

# STRAT > FORWARD

## BUSINESS IMPROVEMENT DISTRICT

# NEWSLETTER

Issue 3 - January 25th 2018

## UPDATE ON VISITOR INFORMATION CENTRE

Stratford District Council is to take on the running of the town's Visitor Information Centre at the end of the month. The centre has been run by Stratford College up until now, but with the College merger underway, it was agreed that the council will take over running the Bridgefoot venue until a long-term plan for visitor information is decided.

Stratforward has been working with SDC and other partners over the last few months to make sure the town has information facilities needed to help everyone who comes to Stratford. The council is leading work that is looking into a variety of options including technology like digital kiosks. The Stratforward Town Hosts will still be on hand to offer advice, assistance and information to visitors, businesses and locals alike.

More information as we have it.



Photo courtesy of the Stratford Herald

## REVOTE IS COMING:

As many of you will know, Stratforward BID Ltd is in its second five year term having been first established in 2009. Later this year, there will be a vote on the new business plan in which all BID members will be asked whether the BID should continue beyond March 2019.

February will see the launch of a consultation so we can determine how best we can continue to support your business in these changing economic times.

**It's really important that every BID business engages in the consultation – this is your BID and your chance to steer Stratford's future.**

## TAKE ADVANTAGE OF GREAT DEALS ON ADS AND EVENTS

:: New Year bigger advertising discounts  
for our BID Businesses!

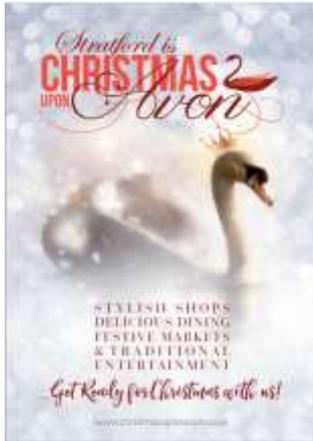


(Continued on page 2)

In this issue

- Visitor Information Centre Update
- BID Revote is coming!
- Great Deals on Ads and Events 2018
- Are you Dog Friendly?
- Rose & Crown After Christmas Party!
- Business Confidence Up
- Recruitment
- Victorian Christmas Market Update
- Correction on BHS Planning Application
- Diary Dates

(Continued from page 1)



We want to see even more BID businesses advertised in our festival and campaign brochures and we're offering increased discounts of up to 50% off the rate card this year.

For each event we print 50,000 brochure copies that are delivered to homes in the area and handed out at the event and in the town centre.

With a range of advertising opportunities, they're the perfect way to showcase your business.

Contact [ruth@stratforward.co.uk](mailto:ruth@stratforward.co.uk) for information and rates.

## :: Get involved in the Food Festival

If you want a stall at this year's Stratford Town Centre Food Festival, you can get your mitts on a booking form right now on the Stratford website.

This year's town centre food festival will take place on Saturday 22nd and Sunday 23rd September, bringing food fans from across the region for our market stalls, Taste and Ale Trails, demos and workshops and local eateries.

To get involved, visit <http://www.stratforward.co.uk/events/stratford-town-centre-food-festival> for more information and booking forms.



## :: Stratford Festival of Motoring

Bookings are going well for the Festival of Motoring with nearly 200 vehicles registered already! We'd love our businesses to get involved – you don't have to be a retailer or café to benefit, last year one of our solicitors took part, raised their profile, ran a charity raffle and had good fun!

Contact [ruth@stratforward.co.uk](mailto:ruth@stratforward.co.uk) to discuss how you might get involved.



## ARE YOU DOG-FRIENDLY?

Shakespeare's England is on the lookout for dog-friendly accommodation, attractions, restaurants, pubs and more in the area for inclusion in a press release.

To be featured, send details of your offering, including extra treats like pet treats, blankets, or grooming to [tanya@marketingaloud.co.uk](mailto:tanya@marketingaloud.co.uk).

We've already had a few suggestions, including The Encore, The One Elm, Boston Tea Party and the Key's and Kitchen, but we know there are far more.

Send your details to Tanya at Shakespeare's England or us at [info@stratforward.co.uk](mailto:info@stratforward.co.uk) and we can pass them on to show just how dog-friendly Stratford is.

## AFTER CHRISTMAS PARTY FOR STRATFORD'S HOSPITALITY STAFF

The Rose and Crown is hosting a party for everyone in Stratford's hospitality sector who missed out on Christmas celebrations because they were busy working.

The Sheep Street pub is throwing the bash from 7pm on Sunday, January 28th, offering free live music and a buffet.

If you were involved in serving the public over the Christmas period, you qualify for the invite, including taxi drivers, receptionists, cleaners, bar staff and chefs.



