

STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

Issue 39: 4th October 2017

New Era For Stratford's Historic Markets

A NEW era for markets in Stratford began this week.

Specialist market providers LSD Promotions took over the running of the town's historic markets on Sunday (1 October) after winning a tender process run by Stratford District Council (SDC) and Stratford Town Council (STC).

Under a 10 year contract they will run the Charter Market on a Friday and the Urban-Mix Market on a Saturday - both held in Rother Street - and the crowd pulling Waterside Upmarket on a Sunday.

New to the Waterside Upmarket will be street entertainment and occasionally a small number of **guest food vendors from Birmingham's award-winning Digbeth Dining Club.**

LSD will also oversee a programme of additional specialist markets in Henley Street during 2018, **which will include a chocolate festival, a pottery market, a book market and children's market** which is being organised alongside local schools.

They will also run the Christmas Markets in town this year. Following a rethink by SDC and STC, the five Christmas shopping markets will take place on Waterside rather than Bridge Street. They will feature 100 festive stalls each Thursday from November 23, when the Christmas lights are switched on.

LSD will also run the market at the heart of SDC and STC's new 3-day Victorian Christmas Market being organised on Friday, Saturday and Sunday December 8, 9 and 10 in Bridge Street, Wood Street, Meer Street, Henley Street and High Street. .

LSD Promotions director, Linda McGillicuddy, said: "All of our team are excited to be back in Stratford.

"Markets have been with us since time began and will remain im-

portant to communities for the foreseeable future.

"We intend to ensure that all of Stratford's markets provide the very best service and shopping experience possible, generating a great atmosphere and a meeting place at the heart of this community.

"We expect to attract national and international visitors as well as local people and allow our reputation to go before us."



In this issue

- New Market Operator
- Business Rates Relief
- Explorer Pass
- Stratford Halloween Festival
- Mop Info
- Mop Road & NCP Closures
- Bell Court Bell Returns
- Goodbye Big Wheel
- Falcon Hotel Temporary Closure
- SBT Fun Palace Returns
- Advertising Deadline 17th October
- Diary Dates

Business Rates Relief

Stratford District Council's Cabinet is considering a report on 9th October that, if accepted, will see transitional rates relief being

(Continued on page 2)

(Continued from page 1)

applied to businesses already in occupation who saw their rates rise in April 2017 by more than £100. It will apply to those businesses with a rateable value of less than £100,000 pa.

The money is being provided by Central Government to help in the transition period arising from the national rates revaluation. Within the BID area, a large number of our BID members saw their rates reduced, however, some did see their rates increase.

The transitional rates relief will apply only to the increase, not the whole of the property's rateable value. If approved it will be applied:-

40% off the increase in the 17/18 rates year;

20% off the increase in the rv in 18/19 year;

8% off the increase in the rv in the 19/20 year;

1% or 2% off the increase in the rv in the 20/21 year.

Pubs have already been contacted regarding discretionary rates relief (up to £1000 per pub).

There is also a Supporting Small Businesses Scheme which is aimed at assisting small businesses who lost their small business rate relief as a result of the increases.

Read the full council report at <https://democracy.stratford.gov.uk/documents/g5008/Public%20reports%20pack%2009th-Oct-2017%2014.00%20The%20Cabinet.pdf?T=10>

Stratforward will report on the decision of cabinet in next week's newsletter. The decision is subject to a five day "call in" so the final decision will be known in a fortnight.

Even more reasons to explore!

Shakespeare's England - a key partner of Stratforward in trying to increase footfall into the town - has launched its exciting new Explorer Pass - **giving visitors to the Bard's county the chance to snap up a one, two or three-day ticket to visit up to 19 different attractions on its books.**

The pass, which offers greater discounts the more days it is valid, also includes a full colour guide book packed with information on each attraction and discount vouchers.

They can be bought online at www.shakespeares-england.co.uk - or at tourist information centres in Stratford, Kenilworth, Leamington and Warwick.

Prices for adult tickets are: 1 day – £49; 2 day - £65 and 3 day - £75.

Child Tickets (5 to 16) are: 1 day - £35; 2 day - £37 and 3 day - £40.00



MAD Museum exhibit

Many Stratforward Members are part of the new scheme - aimed at getting visitors to stay longer in the patch when they visit. They include: **Shakespeare's Birthplace; New Place; Hall's Croft; The MAD Museum; Magic Alley; The Royal Shakespeare Company's The Play's The Thing exhibition; Avon Boating and Shakespeare's Schoolroom & Guildhall.** Others taking part include: Anne Hathaway's Cottage; Mary Arden's Farm; Warwick Castle; Ragley Hall; Compton Verney; Kenilworth Castle; St Mary's Church; Lord Leycester Hospital; Stoneleigh Abbey; Hill Close Gardens and The British Motor Museum.

