

# STRAT > FORWARD

# NEWSLETTER

Issue 5 : 8 February 2017

## BID Businesses Triumphant at Pride of Stratford Awards

It was another great year for BID members at the Touch FM Pride of Stratford awards.

We've been featuring various different awards in the newsletter in the run-up to the awards ceremony on Friday, and now we'd like to congratulate all our members who walked away with a swan, as well as those who got through to the finals.

A massive well done to our very own Town Hosts, who scooped the Customer Care Award, sponsored by Shakespeare's England, recognising the hard work they do, come rain or shine. Stratforward also sponsored the Town Centre Business of the Year award, which went to the Dirty Duck.

Tourism Initiative of the Year went to the Shakespeare Celebrations 2016, while the RSC picked up the Team of the Year Award. Business of the Year went to Gemini on Wood Street, and Hoo-ray's Gelato on High Street walked away with the Artisan of the Year Award.

Special Awards were also presented to Gregory Doran, Artistic Director at the RSC and to Ali Grey from the Stratford Cancer & Eye Hospital Appeal, whose fundraising efforts this newsletter has featured over recent months. And Sarah Summers, Stratford Town Clerk was presented with the Stratford Pride Award.

Stratforward Director Joseph Baconnet said: "The Touch FM Pride of Stratford Awards were a real celebration of everything great about the town. Obviously we're over the moon that our Town Hosts were recognised and it was great to see so many businesses publicly congratulated for their hard work."

Congratulations to everyone! For a full list of winners and photo galleries from the night, visit [www.102touchfm.co.uk/2017-winners](http://www.102touchfm.co.uk/2017-winners)

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Joe Baconnet with Team Dirty Duck



Jo Lloyd with the Stratforward Town Hosts

## 60's Icon To Star At Festival of Motoring

A 1960s icon is set to take star billing at this year's Stratford Festival of Motoring over the May Day Bank Holiday weekend. Audrey - the last known surviving vintage mobile cinema of her type - recently starred in George Clarke's Amazing Spaces hit TV show.

Described by Clarke as "the most amazing cinema bus in the world", she is set to wow tens of thousands of people expected to attend the two-day festival on Sunday, April 30th and Monday, May 1st.

The event – which last year attracted 60,000 visitors - will include around 300 classic cars parked throughout Stratford town centre for the two days.

Audrey was one of seven custom-built mobile cinemas built by the Government in 1967 to tour engineering companies around the country promoting modern production techniques. Auctioned off in 1974 at the end of the project, she is believed to be the only survivor of the seven. Over the years various owners have lovingly completely restored her including upgrades to the engine, gearbox and brakes to handle modern traffic conditions.

Today Audrey is owned by Ben Moorhouse who bought her in 2015. He said: "Stratford sounds like the perfect event that Audrey is great for, and the kind of audience that will be there will be incredibly excited about it I think."

Festival visitors will be able to watch British Pathe archive newsreels dating back to the early 1890s, as well as material provided by the Jaguar Daimler Heritage Trust. Audrey's attendance at the event is sponsored by local classic car hire company The Open Road.

Tony Merrygold, of The Open Road, said: "The appearance of such an important piece of British motoring heritage is a real coup for Stratford Festival of Motoring. The combination of the Vintage Mobile Cinema, Pathe newsreel films of Stratford and Heritage Trust films of Jaguars will provide something for everyone who visits Stratford over the festival weekend."

For our full announcement on Audrey's appearance, visit the Stratford Festival of Motoring website at [www.stratfordfestivalofmotoring.co.uk](http://www.stratfordfestivalofmotoring.co.uk)

:: We want YOUR suggestions for how you want to get your business involved in the motor festival. We've already got some local businesses with great ideas. There are plenty of ways you can get involved with restaurants offering a special offer to car enthusiasts visiting the town to a motor-related quiz at the Stratford Picturehouse.



Let us know your plans to get involved in the festival - email suggestions to our events team on [info@stratford.co.uk](mailto:info@stratford.co.uk) or pop in and see us in the Sheep Street office.

## Final Call For You To Have Your Say on Transport Issues In Stratford.

A draft Stratford-upon-Avon Area Transport Strategy - looking at all issues relating to transport in the town for the next 15-20 years - is launched tomorrow night (Thursday, February 9th). BID members are being encouraged to attend the event at 6pm at Stratford Arts House to hear the plans outlined and have their say.

