

# BUSINESS NEWS

Stratforward Newsletter

Issue 48 - 8 December 2016

## Are You The Pride of Stratford .... Get Your Entries In By Friday



The final countdown is on to get your entries in for the Touch FM Pride of Stratford Awards....the deadline for entries is this Friday (December 9).

Last year a host of BID members and partners walked away with awards: ShoeMed in The Minories won Town Centre Business of the Year; Hair guru Matthew Curtis took the Business Of the Year Award; The Customer Care Award went to The One Elm; Team of the Year was won by The Attic Theatre; and Tread the Boards was declared Arts Organisation of the Year.....and Stratforward itself won Tourism Initiative of the Year for its annual River Festival.

This year Stratforward is hoping that even more businesses and organisations in the town throw their hats into the ring.

Bid Director Joe Baconnet said: "A huge number of businesses and organisations in this town go that extra mile to help serve the local population and visitors, and in this 400th anniversary year probably more than ever. This is a great chance for us to give individuals, businesses and teams a big pat on the back to let them know their hard work is really appreciated"



Matthew Curtis Hair Design team



Stratforward L-R Tor Wilkes, Ruth Wood & Pauline Field



ShoeMed Ltd  
Lisa Preston

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Businesses and organisations can nominate themselves or others.

The categories are:

- ◇ Arts Organisation of the Year
- ◇ Team of the Year
- ◇ Young Achiever of the Year
- ◇ Tourism Initiative of the Year
- ◇ Business Person of the Year
- ◇ Educator of the Year
- ◇ Customer Care Award
- ◇ Business of the Year
- ◇ Carer of the Year
- ◇ Town centre Business of the Year
- ◇ Small Business of the Year
- ◇ Citizen of the Year
- ◇ Hospitality Business of the Year
- ◇ The Artisan Award

Stratforward will once again sponsor the Town Centre Business of the Year Category. The winners will be announced at a glittering gala dinner at the Crowne Plaza in Stratford on 3 February.

Entry forms can be found at [www.102touchfm.co.uk/pride-of-stratford-awards-2017](http://www.102touchfm.co.uk/pride-of-stratford-awards-2017)  
For further enquiries please contact Jo Billings on 01926 485663.



The One Elm Team

## Only 3 More Christmas Markets To Go to Xmas!

Don't forget today (Thursday) sees the third **Shoppers Specials' in Stratford**, with a Christmas market, late night shopping, free parking and child care facilities all laid on aiming to bring extra footfall to the town.

The market on Bridge Street will operate from 10am to 8pm with a range of stalls selling traditional and seasonal gifts, crafts, handmade and home-made items, artwork and bespoke decorations, Christmas candles, and vintage, fairtrade and ethnic products.

And to encourage shoppers to come in after work the special "Twilight Thursdays" package will operate again with selected shops staying open late and free parking in all SDC Pay and Display car parks after 4pm.

And Escape Arts is adding to the festive fun, offering a late night shopping service where children can create their very own Christmas gifts while their parents shop. To book on or find more information please email [emmastuchbury@escapearts.org.uk](mailto:emmastuchbury@escapearts.org.uk).

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.



## Stratford To Turn Red on Saturday



BID members are urged to don their running shoes and join hundreds of Santas this Saturday for the Shakespeare Hospice's **Santa Fun Run**.

The 5k route starts and finishes at the Recreational Ground at 11am, taking Santa's into town via Waterside and Old Town.

This year, the Shakespeare Hospice is raising funds to open its Day Hospice for an extra day each week, allowing even more patients and their families and carers to access its services for five days a week.

**Matthew Price, Corporate Fundraiser at the Shakespeare Hospice, said: "If you're looking to join in the Christmas spirit have a go ....there's nothing quite like running with over 300 fellow festive fundraisers all dressed up as Father Christmas. You can even bring your dog provided they dress up!"**

Adult entry to the race is £15 and £10 for under-12s - which includes your Santa suit - and dogs go free!

For more information or to sign up, visit

[theshakespearehospice.org.uk/EventEnhanced/164/SantaRun](http://theshakespearehospice.org.uk/EventEnhanced/164/SantaRun)

Is your business getting involved in the Santa Fun Run - let us know and send us your pictures for next week's newsletter.

## .....Or Join In Stratford Jolly Jumper Day

OK ....maybe running 5k in a santa suit is not your thing....but there is no excuse not to get your Christmas jumper out of the loft ready to join fellow BID members getting involved in **the Shakespeare Hospice's Jolly Jumper Day next Friday (December 16th).**

**More than 50 companies have signed up already and we'd love to see as many of our members get involved as possible.**

Robert, Lunn & Lowth on Sheep Street is one BID business getting involved. Partner Lesley Siemonek, said: "Our firm has been associated with the Shakespeare Hospice on a number of occasions in the past, where we have supported events they have done.

