

STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

Issue 43: 1st November 2017

TOURISM BUSINESSES COULD BENEFIT FROM RURAL DEVELOPMENT PROGRAMME GRANTS

If you're looking for extra funding, you may be able to take advantage of £2.5m of business development grants as part of the Rural Development Programme for England (RDPE). Part of a wider package of finance available to Warwickshire businesses, the RDPE includes £1.5m of business development grants for small and micro businesses in rural areas as well as £1m for projects which boost tourism in rural areas.



A workshop next Thursday (November 9th) at Stoneleigh Park, organised by Warwickshire Rural Hub and Warwickshire County Council, will provide information for tourism businesses as well as farmers looking to diversify. For information about support available to grow your business, including help applying for RDPE Growth Programme grants, contact Coventry and Warwickshire LEP Growth Hub on 0300 060 3747, support@cwgrowthhub.co.uk or visit the website at www.cwgrowthhub.co.uk.

£2.5m grant fund for businesses in rural Warwickshire

Are you a business based in rural Warwickshire who's looking to access grant funding or other finance?

The new Rural Development Programme for England (RDPE) includes £1.5 million of business development grants for small and micro businesses in rural areas including social enterprises and farmers diversifying into non-agricultural activities. There is also £1m available for projects which boost tourism in rural areas.

Come along to one of our workshops to find out more:

Raising Finance for Business

Wednesday 18th October 2017
Session runs from 1.00pm - 4.15pm
Enterprise Centre,
Wellesbourne Enterprise Park,
Wellesbourne Campus
For further details and to book: [here](#)
Organised by the Business Ready team at University of Warwick Science Park. Business Ready is funded by the European Regional Development Fund and Warwickshire County Council.

Support for Farm Diversification

Thursday 9th November 2017
Session runs from 2.00pm - 4.30pm
Arthur Rank Centre,
Stoneleigh Park,
Kenilworth
For further details and to book: [here](#)
Organized by the Warwickshire Rural Hub in partnership with Warwickshire County Council.

The RDPE fund is part of a wider package of finance available to support Warwickshire businesses including European Regional Development Fund (ERDF) investment grants, ERDF innovation grants, ERDF low carbon grants, LEADER grants in North Warwickshire, and Warwickshire County Council's Capital Growth Fund.

For information about the range of support available to grow your business, including support with applying for the RDPE Growth Programme grants, contact Coventry and Warwickshire LEP Growth Hub on tel: 0300 060 3747, email: support@cwgrowthhub.co.uk, or visit: www.cwgrowthhub.co.uk

In this issue

- Rural Development Programme
- Christmas Brochure
- Flood Exercise Reminder
- Historical Spine Plaque-Laying
- Benefits for Carers
- Twelfth Night Footfall Boost
- Arts Fair Private View
- Langmans Oral Health Day
- Diary Dates



THE WONDERFUL CHRISTMAS BROCHURE 2017 IS ON ITS WAY

The Stratford Christmas brochure has gone to print! Our glossy festive brochure features an array of Stratford businesses and their festive offerings, showcasing the town as the perfect place to come to in the run-up to Christmas. The brochure includes ads from retailers, attractions, hotels, bars and restaurants as well as product listings to tempt people to our streets for all their Christmas shopping needs. Some 50,000 copies are being printed with 42,000 to be distributed to homes and 8,000 to town centre businesses.



FLOOD EXERCISE REMINDER

Don't forget access to Waterside will be closed to traffic for most of Tuesday (November 7th) while the Environment Agency carries out a major flood exercise. Businesses will still be accessible but pedestrians will also be restricted from walking along the areas in front and behind the barrier between the Encore Pub and the junction of Waterside and Chapel Lane.

STRATFORWARD JOINS HISTORIC SPINE PLAQUE-LAYING

BID director Joe Baconnet joined members of Stratford's Historic Spine Group for the installation of the latest six pavement plaques in the town centre.

The plaques are part of a project inspired by the Stratford Society's 'Historic Spine' concept, which aims to emphasise the importance of the route from Shakespeare's Birthplace to Holy Trinity Church to Stratford's heritage.

It is hoped that eventually up to 24 pavement plaques made by Chepstow ceramic designer Ned Heywood will be laid in front of significant buildings

along the route summarising their history and importance.

The first plaque was installed in front of the Guildhall in Church Street for the Shakespeare Birthday Celebrations in April 2016. The cost of this initial plaque was met by King Edward VI School and owners or occupiers of other key buildings will be able to contribute towards the scheme, although applications are being made for support from funding bodies.

Joe said: "the plaques are a great way to help the visitor find out a little more about Stratford and Stratford's buildings, helping to bring history to life."



Picture courtesy of Mark Williamson/Stratford Herald

BID BUSINESS OFFERING CHANCE TO BOOST EMPLOYEE BENEFITS FOR CARERS



(L-R) Jessica O'Brien, Abby Symons, Julie Blakemore

As businesses, have you thought about the ways you help your employees who happen to be carers?



One BID member is offering fellow businesses the chance to learn more about a new service to help employees who work full time as well as caring for relatives or loved ones.

Social Careline, based on Meer Street, offers a way for those people to stay in touch with their relatives, using a computer-based phone system that can deliver automated calls to loved ones even if they're in another country.

The system, which recently featured in Cotswold Life Magazine, was developed by digital consultant Robin Mudge when he moved to Washington DC for work, making it hard for him to stay in touch with his mum and get the reassurance that she was okay. He created a system that would deliver a pre-recorded reassurance call, using his own voice from him to her every morning on her landline, no matter what time it was where he was.

