

# BUSINESS NEWS

Stratforward Newsletter

Issue 38 - 28 September 2016

## Thousands In Town For Taste Of Stratford At Food Festival



More than 80,000 people poured into Stratford for three days of food and fun at the Stratford Town Centre Food Festival at the weekend.

The festival, organised by Stratforward in association with market operator Groupe Geraud, ran from Friday to Sunday and showcased the town as one of the region's premier food and leisure destinations.



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Elsewhere, workshops on Rother Street market on Sunday included hands-on classes for children, fudge-making with Roly's Fudge Pantry and a gin-tasting adventure with Vin Neuf, while a new local producers' area on Waterside gave visitors the chance to take home some of the best the area has to offer.

On the final day, celebrity chef Jean-Christophe Novelli entertained audiences at three packed sessions at the Waterside Cookery School, as well as meeting traders from some of the 100-plus stalls that lined Waterside, Bridge Street and Henley Street.

He was just one of the highlights at the cookery theatre, which also saw demonstrations from Stratford's own food fraternity across the three days, including: a 'luscious lamb' dish from Phil Bailey, head chef at The Falcon Hotel; sushi from Bamboodle's head chef Elio Alonso; and a butchery masterclass from Barry the Butcher's Adam Lucock.

The festival's popular Taste and Ale Trails were a hit again this year, with 760 tickets snapped up by visitors keen to take opportunity of the chance to try tasty treats from more than 30 restaurants, cafes, bars and pubs across the town.

And with the weather smiling on Stratford for most of the weekend, crowds enjoyed al fresco dining, live music and the chance to look around many of the town's historic sights.

Stratford Events Manager Ruth Wood said: "The town centre food festival is a huge event for Stratford and this year certainly didn't disappoint, with more visitors than ever from near and far across the three days.

"Hopefully all those visitors got a real taste of what Stratford has to offer and will be back over the year for a return visit."



## Jean-Christophe: 'Well Done Stratford'

The 2016 food festival wasn't just a hit with tens of thousands of visitors, but got high praise from celebrity chef Jean-Christophe Novelli.

The Michelin award-winning chef entertained a packed Waterside Cookery Theatre with three live demonstrations on the final day of the festival, as well as meeting traders and members of the public at the markets on Bridge Street and Waterside.

Jean-Christophe said his day in Stratford was a **"beautiful" experience** - he just wished he had time to meet more people and see more of the town.



**"You can see clearly why this festival is successful and lasts three days because there's a lot to do, there's a lot to see. I've got to say well done."**

In his three demos on Sunday, Jean-Christophe showed audiences filled with people from near and far how to make Tarte Tatin, Ratatouille and how to cook a rib-eye steak.

The chef spoke passionately about the importance of reducing saturated fat, salt and sugar in our food and gave anecdotes about his 34 years as a chef in Britain, including his time with celebrity chef veteran Keith Floyd, when he was Head Chef at his famous Maltsters Arms in Devon.

Chef Novelli was full of praise for Stratford, saying the name means something to people across the world.

**"For sure the centre attraction is enormous, it's worldwide. When I spoke to my dad this morning and told him I'm in Stratford, straight away he knew what it was."**

**And it's that world-famous reputation that means the town has a food offering that is a cut above that in towns of a similar size. "Just driving along you can see the quality," he said. "I travel a lot and there's not this opportunity everywhere. With a name like Shakespeare, the bar is high."**



## Charity Dinner Tops Off Food Festival Weekend

A food-filled weekend culminated in a charity dinner hosted by festival sponsor Loxleys to raise money for local charity the Shakespeare Hospice.

The dinner was attended by Jean-Christophe Novelli himself who even got his hands wet doing the washing up after one local businessman generously donated £300 to see the Michelin-award winning chef at the sink.

Guests tucked into a menu of fizz and canapes, Scottish scallops baked in the shell, crispy hens egg, Hereford fillet of beef, and dark chocolate mousse in an evening that was hailed a huge success and raised more than £2,500 for the Shakespeare Hospice.

