

STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

Issue 41: 18th October 2017

STRATFORWARD TEAMS UP WITH MAGIC ALLEY FOR CHRISTMAS COMPETITIONS

We've teamed up with BID business Magic Alley to bring all the magic of Christmas to Stratford with two great competitions.

The first, 'Stratford's Make a Christmas Wish Competition' will give people the chance to join Father Christmas in his horse drawn carriage as he journeys through the town's streets on Saturday, November 18th as well as win a cream tea and a magical surprise gift.

The competition is open to anyone and is easy to enter. Just make a Christmas Wish for someone else, explaining why you're making that wish. You can enter via the official entry form which you can download here (<http://www.seekthemagic.org/sitebuildercontent/sitebuilderfiles/2017SantaEntryForm.pdf>) or collect from Magic Alley as well as from the Town Hosts, the Stratforward office in Sheep Street and shops, cafes and businesses around town and return it by close of business on Friday, November 10th.

The three winners will be chosen by a panel of Father Christmas's helpers the following day and will be notified by telephone as soon as possible.

The Make a Christmas Wish competition isn't the only bit of festive fun on offer.

A second competition, "Stratford's Twelve Days Of Christmas", features businesses across the town centre over two 12-day periods in December.

From December 1st-12th, 12 posters featuring artwork from "The Twelve Days Of Christmas" song will be spread across town, displayed in windows and stores.

All you have to do is note down which poster is in which store then from December 13th-24th the posters will be displayed in **different locations so you'll have to note down where they have moved to.**

The competition is free to enter and open to everyone. Again, entry forms will be available from the Town Hosts, Magic Alley in Henley Street or the Stratforward office in Sheep Street from December 1st. All entries must be received by December 31st and the draw will take place in early January.



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HOLD THE FRONT PAGE - SEND US YOUR STORIES AND OFFERS

The Stratforward Team have been asked recently about the deadlines for stories for the newsletter and the BID Discount Card mail-outs.

Newsletter:

We will always do our best to try and get your stories in, but as a rule of thumb, if it's with us by the Monday then it should make it into that week's newsletter on a Wednesday. We'll let you know if we are going to struggle to fit it in for that week. We want to make the newsletter as useful to you as possible, so you will see some changes coming over the next few weeks.

BID Card mailers:

The BID card mailers normally go out in the first full week of the month, so giving us the information by the end of the month will allow us to plan it. We can make the changes to the website quickly, but we want to excite the 2,800 BID card holders with your offers. The aim is that we'll use the three (or five) best new offers we receive. If we get a lot of demand from new offers, then we'll consider going to a twice monthly mail out to BID discount card holders.

THAT'S ALL FOLKS - AMBASSADOR TOURS PROVE HUGE SUCCESS

Our latest round of Ambassador Tours have proved a huge success, with all three praised as informative and fun by businesses from across Stratford.

The last tour, led by Stratforward's Town Hosts, took place yesterday (Wednesday) with BID members including **Carluccio's, Rohan, the Shakespeare Birthplace Trust and the ArtsHouse** all taking part. The tours are becoming a regular event in the Stratford business calendar and will be back again in March. Keep an eye out for updates and when you can sign up.



TIMES DECLARES THE TOWNHOUSE TOP

The Townhouse is one of the UK's top 100 places to stay, according to the latest Sunday Times Best Places To Stay list.

The newspaper's list of the 100 top British hotels includes the Townhouse, which it describes as hitting "all the right notes".

The Church Street hotel's description in the list praised the "drama" of the downstairs, including its leather banquettes, wooden benches and elaborately carved chairs and said the upstairs doesn't disappoint, adding: "The dozen rooms have exposed beams, geometric wallpapers by Cole & Son, dainty rococo furniture and framed Shakespeare quotes."

Congratulations to everyone at The Townhouse.



MAJOR FLOODING EXERCISE SET FOR WATERSIDE

Stratford will be the site of a major Environment Agency exercise deploying new temporary flood barriers.

The exercise, set for 7am on November 7th, will take place on Waterside. Businesses will still be accessible but Waterside will be closed to traffic for most of the day.

The Environment Agency has bought 40km of temporary flood barrier which can be deployed at suitable sites - one of which has been identified as Stratford - during a flood.

As part of the exercise on November 7th, the Agency's field team will test their barrier deployment plan and procedures, train staff and test working arrangements with partners so they can quickly and safely erect the barriers during a flood with minimum disruption.

As well as a road closure to allow Warwickshire County Council to carry out drainage investigation and maintenance works, pedestrians will also be restricted from walking along the areas immediately in front and behind the barrier, which span between the Encore Pub and the junction of Waterside and Chapel Lane. Businesses on Waterside will still be accessible.

The EA will have staff available during the exercise to provide information about access restrictions, alternative routes and general flood advice.

For more information email Enquiries_Westmids@environment-agency.gov.uk

STYLISH SEASALT ARRIVES IN STRATFORD

The first national clothing retailer to arrive at Bell Court has been revealed as popular brand Seasalt Cornwall.

Seasalt, which offers womenswear and outerwear, accessories, footwear and gifts, is due to **open in Bell Court in early 2018 overlooking the new public square opposite Nando's.**

John Stacey, Asset Management Director at Bell Court's owners UK & European Investments, said: "With its stylish range of clothing and accessories, Seasalt will prove to be a huge draw for people visiting Bell Court.

