STRAT>FORWARD NEWSLETTER

Issue 4: 2 February 2017



Final Countdown To The Pride of Stratford Awards

There is just one day to go until the annual Touch FM Pride of Stratford Awards...... in our third and final spotlight on this annual extravaganza we look at the four finalists in the 'Town Centre Business of the Year Award' sponsored by Stratforward.

Four BID members are in line for the title - The Dirty Duck on Waterside, Wood Street clothing retailer Gemini, Hooray's Gelato on High Street, and A Fine Tattoo Establishment, based in Shrieves Walk.

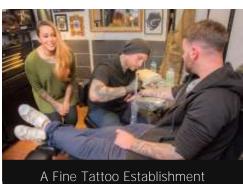
Hannah Cowles, owner of A Fine Tattoo Establishment, said they were shocked and excited to have been declared finalists. She said: "We are just really proud that a tattoo studio has been recognised in the same category as so many other great Stratford businesses, it's nice that we are being taken seriously."

Sara Young, owner of Hooray's, said they were thrilled to be a finalist in the category, along with the Artisan Business of The Year category, adding: "Hooray's is proud to be part of Stratford's unique appeal, and we sincerely hope that Stratford is proud of us!"

Sam Jackson, landlord at the Dirty Duck, said: "I just think it's a great honour for the team that work with me at the Duck that we are finalists in the pride awards. I think the awards is one of the nicest evenings to show recognition of people who work in Stratford."



Hooray's British Gelato Kitchen L-r Sophie McCarthy, Jess Knights, Hannah Sorrell



A Fine Tattoo Establishment L-r Hannah Cowles, Aaron Cowles & customer Steven West



Sam Jackson, landlord at the Dirty Duck

In This Issue

- Pride of Stratford
- Stratforward Fashion Campaign
- Shop Front Grants
- Stratford Library
- Brochure Advertising
- Diary Dates

(Continued on page 2)

(Continued from page 1)

The fourth finalist Gemini is also shortlisted for the Business of the Year award and owner Claire Wright is also a finalist in the Business Person of the Year award, sponsored by the Coventry and Warwickshire Chamber of Commerce.

Other BID members up for awards are: MAD Museum - Small Business of the Year; Alveston Manor Hotel - Hospitality Business of the Year; Nuts in Ya Mouth - Artisan

Award; RSC, Shakespeare's New Place, The One Elm - Team of the Year; The One Elm and Stratford Town Hosts - Customer Care; Stratford Butterfly Farm, Shakespeare's Celebrations 2016; Shakespeare's New Place; Stratforward's River Festival - Tourism Initiative.

For a full list of finalists visit



www.102touchfm.co.uk/pride-of-stratford-awards-2017/2017-finalists

Stratforward Director Joseph Baconnet said: "We wish all our members who are finalists all the very best of luck at the awards"

The awards ceremony takes place on Friday at the Crowne Plaza in Stratford-upon-Avon.

Fashion Flash.....

Get Involved In Our First Online Fashion Campaign

Stratforward is launching its first online fashion campaign this spring, giving Stratford's fashion retailers a chance to showcase their clothing, as well as their best asset - their staff.

Each retailer can nominate a staff member who will wear an outfit from their range for a professional photoshoot, with full makeup and hair provided, at Studio Stratford in The Minories.

The pictures will be used across social media platforms and in the press, plus participants will also be able to use them for their own promotions.

Campaign organiser Ruth Wood, Events Manager at Stratforward said: "It's the perfect opportunity to involve your staff and treat one to pampering, a photoshoot, fun and to shout about your business, all at the same time!"

The model will be needed for about two hours in the daytime between February 27th and March 2nd. Places are limited so sign up now!

To take part or if you have any questions call Ruth or Tor on events@stratforward.co.uk, or call 01789 299 011.

In 2017 we won't run a fashion show, based on feedback, but we will run a new style show in 2018 as part of a wider campaign!

#SUAFashlon

Time Running Out For BID Businesses to Apply For Shop Front Grants

Time is running out for businesses in the very centre of town to apply for a grant to help improve the appearance of their shopfront as part of the Stratford District Council's 'Historic Spine' Shop Front Grant Scheme.

The deadline for grant applications, which is aimed to help regenerate Stratford's retail offer and provide a better environment for visitors and residents, is February 17th.

To be eligible to apply premises must be located in the "Historic Spine" area which includes Bridge Street, Chapel Street, Church Street, Greenhill Street, High Street, Henley Street, Sheep Street, Union Street and Wood Street.

Businesses can apply for up to 75% of their total project funding costs up to a maximum of £10,000 for a range of works including the replacement of a modern shop front and/or signage that is not in keeping with the historic environment, restoration or repair and painting of an existing shop front, and re-instatement of historical, original or traditional architectural features. Costs for shop front maintenance like paintwork can also be included.