**John Lea, owner of Loxleys, said: "As a local restaurant, it's important to us that we get involved in things like the town centre food festival, as well as helping local causes where we can.**



**"The festival itself was a huge success, with thousands of people coming to Stratford to see what the town has to offer, and the charity dinner was the icing on the cake of a fabulous weekend.**

**"It was a privilege to host Jean-Christophe Novelli, who was a great sport, even taking up the challenge to do the washing up. He was joined by many of our loyal customers in what was a fabulous evening that raised more than £2,500 for the Shakespeare Hospice."**

Matthew Price, Corporate Fundraiser at the Shakespeare Hospice, **added: "The Loxleys Charity Dinner with celebrity chef Jean-Christophe Novelli was a great success, the food was incredible and the service outstanding.**

**"The generosity of the diners was brilliant, one very generous supporter gave £300 for Jean-Christophe to wash up at the end of the evening which he most kindly obliged!**

**"Thank you to the support of Loxleys, Jean-Christophe and the supporters who made the event a very special evening."**

As well as hosting the charity dinner, Loxleys had a stand on Bridge Street as well as its mascot bear Robin who posed for photos with visitors.



## Stratford Chefs Wow Crowds With Food Festival Demos

Stratford's culinary talent was out in force at the weekend, with many of the town's chefs showing off their skills at the festival's Waterside Cookery Theatre.

Demonstrations across the weekend including cooking with mushrooms by Carluccio's, how to prepare a lamb by Barry the Butcher's own Adam Lucock, and sushi-making with Bamboo-  
dle.

On Saturday Arty Shaw, sous chef at Boston Tea Party, showed visitors how to make **the restaurant's famous** sweetcorn hash.

**He said:** "It was great, I really enjoyed it. The people that were there were lovely, the Stratford team was great, and the audience was really receptive to a bit of a laugh and a joke.

**"When we sent out the** sweetcorn hash for people to taste it was really well received. There was even a lady who said if she had come to the restaurant she would never have ordered it, but she was a bit of a convert.

**"One lady came to the demo on Saturday and then came in for lunch on Sunday, so the demonstration did what we hoped it would and let people know what we do so they can come in and visit us."**

Other demonstrations included cocktail-making with the Union Bar, tips and tricks with local produce from the Church Street Townhouse, and a deliciously-decadent afternoon tea with The Stratford Q Hotel.

**Carluccio's staged demonstra-**tions on Friday and Saturday, as well as having a stall including a mushroom market and taking part in the Taste Trail.

Assistant general manager **Mike Condry said:** "The demos were fantastic. We had a lot of



Arty Shaw, sous chef at Boston Tea Party

(L-R) Michael Condry, Jess Richards and Kevin Taylor of Carluccio's



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feedback on the demos, which were on consecutive days.

**“As soon as they ended practically everyone came running over to the mushroom market, so they obviously went down well, and the guys enjoyed doing them too.**

**“The food trail was very popular, people had a little glass of prosecco and the chance to try something that will be on the new menu.**

**“We got tonnes of people coming back and asking about booking, getting Christmas menus, and things like that. It was great - everyone had a great time.”**

Other demonstrations include fudge-making with Andy Irvine from Roly’s Fudge Pantry and a gin-tasting adventure by Vin Neuf.

**It wasn’t just demonstrations on offer at the festival, but the chance for adults and children alike to get hands-on and take part in a range of workshops at both the Waterside Cookery Theatre on Friday and then at the Rother Street Food Festival Workshop on Sunday.**

**They included children’s classes like food art with Escape Arts and fairy cake-making with the Falcon Hotel on Friday, as well as breadmaking, the chance to try your hand at Tzatziki and canape-making with Stratford College on Sunday.**



Chefs from the Falcon Hotel with children who took part in a workshop at the cookery theatre

## Taste Trail A Huge Hit With Visitors & Businesses

The popular Taste Trail was one of the highlights of the town centre food festival, with 760 tickets sold over Saturday and Sunday.

