

STRAT > FORWARD

NEWSLETTER

Issue 6 : 16 February 2017

Traffic & Parking - **have your say....**

The fourth Stratford Transport summit on the 9th February saw the launch of the consultation period for the Stratford Transport Strategy. The draft strategy will impact upon all businesses in the town and we would ask that you take the time to consider the proposals and feedback.

The strategy has a number of aims including:

- Reducing high car dependency particularly for travel to work and school;
- Reducing through trips for motorised traffic in Stratford Town Centre;
- Reducing the negative impact of traffic on air pollution;
- Protecting the historic core of Stratford Town and supporting the visitor economy.

It does talk about creating a better town centre environment by trying to limit through traffic and it will have an impact on parking – this is critical for both staff, shoppers and visitors. We know recruitment and retention of staff is an issue and parking (or the comparative daily cost of it) has a significant impact on that.

Sensibly, the [strategy](#) tries to tie a number of pre-existing strands together.

It's not overly complicated or technical (which is a relief!).

<https://askwarks.files.wordpress.com/2017/02/stratford-area-transport-strategy-jan-2017.pdf>

Stratforward will be responding directly, but it is important that businesses consider and respond to the strategy. Your business matters and your voice counts. If businesses copy us into responses to the strategy via info@stratforward.co.uk, then we can take those into account when formulating our response.

Stratforward has also committed to re-do the parking survey that was done in 2010 to ensure that changes that are made in the town accurately reflect business needs. All businesses within the BID area will receive copies very soon.



L-R Cllr Robert Vaudry, Nadhim Zahawi
Photo courtesy of Mark Williamson, Stratford Herald

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Last Chance To Change Your Window On The World

If you're a business in the centre of town, you've only got until the end of the week to apply for Stratford District Council's 'Historic Spine' Shop Front Grant Scheme.

The deadline for grant applications, aimed to help regenerate Stratford's retail offer and provide a better environment for visitors and residents, is this Friday (February 17th).

Businesses can apply for up to 75% of the total cost of up to £10,000 for work including the replacement of a modern shop front and/or signage, restoration or repair and painting of an existing shop front, and re-instatement of historical, original or traditional architectural features.

To be eligible to apply premises must be located in the "Historic Spine" area which includes Bridge Street, Chapel Street, Church Street, Greenhill Street, High Street, Henley Street, Sheep Street, Union Street and Wood Street.

For an application pack visit the [SDC website](#)



Ambassador Tour

The provisional dates for the Ambassador Tours are the 22nd and 29th March. If you or any of your team would like to go on the tour then please contact Shan Smith on townhosts@stratforward.co.uk.

The Ambassador Tours are designed to give front of house and customer facing staff an idea of what the attractions in town have to offer. They are run twice a year by Stratforward and have been very popular over the years. **It's an opportunity to learn what's on our doorstep – too often you hear the refrain "I've worked here for years, but I've never been in there".**

For more information about the itinerary or to book, please let the office or the town hosts know before 3rd March townhosts@stratforward.co.uk.



Town Host - Shan Smith

Disabled Access Day 10th to 12th March

At the last Shakespeare's England Tourism Forum, Elizabeth Dixon of Accessible Stratford, encouraged businesses to get involved with Disabled Access Day. Businesses are being encouraged to try something a little bit different – **it's not all about ramps**. It can be something as simple as different fonts for easy reading or a chair that saves a customer from standing.

Elizabeth stressed that businesses should remember that the accessible and inclusive market is worth a significant amount of money and quite often our businesses forget to mention the services, adaptations or facilities they have that will help those with additional needs. That might be a confidence thing or just uncertainty about what's the right thing to do.

Further advice can be found at www.accessiblestratforduponavon.co.uk

Visit England have good advice www.visitbritain.org/developing-accessible-destinations



Family Fun In Stratford This Half Term

With many schools in the UK being on half term break this week the town has seen an increase in the number of families out and about. This should increase hugely next week with Warwickshire schools being off.

And Stratforward members are geared up to welcome them with an array of exciting activities.

The Shakespeare Birthplace Trust is laying on various family friendly activities including: **hearing tales of the Bard's furry friends at Shakespeare's Birthplace**; making your own addition to a Tudor Feast; and craft activities and meeting animals that would have crossed Shakespeare's path at **New Place**. For more information, visit www.shakespeare.org.uk.

