

STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

Issue 7 - March 29th 2018

STILL TIME FOR A SPOT AT THIS YEAR'S RIVER FESTIVAL



This is the last week town centre business can apply for pitches at this year's River Festival. Alcohol concessions have already been allocated and we're delighted to announce that two town centre businesses;

The Encore and The One Elm will be running the Bars at the Festival.

The festival takes place on June 30th and July 1st, attracting tens of thousands of visitors to Stratford for top musical acts, food and drink, events and activities - all for free.

Applications are still open for food pitches, general traders, crafts and charity pitches.

The deadline for remaining stalls is Friday (March 30th).

Successful applicants will be informed by April 4th and full payment will be required by May 18th.

You will find application forms for each sector available on <http://www.stratforward.co.uk/events/stratford-river-festival/exhibitors>.

Completed forms and associated Health & Safety documentation should be emailed to ruth@stratforward.co.uk

or posted to Stratforward, First Floor 10-11 Sheep Street, Stratford-upon-Avon, CV37 6EF.

NEWS FROM YOUR TOWN HOSTS



Stratforward's Town Hosts led another great Ambassador

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Tour for local businesses, highlighting some of Stratford's great attractions.

Around 45 representatives from BID businesses across the town centre attended the tours, **which took in attractions including: Magic Alley; Mad Museum; Shakespeare's Birthplace; the Town Walk; the RSC; Stratford Butterfly Farm; Shakespeare's New Place and Shakespeare's Guildhall and Schoolroom.**

The Town Hosts have now been running the popular tours for about seven years and they regularly prove popular with BID members keen to learn more about the town.

The next tours are planned for the autumn - contact the Town Hosts on town-hosts@stratforward.co.uk for more information.

:: If you're a business involved in Stratford's evening or night-time economy, you're invited to a meeting on Wednesday, April 18th at Cox's Yard at 3pm.

The meeting will involve radio users who will discuss some of the issues they encounter, but if **you don't have a radio you're invited to attend to find out more about the scheme and share your own views and raise any issues.**

FIRST EVER CHOCOLATE FESTIVAL FOR SWEET-TOOTHED STRATFORD

Stratford's first Chocolate Festival arrives on Good Friday, bringing an array of tempting treats to Henley Street.

Stalls at the festival, organised by the town's markets provider LSD Promotions, will include all things chocolate, from Easter eggs to chocolate box selections, slabs and sweets, biscuits, desserts, chocolate lollies, and even chocolate sausages!

And that's on top of chocolate milkshakes, hot chocolate and chocolate Baileys, as well as chocolate cookbooks, chocolate fountains and live demonstrations.

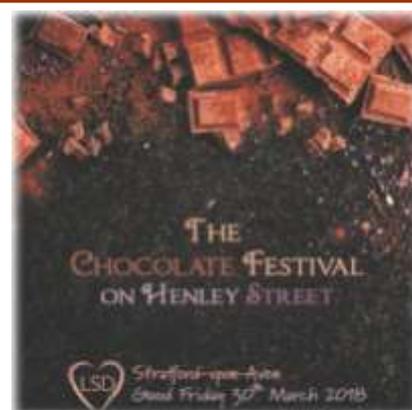
:: Stratford's markets are joining in this year's Shakespeare's Birthday celebrations with a special Birthday Festival.

The event on Saturday and Sunday, April 21st and 22nd will include a giant market, stalls, street food, cocktails, craft ales and specialist bars, as well as entertainment, a funfair, soft play and **the UK's first ever living statue championship feature competitors from across the UK and Europe.**

The market, which will feature more than 100 stalls, will take place on the Recreation Ground, with the statue competition taking place on the grassed area next to Bancroft Gardens.

As well as a stage with live music, there will be tables and chairs among the bars and street food stalls. Event visitors are also welcome to bring their own picnics and dogs on leads are welcome.

For more information or to find out about trading at the event, visit <http://lsdpromotions.com/birthday-celebrations/>



WHAT ARE YOUR ROYAL WEDDING PLANS?

The countdown is on to the wedding of the year, when Prince Harry ties the knot with Meghan Markle in May.

We'd love to hear what all our members have planned for the Royal Wedding, whether it's special events, offers or celebrations. Let us know so we can share them and help you publicise them.



:: Shakespeare's England also wants to know about all the places where people can watch the Royal Wedding on May 19th that makes the day extra special. Whether you're hosting a special event, offering free admission to couples named Harry & Meghan, hosting a Royal Wedding afternoon tea or baking a special wedding cake, if you're a member of Shakespeare's England send details to press and PR manager Tanya Aspinwall at tanya@marketingaloud.co.uk.

GET INVOLVED IN COUNTER-TERRORISM CAMPAIGN

Businesses can get involved in a nationwide counter-terrorism campaign that launched earlier this month.

The 'Action Counters Terrorism' campaign launched on March 20th and is designed to encourage members of the public to report any suspicious behaviour and activity.



Warwickshire and West Mercia Police are backing the campaign which coincides with the first anniversaries of last year's attacks in London and Manchester.

The campaign activity is spread across four weeks and you can support it by:

- ⇒ **Sharing digital assets and creative film on your organisation's social media accounts;**
- ⇒ Use external newsletters, your website, blogs and other channels to signpost the public to advice on how to report suspicious activity or behaviour that could be terrorist related via www.gov.uk/ACT;
- ⇒ Use staff newsletters and your intranet to signpost internal staff to advice on how to report suspicious activity or behaviour that could be terrorist related via www.gov.uk/ACT;
- ⇒ **Share ACT posters and graphics in your organisation's building, display screens and public areas;**
- ⇒ ACT posters and information can be found here <https://www.gov.uk/government/news/action-counters-terrorism-report-suspicious-activity-and-behaviour> and at www.gov.uk/ACT

GET INSIGHT INTO POLICE WITH CITIZEN'S ACADEMY

There's still time to sign up for Warwickshire Police's Citizen's Academy, which starts in Stratford in April.

