

BUSINESS NEWS

Stratforward Newsletter

Issue 41 - 19 October 2016

Businesses Urged To Help Tackle Begging

Town businesses are being asked to do their bit to **help tackle the issue of begging on Stratford's streets.**

At the latest Stratforward networking and briefing event, BID members were urged to take steps to help Stratford District Council and Warwickshire Police with a campaign they are launching to raise awareness of the issues around begging.

Karin Stanley, community safety manager from Stratford District Council, and Julia Brealey, safer neighbourhood inspector at Warwickshire Police, told the briefing at the Falcon Hotel yesterday (Tuesday) that there is a small but growing numbers of beggars in the town.

Between the six-month period of October 2015 and April this year there were nine beggars in Stratford, and by the same period of April to September 2016 that had risen to 17. Five of the orig-

inal number had stopped begging, meaning 13 new beggars had arrived in Stratford.

But awareness needs to be raised of why people may resort to begging and the potential pitfalls of giving them money or food, they said.

According to official figures, 60% of people who beg in Stratford **do have access to accommodation and if they don't, help is available to find them accommodation.**

In addition to this, 88% of people who beg in Stratford do so to support a Class A drug habit.



Joseph Baconnet, Karin Stanley, Julia Brealey

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The average beggar in the town can earn £80-£100 a day, with some travelling specially to Stratford for that sole purpose.

A lack of awareness of this background means that people could inadvertently be doing these people a disservice and even risking their lives, Ms Stanley told the briefing.

By giving money or food and drink to beggars, kind-hearted businesses could be indirectly helping them to fund their drug habit, or making them more comfortable, prolonging their time on the streets.

“One of the challenges that we have is that people in Stratford are very kind and very generous and actually that doesn’t help,” Ms Stanley told BID members.

“We want to try and help people to understand that giving money to someone who begs on the street is not a benign act, it can have fatal consequences.

“Giving money is counterproductive because it prolongs a person’s time on the street,” she said, saying they then won’t seek the support that could help them break the cycle they are in.

Rather than give money or food and drink, businesses should direct beggars to the Stratford Link Project off Sheep Street, open on a Tuesday and a Thursday.

Business owners should also ask beggars to move on if they are outside their premises, which may give them the impetus to seek help or support.

Insp Brealey said: “Prosecutions really aren’t a solution to this, it’s getting people into a situation where they can take care of themselves and aren’t sitting on the streets.

“I’m not going to be able to stop Stratford being an attractive place for beggars. But what we can do is make sure people who come to Stratford know what rules of engagement we’re willing to put up with if they are to come here.”

At the briefing, attended by around 50 BID members, Stratforward Director Joseph Baconnet delivered a series of updates, including feedback from the town centre food festival and plans to make it even better next year.

Information was also given about the town’s Christmas offering, including the official town Christmas brochure, a festive window campaign and the Christmas markets.

Mr Baconnet also outlined plans to develop the BID discount card scheme, the town wifi project and a member's' benefit scheme including discounts for waste management, utilities and insurances etc.

He also talked about major developments in the town and went on to outline key projects for 2017, including a host of the usual popular festivals but also a series of marketing campaigns to increase footfall into the town.



BID Businesses Make Their Mark On Stratford Monopoly

More than a dozen BID businesses have found themselves on the map after being included in the unique Stratford-upon-Avon version of Monopoly, which was officially launched last week in the town.

The board features an impressive array of Stratford-upon-Avon attractions, many of whom are BID members or partner organisations. The Shakespeare Birthplace Trust, the RST, The MAD Museum, The Arts House and The Butterfly Farm are joined by businesses like The Fourteas, George Pragnell and a whole host of other well-known and much loved businesses.

Local newspapers the Stratford Herald and Stratford Observer are on the board, as well as football hotspots Henley Street, High Street and Sheep Street.

Stratford has been out celebrating with some of the businesses that have been immortalised on the town's own version of the world-famous game.

Stratford Monopoly is on sale throughout the town at outlets including WH Smith, Waterstones, The Works and the Shakespeare Birthplace Trust properties.