"We like to support local institutions where possible and of course they carry out amazing work which benefits many local families.

"Many staff members know people who have been affected and needed to use their services. It is amazing what services they provide to the community, particularly during the lifetime of sufferers for them, their families, carers and the like.

"It is an invaluable service with very little financial support and one we, as a District, would not want to lose.

"I had the privilege of being given a tour around the hospice following my participation in the Let It Glow night walk earlier this year and it really opened my eyes. We feel proud to have the Hospice available to us in this area and have now chosen it be our Charity of the Year for 2017.

**The event raises funds for the charity's Hospice at Home team which will continue to provide 24/7 support to patients and families in their homes over the Christmas period.**

Matthew Price, Corporate Fundraiser for the Shakespeare Hospice, said: "Thank you to Lesley and the team at Robert, Lunn & Lowth for joining the festive fun of our Jolly Jumper Day on December 16th.

"Whilst supporting your local Hospice, it's a bit of fun to bring the 'feel good factor' to the team in the build up towards Christmas.

"You can even make a whole day of it with a bake off, best dressed competitions and anything festive you can think of to fill your day of fundraising!



L-r Myrna Arrowsmith, Laraine Johnson, Lorraine Bennett, Sue Dudley, Lesley Siemonek.

To register for your Jolly Jumper Day pack visit [www.theshakespearehospice.org.uk/EventEnhanced/136/jollyjumperday](http://www.theshakespearehospice.org.uk/EventEnhanced/136/jollyjumperday).

**If you're planning on getting in the festive spirit and taking part in Jolly Jumper Day, let us know and send us your pictures.**

# 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](http://theshakespearehospice.org.uk) and we will send you posters and collection tins. Or simply wear your jumper and donate by texting JOLLI6 £2 to 70070.



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

Follow us on Twitter @thebardshospice #jollyjumper

Registered Charity No. 1064091



## Light Shines on New Place For Xmas

Shakespeare's New Place will provide the backdrop for a interactive experience set to wow visitors next weekend.

The after-dark adventure will use award-winning sound and light artists to take visitors on a journey that will see them encounter some of the "muses" who inspired Shakespeare himself.

From December 15th - 17th, the historical site will be transformed into the Garden of Curious A-Muse-ments, invited "muse catchers" from the whole family to take part. It is presented by The Shakespeare Birthplace Trust in partnership with the United Nations Board of Significant Inspiration (UNBOSI).

Chloe Malendewicz, Shakespeare's New Place Manager, said: "We wanted to close the 400th anniversary year of Shakespeare's death with an exciting new interactive concept in tribute to Shakespeare's creative genius. Working with UNBOSI enables us to explore opportunities to extend our creative programming and capture moments of inspiration from visitors. We hope to see many muse catchers join us on a dazzling journey through the New Place gardens."

Roger Hartley, Director of UNBOSI, added, "New Place, Shakespeare's family home for 19 years until his death in 1616 has been of interest to archaeologists and academics for centuries.

"The recent archaeological exploration and transformation of the site gave rise to a revisit from UNBOSI and now New Place is a site of intensive Muse Monitoring. "UNBOSI believe knowledge of Tudor folklore and alchemy assisted in the creation of genius, and we look forward to analysing the discoveries our muse catchers may bring."

The Garden of Curious A-Muse-ments at Shakespeare's New Place runs from December 15th – 17 December and is supported using public funding by Arts Council England.

'Muse catching parties' will set off several times an hour from 4:30pm onwards, with the last entry at 8.15pm. Tickets cost £8 for adults, £5 for children, £20 for families (2 adults and up to 4 children under 17yrs). Limited spaces are available.

For more information and to book tickets, visit [www.musecatcher.org](http://www.musecatcher.org).



## Final Piece Of The Puzzle For Escape Arts Lego Extravaganza.

Imaginations will be running wild at Escape Arts this weekend, with the final session of a four-week long Lego Animation Club set to take place. The event is just part of the community **group's array of activities on offer for Christmas.**

Other creative Christmas activities include Christmas art camps to a late-night shopping service. Children are able to take part in activities like creating their own Christmas gifts or making a winter wonderland with igloos and icicles.

The charity is also offering craft workshops including traditional Christmas crafts like sugarcraft, willow angels and Christmas stockings.

This Friday will see Escape Arts' **Tiny Trotters group** - a weekly group for all parents, carers and children under five - read A Winter's Tale and create winter wonderlands. The session runs every Friday from 9.30am-11am and parents can chat over coffee in The Old Slaughterhouse cafe while the children listen to a story and take part in supported arts and crafts activities. Sessions cost £4 per child which includes the activity, a children's healthy snack and squash at break time, with extra siblings charged at £2.

