

STRAT > FORWARD

NEWSLETTER

Issue 9: 9 March 2017

Bell Court Walkways Set To Open Next Week

The development of Bell Court is moving apace and developers UK and European expect the walkways through the £30m, 70,000sq.ft. scheme to be opened next week (week commencing March 13th). Everyman Cinema Group has started its **fit out and it won't be long before the other occupiers – Miller & Carter Steakhouse, hamburger chain Byron and All Bar One - start theirs.**



John Stacey, Asset Management Director for UK and European, said, "As we achieve practical completion of the main construction works we are re opening the entrances and reconnecting Bell Court to the town. Even though fit out works will be ongoing behind the scenes we do feel it's important that people start the use the public space and the walkways again. This is a long term project for us and our leasing programme is ongoing. Our priority is to deliver a high quality retail and leisure environment and opening the scheme allows us to fully showcase the fantastic environment that has been delivered"

Joe Baconnet, BID Director said: "I've been for a full walk around the scheme this week and I'm really impressed by the quality. I sincerely believe the scheme will be the addition that Stratford needs. When the walkways reopen fully, I'd urge all BID members and their staff to go and take a look to see how the scheme is progressing – I think you'll be pleasantly surprised."

Stratforward will issue updates when we have more information on lettings.

This week the [Stratford Herald](#) will have a full picture spread of the scheme.

Last Call For Bar Bids For River Festival

If you are a business considering bidding on **an alcohol concession at this year's River Festival**, which takes place on July 1st and 2nd, the deadline is on Monday.

Full information on exhibitor opportunities at the award-winning festival can be found on <http://www.stratforward.co.uk/events/stratford-river-festival/exhibitors>, including all necessary application forms.

In This Issue

- Bell Court
- River Festival Bar Bids
- Shakespeare Birthday Celebrations
- Stratford Races
- RSC's Rome Season
- Disabled Access Day
- Diary Dates
- Hanging Baskets

Business Urged to Get Involved In Shakespeare Birthday Celebrations

Stratford businesses are being invited to get involved in an **initiative to involve visitors to the town in this year's Shakespeare Birthday Celebrations.**

Last year's milestone celebrations drew an extra 45,000 visitors to Stratford and this year's - set to take place on April 22nd and 23rd - are expected to bring the crowds again. Shakespeare facemasks handed out to crowds during last year's event proved hugely popular, so the Town Council is planning to engage with crowds again - this time by handing out parchments depicting Shakespeare's sonnets to spectators lining the route.



One person will get the 'Golden Sonnet', which comes with a great prize, while other winners will get their hands on 'Lucky Sonnets' that will hopefully be donated by members of the business community in Stratford.

The Town Council is asking for BID members and town businesses to support the Lucky Sonnet **initiative and donate prizes. It's an opportunity to get involved in the Shakespeare Birthday celebrations** as well as getting some acknowledgement in the coverage of the event.

To get involved, contact Civic Secretary Charles Wilson at the Town Hall on 01789 269332 or by email charles.wilson@stratford-tc.gov.uk.

:: Don't forget, road closures will be in place for the weekend of the birthday celebrations, which may affect businesses' deliveries and access. More details will be sent out separately by the Town Council.

Races Return to Stratford

The races return to Stratford next week, with the season opener set for Monday.

The meeting, which marks the start of the new season at Stratford Racecourse, is also the start of its new partnership with Sky Bet - a **high-profile partner for the town's racecourse.**



Monday's occasion, which is also 'Irish Day', features races including the £10,000 Sky Bet Juvenile Hurdle and the £12,000 Handicap Steeplechase.

The build-up has included an array of competitions and offers to draw both regulars and visitors to Stratford Racecourse.

And the opener comes at the start of a racing-focused week for the town - with the nearby Cheltenham Festival running from Tuesday until Friday (March 14th-17th).

The annual highlight of the racing calendar always brings extra visitors to the town, from those **choosing to stay in Stratford during the festival to those using the town's shops and eateries.**

For more information on Stratford Racecourse and its events, visit stratfordracecourse.net

RSC's Rome Season Continues with Antony & Cleopatra



The second part of the RSC's Rome Season starts this weekend. Antony & Cleopatra starts on Saturday (March 11th) and is set to run until September, with a live cinema performance on May 24th. The political thriller is directed by Iqbal Khan, who returns to the company after last year's Othello, with Josette Simon taking on the role of Cleopatra after her last RSC appearance in Michael Boyd's A Midsummer Night's Dream in 1999.

Set after Caesar's assassination and his own rise to power, the play tells the story of Mark Antony's choice of a life of decadent seduction with Cleopatra, Queen of Egypt, and the couple's tragic end.