The 10-week course, which runs from from April 11th to June 27th, offers local people a unique insight into the force's work.

Open to 25 people aged 16 or over, the course covers a range of policing functions/roles including crime prevention and detection, recording crimes and incidents, road safety, forensic investi-

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gation, police use of firearms, internet safety, and the role of Safer Neighbourhood Teams as well as other key departments. Students may also get the opportunity to experience ride-alongs with police officers and to visit a police station.

The Academy will be held at the Stratford Samaritans Community Hub Tyler House, Tyler Street, Stratford-upon-Avon, CV37 6TY and delivered weekly from 6:30-8:30pm, beginning on Wednesday, April 18th and finishing with an awards ceremony on June 27th where you will receive a certificate from a Chief Officer.



The closing date to enrol is April 4th. More information is available at <https://www.warwickshire.police.uk/academies>

TOP ARTIST PUTS IN AN APPEARANCE AT STRATFORD GALLERY

He was dubbed the "coolest artist on the planet" and now he's coming to Stratford.

Todd White is personally launching his collection of new originals and limited editions at Whitewall Galleries on Sheep Street in what gallery manager Jacqueline Bülow says will make a "sizzling statement that will turn heads!"

White's first collection went straight into the Top 10 best sellers list and he was described by the BBC as "the coolest artist on the planet."

The Texan was artist of choice events including the GRAMMY® Awards and the Warner Bros Wizard of Oz 70th anniversary celebration and celebrity collectors include P Diddy, Sharon Stone, Catherine Zeta Jones, Vin Diesel, Sylvester Stallone, Hugh Hefner, David Dunn and more. He was also only the 11th person to be honoured with the Diana Princess of Wales award Gold Medal for services to the Diana Awards charity.

For an invitation to White's launch, contact Whitewall Galleries on 01789 209 201 or stratford@whitewallgalleries.com



Todd White



CONGRATULATIONS DAN

Congratulations to The One Elm chef Dan Jeffs for getting to the national heats of the Nestlé Professional Toque D'Or, one of the country's most influential training and development initiatives.

Dan didn't win the competition but represented the Midlands and had a great experience taking part.

If you're lucky you might catch Dan's dish - Beetroot Gnocchi with Smoked Garlic and Thyme Infused Cream, Wild Mushroom and Pine Nut Fricassée garnished with Salad Fennel - on the specials board at The One Elm so keep an eye out for it.

EASTER ACTIVITIES APLENTY IN STRATFORD

There's plenty going on across Stratford's attractions to attract people to the town for the Easter Holidays.

Here are some of the events on offer at some of our members and partners: -

⊕ [RSC](#)

The Royal Shakespeare Company (RSC) is offering families a whole host of exciting activities this Easter holiday, running from Tuesday (April 3rd) to Friday, April 13th.

Highlights include:

- ◇ Free workshop and learn how to create your own art inspired by Romeo and Juliet
- ◇ Blood, Guts and Gore, and learn the tricks of the trade behind stage bruises, cuts and scars
- ◇ Creating your own puppet and stop gap animation, based on Romeo and Juliet
- ◇ Range of free drop-in activities across the Royal Shakespeare Theatre properties.

For more information and details on what activities take place where, visit www.rsc.org.uk/easter

⊕ [Shakespeare Birthplace Trust](#)

The Shakespeare Birthplace Trust is also laying on Easter activities across its properties. All Easter activities take place from March 31st to April 15th from 12pm-4pm. They are included in general admission so if you already have a valid pass you can come along for free! Book online to save 10% off tickets to Shakespeare's family homes.

They include learning about 'Shakespeare - The Actor' and \bout The Bard's family tree or take part in a Makaton storytelling and trail session <https://www.shakespeare.org.uk/visit/whats-on/easter-holiday-fun>

⊕ [MAD Museum](#)

The MAD Museum will be open every day from March 30th until April 15th with extended hours running from 10am – 5:30pm (last admission at 4.45pm). Your ticket will give you entry for the whole day, just remember to keep your ticket.

⊕ [Stratford Butterfly Farm](#)

The Stratford Butterfly Farm launches its Cafe on the Go this Friday (March 30th).

Situated in the wildflower garden, a team of trained baristas will serve hot drinks from a retro style bicycle.

Café on the Go will be open for service at the weekends, Bank Holidays, including Good Friday and on a Tuesday, Wednesday and Thursday from 10am - 4pm.

New on display at the Butterfly Farm's Minibeast Metropolis are Amazon Milk Frogs.

From April 3rd-15th, children and adults can get hands-on with **'Meet the Minibeast' handling sessions** supervised by the Education Team. Visitors will be able to hold a variety of stick insects, African land snails, giant millipedes and even Madagascan cockroaches!



Dates for your diary!

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

March

10th until 8th Dec	After Hours Events at Shakespeare's Birthplace
Now to 18th Sept	Macbeth at the RSC
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
30th	Applications close for River Festival stall bookings - Discounts available to BID businesses

April

6th	Workplace pensions - next stage starts
11th to 27th June	Warwickshire Police's Citizen's Academy
14th	Magic Alley: The Lost Years of William Shakespeare opens in Bell Court
18th	Night-time Economy Meeting 3pm
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

May

6th & 7th	Stratford Festival of Motoring
13th	Stratford Marathon
19th	Royal Wedding
19th	FA Cup Final @ Wembley
25th	GDPR Compliance deadline



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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