

STRAT > FORWARD

BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER

Issue 8 - April 19th 2018

TOWN SET FOR BUSY WEEKEND WITH SHAKESPEARE BIRTHDAY CELEBRATIONS



Mr Shakespeare - Photo courtesy of the Shakespeare Birthplace Trust

The celebrations will start on Friday (April 20th) and run all weekend until Sunday, bringing three days of fun and a spike in visitor numbers to Stratford.

Here's what's going on:-

Birthday Celebrations

The main civic celebrations take place on Saturday.

BBC Presenter Michael Collie will set the scene as the traditional elements of the celebrations unfold in Bridge Street and High Street with the unfurling of the Big Birthday Banner and the flag unfurling ceremony amidst a

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shower of confetti and cannon streamers

A Community Literary Carnival Pageant will bring a whole new dimension to the traditional Birthday Parade, with a spectacle of walking tableaux based on a literary theme complementing the traditional aspects of the celebrations.

The Mayor of Stratford and the Chairman of the District Council will judge the Literary Carnival Pageants independently before they leave New Place to embark on their procession through the town.

The winning entry will be announced at the end of the Birthday Ceremony to the gathered crowds and will receive a cheque from Literary Carnival Pageant sponsors Bell Court and a trophy which they will retain for one year.

Tableaux inspired by characters from authors such as Charles Dickens, Jane Austen, Roald Dahl, AA Milne, Sir Arthur Conan Doyle, JK Rowling, or Shakespeare himself will follow the Birthday Parade through the town centre to Bridge Street.

Passing 'Mr Shakespeare', he will hand each group a feather quill symbolising his literary genius being handed down to all aspiring playwrights and authors thereafter.

Once the Carnival Pageants leave the arena by parading down Bridge Street into Waterside, there will be the opportunity for those who wish to follow the Civic Parade to Holy Trinity Church **to lay flowers at Shakespeare's grave.**

For more information visit the Birthday Celebrations website here:

www.shakespearescelebrations.com/whats-on/shakespeares-birthday-celebration-parade/

Statue Competition

Across town, market operators LSD Promotions is launching the UK's first National Living Statues Championship as a new highlight of the Birthday Celebrations.

Artists from all over the UK and Europe will flock to Stratford to join in the inaugural competition, which has an introductory night on Friday and takes place on Saturday and Sunday in Bancroft Gardens.

The competition has two categories – professional (first prize £5,000) and junior (first prize £50). Professionals will need to complete at least five 45-minute performances over the weekend, with juniors carrying out four 30-minute performances.

The winner, chosen by a panel of judges who will visit each artist across Saturday and Sunday and mark them between 1-5 on various aspects including their character, costume and make-up, will be announced from the bandstand on the recreation ground at 4.15pm on Sunday.



Road Closures

For the duration of the celebrations vehicular access to many of the town centre streets is restricted between 7am and 1.30pm but closures may be lifted earlier if safe to do so.

For full information on road closures, visit <https://www.shakespearescelebrations.com/whats-on/shakespeares-birthday-celebration-parade/road-closures/>

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[Birthplace Trust](#)

To mark Shakespeare's 454th birthday, the Shakespeare Birthplace Trust has planned a special programme of celebrations.

On Saturday Henley Street will come alive with an array of interactive workshops and unique **performances in front of Shakespeare's Birthplace, including a Victorian Circus Skills workshop**, balloon sculpting, hands-on percussion music workshops, traditional Morris and Renaissance dancing, and country dancing from pupils of The Willows Primary School.

The free, family-friendly programme will run all day in Henley Street with plenty of opportunities to join in and meet the performers.

The Shakespeare Birthplace Trust's artist-in-residence, Carrie Reichardt will also be joining in the celebrations as she swans through town as Mrs Shakespeare.

Stratford residents can also enjoy free entry to all five Shakespeare Family Homes and a slice of birthday cake (while stocks last) as part of the birthday celebrations.

Other events during Shakespeare's Birthday celebrations include The Shakespeare Birthday Lecture on Friday at The Shakespeare Centre, Henley Street and the Knights & Nymphs Children's Garden Party at Hall's Croft on Saturday.

