

STRAT > FORWARD

NEWSLETTER

Issue 7 : 23 February 2017

Listers Back in the Driving Seat as 2017 Motor Festival sponsor



Stratforward is proud to announce that Listers are once again the main sponsor of The Stratford Festival of Motoring which returns on the first May Bank Holiday weekend.

The 2017 festival, which takes place on Sunday, April 30th and Bank Holiday Monday, May 1st, is one of the big events in **Stratford's calendar, attracting car enthusiasts and petrolheads** from across the country.

Last year's event attracted 60,000 visitors to town and this year's will follow the same successful formula as the past four years with an organised run out into the Warwickshire and Gloucestershire countryside on the Sunday and Monday mornings.

It will be followed by the spectacular sight of 300 cars parked up on the town centre streets, showcasing some of the **world's finest motor heritage.**

The 2017 Featured Marque is the Jaguar, with Wood Street filled with exciting cars from the iconic British brand, including Jaguars from Coventry Transport Museum and the Jaguar Heritage Trust.

A Listers spokeswoman said: "The Stratford Festival of Motoring event is a firm favourite in the Listers annual calendar of events, we are delighted to support the event again this year and look forward to displaying our very own unique brand of horsepower with an incredible range of Audi, Honda, Toyota, Lexus and Volkswagen cars on display on Bridge Street and Waterside."

The Festival of Motoring offers entertainment for all the family, from a treasure hunt for the hundreds of vintage car owners who descend on Stratford for the weekend to live music, food stalls and an array of activities around the town.

Ruth Wood, manager of the award-winning Stratforward **events team, said: "We are delighted that the Listers Group are sponsoring the Stratford Festival Of Motoring for the second year running.**

The festival is one of the highlights of our calendar, **drawing people from across the region and beyond. It's also the perfect opportunity for Stratford and its businesses to show a huge audience what we have to offer."**

LISTERS



L-R Ruth Wood,
Paul Atkinson Centre Principal
Listers Toyota Stratford
Photo courtesy of Gary Ellis, OGmedia

In This Issue

- Listers sponsor Motoring Festival 2017
- Business Rates
- Member Benefits
- New Season at RSC
- Stratforward Fashion On-line Offer
- **Easter & Mother's Day**
- Shakespeare Week
- Diary Dates

Business Rates

Business rates has been a hot topic of debate for a number of years and the 2017 rates revaluation has recently re-ignited the national debate about the system. **Stratford town centre's rating** situation is a mixed bag because we have businesses whose rateable value has gone down as well as those whose rates have gone up.

The BID will shortly be writing to all our BID Members about the impact of the rates changes, but we are keeping an eye on the national situation and will feed into the debate.

The Valuation Office website is a really useful resource for checking the rates of yours and other properties. www.tax.service.gov.uk/view-my-valuation/search

A lot of our businesses will also be aware that the Small Business Rates Relief situation has also changed, which means a number of business will either be paying less or nothing at all for their rates (although the BID levy might still apply).



Member Benefits

As part of the BID's drive to try and help reduce the cost of running a business in Stratford, Stratforward is in the process of pulling together a package of member benefits that will cover a wide range of services for all our BID members and associate members.

To help us with this, you will shortly receive a questionnaire about your bin and waste collection services. The aim is that we will soon have a preferred waste supplier at a reduced cost to our businesses. **We're asking all businesses to provide the information that will help in this tender process.**

If you have any questions, please contact the Stratforward office on 01789 292718.

THINGS HOT UP AS SNOW FALLS ON STRATFORD STAGE

Things are set to hot up in Stratford later today (Thursday) when the first part of the RSC's new season opens at The Swan Theatre. *Snow in Midsummer* - starring Harry Potter's Katie Leung - runs until 25 March.

A contemporary re-imagining of one of the most famous Classical Chinese dramas, *Snow in Midsummer* is the first production in the RSC's Chinese Translations Project, a cultural exchange bringing Chinese classics to a modern western audience. www.rsc.org.uk/snow-in-midsummer

This is the first production back on stage at the Royal Shakespeare Theatre following an extended winter closure to allow for preparation for the much anticipated Rome Season - due to start on 3 March - and essential maintenance works. The Rooftop Restaurant and Shop, which have undergone work as part of this are already back in operation.

In the meantime a full programme of half term activities are continuing at the RSC until Sunday. www.rsc.org.uk/events/february-half-term-activities



Katie Leung

Stratford Staff put their best foot forward with an online Focus on Fashion

Keen eyed BID members will notice that we're not running the Fashion Show this year and instead the BID is working with our fashion businesses to showcase Stratford's Fashion offer.

Stratford's fashion retailers will be showcasing their best asset, their staff, as well as their clothing with an online campaign using the hashtag #SUAFashion.

16 town centre retailers have nominated a staff member to wear an outfit from their Spring Summer '17 range for a professional photoshoot at Studio Stratford in The Minories. Hair will be styled by Matthew Curtis and makeup by Gorgeous Obsession.

Keep your eyes open for this and let's support each other to promote Stratford as a great destination for fashion.

Follow the campaign via Facebook and Twitter.



What's on Please let us know what your business is planning in the forthcoming weeks and months so we can help spread the word about what you're offering.

Stratford Ready for Hordes on Mother's Day and Easter

Half term's nearly over and plenty of our members are already looking ahead to Mother's Day and Easter.

As one of the most popular family destinations in the region, special occasions and school holidays always bring plenty of footfall to the town and we love to see BID members making the most of the extra visitors.

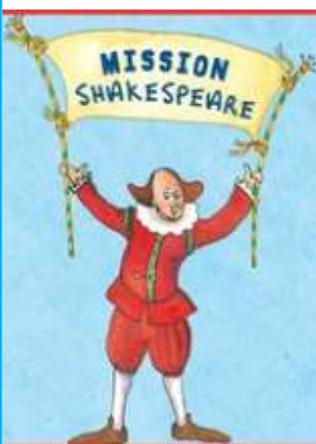


The Shakespeare Birthplace Trust has told Stratford that they have plenty planned for the next few months. Mother's Day is only a few weeks away, and there will be the opportunity for people to treat their mum to an afternoon of cream tea and cake at Hall's Croft Café. The Easter Holidays will see a puppet theatre at New Place, an Easter Rabbit Hunt at Hall's Croft and a treasure hunt at Shakespeare's Birthplace. Whilst the Birthday celebrations will see Shakespeare's Circus take place on Henley Street on April 22nd.

The Birthday celebrations have been widely featured in the media and to coincide with the Birthday Celebrations on Bridge Street, the Shakespeare Houses will have free entry for Stratford residents; a Knights & Nymphs Children's Garden Party at Hall's Croft and 'A Walk in Shakespeare's Garden' theatrical experience at New Place.

For more information visit www.shakespeare.org.uk

Shakespeare Week



Next month also sees the return of Shakespeare Week from March 20th - 26th. A celebration of the bard's creative legacy with primary school children across the country.

Shakespeare Week was established by the Shakespeare Birthplace Trust in 2014 and last year more than 1.9 million children in 12,000 primary schools across the UK took part - the biggest celebration yet. This year's event will have a music theme, with world renowned musician Julian Lloyd Webber joining the celebrations as patron of Shakespeare Week 2017.

For more information, visit www.shakespeareweek.org.uk

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 to 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 to 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
20th to 26th Shakespeare Week
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

1st to 18th Northants & Buckinghamshire schools Easter holidays
8th to 23rd Coventry & Warks schools Easter holidays (Also Oxon, Brum & Leicestershire)
14th to 17th Easter bank holiday weekend
22nd Shakespeare Birthday Celebrations



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

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