

# BUSINESS NEWS

Stratforward Newsletter

Issue 19 - 18 May 2016

## Businesses urged to gear up for major cycling event

Stratford is gearing up to welcome some of the world's finest women cyclists when the [Aviva Women's Tour](#) speeds into town on Thursday, June 16.

And businesses are being urged to show their support for the race by doing their bit to showcase the town as it once again comes under the media spotlight.

This will be the first time this prestigious event has been in Stratford and thousands of followers are likely to descend on the town and the Bridge Street finish line at the end of the second day of the gruelling competition.

Southwold on the Suffolk coast was chosen as the starting point this year with the Warwickshire stage starting at Atherstone before the riders sweep around the county and arrive in Stratford early in the afternoon.

Stratforward Events Manager Ruth Wood said it was another chance for businesses to rise to the challenge.

She said: "We want as many town centre shops, cafes, pubs and restaurants to show their support for this year's Aviva Women's Tour."

"It might be that they put on a mouth-watering display of bike-shaped biscuits or they may wish to decorate a racing bike and give it pride of place in their window."

"This is a fantastic opportunity for our businesses – not only will there be thousands of extra people about but the whole thing will be screened on ITV4."

Businesses are also being urged to take a picture and tweet it using the #avivawt2016.

With support crews and the media arriving early in the day, cafes and restaurants within the finish area may want to consider opening from 7am to take advantage of the additional people being around at that time.

**And there is another way for Stratford's shops to get involved – by selling Warwickshire Bears!**

The little furry favourites have been kitted out in Aviva Tour T-shirts and will be given to the winning riders as well as to schoolchildren as prizes.

But the organisers are also keen for the Warwickshire Bears to be sold in shops at a RRP of £7.50 and anyone interested should contact [chrisegan@warwickshire.gov.uk](mailto:chrisegan@warwickshire.gov.uk)

The Tour is visiting Warwickshire for the first time and the 140km-route will take riders through a number of towns and villages before arriving in Stratford.

It will be the longest leg of the five-day event and will feature some gruelling climbs in the south of the county.



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The riders will set off from Atherstone's historic market square pass through the University of Warwick campus and Kenilworth and Warwick town centres before climbing to the highest points in Warwickshire, through Burton Dassett Hills Country Park, Edge Hill and Ilmington. The race will finish in spectacular style in Stratford at around 1.40pm.

Among those taking part this year are World Champion **Lizzie Armitstead** and reigning Aviva Women's Tour Champion Lisa Brennauer.



The Great Britain national team, who continue their preparations for the 2016 Olympic Games in Rio de Janeiro, will ride alongside teams from the USA, Germany, France and the Netherlands.

Among the other high-profile teams will be Rabo Liv, who won the 2014 race with Marianne Vos, and Britain's own Drops Cycling Team, who have been newly formed and will be making their Aviva Women's Tour debut.

The [www.warwickshire.gov.uk/womens-tour](http://www.warwickshire.gov.uk/womens-tour) website is packed with information about the Tour, the route through Warwickshire and the plans for Race Day itself – **whether you're a spectator, a local resident, a business, a school or a college that wants to get involved** when the world leading competition comes to Warwickshire! The site will continue to be updated with information as the Tour gets ever closer, so keep checking back.



10" Charlie Bear with T-shirt



## DECORATED BIKES

Students from Stratford-upon-Avon School have offered to decorate bikes or bike wheels on behalf of businesses who would like a display in their window. Interested businesses should contact Sally Sealy, Marketing & Development Manager, [SSealy@stratfordschool.co.uk](mailto:SSealy@stratfordschool.co.uk).



## STRATFORD SCHOOLS DESIGN COMPETITION

Stratford schools have been getting into the peloton spirit by designing the trophy and start-ers flag for the **Warwickshire stage which ends in Stratford's Bridge Street.**

In the competition organised by Warwickshire County Council, primary school children have been asked to design a trophy fit for a world class cyclist – with the winning design being interpreted or scanned onto the silverware.

Among the prizes on offer will be the chance to present the trophy in Stratford, free bikeability training for their whole class and a visit to their school from UK and European Champion Pro-BMX stunt rider [Keelan Phillips](#).

## STRATFORD SCHOOLS CHALLENGE

Schools are also being urged to take part in their own sponsored challenge by tackling the entire 140km of the stage.

Four groups – the Northern Warwickshire Active Community Foundation, the Cyc-All Community Foundation, **Cycling for Girls' Go to Ride Club**, and **Warwickshire County Council** are the scheme which aims to create a legacy of cycling in the county.

Schools interested in taking part should contact Melanie Flude (07495 702074) or Sarah Warrington (07967 751785) as soon as possible.

All challenges must be completed and record sheets submitted by Wednesday, June 8, and top prize is a VIP experience on the day.

## 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 - Aviva 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 Male. We had international visitors log on from Brazil, Japan, Belgium and Germany. The busiest day for people logging into Wi-Fi was Saturday 14th May.

Day	Total Visitors	+/- Prior	Av Stay	New Visitors	Repeat	Busiest
Sunday 8th May	20372	-63%	69 mins	3947	16425	3pm
Monday 9th May	14902	-73%	42 mins	1838	13064	5pm
Tuesday 10th May	15922	-5%	41 mins	1942	13980	5pm
Wednesday 11th May	16484	-17%	43 mins	2200	14284	2pm
Thursday 12th May	18754	-8%	49 mins	2781	15973	2pm
Friday 13th May	19010	-11%	47 mins	2337	16673	5pm
Saturday 14th May	22374	-2%	59 mins	3884	18490	4pm
Total or Average	127818	-40%	50 mins	2704	15556	5pm



## BID Member Spotlight – HUFFKINS

It's fair to say that Huffkins is no ordinary cafe or bakery – they even admit to being a bit unusual on their website.

But they must be doing something right at their premises on the corner of Bridge Street and Old Red Lion Court after taking the honours in the Best Cafe category in the recent Independent Shop Awards.

And while they may be one of the newer additions to Stratford's cafe culture, this independent family business has a heritage that stretches back to 1890.

Established in Burford, in the heart of the Cotswolds, by Mr Titcomb more than 125 years ago, it was usual for the breads and cakes to be delivered by donkey and cart. Given the impracticalities of donkeys the business admits it has modernised some things over the years – but they still insist on baking everything by hand.

Their team work through the night to create everything from the bread for their sandwiches through to the fresh cream cakes which are such a draw in their shops. Ingredients are sourced locally wherever possible with the chefs taking a keen interest in every ingredient that enters the kitchens.

What that means is that when you ask for a sausage bap at Huffkins you can expect Cotswold pork sausages made by WJ Castles of Burford to a traditional Huffkins recipe in a hand-made bap from their **bakery made with FWP Matthew's flour from** Shipton under Wychwood. Not only that but it will be served with Huffkins spicy tomato ketchup made in their very own kitchen in Stow-on-the-Wold.

The Cotswold **links don't end there either with their teas, which are bought directly from** the finest small producers around the world, are blended with local ingredients including Cotswold fruits and lavender from Snowhill near Broadway.

**But it isn't just the food on offer that makes an award-winning cafe or bakery – the service and staff are just as important.** And at Huffkins, there are a number who have been there for quite a while – and proud of it. Many of the team hold awards for three, five, ten and even 15 years of service – just look out for coloured lapel pins.

**So all in all, it's no wonder Huffkins took the honours at the Independent Shop Awards.** Congratulations.



## 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.stratforward.co.uk](http://www.stratforward.co.uk)

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.

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