

# BUSINESS NEWS

Stratforward Newsletter

Issue 21 - 1 June 2016

## Plans for Stratford's Award Winning River Festival Launched

Plans for the 2016 Stratford upon Avon River Festival are officially unveiled today (Wednesday).

The award-winning celebration of the River Avon through Stratford - which attracts thousands of people to the town each year - will take place on Saturday 2nd and Sunday 3rd July.

Central to the festivities will as usual be the 100 or so colourful narrow boats that moor up along the banks of the Avon for the two days of celebrations, many of which will be illuminated on the Saturday evening. Also lighting up the river and town that night will be a fantastic firework display to mark the half way point for the two days of free family fun.

Nearly 40 world class acts will be entertaining the crowds on the two stages on the Recreation Ground. Headlining on the Saturday will be the six-piece party band **Mister Shakes** featuring **Brian Ferry's** sax player!.

And the event will close with a big bang thanks to the sounds of one of the UK's leading Glenn Miller tribute groups - the Ashby Big Band.

Away from the stages there will be plenty to see and do for all ages with nearly 100 charity, craft and food and drinks stalls. Stratforward members taking part include: Hathaway Tea Rooms, Home of The Sofa, Huffkins, Karl Stallard Furniture, Roly's Fudge Factory, Barry The Butcher, The One Elm, The View, Bright Ideas, For Something Different, Shabby Chic Sister, Shakespeare Hospice, Sue Ryder, Avon Boating.

The Stratford River Festival is organised by Stratforward. It is now in its eighth year. Earlier this year it won the award for the best tourism event at the Touch FM Pride of Stratford Awards.

*Are you a Stratforward member taking part in the River Festival this year with a story to tell - do let us know and we will try to feature you in a future newsletter*

Cont.....



### In This Issue

- River Festival Launch
- Swan Hopping
- Pirate Invasion
- Moon Lit Walk
- Diary Dates
- Performance Data
- BID Member Spotlight

### STRATFORD RIVER FESTIVAL

**FUNDED BY:**

Over 450 Stratford town centre businesses who are members of Stratforward Business Improvement District

**IN PARTNERSHIP WITH**



**SPONSORED BY:**



**SUPPORTED BY:**



# What's on Saturday 2nd July



Official Opening with The Mayor	11:45 - 11:50	Bandstand
Escape Community Arts 1960's inspired children's activities	11:00 - 4:00	Family Zone
Kate's Story Boat & Craft activities	11:00 - 6:00	Family Zone
Escape Arts Showcase	12:00 - 12:40	Acoustic stage
London International Gospel Choir	12:00 - 12:45	Bandstand
Celtic Harps	12:45 - 1:25	Acoustic stage
Swan Tai Chi	12:45 - 1:00	Bandstand
The Grimaldis	1:00 - 1:45	Bandstand
Sunny Side Up Ukelele Orchestra with children from Bridgetown Primary - bring your ukule and join in!	1:30 - 2:15	Acoustic stage
Rozie T Dance Academy - Juniors	1:45 - 2:00	Bandstand
Daniel Nestelrode and Paul Ballantyne	2:00 - 2:45	Bandstand
Stomping on Spiders	2:30 - 3:25	Acoustic stage
Mezzo dance	2:45 - 3:00	Bandstand
The Malc Evans Band	3:00 - 3:45	Bandstand
Swan Tai Chi	3:30 - 3:45	Acoustic stage
Miramar	3:45 - 4:00	Bandstand
25 Years Late	4:00 - 4:40	Acoustic stage
The Redhills	4:00 - 4:45	Bandstand
London Int Gospel Choir Workshop	4:45 - 5:45	Acoustic stage
Just Dance	4:45 - 5:00	Bandstand
Midnight Sapphires	5:00 - 5:45	Bandstand
Rozie T Dance Academy - Seniors	5:45 - 6:00	Bandstand
Battered Soul	6:00 - 6:45	Bandstand
Small Doses	7:00 - 8:15	Bandstand
Mister Shakes	8:45 - 10:15	Bandstand

**Spectacular Firework Display** 10:15pm **Bandstand**

All times are correct at the time of printing, but are subject to change. Please check on the night for regular updates.

