

BUSINESS NEWS

Stratforward Newsletter

Issue 43 - 2 November 2016

BID Members Are Taste Of The Town

Four BID member eateries have been declared the taste of Stratford after getting the most votes from visitors to the recent Stratford Town Centre Food Festival.

La Marina Tapas Bar and Restaurant, Carluccio's, Wildwood Kitchen and The Stratford Hotel won each of four Taste Trails during the Stratforward-organised festival in September.

Nearly 800 visitors snapped up tickets for food and ale trails during the three-day festival, taking advantage of the chance to sample tasty treats for a snip from more than 30 restaurants, cafes, bars and pubs across the town.

Two food trails ran on each of two days and members of the public voted for their favourite venue from each trail. The votes have now been counted and Saturday's winners were La Marina and Carluccio's, while Wildwood Kitchen and The Stratford Hotel were the most popular venues on the Sunday.

Antal Vizsmeg, manager of Wildwood Kitchen, said: "The taste trail helped bring in lots of new customers, people who had never been to the restaurant before. We're a large chain with 48 restaurants but we're not as well known as some of our competitors in Stratford so it was a great way of getting our name out there."

Steve Bradshaw, owner of La Marina Tapas Bar and Restaurant, said: "It went really well, we

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(L-R) Matti Hill from Wildwood Kitchen, Dean Grubb and Barrie Thomas from The Stratford Q Hotel, Steve and Val Bradshaw from La Marina Tapas Bar & Restaurant, and Antal Vizsmeg from Wildwood Kitchen

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had an awful lot of people come in and the feedback was excellent. Since then we have already had bookings from it. Even on the Saturday night we had bookings from people who had been on the trail."

Barrie Thomas, General Manager of The Stratford Hotel, said: "It was really good, we had a lot of people through our doors and their feedback was great. "It has helped us raise awareness of The Stratford, Q Hotels and our new afternoon tea. It's definitely something for us to do next year."

Carluccio's manager Jen Julian said: "Taking part in the food trail was a great experience to share our love of food with so many people! To win made us all incredibly proud of the food we serve here and I'm sure we will see all of our new friends soon for more delights from our new menu launched this week!"

Four lucky people who took the time to vote won a draw to win a meal for two at one of the participants. Each of the four has won a meal at one of the taste trail winning venues. The winners were Paul Kelly, Mary Walker, Tony Morriss and Ronald Piper.

The Taste Trails were just one highlights of the festival, organised by Stratforward with Geraud Markets, which attracted more than 80,000 people to the town and showcased Stratford as one of the region's premier food and leisure destinations.

Eateries that took part in the food trails were: The Arden Hotel, Boston Tea Party, Carluccio's, Church Street Town House, The Golden Broomstick at the Creaky Cauldron, El Greco, Halls Croft Café, Huffkins Bakery, La Marina Café, Marco's New York Italian Restaurant, Vigour Café, Nuts in Ya Mouth, Paxton & Whitfield, Roly's Fudge, The Pantry, The Stratford Q Hotel, The Other Place Susie's Bar, Union Bar, White Swan Hotel and Wildwood Restaurant.

Dress (your shop window) To Impress For Stratforward's Competition

BID businesses are being encouraged to "Dress To Impress" this Christmas by getting their seasonal windows ready in time for this year's annual Stratforward Festive Window Competition.



Independent Winner 2015,
Vinegar Hill

The theme of this year's free competition is 'Festive Sparkle' and all businesses in the town centre with street-facing windows are automatically entered.

There are two categories, independent and national, and judging of each display will be based on three criteria: overall impact, traditional style and effort involved.

Judging will take place in early December and the winners



National Winner
2015, White Stuff

will be notified and revealed on Wednesday, December 14th.

Stratforward will share the results of the competition to local media as well as on our website and social media channels, making the contest a great opportunity to showcase your business in some of the busiest weeks leading up to Christmas.

The winning businesses will also get a trophy and a certificate.

Ruth Wood, events manager at Stratforward, said: "Stratford shops know how to put on a sparkling display, and we can't wait to see what this year brings". More info on Page 4

Wi-Fi Testing



The Stratforward team is about to undertake a test of the 8,800 emails that have been registered with the free wifi system. The test is going to check the validity of the emails, promote Stratford-upon-Avon for return visits before Christmas (to those that are UK based), and aim to track its effectiveness.

We are looking for businesses that want to get involved to help us track and measure the effectiveness of the system.

If you're interested, then please contact Joe:
Joseph@stratforward.co.uk

BID Discount Card Offers

All Stratforward businesses, be they shops, restaurants, or professional services, are being asked to review their BID Discount card offers if they have them. The idea is that with Christmas approaching, businesses might want to make different offers available or to tailor them.

With over 2,800 registered BID Discount card holders, there are a lot of potential customers that we can reach directly. The aim, from this month onwards, is to mail the card holders each month letting them know of the great offers that businesses have.

If you're a business that doesn't currently have an offer but would like to try one then please contact the office to have a discussion about what might work for you. It doesn't matter if offers are limited in number or by time.

Please email sandi@stratforward.co.uk with any amendments (or new offers) you would like to make.

We'll be updating businesses on success stories to inspire you all!!

www.stratforward.co.uk/bid-card





National Winner 2015. White Stuff



Independent Winner 2015, Vinegar Hill

"It's beginning to look a lot like Christmas!"

CHRISTMAS WINDOW COMPETITION

All businesses in Stratford Town Centre with street facing windows
will be automatically entered into this FREE competition.

This year's theme is Festive Sparkle!

There are two categories: Independent and National.