Rich Uncle Pennybags outside George Pragnell





Sharon Higgins - Herald



Sara Aspley - RSC



Jane Kendrick - Butterfly Farm



Jenna Harvey - Arts House



On Sheep Street



Gill Ryan - Birthplace Trust



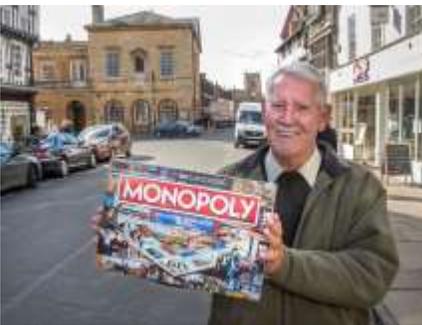
Colin Pike Canal & River Tours Ltd



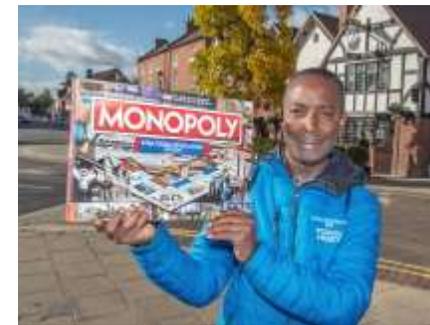
Vicky Batchelor - Fourteas



Nik Glover - Observer



John Oldfield - On High Street



Oneal Spence - Town Host



Mike Abbots - MAD Museum

Stratford Lays On Half Term and Halloween Fun For Families

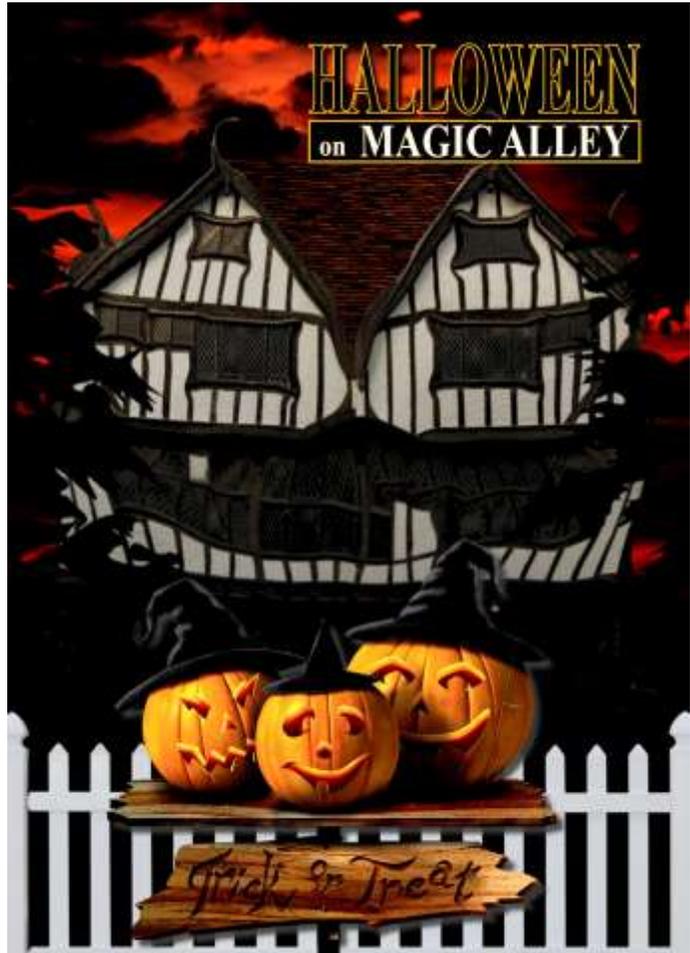
There's plenty going on in Stratford over half term and Halloween. Here's what our BID members and partner organisations are offering to keep kids occupied over the next coming 10 days

Creaky Cauldron and Magic Alley

Stratford's Annual Halloween Festival is even spookier than before. Now in its **eleventh year**, Stratford's longest festival will once again be centred on the Creaky Cauldron and Magic Alley in Henley Street from 1 October - 31 October 2016.

Taking visitors on a "phantasm" - agorical journey into the spooky world of the Pumpkin Father the festival is an absolute must for those interested in everything that goes bump in the night, spooky fun, terrifying tales and mischievous mayhem as we go "Trick or Treating" in the enchanted World of Wizard's Thatch!

Magic Alley will be packed with Halloween goodies and treats that you can't get from anywhere else and the Golden Broomstick Café will be serving hot spiced pumpkin juice and pumpkin shaped cookies and treats.



The Enchanted Manor Museum will once again become The Haunted Manor as it plays home to the Tale of the Pumpkin Father and the brand new "Cursed Diamonds of Wizard's Thatch" exhibition!

With singing pumpkins, roaring fires and flickering candlelight the corridors and rooms come alive with our own Imagineering of a spooky old manor house at Halloween! Spread over several levels with steep and narrow stairways, low beams and doorways, a visit to the Haunted Manor is truly an atmospheric and spooky experience for all the family.

BOOKING ESSENTIAL 01789 290969

RSC

A whole host of entertainment is on offer at the RSC this half term, from a brand new family -friendly attraction to activities inspired by the RSC's forthcoming production of *The Tempest*.