Activities are also on offer at the RSC, from workshops at the Clore Learning Centre to cupcake decorating, storytelling and crafts at The Other Place and the Swan Theatre. Find more information here (www.rsc.org.uk/events/february-half-term-activities)

And don't forget to check out other great days at popular attractions in Stratford, including the Butterfly Farm (www.butterflyfarm.co.uk/attraction/index.php), the MAD museum (themadmuseum.co.uk), Magic Alley & the Creaky Cauldron (www.seekthemagic.org), and many more.



*:: What are YOU doing over Easter?
We want to help BID members spread the word about your Easter activities and offers. Send us your plans and we'll include them in our newsletter.*



Bardwatch relaunch - date for your diary

Following a review of the systems Stratforward uses for Bardwatch, we will be migrating to a new system under the Warwickshire Retail Crime Initiative (WRCI) banner. Stratforward is moving away from the DISC system and onto WRCI which uses another on-line system. It will be free to all businesses in the **BID area that have a radio (that's a requirement of the system)**.

The meeting will take place at The Falcon Hotel on the 14th March.

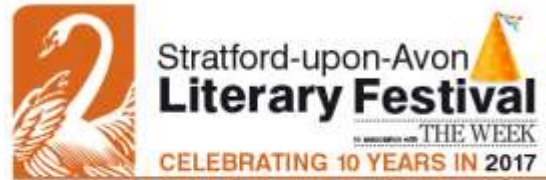
The meeting at 2pm will be for the night-time economy users (Pubwatch) and the 3pm meeting will be for the retail and daytime businesses.

Invites will be sent to all radio users and Bardwatch members.

If you're interested in joining, then please contact us in the office or via townhosts@stratforward.co.uk



Literary Festival Line Up Wows !!



Stratford Literary Festival celebrates its 10th anniversary this year with a packed programme of top authors and speakers. The festival, which is an annual boost for footfall in the town attracting thousands of people, takes place between April 23rd and 30th.

This year sees a return to its 2008 beginnings with the theme 'Sharing Stories' and the festival is boasting its largest programme yet, covering everything from the Romantic poets to the humanitarian crisis in Syria.

Headline speakers include baking queen Mary Berry, journalist and writer Andrew Marr, historians and former politicians Paddy Ashdown and Roy Hattersley, former Mayor of London Ken Livingstone and Beirut hostage Terry Waite.

There will be poetry, music and workshops on offer, as well as a programme of events for children, while keen singers can join a scratch choir and quizzers can pit their wits at the Lit Fest's annual General Knowledge Quiz.

Tickets are on sale now and for a full programme of events or more information visit www.stratlitfest.co.uk.

With the profile of the festival drawing visitors to Stratford it's another opportunity to introduce your business to new customers. Please let us know of any offers you are running for festival attendees.

Birthplace After Hours

The Shakespeare Birthplace Trust is launching a programme of after-hours events, offering a range of unique talks and workshops from bhangra dancing to book-binding.

The Shakespeare After Hours programme, which starts on March 11th, gives visitors the opportunity to enjoy events once the crowds have left.

The events will run throughout this year and range from talks on historical fashion to Shakespeare's relationship with cheese, as well as various artistic workshops.

For a full listing visit www.shakespeare.org.uk/visit/whats-on/after-hours

All events are held on Saturdays from 5:30pm, unless otherwise stated and tickets cost £8 or £5 for Friends members.



Dates for your diary!

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

February

18th-26th	Warwickshire schools half-term
23rd	Snow in Midsummer opens (Swan)
25th & 26th	Six Nations Rugby
27th	Fair Trade Fortnight begins
28th	Shrove Tuesday

March

3rd	Julius Caesar opens (RSC)
3rd	March Ambassador Tour Applications closes
8th	Budget Day
10th & 11th	Six Nations Rugby
10th-12th	Disabled Access Day(s)
11th	Antony and Cleopatra opens (RSC)
13th	Stratford Races – Irish Day
13th	Closing date for Alcohol Tenders for the River Festival
14th	Bardwatch Relaunch Meeting
15th	Ladies Day Cheltenham (Horse Racing)
17th	Festival of Motoring Brochure Advertising deadline
17th	St Patrick's Day
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
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30th April & 1st May 2017

www.stratfordfestivalofmotoring.co.uk



1st & 2nd July 2017

www.stratfordriverfestival.co.uk



22nd to 24th September 2017

www.stratfordtowncentrefoodfestival.co.uk

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

Stratforward
10-11 Sheep Street
Stratford-upon-Avon
CV37 6EF

Main Line
Joseph & Sandi
01789 292718

Events & Finance
Ruth, Tor & Pauline
01789 299011

Town Hosts
01789 268291
07879 361735

info@stratforward.co.uk

Visit us on the web at
www.stratforward.co.uk