

# STRAT > FORWARD

## BUSINESS IMPROVEMENT DISTRICT

# NEWSLETTER

Issue 16: 26 April 2017

## From Stonehaven to Stratford - Car Fan Travelling Miles for This Year's Festival of Motoring

Some serious miles are being racked up by visitors to this year's **Stratford Festival of Motoring** - but none more than Roger Key who will be driving an impressive 442 miles to take part in the event.

Mr Key and wife Margaret are travelling from Stonehaven in Scotland all the way to Stratford for the festival, which returns to the town on Sunday, April 30th and Monday, May 1st.

**That's the distance of at least two Grands Prix or 52 laps of the Circuit de la Sarthe, the famous venue of the Le Mans 24-hour race.**

Of the hundreds of participants bringing their petrol pride and joys to the festival, Mr Key is travelling the furthest in his MG TF. His journey is nearly 200 miles further than last year's 'furthest travelled' attendee Peter Darby, who drove 260 miles from Dumfries.

But for Mr Key, who has travelled to Mull and Shetland, Brittany and even Denmark in pursuit of his hobby, it's by no means the furthest he's gone.

The motor enthusiast and his wife, who is a fan of the bard's home town, have visited the area in previous years and decided to coincide this year's return trip with their first visit to the motor festival.

"It looks a super event and it's in a lovely part of the world," said Mr Key, who is secretary of the Aberdeen MG Owners Club. "We're looking forward to taking part in one of the runs and having a look around all the other cars." The Stratforward-organised Festival of Motoring is one of the highlights of the calendar in Stratford, attracting 60,000 visitors last year.

The 2017 event will follow the same successful formula as the past four years with organised runs into surrounding countryside followed by the spectacular sight of 300 cars parked up on the town centre streets on both days of the festival.

This year's event is sponsored by Listers, which will showcase its own state-of-the-art range, and the 2017 Featured Marque is the Jaguar, with Wood Street filled with cars from the iconic British brand.



The festival will also feature Audrey, the last remaining vintage mobile cinema, sponsored by local classic car hire company The Open Road and an array of petrolheads' dream cars on show by Auto Adrenalin.

From family-friendly activities to vintage

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cars, performance cars, American cars, and vehicles from across the world, as well as displays from the British Motor Museum, Coventry Transport Museum and Jaguar Land Rover, there will be plenty to impress petrolheads who travel from across the country to the festival.

For full details of the motor festival, visit <http://www.stratford.co.uk/events/stratford-festival-of-motoring>.

We look forward to seeing you there!



# LISTERS

is back as the sponsor of the Stratford Festival of Motoring - showcasing its own range as well as getting involved some of the festival's demonstrations.

This is the second year Listers has sponsored the event, supporting a major motoring event that brings tens of thousands of people to the town.

It will showcase its own state-of-the-art range, displaying cars from five dealerships on Waterside and Bridge Street. Cars from Audi, Honda, Lexus, Volkswagen and Toyota will all be on show, including a selection of new models such as the new Volkswagen Golf, Honda Civic, Toyota Yaris and new Lexus RX and RC.

Listers has also teamed up with Stratford College to offer a series of interactive demonstrations, providing a car that will be used to show how to change a wheel as well as basic car maintenance techniques. As well as all this, the company will have a dedicated Motability section in its stand opposite The Encore.

**A Listers spokeswoman said: "The Stratford Festival of Motoring event is a firm favourite in the Listers annual calendar of events, we are delighted to support the event again this year and look forward to displaying our very own unique brand of horsepower with an incredible range of Audi, Honda, Toyota, Lexus and Volkswagen cars on display on Bridge Street and the Waterside."**



Volkswagen



TOYOTA

## BID Businesses Getting Revved Up for Motor Festival



BID businesses are on board with this year's Stratford Festival of Motoring, laying on an array of activities to support the popular event.



The Shakespeare Birthplace Trust is running a 'Where's Will?' competition on Sunday, giving people the chance to win a year's pass if they spot a waxwork model of William Shakespeare sitting somewhere among the car displays.



Henley Street's Magic Alley has organised The Great Stratford Motor Festival Treasure Hunt, where people use a special 'key' to unlock clues across town.



There is a 'Chrome on Canvas' art exhibition at Whitewall Gallery in Sheep Street and neighbouring business Robert, Lunn & Lowth is running a festival raffle in aid of The Shakespeare Hospice.



On Monday evening, Stratford Picture House is hosting the Festival of Motoring Quiz in its cafe bar, giving teams the chance to pit their motoring wits against each other.



Enjoy Wacky Races at The Old Slaughterhouse from 1pm until 4pm. Free entry. Get creative using recycled materials and create your own Formula 1 masterpiece to zoom around in! For parents, the café is open as well!

:: Are you running a special event for the Festival of Motoring?

**Send us your pictures and some details and we'll include them in next week's newsletter.**



## Remember Road Closure for Motor Festival

Businesses are reminded that road closures will be in place for the Stratford Festival of Motoring this Sunday and Monday.

From 7am to 5.30pm on both days, the following roads will be closed: Henley Street, Wood Street, Meer Street, Bridge Street, Waterside, Sheep Street, High Street and Union Street.

All council and NCP car parks will be open at usual, including Rother Street, while visitors are being encouraged to use the 'Park and Stride' scheme, where people can park at DCS on Timothy's Bridge Road and walk into town along the canal.

The Park and Ride will also be operating, but only on Monday.