It will open its brand new family friendly exhibition devoted to the history of staging Shakespeare's plays on Saturday (22 October) in time for the autumn half-term holiday.

The Play's The Thing, based in the Swan Wing, allows visitors to explore the imaginative ways that Shakespeare's stories, settings and characters have been brought to life on stage. The immersive exhibition highlights some of the RSC's most iconic theatre productions and features treasures from the archive, including rarely-seen props, exquisite costumes and original set designs.

It also reveals some of the RSC's more gory theatrical secrets, including how a snapping carrot can replicate the noise of bone breaking, how crispy cereals and glue are mixed to make scabs and how actors keep soup in their mouths so they can 'vomit' on stage.

Hands-on digital experiences include a magic costume mirror for visitors to try on virtual costumes, the Quick Change Challenge, or the chance to stand on the RSC stage through state of the art technology. Visitors will also be able to explore how set design, lighting, sound and music all help to create the world on stage.

Many famous faces have performed at the RSC and the exhibition includes costumes worn by David Tennant, Dame Judi Dench, Sir Ian McKellen, Dame Helen Mirren, Sir Laurence Olivier, Paul Robeson and Vivien Leigh. The project is supported by the Heritage Lottery Fund (HLF) and UBS Wealth Management.



Andrew Fox, copyright RSC



To mark the opening visitors will be able to see the Chandos portrait, a unique portrait of Shakespeare painted during his lifetime on loan until 18 December from The National Portrait Gallery.

To celebrate the opening of this major new attraction, youngsters can create their very own theatrical mask, have a go at designing a stage set and learn how music and sound are created.

Families can also enjoy free theatre-inspired activities as part of a day of events to celebrate Fun Palaces, a national campaign putting culture at the

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heart of every community. For more information visit www.rsc.org.uk/funpalaces

Activities for different age groups are also on offer at the Clore Learning Centre through the week, including 'Play in a Day', where children can create their own version of [The Tempest](#) in just one day with help from an RSC expert, as well as designing a set inspired by **The Tempest** or performing part of a play in 'Active Storytelling' sessions. There will also be a Family Mask performance workshop and a stage fighting workshop.

At the Other Place Demonstration Zone, former RSC Head of Wigs and Make-up Brenda Leedham will demonstrate the tricks of the trade.

Plenty of other activities are on offer, from a self-guided tour around Stratford, inspired by **Shakespeare's Seven Ages of Man speech from As You Like It**, as well as free drop-in activities including craft, theatrical masks, music, stories, and dressing up.

For more information on the enormous range of activities on offer, visit www.rsc.org.uk/events/october-half-term-activities or call 01789 403493.

Shakespeare Birthplace Trust

A host of spooky happenings are on offer at the Shakespeare family homes for Halloween and half term, starting this Saturday and running until next Sunday (October 30th).

Activities are on offer at Shakespeare's New Place, Hall's Croft, Shakespeare's Birthplace, Anne Hathaway's Cottage and Mary Arden's Farm, ranging from carving pumpkins and creating Halloween puppets to storytelling and woodland trails.



At New Place, visitors can vote for their favourite Shakespearean ghost and help discover Shakespeare's most popular ghoul, as well as making spooky puppets. And from Thursday to Saturday (October 27th-29th) the Halloween Tudor Storyteller will present a mix of spooky and comedic tales from 400 years ago.

Similar spookiness is on the menu at Shakespeare's Birthplace, where you can gather round the cauldron with Shakespeare Aloud as they perform 20 minutes of the darker shade of Shakespeare's works, as well as making a Halloween puppet and dressing up as a witch from Macbeth.

Visitors to Hall's Croft in Old Town can help Dr John Hall guess the cures and killers in his Tudor medicine cabinet, carve pumpkins, enjoy family ghost stories, or create their

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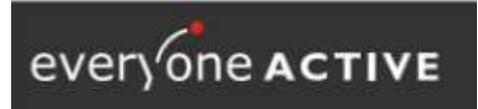
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own Halloween puppet.

Halloween activities are also on offer at Anne Hathaway's Cottage and Mary Arden's Farm, with storytelling workshops from ZooLab, woodland trails, and Tudor potion brewing.

For more information and to plan your visit, see www.shakespeare.org.uk

Stratford Leisure Centre



If it's active entertainment you're looking for, Stratford Leisure Centre has a fun-packed week of activities on offer for half term.

From Monday (October 24th) to Sunday (October 30th), children can take part in activities **including gymnastics, roller skating, and 'Clip 'n' Climb' climbing, with a range of sessions** aimed at different age groups on offer.