(Continued on page 3)

(Continued from page 2)

The Explorer Pass also includes some fantastic discounts at shops, hotels, and restaurants, so card holders save more even money when they eat, drink and stay.

Helen Peters, Chief Executive of Shakespeare's England, said: "We are delighted to launch our new Explorer Pass which offers both domestic and overseas visitors all-in-one access to leading attractions as well as a variety of added value benefits and discounts. We want to encourage visitors to explore further afield seeing attractions they may not have thought to visit, as well as staying longer to experience the very best that our region has to offer."

Spookier than ever before

October sees the **return of Stratford's annual Halloween Festival** – now in its 12th year - which promises to be spookier than ever before.

Centred, as always, on the Creaky Cauldron and Magic Alley in Henley Street – the month-long festival runs throughout the Halloween month until October 31.

Taking visitors on an allegorical journey into the spooky world of the Pumpkin Father, the festival is an absolute must for those interested in ghosts, ghouls and everything that goes bump in the night.

So make sure you join in the month of spooky fun, terrifying **takes and mischievous mayhem as the festival goes 'Trick or Treating' in the enchanted World of Wizard's Thatch.**

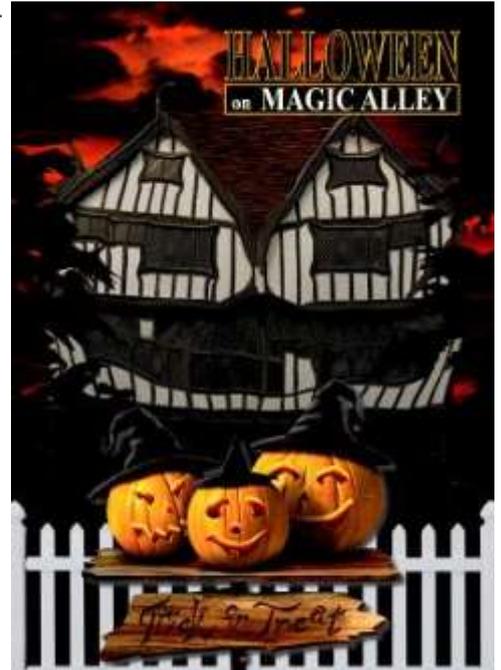
Throughout the festival, Magic Alley will be packed with **Halloween goodies and treats you can't get from anywhere else** and the Golden Broomstick will be serving hot, spiced pumpkin juice and pumpkin-shaped cookies and treats to go.

The Enchanted Manor Museum will once again become the Haunted Manor, complete with an eerie makeover that is spooky, yet suitable for the whole family.

There will also be spooky storytelling sessions for children of all ages as Dave Matthews, author **of the Chronicles of Wizard's Thatch, bring his tales to life as only he can and reveals secrets that don't appear in the books.**

And why not join in the after-dark fun with the sinister Professor for terrifying tales by candlelight **as he brings the macabre tales of Alice's House vividly to life!**

Visit: www.seekthemagic.org/halloween or call 01789 290969 for more information.



Roll up, roll up!

The annual Mop Fair will be rolling into town next week.

The Charity Mop is on Wednesday (October 11th) from 4pm until 11pm, with the Main Mop on Thursday (October 12th) from 11am until midnight.

It's an historic tradition, dating back to the original Stratford charter granted by Edward VI in 1544.

And amidst the thrill rides, ghost trains, games and stalls, some of the more traditional fun of

(Continued on page 4)

(Continued from page 3)

the fair still remains, the 127-year-old Golden Carousel returning to Stratford for the third year, alongside plenty of other customer favourites.

The traditional charity Pig Roast Auction will also take place, following the main Mop procession on the Thursday.

Stratford's Mop Fair has its origins in hiring agricultural and domestic labour, set out some time during the reign of Edward III and provision of the statutes of labourers. The date is set for October 12th and as a pleasure fair it remains a key date in the Warwickshire calendar.

In the 1950s, during the prominence of railway travel, a plethora of special trains were laid on to ferry the local population to and from the fair.