The play is the second of four of Shakespeare's great political thrillers that form part of the RSC's Rome Season - which comes 2,000 years since the death of Roman poet Ovid - one of Shakespeare's greatest inspirations.

Angus Jackson is the season director, and also directs the opening production of Julius Caesar. The season will also include Titus Andronicus, directed by Blanche McIntyre, and concludes with a production of Coriolanus.



Stratford Attractions On Board with Disabled Access Day

Some of Stratford's main attractions are getting involved in national Disabled Access Day, with free entry to the Shakespeare Family Homes on offer for people with access needs and their companions.

Throughout this weekend, visitors can explore venues including Shakespeare's Birthplace, Shakespeare's New Place and Hall's Croft and enjoy specialised interactive activities for free, including memory box making at Shakespeare's Birthplace and scented tussie-mussie making at Hall's Croft. There will be special touch tours of the outdoor sculptures at Shakespeare's New Place on Friday (March 10th) and performances throughout the day at Shakespeare's Birthplace by in-house acting troupe Shakespeare Aloud.

Earlier this year The Shakespeare Birthplace Trust was awarded a grant of £24,000 to further improve the visitor experience of its world-renowned collections and the five Shakespeare family homes.

What are you doing for Disabled Access Day? Don't forget to let us know when you're getting involved in things, we'll be happy to promote any offers or share information.

www.disabledaccessday.com

Tell Us Your Plans!

We're always on the lookout for what our BID members are up to for the special dates throughout the year. There's plenty coming up, from St Patrick's Day next Friday (March 17th) to Red Nose Day on March 24th and Mother's Day on March 26th. And let's not forget Easter, which falls on the weekend of April 15th and 16th this year.

Let us know if you're running any special events or offers and we'll be happy to share them in our newsletter. Email any details to info@stratford.co.uk

Discount parking cards valid until the end of June, are now available. Please collect one from our office at 10-11 Sheep Street and remember to bring your registration number.



Dates for your diary!

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

March

3rd to 17th	Stratford Spring Clean
9th	Blue Skies Big Quiz for The Shakespeare Hospice
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
22nd & 29th	Ambassador Tour
24th	Red Nose Day
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	Grand National
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
1st & 15th & 23rd	Stratford Races
22nd	Shakespeare Birthday Celebrations
23rd	St Georges Day
23rd - 30th	Stratford Literary Festival
30th & 1st May	Stratford Festival of Motoring



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



Your building will stand out from the rest...

Floral displays really improve the visitor experience as well as enhancing the look of your business. You can show your customers, and the town, that your company is blooming in more ways than one this year, by having a fabulous summer basket outside your premises!

Order your 2017 hanging baskets now, using the form on the reverse, for delivery in early June
(exact date will depend upon weather conditions).

Basket options:

- Size: 16"
- Choice of basket type: **Wicker** or **Wire**

The flowers in the baskets will be a wonderful mix of beautiful upright & trailing annuals in Stratford in Bloom's 2017 colour scheme.

The baskets will be delivered to your business address.



PLEASE NOTE: The prices include supply of fully planted baskets and hanging on your **existing** brackets, which must be in good condition and able to support the basket. New brackets can be ordered and fitted if required. Maintenance of the baskets is **your** responsibility. If you need a watering system installed then please contact us for options and prices.



If you have any queries, please contact:

E-mail: info@stratfordinbloom.org.uk Tel: 01789 417869

*For a beautiful, summer display,
orders should be submitted no later than 1st May 2017*



STRATFORD-UPON-AVON IN BLOOM 2017 HANGING BASKET ORDER FORM

Please complete details below and either ...

Email to: info@stratfordinbloom.org.uk

Or post to:

Stratford-upon-Avon in Bloom Basket Order,
The Mayor's Parlour, The Town Hall, Sheep Street,
Stratford-upon-Avon CV37 6EF

Contact Name:

Business Name:

Delivery Address:

.....

.....

Post Code:

TelNo

Email address:

Type of basket	Number	Cost each	Sub Total
16" Wicker		£ 30	
16" Metal		£35	
Supply & fit new bracket		£15	
		Total	

PLEASE NOTE: If orders are received after 1st May, a premium of £5.00 per basket will apply and delivery date may be delayed.

Payment must be sent with order. If paying by BACS please use reference '**BASKET2017**' and post or email screen print of confirmation page.

Please make BACS transfer to:

SORT CODE: **80-11-00**

ACCOUNT NUMBER: **06074695**

Please make cheques payable to: '**Stratford in Bloom**'