



Stratford  
Town Trust

at the heart of our community

Annual Review 2020



## Welcome from our Chair

2020 will be remembered as probably the most difficult year in the Trust's 500-year history. The pandemic created a perfect storm where need increased yet our income declined. A decimated high street meant our rental yields were slashed. We had less funding to give but more residents to help. 2020 forced us to adapt the way we work and the way we give.

We launched our strategic plan to 2025 and it became clear we had to do more for less. Our talented team of Trustees and keen financial management enabled us to award emergency funding to charities through our Community Recharge Fund (see p10) and help mitigate much of our rental losses.

Local green spaces became very important in 2020 and we saw new visitors coming to Stratford for solace and respite. We're delighted to have begun work on the Riverside Project to protect and enhance the green corridor that runs along the Avon towards the town. Making sure our community can connect easily with nature is one of the Trust's core concerns. (see p19).

I'm very proud how this venerable charity adapted so well in the face of such adversity and would like to thank our Trustees, the STT team and our tireless CEO for their incredible hard work. Without them the Trust would not be in such a sustainable and positive position for 2021. Stratford, our membership and I owe them all a huge debt of gratitude. It's been an honour to work with them.

## Quentin Willson, Chair of Trustees



## Welcome from our CEO

Welcome to our Annual Review for 2020. This was a year like no other and whilst we cannot claim to be through the pandemic, it has been heartening to see many local groups and charities that we support delivering services once again. 2020 was a year of community cohesion and nothing exemplified this more than Stratford Support – a joint initiative between the Trust and Stratford-upon-Avon Town Council to support those most in need (see p4).

With so many people rediscovering simple pleasures, it was wonderful to see our outdoor spaces at Rowley Fields and The Lench Meadows being enjoyed. The renewed interest in growing your own produce meant that our allotment community were thriving (see p6-7).

In closing, I must thank my Town Trust colleagues for whom this has been a particularly challenging year with many placed on furlough or working from home. Together with our Trustees, they have shown great resilience and commitment throughout 2020, finding new ways to collaborate, demonstrate creativity, flexibility, and a determination to do the best for our town.

## Sara Aspley, Chief Executive



We are grateful for the support of our partners in 2020:



# Who we are

Stratford Town Trust was established in 2001, when The Guild and College Estates separated from Stratford-upon-Avon Town Council. Prior to that, our long history dates back to the 13th century. We are a registered charity and managed by a team of dedicated staff and Trustees.

Our charity and our assets exist to make Stratford a place that works for the benefit of our community. We are a Trust for everyone in the town and are committed to listening, connecting and supporting as many people as we can.

## Our grants

We usually award over £2million each year to support charities, organisations, projects, events, groups, clubs, schools and individuals across Stratford-upon-Avon to do incredible things for our community.

From small Fast Track grants of up to £1,500 to larger and multi-year grants, we fund, engage and empower people to realise their aspirations and make a difference. We prioritise our grants to maximise our impact in the town. Through Citizens Advice South Warwickshire, we provide small, one-off grants for such things as bedding, furniture, clothing, heating appliances and white goods including microwaves and fridges to those in need. We also distribute grants to all of Stratford's schools to support them with pastoral care.

## Our funding priorities for 2020 were:

- Improve health and wellbeing
- Positive activities for young people
- Reduce loneliness and social isolation
- Protect and support vulnerable communities
- Provide support in a crisis

## Our community

We usually run a wide range of community development activities and events throughout the year which aim to develop relationships and put us at the heart of our town to make sure we are responding to local need. 2020 has made this more challenging and we have had to find new ways to support our community.

Our community hub at Foundation House (p8) which exists as a place where the community can come together, had to close for part of the year due to national lockdowns and operated on a very limited basis when it was able to open for essential services.

We are custodians of the Guild Chapel (p8), provide 107 allotments (p6) and have planted a community orchard at Rowley Fields in 2020.

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# A year like no other

## FINDING NEW WAYS TO CONNECT OUR COMMUNITY

Like many other charities, we were adversely affected by the pandemic. Due to government restrictions, our offices were closed with fifty per cent of our staff furloughed and the remaining team working from home. This presented many challenges and required us to find new ways of working. This included utilising technology to connect with members as part of our first ever webinar where we presented a preview of our five-year strategy.

