were treated to a two-day spectacular over the bank holiday thanks to another successful Festival of Motoring, sponsored by Listers.

Cars of all ages, all shapes and sizes filled the streets on Sunday and Monday with the thousands of extra visitors also enjoying museum displays and trying their hand at one of the many attractions on offer. These included the remote-controlled Land Rover Experience and Escape Arts treasure hunt which was part of popular family zone in Rother Street.

**Ruth Wood, Stratforward's Event Manager, said: "We are delighted that this year's Festival of Motoring was so successful. We had a record number of motoring enthusiasts participate and the town was crammed with an amazing selection of cars ranging from an original Jaguar XKR from a James Bond film to a 1960 East German Trabant.**

**"After taking part in a Cotswold Rally and Treasure Hunt, the car owners parked and were incredibly enthusiastic and delighted to talk about their wonderful vehicles with the tens of thousands of visitors who came into town.**

**"We made a popular decision to move the high performance cars to Wood Street and it was great to see the crowds moving up and around town. The Auto Adrenalin Club once again were a hugely popular attraction and it was great to see such a cross section in ages of the cars parked up next to each other.**

**"Quentin Willson, Patron of the Festival, demonstrated his encyclopaedic knowledge of motors with his hugely entertaining commentary**



### In This Issue

- Festival of Motoring
- Literary Festival
- Eye & Cancer Hospital Run
- Charity Fashion Show
- Stratford Art Fair
- Golf Day
- Diary Dates
- Performance Data
- BID Member Spotlight

throughout the street cavalcade while cafés and restaurants reported yet another bumper weekend of trading in a relaxed atmosphere with the town centre closed off to all but festival vehicles.

**“We are committed to showcasing Stratford town centre as a fabulous place to visit and we hope that by hosting these festivals we are constantly encouraging new and existing visitors to return time and again.”**

Wheel arch to wheel arch with the hundreds of classic cars on display were a selection of new models from dealers including event sponsors Listers. Group Marketing Manager Toni Dunk said: “The Stratford Festival of Motoring event has proved a huge hit with car lovers of all ages in the past and this year’s event was no exception.

**“It was a pleasure to meet so many motoring enthusiasts and for Listers to work with Stratford to help bring the event to life this year with a fantastic combination of classic cars and exclusive new cars on display from our Listers Audi, Honda, Lexus, Toyota and Volkswagen dealerships.”**

**Business’s are asked to return feedback questionnaires by Friday 6th May**



## Literary festival a huge success

Organisers of this year's Stratford Literary Festival have hailed it as one of their best yet with nearly 9,000 people attending the dozens of events staged in the town over the last week.

With everyone from children's favourite authors to Pulitzer Prize winners, there really was something for everyone at the event which was celebrating its ninth year.

Festival director Annie Ashworth said: 'We are utterly delighted by this year's event. Audiences throughout have been up on last year with many people coming from a long way to Stratford just for the festival and using cafes and bars during their visit – so we are definitely helping bring people to town.

"We had several sell-out events but, for me, being backstage to help the Gruffalo into her costume was the utter highlight



## Run to boost hospital appeal

In association with BDR Group, the Stratford Cancer and Eye Appeal is hosting a run and fun day at the Stratford Racecourse on Sunday (May 8). Add some light-hearted competition in your work place by pulling together a team of colleagues to take part in the run. The course is 5k, making it perfect for runners of all abilities.

The event starts at 10am and, after the run, there will be games, food and activities to enjoy until 2pm. Entry costs £15 and includes a free T-shirt and goodie bag.

To secure your place, head to the website [www.stratfordhospital.co.uk](http://www.stratfordhospital.co.uk) and click on the event to sign up.



## On the catwalk at EWM Fashion Show

The Bridge Street branch of The Edinburgh Woollen Mill is hosting a fashion show on Tuesday, May 10, in aid of the Stratford Hospital Cancer & Eye Ward Appeal.

The event starts at 6.30pm and as an extra incentive, the store will also be offering a 20 per cent discount on purchases.

