

Newsletter

January 2020

Proposed Car Parking Charges increase - Your Voice Counts

Stratford District Council are proposing to increase all off street parking charges by an average of 20% from this April. The increases aim to raise approximately £500,000 per year to help maintain services as their income drops over the next three to four years.

The BID has made representations to the Council that the increases represent a real and present threat to the economy of the town centre and individual businesses by creating a disincentive to customers to come and shop (or shop less frequently).

The charges, as proposed, mean that Warwickshire County Council will also have to increase their on-street charges to above the level of off-street parking. The net effect of these proposals will be to put Stratford-upon-Avon on a par with Worcester and Solihull, make Stratford more expensive than Leamington Spa and considerable more expensive than Redditch, The Maybird and The Leamington Shopping Park (which are free).



We need your thoughts and input asap to bring pressure to bear on the District Council. Attached is the agenda item that the Stratforward Board considered on Monday 20th January.

Please don't be silent about this. We will lobby hard to ensure business interests are represented.

Please send your thoughts, input and alternative ideas to info@stratforward.co.uk

We will ensure all views are passed to district. If you want to write to Cllr Ian Shenton direct (he's the portfolio holder), then please copy us in.

Contents

Page 1

Proposed car parking charge increase

Our events in 2020

Page 2

Ambassador Tours

Loan Radios

Sgt Simon Ryan moving on

Future Retail – digital futures

Dementia friendly Stratford

Page 3

Christmas trading

Meetings and groups

Page 4

Visitor info

What's on

Our Events in 2020



River Festival Forms

Application forms for trading on the River Festival are now available on our website. We're keen to encourage as many BID businesses as possible to enjoy the festival, so please talk to the team in the office if you're interested in trading. We've already had interest from five businesses who would be new to the Festival.

Sponsorship opportunities still exist for the biggest event in Stratford.

Please contact tor@stratforward.co.uk for further information



Food Festival

The Town Centre Food Festival takes place in September on 19th and 20th September. The festival will widen its appeal this year with a Town meets Country vibe and it will allow more of our BID businesses to get involved in the event.

Ambassador Tours



The fantastic Ambassador Tours are returning on the 11th, 18th, & 25th March. The Tours are designed to help staff of any BID business to discover all town has to offer. The tours take in town attractions, venues for coffee stops and lunch and is widely receives high satisfaction scores from attendees. Contact town-hosts@stratforward.co.uk to book yourself or a colleague onto the tours

Bardwatch

Loan Radios

The Office of the Police and Crime Commissioner (OPCC) has funded two loan radios that allow BID businesses to trial a retail radio to gauge its effectiveness. If you're interested, please contact the Town Hosts on townhosts@stratforward.co.uk.

Radio Users Meeting

The radio users meetings took place on Thursday 30th January. The meeting held at Cox's Yard, had a good turnout and the information sharing was hugely valuable.



Goodbye / Hello

At the end of January we're saying goodbye to Sgt Simon Ryan our town centre sergeant. He'll be missed and we wish him well in his new role... ..and a warm welcome to our new Town Centre Sergeant Rich Crowhurst.



Future Retail – digital futures

Warwickshire County Council and the Chamber of Commerce are funding digital training skills sessions for high street businesses. Run by Stories Marketing (the former owners of Aspire), the three sessions cover social media, experiential retail and the digital future of your business, the sessions promise to open up opportunities for businesses.

Dementia Friendly Stratford

The BID is committed to helping Stratford-upon-Avon become a dementia friendly town. The District Council is running a series of training sessions which we are supporting. Over half of us will know, or know of, someone with Dementia. These sessions are aimed at increasing awareness and to give you the tools to open up this potential market. The BID team will all be doing a session as well.



Save the dates: Session 1 on 2nd March and two session w/c 11th – 17th May

Please contact marie.darwin@stratford-dc.gov.uk to register your interest.

Christmas footfall and visitor numbers

National Picture

Springboard, one of the leading town data consultancies, have produced a report on the national Christmas & December Footfall patterns.

The headlines of the report were that footfall fell by -2.5% compared to 2018 (the same decline as in 2018). The long term trend of footfall is one of decline. However, Black Friday footfall rose for the first time in three years. In contrast to the footfall patterns of previous years, Footfall rose in the first two weeks – boosted by Black Friday.

In 2018, shoppers left it late to shop. In 2019, Black Friday provided the early start to shopping. 'Super Saturday' before Christmas did not deliver the boost to footfall expected. 23rd December was the busiest day outperforming the Saturday, Sunday, Christmas Eve and Black Friday. Footfall on the high street (nationally) fared much worse than shopping centres and retail parks.

Stratford upon Avon

Stratford-upon-Avon's town centre performance actually outperformed the national picture with a significant increase in footfall vs 2018. We are aware that footfall doesn't translate into spend, but the way Christmas fell, the impact of early sales in store, Black Friday and a busy Christmas to New Year all contributed towards a good December in terms of people. Black Friday looks like it's here to stay but is being adapted to a British market.

