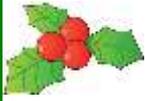


STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

Issue 48: 6th December 2017



Stratford Christmas Victorian Festival 8th – 10th December



The three day Christmas Festival and market opens to the public this Friday and runs through until Sunday afternoon. STC and SDC in conjunction with LSD promotions have designed the **event and we're all hoping for a big weekend for Stratford.**

But first, confirmation of the practicalities:

Road Closures:

The following roads are being closed from 6pm on Thursday 7th December:

Waterside - to the junction of Sheep Street	Bridge Street - for stalls
Wood Street - for stalls	Henley Street - for stalls
Rother Street Market Area - for the fairground	High Street - partly for stalls and safety grounds
Union Street - safety grounds	

Deliveries within the area:

SafetoGo, the safety advisors for the event have given us the following advice.

SafetoGo have advised that All Lorries above 7.5 tonnes should be in and out of the closure by 6am and smaller lorries have up until 7am to carry out deliveries. This will be at the discretion of SafetoGo, contact them during the event on 07948 307105.

For businesses on High Street, lower Wood Street and Bridge Street we suggest you point your delivery drivers to the High Street/ Sheep Street junction.

For western Wood Street/Meer Street please get your deliveries to the junctions of Wood Street and Rother Street

Waste Collections:

The safety advisors for the event have advised that ALL waste collections should be completed prior to 7am.

Stratforward is attempting to reach all the waste companies to advise them of this latest advice.

However, in the event that your waste companies cannot collect waste, Stratforward has arranged for additional 1100ltr bins in each of the three areas marked A on the map for

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- BID Member Updates
- Diary Dates

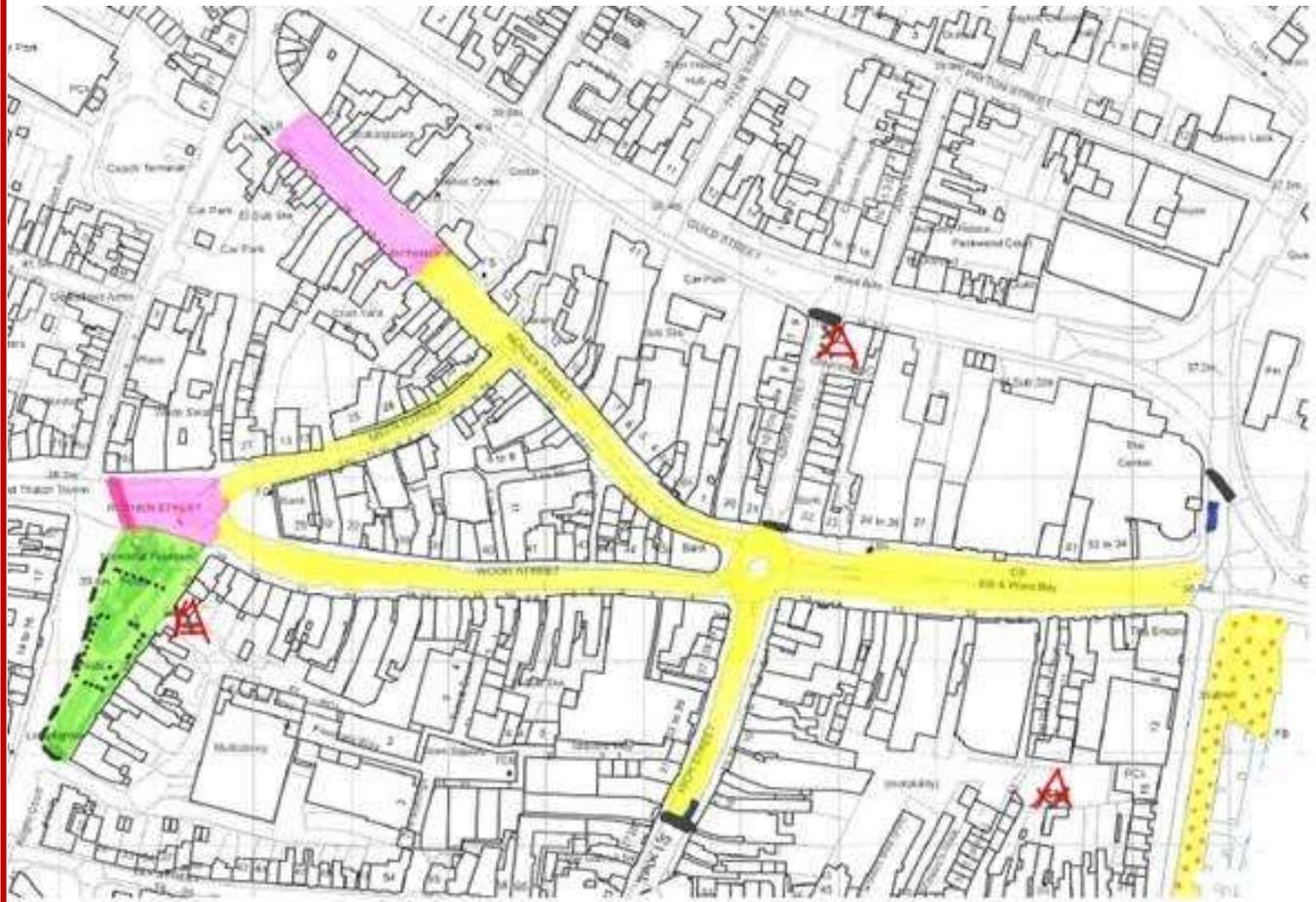


The Festival of Motoring is the 6th & 7th May 2018
Entry for cars is now open.
Book at www.stratforward.co.uk now

(Continued from page 1)

businesses to dispose of their waste. It's not ideal, but it will help our keep BID businesses functioning and Stratford clean.

