

STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

Issue 35: 7th September 2017

Take A Look At The Food Festival Brochure

The Stratford Town Centre Food Festival brochures are here!

The brochures contain everything you need to know about the festival, including a handy map, details of demonstrations and the Taste and Ale Trails.

There are also full listings of BID businesses, from places to eat and drink to attractions, shops, charities and accommodation.

We printed 50,000 of the brochures - 35,000 have been sent to households within a 20-mile reach of Stratford, and 5,000 have gone to local businesses. The remaining 10,000 will be distributed at the festival on the weekend of September 23rd and 24th, promoting all of our BID members to visitors from Stratford and beyond.



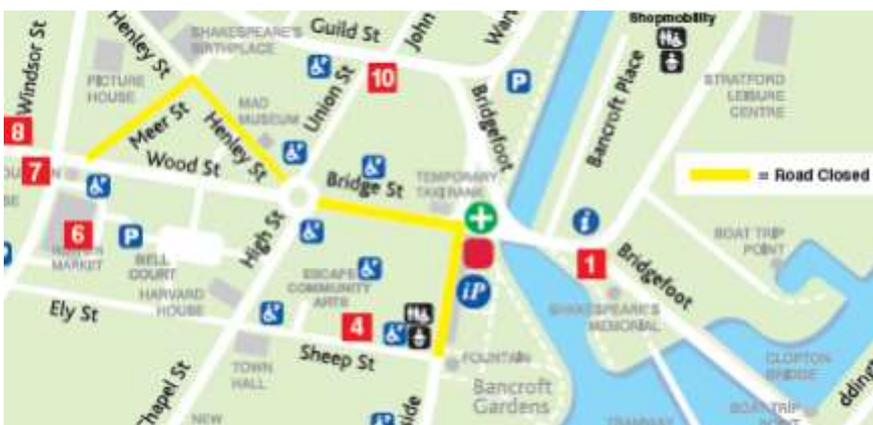
Remember Road Closures for Food Festival

Don't forget, road closures will be in place during the Town Centre Food Festival that could affect your business.

A road closure order is in place across the food festival weekend, with Meer Street, Henley Street and Bridge Street closed from 7pm on Friday, September 22nd to 2am on Monday, September 25th.

The order also covers Waterside between Bridge Street and Sheep Street from 6am to 11.59pm on Saturday.

For the full road closure order, visit http://www.stratford-tc.gov.uk/files/rco58_order.pdf



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Are You Missing Out on Savings?

Have you checked out our members' benefits scheme yet to see if you could save your business thousands of pounds in running costs.

Many BID members have already identified huge savings through our **Joint Procurement Scheme with Meercat Associates**, and there's still time to get involved.

The scheme, launched earlier this year, uses collective buying power to get the best deal possible when it comes to things like your utilities, telecoms, water, pest control and merchant services.

Meercat are experts in their field, with a proven record of saving millions of pounds for BIDs across the country.

Meercat's fee is paid for by Stratforward, so you as members can benefit directly from any cost savings. All you need to do is contact Meercat who will analyse your bill information completely confidentially, then carry out a full analysis to calculate potential savings.

You can then decide whether to progress with a saving again managed by Meercat.

To find out more about the scheme, contact Stratforward on 01789 299011 or info@stratforward.co.uk or contact Meercat directly on 01444 416529 info@meercatassociates.com or you can visit www.meercatassociates.com



Christmas is Coming.....

The countdown to the Christmas brochure is here.

It might seem like a long way away, but at Stratforward we're already planning for Christmas - including our glossy Christmas brochure.

Some 50,000 copies of the brochure will be printed, giving you the perfect chance to plug your festive offerings. We'll also be running an online campaign tying in with the brochure, which will maximise the reach of any advertising or promotion you're running.

The deadline for advertising in the brochure is October 17th, and we'll also soon be asking for any artwork and images for its product pages so keep an eye on the newsletter for final deadlines.

But in the meantime, get planning for your Christmas brochure entry.



Pages from the 2016 Christmas brochure

Stratford Strong in Regional Awards

Stratford is showing its strength as one of the region's top destinations, with a whole range of town businesses making the finals of the Coventry and Warwickshire Tourism & Culture Awards 2017.



Our Stratforward members and partner organisations are finalists in several different categories.

The Fourteas is up for Best Restaurant while Wilde Nuts is a finalist for the Artisan Award.

Stratford organisations dominate many of the tourism categories, with Shakespeare's England up for the Business Tourism Award and The MAD Museum and Shakespeare's Schoolroom and Guildhall both finalists in the Visitor Attraction category.

The MAD Museum is also up for the Kids & Families Award, while Stratford ArtsHouse is a finalist for the Best Venue Live Music/Arts/Theatre Award.

Stratford's heritage hasn't gone unnoticed, with the RSC - The Play's the Thing, Shakespeare's New Place and Shakespeare's Schoolroom & Guildhall all finalists in the History & Heritage Award.

This is the third year of the Coventry and Warwickshire Tourism & Culture Award, which shine a spotlight on businesses across the region.

The awards will culminate in a glittering ceremony at Coombe Abbey on September 21st. For a full list of finalists visit <http://www.tourismandcultureawards.co.uk/finalists-2017.html>

Best of luck to all our BID members and partners!



During September

**Help charities
get outdoors**

and get **15% off*** any
full price Rohan purchase
when you Gift Your Gear.

Rohan 38 Sheep Street

Congratulations to the Fourteas

Congratulations to The Fourteas 1940's Tea Room on Sheep Street for reaching the finals of the National Cafe Awards.

As well as being a finalist in the Coventry and Warwickshire Tourism & Culture Awards, the Sheep Street tea room has been shortlisted as **one of the Most Welcoming Cafe's in the West Midlands in the awards.**

The results will be announced at a ceremony in Manchester on September 25th - good luck The Fourteas!



Dates for your diary!

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

September

7th to 10th	Heritage Open Days
12th	WI Lite Charity Fashion Show @ The Artshouse
16th	New Place Garden @ Shakespeare's New Place
16th	Re-enactment of purchase of The Birthplace @ The Birthplace
19th	Stratforward Networking Event @ the Shakespeare Hotel, Chapel Street—17:30 for 17:45 start
21st to 23rd	SBT Shakespeare Film Festival @ New Place Gardens
21st to 23rd	SBT Film & Animation Workshops @ The Shakespeare Centre
22nd	Yotam Ottolenghi and Helen Goh @ The Artshouse
23rd & 24th	Stratford Town Centre Food Festival - Trail Tickets available now!
24th	Pop-Up Shakespeare @ The Shakespeare Centre 14:30 - 16:00 Free
26th to 3rd Oct	Stratford Music Festival

October

1st to 31st	Stratford Halloween Festival
11th & 12th	Stratford Mop
17th	Advertising deadline for Christmas brochure
18th to 21st	Hey Li'l Man @ The Bear Pit Theatre
19th & 20th	Stratford Runaway Mop
25th	Ian Doescher book signing @ The Shakespeare Centre 17:30 - 19:00

November

2nd	Project Argus
11th	The Social Secrets of Fashion @ The Shakespeare Centre
23rd	Christmas Lights Switch On outside Town Hall
23rd	1st Christmas Market on Waterside



23rd to 24th September 2017

www.stratfordtowncentrefoodfestival.co.uk



6th & 7th May 2018

www.stratfordfestivalofmotoring.co.uk



30th June & 1st July 2018

www.stratfordriverfestival.co.uk

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 Hosts

07879 361735

info@stratforward.co.uk

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