A promotional poster for Escape Arts Christmas activities. The background is blue with white snowflakes. At the top, there is a yellow star, a kingfisher bird holding a branch, and a snowman. The text is centered and includes details about Christmas Art Camps, Late Night Shopping Service, and Lego Animation Club. The website and contact information are at the bottom.

**ESCAPE Arts**

*This festive season book your children onto one of our magical creative Christmas activities at The Old Slaughterhouse Arts & Heritage Studio.*

**Christmas Art Camps - £25 per day**  
*Full day art camps 9am-4pm for children aged 6-13. Places limited, booking only, concessions available.*

**Wednesday 21st December** - We will be creating a Winter Wonderland with igloos and crystal caverns.

**Wednesday 28th December** - Leave behind the excitement of Christmas and step into the future with our Twixmas animation day.

**Late Night Shopping Service - £10 per night**  
*Book your children into our Late Night Shopping service where they will create their own Christmas gifts while you shop. Price includes activity, materials, soft drinks and pizza tea.*

*Ages 6- 13, concessions available.*  
**Thursday 8th & 15th December 5-7pm.**

**Lego Animation Club - £16 for 4 weeks**  
*Come along for our 4 week Christmas Lego Animation Club on **Saturday 19th, 26th November 3rd & 10th December 11am until 12:30pm.***  
*This club is for children of all ages; however, children under 6 must be accompanied by an adult. Sessions cost £4 (£16 for all 4 sessions).*

**www.escapearts.org.uk**

**The Old Slaughterhouse, The Yard, Sheep Street, CV37 6EE**

**Email: [emmastuchbury@escapearts.org.uk](mailto:emmastuchbury@escapearts.org.uk)**

Booking is essential - to book email [emmastuchbury@escapearts.org.uk](mailto:emmastuchbury@escapearts.org.uk).

For more information visit <http://www.escapearts.org.uk/>

Thank you to all members who have got into the spirit of Christmas and decorated their windows so festively.....watch out for next weeks newsletter for details of our winners



Peter Rabbit



Compton & Clarke



Wizards Thatch



Hidden Garden



Vin Neuf



Vinegar Hill



Nutcracker



## Arise Sir Stanley

**The Shakespeare Birthplace Trust's Honorary President has been knighted in recognition of his services to Shakespearean scholarship. Professor Sir Stanley Wells received his knighthood from the Prince of Wales at a ceremony at Buckingham Palace after he was awarded the title in the Queen's Birthday Honours.**

**One of the world's foremost Shakespeareans** - a familiar face around Stratford - **Prof Wells' distinguished career with the Shakespeare Birthplace Trust spans more than 40 years** - first from 1975 as representative trustee of the University of Birmingham, and later as a Life Trustee and Chairman. He was elected The Shakespeare Birthplace Trust's first Honorary President in June 2011.

He is also Emeritus Professor of Shakespeare Studies of the University of Birmingham, former Vice-Chairman and now Honorary Emeritus Governor of the Royal Shakespeare Company, **Trustee of the Rose theatre, and a member of the Council of Shakespeare's Globe.**

A prolific and successful writer, speaker and broadcaster, Sir Stanley is General Editor of the Oxford and Penguin editions of Shakespeare and has written and edited numerous books and other publications on Shakespeare.

**Sir Stanley said: "I feel most fortunate in having been able to spend so much of my life in the company of Shakespeare and of those who admire and enjoy his works."**



Prof Sir Stanley Wells with HRH Prince Charles

## And More Titles for SBT...

The Shakespeare Birthplace Trust is forming a new board as part of updates to the way it is governed.

The new permanent board of trustees, supported by a new consultative council, includes five new trustees who join five members of the existing Executive Committee and two Trustees re-**selected from the Trust's wider Board of Trustees.**

The changes mean that Penelope, Viscountess Cobham - chair of VisitEngland - will join the new board, after being selected from the existing wider Board of Trustees. Lady Cobham became Chairman of VisitEngland and subsequently the VisitEngland Advisory Board in April 2009, before which she was deputy Chairman of VisitBritain.

The businesswoman sits on several boards in the heritage and arts sectors including the Historic Houses Association and Birmingham Museums Trust. She is also Chairman of the **Museum Prize Trust which has been responsible for running the UK's largest arts prize, the Art Fund Prize for museums and galleries.**

Lady Cobham is joined by Carol Rutter, professor of English at Warwick University and director of its Capital Centre - and the professor who converted Lenny Henry to Shakespeare. Other new Trustees include: businessman Colin Bennett; award-winning producer and director Rebecca Dobbs; and Kathy Gee MBE, whose career in the heritage world included muse-



Lady Penelope Cobham

ums, industrial archaeology, landscape and the built environment at a high strategic level with particular experience in senior strategic leadership. Other new members are entrepreneur AJ Leon and Leno Orlin, Executive Director of the Shakespeare Association of America.

