

# Newsletter

August 2019

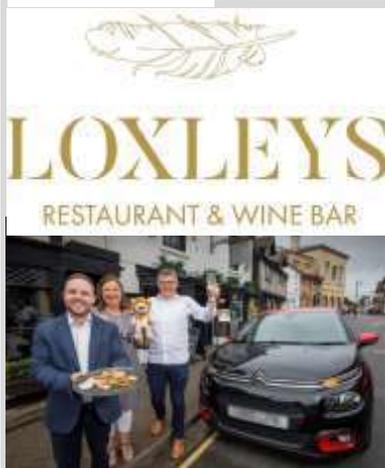
## Town Centre Food Festival 21<sup>st</sup> & 22<sup>nd</sup> September



### Charity Raffle thanks to Loxleys

We're very lucky that Sheep Street's Loxleys Restaurant & Wine Bar are once again sponsoring the Town Centre Food Festival. This year's event will see 120 food and drink stalls through the town, ale and taste trails and the event will be marketed across print, social media channels and the local radio.

Loxleys have also provided an amazing raffle prize! The use of a Citroen C3 car for a whole year!



All proceeds going to local charity Molly Olly's Wishes.

If you want to help sell tickets for the raffle then please let the office know. So far, tickets for this epic prize are available from a number of outlets including:

- Loxleys
- Barry the Butcher
- Matthew Curtis Hair
- Whitewall Gallery

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## Lonely Planet

Stratford has been ranked 15th in the top 20 experiences in the UK by the Lonely Planet Guide.



## Feast Away The Dark!



No, it's not a new Shakespearean Play, but a reminder that in preparation for The Boy in the Dress, the main Royal Shakespeare Theatre will go 'dark' from 1<sup>st</sup> September until The Boy in the Dress opens on 8<sup>th</sup> November. It's been a number of years since the theatre was out of operation for this long, so we don't know what the impact will be. We will be asking you all to let us know whether the closure is impacting your business.

### Feasts! What is it?

In anticipation of the drop off in business Stratforward is organising Stratford-upon-Avon Feasts. A two week long celebration of food in the town from October 4<sup>th</sup> to the 20<sup>th</sup>. Contact the office for more information, but if you have any questions you are invited to drop into the office to talk it through with Tor on Friday 30<sup>th</sup> August between 10 am and noon.

## Markets

The Sunday Upmarket moved from Bridge Street to Waterside on the 11<sup>th</sup> August. The markets will remain there until October, when they will move back to Bridge Street. The feedback has been mixed about the move with some businesses happy about the move and others unhappy. The BID team will be circulating another survey concerned with the impact of the market on trade: this allows us real time feedback to the councils and market operator.

Additionally the District and Town Councils will be conducting a survey of all businesses regarding the wider impact of the markets and your views. This will inform the discussions of Markets Forum so it will be important to get involved.

### Young Traders Market

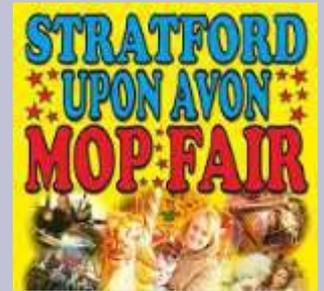
The Young Traders Market Final will take place in Stratford (on Waterside) on 30<sup>th</sup> and 31<sup>st</sup> August. This is the final of the NMTF competition featuring market businesses

## Mop and Runaway Mop

The dates for this years' Mop are October 11<sup>th</sup> & 12<sup>th</sup>.

The Runaway will take place on the 25<sup>th</sup> & 26<sup>th</sup>.

As we have previously reported the Runaway has been moved and will take place on the Friday and Saturday of 25<sup>th</sup> & 26<sup>th</sup> October. The move has been termed "an experiment" and Stratforward wants to hear from members their views and the impact on your business.



## NCP Parking Passes

NCP have increased the cost of parking with the Park Pass to £4.10. However, it's still cheaper and more convenient than the Bishopton based park and ride.



