

BUSINESS NEWS

Stratforward Newsletter

Issue 18 - 11 May 2016

BID members dazzle at awards night

Two Stratforward Members are celebrating after being voted winners in the 2016 Stratford Independent Shop Awards. Gemini and Huffkins were among seven BID businesses to reach the finals.

Gemini in Wood Street won the Best Independent Shop category, while A Fine Tattoo Establishment in Shrieves Walk, was among the finalists.

The honour of the Best Café went to Huffkins in Old Red Lion Court. Two other BID members were also finalists – **Hooray's Gelato Kitchen**, in High Street, and The Fourteas, in Sheep Street.

The Stratford Alehouse, in Greenhill Street, was among the finalists for Best Pub, a category that was won by the Red Lion in Long Compton.

33 The Scullery, in Greenhill Street was among the finalists for Best Restaurant. The accolade was won by Tiddington eaterie Aladdin's.

The Best Hotel or B&B award went to Avonlea Guesthouse on the Shipston Road while Illmington Community Shop was voted the Best Village Shop.

Speaking at the event at the RSC's Other Place, organiser Stratford MP Nadim Zahawi said: "I want to thank the 2,000 constituents who nominated their favourite place to eat, drink, stay or shop.

"I know this overwhelming support was appreciated by all of the excellent independent businesses involved. It was a real show of how much they are appreciated by their customers, and how valued they are by local people.

"I should also thank the RSC for letting us use their amazing venue, Touch FM for providing the free advertising and to Leisure Leagues for designing the beautiful prizes, but the biggest thanks go to the shops themselves for the high quality goods, services and experiences they provide.

"I'm already looking forward to next year's event; but in the meantime I hope none of us forget to carry on making good use of the brilliant independent businesses we have across this region."

gemini

HUFFKINS
COTSWOLDS BAKERY & TEA ROOMS SINCE 1890

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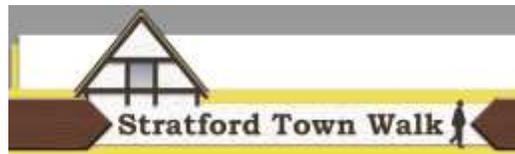
STRATFORWARD AMBASSADOR TOUR

Our Town Hosts have held another successful Ambassador Tour to highlight some of the amazing attractions we have here in Stratford.

Representatives from hotels, Streetscene (Stratford District Council), the V.I.C., shops, restaurants and the attractions themselves were welcomed at each of the **venues and given an insight into what's on offer to the thousands of visitors who arrive in the town each year.**

The latest tour took in BID Members including: Magic Alley; Mad Museum; Shakespeare's Birthplace; the Town Walk; the RSC and The Butterfly Farm and we would like to thank them for all their help.

The Town Hosts have now been running the popular tours for about six years. The next one is planned for the autumn and anyone interested in taking part or in finding out more information should email townhosts@stratforward.co.uk



RIVER FESTIVAL BROCHURE ADVERTISING DEADLINE

Stratforward is once again producing its ever popular River Festival brochure. Fifty thousand brochures are provided and distributed in the run up to the July event.

BID Members get the opportunity to advertise at discounted rates.

The advertising deadline is Friday 20th May. If you are interested please contact Ruth Wood at Stratforward on 299011 or email ruth@stratforward.co.uk ASAP.

BRANSON BID STRATFORD—BUSINESS IDEA NEEDS YOUR HELP

A brand new business idea is hoping catch the eye of Sir Richard Branson – but it needs the **backing of Stratford’s businesses.**

ZoneUm ... Unconditionally Me is a series of self-help videos for young people and the brain-child of town entrepreneurs Natasha Juniper and Rachel Ngombe (Gorgeous Obsession).

Working with experts to create content that young people will understand and associate with, the videos aim to help with the transition from childhood to adolescence.

The idea was one of just 15 to be chosen from nearly 300 to go a special London presentation and now their video pitch has gone live as part of #VOOM – **the UK’s biggest and most valuable pitch competition** – and ready for you to back it.

Natasha explained: “When the voting closes on May 23, only the top 80 businesses go through to the next stage.

“At the start of the month we had made it up to 94th but we need the support of everyone in Stratford to get us over the line.”

The winner in each category – start-up business and those looking to grow – will receive a £250,000 advertising campaign and £50,000 cash. Other prizes include a trip to Necker Island and the chance to be mentored at 10 Downing Street.

Natasha added: “Young people are suffering with anxiety at a young age; we need to invest in them now so they understand their value and in turn have value in others.

“The NHS is already stretched; the struggles of growing up today are more difficult because of social media, so we have to learn to use ways to communicate the positives of growing up rather than the negatives to produce healthier adults in the future.”

The winners will be unveiled at a grand final in London at the end of next month.

