

BUSINESS NEWS

Stratforward Newsletter

Issue 29 - 27 July 2016

What Is Your Recipe for Food Festival Success?

Deadlines for businesses to sign-up for the 2016 Stratford Town Centre Food Festival are fast approaching

There is now less than three weeks for businesses to tell Stratforward how they want to be involved in this food extravaganza, which attracts thousands of visitors each year.

Organised by Stratforward's award-winning events team - in association with Geraud Markets - this years festival will take place over the three days of Friday 23, Saturday 24 and Sunday 25 September.

Events Manager Ruth Wood said:

"This event just seems to grow and grow each year attracting ever more exhibitors and visitors.

"It is a perfect platform for Stratforward members to showcase their businesses and there are various ways to get involved from advertising and sponsorship to taking a stand or being part of the popular food and ale trails."

But time is running out - members need to be signed up for what they want to be involved with by 13 August!



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The key options available are:

➤ TAKE A STALL

Festival market stalls are available for £450 for three days, with half-price stalls available for the first 10 BID members who sign up (max of one discount stall per member)

➤ SPONSORSHIP

There are a range of sponsorship packages available for this event - contact the Stratforward events team for further details.

➤ ADVERTISING

50,000 copies of a full colour Festival Brochure will once again be printed. 45,000 of them are hand delivered door-to-door throughout the patch prior to the weekend. The rest are distributed to businesses and hotels in Stratford in the weeks before the event and given out to visitors over the three days. This is a particularly good way for NON FOOD BUSINESSES to be part of this event.

Discounted advertising rate for BID members are £ 112.50 for a quarter page, £225 for a half page and £450 for a full page. There are additional discounts available for those booking space in Stratforward's 2016 Xmas brochure at the same time.

➤ FOOD TRAIL

One of the most popular parts of the Food Festival - 200 daily ticket holders popping into selected food businesses in town for tasty free samples. .THIS COULD BE 200 POTENTIAL NEW CUSTOMERS THROUGH YOUR DOOR!

➤ ALE TRAIL

Introduced last year for the first time - following the same format as the hugely successful Food Trail - offering pubs and hotels the opportunity to showcase their ales to lucky ticket holders.

➤ CHEF'S SHOWCASE

A series of demonstration opportunities in the Food Theatre for local chefs from Stratforward member cafes, pubs, hotels and restaurants to showcase their talents.

➤ WORKSHOPS

A series of workshops run by your teams to showcase your food to adults and/or children.

➤ LOCAL PRODUCERS MARQUEE

A new element to the event this year - a marquee for specialist local producers with tables in the marquee available for £50 per day.

To get involved in Stratford's Town Centre Food Festival either complete and return the form attached and give to a Town Host or call or email the Stratforward team.

01789 299011 info@stratforward.co.uk.

Scholars Flocking To Stratford For World Shakespeare Congress

Hundreds of Shakespeare experts are descending on Stratford this weekend for the 10th World Shakespeare Congress.

More than 800 Shakespeare scholars from more than 12 countries will gather for the congress, which begins in Stratford this Sunday (July 31) before moving to London next Thursday (August 4) until its end on August 6.

The international event is the latest high-profile occasion in Stratford during the year of the **400th anniversary of Shakespeare's death and is guaranteed to bring a buzz to businesses in the town, with hotels and guesthouses already packed.**

Organised by the International Shakespeare Association (ISA), the world congress only takes place every five years and this year is the first time the event has been co-hosted in two locations - **both integral to Shakespeare's personal and working life.**

Following the theme 'Creating and Recreating Shakespeare', the Congress will look at the continuing global relevance of Shakespeare's work through a programme of lectures, seminars, workshops and performances.

The prestigious event will see Shakespeareans from more than 12 countries, including the US, Canada, New Zealand, France, Australia, Japan, China, Italy, Ireland, Taiwan, India and Hong-Kong, take part in seminars and panel discussions.

Highlights throughout the week will include talks from speakers like internationally-renowned actor Adrian Lester, who recently played Othello at the National Theatre, veteran Shakespearean actress Dame Harriet Walter, and Gregory Doran, artistic director of the Royal Shakespeare Company.

The Congress is co-hosted in Stratford by the Royal Shakespeare Company, the Shakespeare **Birthplace Trust, and the University of Birmingham's Shakespeare Institute.**

Venues in the town will include the Royal Shakespeare Theatre on Waterside, The Shakespeare Birthplace Trust and Shakespeare Centre on Henley Street, the Shakespeare Institute on Church Street and King Edward VI School.

On Thursday morning, delegates will leave Stratford for London where they will enjoy a welcome reception at the British Library before more plenaries, seminars and workshops hosted by **Shakespeare's Globe Theatre and the London Shakespeare Centre at King's College London.**

For the full schedule of sessions, seminars and lectures visit www.wsc2016.info/schedule



Special Viewing Of Will's Will For BID Members

Stratford members are being offered an exclusive viewing of **Shakespeare's Will** before it is returned to the National Archives next week.