Stratford Mop has an associated 'runaway mop' one week later taking place on Thursday 19th and Friday October 20th. This tradition derived from the need for employers to reconsider and **re-hire any staff before committing to a full year's work.**

Stratford-upon-Avon Road Closures during the Mop

To accommodate the Mop the following streets will be closed from 5am on Wednesday October 11th until 7.30am on Friday October 13th:

- ⇒ Greenhill Street
- ⇒ Windsor Street (from Mansell Street)
- ⇒ Rother Street (from Ely Street)
- ⇒ Meer Street
- ⇒ Wood Street
- ⇒ Henley Street
- ⇒ Union Street
- ⇒ High Street
- ⇒ Bridge Street

The following streets will be closed from 5am on Thursday October 19th until 6am on Saturday October 21st for the Runaway Mop:

- ⇒ Greenhill Street
- ⇒ Windsor Street (from Mansell Street)
- ⇒ Rother Street (from Ely Street)
- ⇒ Meer Street
- ⇒ Wood Street

Because of the layout of the Mop fair there will be no access to the NCP car park in Rother Street all day on Tuesday 11th and Wednesday 12th October.

However, Stratford District Council have agreed alternative parking arrangements for these days.

Bid Levy payers' staff can park in the following pay and display car parks:

Arden Street, Windsor Street, Recreation Ground, & Leisure Centre.

Anyone wanting to take advantage of using these car parks on Wednesday 11th and Thursday 12th October will need to purchase a £3.50 ticket from a pay and display machine and display this together with the Stratford/NCP permit currently used to obtain their discount from the NCP car park.

Full details of road closures can also be found at: <https://www.stratford.gov.uk/markets/stratford-upon-avon-mop-fair.cfm>

Historic Bell Returns

A 14th century bell has been reinstated at Bell Court shopping centre during a special ceremony attended by past and present town mayors.

Originally cast in 1320, the bell is believed to have hung in the Stratford market where it sounded the start of trading to the town.

The 700-year-old bell – saved in 2000 by then -Mayor Juliet Short who is also leading a campaign to make it chime again - is now hanging in the timber frame at the High Street entrance to the centre, along with a new plaque.

The reinstatement ceremony recreated a similar unveiling which took place at the former Bell Court development 30 years ago.

Both ceremonies were attended by 91-year-old Dr Geoffrey Lees, who was Mayor of Stratford in 1978 and 1988, as well as musicians from Snitterfield Handbell Ringers.

Councilor Short and the current Mayor – Victoria Alcock – were also in attendance at the latest ceremony.

Councilor Alcock said: "It has been a pleasure to welcome this beautiful bell back to Stratford. It's wonderful to see it reinstated at Bell Court, becoming part of both the town's history and future."

Toby Siggers, asset manager, at UK & European Investments, which holds the lease to Bell Court, added: "For many years this historic bell has been linked to shopping in Stratford.

"Between 1821 and 1920, it is believed to have hung in the timber framed Market Cross in Bridge Street where it sounded the start of trading to the people of the town.

"Since 1975, the bell has been housed at Bell Court and we're extremely proud to welcome it back to its rightful home. It will now welcome all new visitors to Bell Court and will oversee the on-going changes as more new shops and restaurants open at Bell Court in the coming months."



Final goodbye to Stratford's Big Wheel?

ITS arrival sparked debate across the town, but the six-month stint for Stratford Big Wheel has now come to an end.

The 144-seater wheel opened to the public in April –and was dismantled this week, moving on to Leicester.

But will the wheel be coming back to the town?

Jan de Koning, director of de Koning Leisure Group Ltd, which owns the wheel, said the decision was very much up in the air.

"We had a fantastic summer in Stratford, which is such a lovely town and all of our staff really enjoyed the location.

"Whether our stay in Stratford was successful enough for us to return, however, remains to be seen.



Falcon Hotel announces temporary 2018 closure to complete multi-million pound refurbishment

One of Stratford-upon-Avon's most historic hotels, The Falcon, has announced that it will be closing temporarily during 2018 to complete the multi-million-pound refurbishment project which started in April this year.

Nicholas Crawley, Managing Director of St James's Hotel Group, says: "The scale of works involved in restoring The Falcon is a lot more extensive than we had anticipated.

"The only way to carry out the necessary repairs safely to this 16th century building is to close the hotel completely until the project is finished. We will therefore combine phases one and two of reconstruction and we will plan to reopen towards the end of 2018.

"I would like to thank the team for all their support and patience and the management who have done their utmost to drive this high-specification project while minimising the impact on our guests."

"We will do our best to find vacancies and opportunities for staff from The Falcon in other hotels within the St James's Hotel portfolio. However, when the new hotel opens in 2018 we expect to double the number of local jobs. We look forward to welcoming our guests back when we reopen."



Fun Palace returns

THERE will be a party atmosphere all down Henley Street on Saturday (October 7th) as part of a free nationwide celebration of arts, culture and science.

[The Henley Street Fun Palace](#) returns for a third consecutive year in what promises to be the biggest celebration yet.

Co-ordinated by the [Shakespeare Birthplace Trust](#), this year's **Fun Palace brings together some of Warwickshire's favourite arts and culture organisations for a day of free fun for all the family.**

Activities run throughout the day, between 10am and 4pm.

