

STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

Issue 4 - February 8th 2018

HAVE YOUR SAY ON THE FUTURE OF STRATFORWARD

BID businesses - YOU - are able to have YOUR say on the future of Stratford-upon-Avon's Business Improvement District (BID) as part of a consultation process launched today (Thursday).

The consultation is the first step in a process that will see all BID members being able to vote for a third BID term. Stratforward BID is currently in its second term which started in 2014 and expires in March 2019. BID3 would run from April 1st, 2019 to March 2024.

The consultation, which runs until the end of February, allows the nearly 450 businesses who are members of the BID (levy payers) to have a say in how they want any future BID to operate. It will be followed by the development and release of the BID3 Business Plan this summer ahead of a vote in the autumn.

Copies of the consultation document, along with a covering letter and a Q&A sheet, are being delivered to all BID businesses in the coming days via post. They can also be viewed via the website at www.stratforward.co.uk/BID3

The document outlines key BID services as well as the value they bring to the town and to the businesses who pay the membership levy. It also includes plans for the next five years, giving business owners a chance to set the priorities for the next BID.

Sara Aspley, Chair of the Stratforward Board, said: "Over the last nine years Stratforward has worked tirelessly to represent its members in what have often been complex, difficult and fast changing trading times.

"Changing shopping habits over the last decade with the advent of internet shopping, mixed with tougher economic times and security issues, have seen high streets across the country struggle to keep people coming into towns.

"Stratforward has led the fightback in Stratford-upon-Avon, showcasing the town through campaigns and festivals to local as well as national and international audiences, encouraging them to continue to come to the town to visit member attractions but also to shop, eat, drink and do

business."

She added: "This consultation document highlights some of the ways in which levy payers see a return on the money they pay each year to be members, the value that Stratforward brings them and just how vital it is to continue together to carry on the battle to keep our town working.

"This consultation is really important to the future and direction of any third BID. What is said during this consultation period will be absolutely crucial to the development of the new business plan, so it's vital that all businesses who are eligible take part and have their say."

The document highlights six areas in which Stratforward

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provides services to its members as well as the value that they bring.

- Town Hosts - whose work last year included 7,500 business visits, delivering six Ambassador Tours, manning the town centre security radio initiative and giving 15,000 directions to visitors.
- Events - last year the award-winning events team delivered the ever-popular River Festival, Festival of Motoring and Town Centre Food Festival, which in total generated 132,000 visitors to Stratford-upon-Avon
- Campaigns - promotions and campaigns to accompany major events, plus the Christmas-upon-Avon campaign and Fashion-upon-Avon Facebook campaign.
- Staff savings - the Stratforward BID card delivered savings to 3,800 BID member employees
- Business savings - the Joint Procurement Scheme to help businesses save tens of thousands of pounds on running costs, plus the NCP parking discount card, which saved staff an estimated £107,000.

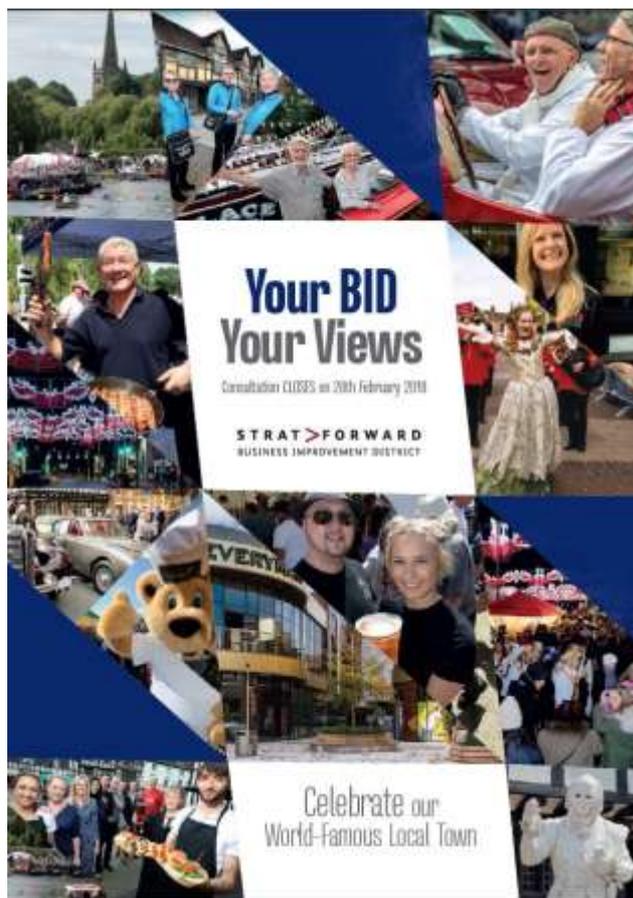
A voice for business - the BID acts as a 'voice' for businesses, networking with other major organisations and representing the interests of its members on issues like planning, parking and traffic congestion. Its member newsletter keeps businesses informed.