BID members from across the town got involved in two different trails on both days, doling out tasty treats to ticket holders to showcase their offerings.

Stratforward has already had great feedback from members of the public who took part.

**Events manager Ruth Wood said: "Feedback was fantastic – loads of visitors said that even though they were locals the Taste Trails had taken them to venues they didn't know existed, or hadn't visited for years, and that they'd certainly be booking to eat there again.**

**"The quality of the food and the customer services really did showcase the very best of Stratford."**

The positive feedback was echoed by businesses who took part.

One was Wildwood Kitchen on Sheep Street, which took part in the Taste Trail on Sunday.

**Assistant manager Matti Hill said: "What we really enjoyed was that myself and one of the servers were actually getting to chat to the customers and tell them about the food we do.**

**"We got a lot of people who weren't actually aware we were open and how big our restaurant was so it was nice for us to show off what we can offer and what we want people to know about Wildwood.**



Matti Hill, assistant manager of Wildwood Kitchen

**"Everyone was lovely and it was a really good atmosphere."**

As part of the trial, visitors got the chance to vote for their favourite venue plus the chance to win a meal for two at one of the participating restaurants. The winner will be announced shortly.

The Taste Trail involved the following businesses: - **The Arden Hotel, Boston Tea Party, Carluccio's, Church Street Townhouse, The Golden Broomstick at the Creaky Cauldron, El Greco, Halls Croft Cafe, Huffkins, La Marina Cake, Marco's New York Italian Restaurant, McKechnies, Nuts In Ya Mouth, Paxton & Whitfield, Roly's Fudge Pantry, The Pantry, The**

**Stratford Q Hotels, Susie's Bar at The Other Place, Union Bar, the White Swan Hotel and Wildwood Kitchen.**



Visitors taking part in the Food Trail in Wildwood Kitchen

## Ale Trail Hailed A Success As Hundreds Popped In For A Pint

**Beer fans had a ball taking part in the festival's Ale Trail at the weekend, with 250 real ale drinkers taking part.**

**Stratforward has already had great feedback from 'Trailers' who took part over the weekend, praising the quality of ales on offer in Stratford.**

The trail - a popular part of the annual event - allowed ticket holders to pop into some **Stratford's popular pubs and watering holes to try their ales on Saturday and Sunday.**

The trails differed slightly on both days, but participants included 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, The Union Bar, and The White Swan Hotel.

For just £5 a ticket, visitors not only got their free tipples but also walked away with a commemorative Festival Ale Trail **⅓ pint glass, as well as the chance to vote for their People's Choice Festival Ale of the Year.**

Ale Trail participant the Dirty Duck unveiled two new beers exclusively at the food festival.

The pub - a popular haunt with visitors and actors at the RSC - was provided with craft beer **Mighty Moose IPA and Frankenstein, a wheat beer with hints of coriander and orange peel, by brewery Greene King especially for the festival.**

The Ale Trail proved a hit with landlords across Stratford.

Mat Faulkner, general manager of the **One Elm, said: "We were very pleased to see so many people in Stratford popping in for a pint and trying some of the great local ales we had on tap here at the weekend at the Stratford Town Centre Food Festival.**

**"We like serving the good stuff and there was plenty of it including some fantastic brews from Great Alne's Purity slipping down very nicely at the Ale Trail here over the weekend.**

**"The Ale Trail is a brilliant idea which gets people into places they may not have been to in town before and sipping and supping on cracking local ales which ring the changes from their usual pint. Plenty did just that and made some new discoveries as well as being reunited with some firm favourites.**

**"We'll definitely be back next year for another pint or two."**

Matt Homans, landlord at the Keys & Kitchen on Ely Street, said the Ale Trail had been a **huge success for them. "It brought in many people over the weekend, new and old faces," he said. "We will definitely be taking part again, well done to the team at Stratforward for organising yet another great weekend."**



(L-R) Phoebe Morris & Mat Faulkner, general manager at The One Elm

## Stratford Scoops Tourism Awards

Congratulations to BID members the Arden Hotel and the RSC - as well as our partner organisation **Shakespeare's England** - for scooping gongs at the Coventry and Warwickshire Tourism and Culture Awards last week.

