

# BUSINESS NEWS

Stratforward Newsletter

Issue 33 - 24 August 2016



## BID Members On Board For Food Festival Taste Trail

BID members are getting ready to dish out **tasty treats to visitors at this year's Stratford Town Centre Food Festival.**

Restaurants and cafes across the town are **taking part in the popular 'Taste Trail' at the festival, which returns to the town centre from Friday September 23 to Sunday September 25.**

The event, which attracts thousands of visitors from across the country, will this year feature world-famous chef Jean-Christophe Novelli who will be showing off his award-winning skills at the Waterside Cookery School.

Another highlight of the popular festival is the popular Taste Trail, which allows 200 daily ticketholders to get free samples from selected businesses across the town.

BID members from across the town are involved, including Carluccio's, Boston Tea Party, and La Marina Cafe Bistro (pictured)

**Carluccio's manager Jen Julian said:** "We are really excited to be part of the taste trial this year, it's a fantastic platform to showcase our fresh, high quality, authentic Italian food in turn giving us the opportunity to discuss our love for food with a few sneak peeks of our new menu launching October 2016!"

**Steve Bradshaw, from La Marina, added:** "The Taste trail is a good way for businesses like ours to get involved with the food festival and encourage people to come a bit out of their way to see what we do. Hopefully they'll like what they taste and pay us a return visit."



Jen Julian from Carluccio's, Steve Bradshaw from La Marina, and Dee Horne, from Boston Tea Party

Other cafes and restaurants taking part in the Food Trail are: Arden Hotel, Church Street Town House, El Greco, Halls Croft, Huffkins, Marco's New York Italian Restaurant, McKechnies, Nuts In Ya Mouth, The Pantry, Paxton & Whitfield, Rolys Fudge Pantry, The Stratford Hotel, The Golden



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Broomstick at the Creaky Cauldron, The Other Place, Susie's Bar, Union Bar, White Swan Hotel, Wildwood Kitchen.

Alongside the Taste Trail and demonstrations from Jean - Christophe Novelli here will be a host of other things to get involved with including: an Ale Trail; **demonstrations from Stratford's own culinary team of talented chef; a host** of workshops for adults and children alike; a local producers area; as well as a huge food market weaving throughout the town centre. The Stratford Town Centre Food Festival, organised by Stratford in association with Geraud Markets, is sponsored by local restaurant Loxleys for the second year running.



## Revamped New Place Brings Another Landmark Attraction To Town

**Shakespeare's New Place reopened at the weekend** - hopefully bringing a welcome boost to visitor numbers as we move out of the summer season and into autumn.

The reopening of New Place was set for July but the Shakespeare Birthplace Trust was forced to delay it after torrential rainfall made it impossible to complete ground-work.



The work has now been finished and the attraction reopened at 11am on Saturday, with its dramatic sculpture garden and exhibition giving visitors what the Trust describes as a 'fresh contemporary perspective on the story of Shakespeare in Stratford.'

A new oak and bronze gateway opens on the original threshold of New Place, putting **Shakespeare's 'front door' back where it belongs for the first time in 250 years.**

**New Place was Shakespeare's home for the last 19 years of his life, where he lived with his family and wrote many of his famous plays and poems.**

The revamped New Place features specially-commissioned artworks which symbolise different aspects of **Shakespeare's life and times, while bronze strips laid into the ground outline the shape of the house, emphasizing its size and splendour.**

Inside a new exhibition centre, visitors can get a peep into Shakespeare's world and learn about the part he played in the house's history and in civic life in Stratford.



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The £6m New Place project is supported by the Heritage Lottery Fund, Historic England, and the Wolfson Foundation, and through public donations raised through a range of initiatives led by the Shakespeare Birthplace Trust.

Dr Diana Owen, Chief Executive Officer of the Trust, said:

**"Working with an outstanding community of artists, designers and craftspeople we have created together an extraordinary place of inspiration for everyone to enjoy.**

**"The re-opening of Shakespeare's New Place means we can now tell the complete story of Shakespeare's life from boyhood to father, husband, businessman and playwright and of his enduring ability to inspire artists today.**

**"New Place is a stunning and innovative addition to the precious landscape of our beautiful historic town."**

Visit free with your BID card

If you have a BID card from your employer you can visit Shakespeare's New Place for free. Just visit any of the Shakespeare Birthplace Trust properties to collect your Shakespeare's New Place Business Card and start enjoying the wonderful surroundings of gardens historic and modern, specially commissioned artworks and a fascinating new exhibition.

