

# BUSINESS NEWS

Stratforward Newsletter

Issue 30 - 3 August 2016

## Bell Court Marching On After Halfway-Mark Milestone

Work at Stratford's new Bell Court development is progressing, with the latest milestone being the 'topping out' of the new Everyman cinema.

Developer UK & European Investments recently held the ceremony to mark the final steel beam of the 12,000 sq ft four-screen cinema being put in place.

Work has now started on the internal floors and the external cladding.

The cinema will be completed and handed over to Everyman for its interior to be finished in December, then is expected to be open to the public in spring next year.

Once finished, the £30m Bell Court redevelopment will provide more than 70,000 sq ft of retail, restaurant and leisure space.

**John Stacey, Asset Management Director at UK & European Investments, said: "The topping out of**

*(Continued on page 2)*



John Stacey, Asset Management Director at UK & European Investments; Pat Gill, Construction Director at UK and European Investments; Joanna Stokes, Asset Manager at UK and European Investments



**STOP PRESS...STOP PRESS.....STOP PRESS.....**

**STRATFORD TOWN CENTRE FOOD FESTIVAL DEADLINES**

If you would like to be included in the Food and/or Ale trail the deadline is **THIS FRIDAY 5 August.**

Applications to run a workshop or demo, book a food producers stall or table top and advertising in the event brochure is Friday 12 August.

**DONT MISS YOUR CHANCE TO TAKE PART**

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the cinema is an important milestone at Bell Court as it marks the halfway point in our construction programme.

**"With the steel framework now completed, people can really start to get a feel of what we're delivering at Bell Court.**

**"As well as housing the four screen Everyman cinema, this building will also be home to three ground floor units, including a new Byron restaurant with seating for around 170 diners that will overlook the central square at Bell Court.**

**"We have also started work on upgrading the entrances and frontages to the buildings we've retained at Bell Court. This will be done in a staged approach across the next few months, ahead of us starting work on new internal layouts."**

UK & European has produced time-lapse videos of the work at Bell Court. To view them, visit

<http://ukandeuropean.reachtimelapse.co.uk/bellcourt/>

**Stratforward's new director Joseph Baconnet has already met with the developers to get up to speed with the project and discuss potential effects it will have on the town and BID members**

## Take The Plunge With Your Business..... In The First Stratford Charity Duck Race



**Stratforward is going quackers for the town's first charity duck race and we're calling for all our BID members to get involved too.**

The first Shakespeare Duck Race, organised by Stratford Rotary Club, takes place at 2pm on **Saturday, August 27, when 1,000 rubber ducks will be launched into the Avon below the weir at Lucy's Mill, opposite Holy Trinity Church (on the same side as the rec).**

The winning duck will get a cash prize of £150, with £100 up for grabs for the runner-up, and £50 for third place. A fourth prize of a family ticket has been donated by Stratford Butterfly Farm. Money raised will go to the Shakespeare Hospice's new Children and Young People's Services.

And there are plenty of opportunities for BID members to get involved - with special themed corporate ducks for sale for £30.

There are a range of themed ducks to choose from, from businessmen ducks to hair stylists, chefs to artists, and concierges to dental nurse ducks - and even a Shakespeare duck - so any business can get involved. All companies will get a certificate and the winning corporate duck will receive a duck trophy!

Stratforward will have its own duck so why not see if you can beat the BID with your own rubber duck?

To buy a corporate duck, go to [Just Giving](#) at and press donate £30. You will be then be asked to leave your e mail address so you can be contacted and allocated a racing number. You also need to leave a message with what style duck you'd like. You won't get a your duck before the race, but you will receive it afterwards. Alternatively, anyone wanting to buy corporate ducks can email [rota-ryeveninggroup@gmail.com](mailto:rota-ryeveninggroup@gmail.com).

Tickets for individual ducks are priced at £2 and are also on sale at the same Just Giving site and at Shakespeare Hospice shops in Stratford upon Avon (Avenue Farm Furniture Stop, the bookshop Roth-er Street) and Alcester, Henley in Arden and Wellesbourne.

The Shakespeare Duck Race is being organised by Stratford Rotary's newly-formed satellite evening group and is sponsored by Care UK, which runs more than 100 care homes across the county, providing a range of care services from respite to residential care for older people.

The event is also being supported by Stratford Upon Avon Boat Club, which is providing launches to help throw the ducks into the river and catch them at the finish line.

