

STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

Issue 36: 13th September 2017

BID BUSINESSES EMBRACING TASTE AND ALE TRAILS

BID Businesses will be welcoming food and drink fans through their doors as part of the Taste and Ale Trails at this month's Stratford Town Centre Food Festival.

Sponsored by local restaurant Loxleys, the festival is a celebration of regional food and drink with an action-packed timetable of demonstrations and workshops alongside a bustling market **through Stratford's streets, as well as the popular Trails.**

This year, more than 30 town businesses are involved in the Trails - with two different Taste Trails on each day of the festival plus an Ale Trail each day too.

Participants include a range of hotels, restaurants, cafes and pubs ranging from independent businesses to big name brands. The recently-rebranded Crowne Plaza is taking part for the first time, as is Veenno The Italian Wine Cafe - one of the new arrivals to Bell Court.

Hayley Chilver, general manager at the Crowne Plaza, said: "We are excited to be part of this year's Food Festival. We see the Taste Trail as a great opportunity to welcome the public into the hotel and sample a few tasty sweet and savoury treats.



"From Sunday Lunch to afternoon teas to cocktails on the riverside terrace, we want our hotel to be on the food map for everyone visiting the town."

Also taking part in the trails are independent Stratford businesses including Union Bar, The Riverbank and Vigour Cafe.

Manoj Tugnait, who owns The Riverbank, said: "This is the first year we'll be involved in the festival, after

only starting trading in Easter. We can't wait to get involved -

it's a great event for the town and being part of a trail gives us the chance to bring people across the river and show them what we offer at The Riverbank."

The Trails will also see the launch of a brand new beer at The Golden Bee on Sheep Street. The new beer, Hop Star from Solihull-based Silhill Brewery, will be on offer at the Golden Bee as part of the Ale Trail, marking the national launch of the beer and **will be the first time it's available for public consumption.**

(Continued on page 2)



In this issue

- Food Festival Trails
- Network Meeting
- Birthplace Purchase Re-enactment
- Town Trust DIY SOS Launch
- Goodbye Sir Peter Hall
- Tickets to Coriolanus
- Body Image Project Screening
- Gift Your Gear at Rohan
- Diary Dates

(Continued from page 1)

Jamie Forrest, shift manager at the Golden Bee, said: "We love getting involved in the Ale Trail each year. This year we're delighted that it forms the national launch of Hop Star and for the next month, we'll be the only place in the area it's available."



Businesses taking part in the trails are: Arden Hotel, ASK!, Cafe Rouge, Boston Tea Party, Carluccio's, Crowne Plaza, El Greco, Everyman Cinema, Hall's Croft Cafe, Magic Alley, Roly's Fudge Pantry, Sabai Sabai, Shakespeare's Birthplace Giftshop, Susie's Cafe Bar RSC The Other Place, The Pantry, Cox's Yard, The Riverbank, Union Cocktail Bar, Veenoo The Italian Wine Cafe, Vigour Cafe, The White Swan Hotel, Wilde Nuts, Wildwood Kitchen, Swan Cafe RSC Swan Theatre, Stratford Alehouse, The Bear Freehouse, The Dirty Duck, The Garrick Inn, The Golden Bee, The Lamp-lighter, The Old Thatch Tavern, The One Elm, The Townhouse.

:: Revital Stratford are getting involved in the Food Festival, with in-house tastings of vegan food. As well as vitamins and supplements, Revital can help you with allergies, intolerances and a range of other conditions. Are you getting involved in the Town Centre Food Festival? Let us know so we can promote it.

MEMBERS NETWORKING MEETING SET FOR TUESDAY 19th SEPTEMBER

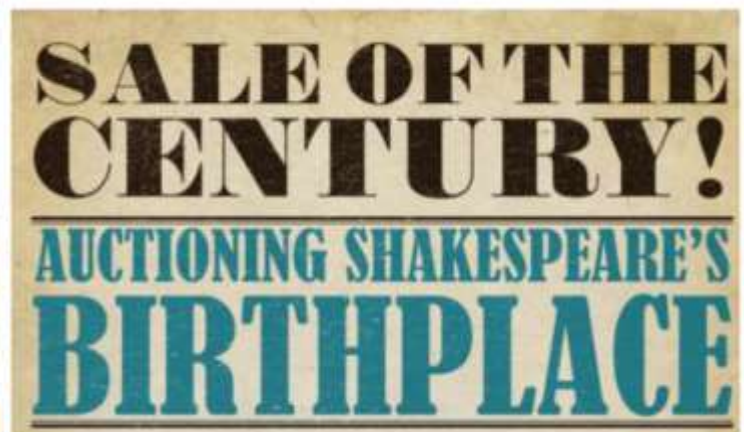
Our quarterly networking event returns next week, with the Food Festival, Christmas and security all on the agenda.