The closure of non-essential shops had a direct impact on our revenue from retail outlets which, in turn, affected the amount of funding we had available to distribute as grants. We were pleased to provide some emergency funding to key organisations and launched our Community Recharge Fund (see p10) in August. However, we were unable to carry out many of our planned activities and took a creative and practical approach to supporting our community in other ways.

### The show must go on

Live theatre was particularly affected by repeated lockdowns and social distancing measures but this did not stop local theatre company Tread the Boards from taking a creative approach to get performances out to the community. They responded to the many challenges they faced by performing a series of open air, socially distanced events across the region. In Stratford, these took place at Cox's Yard, Stratford Hospital, and Hodgson Green adjacent to the Ken Kennett Centre.

Our funding provided free tickets for the hour-long performance of *Wind in The Willows* to local residents including Orbit Housing residents and all tickets were snapped up!

Catherine Partridge, Programming Officer from Tread the Boards Theatre Company said: *"The arts has not faced such a challenging moment in modern history, making it all the more imperative we found a way to make it work. Bringing a fun, light-hearted show about friendship to local families and communities when escapism was not only desired but vital for our well-being and mental health was an absolute joy for all cast, crew and creatives."*

### Stratford Support

We worked in partnership with Stratford-upon-Avon Town Council to help deliver Stratford Support, a direct response to the Covid-19 pandemic, designed to be a one stop shop where people could offer their services as a volunteer, request support and find resources to help them. This initiative was also supported by Stratford-upon-Avon branch of Morrisons, VASA, Stratford Foodbank, Orbit Housing and Timebank. We know the practical support made a huge difference to many people and we received many positive comments including:

*"Thank you so much for your help in doing what you have done for my 94-year-old Mum, you have been fantastic and helped tremendously through this difficult time."*

Paul Hiatt on behalf of his Mother.

The success of the scheme demonstrates how the people of Stratford really pull together to support each other at a time of crisis.





## Official opening of our community orchard

To celebrate World Wildlife Day and as part of our ongoing commitment to biodiversity and in support of Stratford Town Council's pledge to meet carbon neutral targets, we held a tree planting ceremony to mark the official opening of a new community orchard, in partnership with the Friends of Rowley Fields.

The orchard at Rowley Fields features a variety of heritage fruit trees including apples, pears, damsons, cherries and plums. Working with local specialist The Heritage Fruit Tree Company, many of the varieties are native to Warwickshire and a mixture of early and late fruiting trees means the orchard should be appealing right through the summer months. There is also a space for community picnics and for local schools to use as an outdoor classroom.

## Advent trail

We were pleased to take part in the Advent Trail organised by the RSC. The aim of the living Advent calendar was to shine a light on local businesses and community groups during the festive season and create a magical route for local residents and visitors to explore. Our window featured Christmas trees in 7 Henley Street which brightened up an empty shop unit before the new tenant moved in.



## Free car parking at Rother Street

Between the end of April and beginning of July, we suspended all parking charges at our Rother Street car park to make essential visits to the town that little bit easier and support local businesses and key workers.

## Takeover Tuesdays

One small way of showing our appreciation for the brilliant work that local community groups and organisations continued to deliver during very challenging circumstances, was giving them a chance to take over our Twitter account for the day. Takeover Tuesday provided a platform for Lifespace, Warwickshire Pride and Myton Hospices among others.

## Pop up shops

Our endowed estate from which we derive our annual income includes 99 commercial properties of which around 50 are businesses based in the town centre. Many of our properties are historic buildings, often grade 1 or 2 listed, adding to the beauty of the town. Whilst town centres all over the UK have suffered this year, we have been relatively fortunate to have very few empty properties and have encouraged short term, flexible leases or "pop-ups" wherever we can. During the year we were delighted to be able to offer short term leases to The Shakespeare Distillery and House of Tweed, occupying two previously empty shops and adding to the retail mix.

## Yoga at Rowley Fields

Regular yoga sessions at Rowley Fields offered the chance to exercise outdoors when gyms and leisure centres were closed due to Covid-19 restrictions. It was a great way to connect mind and body surrounded by nature.





# Allotments

FRIENDSHIP AND TRANQUILITY



Photos: © Lucy Barriball 2020



Our allotments on Church Lane are an oasis of calm and provide a much-loved space for local residents to grow produce, chat and make friends. 2020 proved to be a time when, more than ever, we appreciated our outdoor spaces and opportunities to get closer to nature.