## Sonnets, Circus and Ceremony - Crowds Flock to Stratford For Shakespeare Birthday Celebrations

Crowds turned out to celebrate Shakespeare's 453rd birthday at the weekend, as Stratford filled with sonnets and ceremony to mark the special occasion.

The birthday celebrations started with a traditional **Birthday Parade through the town's streets on Saturday**, including the ceremonial handing over of the quill and unfurling of the birthday banner and flags along Bridge Street, High Street and Henley Street.

Crowds lined the streets to watch a procession of dignitaries and VIPs, brass bands, community groups and schoolchildren, with music provided by West Midlands Fire Service Band and Coventry And Warwickshire Rock Choir.

Spectators received 10,000 specially-made scrolls bearing some of Shakespeare's 154 sonnets with one lucky 'Golden Sonnet' among them.

On Henley Street The Shakespeare Birthplace Trust laid on Shakespeare's Circus featuring rope walks, hoolaHooping and juggling by professional entertainers from Fool's Paradise, with performances and workshops running all day outside Shakespeare's Birthplace.

Theatrical promenade performances were staged at Shakespeare's New Place and the annual Knights and Nymphs Children's Garden Party took place at Hall's Croft, while the RSC and other key Stratford organisations laid on events to celebrate the bard's birthday.



Photos courtesy of ITV

## Big Names Sharing Stories For Stratford Literary Festival

Stratford Literary Festival is underway, with top authors and speakers attracting literature fans to the town.



Mary Berry

The festival is celebrating its 10th anniversary by returning to its 2008 beginnings with the theme of 'Sharing Stories'.

It has its largest and most diverse programme yet, with speakers including Mary Berry, journalist Andrew Marr, historians and former politicians Lord Paddy Ashdown and Roy Hattersley, former Mayor of London Ken Livingstone and Beirut hostage Terry Waite.



Ken Livingstone

Poetry is also on the agenda and music makes an appearance, while masterclasses are also on offer and an extensive children's programme.

"The programme is packed to bursting," said founding director Annie Ashworth, "and we've tried hard to offer a wide variety of events to engage as many people as possible. I really hope though that people will give some events a try that they might not believe are for them. They might discover lovely surprises."



Lord Paddy Ashdown

Stratford Literary Festival runs until April 30th. Tickets are on sale at Box Office 01789 207100, or online at [www.stratfordartshouse.co.uk](http://www.stratfordartshouse.co.uk). A full programme is available at [www.stratlitfest.co.uk](http://www.stratlitfest.co.uk).



Andrew Marr



Terry Waite CBE

## Sponsorship Opportunities for Stratford Businesses at Brand New Festival

Businesses in Stratford are being given the chance to be part of an exciting new festival.

**The town's first ever folk festival takes place from June 2 to 4** with leading musicians from the area rubbing shoulders with national award winners and internationally acclaimed headline acts. There will also be music and craft workshops, storytellers and various craft stalls together with gourmet food and real ale.



More than 2,000 folk fans are expected to descend on Stratford ArtsHouse for the three-day festival which begins with a Friday night Ceilidh ahead of the main event on the Saturday and Sunday.

Nearly 20 bands and workshops will keep revellers entertained with Show of Hands headlining on Saturday and Cara Dillon topping the bill the following night. Among the other performers are BBC Radio 2 Folk Award winners Sam Kelly and Kathryn Roberts & Sean Lakeman.



Cara Dillon

Organisers have put together a number of sponsorship opportunities for businesses, ranging from securing the main sponsor's rights through to deals whereby companies can sponsor individual acts or even barrels of beer! Jenna Harvey, General Manager at Stratford ArtsHouse, said there was real excitement surrounding the event with top performers booked in over the weekend.

She said: "We are delighted to be hosting Stratford's first folk festival and hope that it will become a regular fixture in the town's calendar."

"The calibre of those performing has created plenty of interest and we're expecting the event to bring large numbers of people into Stratford. And with it being the first event of its kind, it's the perfect opportunity for businesses to get involved."

Companies interested in finding out more about the sponsorship opportunities should contact Jenna on 01789 207105 or email [jenna.harvey@stratfordartshouse.co.uk](mailto:jenna.harvey@stratfordartshouse.co.uk)

## Dates for your diary!

If you have an event you would like us to list here please email Sandi - [sandi@stratforward.co.uk](mailto:sandi@stratforward.co.uk)

### April

23rd - 30th Stratford Literary Festival  
30th & 1st May Stratford Festival of Motoring

### May

1st May Day  
4th Local Elections  
7th Stratford Marathon  
9th BID Members Networking Session  
13th Let it Glow Moonlit Walk  
8th & 21st Stratford Races  
27th FA Cup Final  
26th to 24th June Ramadan  
29th to 2nd July [Warwickshire 1/2 Term](#)  
29th Spring Bank Holiday

### June

2nd to 4th Stratford Folk Festival  
8th General Election  
9th, 10th & 20th Stratford Races  
17th Stratford Boat Club Regatta  
18th **Father's Day**  
18th to 25th Poetry Festival

### July

1st & 2nd River Festival  
21st to 4th Sept [Warwickshire School Summer Holidays](#)



30th April & 1st May 2017

[www.stratfordfestivalofmotoring.co.uk](http://www.stratfordfestivalofmotoring.co.uk)



1st & 2nd July 2017

[www.stratfordriverfestival.co.uk](http://www.stratfordriverfestival.co.uk)



23rd to 24th September 2017

[www.stratfordtowncentrefoodfestival.co.uk](http://www.stratfordtowncentrefoodfestival.co.uk)

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