## BUSINESS CONFIDENCE IS ON THE UP

Businesses in Coventry & Warwickshire have gone into 2018 feeling more confident about their current and future performance, a survey by the Chamber of Commerce and the county council has revealed.

**The Coventry & Warwickshire Chamber of Commerce's final Quarterly Economic Survey (QES) of 2017**, carried out in conjunction with Warwickshire County Council, showed a strong improvement in business confidence, with its Economic Outlook Index rising by 3.9 points.

**The reading of 67.3 is the Index's strongest reading for the whole of 2017**, suggesting that Coventry & Warwickshire businesses went into 2018 with renewed confidence.

**Louise Bennett, CEO at Coventry and Warwickshire Chamber of Commerce, said:** "It has been great working with Warwickshire County Council on our Quarterly Economic Survey (QES) over the past year and the thorough, detailed analysis provided by the Economic team has proved invaluable.

**"The final survey of 2017 has showed that Coventry and Warwickshire companies are more confident now than at any stage throughout the past 12 months. This is extremely encouraging news – especially when you considered all of the uncertainty we are seeing around Brexit and the economy."**

Dave Ayton-Hill, Group Manager for Economy and Skills at Warwickshire County Council, said: **"Business in Coventry & Warwickshire are clearly feeling much more confident about current and expected future business performance, with a strong "bounce-back" from the drop seen in Quarter 3.**

**"Both the manufacturing and service sector end the year strongly, with the former reaching record highs in terms of the overall Economic Outlook Index, and the latter matching their previous highest level.**

**"Confidence about turnover and profitability over the next 12 months is very strong, boding well for the area for 2018. This is also shown by a marked increase in investment activity, both within property/plant/machinery and also staff training. This is somewhat in contrast to the overall national picture, where high inflation, weakening consumer spending and uncertainty over Brexit are starting to impact on slower growth and delays around decisions on investment activity."**

## Recruitment

Stratforward will shortly be recruiting for a new part time Town Host. If you know anyone that loves Stratford, wants to help businesses and visitors and is good with people (and sometimes tricky situations) then drop Shan Smith, Town Host Manager a line on [townhost@stratforward.co.uk](mailto:townhost@stratforward.co.uk)

**Don't forget BID businesses can use the Stratforward website for free jobs listings too.**  
Drop Sandi a line on [info@stratforward.co.uk](mailto:info@stratforward.co.uk)

## Victorian Christmas Market 2017 & 2018

The District & Town Councils with organisers LSD Promotions were delighted that the inaugural Victorian Christmas Market was a success despite having to cancel the last day due to the severe weather conditions. They were extremely pleased to hear that on the Saturday, footfall was up by 91% (year on year).

Feedback from visitors to the event was positive and they liked the great atmosphere and variety of stalls. All those surveyed had visited either a pub, café, restaurant, shop or retailer during their visit and all respondents said that they would return for this year's Victorian Christmas Market.

**... So SDC, STC and LSD Promotions are asking BID members to Save the Date for this year's Victorian Christmas Market which takes place on Friday 7th, Saturday 8th December and Sunday 9th December.**

The invitation is open to all businesses to get involved.

The organisers are still looking for feedback from businesses about the event – all feedback is welcome as it will help shape the event in future years.



Photo courtesy of the Stratford Herald

### Correction: Oops.

We reported last week that a planning application for the subdivision of BHS has been submitted. The owners have corrected that to say they are in pre-application discussions with the planning authority and that an application should be submitted soon.

## Dates for your diary!

If you have an event you would like us to list here please email Sandi - sandi@stratforward.co.uk

### January

Now until 4th Feb	A Christmas Carol, RSC - a few tickets are still available
Now until 10th Feb	Imperium parts I & II at the Swan Theatre
Now until 24th Feb	Twelfth Night, RSC
24th	Stratford College Open Evening
25th	Burns Night
28th	After Christmas Party @ The Rose & Crown, Sheep Street

### February

7th to 14th	<b>Shakespeare's Birthplace romantic activities</b>
9th	Touch FM Pride of Stratford Awards
11th	Spiritual Night @ Hathaway Tea Rooms. Booking required
16th to 25th	<b>Shakespeare's Birthplace 1/2 term activities</b>
19th to 23rd	Warwickshire & Birmingham Schools 1/2 term holiday.
13th	Shrove Tuesday
14th	Valentines Day
21st	Hoot Owl @ Stratford Artshouse
24th	<b>Shakespeare's Birthplace Live'n History at Hall's Croft</b>

### March

11th	Mothers Day
12th to 18th	<b>Shakespeare Week at Shakespeare's Birthplace</b>
25th	British Summer Time begins
30th to 13th April	Warwickshire & Birmingham Schools Easter holiday
30th to 2nd April	Easter Weekend



6th & 7th May 2018

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



30th June & 1st July 2018

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



22nd & 23rd September 2018

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

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

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