

STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

Issue 18: 11 May 2017

HELP US.... HELP YOU..... SAVE MONEY

This week saw the official launch of Stratforward's exciting new members' benefits scheme which could see town centre businesses, collectively save a six-figure sum each year.

The new Joint Procurement Scheme will help BID businesses reduce their running costs on items like utilities, telecoms, water, pest control and merchant services.

The scheme, officially launched by Stratforward BID this week, is run in partnership with joint procurement specialist Meercat Associates Ltd, which uses collective buying power to get the best deal possible.

Meercat works only with Business Improvement Districts and has a proven record of saving millions of pounds for BIDs across the country.

Meercat's fee will be paid by Stratforward, with members able to benefit directly from any cost savings gained through the scheme.

BID director Joseph Baconnet said it is hoped the scheme will work across all sectors, with many members finding that the savings are more than their annual BID levy.

He said: "We want our members to save money. Small changes can make big differences and together we have the power to drive down costs.

"This scheme will help our members get the best deal possible on their running costs and relieve the ever-increasing pressure on high street businesses

The Joint Procurement Scheme is being administrated by Simon Jackson, Business Consultant at Meercat, who has already visited Stratford several times to meet with businesses and discuss the potential benefits the scheme could bring to them.

Members who want to take part in the scheme can pass their bill information to Meercat completely confidentially who will then carry out a full analysis to calculate potential savings. Companies can then decide whether to progress with a service saving, which again can be managed by Meercat.

Simon, a former BID manager himself, said: "At Meercat we work exclusively with BIDs and currently work with 90 across the country, helping 25,000 businesses under our umbrella and have already delivered £7million savings.

"Our work with BIDs across the country gives us huge buying power. We don't add any commission or interest on to our very very keen prices so those prices are passed on to BID members directly."

[View the Benefits brochure here](#)



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Networking News.....

BID members who turned out for the launch of the new members' benefits scheme at The Falcon were also treated to updates on a series of other BID initiatives.

Speaking to members, BID Director Joseph Baconnet said: **"It's been a really busy time at the BID," he told the meeting. "We have made a lot of changes and we have got more changes in the pipeline. The important thing to stress is that the team and the board have been listening to the feedback from members to understand what it is you want and need."**



Members were given a summary of recent developments, including the following:-

:: Ambassador Tours

:: Relaunch of Warwickshire Retail Crime Initiative (WRCI) - which will allow better recording of incidents, including begging and busking.

:: The development of a revised buskers' code.

:: The Bell Court development, with handover of several restaurant units all set to happen imminently, as well as the opening of the cinema expected in mid-June.

:: Stratford Festival of Motoring - a hugely successful event, bringing footfall of over 85,000 to the town over the two days. Feedback forms are currently going out to ensure the event can be made as successful as possible in the future.

:: Stratforward Online Fashion Campaign - an online-only campaign run recently, directly involving 14 businesses, with hair, makeup and photography also provided by BID businesses.

Joseph also discussed forthcoming events, including the River Festival, set for July 1st and 2nd and the Stratford Town Centre Food Festival, in September, which will be a two-day event rather than the three days in previous years. This year it will also focus on regional and local food producers, with 85% of stalls set to be food producers.

Stratforward is also working on a Parking Survey that will shortly be issued to all members in an effort to address the issue of parking in the town.

For information on all the latest developments from Stratforward, keep an eye on the website www.stratforward.co.uk and look out for updates in your email inbox.

Don't Forget The Deadline For Ads in the River Festival Brochure

Businesses only have a few days left to take advantage of the chance to advertise in the River Festival brochure.

The award-winning festival takes place on July 1st and 2nd, attracting tens of thousands of people to Stratford for a weekend of free family fun.

Since it was established, the River Festival has grown to become one of the region's leading free festivals, bringing 60,000 people into Stratford and winning the Tourism Initiative of the Year Award in the 2016 Touch FM Pride of Stratford Awards.

50,000 copies of the River Festival brochure are being distributed to ABC1 households within a 30 mile radius of Stratford, allowing you to advertise your business to a whole new audience.

The deadline for applications for advertising space is Monday (May 15th) so contact Events Manager Ruth Wood on ruth@stratforward.co.uk if you would like more information.

:: For any businesses who have already booked space, please supply your adverts as soon as possible. Send to ruth@stratforward.co.uk

Motor Festival Participants Drive Away With Prizes Galore

Participants in this year's successful Festival of Motoring scooped an array of prizes at the event - presented by popular patron Quentin Wilson on the second day of the festival.

The event's success was summed up by the popular petrolhead, who said: "Stratford Festival of Motoring is one of the UK's best attended and most authentic motor festivals in the UK."

So huge thanks to all participants for bringing your stunning cars and making the festival so special.