Judging will be based on each display's:

1) Overall impact. 2) Traditional style. 2) Effort involved.

This is a great opportunity to gain recognition for your fantastic window displays, with the winning businesses receiving a trophy and certificate.

A press release will be issued and images posted on our websites and twitter.

Judging will take place early December

Winners will be notified and announced on Wednesday 14th December.

STRAT > FORWARD
BUSINESS IMPROVEMENT DISTRICT



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www.ChristmasUponAvon.co.uk , www.Stratforward.co.uk and www.facebook.com/ChristmasUponAvon

Christmas Brochure

Thanks to all the BID Businesses that have provided information, photos and adverts for the Christmas Brochure. **It's on its way to the printers** and 75000 will shortly be distributed around the area – including Stratford upon Avon, Solihull, Kenilworth, Royal Leamington Spa and other areas!!

www.christmasuponavon.co.uk



BID Members Invited to Work More Closely With Police

BID members who want to learn more about how to work more closely with the police to combat crime and terrorism are invited to the next round of Project Griffin events, which take place this month.

Project Griffin, a Home Office-funded initiative in West Mercia and Warwickshire Police, aims to encourage members of the business community to work in partnership with the police to detect and deter terrorist activity and crime.

This includes: raising awareness of current terrorist and crime issues; sharing and gathering intelligence and information; building and maintaining effective working relationships; looking for solutions to defeat terrorism and crime; maintaining trust and confidence in the police and other authorities; and empowering people to report suspicious activity and behaviour.

The main strand of Project Griffin focuses on the police sharing information with key trusted **partners in the community through 'Awareness Events' which cover such as the current** threat level, hostile reconnaissance, suspicious items and behaviour and firearms incidents, as well as providing an awareness of the impact and disruption that may be caused by such an incident.

The aim is to work with people who are involved in some way with the safety and security of a building, business or area and to empower them to recognise and report suspicious activity and behaviour to the police. These staff could range from security to front of house reception staff.

Project Griffin events are due to take place on November 22nd from 10am-12pm and November 23rd from 1pm-3pm, hosted by the Shakespeare Birthplace Trust. The presentation lasts two hour and is delivered free of charge.

If you would like your business to be represented at either of these events please RSVP to HR@shakespeare.org.uk so that SBP Trust are aware of numbers expected.



Fraser Hart To Open In Stratford Tomorrow

Stratford's own branch of award-winning jewellers Fraser Hart opens tomorrow (Thursday), taking up residence in the former Austin Reed premises on the corner of Wood Street and High Street.

This is Fraser Hart's 41st store and comes in the company's 80th birthday year.

The 220sq m store, whose doors open at 9am tomorrow, has been designed to create a light, spacious and welcoming shopping atmosphere, designed to deliver a 'magical diamond-buying experience', with a focus on premium watch brands.

The newest addition to Fraser Hart's range of stores also stocks its new Brilliant Fire diamond range - a collection of perfectly-cut diamonds polished by skillful artisans to reveal their intense beauty.

Fraser Hart was founded in 1936 in Glasgow and has been recognised for its exceptional customer service through numerous awards, most recently being shortlisted for 'Retailer of the Year' in the UK Jewellery Awards.

Store manager Becci Wells said: "We're very excited to be coming to Stratford. It will be great to be part of such a thriving town, and we look forward to welcoming people through our doors."



Photo: Fraser Hart/Facebook

Contemporary Arts Fair Returns To Stratford This Weekend

The annual Contemporary Arts Fair returns to Stratford this weekend, with work from more than 40 artists on show at the Town Hall.

The event, dubbed Discover: Gather: Give, returns for the third year running on Saturday and Sunday (November 5th and 6th), featuring the best local and regional artisanal work.

Supported by Warwickshire Open Studios and Visual Arts, visitors can either buy some of the pieces on display at the fair itself, or commission unique gifts from the attending artists in time for Christmas.

There will also be a Golden Café selling tea, coffee and homemade cakes FREE ENTRY

The fair is on this weekend at the Town Hall. **Entry is free or with donations to Shakespeare's Puppies Appeal.** For more information visit www.discovergathergive.co.uk

CONTEMPORARY ARTS FAIR
DISCOVER GATHER GIVE

The best annual
CONTEMPORARY ARTS FAIR
in the midlands with
OVER 40 ARTISTS EXHIBITING

NOVEMBER 5TH
10.30am - 5.00pm

NOVEMBER 6TH
10.30am - 4.00pm

Stratford-upon-Avon Town Hall
Sheep St, Stratford-upon-Avon CV37 6EF

For more information please visit www.discovergathergive.co.uk

Free entrance or by donation to support Shakespeare's Puppies Appeal
Registered charity in England and Wales (209617) and in Scotland (SC038979)

Dates for your diary!

19th October to 14th December - Charity Christmas Card sale at The United Reformed Church

24th October to 30th November - Stratford Autumn Literary Festival

4th November - Shakespeare Hospice Fire & Ice Challenge

12th November - Stratford Cancer and Eye Hospital Appeal Loop the Loop Challenge

22nd November - Explore Your Archive at The Shakespeare Centre

24th 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 Magic Alley, Henley Street

1st December - Christmas Market

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

3rd & 4th 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

14th December - Christmas Window Competition winners revealed

15th December - Christmas Market

15th December - Lions Christmas Carol Service in Bridge Street

15th to 17th 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

17th to 23rd December - **Tudor Christmas Talk Shakespeare's Birthplace**

22nd December - Christmas Market

22nd & 23rd December - Project Griffin at the Shakespeare Birthplace Trust

28th December to 31st January - Meet the Scrooges at the Enchanted Manor, Henley Street

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

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