

BUSINESS NEWS

Stratforward Newsletter

Issue 40 - 12 October 2016

Begging, Busking, Homelessness and Christmas Plans All On Agenda, at BID Members Meeting Next Week

Begging, busking, homelessness and promotion plans for Christmas and 2017 are all on the agenda for next weeks quarterly BID members meeting and networking event on Tuesday October 18th. The event, which is open to all levy payers, takes place at The Falcon Hotel at noon.

It will include a series of updates from Stratforward as well as giving BID members the opportunity to ask questions or raise any issues or concerns. The event will include information on homelessness, begging and busking initiatives from Inspector Julia Brearley from Warwickshire Police and Karin Stanley from Stratford District Council on work that is ongoing in Stratford.



Joseph Baconnet

There will also be updates from the Stratforward team on work since the last networking meeting, including feedback from the recent food festival, and plans going forward for Christmas and 2017. Topics expected to be covered include: Christmas markets; Town Christmas brochure; the Mop; an update on the town Wi-Fi system including footfall counting and future promo opportunities; key festivals and events next year and a development update on Bell Court, BHS, B&Q, Hotel du Vin, Bards Walk.

Key stakeholder partners including Shakespeare's England, Stratford District Council, Stratford Town Council, Warwickshire Police, The RSC and SBT are all expected to be in attendance.

The event is open to all levy payers and includes refreshments. Please email sandi@stratforward.co.uk if you are planning on attending for catering purposes.

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Stratford In Media Spotlight As Pound Plummetts



Stratford hit the nations TV screens yet again yesterday (Tuesday) with an appearance on the BBC.

BID members Roly's Fudge Pantry and Hathaway Tearooms were featured on a BBC Breakfast item about increasing overseas visitors heading for the UK, particularly in the light of the plummeting Pound. The piece, fronted by Sean Farrington also included great shots of the RST, Shakespeare's Birthplace, Henley Street and Waterside.

Key facts quoted included:

- overseas visitors are worth £26 billion to the UK economy
- a record 3.3m US visitors visited the UK in 2015 spending £3 billion
- Chinese visitor numbers were up 18% last year and they are now in the top ten for the first time and spent £566m

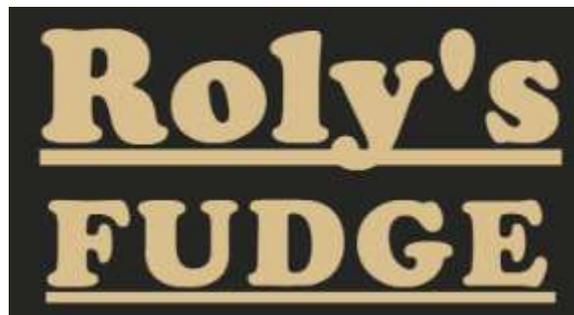
Overseas visitors interviewed agreed getting more for their money was a key factor in deciding to come to the UK.

Andy Irvine, owner of Roly's Fudge, said: "It was great to have Roly's Fudge Pantry as part of the recent BBC Breakfast feature on the impact of the lower pound suggesting tourists are spending more money in Stratford.

"The programme brought in an immediate response from customers some of whom visited **on the day to buy more of our superb creamy crumbly fudge 'as seen on TV',...but others got in touch to say what a wonderful advert it was for us!**"

Stratford Director Joe Baconnet said: "TV pieces like this help keep Stratford in the fore front of peoples minds and remind them of what a great place it is to come to".

The piece can be seen at <https://www.facebook.com/bbcbreakfast>



Hathaway Tea Rooms

£30m Stratford Development In Spotlight



Some of the UK's leading commercial and retail experts descended on Stratford last week to inspect Bell Court - the new £30million mixed retail and leisure development currently being built on the site of Town Square.

Developers UK and European Investments, along with property industry body REVO, formally BCSC, hosted a study tour of the Bell Court scheme on 6th October.

The event attracted 30 commercial agents, surveyors and architects from across the country keen to see how the scheme looks, to ask questions of the developers and to introduce prospective clients.

