

# STRAT > FORWARD

## BUSINESS IMPROVEMENT DISTRICT

# NEWSLETTER

Issue 20: 24 May 2017

## Security Update

Following the tragic events in Manchester on Monday night, our thoughts and prayers are with the victims and the families and friends of all those affected by the attack.

Following the attack, the Government has, overnight, raised the national UK terror threat level to its highest level of "Critical", meaning further attacks may be imminent.

At this time there is no intelligence to suggest any specific threat to Warwickshire. However, as a precaution a number of measures have been put in place overnight, which include the raising of the Henley Street bollards. This is going to cause some temporary issues (such as for deliveries/waste collection), but all partners are working together to try and mitigate the impacts on Henley Street businesses.

Acts of terrorism and hate crimes are committed by a small minority of people and are not representative of the public. This is a time for us all to work closely together and unite against those who seek, through violence and extremism, to intimidate or cause fear. Therefore please remain vigilant and report any suspicious behaviour or activity on 0800 789 321 or in an emergency always call 999.

As soon as the Stratforward team have further information we will let you know – probably via your registered email address – if you want to register further email addresses please let the team know at [info@stratforward.co.uk](mailto:info@stratforward.co.uk)

## Retail Radio

The new Warwickshire Retail Crime Initiative (WRCI) committee met this week to agree Stratford's targets for the Bardwatch system. The committee, which features representatives from McDonalds, Boots, Poundland, M&S, Debenhams, & Bell Court plus observers from the Police and CCTV, identified approximately 40 individuals who are active and prolific in the town.

**If you're a WRCI user you should receive an email at the end of the week letting you know that the targets are now on the WRCI Acisweb system.**

If any other business would like to contribute to the target setting meetings or have intel they want to share, then please contact Shan Smith, Town Host Supervisor on [townhosts@stratforward.co.uk](mailto:townhosts@stratforward.co.uk) or 01789 268291

**... and remember ... turn your radio on!!**



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## Half Term Fun in Stratford !

It's half term next week and there's plenty on offer for all the family. Here are just a few of the activities on offer across Stratford from some of our members and partners:-

### Escape Arts at The Old Slaughterhouse



From an Animation Camp to Drop-In Art Activities to Toll House and Bridge Model Making or a

Hideous Histories Illustration Workshop, visit The Old Slaughterhouse off Sheep Street for a range of activities. For more information or to book, email [in-fo@escapearts.org.uk](mailto:info@escapearts.org.uk)

### The RSC



From Tuesday to next Friday (June 2nd) the RSC is offering families a host of half-term activities as well as brand new family activities for all ages on every second Saturday of the month. Highlights at various venues like The Swan Theatre and The Other Place will include: a whistle-stop tour of Shakespeare's Roman plays to celebrate the RSC's current Rome season or the chance to become

a Shakespeare-inspired Manga character at a workshop led by professional artists. For more information, visit <https://www.rsc.org.uk/events/may-half-term-activities>

The RSC is also offering family activities at The Other Place every second Saturday of the month, including crafts, storytelling and music making. For more information visit [www.rsc.org.uk/events/second-saturdays](http://www.rsc.org.uk/events/second-saturdays)

### Stratford Butterfly Farm



Check out the new inhabitants at Stratford Butterfly Farm this half term, including the Malaysian leaf katydid and giant long legged katydid. Also known as a bush cricket, it is one of the loudest creatures in the world and can be heard more than 200 metres away.

There's also the chance to see some of the world's largest spiders, as well as a colony of leafcutter ants, wildflower garden, and a recently-installed wall mural. Over half term children and adults will get the chance to hold Madagascan hissing cockroaches, stick insects, hermit crabs, giant land snails and African millipedes in special 'Meet the Minibeast' handling sessions in the Discovery Zone.

### Shakespeare Birthplace Trust



The Shakespeare Birthplace Trust is laying on activities across the Shakespeare Family Homes, from Tudor Games at Shakespeare's Birthplace to making your own Tudor gingerbread at Hall's Croft. For full listings and prices visit [www.shakespeare.org.uk/visit/whats-on/may-half-term](http://www.shakespeare.org.uk/visit/whats-on/may-half-term)

### Shakespeare's Schoolroom & Guildhall



Activities include Shakespuss readings, Tudor Rose craft activities, Tudor lessons, quill writing and dressing up. More details are available at [www.ShakespearesSchoolroom.org](http://www.ShakespearesSchoolroom.org)

## Magical New Look For Magic Alley

Henley Street business Magic Alley has a magical new look thanks to a major refurbishment to mark 17 years in Stratford.

The layout of the popular store has been completely redesigned, aiming to create a brighter, more open feel and to allow customers to browse its range of gifts more easily, as well as bringing the store's look in line with its parent company STMO Media Group's look.

STMO Media Group's Dave Matthews said: "We're really excited about our new look store in Stratford.

"Putting a twinkle into the eyes of children and adults as they visit is one of our key objectives. Our customers are the heart and soul of our business so it's imperative that we have a store that is spacious, welcoming and a magical experience, despite being located in a quirky Tudor building."

The new look's deep red carpets and drapes, exposed brickwork and timbers and brand new displays aim to give a nod to the past as well as keeping an eye on the future - a move also reflected in the range of gifts on sale.

More than 50% of the sales generated at Magic Alley come from ranges that are manufactured or published by the business itself.

"We've dug deeply into our archives," Dave added, "and brought back some of the ranges that were retired a few years ago but with brand new, and on trend packaging and styling."