There will be refreshments and a raffle with many other town centre stores donating prizes,

Tickets for the fashion show cost just £5 and can be reserved by calling 204479 or by calling in at the store.



# The Stratford Art Fair 2016



Art lovers have a chance to see some inspired pieces when the annual Stratford Art Fair takes place at Stratford Town Hall this Saturday and Sunday (May 7 and 8).

Organised and run by the Friends of Stratford Girls' Grammar School, the popular event raises money for both the school and one of its supported charities, The Shakespeare Hospice.

On show will be more than 250 works from well-established professional artists – both local and national – in various media from paint and textiles to ceramics, bronze and glass. The exhibition and sale is open from 10am to 5pm on Saturday and from 10am to 2pm on Sunday and refreshments and homemade cakes will also be available along with a selection of unframed prints and cards.

For more information and a preview of what to expect, go to [www.stratfordartfair.com](http://www.stratfordartfair.com), or follow the fair on Facebook (Stratford-upon-Avon Art Fair) and Twitter (@StratArtFair).



## Chip in at Rotary golf day

**Teams are needed for this year's annual Golf Charity Day** which is organised by Stratford upon Avon Rotary Club on Tuesday, May 17.

The event, now in its 26th year, will be held at Stratford on Avon Golf Club on Tiddington Road and the organisers are hoping to attract around 25 teams in a bid to raise a record amount for The Shakespeare Hospice. Businesses are also being urged to sponsor each of the holes for just £100.

An incredible £95,000 has been raised for the charity over the years and **it is hoped that this year's event will help push that total towards the £100,000 mark.**

Teams of four will enjoy coffee and biscuits on arrival, the chance to win various cash prizes when out on the course and a three-course dinner back at the clubhouse. There will be a raffle and prizes for the top five teams with the winners being presented with the Lime Garages Cup.

The cost per team is £360 which includes sponsorship (your name as a sponsor in the programme plus your banner or display prominently featured on the course, or any other promotion you would like us to consider). Teams choosing not to sponsor will be charged £260

For more information, contact Rob Evans, Past President of Stratford Rotary, on 296935 or email him at [robev-ansk9@hotmail.com](mailto:robev-ansk9@hotmail.com).



## Dates for your diary!

7th to 8th May - Art Fair

8th May - & Cancer Hospital Charity Run & Fun Day

10th May - Eye & Cancer Hospital Charity Fashion Show

28th May to 5th June - Warwickshire half term

30th May - Bank holiday

4th June - Stratford Swan Hopping

4th June - Let It Glow Moonlit Walk

14th June - Stratford Races

16th June - Avivia Cycle Tour

19th June - Fathers Day

25th June - Armed Forces Day

27th June to 10th July - Wimbledon

28th June - Stratford Races

1st to 10th July - Euro Championships



## Town Centre - Performance Data

Wi-Fi users during the last week were predominantly from Stratford with the majority being Female. We had international visitors log on from Bulgaria and Germany. The busiest day for people logging into Wi-Fi was Saturday 23rd April.

Day	Total Visitors	+/- Prior	Av Stay	New Visitors	Repeat	Busiest
Sunday 24th April	20461	+46%	57 mins	4025	16436	4pm
Monday 25th April	33820	+87%	41 mins	2532	14893	2pm
Tuesday 26th April	17998	-12%	42 mins	2598	15400	5pm
Wednesday 27th April	17099	-20%	40 mins	2153	14949	3pm
Thursday 28th April	17489	-9%	42 mins	2022	15467	2pm
Friday 29th April	20856	+15%	44 mins	2562	18294	2pm
Saturday 30th April	23373	-31%	56 mins	4014	19359	3pm
Total or Average	151096	0%	46 mins	2844	16400	3pm



## BID Member Spotlight -



Stratford Town Trust is grant-giving charity helping to support local good causes and community projects. Since **2001 we've given out around £1 million each year to local good causes, community projects and initiatives** that have made Stratford-upon-Avon a better place to live, work and study.