The presentation, given by John Stacey Asset Management Director at UK and European Investments and scheme architect Ian Robinson from Mountford Pigott detailed the philosophy, process and layout of the scheme.

Stratfordward Director, Joe Baconnet also attended and talked about the importance of the **scheme to Stratford town centre's future and its importance to attracting more people into town for shopping and leisure activities.**

Work on Bell Court started on 16 February 2016 and when completed in Spring 2017 will comprise 14 shops and 8 restaurants built around a 12,000sqft. four screen Everyman cinema. It is hoped that Bell Court will transform what was a run-down part of the town centre into an exciting and vibrant area that will contribute to both day and night time economies.



View towards the NCP



View from the courtyard towards Wood Street



View from Everyman Cinema towards
H&M and Wood Street



The Everyman Cinema above
Byron Burgers below

Performance Data

Elephant Wi-Fi has been in town upgrading the footfall counters.
We will publish data when it has been validated.



Lights, Music, Action As Mop Mania Hits Stratford

In case you hadn't noticed, the annual Mop Fair is back in town.

This historic annual tradition returned to Stratford yesterday (Tues) with the arrival of the Charity Mop, while the Main Mop continues until midnight tonight (Weds).

BID members will have noticed that road closures and parking restrictions are in place. The following roads will remain closed until 6am tomorrow morning (Thursday): Greenhill Street; Rother Street (from Ely Street); Wood Street; Union Street; Bridge Street; Windsor Street (from Mansell Street); Meer Street; Henley Street; and High Street.

The tradition of the Mop dates back hundreds of years when what was effectively a jobs fair was organised to hire and fire farm workers, labourers, servants and craftsmen, who would attend hoping to be hired. Today's Mop is very much more a fun fair for families.



The associated 'Runaway Mop' takes place next week. This stemmed from the tradition of the need for employers to reconsider and re-hire any staff before committing to a full year's work.

This year's Runaway Mop takes place next Thursday and Friday (October 20th and 21st). Next week, road closures for the Runaway Mop will run from 5am on Thursday (October 20th) until 6am on Saturday (October 22nd).

They will include the following streets: Greenhill Street; Rother Street (from Ely Street); Wood Street; Windsor Street (from Mansell Street); Meer Street.

We are pleased that the plan the District Council put in place for Stratfordward permit holders while the NCP car park was unavailable seems to have worked.

BID Beers Are Toast Of The Town

Cheers to Bill and all the team at Stratford Ale House who have been voted "top of the tipples" by hundreds of beer fans that took part in the recent Stratford Ale Trail.

Over 200 ale enthusiasts worked their way around many of **Stratford's hostelries, supping on samples of local beers** as part of the Trail at this year's Stratford organised Food Festival. The Trail was one of the highlights of the Festival, which took place last month, attracting more than 80,000 people.

Over the two-day event 250 real ale fans took part in the Trail, which allowed them to sample beers from 13 pubs, bars and restaurants across the town. They were then asked to vote for their favourite sample ale across the weekend, with **The Stratford Alehouse in Greenhill Street coming out on top with Stratford Upon Avon Brewery's 'Louis's Pale Ale'**.

Alehouse owner Bill O'Brien said: "We're really thrilled to win the Ale of the Trail for the second year running. "We'd like to pay tribute to all those discerning beer drinkers who voted for us, and Stratford upon Avon Brewery for supplying the champion brew."

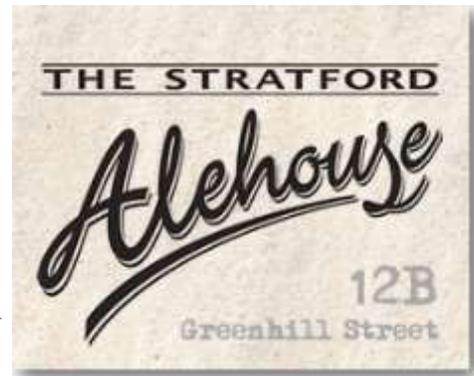
Other BID businesses caught the eye of resident beer experts from Shakespeare CAMRA who were also on hand at **the festival to choose the winner of the 'Experts Choice' Award.**

After sampling a total of 20 beers over the two days, they picked out The Bear Freehouse on Swans Nest Lane, Stratford Alehouse, the Dirty Duck on Waterside, and the Keys and Kitchen on Ely Street as the venues providing some of the winning beers.

