

BUSINESS NEWS

Stratforward Newsletter

Issue 47 - 1 December 2016

Stratford transformed into winter wonderland for Christmas Lights switch-on

Stratford's spectacular Christmas lights switch-on didn't disappoint, with Santa and snowfall making it an evening to remember.

The event, which took place on Thursday, started with carols sung by Thomas Jolyffe School choir accompanied by the King's Brass from KES, while BBC Coventry and Warwickshire radio's Vic Minett acted as compere to make sure the lights were turned on on time at 4.30pm.

Charles Wilson, Stratford Town Council's Civic Secretary, said: "The lights look fantastic and this year the switch-on was followed by a snow fall, which gave the area outside the Town Hall a truly 'Winter Wonderland' feel."

The switch-on was carried out by Stratford Mayor Cllr Juliet Short and two young people who were winners of a competition to find some 'Very Important People' to help with the occasion.

Afterwards, the Mayor, joined by civic guests and representatives of Stratford Christmas Lights Company and the Shakespeare Hospice, processed to the end of High Street to light the town Charity Tree. They then toured the first of this years Stratford Christmas Market on Bridge Street before returning to the Town Hall to join families who had stayed to meet Santa.

"Inside the Town Hall, we had a magical grotto, complete with snow, which looked fantastic and was much enjoyed by the children who visited Father Christmas," said Mr Wilson



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Meanwhile in Henley Street shops stayed open late to welcome Father Christmas with his reindeer before he took up his month long residence at his magical grotto at Magic Alley.

Dr Roy Lodge MBE, marketing member for the Stratford upon Avon Christmas Lights Committee, said hundreds of people had gathered to witness Stratford's own Winter Wonderland.

He said: "All in all Stratford did not disappoint its children neither did Father Christmas and there is still the opportunity to post a letter to Father Christmas in the post box situated outside the Town Hall."

Dr Lodge said Stratford businesses had played a greater role than ever in supporting the lights, with the biggest number ever supporting the lights - contributing at least £7,000 directly to the display fund.

.....AND TODAY...

BID members are reminded that the fabulous festive market is back today- the second of five special Christmas Markets running on Bridge Street each Thursday in the run up to Christmas selling anything from traditional and seasonal gifts to crafts and handmade and homemade items.

Free parking is available every Thursday from 4pm to midnight in all SDC Pay and Display car parks, including Thursday, December 22nd.

BID members are reminded that a road closure will be in place on Bridge Street from 4am to 11.59pm each Thursday the market is on.

FOR DETAILS OF MORE EXCITING XMAS THINGS GOING ON IN TOWN IN THE COMING DAYS SEE THE END OF THIS NEWSLETTER AND CHECK OUT OUR DIARY



A-Boards Warning

The Stratforward team has been made aware that a number of businesses have been visited by County Highways officers regarding their A-Board placement. There is a code of practice that has been developed by Warwickshire County Council to assist businesses in the safe placement of A-Boards. The code recognises that A Boards are often a fundamental part of **a business's marketing.**



A number of businesses who have been visited have been warned that their A boards may be removed if they continue to breach the code guidelines.

To avoid this (and all the subsequent hassle), the Stratforward team are recommending that businesses check their compliance with the code here:

<https://apps.warwickshire.gov.uk/api/documents/WCCC-899-20>

Bid Discount Card Promotion

Last Friday 2654 BID discount card holders were emailed informing them of the latest offers from 13 businesses. Over 1100 (41%) emails were read within 48 hours and today 1231 had been read!. Links were available for people to find out more and 87 people used them to click through to business websites.

If you would like to send us any feed back on your offer or would like to have an offer please email info@stratforward.co.uk



XMAS CRACKERSSOME FESTIVE EVENTS GOING ON IN STRATFORD OVER THE COMING DAYS WE HOPE WILL ATTRACT PEOPLE INTO TOWN TO SHOP AND PARTY



RSC Lantern Procession

The RSC's festive winter lantern procession takes place this Saturday, (3 December) starting at the Bancroft Terrace at 6pm. The procession is followed by a festive ceillidh in the Studio Theatre at The Other Place with music, hot dogs and festive punch will also be on offer. The lanterns will then be on display in the foyer area of The Other Place together with a shadow box, which reflects silhouettes of winter trees and birds, which will light up the theatre space over December and the New Year.



Families can get crafty at the RSC who are offering festive lantern workshops and a special procession this winter.

At The Bear Pit Theatre from 2 - 10 December at various times.

<http://www.thebearpit.org.uk/whats-on/toad-of-toad-hall>



CALLING ALL BID BUSINESSES
ARE YOU SIGNED UP FOR THESE TWO FESTIVE FUNDAISERS?????



JOLLY JUMPER DAY
Friday 16th December

Get festive in your best (or worst) Christmas Jumper

Join our Jolly Jumper Day, donate £2 and help us care for people affected by life limiting illnesses in our community.