# What's on Sunday 3rd July



Kate's Story Boat & Craft activities	11:00 - 6:00	Family Zone
Escape Community Arts 1960's inspired children's activities	12:00 - 4:00	Family Zone
Jen Dobson	12:00 - 12:45	Acoustic stage
Matt Bond	12:00 - 12:45	Bandstand
Just Dance	12:45 - 1:00	Bandstand
Chasing Deer	1:00 - 1:40	Bandstand
Jessica Rhodes Band	1:00 - 1:45	Acoustic stage
Chris Cleverley	1:45 - 2:30	Bandstand
Wilson Wright	2:00 - 2:40	Acoustic stage
Rozie T Dance Academy	2:30 - 2:45	Bandstand
Triangle	2:45 - 3:25	Acoustic stage
Stratford Rocks	2:45 - 3:30	Bandstand
Folk Friendly	3:00 - 3:45	Bandstand
16 Strings and a Dead Goat	3:30 - 4:25	Acoustic stage
Linda Watkins Band	3:45 - 4:30	Bandstand
The Big Sing - Rock Choir workshop with Stratford Rocks	4:30 - 5:15	Acoustic stage
Occasional Orchestra	4:45 - 5:45	Bandstand
The Big Sing - the results!	5:15 - 5:45	Acoustic stage
Ashby Big Band	6:00 - 7:30	Bandstand

# SITE MAP



**VOTE**  
FOR YOUR  
FAVOURITE BOAT  
TO WIN  
A DAY AFLOAT  
By entering the  
Best Boat Competition  
(see details of Festival)

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

# STALLS LIST

## CHARITY & FAMILY

- Air Ambulance
- Army Benevolent Fund
- Avon Navigation Trust
- Canal & Rivers Trust
- Escape Community Arts
- Friends of the Earth
- ILEAP
- Inland Waterways Assoc.
- Kate's Story Boat
- Little Stratford Model Boats
- Mid Warwickshire Yacht Club
- Rethink Mental Illness
- RNEI
- RSPB
- Severn Rivers Trust
- Shakespeare Hospice
- Shakespeare Lions
- SONACS - Stratford-upon-Avon Canal Society
- Stratford Ambulance Association
- Stratford Sea Cadets
- Stratford Sub Aqua
- Stroke Association
- Sue Ryder
- Transition Stratford
- Warwickshire
- Remembrance Action Project
- Warwickshire Wildlife Trust
- Waterways Recovery Group
- Youth Hostel Association

## EXHIBITORS

- Abacus Chiropractic
- Anglo Welsh - Narrow Boats
- Barnacles
- Climbing Wall
- D & S Sweets
- Excellence Afloat at Valley Cruisers - Narrow Boat
- Fairy Fun - face painting
- Hathway Tea Rooms
- Home of the Sals
- Hulkins
- Karl Stratford Furniture
- Giles Honda
- Maison Rustique
- Native Crafts
- Poppo Galore
- Red Coffee Co.
- Roly's Fudge Pantry
- SA Sauces
- Stratford Fancy Dress
- Tewkesbury Marina
- Traditional Swing Booth
- Willow Wren Training - Narrow Boat
- WB Alexander's Cardboard Gondola
- Unique Italian Food

## HOT FOOD

- Bairy the Butcher - BBQ
- Bouche Bakehouse - Pies, Tarts and Sausage Rolls
- Cheltopia - Churns
- Jobberwocky - Toasties
- One Elm - BBQ
- Ross & Ross - Slow cooked lamb
- Shakespeare Spit Roast - Pork baps
- Spice It Up Caribbean - BBQ
- Stonehouse Smoke & Grill
- Tasty Thai Cuisine
- The View - Fish & Chips
- We Want Good Grub - Wraps
- Wild Oven - Pizzas



## CRAFT MARKET

- 3 Blue Stars
- Bright Ideas
- Claire Brierley Art
- Claire Henley Art
- Classy Art and Craft
- For Something Different
- Herbert Books
- Julia Margaret Handbags
- Lynn Bank Farm
- Musherm Fire
- Narrowboat Art
- Rebecca Louise
- Shabby Chic Sider
- Shakespeare's Sister's Soap
- Silverfields
- Spoons from the Shed
- The Barn
- The Pod
- Tilly Fox Designs

## BARS

- The Little Gin Company - Gin
- The Little Rum Company - Rum
- The One Elm - Cider & Lager
- The One Elm - Pilsner & Prosecco
- The One Elm - Real Ale



## ROWING BACK THE YEARS WITH SWAN HOPPING



The ancient tradition of swan hopping is being reintroduced to Stratford upon Avon this weekend after a gap of 100 years.