Top beer of the weekend was declared Stratford Upon Avon **Brewery's 'Stratford Gold', served at The Bear, with a score of 4.5 out of 5.**

In equal second place, all with scores of 4, were Stratford **Brewery's Louis's Pale Ale from the Stratford Alehouse; Greene King's 'Mighty Moose' and Greene King's 'Frankenstein', both launched at the Dirty Duck on Waterside specially for the festival; and Theakston's Infallible** from the Keys and Kitchen.

Shakespeare CAMRA spokesman Phil Mills said it was great **to know that the Experts Choice and the People's Choice were both ales available regularly in**



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pubs in and around Stratford, so people can enjoy them all year round.

The following BID venues took part in the Ale Trail: 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 Alehouse and The White Swan Hotel.

The annual Stratford Town Centre Food Festival, organised by Stratforward with market operator Groupe Geraud and sponsored by local restaurant and BID member Loxleys, showcases Stratford as one of the region's premier food and leisure destinations.

Not Long Till Santa Comes To Stratford

Plans for a very merry Christmas in Stratford are already underway, with BID members planning for a fantastic festive season.

They include Magic Alley and the Enchanting **World of Wizard's Thatch**, which will once again be transformed into a magical winter wonderland for Father Christmas from November 24th all the way through to Christmas Eve.

All three floors of the quirky Henley Street attraction will be transformed as part of its **'Miracle on Magic Alley'** ready for the arrival of Santa himself, along with his reindeer, on Stratford Christmas lights "switch on" day. From twinkling lights and icicles to snow everyone who visits the Magic Alley Christmas Grotto to see Santa is bound to be enchanted.

On top of this, everyone who visits will get a specially-commissioned story to be read together as a family on Christmas Eve along with their very own Sleigh Bell. Each year, Magic Alley produces a specially-commissioned Christmas story to give to everyone who visits Father Christmas. In 2015 the attraction gave away nearly 12,500 copies of **Grandfather Frost**, with this year's tale **"The Clockwork Wizard"** set for an even bigger print run, encouraging more than 13,000 people to sit and read together on Christmas Eve.

Visit The Real
FATHER CHRISTMAS

FROM NOVEMBER 24TH UNTIL CHRISTMAS EVE
AND EXPERIENCE THE MAGIC FOR YOURSELVES

MIRACLE
on **MAGIC ALLEY**

Magic Alley, 21 Henley Street, Stratford CV37 6QW
BOOKING ESSENTIAL TO AVOID DISAPPOINTMENT
01789 290969
www.SeekTheMagic.org/Christmas

For further information visit www.seekthemagic.org/christmas

Chance To Win Your Christmas Party

Magic Alley isn't the only place preparing for Christmas. BID member Wildwood Kitchen on Sheep Street has launched a competition offering a free Christmas meal for up to 10 people, including a bottle of wine. Just reserve a table between October 16th and November 7th to enter the draw.

Even Stratford District Council is getting into the festive spirit

Residents and visitors to Stratford-upon-Avon will not have to pay for car parking in the town on Thursday evenings in the run up to Christmas.



Stratford-on-Avon District Council is offering free parking in all Stratford District Council town centre car parks (excluding Bridgeway multi storey and Bridgeway surface) on the dates listed below:

- Thursday 24 November 4pm to midnight (Christmas lights switch on)
- Thursday 1 December 4pm to midnight
- Thursday 8 December 4pm to midnight
- Thursday 15 December 4pm to midnight

Please note not all town centre cars parks are Stratford District Council car parks, please check first.

Cllr Mike Brain, Technical Services Portfolio says: "We have run this offer for a number of years and it has proved to be really popular with shoppers and retailers and one way the District Council can help support local businesses.