Magic Alley's refurbishment is not limited to the ground floor, with some yet-to-be-revealed changes set for the Enchanted Manor. Visit <http://www.seekthemagic.org/> for more details as well as your Stratford newsletter.



### Meercat – Member Benefits

Our procurement partner, Meercat Associates, have seen a number of businesses in town so far and are telling us that they are identifying good levels of savings for the individual businesses they have seen so far.

Meercat's cost consultant is back in Stratford on the 12th and 13th June, so if you would like to book an appointment please talk to the Meercat team on 01444 416529 or [info@meercatassociates.com](mailto:info@meercatassociates.com).

Cost savings for your business are just one meeting away ...

# Do you have the pedal power to get involved in new cycling challenge?

Does your business have a keen cyclist in its midst?

**If so, they're needed to** sign up for a brand new charity bike ride happening next month.

The Ride for Bikes 60km Hilly Challenge takes place on Sunday June 25th, with cyclists starting at **Stratford's Meon Vale Leisure Centre** for a 60km route through Warwickshire and Gloucestershire.

The event, sponsored by BID member The Rosconn Group, is to raise funds for Heart of England Mencap, which supports more than 200 people with learning disabilities across Warwickshire and Worcestershire.

All money raised will support the charity's cycling project, funding adapted bikes to allow Mencap's customers to enjoy riding too.

Cath Errington, Fundraising Manager for Heart of England Mencap, said: "This is the first time we've organised a big bike ride and really want to make it a big success, raising money to buy adapted bikes for our customers. But we really need more cyclists to sign-up for the challenge to ensure the event is viable."

Registration for Rides for Bikes costs £30 per cyclist, to include food and refreshments. And if you want to get involved but can't quite manage the full 60km challenge, a fun, indoor static ride is taking place on the day at Meon Vale.

For more information and to register visit [www.heartofenglandmencap.org.uk](http://www.heartofenglandmencap.org.uk)



The poster features a yellow header with the Mencap logo (Heart of England) and the event title 'Ride for Bikes 60km Hilly Challenge'. Below the header is a photograph of cyclists in yellow and red gear riding on a paved path. The text on the poster includes: 'Help us to raise money to buy adapted bikes for local people with a learning disability', 'Sunday 25th June at 9am Meon Vale Leisure Centre', 'The 37 mile picturesque route includes two major climbs at Baker's and Dover's Hills! It costs £30 to register, includes BBQ and tea/coffee. Or try our fun Static Ride and ask family and friends to sponsor you?! Visit [www.heartofenglandmencap.org.uk](http://www.heartofenglandmencap.org.uk) to register today!', 'Sponsored by ROSCONN GROUP', and 'Supported by ShoeMed'. At the bottom, there is contact information for Heart of England Mencap, including social media handles, website, email, address, phone number, and registered charity details. A circular inset photo shows two people on a static bike.

**Help us to raise money to buy adapted bikes for local people with a learning disability**

**Sunday 25th June at 9am**  
Meon Vale Leisure Centre

The 37 mile picturesque route includes two major climbs at Baker's and Dover's Hills! It costs **£30 to register**, includes BBQ and tea/coffee. Or try our fun Static Ride and ask family and friends to sponsor you?! Visit [www.heartofenglandmencap.org.uk](http://www.heartofenglandmencap.org.uk) to register today!

Sponsored by  
**ROSCONN**  
GROUP

Supported by  
**ShoeMed**

Facebook: [/heartofenglandmencap](https://www.facebook.com/heartofenglandmencap)  
Twitter: [@hofemencap](https://twitter.com/hofemencap)  
Website: [www.heartofenglandmencap.org.uk](http://www.heartofenglandmencap.org.uk)  
Email: [support@heartofenglandmencap.org.uk](mailto:support@heartofenglandmencap.org.uk)  
Suite 1, Clifford Hill, Clifford Chambers, Stratford upon Avon, Warwickshire CV37 8HW  
Tel: 01789 298709  
Registered Charity Number: 1038962  
Registered in England No: 2814177

## Dates for your diary!

If you have an event you would like us to list here please email Sandi - [sandi@stratforward.co.uk](mailto:sandi@stratforward.co.uk)

### May

25th	EWM Bridge Street - Breast Cancer Fashion Show
26th & 31st	Skin Care Presentation @ <a href="#">Looking Glass Aesthetics</a>
27th	FA Cup Final
26th to 24th June	Ramadan
29th to 2nd June	<a href="#">Warwickshire</a> , Birmingham & Oxfordshire 1/2 term
29th	Spring Bank Holiday

### June

2nd to 4th	Stratford Folk Festival - BID Card Discount available!
3rd	Champions League Final
8th	General Election
9th, 10th & 20th	Stratford Races
11th	Live Comedy at the Fourteas
17th	Stratford Boat Club Regatta
18th	<b>Father's Day</b>
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
20th	Showcase Stratford
21st to 4th Sept	<a href="#">Warwickshire school summer holidays</a>
26th to 4th Sept	<b>B'ham School Summer holidays</b>



1st & 2nd July 2017

[www.stratfordriverfestival.co.uk](http://www.stratfordriverfestival.co.uk)



23rd to 24th September 2017

[www.stratfordtowncentrefoodfestival.co.uk](http://www.stratfordtowncentrefoodfestival.co.uk)



6th & 7th May 2018

[www.stratfordfestivalofmotoring.co.uk](http://www.stratfordfestivalofmotoring.co.uk)

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

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