Highlights include: The great Jelly Baby Castle Siege, brought to you by the talented team at [Warwick University's School of Life Sciences](#), where you can catapult plague ridden exploding jelly creatures.

You can also wonder at [Mad Science's](#) Fire and Ice show and enjoy dance, music and storytelling workshops, or transport yourself back to Tudor times at the Shakespeare Centre, with a dressing up box and Tudor face painting.

Other activities include the RSC mystery box challenge and fascinating stories at the [Stratford-upon-Avon Library and Registration Service](#).

Lisa Peter, one of the Fun Palace's Co-ordinators at the Shakespeare Birthplace Trust, said: "We are delighted to be taking Fun Palaces out onto Henley Street this year, working in collaboration with some of Warwickshire's finest arts and culture organisations to present a day of free creative and science-related activities, quite a few with an unexpected Shakespearian twist! There really is something for everyone and we hope that people will come along and be part of this wonderful celebration of creativity and community."

For more information visit www.shakespeare.org.uk/events





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SHOW**

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**Wednesday
4th October**

The Edinburgh Woolen Mill
27 Bridge Street
Stratford-Upon-Avon
CV37 6AD

7.00pm

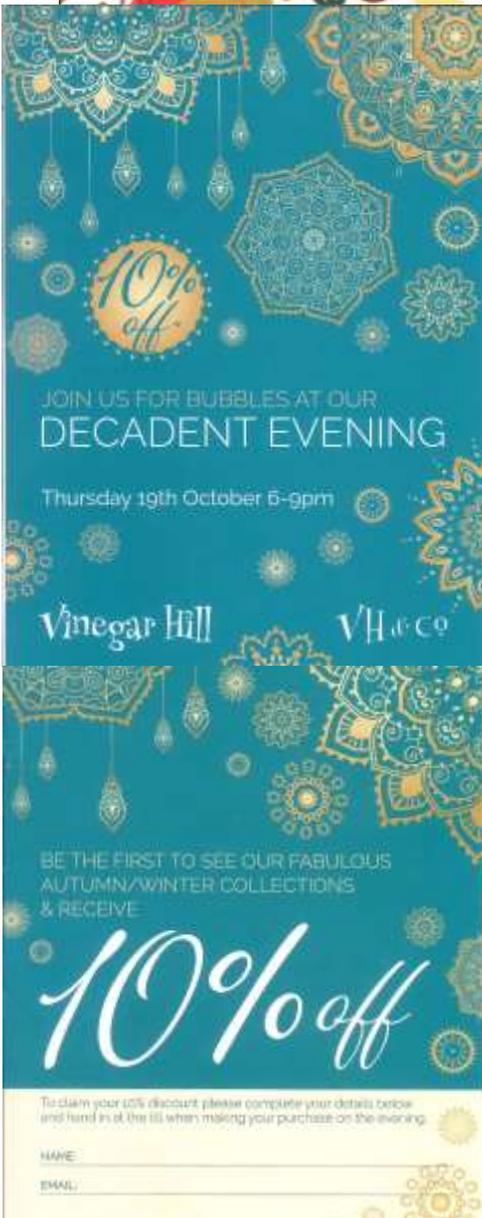
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The deadline for Christmas Brochure advertising and free product placement pictures is 17th October.

Please contact Ruth for details

ruth@stratforward.co.uk

01789 299011

Dates for your diary!

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

October

1st to 31st	Stratford Halloween Festival @ Magic Alley , Henley Street
4th	Edinburgh Woollen Mill Fashion Show - 7pm Bridge Street store
6th & 7th	For Something Different 18th Birthday Celebrations 10am to 7pm
11th & 12th	Stratford Mop
16th - 27th Nov	WCC Digital Training workshops
17th	Advertising deadline for Christmas brochure
17th	Full Project Griffin 10am
18th	Closure of nominations for DIY SOS Rebuild Initiative
18th to 21st	Hey Li'l Man @ The Bear Pit Theatre
19th	Vinegar Hill Decadent Evening 6pm
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
31st	Refresher Project Griffin 11am

November

10th	Project Argus
11th	The Social Secrets of Fashion @ The Shakespeare Centre
18th	Carriage ride with Father Christmas
23rd	Christmas Lights Switch On outside Town Hall
23rd	1st Christmas Market on Waterside
24th	Project Argus 10am

December

8th to 10th	Stratford Christmas Festival
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6th & 7th May 2018

www.stratfordfestivalofmotoring.co.uk



30th June & 1st July 2018

www.stratfordriverfestival.co.uk



22nd & 23rd September 2018

www.stratfordtowncentrefoodfestival.co.uk

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

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