

BUSINESS NEWS

Stratforward Newsletter

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Tipple Tastes On Offer At Town Centre Food Festival

Thirsty visitors will be descending on some of Stratford's popular pubs and watering holes as part of the popular Ale Trail during the Stratforward-organised Town Centre Food Festival next month.

Dozens of lucky daily ticketholders will be able to sup on an array of ales at a host of town centre hostelries as part of the Trail, which takes place from 2pm until 8pm on the Saturday and Sunday of the Festival (September 24th and 25th).

Trail stop-offs over the two days will include: The Bear Freehouse; Church Street Townhouse; The Dirty Duck; The Garrick Inn; The Golden Bee; The Keys and Kitchen; The Lamplighter; The One Elm; The Pen & Parchment; The Rose & Crown; Stratford Ale House; Tunnel Brewery and The White Swan Hotel.

Tickets for the Ale Trail are now on sale at £5 per person. The price includes a commemorative Festival Ale Trail 1/3 pint glass to take on the Trail, as well as a map with a list of beers and descriptions. Ticket holders will **also be able to vote for their People's Choice Festival Ale of the Year.**

Neil Hanson, Manager of the Church Street Townhouse, said: "We are looking forward to being involved in the Ale Trail as we are very proud of our Brakpear ale and want the local community to be able to try it."

Marilyn Herdman, landlady at the Keys & Kitchen, added: "The amazing Ale Trail brings in people from all over the world to drink in our side street pub, to see our quirky back garden, savour our unusual ales and lagers from around the world - without this they would never find this little gem."

Tickets are limited and can be reserved by filling in the Ale Trail form on the Stratforward website www.stratforward.co.uk/events/stratford-town-centre-food-festival. They will be available for collection and payment (cash only) from the Stratforward Site Office on Waterside on Friday 23rd September between 10am and 6pm or between noon



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and 2pm on Saturday 24th and Sunday 25th September.

A small number of tickets will be held back and available on both the Saturday and Sunday, sold on a first come first served basis. Uncollected pre-ordered tickets will be sold off at 2pm each day

The Ale Trail is being run in addition to **the Food Festival's ever popular "Taste Trails", which will see** restaurants and cafes across the town dole out tasty treats to lucky ticketholders.

BID members involved in the Taste Trail are: Arden Hotel, Boston Tea Party, Carluccios, Church Street Town House, El Greco, Halls Croft Cafe, Huffkins, La Marina Café, Marco's New York Italian **Restaurant, McKechnies, Nuts In Ya Mouth, Paxton & Whitfield, Roly's Fudge, The Stratford Hotel,** The Golden Broomstick at the Creaky Cauldron, The Other Place Susie's Bar, The Pantry, Union Bar, White Swan Hotel and Wildwood Kitchen. Collect tickets as for the ale trail but between 10am and noon on the day.

The Festival, organised in association with Geraud Markets, is sponsored by local restaurant Loxleys for the second year running. This **year's celebrity guest is renowned chef Jean-Christophe Novelli**, who will be taking to the stage at the Waterside Cookery School on the final day of the Festival. Demo's at 11am, 1pm or 3pm. Tickets £10 on sale [HERE](#)



There will also be feature chef demonstrations from Stratford's own culinary talent, workshops for adults and children alike, and a new Local Producers Area on Waterside on the Friday and Saturday.



Matt Homans from the Keys & Kitchen and Beata Craven from the Church Street Townhouse

BID Members Go Quackers For First-Ever Duck Race

Rain didn't dampen spirits at Stratford's first ever Shakespeare Charity Duck Race at the weekend, with BID members turning out in force with an army of 'corporate ducks'.

Hundreds of people turned out for the race on Saturday, organised by Stratford Rotary's newly-formed satellite evening group and sponsored by Care UK.

Stratford had its own duck in the race, along with several BID members who entered an array of corporate ducks, from waiters and businessmen to explorers and dentists.

The race was started by a medley of song and dance performed by a group of 'ducklings' from the Mezzo Dance Company as well as Lynell Adams, a visitor from Vancouver, who had read about the race and composed her own duck song specially for it.

Lynell, dressed in a bright yellow duck costume, made her way through the town 'pied piper-style' with the ducklings to the banks of the Avon, attracting and entertaining locals and selling last-minute tickets, the sales of which will go to the Shakespeare Hospice's Children and Young People's Services.

The race, which saw 1,000 ducks tipped into Lucy's Mill Weir from launches provided by Stratford Up-on-Avon Boat Club, was started by Stratford mayor Cllr Juliet Short.