Also, the centre's gym is now open from 6.30am every weekday for any early birds wanting to squeeze in a morning workout - even if the kids are off school!

For more details on any half-term activities, and to book, contact the reception team on 01789 268826.

Stratford Butterfly Farm

Discover ancient Mayan crops, handle giant insects and examine the ants at the newly-refurbished Stratford Butterfly Farm this half term.

Visitors of all ages can check out the recent improvements, as well as getting an insight into the ancient Mayans, with 30 Maya sculptures and artefacts on show as well as some of the crops they farmed in the rainforest, from sweetcorn and maize to cacao.

Giant African Fruit Beetles and Rhinoceros Rat Snakes are new on display in the farm's 'Minibeast Metropolis', which is also home to one of the largest Leafcutter Ant colonies on display in the UK. And in the Discovery Zone children can take part in handling sessions each day with a Giant African Millipede, African Land Snail and Stick insects.



Visit the Butterfly Farm from 10am to 6pm every day of the week. For more information including admission prices and group rates, visit the website at www.butterflyfarm.co.uk or phone 01789 299288. See www.stratford.co.uk/bid-card-offers-tourism-culture to view the BID card offer available.

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Escape Arts

Recreate surgical monstrosities and create costumes as part of **Escape Arts' Halloween Art Camps on Monday and Tuesday** (October 24th & 25th) at the Old Slaughterhouse.

Each day will include a mixture of art activities for children aged six to 13, as well as the opportunity to take part in the **'Phantom Photoshoot'** and take their ghostly images home to scare their parents.

The workshops cost £25 per day per participant and booking is essential. Contact

emmastutchbury@escapearts.org.uk for details.



Shakespeare's Schoolroom & Guildhall



Sara-Beaumont-Photography, copyright KES VI

Visitors of all ages can take a step back to the 15th century at one of Stratford's newest attractions, joining the 'Schoolmaster' for a Tudor lesson that will bring Shakespeare's Schoolroom's rich history to life. Visitors will be able to have a go at quill and ink writing and dress up in Tudor clothes.

During half term the Schoolroom & Guildhall will be open daily from 10am-5pm, with last admission at 4.30pm.

Stratford Literary Festival

The Stratford Literary Festival's short autumn programme includes a day of Alice in Wonderland events for children, rounding off with a **Mad Hatter's Tea Party next Friday** (October 28th).

Children aged three to 11 will be able to immerse themselves in the children's classic, dressing in character and joining in drama workshops with Playbox Theatre as well as creating tea party props with Escape Arts. There will also be face painting and the chance to hear a story from The Caterpillar, before joining The Mad Hatter, March Hare, Dormouse and Alice herself at the Tea Party presented by Playbox Theatre.

For more information visit www.stratlitfest.co.uk



Baking, Beasts and Bands Up For Grabs At Literary Festival



Stratford-upon-Avon
Literary Festival
in association with THE WEEK

For the adults attending the Literary Festival.....Great British Bake Off star Nadiya Hussain is bringing her **cake tales to Stratford as part of Stratford Literary Festival's autumn programme**, which starts next week.

Nadiya, who has gone on to become a broadcaster and author since winning the nation's hearts in last year's Bake Off, will appear at the festival on Wednesday November 30th. She will talk about her rise to fame, her new book Nadiya's Kitchen, and what it's like to be a Muslim woman in Britain today.

The baking queen is just one of several high-profile names to take part in the Literary Festival's **short autumn programme, which also includes veteran politician Ken Clarke and pop-star-turned-vicar Reverend Richard Coles.**

The popular festival - a highlight of the cultural calendar in Stratford - celebrates its 10th anniversary in 2017, with the main programme taking place between April 23rd and 30th. But before the main event, the autumn programme will kick off later this month.

Next Friday (October 28th), political 'big beast' Ken Clarke will appear 'in conversation' about his autobiography Kind of Blue. The Westminster veteran, who has held every major office of state apart from Prime Minister, will discuss everything from his childhood in Nottinghamshire to working with PMs from Margaret Thatcher to Theresa May and his views on Brexit.

And on Tuesday, November 15th the festival will host Rev Richard Coles, former popstar with The Communards turned parish priest. The only vicar to have had a No.1 single, he will talk about his latest book Bringing in The Sheaves, as well as his experiences as a parish priest, **broadcaster on Radio 4's Saturday Live, and even Masterchef contestant.**

Tickets for evening events start at £12, All events take place at Stratford Arts House, Rother Street. Book tickets by calling the box office on 01789 207100 or book online at stratfordarts-house.co.uk/whats-on/stratford-literary-festival. For more information visit www.stratlitfest.co.uk.