## Just A Few More Days To Give PCC Your Views

Stratford businesses have just a few more days to voice their views on policing and community safety as part of a consultation by Warwickshire's new Police and Crime Commissioner.

The summer-long public consultation launched by Philip Secombe closes on Friday (August 26).

The consultation will shape the next Police and Crime Plan for Warwickshire, which sets out the strategic direction for policing in the county and look at how Warwickshire Police works with other partner organisations to reduce crime and improve community safety.



The exercise is collecting views from residents, community groups, partner organisations and businesses - giving Stratford members the chance to raise any issues affecting them.

**Mr Secombe said: "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 visit [www.warwickshire-pcc.gov.uk](http://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.

## Stratford Ready To Go Quackers For Inaugural Duck Race

There are just a few days to go before BID members take each other on in the first Shakespeare Duck Race.

Stratford members have embraced the inaugural event, buying colourful corporate ducks from business ducks to waitresses and explorer ducks, for the race, which takes place at 2pm on Saturday (August 27).



The event, organised by Stratford Rotary Club to raise money for Shakespeare Hospice's new Children and Young People's Services, will see 1,000 **rubber ducks launched into the Avon below the weir at Lucy's Mill, opposite Holy Trinity Church** - including dozens of corporate ducks bought by BID businesses.

**It's too late to buy a tailored corporate duck now, but you have a few days left to splash out on a corporate Shakespeare Duck to take part in the race.** They cost £30 and the winning corporate duck will get a voucher for **four to dine at Marco's as well as a duck trophy, and all companies will get a certificate.** Supporting companies will also be featured on a Rotary board on the day of the race.

On the day, the race will be started by Stratford Mayor, Councillor Juliet Short, with a performance by a troupe of **'ducklings' from Mezzo Dance Company to a duck song written by a visitor from Canada, who happened to read about the race in the local paper.**

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.

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

Tickets, which cost £2 for a standard yellow duck, will be on sale this week at Waterside, opposite the Encore from 11am until about 4pm on Thursday and Friday 25<sup>th</sup> & 26<sup>th</sup> and from 11am opposite the Encore on the day of the race.

**John Rees, project manager for the Duck Race said:** "We are surprised and very encouraged by the uptake of corporate ducks by businesses in the area.

**"Not only are they supporting such a worthy cause in the hospice but the colourful corporate ducks will give a wonderful display as they float down the river."**

**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.

To buy a Shakespeare duck, visit <https://www.justgiving.com/fundraising/corporateshakespeareduckrace> or email Stratford Rotary Evening Group at: [rotaryeveninggroup@gmail.com](mailto:rotaryeveninggroup@gmail.com), or call Maria Graham-Martin on 07722 563004.

## Actors, Rappers And Poets Due In Stratford For Poetry Festival

The Stratford-upon-Avon Poetry Festival returns next month, with a week-long programme of events and activities to mark the 400th anniversary of Shakespeare's death.

The festival takes place from September 18 to 25 and is guaranteed to draw people to Stratford, while festival organisers have also invited 10 poets to be 'poets-in-residence' across the town, including Shakespeare family homes, a nail bar, the train station, a canal boat, hotel and church cottage.

Highlights of the festival including readings from acclaimed RSC actors Paapa Essiedu and Natalie Simpson, as well as an experimental evening of Hip Hop, poetry and performance with Birmingham-based rapper Juice Aleem.

There will also be bookbinding and creative writing workshops, an open-mic evening, a poetry choir with a programme of classical and contemporary choral work, and a cheese and wine evening with readings from Venus and Adonis.

At the end of the festival, the 10 poets-in-residence will read, or perform, the work they have produced, and share their experiences.