BID Director Joe Baconnet said: "These are just some of the things Stratforward has achieved and the value we've brought to our members in the last year. Our small and dedicated team is fully committed to deliver what our 450 BID member businesses want and need.

"What we want to hear now is what people like about what we do, what works for them, what does not and what they think our priorities in the future **should be under any third BID."**

He added: "During the revote process, we're not stopping the mainstream work. The task of promoting the town to locals and visitors continues through the work of our hosts and a packed programme of events and campaigns. We are also committed to develop the business support and savings schemes that have proved so popular with members, not just retail ones, saving tens of thousands of pounds across the town. New initiatives **such as the 'Tax Free Stratford' project, a new visitor map and being part of a regional accessible scheme are all in the pipeline.**

"We are also continuing our lobbying and behind-the-scenes work with stakeholders such as Stratford Town Council, Stratford-on-Avon District Council, Warwickshire County Council, Shakespeare's England, Stratford Business Forum, Coventry and Warwickshire LEP and others who promote Stratford as a destination for people and investment."



ANY QUESTIONS? JOE BACONNET IS AVAILABLE FOR A CHAT AT ANYTIME TO DISCUSS ANY QUESTIONS, IDEAS, CONCERNS YOU MIGHT HAVE. Tel 01789 292718 [EMAIL joseph@stratforward.co.uk](mailto:joseph@stratforward.co.uk)

BID BUSINESSES IN THE SPOTLIGHT AT PRIDE OF STRATFORD

We want to wish good luck to all of our members who are up for a Pride of Stratford award this Friday.

The 2018 Touch FM Pride of Stratford Awards celebrate the best businesses, individuals and community organisations across the district, culminating in a ceremony at the Crowne Plaza on Friday, February 9th.



We're delighted to see so many BID members reach the finals of the awards.

Gemini is up for Business of the Year and The One Elm is a finalist in the Hospitality of the Year Award, while the Town Centre of the Year Awards is being battled for by A Fine Tattoo Establishment, The Fourteas Restaurant, Gemini and Specsavers.

Paul and Rhiain Foster, owners of Salt, are up for Business Person of the Year. Salt is also a **finalist in the Artisan Award, alongside fellow BID member Hooray's British Gelato Kitchen.**

Our own Town Hosts are up for an award of their own, reaching the final of the Customer Care of the Year Award, while the River Festival is a finalist in the Tourism Initiative Award again, **alongside Shakespeare's England Explorer Pass, Shakespeare's Birthplace Trust, Shakespeare's Schoolroom and Guildhall and Stratford Upon Avon Butterfly Farm.**

The Butterfly Farm, Shakespeare's Schoolroom and Guildhall and the MAD Museum are finalists in the Team of the Year Award, while Escape Arts is up for both the Arts Organisation Award and the Educator Award.

Congratulations to all of our finalists, we look forward to seeing you all on Friday.

CORPORATE PARKING SPACES AT CROWNE PLAZA AVAILABLE

The Crowne Plaza has 30 corporate parking spaces available for BID members.

For more information, contact Tracey Norcup on 01789 279988.

GET INVOLVED IN THIS YEAR'S POETRY FESTIVAL

Businesses are invited to get involved in this year's Stratford-upon-Avon Poetry festival.

Organisers want to bring the festival - which is the longest-running poetry festival in the UK - out of the Shakespeare Centre and into the town when it returns in June.

They're looking for shops who are willing to display work by local poets in their windows around the town.

The work would be winning entries into the festival's poetry competition on the theme of peace, in recognition of the end of the First World War. Entries will be small enough to be displayed on an A4 size and will come with a similar sized poster promoting the poetry festival.

Stratfordward will be judging the window entries and we and the poetry festival will be promoting the competition, encouraging people to seek out the works and explore the shops displaying them.

Poems will be displayed in local shop windows from June 1st-24th along with a poster explaining the context and advertising the poetry festival, which takes place from June 17th-24th.

For more information or to take part email elizabeth.dollimore@shakespeare.org.uk



SIGN UP FOR AMBASSADOR TOURS 2018

The Ambassador Tours are fast approaching. Our world-class familiarisation days have become extremely popular. The next tours will be on: Thursday, March 15th, Wednesday, March 21st & **Thursday, March 22nd Please book early as we have limited spaces and it's first come, first served.** The tours are free and open to all BID members and their staff. It's an extremely enjoyable day, but you will also gain more knowledge about your town and its attractions which you can then pass on to your guests, customers and visitors. For more information, please contact Town Hosts Shan or Terry via townhosts@stratforward.co.uk or 07879 631735. We look forward to hearing from you!

HALF-TERM FUN SET FOR STRATFORD

Half-term is fast approaching and as usual, there are plenty of activities on offer from our members.

The Shakespeare Birthplace Trust is holding a whole host of activities this half term, which runs from February 16th-25th.

From leather week at Shakespeare's Birthplace, offering the chance to stretch and work leather just like William Shakespeare's father John would have, to discovering the magical story of A Midsummer Night's Dream at Shakespeare's New Place, with a shadow puppet theatre and sculpture trail.