**The Arden took the title of 'Best Hotel'** - shared with the Macdonald Ansty Hotel - while the RSC was given a special award for its part in the Shakespeare 400 Birthday Weekend, and Stratford partner **Shakespeare's England was recognised for the most creative marketing campaign** for its Shakespeare 400 2016 campaign.

The second Coventry and Warwickshire Tourism and Culture Awards was organised by Quidem, which owns Touch FM stations and Rugby FM.

**The awards culminated in a glittering awards evening at Coventry's Ricoh Arena last Thursday (September 22) when the winners were announced.**

A host of Stratford businesses were shortlisted in the awards, including the Arden Hotel, the MAD Museum, The Old Slaughterhouse, and Shakespeare Birthplace Trust-run **Mary Arden's Farm and Shakespeare's Tavern.**

Josefine Blomqvist, general manager at The Arden, said: **"We are so delighted that The Arden Hotel has won the 'Best Hotel' category in the Coventry and Warwickshire Tourism and Culture Awards.**

**"We are very lucky to be situated in such a fascinating, culture rich location, and we are proud to support our local community wherever we can.**

**"This award recognises our commitment to developing local tourism and being the best brand ambassadors we can possibly be for Coventry and Warwickshire.**

**"Well done to all my team who work so hard on a daily basis to provide excellent hospitality and service for our guests to Stratford-upon-Avon".**

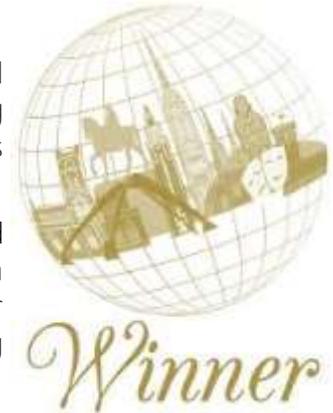
**Shakespeare's Birthday Celebration Weekend was awarded one of several special awards as was the Aviva Women's Tour, which arrived in Stratford on June 16 as part of the tour's first trip to Warwickshire.**

**Shakespeare's England scooped its award for the Shakespeare 2016 campaign which promoted Shakespeare's 400<sup>th</sup> anniversary and reasons to visit Warwickshire this year to both domestic and international visitors.**

**Steve Orchard, chief executive of Touch FM, said: "It was great to see such a wide variety of organisations taking time out and coming together to celebrate everybody's achievements.**

**"The standard of entries this year was extremely high, and in some instances, some organisations even had to share awards such as the quality.**

**"The night also had a few twists and turns with some special awards in the mix to recognise some truly inspirational individuals."**



# Fantastic Flowers Recognised at Stratford in Bloom Presentation Evening



## Stratford-upon-Avon in Bloom *Making Stratford come alive!*

The 2016 Stratford-upon-Avon in Bloom Presentation Evening took place on Monday evening, with businesses across the town recognised for their beautiful blooms.

More than 200 business owners and residents packed into the Arts House to find out the results of the Stratford-upon-Avon in Bloom Local Competition.

See next week's Stratforward newsletter for a full story and pictures on the awards.

## Performance Data

Elephant Wi-Fi has been in town upgrading the footfall counters.

We will publish data when it has been validated.



## Christmas Brochure

Please send in your high resolution images, prices and descriptions for the Christmas Brochure before 19th October.