Full Poetry Festival events listings can be found here: (<https://www.shakespeare.org.uk/visit/whats-on/?type=poetry-festival&date-from=&date-to=>). Individual events are:-

### TOTAL SHAKESPEARE

Dip your toe into the complete works

Sun 18 Sept, 7.30-9.15pm

### FOR THE LOVE OF POETRY

Free Open Mic evening, featuring poet-in-residence Cindy Lynn Brown

Mon 19 Sept, 7.30-9.30pm

### BOOKBINDING WORKSHOP

Create a handbound book

Tue 20 Sept, 10.30am-12.30pm

### BEARINGS AND BEGINNINGS

Travelling and homecoming

Tue 20 Sept, 7.30-9pm

### SHAKESPEARE AND US

Hip Hop workshop with Juice Aleem

Wed 21 Sept, 6-7.30pm

### STRATFORD-UPON-AVON STANZA

A local poetry group meeting

Wed 21 Sept, 7.30-9.30pm

### POETRY CHOIR

Thurs 22 Sept, 6.30-8pm

### STRESSED, UNSTRESSED: CLASSIC POEMS TO EASE THE MIND

In conversation with Paula Byrne

Fri 23 Sept, 12-1pm



Paapa Essiedu

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### [VENUS AND ADONIS](#)

Indulge your senses with poetry, cheese and wine

Fri 23 Sept, 7.30-9.30pm

### [NEW BEGINNINGS](#)

Creative Writing Workshop

Sat 24 Sept, 10am-3pm

### [YOUR STORY](#)

Poets and People

Sat 24 Sept, 2-3.30pm

### [UNEXPECTED ENCOUNTERS](#)

Poets-in-residence showcase evening

Sat 24 Sept, 6.30-9.30pm

### [SHAKESPEARE IN SPACE](#)

Poems and performance for children

Sun 25 Sept, 2-4pm

### [TO MR. W.S. ALL HAPPINESS](#)

A celebration of Shakespeare

Sun 25 Sept, 7.30-9.45pm



Juice Aleem

## Rother Street Car Park Closure As Work Starts On Hotel Du Vin

Work is set to start on the prestigious Hotel Du Vin in Rother Street ahead of its planned opening next year.

Building work to transform two Georgian properties into the boutique hotel is starting at the end of this month, and will bring with it the temporary closure of Rother Street car park.

The car park will be closed for one-and-a-half days from early hours of next Tuesday (August 30) until 12 noon the following day (Wednesday, August 31) to allow hoardings to be put up.

Signs will be in place to alert motorists of the closure and changes and Stratforward members should be aware of potential disruption.

The two properties, owned by BID member the Stratford Town Trust, are being transformed into a prestige boutique hotel by the Malmaison Hotel Du Vin group.

The brand will draw more visitors to the town, as well as creating 65 jobs, when it opens its doors in 2017.

Plans to convert the listed buildings into a luxurious 48-bedroom Hotel du Vin were approved by Stratford District Council in February this year.

Facilities will also include a bistro du vin, meeting and private dining rooms and a separate banqueting room with the capacity to seat 80.

**Paul Roberts, CEO of Malmaison Hotel du Vin, previously said: "We are extremely excited about opening Hotel du Vin in the centre of Stratford-upon-Avon.**

**"The hotel's lifestyle brand is a perfect fit for those attracted to the stunning and thought-provoking Shakespearean sites that make Stratford-upon-Avon such a global destination."**



## 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!

24th August - Stratford Race Meeting  
27th August - Shakespeare Hospice Duck Race  
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  
11th September - Dragon Boat Race  
18th to 25th September - Stratford Poetry Festival  
22nd September - Coventry and Warwickshire Tourism and Culture Awards  
**23rd until 25th September - Stratford Town Food Festival**  
28th September - Stratford Business Show  
29th September - Stratford Community Forum (SDC)  
30th September - Macmillan Coffee Morning  
1st to 31st October - Halloween Festival  
6th October - National Poetry Day  
8th to 22nd October - Stratford Music Festival  
11th & 12th October - Mop Fair  
date to be confirmed - Stratforward AGM  
15th October - Stratford Races  
20th & 21st October - Runaway Mop Fair  
27th October - Stratford Races  
22nd to 30th October - Warwickshire half term  
24th to 28th October - Autumn Literary Festival  
28th October - Breast Cancer Charity Wear Pink Day  
26th November - Christmas light switch on

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

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