On February 24th visitors can join the Live'n History team at Hall's Croft for a lesson on Jacobean medicine, while Tudor music activities are on offer on the 18th and 24th.

Ruth Warner, Head of Visitor Experience at the Shakespeare Birthplace Trust said: **"Our fantastic events cater to historians young and old, whether you want to try your hand in the Shakespeare's family glove workshop or become a puppet master- there's something for everyone."**



Shadow puppets at Shakespeare's New Place

STRATFORD-UPON-AVON IN BLOOM

2018 BUSINESS HANGING BASKETS AND POTS

Stratford in Bloom (SiB) are encouraging businesses to florally enhance your business frontage with a choice of a basket OR a pot of flowers - which can be an easier option. As always, SiB are offering to supply you with the baskets and pots at a great price, but you will need to maintain them.

If you have concerns about the maintenance why not have a chat with those that did so well **last year: Hobson's Patisseries, C A Rookes Wine Merchants and the Windmill Inn?** These are just three of the winners that would willingly share some words of wisdom on how they achieved their fabulous displays.

SiB will be providing the same number of street hanging baskets and planters in the town as last year and are still working with WCC to facilitate installation of the poles for baskets in Sheep Street.

SiB are also looking for more input from businesses. If you would like to be involved please contact Stephanie Lester via info@stratfordinbloom.org or leave a message on 01789 549212





BE A PART OF Blooming Stratford!



Hanging Baskets and Pots Bursting with Colour ...

Floral displays really improve the visitor experience as well as enhancing the look of your business. You can show your customers, and the town, that your company is blooming in more ways than one this year, by having a fabulous summer basket and or Pot outside your premises! Your business may also be in the running for an Award Ceremony in September.

Order your 2018 hanging baskets and pots now, using the form on the reverse, for delivery in late May /early June (exact date will depend upon weather conditions).

Baskets and Pot Options:

- Size: 16" – Choice of basket type: **Wicker** or **Wire**
- Size: 16" – Pot (plastic pot – design may vary from the one shown)

The flowers will be a wonderful mix of beautiful upright & trailing annuals heavily biased towards Stratford-upon-Avon in Bloom 2018 colour scheme which is Red, White and Blue. The baskets/pots will be delivered to the business address stated on the form overleaf.



PLEASE NOTE: The prices include supply of fully planted pots & baskets (hanging on your existing brackets, which must be in good condition and able to support the basket). New brackets can be ordered and fitted if required. Maintenance of the baskets and pots is your responsibility. If you need a watering system installed then please contact us for prices.



If you have any queries, please contact:

Email: info@stratfordinbloom.org.uk Tel: 01789 417869

*For a beautiful summer display,
orders should be submitted no later than 1st May 2018*



STRATFORD-UPON-AVON IN BLOOM 2018 HANGING BASKET & POT ORDER FORM

Please complete the form below and either ...

Email to: info@stratfordinbloom.org.uk

Or post to: Stratford-upon-Avon in Bloom Basket & Pot Order,
The Mayor's Parlour, The Town Hall, Sheep Street,
Stratford-upon-Avon CV37 6EF

Contact Name:

Business Name:

Delivery Address:

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Post Code:

Tel. No:

Email Address:

Type of basket / Pot	Number	Cost each	Sub Total
16" Wicker Basket		£30	
16" Wire Basket		£35	
Supply & fit new bracket		£15	
16" Pot		£35	
		Total	

PLEASE NOTE: If orders are received after 1st May 2018, a premium of £5.00 per basket or pot will apply and delivery date may be delayed.

Payment must be sent with order. If paying by BACS please use reference '**BLOOM2018**' and **post or email screen print of the transfer confirmation page.**

Please make BACS transfer to:

SORT CODE: **30-98-26**

ACCOUNT NUMBER: **69581268**

Please make cheques payable to: '**Stratford in Bloom**'

Dates for your diary!

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

February

Now until 28th	BID3 Consultation period
Now until 10th Feb	Imperium parts I & II at the Swan Theatre
Now until 24th Feb	Twelfth Night, RSC
7th to 14th	Shakespeare's Birthplace romantic activities
8th	In Stiches with Escape Arts. Every Thursday 2-4pm
9th	Touch FM Pride of Stratford Awards
11th	Spiritual Night @ Hathaway Tea Rooms. Booking required
16th	Stratford Business Forum 8th Anniversary Breakfast
16th to 25th	Shakespeare's Birthplace 1/2 term activities
19th to 23rd	Warwickshire & Birmingham Schools 1/2 term holiday.
13th	Shrove Tuesday
14th	Valentines Day
21st	Hoot Owl @ Stratford Artshouse
24th	Shakespeare's Birthplace Live'n History at Hall's Croft

March

11th	Mothers Day
12th to 18th	Shakespeare Week at Shakespeare's Birthplace
25th	British Summer Time begins
30th to 13th April	Warwickshire & Birmingham Schools Easter holiday
30th to 2nd April	Easter Weekend

April

14th	Magic Alley: The Lost Years of William Shakespeare opens in Bell Court
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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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