

BUSINESS NEWS

Stratforward Newsletter

Issue 44 - 9 November 2016

Shakespeare, Sugar & Spice And All Things Nice In Stratford This Christmas.

A Shakespeare-themed gingerbread house will be one of the highlights of Christmas this year in Stratford.

The house - a two foot replica of Shakespeare's Birthplace - has been created by Phil Bailey, Head Chef at the Falcon Hotel to mark the 400th anniversary of the Bard's death. It will be on show at the hotel in the run up to Christmas and feature on the front cover of Stratford's official town Christmas Brochure, due to be launched next week.

The masterpiece was created by Phil to mark his own anniversary - two years as Head Chef at the prestigious Chapel Lane hotel. Phil, who trained at Stratford College, has previously been Head Chef at both The Belfry near Sutton Coldfield and Billesley Manor near Alcester.

He said: "Having been classically trained in pastry by a French chef at the age of 16 it had been a while since I'd tackled gingerbread, but it's always good to test yourself."

"I'm hugely competitive with myself and I'm a stickler for detail so the project became a labour of love."

Phil meticulously researched his project, sourcing architectural plans and photographing the birthplace from all angles before spending hours experimenting in his own version of Santa's workshop.

He spent 36 hours recreating every detail of the building, from its historic beams to leaded windows replicated in intricate icing, as well as adding festive details of a snow-covered roof, snowman and Santa stuck down the chimney.

He said: "The hardest bit was the construction. But I'm really pleased with the end result and I loved adding the finish-



Phil Bailey, Head Chef Falcon Hotel

In This Issue

- Christmas Brochure
- Ambassador Tour
- Late Night Opening
- China Training
- New Stores
- Charity of the Year
- Stratford Remembers
- David Tennant
- Diary Dates

(Continued from page 1)

ing touches of sugar-spun trees and Father Christmas trapped in the chimney.”

Stratford's Christmas Brochure - produced by Stratforward - will start hitting doorsteps next week.

In a print run that is bigger than the previous years, more than 60,000 brochures will be delivered to homes within a 25-mile of Stratford and another 15,000 going to BID businesses.

The brochure showcases the best of Stratford over the festive season, with businesses featured on themed pages covering categories of: Him, Her, Children, Wine & Dine, Stocking Fillers and Home. It also lists all BID businesses who fall under the categories of: stay, wine & dine and shop. It is hoped that it will remind everyone that Stratford is the place to come and shop, eat and drink and be merry this Christmas.

Ruth Wood, Events Manager at Stratforward, said: “The idea for the gingerbread house came from a brainstorming meeting of our Events Committee who thought that a gingerbread reproduction of Shakespeare’s Birthplace encapsulated Stratford at Christmas, particularly in this anniversary year”

“Phil stepped up to the plate and did an amazing job of recreating the intricacies of the iconic medieval building, all in gingerbread, which is no mean feat. His labour of love is just one example of some of the talent we have here in Stratford and hope to showcase over the festive season.”



Tor Wilkes - Stratforward

Ambassador Tour



Shan Smith - Stratforward

Stratford's autumn Ambassador Tour took place on October 19th. The popular tours to attractions runs twice a year to give staff of businesses a flavour of what is available to guests and visitors to the town.

This time the tour started at The Creaky Cauldron, moved onto the MAD Museum and the Shakespeare Birthplace, featured a stint from the Stratford Town Walk and then moved onto the RSC (with a tour of the theatre and tower), before moving onto New Place, the Visitor information centre and then finishing at the Butterfly Farm.

The eight participants all enjoyed the tour and felt it was helpful.

Stratforward is grateful to all the businesses who kindly hosted the tours.

If you or colleagues would like to take part in a future tour then please let us know – email Shan townhosts@stratforward.co.uk

Christmas Late Night Opening

Over the coming days, the Stratford Town Hosts will be asking businesses what your plans for late night opening times are going to be. We realise that sometimes trade on the evenings of the Thursday markets can be variable (and highly weather dependent), but if we know what the majority of businesses are planning to do then we can let you all know. **That way you'll have some certainty and for the customer there will be consistency of opening across the town.**



Welcome China Training Stratford -upon-Avon

There are still places available on the Shakespeare's England China Welcome training course that is taking place at The Shakespeare Centre on 16 November.

It's being delivered by Capela China who have 'China-trained' over 500 delegates from 200 tourism and retail businesses.

This full-day course carries internationally recognised certification and is suited for managers and staff of businesses either working with or aspiring to work with Chinese visitors.

The cost for Shakespeare's England members is £145; Non-members £155. VAT applies to these prices. Lunch is included.

[Click here](http://www.capelatraining.com/china/china-welcome-training/one-day) to read more about this course and its content. <http://www.capelatraining.com/china/china-welcome-training/one-day>

NEW DIAMOND FOR STRATFORD SHOPPING OFFER

Stratford's newest jewel in its shopping crown is up and running and happy to be in the town.

Fraser Hart opened its doors last Thursday, welcoming people to its 220sq m shop which includes a 'magical diamond -buying experience' and focus on premium watch brands.