In response to feedback, we're trying a new time for the event, which will take place next Tuesday (September 19th) at 5.30pm for a 5.45pm start at the Shakespeare Hotel on Chapel Street. Come along and join us for a drink, meet your fellow BID members and the Stratforward team and take the opportunity to raise any issues you want to discuss.

TRUST MARKS 170 YEARS SINCE PURCHASE OF BIRTHPLACE

You might have seen that Shakespeare's Birthplace is set to go under the hammer this weekend. But no need to worry - it's all part of the 170th anniversary of the purchase of the Birthplace, which saved it for the nation.

To mark the anniversary, the Shakespeare Birthplace Trust is putting on a re-enactment of the auction this Saturday (September 16th) alongside an exhibition to tell the story of the how the world-famous birthplace was preserved.



(Continued on page 3)

(Continued from page 2)

The re-enactment will take place outside the Birthplace on Henley Street at 12pm and 2pm on Saturday, where visitors can enjoy a free performance recreating the events of 170 years ago.

A temporary exhibition in the Shakespeare Centre, which runs until December 29th, will tell how public figures of the day including Prince Albert, Charles Dickens and Sir Robert Peel joined a committee to solicit public subscription to help save Shakespeare's Birthplace from dissolution and decay.

For more information, contact the SBT PR team or email birthplaceauction@shakespeare.org.uk.

TOWN TRUST LAUNCHES DIY SOS STYLE INITIATIVE FOR STRATFORD



The Stratford Town Trust is on the lookout for a project to help as **part of its own 'DIY SOS-style' ReBuild initiative.**

The Trust is looking for nominations for worthy projects to help as part of the scheme, which aims to have a direct and lasting impact within Stratford.

From a house in need of alterations to allow a disabled or ill family member to stay in their own home to a community facility in desperate need of saving or reinvigorating, the Trust wants to **give the chosen project the full "ReBuild" treatment.**

Anyone can nominate a project – the only criteria is that it must happen within Stratford.

Justin Williams, Chief Executive of Stratford Town Trust, said: "We want to identify a project in need of support; a project that will have a measurable impact, to the recipients and to the broader community.

"We're not embarking on this with any preconceived ideas, in terms of what the best project will be – it is up to the residents of Stratford to nominate and then vote. What we're saying is let us know about a really good local project that we can support, and then let's make it happen."

From the nominations received, a shortlist of potential projects will then be opened to the community to vote on the best project – so that the community decides on the project that will be supported.

Nominations close on October 24th, then voting will happen throughout November with the winner announced before Christmas 2017. The winner will then receive the full rebuild treatment in 2018.



Similarly to DIY SOS, the Town Trust is also looking for companies and volunteers willing to lend a hand – or a team of hands – to **support the project. We'd love to see our BID members get involved, so make sure you let us know if you are.**

"For this initiative to work we need the whole community here in Stratford-upon-Avon to get behind us to ensure it delivers maximum impact," added Mr Williams.

"We're talking about a life-changing project. If you know someone who can benefit, or who can help, please get in touch as soon as possible. If the community embraces this initiative, then it could become an annual event."

Details of ReBuild, including how to nominate, can be found on the Town trust's website <http://www.stratfordtowntrust.co.uk/news/launching-rebuild>

STRATFORD SAYS GOODBYE TO SIR PETER HALL

The acting world has paid tribute to one of **Stratford's most famous names, Sir Peter Hall.**

Sir Peter, founder of the RSC, died on Monday aged 86.

Tributes have poured in from across the world, including right here in Stratford, where the RSC's Artistic Director Gregory Doran said: "Sir Peter Hall was a Colossus, bestriding the British Theatre. He was a visionary.

"Not only was he a great director of theatre and opera, he was a politician who fought for the Arts. It is impossible to single out his greatest production. But his greatest legacy without doubt will be judged to be the formation of the Royal Shakespeare Company in 1961".

Peter Hall made his debut at the Shakespeare Memorial Theatre in Stratford in 1956 with Love's Labour's Lost and went on to become Artistic Director in 1960, aged 29, creating the Royal Shakespeare Company.

He handed the company on to Trevor Nunn in 1968, and took over the National Theatre in 1973 which he ran for 15 years until 1988.