Join the fun by registering at theshakespearehospice.org.uk and we will send you posters and collection tins. Or simply wear your jumper and donate by texting JOLL16 £2 to 70070.

Don't forget to join our #ElfieSelfie and tweet your Jolly Jumper Selfie

Follow us on Twitter @theshakespearehospice #jollyjumper
Registered Charity No. 1064199



The Santa Fun Run
10th December

£15 adult entry
£10 under 12s
Free Santa suit and hat with every ticket

Dogs go free!

Walk, jog or run 5km around Stratford for The Shakespeare Hospice!

Join hundreds of Santas and register at theshakespearehospice.org.uk

Registered Charity No. 1064199

At the Shakespeare Birthplace Trust today between 4pm and 7pm



Christmas

Join us on 1st December for our festive shopping evening at Shakespeare's Birthplace gift shop, Henley Street, Stratford-upon-Avon.

Find a unique selection of gifts for all the family, inspired by Shakespeare and Stratford-upon-Avon.

From 4 - 7pm enjoy

- 20% off with this invitation
- Festive music and nibbles
- Gift wrapping service with every purchase

Shakespeare birthplace trust

<https://www.shakespeare.org.uk>

Orchestra of the Swan at the Arts House

The Orchestra of the Swan will perform a world premiere of 2004 Pulitzer Prize Winner in Music Paul Moravec, as well as two other works by Haydn and Mozart in a performance at the Arts House on Tuesday, December 6th.

The performance starts at 7.30pm with a pre-concert talk with conductor David Curtis at 6.45pm. Tickets are priced from £9.50-£27.50.

ORCHESTRA
OF THE
SWAN
life just got better



New look for festive season for Stratford PizzaExpress

Stratford's PizzaExpress has relaunched with a brand new look just in time for Christmas and a new festive menu.

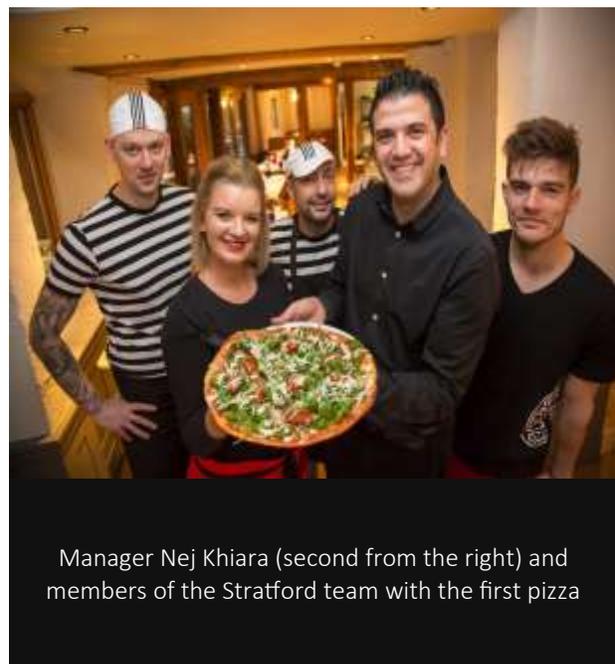
The family-friendly restaurant on Ely Street has been decorated throughout, with new feature glass pendant lights and a new timber floor at the rear, as well as festoon lighting in the courtyard and new heaters in the garden.

The transformation has come just in time for the new Christmas menu which includes festive dishes like Porchetta Natale Romana, with pulled seasoned hog roast with a herb stuffing, pancetta, mozzarella and rosemary and Snowball Dough Balls, sprinkled with icing sugar and cinnamon.

There's also a 'Piccolo menu' that includes a 'create your own' pizza and the option to throw a Pizza Making Party for young ones' special occasions.

Manager Nej Khiari said: "We love our restaurant's new look and have a friendly and enthusiastic team who are looking forward to welcoming everyone over a delicious pizza."

For more details visit www.pizzaexpress.com



Manager Nej Khiara (second from the right) and members of the Stratford team with the first pizza



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

24th November to 24th December - Father Christmas at the Magic Alley, Henley Street

Until 21st January 2017 - The Tempest at the RSC

1st December - Christmas Market

1st December to 6th January 2017 - **400 years of Christmas at Hall's Croft**

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

3rd December - Small Business Saturday

3rd December - RSC Lantern Procession

3rd December - Lego event at Escape Arts

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

6th December - Orchestra of the Swan at The Arts House

8th December - Christmas Market

8th December - Late night kids event at Escape Arts

10th December - Shakespeare Hospice Santa Fun Run

10th December - Lego event at Escape Arts

11th December - Christmas Nights at KES School

14th December - Christmas Window Competition winners revealed

14th to 27th December - Aladdin, Stratford Arts House

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

15th December - Late night kids event at Escape Arts

16th December - Christmas jumper day

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

16th & 17th December - Christmas Tree Festival at The United Reformed Church

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

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