The new board will also include five members of the existing Executive Committee of Trustees: Nick Abell, Ralph Bernard, Ros Haigh, Peter Kyle and John Russell.

Peter Kyle OBE, CCMI, Chairman of the Shakespeare Birthplace Trust, said the changes have **allowed them to form a new trustee body with "a balanced mix of Trustees who are equal, appointed in their own right - rather than as representatives of other organisations"**.

**He said, " The skills, experience and guidance of our Trustee body have enabled the Shakespeare Birthplace Trust to develop and reach out to more people than ever before over recent years. Their knowledge and commitment to our work will continue to play a vital part in sustaining the Shakespeare Birthplace Trust."**

## Welcome China – Top Tips from Shan Smith, Town Host supervisor

**Here's just a taster of the information and tips that featured in the China Welcome training day organised by Shakespeare's England.**

The Chinese, like everyone else, enjoy being welcomed but there are certain cultural preferences that do make a difference to how they might view your business:

**Hello in Chinese is "Ni hao". A sign with "welcome" written in Chinese on your door will also make a difference to whether they come in. Goodbye is "Zaijian".**

The Chinese tend to spend more than anyone else, on average about 3 times as much as the average visitor. They are more likely to spend with your business if **you have Union pay (credit/debit card payment), as they don't want to use their cash.**

They like taster food to sample, like our buffet or may be tapas, rather than a meal put in front of them. They like to try our traditional food afternoon tea & fish and chips and the Chinese will take photos and post them on social media.

The UK, along with France and Italy, always feature in their dream destinations. **The Chinese, and that's all age groups, love shopping.**

Places that have a story attached mean something to the Chinese and Stratford ideal destination for that. If a person in authority or a celebrity recommends/promotes a place or item, the Chinese people will visit that place in huge numbers, or buy that item en-mass. An example of this is Xu Zhimo, the Chinese poet (1897-1951) who wrote a poem about Cambridge. The poem is taught in Chinese schools, and the people visit Cambridge in large numbers.

The Stratford team and Shakespeare's England are currently digesting all the learning to see what else we need to do to assist businesses to welcome Chinese visitors.

If you want to find out more, please contact Shan on 01789 268291



Shan Smith





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## Dates for your diary!



19<sup>th</sup> October to 14<sup>th</sup> December - Charity Christmas Card sale at The United Reformed Church

24<sup>th</sup> November to 24<sup>th</sup> December - Father Christmas at the Magic Alley, Henley Street

Until 21st January 2017 - The Tempest at the RSC

2<sup>nd</sup> to 10<sup>th</sup> December - Toad of Toad Hall at Bear Pit Theatre

8<sup>th</sup> December - Christmas Market

8<sup>th</sup> December - Late night kids event at Escape Arts

10<sup>th</sup> December - Shakespeare Hospice Santa Fun Run

10<sup>th</sup> December - Lego event at Escape Arts

11<sup>th</sup> December - Christmas Nights at KES School

14<sup>th</sup> December - Christmas Window Competition winners revealed

14<sup>th</sup> to 27<sup>th</sup> December - Aladdin, Stratford Arts House

15<sup>th</sup> December - Christmas Market

15<sup>th</sup> December - Lions Christmas Carol Service in Bridge Street

15<sup>th</sup> to 17<sup>th</sup> December - Garden of Curious A-Muse-ments at Shakespeare's New Place

15<sup>th</sup> December - Late night kids event at Escape Arts

16<sup>th</sup> December - Christmas jumper day

16<sup>th</sup> to 28<sup>th</sup> December - Beauty and the Beast at The Attic Theatre

16<sup>th</sup> & 17<sup>th</sup> December - Christmas Tree Festival at The United Reformed Church

15<sup>th</sup> December - Escape Arts kids late night shopping activities

17<sup>th</sup> December - Prelude to Xmas Stratford Choral Society, Arts House

17<sup>th</sup> December - Greg Duran talk at RSC

17<sup>th</sup> December to 3<sup>rd</sup> January 2017 - Warwickshire Schools Christmas holiday

17<sup>th</sup> to 23<sup>rd</sup> December - **Tudor Christmas Talk at Shakespeare's Birthplace**

21<sup>st</sup> December - **Tudor Storytelling with ZooLab at Shakespeare's Birthplace**

21<sup>st</sup> December - Escape Arts kids Xmas art camp

28<sup>th</sup> December - Escape Arts kids Xmas art camp

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

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