Exactly a month before the town celebrates the River Avon with its eighth Stratford upon Avon River Festival, Mayor Cllr Juliet Short will row back the years by taking to the water to count the towns' famous feathered friends.

The event will recreate ancient times when leading members of Stratford society would take to the water to capture and mark the swans on the Avon. They would assemble at Bridgefoot or the Unicorn dock and then row along the river, starting from Lucy's Mill to as far up river as Tiddington, in search of the birds.

The swans would be corralled in a side creek or between the boats to be caught, or driven up river in advance of the boats to be caught later.

Those taking part would vary but often included the Mayor, Borough Chamberlain, various councillors, Mace-bearers, the Beadle, Superintendent of Police, Vicar of Holy Trinity Church and the Headmaster of King Edward VI Grammar School.

But by the 1890s, the custom had died out. But this year Nick Birch, owner of Avon Boating, has decided it is high time the tradition makes a return.

He explained:

**"Swan hopping' is a corruption of the term swan-upping, an event which still occurs on the River Thames. This is where boats are sent out onto the river to mark the swans belonging to the Queen.**

"A similar ceremony was started in Stratford in 1867 when a flock of the birds was given to the town.

While this curious event fell into disuse over 100 years ago, swans have remained closely associated with Stratford."

**Saturday's event will run from 11am to 5pm and will be based around the Boathouse lawn in Swans Nest Lane.**

The highlight will be the Mayor going out on the river to count the swans, but there will be plenty of other things going on with Wychbold Swan Rescue on hand to talk about looking after the swans and Escape Arts providing materials for painting and drawing the wildlife.

Special food will be available to feed the swans and Avon Boating will be donating 50p per person from each rowing boat hire to the Swan Rescue Charity which supports Stratford's swans.



Photos courtesy of Avon Boating

*Swan hopping as photographed in 1886 - with the Superintendent of Police in the first boat*

## Pirate Invasion of Stratford Library

Long ago across the oceans the most valuable haul of pirate's treasure was stolen away, no one knows who by and no one knows how... but now the Book Pirates want it back....and are coming to Stratford Library on Friday to search for it.

**Get ready to embark on a swashbucklin' quest to track down the treasure.** Journey with the pirates as they reveal the stories that have brought them to this point, tales of daring defeats, shipwrecks, smugglers and magical mermaids.

The Book Pirates is a storytelling performance, filled with fun and high energy performance. Join this bunch of plundering pirates on a quest to find a lost treasure. But be careful not to upset the captain, there might be a plank to be walked, decks to be scrubbed or **a meeting with the cat o' nine tails to be avoided.**

The performances - by acclaimed visual artists Vortex Creates - will take place at Stratford Library on Henley Street at 10am, 12 noon and 2pm



Photo courtesy of Warwickshire News

## READY, STEADY GLOW FOR STRATFORD MOONLIT WALK

Staff and customers from Stratford restaurants and bars are being asked to give up a few minutes of their time to pop out and support hundreds of walkers taking part in Stratford's Let It Glow Moonlit Walk on Saturday.

Up to 300 walkers are expected to take part in the late-night walk around Stratford town centre in aid of The Shakespeare Hospice .

Organiser Matt Price said: "Hundreds have signed up to take part in this favourite annual fundraiser and it would be great if people out on the town on Saturday come out to cheer them along."

And it will be easier than ever to spot the walkers this year as they are being encouraged to wear illuminated face paint and neon merchandise to light the town up as they go.

The walkers will either complete five or ten kilometres. Each pay £10 to take part (£5 for children). They are then asked to raise a minimum of £20.16 each to mark 2016 being the Shakespeare 400 anniversary year.

"£20.16 can pay for two specially designed workbooks to help children cope with bereavement, " said Matt. "It can also pay for four specialist meals in the hospice or materials for four patients to make memory boxes for their loved ones".

The event kicks off at The Welcombe Golf Club on the Warwick Road at 9.30pm - although participants are asked to come early to get "glowed -up" and enjoy pre-event food, music and even a warm-up session.

