

# STRAT > FORWARD

## BUSINESS IMPROVEMENT DISTRICT

# NEWSLETTER

Issue 47: 29th November 2017

## STRATFORD WELCOMES FIRST VICTORIAN CHRISTMAS MARKET

**Stratford's first Victorian Christmas Market** takes place next week.

The three-day market, which runs from Friday, December 8th to Sunday, December 10th, will be officially opened by Stratford Mayor, Councillor Victoria Alcock and Councillor George Atkinson, Chairman of the District Council, who will be dressed as Victoria and Albert.

The market - part of an array of festive fun on offer in Stratford that's aiming to attract tens of thousands of shoppers to the town - will see the streets filled with 150 stalls selling an array of goods including local arts and crafts, international products, festive gifts and international street food, plus Christmas cheer including local gins, mulled wine and Baileys.

Traders will be dressed in Victorian attire and entertainment will include bands, musicians, singers, choirs, Victorian street entertainers and the 'Dancing Grannies'!, plus a vintage funfair with carousel, helter-skelter, swing boats, Ferris Wheel and traditional rides.

Councillor Dave Riches, Enterprise & Revenues Portfolio at Stratford-on-Avon District Council, said: "We are delighted to be working with The Town Council and LSD Promotions, our new mar-

ket contractor to bring this very first Victorian Christmas Market Festival to Stratford-upon-Avon.

"We are pleased that the event is also being supported by Stratforward and The Herald. We hope to see an increase in footfall to the town particularly at this time of year and that it will bring a boost to the local economy.

"We would encourage both residents and visitors to come and experience what we hope will be a truly magical event. We want Stratford-upon-Avon to be the must go to Christmas destination for everyone."

**TIMINGS** - The Victorian Christmas Market runs as follows: -

Friday 8th December - 10am until 9pm

Saturday 9th December - 10am until 9pm

Sunday 10th December - 10am until 5pm



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## OPPORTUNITIES FOR BUSINESSES

The Victorian Christmas Market will include a large screen on Rother Street near the entertainment stage - with plenty of opportunities for advertising and sponsorship.

There are two advertising package offers as well as a Screen Sponsorship package on offer for BID Members.

Contact Craig Jones at [www.Ad-V.co.uk](http://www.Ad-V.co.uk) for more information on package deals [Craig@Ad-V.co.uk](mailto:Craig@Ad-V.co.uk)

Or contact [Joseph@stratforward.co.uk](mailto:Joseph@stratforward.co.uk) who can email details of the packages to you.

**:: And if you've got something special to announce, make sure you let us know as the compere can share your message for free.** Use the opportunity to let the crowds know about deals, special gifts or anything else you want to share. Send information to [milly@lsdpromotions.com](mailto:milly@lsdpromotions.com)

## ROAD CLOSURES & PARKING

In order to enable the Christmas Market to be set up, the following roads will be shut to traffic at 6pm on Thursday 7 December 2017. The roads affected by the road closure are as follows:

- Waterside (Bridge Street to Sheep Street) for stalls
- Bridge Street for stalls
- High Street (for safety reasons)
- Union Street (for safety reasons)
- Henley Street for stalls and entertainment
- Meer Street for stalls
- Wood Street for stalls

Rother Street on street Car Park – for the historic fair rides and the stage area.

The road closures will be lifted at 00.01 am on Monday 11 December 2017

## SUCCESSFUL SWITCH-ON BRINGS THOUSANDS TO STRATFORD

Stratford's spectacular Christmas Lights were switched on last week, attracting thousands to the town for an evening of festive fun.

The switch-on ceremony included carols and music by local schools before Mayor Victoria Alcock switched on **the lights, complete with 'snowfall' to bring the Christmas spirit to Stratford** as well as an appearance from Santa on the Town Hall balcony.

On the same night, Bell Court held its own switch-on with Father Christmas and his reindeer turning on the **2,500 fairy lights on Bell Court's 25ft Nordman Fir tree** before making their way back to Magic Alley on Henley Street for carol singing and performances of A Victorian Nativity in Henley Street by The Magic Alley Players.



The switch-on of Stratford's lights display was accompanied by late-night shopping and the first

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of a series of Christmas markets on Waterside. The new-look market runs every Thursday from 11am to 8pm up until Christmas, selling everything from seasonal gifts to fine foods, jewellery, toys and vintage items, as well as hot and cold alcoholic and non-alcoholic drinks. Entertainment **includes a live statue and walkabout characters like 'Snowballs' the market snowman.** Check it out this Thursday (November 30th).



