

STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

Issue 6 - March 14th 2018

Stratford Festival of Motoring Brochure Advertising Deadline March 23rd



All our BID businesses are reminded that the deadline for Festival of Motoring Guide is 23rd March. The Guide has a print run of 50,000 and an area wide distribution to 40,000 households in the two weeks before the festival.

There are bigger advertising discounts for BID businesses than last year. If your business advertises in all four of this years festival guides, a half page ad will cost just £125 per brochure.

Also if you are planning to have a motor themed activity or display please let us know so we can feature it in the Festival of Motoring brochure.

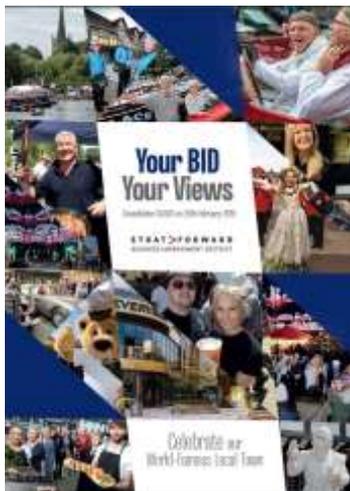
Contact ruth@stratforward.co.uk for more information

Last Chance to Share Your Views

All our BID members are being reminded that there is still time to return your consultation forms about the future of the BID. Your views are critical to help us shape the development of the business plan that will be put to the vote in the autumn.

You can respond using your comment form or online at <https://www.surveymonkey.co.uk/r/BID3> or speak to our Town Hosts if you need help.

The consultation process will be followed by the development and release of the BID3 Business Plan this summer ahead of a vote in the autumn.



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Development Updates:

Bell Court

UK and European's team updated BID Director Joe Baconnet on their progress on the scheme and their forthcoming plans for lettings. Joe Baconnet said, "Their plan is clear and UK and European are keen to stress that they are sticking to their original letting strategy continues and they are close to securing businesses that will fit into the scheme and Stratford as a whole.

Eurochange opens at Bell Court

Foreign exchange experts, Eurochange, has opened a new branch at Bell Court in Stratford-upon-Avon. The firm was previously in Bell Court before the redevelopment and it has now reopened in a new location at the Wood Street entrance to Bell Court, next door to what will be the entrance to popular tourist attraction, Magic Alley.



Seasalt Cornwall are also set to open at Bell Court in the coming months, joining Everyman cinema, Farringdon and Forbes, Bardia's, The Naildressers and The Browstudio along with multiple bars and restaurants.



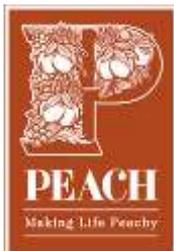
Coffee#1

Bards Walk

Coffee#1 are currently fitting out in the old Mistress Quickly unit on Henley Street and Castle Galleries have celebrated their official opening in their new 'old' location.

Best Companies & Organisations to work for

Congratulations to Peach Pubs & The Shakespeare Birthplace Trust who made The Sunday Times lists of best employers to work for!



Peach Pubs, who run The One Elm, have risen to number 43 in The Sunday Times 100 Best Companies to work for. This is the second year that Peach have ranked against some of the best businesses in the UK, the newspaper's annual survey asked questions on training, wellbeing, satisfaction and leadership. Peach Pubs have won several awards from within the hospitality world for looking after their staff and and giving inspirational training and development opportunities.

Shakespeare Birthplace Trust Named one of the UK's Best Not-for-Profit Employers

The Shakespeare Birthplace Trust – the independent charity which cares for the five historic Shakespeare houses in Stratford-upon-Avon, was ranked among the country's Top 100 Not-for-Profit organisations to work for, in the Sunday Times Best 100 Companies list which recognises outstanding levels of employee engagement.

The Shakespeare Birthplace Trust ranked 75th in the whole of the UK, climbing 19 spaces since last year. Representatives from the Trust collected their award at a prestigious ceremony in London.





Chef Dan Jeffs

Top Chef at the One Elm

A young chef working with The Peach Pub Company in Warwickshire has reached the national heats of the Nestlé Professional Toque D'Or, one of the country's most influential training and development initiatives, and has represented the Midlands in this year's competition.

25 year old Dan Jeffs, who cooks at The One Elm in Stratford and The Star & Garter in Leamington Spa, headed to London last Saturday, (10th March), to put his culinary skills to the test.

Dan reported back that he thought it went well, so fingers crossed until the results are announced later this month.

Stratford Literary Festival

Stratford Literary Festival is marking 100 years of the beginning of suffrage for women and celebrating the **#MeToo campaign with a central theme of this year's Stratford Literary Festival is Strong Women.**



Stratford
Literary
Festival



The eight day programme, which runs from 22nd to 29th April, will feature a series of events exploring women's issues. This includes **Dame Harriet Walter sharing her experiences of playing Shakespeare's characters (both male and female) in Brutus and Other Heroines**, and the biographers Paula Byrne, Lyndall Gordon and Fiona Sampson will be asking whether it was authors such as Jane Austen and Mary Shelley who invented the novel as we know it.

The Festival, which celebrates 11 years in 2018, will also be exploring the challenges facing women in Parliament, equal pay and the glass ceiling with MPs Harriet Harman and Jess Philips, **who will be interviewed by Woman's Hour's Jane Garvey. Then the acclaimed poet, Jacqueline Saphra**, will be sharing poems from an anthology called #MeToo with journalist and sexual harassment whistle-blower Jane Merrick and MP Jess Philips, in a discussion with Jane Garvey about the groundswell that is the #MeToo campaign.