For further information call 01789 266852 or go to [www.shakespearehospice.org.uk](http://www.shakespearehospice.org.uk)



## 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 France and Hungary.

The busiest day for people logging into Wi-Fi was Saturday 28th May.

Day	Total Visitors	+/- Prior Week	Av Stay	New Visitors	Repeat Visitors	Busiest Time
Sunday 15th May	16309	-19.94%	61	3063	13246	14:00
Monday 16th May	16334	9.61%	48	2186	14267	14:00
Tuesday 17th May	17635	10.76%	44	2451	15184	14:00
Wednesday 18th May	17290	4.89%	43	2594	14696	13:00
Thursday 19th May	17374	-7.36%	44	2274	15100	13:00
Friday 20th May	19808	4.20%	46	3037	16771	14:00
Saturday 21st May	21577	-3.56%	54	3713	17864	16:00
<b>Total or Average</b>	<b>126327</b>	<b>-1.17</b>	<b>49</b>	<b>2760</b>	<b>15304</b>	
Sunday 22nd May	16523	1.31%	61	3102	13421	14:00
Monday 23rd May	16851	3.17%	47	2487	14394	14:00
Tuesday 24th May	17162	-2.68%	46	2652	15822	14:00
Wednesday 25th May	17836	3.16%	47	2859	17404	13:00
Thursday 26th May	18400	5.91%	57	3915	18597	16:00
Friday 27th May	19875	0.34%	50	2741	17134	16:00
Saturday 28th May	22388	3.76%	61	4296	18092	16:00
<b>Total or Average</b>	<b>129035</b>	<b>+2.14</b>	<b>53</b>	<b>3150</b>	<b>16409</b>	

## Dates for your diary!

28th May to 5th June - Warwickshire half term

4th June - Stratford Swan Hopping

4th June - Let It Glow Moonlit Walk

10th June to 10th July - Euro Championships

10th & 11th June - Stratford Beer Festival

11th & 12th June - Queens 90th Birthday

14th June - Stratford Races

16th June - Avivia Cycle Tour

18th June - Stratford Regatta

19th June - **Father's Day**

25th June - Armed Forces Day

25th June - Escape Arts Exhibition Launch

27th June to 10th July - Wimbledon

28th June - Stratford Races

1st July - Reopening of New Place

23rd July - Warwickshire Summer Holidays

24th July—Shakespeare & Wellesbourne Lions Raft Race



### BID Member Spotlight

#### HEADING FOR HEVANS

Anyone looking for an expert stylist with cutting edge techniques should look no further than Hevans in Rother Street – the bespoke hair salon that has just celebrated its fifth birthday.

And when you take a step inside and see the opulent surroundings for yourself, **you'll know you've made the right decision.**

Harriet Evans launched her business in March 2011 having been trained at an award-winning salon. In fact, the person who trained her all those years ago is now **the newest member of Harriet's team.**





And the artistic director of the town centre business is not resting on her laurels. She said:

**"Education and progression is an important part of the business, driving forward to be one of the best in Warwickshire.**

**"I learnt from my previous experience that achievement is to be awarded and hard work is to be recognised. Without such a dedicated team Hevans wouldn't be such a success.**

**"We have some extremely exciting plans for the next five years and we are looking forward to sharing them with our customers."**

All of the Hevans team are highly qualified in their trade. Whether you want a complete transformation or just to update your look, their in-depth complimentary consultation service will give you the confidence to make the changes you desire.

The team consists of a Wella master colour expert, Easilock extension pros and occasional hair specialists. They are all from the Stratford area and extremely passionate about their trade.

Hevans is also the only destination salon in the town for ghd products while famous brands Wella and Redken continually support and praise their growth within the industry.

So if you are looking for a centrally located salon, with private customer parking where the friendly, professional team can create the latest looks for ladies, gentleman, girls and boys .. why would you look anywhere else?



## Contact Us

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

**Stratforward**  
10-11 Sheep Street  
Stratford-upon-Avon  
CV37 6EF

Main Line  
Sandi  
01789 292718

Events & Finance  
Ruth, Tor & Pauline  
01789 299011

Town Host  
Dianne  
01789 268291  
07879 361735

[info@stratforward.co.uk](mailto:info@stratforward.co.uk)

Visit us on the web at  
[www.stratforward.co.uk](http://www.stratforward.co.uk)

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

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.