

# STRAT > FORWARD

## BUSINESS IMPROVEMENT DISTRICT

# NEWSLETTER

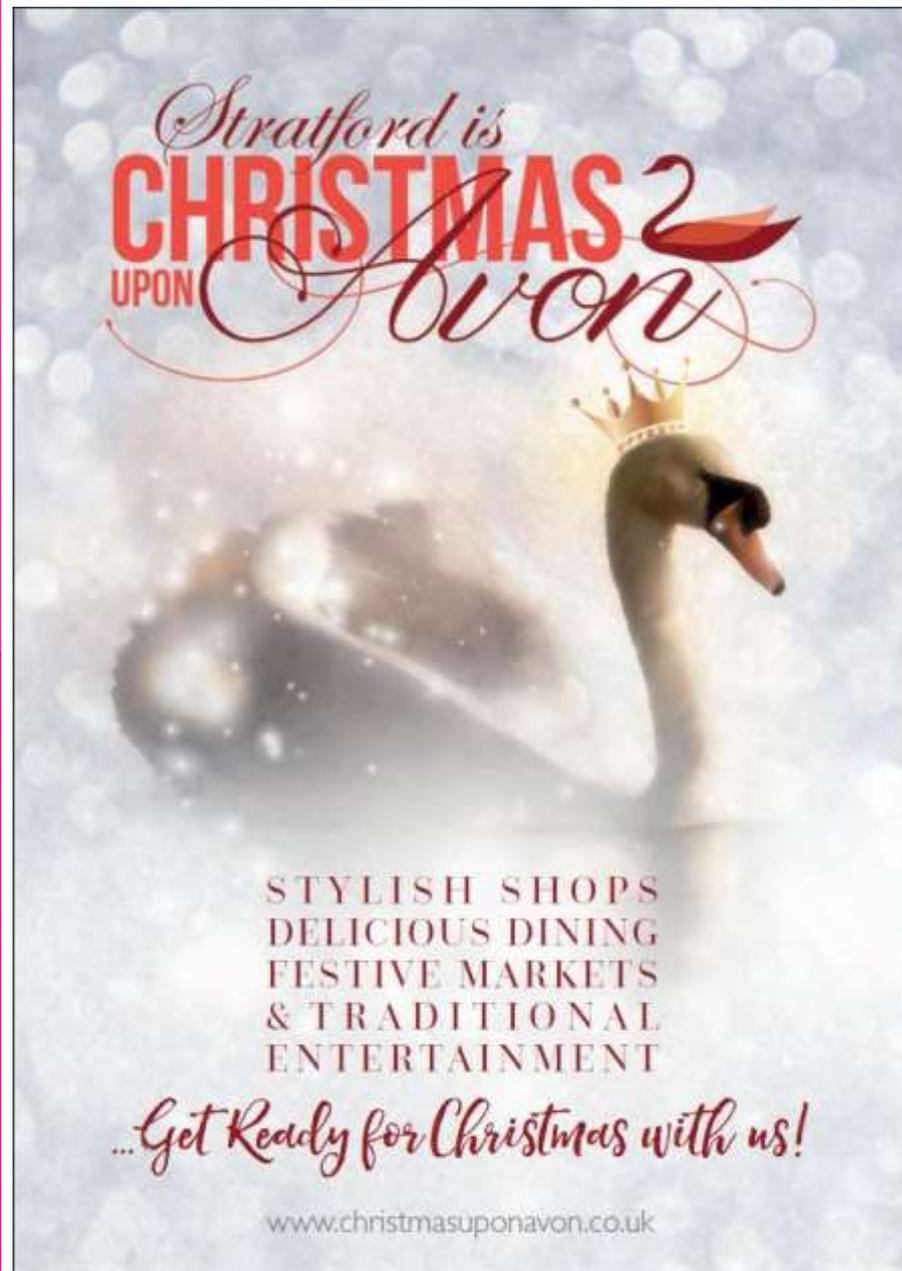
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## CHRISTMAS BROCHURE MARKS THE START OF STRATFORWARD'S CHRISTMAS PREPARATIONS

The Stratforward Christmas Brochure is here and ready to spread the word about all the festive fun on offer from Shakespeare's town.

The bespoke brochure showcases Stratford as the perfect place to come in the run-up to Christmas, whether for shopping, dining, culture or the ever-popular Christmas Party.

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. It has also got information on the brand new Victorian three-day market.



We've printed 50,000 copies and 42,000 will go to homes, while 8,000 are for town centre businesses.

This is just one of the things Stratforward is doing to join Stratford in getting ready for the festive season. From brass bands to the Christmas Lights switch-on, **Magic Alley's Father Christmas sleigh ride**, and plenty more, **Stratford's the place to be** this festive season.

### In this issue

- Stratforward Christmas Brochure
- Night-Time Training
- Stratforward AGM
- **Magic Alley's on the Move**
- Stratford Gallery
- Sneak Peak at the RCS and The Arden
- Defibrillator for Bell Court
- Armed Forces Covenant
- Quirky Accommodation
- Diary Dates

## FREE TRAINING ON OFFER FOR NIGHT-TIME STRATFORD STAFF

**Businesses involved in Stratford's night-time economy** can attend a free training session on Child Sexual Exploitation (CSE).