BID card holders are being invited to come to the Shakespeare Centre on Henley Street between 6-7.30pm this Friday evening, for what many are saying is a once in a lifetime opportunity.

The Will - one of the most important documents relating to Shakespeare - is back in Stratford **for the first time in 400 years** and is being exhibited at **Shakespeare's Birthplace** until next Friday (August 4).

It is the first time the document has been in the Bard's home town since it was written in March 1616 and then taken to London just after **Shakespeare's death by his son-in-law, Dr John Hall**, to get a grant of probate.

Cared for by The National Archives, the document has been loaned to The Shakespeare Birthplace Trust **as part of a major exhibition celebrating 400 years of Shakespeare's legacy.**

The Birthplace Trust, which promotes Shakespeare's work, life and times and cares for the world's largest Shakespeare-related museum and archives, will temporarily display Shakespeare's last Will and testament in its Treasures exhibition, which gives an insight into Shakespeare's social circle.

JUST BRING ALONG YOUR BID CARD TO GAIN ENTRY TO THE EVENT



Photo courtesy of the National Archives

BID Members Invited To Make Mischief With The RSC

Stratford members can take advantage of **£10 tickets for the RSC's Making Mischief Festival**, which runs from today (weds) until the end of August.

The RSC is offering BID members a limited number of £10 tickets throughout the festival at The Other Place for Monday to Friday performances of *Always Orange*, *Fall of the Kingdom*, *Rise of the Foot Soldier* and *Revolt*. She said. *Revolt* again.

The Making Mischief Festival is running at Stratford's The Other Place from July 27 to August 27.

To secure £10 tickets, visit www.rsc.org.uk/ and enter promotion code 15115 when booking tickets for the plays above.

This offer is subject to availability and cannot be used in conjunction with any other offer. The offer excludes Saturday performances and performances of *Joanne*. It is only available online and does not apply to tickets already purchased.



Image courtesy of RSC Vis Comms. Photo RSC copyright

Nominations Open for Coventry & Warwickshire Tourism and Culture Awards

Stratford businesses are being urged to enter the Coventry and Warwickshire Tourism and Culture Awards 2016.

The awards, run by Touch FM, **shines a spotlight on the area's businesses and world-class** tourist attractions. The deadline for entries is August 19 and Stratford members are being asked to put themselves forward or nominate fellow businesses in the town.

Stratford's Events Organiser, Ruth Wood said:

"This is a great opportunity for Stratford members to fly the flag not just for what they do but also for the town.

"We have many world class tourist attractions and events in Stratford and many more leading restaurants, pubs, hotels and guest houses who need to be applauded for what they do day in and day out. "

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Categories cover pubs, restaurants, hotels, visitor attractions, tourism events and experience, live music, arts and theatre, and History and Heritage. Businesses can enter themselves or be nominated by a third party.

The awards culminate in a glittering evening at Coventry's Ricoh Arena in September, which last year attracted more than 350 guests.

Stratford scooped several awards in 2015, with winners including Stratforward members The Shakespeare Birthplace Trust, the RSC and the MAD Museum, as well as Avonlea Guest House in Shipston Road. Several others, including Loxley's Restaurant, got through to the finals. Stratforward's River Festival was also a finalist.

Judges for the awards this year include Helen Peters, Chief Executive of Shakespeare's England along with Touch FM's Steve Orchard and representatives from Warwickshire County Council, the Coventry and Warwickshire Local Enterprise Partnership (CWLEP), Coventry City of Culture and Coventry City Council.

To enter the Coventry and Warwickshire Tourism and Culture Awards visit www.tourismandcultureawards.co.uk

CATEGORIES

- ◇ Business Tourism Award
- ◇ Best Small Hotel, B&B
- ◇ Hotel of the Year
- ◇ Visitor Attraction of the year
- ◇ Best Live Music, Arts, Theatre Award
- ◇ Tourism Event/Experience of the Year
- ◇ Best Pub
- ◇ The History and Heritage Award
- ◇ The Culture Award
- ◇ Artisan Award
- ◇ Cultural Education Award
- ◇ Creative Marketing Campaign Award
- ◇ Kids and Family Experience Award
- ◇ Best Restaurant
- ◇ Customer Service/Team Award



Royal Shakespeare Theatre



Shakespeare Birthplace Trust



MAD Museum

Businesses Invited to Have Say On Policing And Safety In Stratford

Stratford businesses have got the chance to air their views on policing and community safety **as part of a consultation by Warwickshire's new Police and Crime Commissioner.**

Philip Seccombe has launched a summer-long public consultation that will shape the next Police and Crime Plan for Warwickshire. The plan sets out the strategic direction for policing in the county as well as how Warwickshire Police works with other partner organisations to reduce crime and improve community safety.