In 2020 we took steps to get any empty plots occupied and worked with current plot holders to develop the community by starting a newsletter, the first of which went out in December. A new Whatsapp group has been established and plans for 2021 include a seed swap box and participating in a local veg drop scheme.

81-year-old Rodney Lovegrove has held a plot here for six years and visits every day: *"It means I've got something to do that gives me absolute pleasure and satisfaction. It's a lovely community and you get to know everyone really well. I've made some very good friends here and it's been marvellous. I've loved it – it's a way of life for me."*

Vince Brosnan is one of the most long-standing plot holders and loves the peace and quiet found at the site. He has been coming on a regular basis for 25 years: *"In the evening it's incredibly peaceful and there's a real tranquillity. It's good exercise and as a vegetarian it's great to have lots of veg – it's a win-win situation."*

Local charity VASA who specialise in transporting passengers to hospital and GP appointments, as well offering groups and activities within the community, have an allotment and, during 2020, volunteers got together to turn it into a community plot. The idea behind it is to grow food as a group so the work can be shared and people who wouldn't otherwise have the time or space for growing food will have the opportunity to benefit from it. The food produced is shared between volunteers, with anything left over donated to local schools and community groups or sold to raise funds for VASA or reinvested into the allotment.

Janis Robinson, VASA Communities manager said: *"We now have a greenhouse in place and thanks to Isaac Alun-Jones (our lead volunteer) and several more keen green fingered volunteers, we are beginning to plant a variety of vegetables which will hopefully be of benefit within the local community. Our volunteers are enjoying the social side of running an allotment as well as the hard work they had to put in to prepare the soil. I am full of admiration and long may it continue!"*

The allotments currently have a two-year waiting list but if you would like to be added to the list, please email: [facilities@stratfordtowntrust.co.uk](mailto:facilities@stratfordtowntrust.co.uk)

Some of the feedback we've had from our allotmentees in 2020 include:

*"I'm a newbie to allotmenting. However, over the past few months the one thing that has kept me sane is being able to get my wellies on and take myself over to my plot. Whether I'm pottering or digging like a dervish, it's so therapeutic."* – Cat

*"This last year has been a god send having the allotment for physical and mental health reasons. Going to the allotment is a tranquil and peaceful environment for me and my family are really excited for this season."* – Anon

*"I only have a small town garden with no room to grow vegetables and fruit. My allotment is my happy place."*

– Isobel

*"I too only have a very small back garden designed with decking and slabs. No room for many vegetables. The allotment is not only a haven of peace, it is such a delight to be growing and eating homegrown vegetables and fruit. So good for mental health in these difficult times."*

– Irene



# Foundation House



Shutting the doors of Foundation House to the public and its licence holders in March when the country went into its first lockdown, was a very difficult moment for us in 2020. We were delighted to be awarded £105k by the Coronavirus Community Support Fund, distributed by the National Lottery Community Fund. The grant was key in helping us adapt our community hub in response to some of the issues created by the Covid-19 pandemic.

a community art project and a veg drop scheme that distributed surplus fruit and vegetables from our allotments, Tiddington allotments and Team Springboard, topped up with produce from Morrisons and distributed to Stratford-upon-Avon Foodbank.

Stratford Town Trust Chief Executive, Sara Aspley said: *“Since it opened in 2018, Foundation House has become a vital resource for many in our community. This funding allowed us to continue to provide a space that is welcoming and most importantly safe. It also enabled us to extend our licence agreements with our existing tenants, giving them the security to keep operating during a very difficult time.”*



It enabled a larger open-plan space to be created, ensuring groups can socially distance and a small garden to increase the health and wellbeing of its users. It also funded a Community Outreach Worker to connect the community through a variety of projects which were planned towards the end of the year, including

Foundation House is the permanent home of a number of local charities and community groups including Safeline, Men’s Shed, Welcombe Radio, Change Grow Live and Shakespeare Lions. To find out about booking a space at Foundation House, contact: [admin@foundationhouse.co.uk](mailto:admin@foundationhouse.co.uk)

# Guild Chapel

Our medieval Guild Chapel closed its doors to the public in March and at the time of writing has yet to reopen. The Chapel, a diminutive gem nestled at the very heart of the town means so much to the local community, as a place of solace and calm, to welcome the pupils of KES to their morning assembly and notably as housing some of the most important surviving examples of late medieval wall paintings.