Your Business

Don't forget to let us know about your events or promotions so that we can help promote them to all BID members, BID Card Holders and the rest of Stratford.

Please send to info@stratforward.co.uk or tell one of the team.



Meetings and Groups

All meetings are held approximately every 2 months.

Hospitality Huddle: All hospitality businesses are welcome to attend. Please contact Flair or Tor if you would like information.

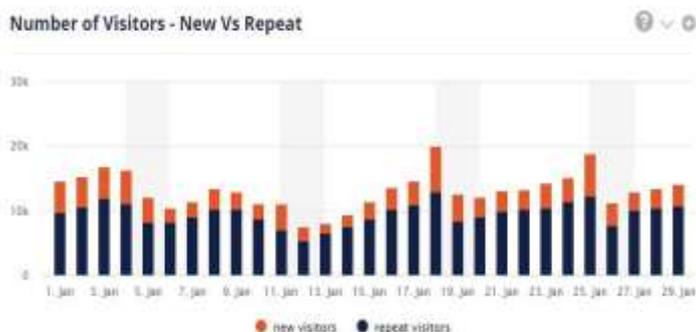
National Retailers Group: All National Retail businesses are welcome to attend. Please let Joe Baconnet know if you would like information.

Independent's group: We will be getting our independents together in February to share information, concerns and foster joint working between businesses. Please let Joe Baconnet know if you would like information or to join.

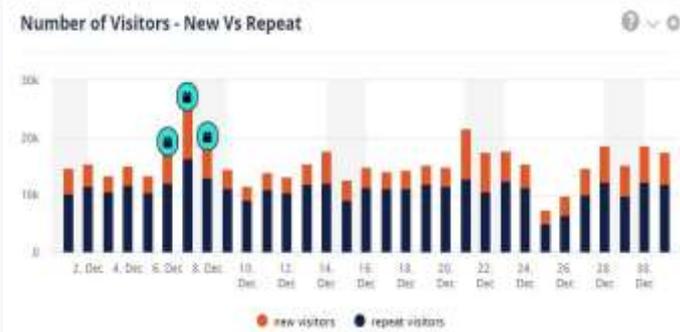
joseph@stratforward.co.uk , tor@stratforward.co.uk, Flair Gougoulia <flair.media doctor@gmail.com>

Visitor Numbers

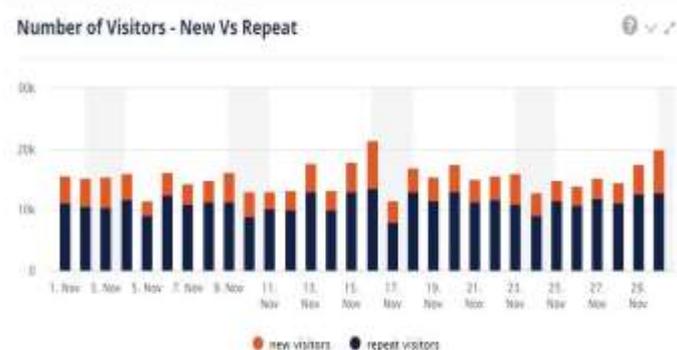
January to date



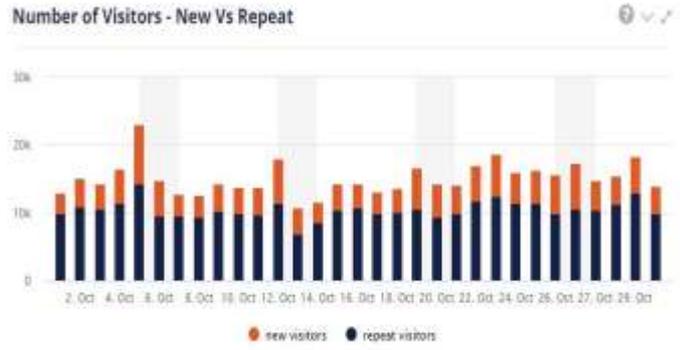
December



November



October



What's on

Friday and Saturday's - Rother Market

Sundays - Upmarket on Waterside

30 January - Comedy Club @ Stratford Playhouse

2 February - Kris Hardy @ Whitewall Galleries

13 February - [Gemini Charity Dress Event](#) at the Double Tree by Hilton

15 February - An Audience with Simon Reeve @ Stratford Playhouse

17th February - Random Acts of Kindness Day in Bell Court

29 February - Shazia Mirza @ Stratford Playhouse

Until 8 March - The Boy in the Dress at the RSC

Noon on 13 March - Closing date for alcohol tenders at the River Festival

Until 21 March - King John @ The RSC

27 March - Closing date for stall application at the River Festival

28 March - Detective Day in Stratford with Cluedupp

4 April - Dr John Cooper Clarke @ Stratford Playhouse

Until 23 May - A Museum in Baghdad @ The RSC