John Rees, project manager for the Duck Race said: "This is the first year Stratford Rotary has run a Duck Race, and we're planning for it to be an annual event.

"We hope the people of Stratford will get behind us and help us raise lots of money for this great cause."

And after the race, the Shakespeare Duck Race mascot 'Bill' will be auctioned off to the highest bidder.

:: Are you a Stratforward member who has bought a corporate duck for the first Shakespeare Duck Race? We want to hear from you to feature you in next week's newsletter.

Email your details to [sandi@stratforward.co.uk](mailto:sandi@stratforward.co.uk)



## Tick Tock....Time's Running Out To Bag A BID Bargain At This Year's Food Festival

Do you want to get involved in this year's Stratford Town Centre Food Festival? If so, you'd better get in quick as time is running out to bag one of the bargains on offer to BID members.

As a BID member, you've still got time to snap up a great deal on a half-price stall at the popular event, sign up to the ever popular Food and Ale Trails and book discounted advertising in the official event programme.....but time is running out with the 12 August deadline now only ten days away.

Organised by Stratforward's award-winning events team in association with Geraud Markets, the food extravaganza - which takes place between 23 and 25 September - attracts thousands of visitors each year, making it the perfect opportunity to showcase your business.

There are plenty of ways to get involved, but opportunities to grab one of the 10 discounted BID stalls, book a spot in the programme and take part in the Food and Ale Trails are going fast as the deadline looms.

Events manager Ruth Wood said: "Time is ticking to take advantage of the great offer we have for BID members and to let us know how you want to be involved, so don't delay - get in touch with the Stratforward events team before you miss out."



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The 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). Stalls are now limited with them being allocated on a first come, first served basis.



**ADVERTISING** - 50,000 copies of a full colour Festival Brochure will be printed, with 45,000 set to be hand delivered door-to-door throughout the patch during September. 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. You do not have to be a food related business to have a slot in the programme



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** - Be one of the businesses that makes up the popular Food Trail and take advantage of a possible 200 people each day who will pop in to you for tasty free samples.



**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** - If you're a local chef at one of Stratforward's cafes, pubs, hotels and restaurants, take a chance to showcase your talent with a demonstration slot in the Food Theatre.



**WORKSHOPS** - Run a workshop to get adults or children involved. Once they remember you, they'll probably visit you again.

**LOCAL PRODUCERS MARQUEE** - New this year, the marquee is the perfect place for specialist local producers to show off their wares. Tables in the marquee are available for £50 per day.



To get involved in Stratford's Town Centre Food Festival contact the Stratforward team on 01789 299011 or [info@stratforward.co.uk](mailto:info@stratforward.co.uk).



## Make A Splash In Stratford's Dragon Boat Race

If you're a Stratford member looking to make a splash, there's still time to enter a team in the Shakespeare Hospice's Dragon Boat Race.

The race takes place on the River Avon on Sunday September 11 and organisers, the Shakespeare Hospice, is calling for teams representing businesses from the town to join in.

BID member Avidity IP have already entered a team, along with other Stratford businesses and organisations like Morrisons, DCS Europe, Benchmark Ground Maintenance and NFU Stratford.

**But there's plenty of room for more. The hospice is looking for adventurous teams of 12-17** to join in and get their entries in before the deadline next Friday (August 12). Teams need to pay a deposit of £250 per team then raise at least £750 in sponsorship.

All money raised from the event goes to help the Shakespeare Hospice supporting local people. The hospice offers care and support to adults and young people living with a life limiting illness and those who matter to them. The charity offers care through a Day Hospice, Hospice at Home Service, Family Support Service and Young People's Services.

Matthew Price, Corporate Fundraiser at The Shakespeare Hospice, said the raft race is a great opportunity for businesses to encourage a bit of team-building while raising money for a great cause.

He said: "The Shakespeare Hospice Dragon Boat Race is always great fun! We look forward to it every year."

Michael Clarke, from the event's sponsor Western Power Distribution, added: "We are delighted to be sponsoring the race for the third year running. Our colleagues will be putting a team together to race on the day and we hope that the day will once again be a success and raise much needed funds for the hospice."

To find out more about taking part in the Dragon Boat Race, contact the Shakespeare Hospice's fundraising team on 01789 266852.





## Stratford Leisure Centre Offers Lifeline for Bored Kids This Summer

The summer holidays are well and truly here ..... and BID member Stratford Leisure Centre are offering a lifeline to bored kids and stressed parents who have run out of ideas only a week into the school holidays.