Tim Raistrick, Chair of the Friends of the Guild Chapel said: *“We were delighted to fund this improvement to the organ which will practically assist with the access to conserve the wall paintings and increase the enjoyment of recitals now the organist can be seen. I would encourage anyone who cares for this wonderful building to join the Friends to help with future projects that enhance it.”* Find out more by visiting: [www.stratfordguildchapel-friends.org.uk](http://www.stratfordguildchapel-friends.org.uk)

Throughout, our doughty team of volunteers have remained connected through zoom meetings, online lectures, and research. They are keen to welcome the public back, to share the stories of this special place and we look forward to seeing them and you in the chapel soon.

Looking forwards, 2021 will be a special year for the Guild Chapel where we will be celebrating the life of Hugh Clopton with a specially commissioned virtual trail funded by the National Lottery Heritage Fund and the announcement of our next phase of conservation “Death Reawakened”. Both have been made possible by our special relationship with the Centre for the study of Christianity and Culture at the University of York.

With the doors closed we have used the time to make necessary repairs and have been working closely with The Friends of the Guild Chapel who generously funded some work to improve the organ.

If you are interested in becoming a volunteer, contact: [guildchapelcoordinator@stratfordtowntrust.co.uk](mailto:guildchapelcoordinator@stratfordtowntrust.co.uk)





# Live grantmaking at our AGM

At our AGM this year, we were pleased to feature a live grantmaking session for the first time. This gave our members the chance to decide how to allocate funding to three local groups who deliver work that is essential for the health and wellbeing of our community and make a significant positive impact on the lives of the people they work with. They pitched their application via video presentations, leaving members with the difficult decision of who to vote for.

Warwickshire Vision Support gained the most votes and were awarded £5,000. Louise Jelley, Fundraising and Senior Vision Support Officer tells us about the experience of taking part: *“The Covid-19 pandemic changed the way we worked overnight and we were flung into a new era of service provision and fundraising. As a charity with a great team of staff and volunteers, we met the challenge head on and within three weeks of lockdown had contacted over 3000 of our service users to establish if their welfare needs were being met. Our new Telephone Befriending Service provided essential company and conversation for so many visually impaired people at a time of extreme loneliness and isolation.*

*The funding provided by Stratford Town Trust means that we have security to commit to running all of our services for the foreseeable future for which we are very grateful.”*

One of the people to benefit from this service was Winifred Clarke: *“Lockdown made me feel as if I had lost my independence and I was unable to get respite from caring for my husband. We are both 79. I stopped socialising so the weekly calls made such a difference to me. Anna was a stranger to me and yet now I would love to meet her, I feel as if I know her so well. The conversations have been so interesting and uplifting and have broadened my horizons.”*

Sunnyside Up and Kate’s Storytree came joint second and were both awarded £2,250.

## Sunnyside Up

*“Zoom enabled us to keep most of our groups going throughout the pandemic – ukulele, writing, meditation, book club, Coffee & Chat, drumming, social get-togethers and quizzes. Almost all our members proved remarkably adept at dealing with the vagaries of the platform!*

*The award from Stratford Town Trust enabled us to keep going in the absence of any income during the pandemic and supported Tea at Three, an afternoon online tea party for older people who are unable to leave their homes for whatever reason – ill health, lack of mobility, disinclination. This provided perfect companionship for those rainy, colder days at that time of year.”*

## Kate’s Storytree

*“Being a part of the live grant making process was a wonderful experience for me to creatively express the work that I do and showcase my project idea. Delivering the idea through visual images and spoken word takes the project from the page and turns it into a body of work with meaning and feeling. This is exactly what the project is about – working with people through human connection and feeling.”*





# Grantmaking

## COMMUNITY RECHARGE FUND AND COVID-19 EMERGENCY RESPONSE FUND

We awarded £162,258 to local good causes through our Community Recharge Fund and Covid-19 Emergency Response Fund. These funds were created in response to the many challenges faced by voluntary and community groups as a result of Covid-19. The awards aimed to support them with emergency funding and to enable them to look forward and build their skills, capacity and resilience.

### Refuge – Amount awarded: £5,000

Reports of domestic abuse increased significantly in the last year, in what the UN has called the “shadow pandemic”. Since March 2020, Refuge’s National Domestic Abuse Helpline saw a record increase in calls and contacts from women, their loved ones, and professionals in the sector.

