

Merry Christmas & a Happy New Year



The Team and Board of Stratforward want to wish all of our BID members a Merry Christmas and a Happy New Year.

We're hoping that we can all work together in 2019 to face the opportunities and challenges that the year will bring.

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BID Card updates



Don't forget to let us have any new offers and updates on current offers you would like to extend to BID card holders. We mail out all offers regularly to our card holders and it is a great way to get people through your door who are local to Stratford and likely to return.

Town Host

Our Town Host team has been out and about despite the plummeting temperatures, getting you all the information you need and passing on any feedback from our members. They've been distributing our Christmas brochure and are now preparing a new retail radio guide. The Hosts will also be supporting Shakespeare's England at national trade show Excursions 2019 in London in January. Give us your info to take.

HVM

As businesses may know, the Hostile Vehicle Mitigation (HVM) measures on Waterside were set to be implemented on October 29th but we are still awaiting official confirmation.

One impact of the HVM was the move of the Sunday market from Waterside to Bridge Street.

This move was facilitated early by Stratford District Council and Stratford Town Council on the first Sunday in October ahead of the HVM implementation.

We are keen to hear from businesses about the impact of this so we can pass this on as a priority.

Victorian Christmas Market

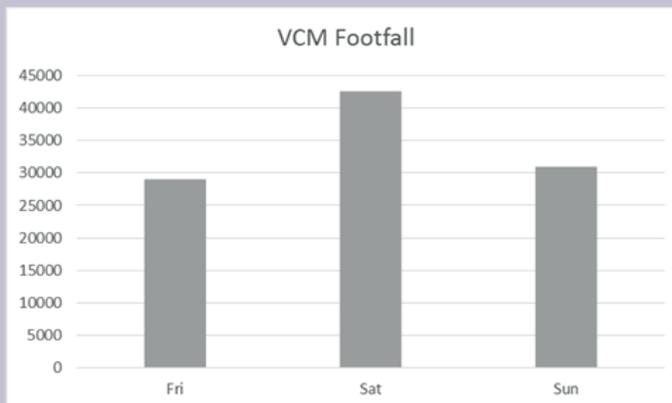


As part of our feedback to the organisers of the Town and District Councils, Stratforward will be sending out a survey to gather facts on the impact of the event on your business and to give you the opportunity to voice your opinions about the event.

This feedback will be fed into the organisers and will allow us to help shape the event going forward.

The event itself drew a lot of visitors to Stratford over the three days, but we understand the impact wasn't universally felt around town. Footfall over the three days was over 104,000 with a much larger proportion of new visitors to the town than Stratford previously saw during the winter months.

The survey will be distributed to businesses in the new year.



Waste Questionnaire

A big thank you to everyone who has returned the Waste Questionnaires so far. The results of this consultation will help the Stratforward team frame a tender document for waste companies.

The aim is to provide our members with a waste disposal service that is cheaper, offers better service and increased collections, and a reduce number of lorries on Stratford's streets. We know that whoever we choose will have to deal with businesses who have varying lengths remaining on their contract but ultimately this will provide a better deal for businesses across the town.

If you haven't yet completed your questionnaire there is still time. Please return it ASAP.



AGM

The Stratforward AGM will take place at 6pm on January 15th 2019, at The Everyman Cinema. Papers are with this newsletter and will include an update on the past year, as well as plans for the forthcoming year. We are also calling for nominations for directors to the Stratforward Board. The board meets a minimum of six times a year and acts as the primary consultative and advisory body on BID services. Its responsibilities include financial decisions, human resources, standards and compliance and strategic direction.

There are currently board member representatives from sectors across Stratford's business community but we have several vacancies. The vacancies are for:

- an Independent retailer
- a Large National retailers
- Large Employer
- Associate Member; &
- Attraction

Additionally, if you have a particular passion and would like to be involved in the BID but don't want to take up a Board position, then please let the office know. We have a large number of projects to deliver over the next five years that will require input from individuals with a range of skills and experience. Contact the office via email on info@stratforward.co.uk, via phone on 01789 292718 or pop in for more details.

Retail Radio Successes

The retail radio system is proving effective in helping keep Stratford's streets safer by identifying criminals. In a recent incident, a prolific shoplifter was stopped with more than £600 of stolen goods. The system's success lies in the partnership working between businesses, Warwickshire police, CCTV and Stratforward's Town Hosts. The retail radio allows us to communicate quickly and efficiently to identify and deter criminals from Stratford-upon-Avon. We expect this to be even more valuable in the run-up to Christmas, when traditionally we see a rise in professionals targeting Stratford for begging, the introduction of fake notes, and shoplifting. We are producing a new guide for our radio users which should be available in the new year.

Christmas windows

Congratulations to our Winners and Highly Commended entrants of the Christmas Window Competition. DR C P Grey on Chapel Street won the independent category, whilst Jo Malone won the national award. Daisy Chain on Chapel Street were highly commended and Coralie Keech of Daisy Chain said she was "absolutely thrilled" as they put so much effort into the display. Pragnell's also won a special award for the decoration of their building.

Well done to everyone and Merry Christmas.



Visitor Numbers



For more detailed information on footfall, please visit www.stratforward.co.uk/performance-indicators or call the office for more bespoke information.

RSC productions

A Christmas Carol
- until January 20th

Main RST Dark
- 21st Jan to 13th Feb

The Merry Wives of Windsor
- until 5th January

As You Like It
- 14th February until 31st August

Tartuffe
- until 23rd February

Timeon of Athens
- until 22nd Feb

Main RST Dark
- 21st Jan to 13th Feb

The Taming of The Shrew
- 6th March to 31st August

Key Dates

There is a list of national dates on the website. www.stratforward.co.uk

6pm Every first Wednesday of the month - informal business networking at El Greco

Every Friday and Saturday - Markets, Rother Market.

Every Sunday from 31st March - Upmarket on Bridge Street

January

7th January - Back to School

15th January 6pm - Stratforward AGM, Everyman Cinema

February

1st - 8th - National Apprenticeship Week

14th Feb - Valentines Day

Mon 18th - Fri 22nd - Half Term

21st Feb - Shrove Tuesday

March

1st March - St Davids Day

1st March - World Book Day

17th March - St Patricks Day

18th March - Mothering Sunday

25th March - British Summer Time

Social Media

Make sure you tag us in your tweets, facebook and instagram posts.

@stratforward /Stratforward /Stratforward

Contact us

Stratforward Business Improvement District Limited
First Floor, 10 - 11 Sheep Street,
Stratford-upon-Avon CV37 6EF
T: 01789 292718
info@stratforward.co.uk
www.stratforward.co.uk
Company Registration: 6924156

STRAT > FORWARD
BUSINESS IMPROVEMENT DISTRICT