The Everyone Active centre on Bridgefoot is running a range of sessions and activities throughout August to keep children occupied over the summer holidays, from gymnastics to roller skating and football to climbing.

The centre has launched a new timetable for its popular **Clip 'n' Climb** facility which will be open every day of the summer holidays.

**And that's not all**, is offering discounted badminton court hire every Wednesday in August, along with a range of swimming 'crash courses' throughout the holidays.

The 'Rio Family Badminton Sessions' mean discounted badminton courts are available each Wednesday at either 10am or 11am, priced at just £5 per hour, including an entry into a competition to win one of 10 badminton gift sets.



For youngsters keen to make a splash, the centre is starting Finding Dory swimming sessions. Aimed at children aged three to nine, they will teach core aquatic-based skills incorporating the main characters of the Finding Dory film, such as Hank the seven-legged Octopus and Bailey the Beluga Whale.



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**During the sessions, the pool will be “transformed” into an ocean for the children to explore, with activities using toys and floats relating to each character in the film.**

Sessions will run from 1.30pm-2.30pm every Thursday throughout the summer holidays.

The centre is also offering swimming crash courses as follows:

Stage 1 - For pre school children or school-aged children without water confidence. Aged 3-4yrs

Stage 2 - For children aged 4+, who are water confident

Stage 3/4 - For children who can swim 5m on front and back with overarm action

Stage 5/6 - For children who can swim 20m on front, back and breaststroke

The timetable is:-

Week 1 (Monday 1/8 to Friday 5/8)

Stage 3/4 - 8-8.30am

Stage 1 - 8.30-9am

Stage 2 - 9-9.30am

Week 2 (Monday 8/8 to Friday 12/8)

Stage 5/6 - 8-8.30am

Stage 2 - 8.30-9am

Stage 1 - 9-9.30am

Week 3 (Monday 22/8 to Friday 26/8)

Stage 5/6 - 8-8.30am

Stage 3/4 - 8.30-9am

Stage 2 - 9-9.30am

All crash courses last half an hour and cost £31.00 for the five mornings

To book activities like gymnastics, trampolining, football and roller skating, visit <https://www.everyoneactive.com/centre/stratford-leisure-centre/activities/>

**To make sure you don't miss out on Clip 'n' Climb, visit [https://www.everyoneactive.com/wp-content/uploads/2015/04/Stratford\\_Clip\\_n\\_Climb\\_leaflet.pdf](https://www.everyoneactive.com/wp-content/uploads/2015/04/Stratford_Clip_n_Climb_leaflet.pdf)**

For more information or to book please call 01789 268826 or email [stratfordinfo@everyoneactive.com](mailto:stratfordinfo@everyoneactive.com)

## Stratford Set To Benefit From Busy August At The Races

Stratford Racecourse is set for a busy August, with a packed timetable of race meetings guaranteed to draw people to the town - plus a new night of 80s music to draw in party fans.

The racecourse has meetings on August 11, August 18 and August 24.

**And August 24 is also the date for its first Touch FM Totally 80s Night. After the racing, Touch FM's Kirsti will be on stage playing a range of 80s hits, including live performances from two tribute acts.**

**Stratford Racecourse is one of the country's leading small independent summer jumps racecourses.** Just half a mile from the town centre, its meetings draw people to the town where they can take advantage of all the other attractions and retailers that Stratford has to offer.

Visitors can create their own race day experience, including the Stratford Racecourse Business Club, which offers private dining and customer entertainment in an exclusive business club area.

All three enclosures have access to bookmakers, Tote betting units, undercover viewing, bars and a range of catering and refreshment concessions.

For more information or any questions contact the Racecourse Office on 01789 267949 or [in-fo@stratfordracecourse.net](mailto:info@stratfordracecourse.net).



## Chance To Meet World Famous Legal Eagle At Stratford Business Forum's 'Summer Big Breakfast'



World renowned QC Michael Mansfield will be Guest Speaker at Stratford Business Forum's **'Summer Big Breakfast'** later this month.



Mr Mansfield - who has famously represented defendants in some of the most controversial and well known cases in modern British legal history - will be the key-note speaker at the event on Friday August 19 at the Holiday Inn in Stratford.