Stratford Rotary's Duck Race Mascot 'Bill' led the race throughout, crossing the finish line first, while the triumphant corporate duck was Stratford Alehouse's Postman Duck, winning The Alehouse a duck trophy and a meal for four donated by Marco's New York Italian Stratford.

Other winners walked away with cash prizes, with several donating their winnings to local charity the Shakespeare Hospice and the race was declared a huge success.

John Rees, who led the project, said: "The Evening Group wanted to create a fun event that we could build on over the coming years.

"We were delighted with how the day went, despite the rain, and we've been overwhelmed by the support and generosity of the people of Stratford who embraced the spirit of the Duck Race.

"We couldn't have staged the event without the support of Stratford Boat Club, who helped with the launch and clearing of the ducks.

"It was a huge bonus having Lynell with us too – she's an enthusiastic and vivacious lady who volunteered her time and talents to be with us on the day."



Revamped Facilities At Stratford Leisure Centre Unveiled During Free Day Of Fitness

Stratford Leisure Centre unveiled its revamped fitness suites during a weekend of free sport and fitness.



Everyone Active has spent more than £250,000 refurbishing the fitness suites at its centres in Stratford and Shipston. People were able to try **them out during the 'I Am Team GB' open day on Saturday** - part of a **nationwide initiative led by The National Lottery and ITV to welcome home Britain's Olympic heroes.**

As well as renovating the look and feel of the gym at Stratford Leisure Centre, Everyone Active has introduced 40 top-of-the-range Technogym cardio vascular machines, as well as several other pieces of equipment. A number of new machines have also been installed to ensure accessibility for disabled users.

It is the first time the fitness suite at Stratford has had an extensive refurbishment since 2010, and the work complements the major renovation that was completed last year.

During Saturday's open day, the gym was free to use from 9am-5pm with a number of complimentary gym-floor workshops and fitness challenges as well as virtual group exercise classes.

Everyone Active also partnered up with local sports clubs in Stratford to host taster sessions including karate, dance classes, pickleball, badminton and much more.

Gareth Wagg, Everyone Active's General Manager at Stratford Leisure Centre, said: "It's really important that we help everyone in our community to become more active. We hope this summer has inspired people to get involved in sport, and by offering the opportunity to use our facilities free of charge, we want to help people find an activity they really enjoy.

"We are really excited to showcase our new fitness suites. It's important to us that customers have the best experience when visiting our centres, and this investment will make a huge difference to those using the facilities."

Cllr Mike Brain, Community and Technical Services Portfolio at Stratford District Council - a key BID member - **added:** "Supporting the health and wellbeing of our residents is a key priority for us and these new and improved facilities will be much more in-line with what modern leisure users expect."

He said the council invested £5m in the refurbishment of Stratford Leisure Centre last year and was continuing to maintain and improve the facilities for everyone.

New Restaurant For Stratford's Flourishing Food Scene

A new Thai restaurant is about to join the flourishing food scene in Stratford, opening this week ahead of a glittering VIP launch on September 15.

Sabai Sabai is opening its third Midlands restaurant in Wood Street, expanding out of Birmingham for the first time.

Award-winning husband and wife team Torquil and Juree Chidwick opened their first restaurant in Moseley 12 years ago, followed by another in Harborne in 2011.

Sabai Sabai has scooped a series of awards including Best Restaurant at The Birmingham Awards November 2015, Entrepreneur Of The Year for Juree Chidwick at the WM Woman of The Year 2015, and Best Oriental Restaurant at the Birmingham Food Drink & Hospitality Awards 2016.

Torquil said: "We're really excited to be opening in Stratford-upon-Avon, the artistic heart of Warwickshire.

"The location for the restaurant couldn't be more perfect. Our other restaurants are in the suburbs, but Wood Street is right in the centre of Stratford, just a stone's throw from the Royal Shakespeare Company.

"The process of finding the right location, as well as developing the look and style we wanted inside the Grade-II listed building, took about 12 months and we can't wait to unveil it."

The restaurant officially opens this week, with an official launch date set for Thursday, September 15.



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!

- 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
- 25 September - Chef Demo Jean-Christophe Novelli 11am, 1pm or 3pm tickets £10 on sale [HERE](#)
- 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 October - Deadline for advertising in the Christmas Brochure
- 20th & 21st October - Runaway Mop Fair
- 21st October - Breast Cancer Charity Wear Pink Day
- 27th October - Stratford Races
- 22nd to 30th October - Warwickshire half term
- 24th to 28th October - Autumn Literary Festival
- 4th November - Shakespeare Hospice Fire & Ice Challenge
- 26th November - Christmas light switch on

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

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