GET YOUR HANDS ON FREE TICKETS FOR CORIOLANUS

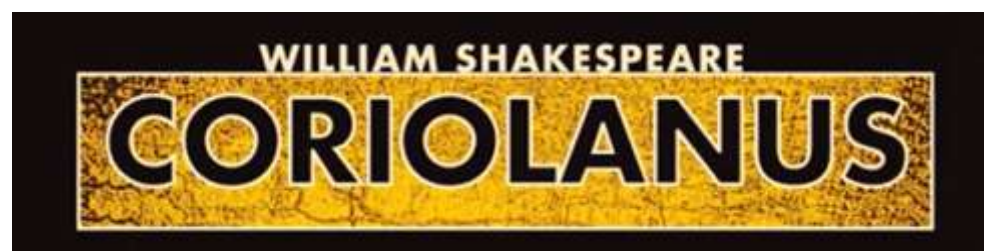
BID members can take advantage of a great offer for free tickets for the new production of Coriolanus, opening at the Royal Shakespeare Theatre this week (rsc.org.uk/Coriolanus)

You can claim up to four free tickets for selected performances of the war play - part of the **RSC's Rome Season** - and see the tale of fearless soldier Caius Martius Coriolanus.

The performance dates you can claim tickets for are:-

- ◇ Tuesday 19 September 7.15pm
- ◇ Wednesday 20 September 7.15pm
- ◇ Friday 22 September 7.15pm
- ◇ Saturday 23 September 7.15pm
- ◇ Monday 25 September 7.15pm
- ◇ Tuesday 26 September 7.15pm
- ◇ Wednesday 27 September 7.15pm
- ◇ Thursday 28 September 7.15pm
- ◇ Friday 29 September 7.15pm
- ◇ Saturday 30 September 7.15pm

To claim up to FOUR free tickets for any of the performances above, email jo.litt@rsc.org.uk stating which date, how many tickets (max 4) and your contact phone number.



BLUE SKIES JOINING NATIONAL BODY IMAGES PROJECT WITH ARTSHOUSE SCREENING

BID member Blue Skies is taking part in a national project to combat body image issues.



The Birmingham Road-based recruitment agency is one of 2,000 people to host an event to screen Embrace: The Documentary (https://youtu.be/_2AayArYfs) - which explores the issue of negative body image, telling the story of Australian wife and mother Taryn Brumfitt's crusade to change the way we think and feel about our bodies.

Blue Skies' screening is being held at the ArtsHouse next Thursday (September 21st) at 7.30pm, with all profits donated to its chosen charity of the year, The Shakespeare Hospice.

The event is part of Embrace: The Union Project, which seeks 2,000 people to purchase a public licence to screen Embrace (or gift their screening to a school or community group) and contribute to body image education.

The Body Image Movement will go on to make the Embrace Education Study Guide accessible to every secondary school across the UK for free for use as a classroom resource.

Tickets for the Blue Skies screening of Embrace can be purchased online and via the Stratford ArtsHouse booking office

stratfordartshouse.co.uk/whats-on/autumnwinter-2017/embrace-the-documentary

GIFT YOUR GEAR SCHEME IS BACK AT ROHAN ON SHEEP STREET

Rohan's Gift Your Gear initiative is back - giving discounts to people who donate their reusable outdoor clothing.

Stratford's Sheep Street store is taking part in the month-long event, which lets people donate old outdoor clothing and equipment for distribution to local charities.

Part of a nationwide initiative, Gift Your Gear outdoor clothing and equipment to UK community organisations, youth groups and charities working with young people in the outdoors.

Anyone who donates reusable donations is then entitled to 15% off of their purchases (subject to terms and conditions). **So if you've got any reusable outdoor gear you don't want, get down to Rohan in Stratford to support the cause.**

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

GIFT YOUR GEAR

15% OFF
AND FULL PRICE PURCHASE*
when you gift your gear at any Rohan store in the UK only

Give your old gear a new lease of life.

Gift Your Gear is an award winning nationwide initiative that provides outdoor clothing and equipment to UK community organisations, youth groups and charities working with young people in the outdoors.
Founded by Sarah Howcroft, Gift Your Gear aims to encourage people to donate outdoor gear they no longer want or need.
And Rohan are very proud to support the cause.

Bring your old, usable outdoor clothing to any Rohan shop and receive 15% OFF any full price purchase.*

Dates for your diary!

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

September

- 14th 20% discount event at Edinburgh Woollen Mill — Bridge Street
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 - Ale Trail Tickets still available!**
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 @ [Magic Alley](#), Henley Street
6th & 7th For Something Different 18th Birthday Celebrations 10am to 7pm
11th & 12th Stratford Mop
17th **Advertising deadline for Christmas brochure**
18th Closure of nominations for DIY SOS Rebuild Initiative
18th to 21st **Hey Li'l Man @ The Bear Pit Theatre**
19th & 20th Stratford Runaway Mop
21st to 29th 1/2 Term Fun @ [Shakespeare Family Homes](#)
23rd to 27th Warwickshire & Birmingham Schools 1/2 term
25th Ian Doescher book signing @ The Shakespeare Centre 17:30 - 19:00

November

- 2nd Project Argus



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