The Trust derives its income from the properties and funds of two charities, the Guild and College estates, whose origins go back to the 13th Century when The Guild of the Holy Cross was set up – originally to employ a priest to pray for the souls of its members. It developed into a fraternity of well-to-do local people who played a significant part in governing the town. The Guild was granted many properties in and around Stratford and some of the rental income generated was used to fund welfare facilities for its members.

So what difference do we make today? Here are a few comments from some of the many groups we support.

**"Grants make a huge difference to the charity and we are extremely grateful to Stratford Town Trust for their continued support."** – The Myton Hospices.

**"We are hugely grateful to Stratford Town Trust for their grant of £10,000. This vital funding has helped to keep the refuge in Stratford-upon-Avon open – without it, the future of this life-saving service would have remained uncertain."** – Sandra Horley CBE, Chief Executive of Refuge.

**"We would like to thank the Stratford Town Trust for their hugely generous donation of £1,000, which will help to support a local partnership between a deaf person and a highly-trained hearing dog in Stratford-Upon-Avon. Deafness is an extremely isolating disability, yet hearing dogs provide life-changing support to deaf people across the UK. These highly-trained assistance dogs alert deaf people to sounds like the fire alarm, doorbell and alarm clock, and provide the confidence and companionship needed to live an independent life."** – Vicky Ryan, Community Fundraising Manager for Hearing Dogs in the Midlands.



**"The Shakespeare Hospice is deeply grateful to the Town Trust for their continued support of the Young People's Services which is helping the Hospice to make sure that all young people in Stratford, affected by life limiting illness and loss, get the help and support they need."** – The Shakespeare Hospice.

### A home for all at Tyler House

A brand new base – not just for one charity working tirelessly to support the community – but for any organisation in need; that dream is now reality as the Stratford-upon-Avon Samaritans Community Hub opens its doors at Tyler House.

The complete transformation of Tyler House, in Tyler Street, is a project led by the Stratford branch of the Samaritans, funded by Stratford Town Trust.



**Samaritans won the biggest share of the Town Trust's £1million CommYOUUnity Challenge back in 2014, being awarded £420,000 to fund the building renovation and support the initial running of the hub.**

Tyler House has been completely transformed, offering modern, bright, flexible – and crucially affordable – **office and event space which can be hired by any organisation needing a base in the town, whether that's permanent or a one-off.**

As well as providing this critical affordable space to others, Tyler House is also the new home of Stratford Samaritans. They are an entirely voluntary force – around 90 volunteers working four day-time or night-time shifts a month. They also carry out outreach work, in Stratford's schools and at Warwick Hospital for example. Every



### Stratford Town Trust continued.....

thing from finance to fundraising is volunteer-managed too – an incredible feat.

**“This makes the recruitment and retention of volunteers so crucial to Samaritans, more so than charities which also have staff delivering their services,”** said Rachel Key, the new Hub Manager.

**“We know demand for Samaritans is growing, the demand for mental health support is growing, loneliness is growing. To have this amazing base is hugely important in terms of recruitment and retention – to have an environment which is calm makes all the difference when you are working through the night and taking difficult calls.”**

### Supporting a lifeline

In one two-hour slot, 17 people were issued with an emergency parcel from Stratford Foodbank.



**That’s an example of the Foodbank at its busiest, but the statistic is no less shocking; 17 local people in such crisis that without this lifeline they would have most likely gone hungry – and in just one day during 2015.**

It is more than two years since Stratford Foodbank opened its doors, in January 2013. The Foodbank has been supported by Stratford Town Trust from the beginning. Since then its team of staff and 60 volunteers have handed out more than 3,000 emergency food parcels to local people facing crisis.

**“We are a lifeline – and without the Town Trust, I don’t think we could operate,”** said Foodbank Manager Marion Homer.

For more information on our history and how we can help, please go to our website – [www.stratfordtowntrust.co.uk](http://www.stratfordtowntrust.co.uk) or call 01789 207111. We are also on Facebook and Twitter.

Our profile page is an opportunity for you to promote your business. Send up to 400 words on your business – including a few quotes if possible – together with two or three pictures and we will try and use it in one of our weekly newsletters over the next few months.

## Contact Us

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

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