Map of closures



Thursday Christmas Markets



This morning we have been informed that the Thursday Christmas Markets will be moving from Waterside for the last two markets (on 14th and 21st December). Stratford District Council made this decision following feedback from businesses and market traders about the last two Thursdays.

Please let us have any feedback on the markets at joseph@stratford.co.uk as it will help feed into the review of the markets with the market authorities in the new year.

Strat>forward Business

Cost Reduction Service

Meercat Associates' cost consultant, Simon Jackson, is in Stratford on December 15th. The service covers everything from utilities through merchant services to pest control (and eventually waste) – **and it's free to use for BID members.**

We know it's a busy time, but it's a no obligation service and some of our members are using it to benchmark or audit the savings they should be aiming for. One restaurant used the Meercat Report to more than double the savings on offer from their energy supplier.

To book an appointment call Meercat Associates on 01444 416529 or talk to one of the Stratforward Team on 01789292718

Too busy for his next appointment? Book Simon in for January!

NCP Parking Permits

Don't forget, Stratforward offers reduced rate parking for all BID Member employees at the NCP car park – it's £3.70 all day, which is cheaper than park and ride! Contact the office or speak to a Town Host for more details.

BID Card Mailers

If you are a BID card holder you'll know we do monthly e-shots to card holders with the latest offers and promotions from BID businesses. Approximately 2,800 card holders receive the eshots and the open rate is 34% within 24 hours (which increases over time). **It's a perfect,** and to be honest, cheap way of promoting your business to people working within the BID area. The offers can be limited to the first 5 people, the first Thursday of the month or to limited ranges that you stock – the choice is yours and change it as much as you want.

Please let the office team know what promotions you want to run in January on info@stratforward.co.uk And yes, we will remind you after Christmas!

Coventry 2021 UK City of Culture

Stratforward, like the RSC and The Birthplace, has backed Coventry's BID for UK City of Culture. Warwickshire, and Stratford in particular, stands to gain a huge amount if the City wins. Back the bid for Coventry 2021 at <https://coventry2021.co.uk/news/>

The result is announced live on Thursday evening on The One Show – fingers crossed for Coventry.



Town Hosts

The last newsletter covered the recent familiarisation visits to Stratford with travel agents from Brazil and **Mumbai, but we didn't have a photo** – so here it is!

The feedback about Stratford was very positive from both visits and we hope that it is going to translate into more visitors.

The Hosts will also be supporting Shakespeare's England at The Excursions 2018 travel show in January.

Planning is also underway for the next batch of Ambassador Tours which will take place in March 2018.



Tax Free Stratford

Stratford will be producing a leaflet of businesses in Stratford that offer Tax Free Shopping to visitors. **The leaflets will be used by Shakespeare's England and Birmingham Airport (plus other regional partners)** at UKInbound and VisitGB travel fairs as well as on sales missions to far flung destinations such as the USA, China and the emerging markets. It will also be given to hotel front of house staff and to travel operators

If you operate a tax free scheme, please let the Town Host or the office team know or email info@stratforward.co.uk

ooops.



Tim Cooke

Sharp eyed BID members noticed we'd labelled Tim Cooke as Tim Cox in the story about the incoming Chief Executive of the Birthplace Trust. **We're really sorry to Mr Cooke and Mr Cox.**

Left is Tim Cooke incoming Chief Executive of Shakespeare Birthplace Trust and right is Tim Cox, Lord Lieutenant and principal of Tim Cox Associates



Tim Cox

BID Member Updates

Bell Court Update: Farrington and Forbes, a luxury interior and accessories boutique, opened for business along with Miller and Carter last week and All Bar One should be opening on the 14th December.

Exeid Stratford, the serviced office provider, who have let a large portion of Elizabeth House are reporting strong lettings for the scheme – **it's really good news for Stratford to have good quality offices in the town centre and proof that the demand exists for decent offices.**

Hotel du Vin have a stall on the Thursday market on Waterside and will be braving the weather again this week and wearing more than eight layers! The GM, Nicolas Jefford and Sales Manager, **Karen Hannon, reported that they'd had a really positive reactions and conversations on last week's market.** Hotel du Vin will be open on Rother Street in the spring of 2018.

Twitter?!

Don't forget to tag @stratforward in your tweets so we can share your business news.



Dates for your diary!

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

December

Now until 24th Feb	Twelfth Night, RSC
Now until 24th Dec	Father Christmas at Magic Alley
Now until 4th Feb	A Christmas Carol, RSC - a few tickets are still available
7th	Christmas Market on Waterside
8th	Pride of Stratford nominations close
8th - 10th	Stratford Victorian Christmas Market Festival
9th	The Messiah, Holy Trinity Church
9th	Shakespeare Hospice Santa Fun Run
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 Bridge Street
21st	Christmas Market on Bridge Street
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
25th	Burns Night
10th	Stratford Jazz, Stratford Artshouse

February

9th	Pride of Stratford Awards
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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

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