Music Festival Moves Into Second Week

The 21st Stratford-on-Avon Music Festival is into its second week, with an impressive array of musical talent in town.

The eight-day festival, which is Shakespeare-themed to coincide with the 400th anniversary, started on Friday with a performance from world-famous soprano Lesley Garrett and continues this week with performances at venues across Stratford.

Tonight (Wednesday), musicians from the RSC will pay tribute to the bard with a journey back through time in the form of music for The Tempest, all the way from contemporary



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works back to examples of music from the first performances, at Holy Trinity Church.

Acclaimed pianist Martin Roscoe is also appearing as part of the festival, appearing at the Town Hall on Sheep Street tomorrow night, with a pre-concert talk before his performance.

Friday will feature composer Charlotte Bray with Contemporary Consort at The Croft School, including an opportunity to meet Bray and the musicians after the concert.

And on Saturday, the festival will conclude with **'Jazz Up Your Shakespeare'** performed by the National Youth Jazz Orchestra and National Youth Chamber Choir at Holy Trinity Church.

Alongside the evening events, a range of lunchtime concerts are being held across Stratford, with venues including the Town Hall, The Arden Hotel, Ettington Park Hotel, the Guild Chapel and The Fourteas.

For a full listing of programme events, visit www.stratfordmusicfestival.com.

All events can be booked online, by phone or in person at Stratford Arts House.



Pianist Martin Roscoe



Composer Charlotte Bray



Mop in 1958

The Runaway Mop Is Back In Town

All the fun of the fair is overtaking Stratford again as the Runaway Mop comes to town tomorrow (Thursday) and Friday.

Last week the annual Mop Fair took over the town centre on Tuesday and Wednesday, with fairground rides, entertainment and plenty of family fun attracting crowds of people.

Road closures will be in place for the Runaway Mop from 5am tomorrow (Thursday) 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

Meet An Olympian at Business Breakfast This Friday

Businesses will get the chance to meet Olympic gold medalist **Matt Gotrel** at Stratford Business Forum's **'Big Breakfast'** this Friday. Gotrel, who won a gold medal in the men's eight event at the Olympics in Rio over the summer, is guest speaker at the event at Croft Preparatory School from 7am. To Book visit www.stratford-business-forum.co.uk



Final Call For Christmas Brochure



If you haven't yet submitted your information for inclusion in the Stratforward Christmas Brochure you've only got one day left before it's too late - the deadline is tomorrow (Thursday).

The brochure's print run has been upped this year, with 60,000 copies set to be delivered to homes within a 25-mile radius of Stratford and another 15,000 going to BID businesses, making it perfect to feature your particular Christmas offering. As a business, you can either take out paid-for advertising or perhaps have product pictures featured for free on themed pages covering the categories of: **Him, Her, Children, Wine & Dine, Stocking Fillers, and Home.**

The brochure will list all BID businesses who fall under the following categories: stay, wine & dine, and shop.

And if you don't fall under those, you are 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. Further information and submissions to ruth@stratforward.co.uk or tor@stratforward.co.uk



Forget Dragons In The Den, It's All About Walking Through Fire In Stratford

Running a business is often said to be like walking over hot coals, but BID members can prove whether they **really are that tough by taking part in the Shakespeare Hospice's Fire Walk and Glass Walk.**

The hospice is on the lookout for local businesses to take part in this rather unusual challenge on Friday, November 4th. Walkers will receive training sessions on the night, then impress spectators with their newfound skills. A bar and barbecue will also be on offer.

It's £20 to do the Glass Walk or Fire Walk or £30 for both with a pledge to raise £100 per person. To sign up visit www.theshakespearehospice.org.uk/Event/92/Firewalk

Dates for your diary!

1st to 31st October - Stratford Halloween Festival

8th to 22nd October - Stratford Music Festival

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

20th & 21st October - Runaway Mop Fair - Road closures in place.

21st October - Breast Cancer Charity Wear Pink Day

22nd to 30th October - Warwickshire half term

24th October to 30th November - Stratford 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

22 November - Explore Your Archive at The Shakespeare Centre

24 November - American Thanksgiving at Harvard House

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

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

1st December - Christmas Market

1 December to 6 January 2017 - **A Very Tudor Christmas at Anne Hathaway's Cottage**

3 & 4 December - **Victorian Advent Weekend Anne Hathaway's Cottage**

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

15 – 17 December - Garden of Curious A-Muse-ments at Shakespeare's New Place

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

17th December to 3rd January 2017 - Warwickshire Schools Christmas holiday

Contact Us - Give us a call for more information about our services and products

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