"The development is already becoming a key leisure destination in Stratford and having high quality retailers such as Seasalt open will further bolster Bell Court's popularity with both local residents and tourists."

Seasalt, a family-run company established in 1981, Seasalt now has 45 shops across the UK.

Neil Chadwick, one of the owners, **said: "We're very much looking forward to bringing Seasalt to Stratford-upon-Avon. We have a real passion for creating beautiful clothing that is both practical and stylish. Stratford has such charisma and beautiful architecture and we've already had such a warm welcome.**

"Bell Court is a brilliant location for our first shop in the town. It has a great, relaxing atmosphere which suits our brand perfectly."



HALF TERM IS HERE

Half term is here so businesses can expect an increased number of visitors in town over the next week.

Plenty of our members and partners are staging special half-term activities to attract families to Stratford

From Halloween-themed activities to pumpkin carving and workshops to craft sessions and storytelling, there's plenty on offer.

Check out last week's newsletter ([http://www.stratforward.co.uk/files/files/Stratforward%20Newsletter%20Issue%2040\(3\).pdf](http://www.stratforward.co.uk/files/files/Stratforward%20Newsletter%20Issue%2040(3).pdf)) for a list of some of the activities on offer.

STAR WARS MEETS SHAKESPEARE AT BIRTHPLACE AUTHOR TALK

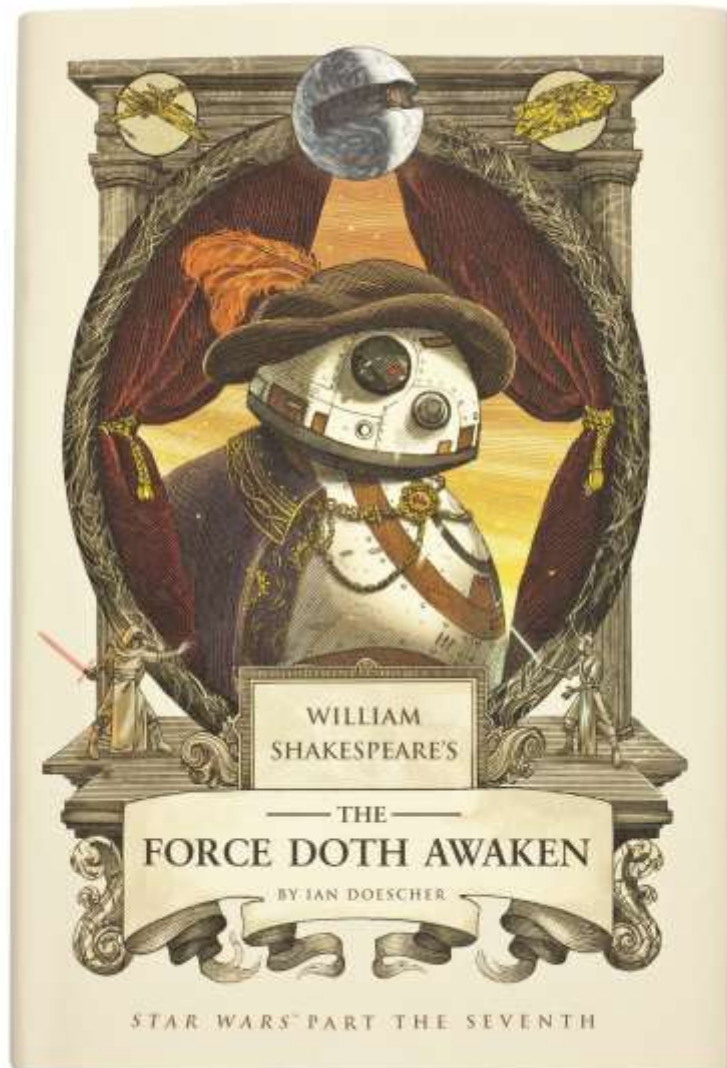
Stratford is hosting an exclusive evening with bestselling author Ian Doescher, who will talk about **his latest book 'The Force Doth Awaken'**.

The Shakespeare Birthplace Trust is hosting the event at 5.30pm next Wednesday (October 25th) where Ian - author of The New York Times bestseller **William Shakespeare's Star Wars trilogy** - will talk about his latest book in the series that re-imagines Star Wars Episode VII as a Shakespearean play, complete with monologues and theatrical stage directions.

During the event, visitors will hear extracts from the book as well as facts about Star Wars and Shakespeare himself. There will also be a book signing with Ian, with copies available at a special introductory price of £10.

The Force Doth Awaken and the original series – **William Shakespeare's Star Wars, Jedi Doth Return** and **The Empire Striketh Back** is available from the Shakespeare Bookshop or online at <https://www.shakespeare.org.uk/shop/>.

Tickets for the event, priced £5, can be purchased at www.shakespeare.org.uk/events



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
16th - 27th Nov	WCC Digital Training workshops
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	Counter Terrorism Awareness Event for Business 1-3pm hr@shakespeare.org.uk

November

10th	Project Argus
11th	The Social Secrets of Fashion @ The Shakespeare Centre
14th	Stratforward AGM 6pm
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
16th	Tudor Christmas @ The Shakespeare Centre



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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