For an application pack visit https://www.stratford.gov.uk/files/seealsodocs/149329/2016-2017%20Stratford-upon-Avon%20Historic%20Spine%20Shop%20Front%20Grant%20Scheme%20application%20form.pdf

For further details contact the project officer, Lana Long on 01789 260609 or 01789 260803 or by email lana.long@stratford-dc.gov.uk



Stratford Library re-opens in its temporary home in Stratford Arts House on Monday (6 February) . The usual home for the library in Henley Street closed last week for building work.

The temporary library will have the same opening hours. Services on offer will include a reduced stock of books, free reservations to the rest of Warwickshire Library stock; talking books, large print; photocopier and newspapers.

Other services hoped to be added as soon as possible include: two computers with printing facilities; concessionary travel; children's Rhymetime and Storystomp sessions. Other services will be available online.

Library opening times at The Arts House: Mon 9.30-5; Tues 9.30-5; Wed 9.30-5; Thurs 10-5; Fri 9.30-5; Sat 10-3; Sun closed

Visit https://www.warwickshire.gov.uk/stratfordlibrary for more information.



Brochure Advertising Rates

STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

BID Member Advertising Opportunities 2017

Book now to advertise in four Stratforward publications for great value! Each brochure has a print run of 50,000. Make the most of your BID member discounts - the more brochures you advertise in the greater the discount!

Stratford, the remainder is distributed in Stratford town centre.









STRATFORD FESTIVAL OF MOTORING

Sunday 30" April & Bank Holiday Monday 1" May

Advertising deadline 17th March

STRATFORD RIVER FESTIVAL

Saturday 1st & Sunday 2st July

Advertising deadline 15th May

STRATFORD TOWN CENTRE FOOD FESTIVAL

Friday 22", Saturday 23" and Sunday 24" September

Advertising deadline 9th August

CHRISTMAS-UPON-AVON BROCHURE

Advertising deadline 17th October

Brochures will also available at www.stratforward.co.uk. Events are supported with press releases, social media & advertising etc.

www.stratforward.co.uk.

STRAT>FORWARD BUSINESS IMPROVEMENT DISTRICT

BID Member Rate Card 2017

Print run of 50,000 full colour A5 brochures. Advertising cost per brochure: Full page £500, half page £250, quarter page £125. Ex VAT.

Brouture back cover - K750 (subject to availability)

| BID Member Rate Card Discount | Full page | Cost per 1/2 page | t/4 page |
|----------------------------------|-----------|----------------------|----------|
| 4 brochures - 40% discount | £300.00 | £150.00 | £75.00 |
| 3 brochures - 36% discount | £350.00 | £175,00 | €87.50 |
| 2 brochures - 26% discount | 6400.00 | £200.00 | £100,00 |
| 1 brochure - 10% discount | £450.00 | 6225.00 | 6112.50 |

Prices 6x VAT

For questions or to book call 01789 299011 or email nuth@stratforward.co.uk

When supplying artwork please follow these guidelines

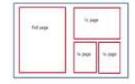
Artwork Specification

- Supply image at 300dpi at 100% print size.
 Preferably it should be print ready CMYK pdf with crop marks.
- If a jpg then supply CMYK format, & not saved with compression.

ge Olmensions: (seith x height)

Full page: 128mm x 190mm, 148mm x 219mm with 3mm Bleed - whole page Half page: 128mm x 92mm

Quarter page: 61mm x 92mm



Please contact Ruth on Ruth@stratforward.co.uk to take up this offer.

STOP PRESS!!!!

We want YOUR suggestions for how you want to get your business involved in the Stratford Motor Festival this Spring. We've already got some local businesses with some great ideas and there are plenty of ways you can get involved, from restaurants offering a special offer to car enthusiasts visiting the town to a motor-related guiz at the Stratford Picturehouse and a town centre scavenger hunt hosted by Magic Alley.

Let us know your plans to get involved in the festival email suggestions to our events team on info@stratforward.co.uk or pop in and see us in the Sheep Street office.



Dates for your diary!

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

February

3rd Pride of Stratford Awards

14th Valentine's Day

18th-26th Warwickshire schools half-term 23rd Snow in Midsummer opens (Swan)

27th Fair Trade Fortnight begins

March

3rd Julius Caesar opens (RSC)

8th Budget Day

11th Antony and Cleopatra opens (RSC)

13th Stratford Races – Irish Day

13th Closing date for Alcohol Tenders for the River Festival

14th <u>Bamboodle's</u> Singles Night

15th Ladies Day Cheltenham (Horse Racing)

17th Festival of Motoring Brochure Advertising deadline

26th Mothering Sunday

26th British Summer Time begins

26th England v Lithuania (World Cup qualifier – Football)
29th Closing date for Pitch applications for the River Festival

30th The Hypocrite opens (Swan)

April

8th-23rd Warwickshire schools Easter holidays

14th-17th Easter bank holiday weekend



30th April & 1st May 2017



1st & 2nd July 2017



22nd to 24th September 2017

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

01789 268291 07879 361735 info@stratforward.co.uk

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

Stratforward improving business in Stratford-upon-Avon town centre

All information correct at time of publication.