The launch - hosted by Nadhim Zahawi - will mark the start of a period of public consultation which will run until March 23.

The full draft strategy can be viewed on the [Warwickshire County Council Website](#)

As part of the plan, Stratforward has committed to re-do a parking survey that was last done in 2010

Full details of the consultation and how to provide feedback can be found on the [Ask Warwickshire website](#) between February 10th and 23rd March 23rd.

## Bell Court Development Hits High Note

The £30 million redevelopment of Bell Court has hit another milestone with the return of the Market Bell to its former home.

The return of the bell, which dates back to the 1330s and has undergone an extensive refurbishment, comes in the same week that developers UK and European Investments admitted the project is running behind schedule but said that the delays will not significantly affect the opening date.

For full reports on Bell Court, visit the [Stratford Herald](#) and [Stratford Observer](#).

## Valentine's Day Set To Be Historic at Shakespeare's Birthplace

Romance is afoot at Shakespeare's Birthplace, giving people the chance to mark Valentine's Day in Shakespearean style.

From Saturday until Tuesday (February 11th - 14th), couples are being given the chance to **transform into Shakespeare's romantic heroes at Shakespeare's Birthplace. They'll be able to** dress up as their favourite Shakespearean couple and act out one of the famously romantic scenes with the in-house acting troupe, Shakespeare Aloud, cherishing the moment by having the scene recorded and posted on social media.

And for a slightly more low-key Valentine's Day, people can take a romantic stroll through Hall's Croft's magical walled garden and add their valentine's message to the tree of love then take a stroll to Anne Hathaway's cottage and walk the trail Shakespeare would have when wooing his bride-to-be. They will be able to follow the riddles and **post their Valentine's message in the love** post box, with the most romantic messages posted on Twitter.

**:: Don't forget to tell us about any Valentine's and half-term offers and plans you've got so we can help spread the word!**



## Business Grants Are Up For Grabs

Small business you can apply for a grant of up to £35,000 from Warwickshire County Council to put towards capital costs like refurbishments or new equipment under a new scheme

The grants are part of a £2 million package of support from the council available to small businesses. Small and micro businesses can apply for grants between £5,000 and £35,000 from a pot of up to £250,000 available in 2016/17 and a further £350,000 expected to be available in 2017/18.

The grants can only make up a maximum of 40% of the costs of a **business's plans to grow, covering a range of capital costs from refurbishments and extensions to new equipment or computer software.**

For more information visit: [www.warwickshire.gov.uk/businessgrants](http://www.warwickshire.gov.uk/businessgrants).



## Sponsor the Shakespeare Marathon

**BID members can get involved in Stratford Rotary's Shakespeare Marathon and Half Marathon, with opportunities for sponsorship packages.**

The event, which takes place on May 7th, is now in its 36th year and attracts around 3,500 runners every year.

This year, organisers are looking for more involvement from Stratford businesses to build the race as a community event, offering local companies a chance to be associated with a popular event and its far-reaching audience.

There are different levels of sponsorship available on a first-come-first-served basis - visit [www.shakespearemarathon.org.uk/index.php/sponsorship-opportunities](http://www.shakespearemarathon.org.uk/index.php/sponsorship-opportunities) for more information.



## Dates for your diary!

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

### February

14th Valentine's Day  
14th [Bambooodle's](#) Singles Night  
18th-26th Warwickshire schools half-term  
23rd Snow in Midsummer opens (Swan)  
27th Fair Trade Fortnight begins  
28th Shrove Tuesday

### March

3rd Julius Caesar opens (RSC)  
8th Budget Day  
10th-12th Disabled Access Day(s) (more details in next weeks newsletter)  
11th Antony and Cleopatra opens (RSC)  
13th Stratford Races – Irish Day  
13th **Closing date for Alcohol Tenders for the River Festival**  
15th Ladies Day Cheltenham (Horse Racing)  
**17th Festival of Motoring Brochure Advertising deadline**  
18th Six Nations Rugby  
26th Mothering Sunday  
26th British Summer Time begins (Clocks move 1 hour forward)  
26th England v Lithuania (World Cup qualifier – Football)  
29th **Closing date for Pitch applications for the River Festival**  
30th The Hypocrite opens (Swan)

### April

8th-23rd Warwickshire schools Easter holidays  
14th-17th Easter bank holiday weekend



30th April & 1st May 2017

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



1st & 2nd July 2017

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



22nd to 24th September 2017

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

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