For more information and to plan your visit, see www.shakespeare.org.uk/events.

[Bell Court](#)

Visitors to Bell Court - **which is sponsoring this year's inaugural Community Literary Carnival Pageant** - will be transformed into their favourite literary characters as part of the birthday celebrations.

Free face painting will be on offer to all visitors between 10am and 4pm on Saturday in the Central Square with children invited to transform into tigers, fairies, wizards, superheroes or anything else their imagination conjures up.

Between 11.45am and 2.30pm, visitors will also be entertained with performances from the Rozie T Dance Academy and live music from Two Tone Acoustic.

STRATFORD HOSTS OWN 'CAR-AOKE' COMPETITION AT THIS YEAR'S MOTOR FESTIVAL

Forget X Factor or The Voice - wannabe stars have the chance **to take centre stage at the Stratford Festival of Motoring's very own Car-aoke.**

Visitors to the festival, which returns on Sunday, May 6th and Bank Holiday Monday, May 7th, will be able to star in **Stratford's own version of popular TV show Carpool Karaoke** and be in with the chance of winning the use of a brand new car for a whole weekend.

Festival sponsor Listers - a long-running support of the popular event - will be providing the stage for fame-hungry fans in



LISTERS



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the form of one of their cars on display at the festival.

Participants in the challenge will be able to record their own rendition of classic Italian tune **'That's Amore'** - in keeping with this year's theme of **The Italian Job** - on their mobile device inside the car.

They just need to post their karaoke video on social media, tagging Listers, the Stratford Festival of Motoring, and festival organiser Stratforward.

All entries will be judged by Stratford's own judging panel, including representatives from Listers, Stratforward and The Shakespeare Hospice - Listers' chosen charity of the year.

The winner will be treated to the use of a Listers car for a weekend, chosen by arrangement with Listers.

Toni Dunk, Group Marketing Manager at Listers, said: "Stratford Festival of Motoring is a great local event and something we've been proud to support for several years. Listers may be a household name and one of the biggest family-run car dealerships in the UK, but our roots are important to us - that's why we support events like this and have chosen The Shakespeare Hospice as our chosen charity of the year.

"We've all seen James Corden and his guests on Carpool Karaoke and we thought it would be great to create our very own version right here in Stratford. We can't wait to see local talent getting involved."

The 2018 Stratford Festival of Motoring follows the same successful formula as the past five years.

Participants will take runs in the countryside surrounding Stratford-upon-Avon before returning **to the town's historic streets to park up, treating visitors to a showcase of around 300 impressive motor vehicles each day.**

This year's event is themed on Wood Street is the iconic 1969 film The Italian Job and among the array of motor vehicles past and present visitors can expect some reminders of the comedy caper, from Minis to Italian supercars.

There will also be plenty of entertainment on offer from interactive demonstrations to a dedicated family area, as well as the usual impressive selection of shops, restaurants, bars and retailers on offer in Stratford.

NEW TOWN HOST

Stratforward has a new Town Host!

Ali Buxton has recently joined the team and we're delighted to welcome her to the Stratforward family.

Originally from Glasgow, she's lived in Stratford-upon-Avon for over 10 years. A former nurse, she's also run her own business, but was been super keen to become a Town Host. Since joining us she's been getting stuck in and loving life as the eyes and ears of the company.



New Town Host Ali Buxton

NEW MAGIC ALLEY - Bell Court

After a hectic period of fitting out, the new Magic Alley opened its doors to visitors on Saturday 14th April.

The attraction looks great and congratulations to all at Magic Alley at the start of a new adventure after a really hectic time.



SARTO, Red Lion Court

More hectic-ness for the team at Sarto, who have opened their new store at the rear of Red Lion Court. Big congratulations on a great looking and stylish fit out and we wish the team much deserved success in the new location.



STRATFORWARD NETWORKING EVENT

Our next Stratforward Networking event will be taking place on Wednesday 2nd May (location to be confirmed).

It will give you the opportunity to hear what's happening on the Festival of Motoring, to feedback on recent events and have an update on the revote process.

STRATFORD BUSINESS FORUM BIG BREAKFAST

Stratford Business Forum's Big Breakfast takes place this Friday (April 20th).