The session, part of Warwickshire Police's efforts to raise awareness of the issue, is open to any staff who work in the night-time economy across Warwick

District and Warwickshire as a whole, from door staff to bar managers and glass collectors.

It will take place on Monday (November 20th) from 6.45pm-9pm at The Assembly in Leamington Spa.

**Delivered by experts in the field from Banardo's, it is hoped that by raising awareness staff can identify and report issues as they see them.**

To register for a place for the event, email [paul.calver@warwickshire.pnn.police.uk](mailto:paul.calver@warwickshire.pnn.police.uk) including names, position and venue worked at. There is no limit to how many each venue sends.



# Warwickshire POLICE

## Stratforward's Annual General Meeting

Thank you to Everyman Cinemas for hosting the Stratforward BID AGM last night (14<sup>th</sup> November). A number of BID members and Board members turned out to reflect on the 16/17 financial year and to hear about the progress this year and future plans.

The meeting saw the current Board confirmed and the election of three new board members to vacancies.

Jo Sainsbury is welcomed onto the Board from Bright Ideas on Henley Street, Lisa Preston of ShoeMed in the Minorities is the new Board Member representative for Associate Membership and Dave Matthews of Magic Alley on Henley Street is the Board member representing Attractions.

Thank you to everyone who attended.



Joseph Baconnet—BID Director



BID member Harry's Barber Shop is offering free haircuts to the homeless this weekend to help make a difference in the run-up to Christmas.

The barber's, in Old Red Lion Court, is offering free cuts from 11am-3pm this Sunday (19th) at Bancroft Gardens.

**Owner Harry said: "We're offering haircuts to the homeless as we feel everyone should feel cared for and should also be able to feel good about themselves. Often a simple thing like a new haircut/hairstyle can change how we feel about ourselves and give us a boost in self confidence.**

"With Christmas around the corner we were thinking of ways we can make a difference and offering our services for free to those who probably need it the most is one way we can make a difference."

## MAGIC ALLEY'S ON THE MOVE

Popular Stratford business Magic Alley is moving from Henley Street to a bigger site at Bell Court.

Magic Alley, which offers magical-inspired gifts as well as an enchanting museum, will take over a two-floor unit of 4,250 sq ft at Bell Court when it moves next year.

The new site will be packed with magical experiences including a life-size animatronic bust of William Shakespeare complete with stovepipe hat and steampunk jacket, as well as hatching dragons' eggs and a Golden Broomstick Pumpkin & RootBeer Bar where visitors will be able to get their own 'Potion To Go'.

**Dave Matthews, Creative Director of STMO Media Group, which owns Magic Alley, said: "We are excited to be expanding into a larger site at Bell Court, and this will be our new flagship store heralding an exciting phase of growth for the company."**

Ahead of the opening, which is set for spring 2018, Dave has been working with Bell Court owners UK & European Investments on a series of family-focused events at Bell Court in the run-up to Christmas.

**John Stacey, Asset Management Director at UK & European Investments, said: "Magic Alley will bring a new dimension to Bell Court, introducing another leisure offering at the**

Development.

**"It's already a popular attraction amongst tourists and local residents and, having seen the plans for the new store, it's certainly going to get a lot of people excited when it opens."**

Competition Time

Father Christmas is coming to town this weekend, journeying through Stratford's streets on Saturday (November 18th). The lucky winner of Magic Alley's 'Stratford's Make a Christmas Wish Competition', organised in collaboration with Stratforward, will get to join Father Christmas in his horse drawn carriage on Saturday.

**A second competition, 'Stratford's Twelve Days of Christmas', will feature 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 people 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. Entry forms are available from Town Hosts, Magic Alley, 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.



## GET A SNEAK PEAK AT THE RSC AND THE ARDEN

The RSC and The Arden Hotel are holding a joint open evening next Thursday (November 23rd).

At the event, which runs from 5.30pm to 7.30pm at The Other Place, people will have the chance to tour the conference and meeting spaces, as well as getting a complimentary tour of RSC Costume Hire.

People will also get the chance to meet The Arden's events team as well as view the hotel's facilities, including rooms.



Mulled wine and festive nibbles will be served from 5.30pm. Places are limited so please RSVP to [hires@rsc.org.uk](mailto:hires@rsc.org.uk) by 5pm on Thursday 16 November to secure your place.

**Don't forget to take your business cards** - you can take part in a prize draw with the chance to win an overnight stay for two at The Arden Hotel and RSC theatre tickets. All entrants will also receive exclusive Arden Hotel and Royal Shakespeare Company discount offers.

## DEFIBRILLATOR FOR BELL COURT

Bell Court now has a potentially life-saving defibrillator on site, bringing the total in the wider Stratford-upon-Avon area up to 23.

The equipment is located in the car park underpass - previously the closest one was on Sheep Street.