The new store, on the corner of Wood Street and High Street, is Fraser Hart's 41st store and comes in the company's 80th birthday year.



Manager - Becci Wells

(Continued from page 3)

Manager Becci Wells said the first week had gone really well, especially the weekend.

"Stratford is a lovely place to be, we have had a great welcome from the locals with a lot of people just popping in to say hello," she said.

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.



Can You Hear Me Mother - Expert Mum and Son Open New Hearing Centre



Victoria Dixon with Client

A family-run hearing healthcare centre is opening a new branch in Stratford, offering a unique service for people in the town.

The Stratford Hearing Centre opens its doors in The Minories on Monday, offering services from custom-made hearing protection to bespoke hearing aids and clinical procedures like ear wax removal. The business already has a branch in Worcester and its expansion means its many clients from Stratford will no longer have to travel

for continuing hearing care.

Audiologist Tom Dixon, who runs the business with mother Victoria Dixon, said: "It's definitely a family business. Victoria has more than 30 years experience, and I'm running at about eight or nine.

"We have been open in Worcester since 2011, and this is a natural progression for us because we have quite a large client base already here who travel to Worcester.

"There's no practice like us in the area. We basically do anything to do with ears. We do everything from hearing conservation, which is custom-made hearing protection for all situations, right through to things like broadcasters' presenter arms that are bespoke made - anything from musicians to industry.

"We see people for hearing aids but we aren't your typical hearing aid provider. We specialise in the world's finest hearing technology. Every patient is given a bespoke solution, not an off-the-shelf solution, and each client has a very bespoke aftercare plan - what we call a hearing care plan."

There are already some 3,000 clients at the Worcester Hearing Centre, including people from

(Continued on page 5)

(Continued from page 4)

Birmingham, the Cotswolds and even one client from Saudi Arabia who sees Mr Dixon twice a year. The practice also has high-profile clients including musicians from pop group UB40.

“There’s a huge difference in a business like this compared to a typical national high street hearing aid shop. It’s very much of a different service,” said Mr Dixon. **“We price incredibly competitively, the difference is that our service blows the client away.**



Tom Dixon with Client

An official ribbon-cutting ceremony is set to be held on December 9th attended by Stratford MP Nadhim Zahawi. For more information visit www.stratfordhearingcentre.co.uk

BID Businesses Back Shakespeare Hospice

BID businesses have come out in force to support local charity the Shakespeare Hospice - with four naming it as their charity of the year for 2017.

The Blue Skies recruitment agency, the newly-refurbished Crowne Plaza, Starbucks and TSB have all chosen the hospice as their charity of the year and will be taking on all manner of fundraising, including Christmas Jumper Days, Dragon Boat Racing and Firewalks.

Matthew Price, Corporate Fundraiser at The Shakespeare Hospice, said: “We rely upon our local community to keep our Hospice services open to the 900 patients and families that we support in South Warwickshire and the North Cotswolds.



BlueSkies Recruitment Team
With Matthew Price

“We are so grateful for the support of these four businesses which will help to ensure we have invaluable funding coming to our hospice throughout 2017.”



Crowne Plaza Team with Matthew Price

The Shakespeare Hospice offers care and support to adults and young people living with a life limiting illness and those who matter to them. The charity offers care through a Day Hospice, Hospice at Home Service, Family Support Service and Young People’s Services.



L-R Dan Clarke Starbucks Manager with Corporate Fundraiser **Matthew Price**



L-R Dafydd Evans from TSB with Matthew Price

Stratford Remembers

Stratford will join the nation marking Remembrance Day this Sunday, with a parade and service to commemorate those who have died in conflict. The key elements are:

10.50am Act of Remembrance in Garden of Remembrance, Old Town -including the two minutes silence and laying of wreaths on the memorials

10.50am Act of Remembrance in Holy Trinity - for those unable to attend the service in the Garden of Remembrance

Followed by Remembrance Sunday Service in Holy Trinity Church with collection for the Royal British Legion Poppy Fund. Preacher: Rev. Patrick Taylor

Town centre roads including Sheep Street, Chapel Street, Church Street, Chestnut Walk and Old Town and Waterside will be busy or obstructed during the Remembrance Sunday Parade and Service



Is Your Business Starring alongside David Tennant?

BID businesses could find themselves on the big screen after camera crews have been spotted around the town filming David Tennant in his latest film.



The Dr Who star and RSC favourite has been spotted filming for his new movie You, Me and Him alongside co-star Lucy Punch.

He was seen being filmed in a rowing boat near the Dirty Duck pub with crowds gathering in Southern Lane to see the action. Camera crews have also been spotted in Sheep Street and near the library on Henley Street this week.

Tennant is believed to be in Stratford for a number of days shooting scenes near some of the **town's best**-known landmarks.

Has your business been caught on camera by the crews in town? Send us any pictures you might have **so we can include them in next week's newsletter.**

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

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

22nd November - Explore Your Archive at The Shakespeare Centre

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

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**

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

3rd December - Small Business Saturday

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

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

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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