The guest speaker at the event, held at Billesley Manor Hotel is Stratford MP **Nadhim Zahawi** and the event will also include a new member 'spotlight' and charity of the day.

Arrivals are from 7am with the event due to finish at 9am.

There are plenty of opportunities for informal networking and visitors are welcome. Business Forum Members are also encouraged to bring guests to help grow the group.

Book tickets here http://www.stratford-business-forum.co.uk/catalogue_item.php?catID=6760&prodID=58684&utm_medium=email&utm_campaign=Gen%20invite%20-%20April%202018&utm_content=Gen%20invite%20-%20April%202018+CID_f28eb9d702fda4bc9dad23f9c58d8e76&utm_source=Email%20marketing&utm_term=BOOK%20HERE



TELL SHAKESPEARE'S ENGLAND ABOUT YOUR HALF-TERM PLANS

Shakespeare's England is putting out a press release about things to do during May half-term, which takes play from May 26th to June 3rd. These can include specific activities or food/accommodation offers.

If you're a member of Shakespeare's England send details to press and PR manager Tanya Aspinwall at tanya@marketingaloud.co.uk.



PACKED PROGRAMME FOR STRATFORD LITERARY FESTIVAL

Stratford Literary Festival returns next week, bringing a packed programme of events, award-winning authors and TV and radio stars.

Running from Sunday (April 22nd) for a week at the ArtsHouse, the 11th Festival will look at topics from the #MeToo campaign to the far right, what it means to be British and the place of women in 21st Century Britain.

The festival will celebrate writers including Mary Shelley as well as marking important anniversaries including a special event marking the words and music that emerged from the First World War with Dame Harriet Walter.

Authors and speakers will include Costa winner Jon McGregor, best-seller Tim Marshall, Gavin & Stacey creator Ruth Jones, MPs Harriet Harman and Jess Philips commenting on 100 years of **Women's Suffrage**, Radio 2's **Jeremy Vine** and **Simon Mayo**, **Dr Rangan Chatterjee**, **Peter Snow** and his wife Ann McMillan and multi-award-winning food writer Diana Henry.

The festival includes a programme of events for children including some of the most famous **names in children's books**. A special **Children's Day on Sunday, April 29th April** features a line-up including TV's **Harry Hill** and multi-million selling Gruffalo illustrator Axel Scheffler and workshops **this year include the chance to make some of Aardman's great characters Gromit, Shaun the Sheep and Early Man**.

For the first time in Stratford, the CBeebies BAFTA award-winning Sarah & Duck will be coming to town on Thursday, April 26th with the Big Top Birthday stage show, and Playbox Theatre joins the Festival again with a Mustardseed Magical Mayhem drama workshop.

The Festival, whose headline sponsor is Baillie Gifford, will be asking everyone which author **they'd most like to have dinner with** and there will be a pop-up shop and café in place throughout the festival.

For more information or for tickets visit stratlitfest.co.uk.

POLISH LINKS ON SHOW AT BIRTHPLACE TRUST

The Shakespeare Birthplace Trust is hosting an evening to highlight the **longstanding links between one of Poland's eminent poets** with Shakespeare and Stratford.

His Excellency Arkady Rzegocki, Polish Ambassador to the court of St James will introduce the evening on April 28th, which celebrates Jan Kochanowski - one of Poland's eminent poets and a near contemporary of William Shakespeare.

The event takes place at The Shakespeare Centre on Henley Street. For more information visit <https://www.shakespeare.org.uk/visit/whats-on/celebrating-kochanowski/>



Dates for your diary!

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

April

20th	SBT 2018 Birthday Lecture. Speaker Jane Lapotaire
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
29th	Stratford Triathlon

May

2nd	Stratforward's Networking Meeting
6th & 7th	Stratforward's Stratford Festival of Motoring
7th	Bank Holiday
11th	Deadline for River Festival Brochure Advertising
13th	Stratford Marathon
19th	Royal Wedding
19th	FA Cup Final @ Wembley
25th	GDPR Compliance deadline
28th to 1st June	Warwickshire Schools 1/2 term
28th	Bank Holiday

June

17th	Father's Day
30th & 1st July	Stratforward's River Festival



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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