All his mum had to do was answer and press 2 and he would know she was okay, and if she didn't answer an alert would be sent to neighbours and friends who would then go and check on her.

Now called Social Careline, the system is being offered all over the UK, including as an employee benefit.



Robin Mudge and his Mother

If you are interested in offering the service to your employees, Social Careline is looking to speak to BID members to find out what you need and help you find the best way of providing support to your staff that care.

Abby Symons, from Social Careline, said: "We're more than happy to visit other businesses in Stratford, get to know them and find out how it would best suit them."

To find out more about Social Careline, visit www.socialcareline.com.

TWELFTH NIGHT'S STAR-STUDED CAST SET TO BRING FOOTFALL BOOST

One of Shakespeare's best known plays opens at the RSC this week, guaranteeing to attract theatre-goers from across the country to Stratford over the next few months.

Twelfth Night opens tonight (November 2nd) and runs until February 24th, with a live cinema broadcast on Valentine's Day (February 14th).

The tale of unrequited love sees the return of director Christopher Luscombe and a star-studded cast including The Young Ones' Adrian Edmondson as Malvollio and Kara Tointon - who starred in ITV's Mr Selfridge and Sound of Music Live! - as Olivia.

For more information, visit <https://www.rsc.org.uk/twelfth-night/>



BID MEMBERS INVITED TO ARTS FAIR PRIVATE VIEW

BID members are welcome to attend the Private View of a popular contemporary arts fair that returns to the Town Hall this weekend.

The Contemporary Arts Fair Discover: Gather: Give returns to Stratford this weekend. Known by the hashtag #Cafdgg, it is said to be the best annual contemporary arts fair in the Midlands.

The fair is open to the public this Saturday and Sunday (November 4th and 5th), where visitors will be able to talk to the artists whose work is on show as well as enjoying coffee from Monsoon Estates and freshly-made cakes by Knead It! Bakery. Entry is free and any donations will go to **Shakespeare's Puppies Appeal Guide Dogs for the Blind**.



Ahead of the weekend's public opening,

BID members are welcome to attend the Private View from 6.40-8.30pm on Friday with refreshments by the Cotswolds Distillery. If you would like to attend please email judith@discovergathergive.co.uk to be added to the list as places are limited.

BID MEMBER LANGMANS STAGING ORAL HEALTH DAY

Langmans is holding an Oral Health Open Day this Saturday (November 4th).

The free event, which takes place from 10am-3pm, is aimed at babies and children and their parents and carers as well as the older generation and their families and caregivers.

The event at the Ely Street centre will include advice on a range of issues faced by the older generation, as well as fun activities, goody bags and healthy lunchbox ideas aimed at children. The event is open to everyone - people can just call in at a convenient time.

Families & caregivers welcome

Oral Health Open Day
4th November, 10am-3pm

Join us at our open day for young children and their families

- ☑ Tooth brushing tips & demos
- ☑ Toothpaste tips
- ☑ Healthy lunchbox ideas
- ☑ Tooth friendly diet advice
- ☑ Fun activities/experiments
- ☑ Goody bags and balloons
- ☑ Tooth friendly snacks to try
- ☑ Free prize draw to win an electric toothbrush

Call in at your convenience - it's open to everyone

Langmans Dental Health Centres
28 Ely Street
Stratford Upon Avon
CV37 6LW

Tel: 01789 292460
Email: enquiries@langmansdental.co.uk
www.langmansdental.co.uk

Taking care of oral health is just as important for older people as it is for children. Join us at our open day & learn about the specific senior dental considerations.

Oral Health Open Day
4th November, 10am-3pm

- ☑ Learn about dry mouth
- ☑ Medications & medical conditions that can affect your oral health
- ☑ Denture advice and cleaning tips
- ☑ Diet and nutrition advice
- ☑ Tooth brushing advice
- ☑ Tooth friendly snacks to try
- ☑ Free prize draw to win an electric toothbrush

Call in at your convenience - it's open to everyone

Langmans Dental Health Centres
28 Ely Street
Stratford Upon Avon
CV37 6LW

Tel: 01789 292460
Email: enquiries@langmansdental.co.uk
www.langmansdental.co.uk

Families & caregivers welcome

Dates for your diary!

If you have an event you would like us to list here please email Sandi - sandi@stratforward.co.uk

October

16th - 27th Nov WCC Digital Training workshops
hr@shakespeare.org.uk

November

2nd - 4th The Snow Queen, Stratford Arts House
2nd Stratford Races, season finale
2nd - 24 Feb Twelfth Night, RSC
4th - 5th Contemporary Arts Show, Town Hall
7th Major Flooding Exercise, Waterside
8th Rick Stein, Stratford Arts House
10th Project Argus
11th The Social Secrets of Fashion @ The Shakespeare Centre
12th Remembrance Sunday Parade
14th Stratforward AGM 6pm
18th Carriage ride with Father Christmas
23 Nov - 24 Dec Father Christmas at Magic Alley
23rd Christmas Lights Switch On outside Town Hall
23rd 1st Christmas Market on Waterside
24th Project Argus 10am
30th Christmas Market on Waterside

December

7th Christmas Market on Waterside
8th - 10th Stratford Victorian Christmas Market Festival
13th - 17th Midwinter Magic, Dance Circus Spectacular, New Place
16th Tudor Christmas @ The Shakespeare Centre
14th Christmas Market on Waterside
21st Christmas Market on Waterside



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

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

07879 361735

info@stratforward.co.uk

Visit us on the web at
www.stratforward.co.uk