As part of the consultation, Mr Seccombe wants the views of businesses and it's the perfect opportunity for Stratford businesses to raise any issues. Other groups the PCC is keen to hear from include residents, community groups, partner organisations and victims of crime.

Mr Seccombe said: "Listening and engaging with the public is a fundamental part of my role and allows me to speak up on your behalf to ensure that the police service is acting on your needs and concerns.

"It is only right that local people should have a part to play in shaping the Police and Crime Plan and I am keen to hear from everyone who makes up Warwickshire – whether they live here, work here, run a business here or who have been a victim of crime here. The survey is quick and easy to complete and I hope to hear from as many people as possible."

The commissioner's survey asks for views on how different ways of keeping communities safe should be prioritised, including detecting and preventing harm, protecting the vulnerable and reducing crime.

It is also collecting views on how safe people feel in Warwickshire and how well Warwickshire Police is performing.

Mr Seccombe added: "It is important that the survey gathers opinions across the whole breadth of policing and community safety and I would urge people to spare a few minutes to **have their say."**

To respond to the consultation, which closes on Friday, August 26, visit www.warwickshire-pcc.gov.uk or call 01926 412322 to request a hard copy printed version.

You can also write to the Office of the Police and Crime Commissioner, 3 Northgate Street, Warwick CV34 4SP to request a hard copy version of the consultation survey.



[TAKE THE CONSULTATION HERE](#)

Stratford Set For A Bigger And Better Bear Pit



Work **is due to start this week to make Stratford's** "other" theatre - The Bear Pit - bigger and better in time ready for the autumn season.

The theatre - based behind the United Reformed Church in Rother Street - has grown since it was opened in 2011 into a sought-after space for local amateur theatre companies as well as a thriving community arts venue.

And now, thanks to the theatre's own fundraising and a £26,000 grant from Stratford Town Trust - a key member of Stratford - the theatre is due to undergo a raft of improvements. The improvements will include more changing rooms and better access to the toilets, as well as extra storage space. Work will start in the coming days and be completed by the end of August – in time for the autumn season.

The Bear Pit, opened in 2011 as Stratford's first 'little theatre' – a permanent and affordable home for independent, amateur stage companies - has become a major draw for the town. A voluntary organisation, it works to build a greater awareness of the performing and visual arts in Stratford, firmly believing that with all the groups working together, the arts can be encouraged to flourish.

Its **100-seat 'little theatre'** is the perfect space for local amateur theatre companies to take centre stage, while the Bear Pit also acts as a community arts venue for smaller exhibitions, concerts and conversational events.

A host of big names have already trodden the Bear Pit boards – from John Challis to Sean Hughes – **as well as a host of local talent, the 'little theatre' partnering up with everyone from the Phoenix Players to the RSC.**

Simon Allen, Chairman of the Bear Pit, said: "As The Bear Pit continues to flourish, allowing many different companies to perform in its studio space, we were conscious that as we only had two changing rooms and were unable to accommodate young performers in addition to adults.

"We have therefore developed a proposal which will divide one of the changing rooms in two and then give us three changing rooms - so that young people can perform at the same time as adults of both sexes.

"We are also conscious that access to our toilets through the auditorium is not ideal and therefore as part of the improvement works we will create a corridor which will enable free access to the toilets down the side of the auditorium, and at the same time enable us to introduce a mezzanine level to the adjoining changing room, giving us additional storage space which we urgently need."

"The cost of these improvements is substantial, so an application was made to Stratford Town Trust – and we



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were thrilled to be awarded £26,000.”

The Bear Pit's autumn season is already filling up – from Patrick Marley's critically-acclaimed one-man show revealing the triumphs and tragedies that characterised the flawed genius of Oscar Wilde, to Jane Austen's 'Emma', brought to the stage by Caramba, or Alan Ayckbourn's 'Bedroom Farce', performed by Second Thoughts Drama Group.

Head online for more information – www.thebearpit.org.uk

Tombola Treats Needed For Shakespeare Hospice Summer Fete



The Shakespeare Hospice is holding its annual Summer Fete this weekend - **and there's still time for Stratford businesses to get involved.**

BID members keen to play a part in the popular fundraising event can still donate prizes for the tombola - with every penny raised going to the much-loved local charity.

The annual Summer Fete takes place on Saturday (July 30) in the grounds of the hospice in Shotton.

It's an activity-packed day, with traditional fete games, bouncy castle, face painting and Punch & Judy.

There's the chance to win something on the tombola, eye up the classic cars, and enjoy live music and entertainment from Welford Dance Academy. And a new retail section will include stalls offering jewellery and accessories, books, bric a brac, as well as furniture upcycling.

