

# 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 Water-side, 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."



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



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

(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; Stratford's River Festival - Tourism Initiative.**

For a full list of finalists visit

[www.102touchfm.co.uk/pride-of-stratford-awards-2017/2017-finalists](http://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.



Gemini - Claire Wright

## 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](mailto: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!**

#  
S  
U  
A  
F  
a  
s  
h  
-  
o  
n

## 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 **generate 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 [ana.long@stratford-dc.gov.uk](mailto:ana.long@stratford-dc.gov.uk)



## A New Chapter for Stratford Library

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 Stratford 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!

50K print run, mainly delivered door to door within a 20 mile radius of Stratford, the remainder is distributed in Stratford town centre.



### STRATFORD FESTIVAL OF MOTORING

Sunday 30<sup>th</sup> April & Bank Holiday Monday 1<sup>st</sup> May

Advertising deadline 17<sup>th</sup> March

### STRATFORD RIVER FESTIVAL

Saturday 1<sup>st</sup> & Sunday 2<sup>nd</sup> July

Advertising deadline 15<sup>th</sup> May

### STRATFORD TOWN CENTRE FOOD FESTIVAL

Friday 22<sup>nd</sup>, Saturday 23<sup>rd</sup> and Sunday 24<sup>th</sup> September

Advertising deadline 9<sup>th</sup> August

### CHRISTMAS-UPON-AVON BROCHURE

Advertising deadline 17<sup>th</sup> October

Brochures will also be available at [www.stratforward.co.uk](http://www.stratforward.co.uk). Events are supported with press releases, social media & advertising etc.

[www.stratforward.co.uk](http://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.

Brochure back cover - £750 (subject to availability)

BID Member Rate Card Discount	Cost per		
	Full page	1/2 page	1/4 page
4 brochures - 40% discount	£306.00	£156.00	£75.00
3 brochures - 30% discount	£356.00	£175.00	£87.50
2 brochures - 20% discount	£406.00	£200.00	£100.00
1 brochure - 10% discount	£456.00	£225.00	£112.50

Prices ex VAT

Good value advertising

Payment must be prior to advertising deadlines.

For questions or to book call 01789 299011 or email [ruth@stratforward.co.uk](mailto:ruth@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.

#### Page Dimensions: (width x height)

- Full page: 128mm x 190mm, 148mm x 210mm with 3mm Bleed - whole page
- Half page: 128mm x 92mm
- Quarter page: 61mm x 92mm



[www.stratforward.co.uk](http://www.stratforward.co.uk)

Please contact Ruth on [Ruth@stratforward.co.uk](mailto: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 quiz 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](mailto: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	<a href="#">Bambooodle's</a> Singles Night
15th	Ladies Day Cheltenham (Horse Racing)
17th	<b>Festival of Motoring Brochure Advertising deadline</b>
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](mailto:info@stratforward.co.uk)

Visit us on the web at  
[www.stratforward.co.uk](http://www.stratforward.co.uk)