"It is important that we support the town's traders and not only encourage our residents to shop locally but also encourage others to travel into the area and experience the wonder of Stratford-upon-Avon at Christmas time with the beautiful Christmas lights and superb festive market, which is on Bridge Street.

"I really hope people take advantage of this offer which will benefit everyone from residents to traders and those from outside the district who might choose to visit. We want to make Stratford-upon-Avon the place of choice for people to come and do their Christmas shopping."

Don't Miss The Deadline For This Year's Christmas Brochure - 20 October

The deadline is looming to get your information, adverts and images to us for inclusion in our Christmas Upon Avon brochure. We're having 75,000 brochures printed with approx. 60,000 being distributed to homes in a 25 mile radius with a further 15,000 distributed through BID businesses



The brochure will showcase the very best Stratford has to offer over the festive season and

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is a great way of promoting your business.

You can either advertise (fees apply) or have products featured on themed pages that cover: her, him, children, wine & dine, stocking fillers, and home (free). It will also list all BID businesses who fall under the following categories: stay, wine & dine, and shop (free)

And for any businesses that don't fall under those categories, whether you're an accountant or an estate agent or anything else, you're welcome to submit a Christmas 'tip' that could see you get a free mention for your business, with the best set to be included in the brochure.

The final deadline for submission of material for inclusion in the Christmas brochure is next Thursday, October 20th.

For advertising rates or to submit high resolution images, artwork, or tips, please contact the events team on ruth@stratforward.co.uk or tor@stratforward.co.uk

Stratford Music Festival In Tune With Shakespeare For Anniversary Year

Stratford will be packed with music lovers from this weekend as the 21st Stratford-on-Avon Music Festival opens on Friday with a performance by Lesley Garrett. The world-renowned soprano is among a whole host of high-profile acts to perform in Stratford over the eight days of the Festival (October 14th to 22nd).

A highlight of Stratford's cultural calendar it is once again expected to attract thousands of music-lovers to the town. The 2016 programme is themed 'A Line from Shakespeare' to coincide with the 400th anniversary of the Bard's death.

Shakespeare-themed concerts include a Tempest-inspired performance by musicians from the RSC, a workshop and concerts from award-winning quintet Fontanella, and a programme dubbed 'Jazz Up Your Shakespeare' by the National Youth Jazz Orchestra and National Youth Chamber Choir. Other headliners include the Endellion String Quartet, pianist Martin Roscoe and The Ronnie Scott's All Stars.

The Festival will attract music fans to venues across Stratford, including the Arts House, the Town Hall and Holy Trinity Church, as well as venues including The Arden Hotel, and the Guild Chapel.

For a full listing of events, visit <http://www.stratfordmusicfestival.com/>. All events can be booked online, by phone or in person at Stratford Arts House.



Dates for your diary!

1st to 31st October - Stratford Halloween Festival

8th to 22nd October - Stratford Music Festival

11th & 12th October - Mop Fair

15th October - Stratford Races

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

Please confirm your attendance. sandi@stratforward.co.uk

20th October - **Deadline for advertising in the Stratforward's Christmas Brochure.**

20th & 21st October - Runaway Mop Fair

21st October - Breast Cancer Charity Wear Pink Day

22nd to 30th October - Warwickshire half term

24th to 28th October - Autumn Literary Festival

27th October - Stratford Races

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

28th October - Mad Hatters Tea Party at Stratford Arts House

4th November - Shakespeare Hospice Fire & Ice Challenge

24th November - Christmas Light Switch On and Celebrations including Christmas Market

24th November to 24th December - Santa at the Enchanted Manor, Henley Street

1st December - Christmas Market

2nd to 10th December - Toad of Toad Hall at Bear Pit Theatre

6th December - Orchestra of the Swan at The Arts House

8th December - Christmas Market

10th December - Shakespeare Hospice Santa Fun Run

15th December - Christmas Market

15th December - Lions Christmas Carol Service in Bridge Street

16th to 28th December - Beauty and the Beast at The Attic Theatre

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

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