Many thanks, Ruth & Tor

## Dates for your diary!

29th September - **CANCELLED** 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

14th to 22nd October - Stratford Music Festival

15th October - Stratford Races

**18th October - Stratforward Networking Event noon at the Falcon Hotel.**

**Please confirm your attendance. [info@stratforward.co.uk](mailto:info@stratforward.co.uk)**

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

27th October - Music Medley in memory of Dr Terry Gasper at Stratford Arts House

22nd to 30th October - Warwickshire half term

24th to 28th October - Autumn Literary Festival

4th November - Shakespeare Hospice Fire & Ice Challenge

24th November - Christmas Light Switch On and Celebrations

1st December - Christmas Market

8th December - Christmas Market

15th December - Christmas Market

15th December - Lions Christmas Carol Service in Bridge Street

17th December to 3rd January 2017 - Warwickshire Schools Christmas holiday

22nd December - Christmas Market

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

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## BID Member Spotlight

### Shakespeare's Schoolroom & Guildhall



Following a £1.8 million restoration, **Shakespeare's Schoolroom & Guildhall** in Stratford-upon-Avon opened its doors to the public for the first time on 23<sup>rd</sup> April 2016, the 400<sup>th</sup> anniversary of the death of **the Schoolroom's** most famous former pupil. As the place where William Shakespeare spent his school years and first experienced theatre, the Guildhall and Schoolroom has been described as *"one of the most atmospheric, magical and important buildings in the whole of Britain"* by historian and broadcaster, Michael Wood.

Visitors are invited to step into a chapter of history where they are met by the 'Tudor Master', a character once met never forgotten, for a lesson in the very room Shakespeare would have been taught, which is just as it would have been during his time. This fun experience is accompanied by other interactive exhibits, films and archive materials, and is something to **be enjoyed by all the family**. Alongside this, the building's place at the heart of the Stratford-upon-Avon's civic governance is explored, including the fascinating story of Shakespeare's father himself.

The transformation of a place that for centuries has been a working building has required a team of expert craftsmen and a great deal of sensitivity, which has been a clear focus **for the building's Trustees**.

The result is an immersive experience that captivates the authentic atmosphere and over five centuries of history. Materials have been carefully selected, for example, replica Tudor school benches have been



**crafted from an oak tree from farmland originally owned by Shakespeare's granddaughter. The rotten floor of the Master's Chamber has been replaced with early modern floorboards salvaged from Hampton Court after a fire. All of which brings allows the magic of the building and its story shine through.**



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Since its opening visitors from across the world have flocked to the Schoolroom and have been “gripped by the whole experience”, which they have found “inspiring”, “fascinating”, “fun” and with “awesome guides” and a “brilliant” Master.

The sense of school and civic life as it would have been in Shakespeare’s time is also brought to life by our a great team of volunteers, who have themselves been relishing the opportunity to get involved in an important part of the town’s history.

There are opportunities for anyone to get involved and more details are available by contacting Sarah Jervis-Hill via [sjervis-hill@ShakespeareSchoolroom.org](mailto:sjervis-hill@ShakespeareSchoolroom.org).



# Fashion SHOW

20% OFF\*

Wednesday  
5th October

EWM  
27 Bridge Street  
Stratford Upon Avon  
CV37 6AD  
01789 204479

Tickets £5  
Refreshments 6.30pm  
Show starts 7.00pm  
In Aid Of  
Myton Hospice  
See you there!

The Edinburgh Woollen Mill 

Shop online: [www.ewm.co.uk](http://www.ewm.co.uk)  
New Click & Collect service available

[www.facebook.com/edinburghwoollenmill](http://www.facebook.com/edinburghwoollenmill)

[www.twitter.com/ewmonline](http://www.twitter.com/ewmonline)

\*20% Off all clothing, subject to availability. One discount per person per transaction. Discount can not be used with other discount vouchers/cards. Discount can not be exchanged for cash. Excludes concessions, alcohol, cashmere, Harris Tweed and online orders. Only valid during this event at this store. Stock pictured is subject to availability; actual colours may vary from images shown.

Country Rose