Here are this year's prizewinners, who each received their own personal trophy to take home:-

Trophy 2017	Car	Owner	From
Mayor's Choice	1939 Buick Ltd	Hugh Busby	Malvern
Stratforward's Choice – chosen by Quentin Willson	Rolls Royce Silver Spirit previously owned by Felix Dennis	Rod Moseley	Shipston on Stour
Listers' Choice	1951 Jaguar XK120	Terence Heyes	Kenilworth
Winner of Ayes &	Land Rover Discovery	Lawrence Sear	Stratford
Jaguar Daimler Heritage Trust – Director's	1961 3.4 Mark 2 Jaguar	Joe Sugden & his co owner	Welford
Furthest Travelled Car	MG TF	Roger & Margaret Key	Stonehaven



It's Business As Usual At The Falcon As Refurb Work Gets Underway



Work on the multi-million pound renovation of Stratford's historic Falcon Hotel is underway.

The hotel will remain open throughout the phased refurbishment with restricted access to certain areas. Main access will be via Scholars Lane next door to The Falcon.

Part of the St James's Hotel Group, the new and improved hotel will relaunch in 2018.

Its revamp will restore the hotel's heritage and charm, building on its reputation as one of the most historic hotels in the town.

Improvements will include air conditioning, a new restaurant, bar and lounge and a state-of-the-art kitchen as well as a new gym and meeting room.

General manager Jason Mayclothling, who also updated BID members at Tuesday's networking meeting held at the Falcon, said: "Over the years our hotel has suffered from a lack of investment so you can imagine the delight when we were told about the forthcoming renovations.

"By carefully phasing each stage of the project, this significant upgrade will be managed to have minimal impact on guest experience, whilst we roll out our new high-specification accommodation.

"The new hotel will remain a big part of the community and history of Stratford which has become a magnet for Shakespeare lovers the world over "I am certain that these improvements will better serve visitors to Stratford and establish the hotel as a central venue for the community."



Stratford Business Has Shot At National Award

Stratford business ShoeMed is in with a chance of winning a national award.

The Minorities-based business has been shortlisted for an award in the Small Awards, which works in association with Facebook to recognise the accomplishments of small and micro-businesses in the UK.

Out of 10 categories available, ShoeMed has been shortlisted for the 'At Your Service' category for its focus on customer service.

Husband and wife team Lisa Preston and Karl Norman, who set up the business in 2011, are now calling for people to help them win the award just by liking ShoeMed's Facebook page.

Judges for the awards include former Business Secretary Sir Vince Cable, 2014 Apprentice winner Mark Wright and former Digital & Culture Minister Ed Vaizey, and winners will be announced at a special ceremony in London on May 25th hosted by comedian and TV personality Sue Perkins.

One of the individual category winners will also be named overall Small Business of the Year and will receive £1,000 worth of free advertising credit from Facebook.

For more information visit www.thesmallawards.uk or follow on Facebook at www.facebook.com/thesmallawards

Record Year for Literary Festival's 10th Anniversary

This year's Stratford Literary Festival proved a huge success, registering record ticket sales for a programme that included big names like Mary Berry, Andrew Marr and Paddy Ashdown.



The festival, which celebrated its 10th year this year, wrapped up its record-breaking week with a day of events for children, including a performance of Horrible Histories Barmy Britain by the Birmingham Stage Company and a drawing challenge which put some of the UK's best known children's illustrators through their paces.

Speakers at the festival included Tracy Chevalier, Alison Weir, Terry Waite and Coast's Nicholas Crane while topics ranged from globalisation to Stalin.

Director Annie Ashworth said: "It has been a wonderful week and immensely encouraging that our 10th year has been our best yet.

"We have seen new faces in the audience and people travelled from some way to come to some fascinating events.

"The programme has expanded and we have included a larger number of projects to promote reading and a love of books. We plan to build on this success."

The festival will be holding a series of events in the autumn, including a half-term event for children. Next year's festival has been announced as April 22nd to 29th.



Andrew Marr - Rupert Barnes Photography



Calligraphy - Rupert Barnes Photography



Ken Livingstone - Rupert Barnes Photography



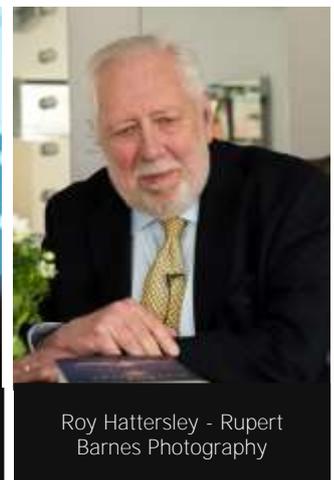
Malorie Blackman - Rupert Barnes Photography



Mary Berry - Rupert Barnes Photography



Richard Dannatt - Rupert Barnes Photography



Roy Hattersley - Rupert Barnes Photography

Dates for your diary!

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

May

13th	Let it Glow Moonlit Walk
14th	Stratford Triathlon
15th	River Festival brochure advertising deadline
21st	Stratford Races
25th	Small Awards Ceremony in London
27th	FA Cup Final
26th to 24th June	Ramadan
29th to 2nd June	Warwickshire 1/2 term & B'ham & Oxon
29th	Spring Bank Holiday

June

2nd to 4th	Stratford Folk Festival - BID Card Discount available!
8th	General Election
9th, 10th & 20th	Stratford Races
11th	Live Comedy at the Fourteas
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
7th to 9th	British Grand Prix, Silverstone
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

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

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