Photos courtesy of John Cummings on Facebook

∴ Santa also helped launch a new initiative from Stratford Town Trust which sees books gifted to local children.

The Trust, a partner organisation of Stratforward, bought the books in the run-up to Christmas, with 250 wrapped and handed to Santa to be given to children on the night of the lights switch-on last week.

Children who visited the free grotto inside the Town Hall on Thursday night were given a book as a present, from Peppa Pig to We're Going on a Bear Hunt.

More books will be distributed to local children before Christmas, with plans to expand the programme in the New Year, working with Stratford's schools.



## Promoting Stratford to Brazil and India !

Stratforward's Town Host Team have been supporting travel trade visits to Stratford over the last week.

Last Thursday (23<sup>rd</sup> November), the Town Hosts accompanied a Visit Britain trip comprising of 15 Brazilian travel agents and a travel journalist. The trip took the Brazilians all over town to show them the wealth of attractions and businesses that Stratford has to offer. Shan Smith, the Town Host Manager, said the **Brazilians "had a great time and they do love to shop!"**

Today (Wednesday), the Town Hosts are accompanying another Visit Britain trip to Stratford by Mumbai based Travel Agents and Corporate buyers who are staying at The Crowne Plaza. **The host's** enthusiasm and local knowledge is key to helping to sell Stratford upon Avon alongside London, as a key destination for combined corporate events and leisure trips (Indian businesses like to combine the two). The Mumbai agents trip is the first time this group has visited anywhere other than London, so fingers crossed that they love the town (and the weather today!).

Stratford cannot afford to be complacent, so the Hosts will also be supporting and taking their knowledge to the Excursions Group Travel show in late January as part of our continued working **with Shakespeare's England and ensuring that Stratford and this region continues to be a key destination.**

**Stratforward BID will also be collating information on "Tax Free Stratford" for Shakespeare's** England to take to the UKINbound and ExploreGB conferences and shows in February and March 2018. More information soon.



Town Hosts - Terry and Shan

## NEW CHIEF EXEC FOR BIRTHPLACE TRUST

The Shakespeare Birthplace Trust has appointed a new Chief Executive.

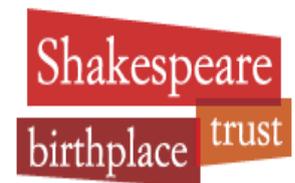
Tim Cooke, Director of the Telegraph Museum in Cornwall, will take on the post from March 1st 2018, succeeding Dr Diana Owen who has stepped down after 10 years.

Before being appointed to his current role, in which he has led a re-modelling of the organisation as well as securing extra funding, Mr Cooke worked as a museum consultant and prior to that, worked for the BBC for 15 years.

Announcing his appointment Peter Kyle, Chairman of the Shakespeare Birthplace Trust, said: "We are delighted to welcome Tim Cooke to the Shakespeare Birthplace Trust. He brings a wealth of leadership experience of organisations which have knowledge and content at their heart and which seek to engage with diverse audiences.

**"He has a strong track record of delivering on major cultural projects to the highest standard and will bring a strong vision for the future."**

Mr Cooke added: "I am privileged and thrilled to be taking on this role. It offers a wonderful and deeply meaningful opportunity to work with staff, volunteers, the Board and partners to contribute to a legacy of worldwide and timeless import."



Tim Cooke - Photo courtesy of the SBT

## TOWN TRUST'S FOUNDATION HOUSE PROVIDES COMMUNITY HUB

A brand new community hub for Stratford has been officially opened.

Foundation House on Masons Road has rooms available for hire but BID Member Stratford Town Trust, which runs it, will also be able to grant space to local charities and groups.

The venue offers both large and small spaces over two floors, with disabled access and 40 parking spaces. It includes hot desking facilities and four meeting rooms/ event spaces also available for hire and community use.

On Friday around 100 guests gathered for the official opening of the hub, which has already been inundated with people interested in using it.

So far seven local organisations have been granted dedicated space within Foundation House, with more than 45 groups expressing an interest.

Justin Williams, Chief Executive of Stratford Town Trust, said: "The demand for Foundation House ex-

ceeded all expectation. We have been overwhelmed by the number of diverse groups approaching us for space – and wanting to work together with other organisations to create a real hub."

For more information visit [www.foundationhouse.co.uk](http://www.foundationhouse.co.uk)



## BUTTERFLY FARM IS GETTING IN THE CHRISTMAS SPIRIT

Stratford Butterfly Farm is getting ready for Christmas, with plenty on offer to entertain families during the festive season.