John Stacey, Asset Manager at Bell Court, said:

**"Defibrillators are there to help save people's lives during emergency situations, therefore installing one at Bell Court was an important part of our health and safety programme.**

**"We obviously hope that there won't be reason to use it however, if it is needed, it is now in an easily accessible location."**



## HAPPY BIRTHDAY TO THE STRATFORD GALLERY

The Stratford Gallery is set to celebrate its first birthday, with celebrations set to include a special Christmas exhibition starting in December and exclusive discounts for fellow BID members.

The Sheep Street gallery is marking a year of business with a Christmas Show of works by many of the artists who helped make it a success, plus some new names.

It's also opening late every Thursday from next week (November 23rd) up until Christmas for anyone who fancies visiting after work.

Howard Clegg, director at The Stratford Gallery, said **he was looking forward to celebrating the gallery's first birthday** with other BID members, as well as the wider Stratford community.

**"In our first year we have had a great success with the representation of over 45 artists from disciplines spanning Painting, Ceramics & Sculpture. The Christmas show will be our 12th exhibition and particularly exciting as we have had such a super first year.**



**"We will be showing new works by many of the artists who helped make our first year so brilliant alongside the introduction of new artists.**

**"You don't need to be rich to buy something original, unique and of artistic meaning during this exhibition, there be beautiful pieces available from just £40."**

The gallery is offering a variable discount to fellow BID members on anything purchased during December and January, depending on the item purchased, to celebrate its first birthday.

Howard added: **"The gallery is proud to be part of the scene in Stratford and is looking forward to making more friends from the business community in the town over the coming 12 months.**

**"The discount to the BID members will clearly be quite significant should they chose to treat themselves to a painting this Christmas!"**



## BIRTHPLACE TRUST SIGNS UP TO ARMED FORCES COVENANT

The Shakespeare Birthplace Trust has joined businesses and organisations across the country which have formalised their commitment to being forces-friendly by signing up to the Armed Forces Covenant.

The Armed Forces Covenant is a promise that those who serve or who have served, and their families, are treated fairly.

By signing the covenant, The Shakespeare Birthplace Trust has pledged to support the employment of Service Leavers through apprenticeship, job and volunteering opportunities as well as offering flexible working and leave arrangements to service spouses and partners and to employees who choose to be members of the Reserve forces.

Members of the Armed Forces community will also receive a 30% discount on tickets to visit the five Shakespeare Family Homes.

Becky Cund, who signed the covenant with Lieutenant Colonel Richard Jones last week, said, **"Being part of the community in which we operate is vital to our work as the charity which cares for the world's greatest Shakespeare heritage sites and collections here in Stratford-upon-Avon. "We recognise the real value the Armed Services Community can bring to our work, both as employees who bring a wealth of skills and experience, and as customers."**



## ARE YOU A QUIRKY ACCOMMODATION OPTION?

Shakespeare's England is looking for alternative and quirky accommodation options on offer in the region for a press release.

If you're a BID member and think you might fit in with this, you can send details for potential inclusion.

To be included, you'll have to be a member of Shakespeare's England but if you are - or are thinking about joining - you can contact their Press & PR Manager Tanya Aspinwall on [tanya@marketingaloud.co.uk](mailto:tanya@marketingaloud.co.uk)

Keep an eye out on the newsletter and local media for updates on our plans for Christmas 2018 in The Bard's home town.

Shakespeare's  
ENGLAND

## Dates for your diary!

If you have an event you would like us to list here please email Sandi - [sandi@stratforward.co.uk](mailto:sandi@stratforward.co.uk)

### November

2nd - 24 Feb	Twelfth Night, RSC
18th	Carriage ride with Father Christmas
18th	Christmas Lights Coffee Morning 10-2pm, Town Hall
23 Nov - 24 Dec	Father Christmas at Magic Alley
23rd	Christmas Lights Switch On outside Town Hall
23rd	1st Christmas Market on Waterside
23rd	Black Friday
24th	Project Argus 10am
27 Nov - 4 Feb	A Christmas Carol, RSC
30th	Christmas Market on Waterside
30th	Childrens Storytelling & Craft session, Guild Chapel

### December

2nd	Small Business Saturday
7th	Christmas Market on Waterside
8th - 10th	Stratford Victorian Christmas Market Festival
9th	The Messiah, Holy Trinity Church
13th - 17th	Midwinter Magic, Dance Circus Spectacular, New Place
14th - 7th Jan	Cinderella, The Attic Theatre
16th	Tudor Christmas @ The Shakespeare Centre
14th	Christmas Market on Waterside
21st	Christmas Market on Waterside
25th	Christmas Day
26th	Boxing Day

### January

1st	New Years Day
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6th & 7th May 2018

[www.stratfordfestivalofmotoring.co.uk](http://www.stratfordfestivalofmotoring.co.uk)



30th June & 1st July 2018

[www.stratfordriverfestival.co.uk](http://www.stratfordriverfestival.co.uk)



22nd & 23rd September 2018

[www.stratfordtowncentrefoodfestival.co.uk](http://www.stratfordtowncentrefoodfestival.co.uk)

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

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