L-R Stratforward BID director Joe Baconnet and Samantha Macdonald, Marketing Manager at SWFT Clinical Services Ltd

However, weekend parking is still cheapest at the hospital multi-storey off Arden Street at £2.50 per day. Thanks to NHS South Warwickshire for making this available – tell your customers, staff and visitors.



## Christmas is coming!

Incredulously Christmas prances towards us once again and the team are starting work on the Christmas Brochure (There was hail this month!).

We have limited advertising space still available, so if you want an advert in the brochure that will be circulated around the town and to 35,000 postcodes in the area then please contact the office.

[tor@stratforward.co.uk](mailto:tor@stratforward.co.uk)



## Business News

BID Member Knights Fine Jewellery have launched a new business to buy and sell second-hand watches securely online. Good luck with the venture: [www.Chronotrade.co.uk](http://www.Chronotrade.co.uk)

If you have any news as a business that you want others to know about please let the BID office know.

## Board news

Josefine Blomqvist, General Manager of The Arden Hotel, has become the Chair of Stratforward BID following Philippa Rawlinson's move to The National Memorial Arboretum.

### ***New Board members***

Philippa has been replaced on the Board by Louisa Stott of the Birthplace Trust.

### ***Resignations***

Jules Cardoza-Marsh has stepped down from the Stratforward Board ahead of her move to Leamington Spa. We wish her well in the new endeavour.

### **Interested?**

We still have Board positions, particularly for a large employer and another independent. If you would like to find out more, please contact Joe Baconnet. [joseph@stratforward.co.uk](mailto:joseph@stratforward.co.uk)

## BID Sub Groups

### **BID Sub Groups**

The sub groups are helping to inform the work of the BID and are part of our commitment

### ***National Retailers***

The next National Retailers group will take place in September and is chaired by Jo Welch of M&S. Details TBC

### ***Other groups***

Planned meetings include Hospitality, Professional Sector and Independents. We will contact you about dates and venues.

## Stratforward News

Our newest host, Mark Scruby, has joined the Town Host Team and is enjoying life on the streets working with businesses.

Ambassador Tours - Our very popular Ambassador Tours are now being arranged. They are free to BID Members and staff. The tours will take place in October, date TBC. Please email the Town Host team if you have any questions or would like to provisionally book a place.

Next Network Meeting - September 10th at 6pm at The Shakespeare Hotel.

## Visitor Numbers

August to date

Number of Visitors - New Vs Repeat



July

Number of Visitors - New Vs Repeat



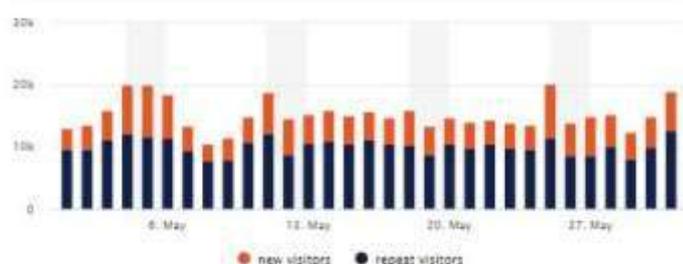
June

Number of Visitors - New Vs Repeat



May

Number of Visitors - New Vs Repeat



## What's on

**Friday and Saturday's - Rother Market**

**Sundays - Upmarket on Waterside**

**30th & 31st August - National Young Traders Market**

**7th & 8th September - I See the Future! 250th Shakespeare Jubilee**

**7th September - Stratford Races Day Meeting**

**10th September - Stratforward Network Meeting 6pm**

**12th - 21st September - RSC Comedy Festival**

**13th - 21st September - Stratford Music Festival**

**20th September – 2nd November Rugby World Cup**

**21st & 22nd September – Stratford Town Centre Food Festival**

**1st - 31st October - Stratford Halloween Festival**

**8th November - The Boy in the Dress opens**

**6th – 8th December Victorian Christmas Market**

**Around the entertainment venues - [www.stratfordplay.co.uk](http://www.stratfordplay.co.uk), [www.everymancinema.com](http://www.everymancinema.com), [rsc.org.uk](http://rsc.org.uk), [www.picturehouses.com](http://www.picturehouses.com), [www.theattictheatre.co.uk](http://www.theattictheatre.co.uk)**