His clients have included: the Hillsborough families; the family of Stephen Lawrence; Barry George - accused of killing TV presenter Jill Dando; and the families of victims at the Bloody Sunday Inquiry. He has also acted for the family of Jean Charles de Menezes, shot by the Metropolitan Police in 2005 and Mohammed Al Fayed in his pursuit of the truth surrounding the death of his son, Dodi, and Princess Diana in Paris in 1997.



Arrivals for the breakfast are from 7am, with the event set to start at 7.30am. It will finish by 9am.

**The charity of the day is SOSsilenceofsuicide, and the event will include a five minute 'SBF member spotlight' on branding specialists Glued, who will offer a session on 'business-to-business branding is more than skin deep', showing what brand development and understanding is all about.**

SBF businesses are invited to bring any marketing material to the event for distribution. There is also room for **pop-up banners that businesses can** display around the room.

Book tickets for the event [here](#) Usual SBF member and guest rules apply.



Congratulations to Mike who won in this weeks GeoTask draw.

Visit [www.facebook.com/GeoTask](http://www.facebook.com/GeoTask) for more information

## Bulldog Bash Returns Next Weekend

The Bulldog Bash returns to Long Marston Airfield next week.

The annual event runs from next Thursday to Sunday (August 11 - 14), welcoming bikers and bike fans from across the country.

Since it started in 1987, the Bulldog Bash has grown to become one of the largest motorcycle festivals in Europe, with attractions including its **'Wall of Death'** and **drag strip**, fairground attractions, food stalls and a bike show showcasing some of the best bikes in the UK.



# Gorgeous Obsession

## Stratford Businesses Triumph With First 'Face of Stratford' Contest

Stratford's independent businesses wowed the town last week with the first ever Showcase Stratford and unveiling of the brand new 'Face of Stratford'.

More than 200 people attended the event, which was the brainchild of Stratford members Gorgeous Obsession and New Idle, with several other BID members getting involved.

The showcase, which took place on Thursday night at Stratford Arts House, saw sisters Ruth and Grace Harkin crowned the new 'Face of Stratford' in the culmination of a contest launched back in March.



They were voted winners of the competition by the audience on the night, which included an evening of entertainment showcasing some of Stratford's independent businesses.

Outfits from New Idle, Domino, Gemini and Aspire Style were modelled on the catwalk, while businesses including For Something Different and Shabby Chic Sister supported on the night as well as donating to the Face of Stratford 'superstar' prize package.

Winners Ruth and Grace Harkin, 18 and 17, from Oakley Road in Stratford, said they were "absolutely bowled over" by being voted the Face of Stratford.

Ruth, who suffers from Asperger's Syndrome, said: "I've got a strong message I want to spread about young people and mental health, so this gives me a great platform to do it, but I would never have had the confidence to do it alone. Entering with my sister gave me that confidence.

"The whole evening was such a buzz, we both felt like mini celebrities for the night."

The sisters walked away with a prize package including a celebrity-style photoshoot and treats from Stratford's independent businesses, but are also fronting the campaign for Gorgeous Obsession's Gorgeous Tempest makeup collection - inspired by characters from Shakespeare's The Tempest - for a year.

Ruth added: "We're so proud to be from Stratford, and to be representing the youth of today in this.



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**And the fact that we've won the very first Face of Stratford in a year that falls into the 400th Anniversary Year makes it even more historic."**

Libby Simpson, owner of New Idle, organised the show alongside Gorgeous Obsession owner Rachel Ngombe.

**She said: "The fact we managed to pull such an amazing show together in just seven weeks is a testament to what Stratford's small businesses can do when we all work together."**

**Rachel added: "To pull together such high calibre winners, judges, and performances was no mean feat, but it made for an amazing evening and we've had absolutely brilliant feedback."**

BID businesses that donated prizes for the Face of Stratford were:

Gorgeous Obsession - a celebrity style photo shoot in New Place by G Tempest

Leon Hale Hair Design - hairstyling and products

New Idle - brand new outfits

Gemini - shoes

Something Different - handbag

Shabby Chic Sister - jewellery

Studio Stratford - a photoshoot

**Hooray's** - a cocktail party for six

El Greco - dinner for two



## Performance Data

Due to technical issues with the footfall counters the data we are receiving is incomplete. Elephant Wi-Fi will be in town soon upgrading the footfall counters. We apologise for any inconvenience this causes your business.