To support ZoneUm ... Unconditionally Me, give them your vote at www.vmbvroom.com/pitches/zoneum-unconditionally-me-1

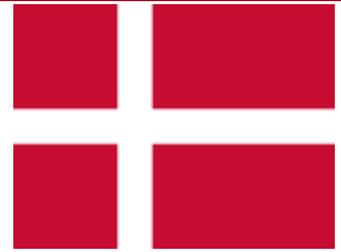


DANISH BID TOUR

It seems that news of the good work we are doing at Stratforward BID has reached northern Europe!

On Friday, a delegation from Denmark will be in town as part of a three-day tour visiting six UK BID areas. The group will consist of various city planners and business people from across the country who are interested in creating similar Business Improvement Districts in their own towns and regions.

While in the UK, the 29 visitors will see also look at two Birmingham BIDs along with others in Shrewsbury, London and Northamptonshire.



RAFT RACE APPEAL TO BUSINESSES

Stratforward Businesses are being urged to launch a **team into this year's Raft Race organised by the Shakespeare and Wellesbourne Lions.**

The popular annual River Avon challenge on Sunday, July 24, is celebrating its 40th anniversary this year with the main beneficiary being Heart of England Mencap which supports people with learning disabilities across Warwickshire and Worcestershire.

Cath Errington, Fundraising Manager for the charity, **said: "We can vouch first hand for how fantastic taking part in the raft race is, having entered a team ourselves last year, and we are absolutely delighted to be the main beneficiary this year.**



"As a small charity, every penny raised will make a very real difference to the lives of the people with support, enabling them to take part in activities otherwise out of reach, improving confidence, independence, social inclusion and raising a lot of smiles along the way."

Since it began in 1976, the race has raised more than £750,000 for local charities. The event sees teams of rafters paddling 7.5 miles down the Avon from Wasperton to Stratford, negotiating two weirs en route in their home-made crafts.

And with it being the 40th anniversary event, it looks like being the biggest race yet.

Kelvin McIntosh, Race Committee Chairman for the Lions, said: "This is a milestone year for the race and we need our local businesses and groups to get behind us and sign-up for the challenge, as so many have done before.

"We can't promise you'll be dry at the end, but we can promise you'll have great fun along the way – putting a team together, building your own raft, raising sponsorship and hoping you stay afloat."

To register your team go to www.rafrace.org.uk or call 07889 164765.

DATES FOR YOUR DIARY!

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 - arrives in Stratford

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

23rd July - Warwickshire Summer Holidays start

24th July—Shakespeare & Wellesbourne Lions Raft Race



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 Malaysia and Germany. The busiest day for people logging into Wi-Fi was Sunday 1st May.

Day	Total Visitors	+/- Prior Week	Av Stay	New Visitors	Repeat Visitors	Busiest Time
Sunday 1st May	54617	+167%	49 mins	3210	15347	12pm
Monday 2nd May	55875	+65%	47 mins	3094	13304	1pm
Tuesday 3rd May	16816	-7%	41 mins	2245	14571	5pm
Wednesday 4th May	19944	+17%	46 mins	3216	16728	1pm
Thursday 5th May	20279	+16%	47 mins	3532	16747	2pm
Friday 6th May	21377	+3%	49 mins	3500	17877	5pm
Saturday 7th May	22723	-38%	57 mins	4049	18674	4pm
Total or Average	211631	+27%	48 mins	3264	16178	4pm



BID Member Spotlight – HANDELSBANKEN

A local relationship with one of the world's strongest banks

Over recent years, Handelsbanken has steadily made a name for itself among Stratford upon Avon customers looking for a more personal, long-term relationship with their bank.

Indeed, demand for Handelsbanken's modern day take on traditional banking has helped the bank grow to serve over 206 British communities, including branches in Leamington Spa, Rugby and Coventry in addition to the one in Elm Court, Arden Street.



Its distinctive approach is based on a belief that experienced local bankers are best placed to understand the customers that live, work and trade in their town. For this reason, the overwhelming majority of decisions are made by the customer's branch team.

For customers of Handelsbanken, the branch is the bank. Our Banking service is designed for customers who need a bespoke offering, with easy access to their manager. All our mortgages are assessed on their own merits and are tailored to individual requirements.



Top (left to right): Sam Tyrer and Mark Turner. Sitting (left to right): Andy Smith, Liz Baskott, Aileen Gilligan and Derek Wells

Andy Smith, Handelsbanken's Stratford upon Avon branch manager explains: "For the last seven years, Handelsbanken has been rated top for customer satisfaction in an independent survey of British banks' corporate and individual customers.*

"At a time when financial strength and stability remain crucial to customers, Handelsbanken has been judged one of the strongest banks in the world**. This reflects the bank's long-term focus and prudent, consistent approach to banking throughout all economic conditions."

If you would like to find out more, or to discuss how we could help you with personal or corporate banking over a cup of coffee, please call us on 01789 261402, or email us at stratforduponavon@handelsbanken.co.uk

Your home may be repossessed if you do not keep up repayments on your mortgage.

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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Visit us on the web at
www.stratford.co.uk

Email Addresses -
Please contact the Stratford office to provide us with the best email address and point of contact for your business.