**On Sunday (December 3rd), 'Jasmine and the Community Harps'** will lead Christmas Carols in the Education Area at 1.30pm, with a craft session earlier that day at 11am where children can make percussion instruments and accompany the harp.

During the Christmas holidays, the Butterfly Farm is also holding its popular **'Meet the Minibeast' handling sessions, where visitors will be able to** hold a variety of Stick Insects, African Land Snails, giant Millipedes and Madagascan Cockroaches, twice daily from December 27th to January 7th with the Education Team in the Discovery Zone.

**Marketing Manager Jane Kendrick said: "With Christmas Carols, craft sessions, shopping, Meet the Mini-beast handling sessions and the chance to see the magnificent Black Kingsnake, Stratford Butterfly Farm has something for all the family to enjoy this Christmas."**

The Mexican Black Kingsnake is the latest inhabitant at the Butterfly Farm. Native to Mexico and non-venomous, it kills by wrapping one to two coils around its prey, restricting its bloodflow until it dies.



## STRATFORD SOCIETY NIGHT-TIME ECONOMY REPORT

The Stratford Society invited Jonathan Birkett of Nightworks Ltd to come and talk about the principles of what makes a great night time economy.

Drawing on research and examples from around the UK and World, Jonathan went through the 12 drivers that help make a successful evening economy.

**Jonathan's first point is that change is always happening, but the good news is that Stratford-upon-Avon already has a lot of components for a successful evening economy. It's not just about food and alcohol, but also about the cultural mix, a diverse range of businesses open later, making destinations female friendly and encouraging the right behaviours through regulation and 'nudge theory'.**

The event closed with questions from an audience that included Stratford Society members and businesses.



## FREE FOOTFALL TRAINING

Stratford businesses can take advantage of 'Improving Customer Footfall' training thanks to the next course from the Warwickshire Towns Network.



Alison Read will be delivering the 'Improving Customer Footfall' training in Stratford on January 15th and 29th and February 12th and 26th.

There are 10 spaces in Stratford for the free to attend four-week training course, which is open to all retailers and service businesses on a first-come-first-served basis. It is asked that the business commits to attend all four sessions.

For more information visit [www.warwickshire.gov.uk/towncentres](http://www.warwickshire.gov.uk/towncentres) and to register interest or book places, email [towns@warwickshire.gov.uk](mailto:towns@warwickshire.gov.uk).

## TIME'S TICKING FOR TOUCH'S PRIDE OF STRATFORD AWARDS

Don't forget to nominate your favourite local business in the Touch FM Pride of Stratford Awards.

The deadline for the awards is next Friday (December 8th) and categories including Business of the Year, Small Business of the Year, Town Centre Business of the Year, Hospitality Business of the Year and Team of the Year.

The awards will culminate in a ceremony at the Crowne Plaza on Friday, February 9th. To nominate a business, visit [www.102touchfm.co.uk/pride-of-stratford-awards-2018/business-awards-nomination](http://www.102touchfm.co.uk/pride-of-stratford-awards-2018/business-awards-nomination)



## LET'S CELEBRATE SMALL BUSINESS SATURDAY

This Saturday is Small Business Saturday and we want to know what all our BID members are up to.

Send us any pictures and details of activities, deals and celebrations to [info@stratforward.co.uk](mailto:info@stratforward.co.uk) and we'll feature them in next week's newsletter.



## Dates for your diary!

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

### November

Now until 24th Feb	Twelfth Night, RSC
Now until 24th Dec	Father Christmas at Magic Alley
Now until 4th Feb	A Christmas Carol, RSC
30th	Christmas Market on Waterside
30th	<b>Children's Storytelling &amp; Craft session, Guild Chapel</b>

### 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
22nd - 30th	Jack & the Beanstalk, Stratford Artshouse
25th	Bank Holiday - Christmas Day
25th	Christmas Day Town Walk 10.30am from the Swan Fountain
26th	Bank Holiday - Boxing Day

### January

1st	Bank Holiday - New Years Day
10th	Stratford Jazz, Stratford Artshouse

### February

9th	Pride of Stratford Awards
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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

<b>Stratforward</b> 10-11 Sheep Street Stratford-upon-Avon	<b>Main Line</b> Joseph & Sandi 01789 292718	<b>Events &amp; Finance</b> Ruth, Tor & Pauline 01789 299011	<b>Town Hosts</b> 07879 361735	<b>info@stratforward.co.uk</b>  Visit us on the web at <a href="http://www.stratforward.co.uk">www.stratforward.co.uk</a>
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