## Dates for your diary!

16th July until 4th August - **Shakespeare's Will Exhibition**  
31st July until 6th August - World Shakespeare Congress  
5th August - Deadline for Food Festival Trails  
5th until 21st August - Rio Olympics  
11th August - Stratford Race Meeting  
11th to 14th August - 30th Anniversary Bull Dog Bash  
13th August - Deadline for Food Festival advertising & involvement  
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  
10th & 11th September - Heritage Open Days  
11th September - Stratford Big 10K Run  
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

20th October - Deadline for Christmas Brochure Advertising

## 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)



## BID Member Spotlight - Stratford Town Walk

Whether a visit to Stratford lasts a fleeting few hours or a more indulgent long weekend, the Stratford Town Walk is the best and most entertaining overview of what Shakespeare's home town has to offer. An interesting, informative, eye-opening and witty account of Shakespeare's life and legacy, laced with fascinating insights into life in an Elizabethan market town and beyond. Our customers can learn the origin of expressions we now use everyday: "It's raining cats and dogs", "Sleep tight". Why is a CEO called the "Chairman of the board"? Why do we typically decorate the top crust of a pie with a pastry leaf or other shape?

Of course, curious locals often join our walk too, and no matter how long they have lived in Stratford, they invariably discover new angles or tidbits they were unaware of before. Sometimes, they also add to our own fund of knowledge, and their contributions and insights are always a welcome bonus.

Stratford Town Walk was initiated in 2002 by John and Helen Hogg, who have collected around them a team of enthusiastic guides, each of whom brings their own especial slant and flair to the tour. As well as providing public and private walking tours, our guides can also accompany a coach tour if a group prefers to drive all or part of the route. And Ghost Walks are a speciality on Saturday nights, at Halloween, and on other spookily special anniversaries or occasions.

If booking a private tour, Stratford Town Walk will discuss the time, duration, route and any special requirements with the customer. On the public walk, each guide covers the same basic route and information, and whoever is "presiding", we guarantee a witty, insightful and entertaining walk.

The public walk leaves every morning at 11am (Christmas Day 10.30am) from the Swan Fountain on Waterside. On Saturdays and Sundays, there is a second walk at 2pm. There follows a gentle two



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-hour (approximately) amble around our historic market town. The tour is suitable for wheelchair users, infants in prams/pushchairs, and dogs on a lead. We explore Stratford's network of historic streets, walking in Shakespeare's footsteps from his Birthplace and boyhood home in Henley Street, to Holy Trinity Church where he lies buried alongside Anne Hathaway and other family members, then making our way back alongside the picturesque River Avon to the internationally famous Royal Shakespeare Theatre.



Along the way, your Stratford Town Walk guide describes our typically Elizabethan timber-framed houses – how they were built, how furnished, and what it was like to live there. We visit the ancient Guild Chapel where the remains of medieval paintings still decorate the walls to supplement the religious teachings of the day. Christianity in Shakespeare's England was central to the whole fabric of life, and you could easily find yourself in hot water if you ended up on the "wrong" side of the Catholic/Protestant divide.

We see Shakespeare's school and discuss school days – a 6am start for 11 hours a day. Latin was high on the curriculum and with beatings to discourage slothful ways. Close by, is the site of New Place, the grand house which Shakespeare bought for himself and his family, and where he died in 1616, aged 52. Find out what happened to the house and why it no longer stands!

At Hall's Croft, find out about Shakespeare's daughter Susannah who lived here with her husband, the town's physician. And so we progress to Holy Trinity Church to visit Shakespeare's grave, and re-view the facts and the legends surrounding his death and burial. Why did Shakespeare "protect" the site of his burial with the famous curse? Did someone subsequently steal his skull or is that just an unsubstantiated story?

And so we meander back alongside the Avon with its many opportunities for souvenir photographs. We end by the theatres where our guides can discuss some of the current and upcoming productions and other attractions available in the attractive and historic town of Stratford on Avon.

The Stratford Town Walk costs £6 for adults, £5 for concessions, £3 for children aged 8-15, and is free for children under 8. A ticket entitles the visitor to attractive discounts at many of Stratford's shops, cafes, pubs and restaurants, and there is a wealth of choice for those customers who are now in the mood for some well-deserved refreshment!

Margot McCleary, Stratford Town Walk

For information visit: [www.stratfordtownwalk.co.uk](http://www.stratfordtownwalk.co.uk)

Facebook: Stratford Town Walk

Twitter: @StratfordWalks