A range of food will be offer, from cream teas **to a barbecue, and 'Boozy Scoops' will be on hand with alcoholic ice cream treats for the grown ups.**

There is free parking on site and tickets for the fete are available on the door, at £2.50 for adults and children are free. For more information or to offer a prize, contact the fundraising team on 01789 266852.



Top Fashion Faces Turn Out to Support Stratford Businesses

Gorgeous Obsession

Tomorrow (Thursday) will see the first ever 'Face of Stratford' unveiled. The winner of the competition will be announced at The Stratford Showcase - a unique evening of fashion, dance and music - taking place at Stratford Arts House.

A clutch of Stratford member businesses are taking part in the event including Gorgeous Obsession; New Idle; Domino; Gemini; Aspire Style; and For Something Different. Dozens of others have provided prizes for a "superstar" package for the winner.

Among the highlights is expected to be an appearance on the catwalk by international model Chloe Gould. Chloe - who used to be a pupil at Stratford School - was signed up for top modelling agency SuperNova several years ago and can now be seen on some of the top catwalks across the globe.

And youngsters dreaming of following Chloe onto the catwalks of the world are being encouraged to come along to meet her and mum Jo, who now acts as a model scout and is always on the look-out for potential new talent.

Another top name from the fashion world at the event will be locally based award-winning celebrity hairdresser Matthew Curtis, who is one of the guest judges.

The finalists in the Face of Stratford contest (pictured) are: singing harmony trio 'Ed & Co'; sisters Ruth and Grace Harkin; Shakespeare's England Chief Executive Helen Peters; Philippa Rawlinson, Director of Operations at the Shakespeare Birthplace Trust; and Dr Anjna Chouhan, lecturer in Shakespeare Studies at the Birthplace Trust.

Tickets for the event will be available on the door - £15. BID cardholders can get three tickets for £30.



Raft Race Makes A Splash In Stratford

Stratford was overrun by rafts as the 40th annual Raft Race paddled into town on Sunday.

Some 54 teams took to the Avon for the race, paddling 7.5 miles from Wasperton to Stratford, tackling two weirs along the way.

The Raft Race - organised by the Shakespeare and Wellesbourne Lions Clubs and sponsored this year by Stratford member The Rosconn Group - has been running since 1976 and has raised a whopping £750,000 for local charities.

This year's main beneficiary is Heart of England Mencap, which works to support local people with learning disabilities.

The winning raft was Wonder Y Men A team finishing in an impressive 1hr 14mins 52 secs, closely followed by Wonder Y Men B team just a few seconds later. Vikings 4 came in 3rd completely the course in 1hr 25mins.

Eyes were also on team Globetrotter, a band of friends from across the world who reunited in Stratford for the 40th anniversary race - having last taken part together in the 1980s.

Heart of England Mencap had two intrepid teams of its own: 'Rafty McRaftFace', a band of pirates, and 'Shipston Crew', who finished 37th and 41st places respectively.

The entry and sponsorship money is yet to be counted but the event is expected to raise **thousands of pounds to support the charity's cycling project, which aims to buy specialist bikes to be enjoyed by people with learning disabilities.**

Kelvin McIntosh, Race Committee Chairman for the Lions, said: "Every year we are amazed by the number of people who turn up and take part – and have a really fantastic time, even though the course is far from plain sailing!

"The race was even more special in its 40th anniversary year and we are all immensely proud of the money we have raised since 1976 – and the money we have raised this year to support Heart of England Mencap, a wonderful local charity supporting local people and having a big impact on lives."





Dates for your diary!

16th July until 4th August - **Shakespeare's Will Exhibition**
24th July & following Sundays - Stratford-on Sea events
27th July until 27th August - **RSC's Making Mischief Festival**,
28th July - Face of Stratford Finals
28th July - Stratford Race Meeting
31st July until 6th August - World Shakespeare Congress
5th until 21st August - Rio Olympics
11th August - Stratford Race Meeting
11th to 14th August - 30th Anniversary Bull Dog Bash
18th August - Stratford Race Meeting
24th August - Stratford Race Meeting
3rd September - Stratford Race Meeting
5th September - Warwickshire Schools return
7th to 18th September - Paralympics
11th September - Stratford Big 10K Run
12th & 13th September - Heritage Open Days
22nd September - Coventry and Warwickshire Tourism and Culture Awards
23rd until 25th September - Stratford Town Food Festival
28th September - Stratford Business Show
28th September - Stratforward AGM
29th September - Stratford Community Forum (SDC)
30th September - Macmillan Coffee Morning
New Place Re-opening - date to be confirmed

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

Joseph & Sandi
01789 292718

Events & Finance

Ruth, Tor & Pauline
01789 299011

Town Host

Dianne
01789 268291
07879 361735

info@stratforward.co.uk

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