The 2018 Stratford –upon-Avon Literary Festival takes place between 22nd and 29th April at Stratford ArtsHouse. Tickets are on sale now at Box Office 01789 207100 or online at www.stratfordartshouse.co.uk.

A full programme is available at www.stratlitfest.co.uk

The Literary Festival is keen to stress that the Festival is unaffected by the reported uncertainty around the ArtsHouse.

Dream Night at the Zoo

The Butterfly Farm are looking for raffle prizes or food donations for a special charity event on 2nd June, called Dream Night at the Zoo. The Butterfly Farm is running the event to support **Zoë's Place, which provides palliative, respite and end-of-life care to babies and infants.** Contact marketing@butterflyfarm.co.uk if you can help or more at www.zoes-place.org.uk

Stratford-upon-Avon
Butterfly Farm

Escape Live Opens

The first players took on the challenge of Escape Live on Saturday, March 10 and bookings are being taken for the venue in Greenhill Street.

The idea behind the games sees groups of two to six friends, family or colleagues locked in a room together and must solve a series of clues to escape within the hour. The first experience to be revealed at Escape Live Stratford will be The Chalice of Champions, a magic-themed challenge that needs witches and wizards to help discover an ancient relic. Bound by an evil curse, players will need to delve into a world of magic and monsters, solve the mysteries, break the curse and escape. More rooms are already being planned for the site with a Shakespeare-themed room set to open within the next few weeks.

Escape Live owners, Jas Sodhi and John Dalziel, are excited to bring their brand to Stratford and are looking forward to showcasing their first room to the public.

Jas said: "We are thrilled that we can now showcase the first room at Escape Live Stratford and we are extremely pleased with how it's turned out. "A lot of work has gone into The Chalice of Champions to make sure that it is perfect as it's our first experience opening in Stratford and it will be a real treat for everyone, especially those who love magic, fantasy, witches and wizards.

"It's going to be a lot of fun for everyone and, what we've found at our other venues in the region, is that it's just a great opportunity to do something different with your friends, your partner, your relatives or your work colleagues."

John added: "We couldn't be happier with the amount of interest that has been generated for Escape Live before **we've even opened the doors and we look forward to welcoming everyone along.**

"Bookings are now being taken for The Chalice of Champions and we'd urge people to secure their spot as soon as possible as it is clearly going to be very popular."

Existing Escape Live venues have proved popular with a wide-range of visitors from day-trippers, couples, families and friends through to corporate entities for either training or team-building purposes.

Over the past two-and-a-half years, the Birmingham venue has become the highest-rated attraction in the city on TripAdvisor and has picked up a string of awards.

Escape Live in Stratford will open from 10am until 10pm every day and for further information or to book visit www.escapelive.co.uk.



Stratford Marathon Offers ...

There are still offer slots available on the A5 flyer that will be distributed to the 3,000 entrants to the Marathon with the aim of ensuring that their families join them and spend money whilst the runners do their thing. For more information please email:

info@stratforward.co.uk

Closure Announcements

The recent announcements regarding Prezzo and New Look highlight just how difficult the trading environment is on the UK high streets. **Prezzo's CVA announcement and the closure of 94 restaurants has been followed by New Look's Announcement that 60 stores will close over the coming months (subject to a board meeting on 21st March).** Sadly, both New Look and Prezzo in Stratford are expected to close.

Late last year, Byron's CVA has also shown the casual dining sector has expanded too far as diners habits have changed. Sadly The Thai Kingdom on Warwick Road has also closed after 20 years of trading.

The BID team understands just how difficult running a business can be, but it shows the continued need to invest in the town centre and to support the continuation of the BID for a third term.

SIGN UP FOR AMBASSADOR TOURS 2018

Thursday 15th, Wednesday 21st or Thursday 22nd March

The Ambassador Tours hosted by our Town Hosts start this week and we have a few precious places left.

The tours are free and open to all BID member businesses and their staff. It's an extremely enjoyable day, but you will also gain more knowledge about your town and its attractions which you can then pass on to your guests, customers and visitors.

To book or for more information, please contact Town Hosts Shan or Terry via townhosts@stratforward.co.uk or 07879 631735.



Ambassador Tour delegate's in the Guild Hall

Dates for your diary!

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

March

Now until 15th	BID3 Consultation period
From now	Escape Live open on Greenhill Street
10th until 8th Dec	After Hours Events at Shakespeare's Birthplace
Now to 18th	Shakespeare Week at Shakespeare's Birthplace
Now to 18th Sept	Macbeth at the RSC
15th, 21st & 22nd	Town Host Ambassador Tour
16th	Shakespeare Hospice Business Lunch @ the Crowne Plaza
17th	St Patrick's Day
23rd	Advertising deadline for Festival of Motoring brochure
24th	Red Nose Day
25th	British Summer Time begins
24th	VASA Abba's Angels & Auction of Promises at Stratford Boat Club
30th to 13th April	Warwickshire & Birmingham Schools Easter holiday
30th to 2nd April	Easter Weekend
30th & 31st	Humpty's Great Egg Hunt with Escape Arts
30th	LSD Promotions Chocolate Festival in Henley Street

April

6th	Workplace pensions - next stage starts
14th	Magic Alley: The Lost Years of William Shakespeare opens in Bell Court
21st & 22nd	Shakespeare Birthday Parade & Festival inc Living Statue Competition
22nd to 29th	Stratford Literary Festival at the Artshouse
23rd	St George's Day
28th	LSD Promotions "Book Fair" on Henley Street



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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