Despite challenges, Refuge kept the doors to all of its services open throughout the pandemic. Staff at the Stratford refuge went above and beyond so that the women and children staying in the refuge were safe and comfortable throughout all lockdowns. They made sure that the women and children had fresh food and provisions and continued to provide vital practical and emotional support to women recovering from abuse with one-to-one sessions held remotely by phone. Wi-Fi in the refuge was upgraded so that residents could easily stay in touch with friends and family. The children’s worker put together packs of games, arts and craft materials and educational resources when schools closed. The refuge purchased bikes for the children, as well as laptops, tablets and kindles, which were invaluable for home schooling and meant that the children were able to attend classes virtually and access their homework.

Amelia\* had fled to our Stratford refuge with her children during lockdown to escape her abusive husband:

***“I fled an abusive relationship which had been hell on earth, but there was a normality in that abuse and it was only when it got worse and my children were obviously suffering that I had to flee. The thought of a refuge and the unknown was at times even more frightening, but I plucked up courage and left.***

***“I was met by warm and friendly staff who understood what we had been through; they were able to provide my children and I with support and guidance with housing, counselling and support with my court cases. I cannot thank them enough for helping me to turn this nightmare around and give me the confidence to start again and rebuild my children’s and my life again.”***

\*name changed to protect identity

### Domestic Abuse Counselling Service (DACS) – Amount awarded: £5,000

DACS moved their services online during the pandemic, aware of the strain victims were under during the lengthy lockdowns with some victims being trapped at home with their children in desperate need of parenting support/skills and some suffering abusive ‘child share’ handover issues.

Telephone and webcam sessions were very well attended with greatly reduced cancellations, as sessions were more flexible, being offered outside of office hours. They provided approximately twenty sessions to victims and some of the main issues were isolation, depression, burnout, feelings of not being able to cope emotionally, with parenting/home schooling and finances. Reduced family/friends support during lockdown, especially for those caring for a child with special needs, also had an impact. There was an increase in older people calling for help, affected by lack of family support, isolation and relationship strain and there was also an increase in male victims across Warwickshire.

For the first time, DACS conducted socially distanced home visits to drop off play kits and workshop toolkits and some staff gave their old laptops, iPads etc. to help victims and children connect with their children’s therapist and parent support counsellors.





### Escape Arts – Amount awarded: £20,000

Escape Arts had to put their creativity to the test when they switched their programme of arts activity online. With digital food demonstrations, an online choir, weekly wellbeing tips and community projects including VE and VJ celebrations amongst other things, they helped to keep people connected, supported, positive and well throughout the pandemic.

Karen Williams, Chief Executive Officer at Escape Arts said: ***“All of our work derives from our participants so the first thing we did when the pandemic struck was talk to them to find out their needs and concerns. For us, it has been a year of innovation and growth; a digital explosion of new services, all helping us maintain communication, mental health support, digital reach and delivery.”***

An example of this was Spiralwaves, their first lockdown creative arts project which resulted in over 500 spirals being created across Warwickshire by people of all ages, using all sorts of media and found objects.

They also brought the community together for Remembrance Day through the creation of 3000 poppies which were displayed in the window of the empty Debenhams unit. As part of the ONE:



Be Creative project, pamphlets were distributed through local organisations supporting vulnerable and shielded communities, including P3, St Basil’s Hostel, Shakespeare Hospice, Warwickshire Young Carers and WCAVA. Participants have remarked how valuable they found the activities:

***“You made me feel like someone cares.”***

***“The team and the projects have helped me deal with what at times was a very difficult lockdown period for me personally.”***

### Citizens Advice South Warwickshire

#### – Amount awarded: £5,000

Citizens Advice South Warwickshire offer free, confidential, impartial and independent advice and during 2020 they found demand for their services increased. The number of people claiming Universal Credit in Stratford-upon-Avon and Warwick districts has risen by 106% and 127% respectively since the pandemic began. During July–September 2020, CASW saw 175 clients with 612 issues in Stratford Town. That’s an average of 3.5 issues per client. The largest enquiry area was benefits and tax credits, closely followed by employment issues around redundancy or furlough.

Beth Nicholson, Marketing and Development Manager at Citizens Advice South Warwickshire said: ***“Funding from Stratford Town Trust enabled us to meet some of the challenges we faced by having to work remotely, keep up to date with changing legislation and meet increased demand for our services.”***





# Grantmaking

## AMOUNT AWARDED TO THE ROYAL SHAKESPEARE COMPANY: £20,000

As a result of closure of the RSC's theatres on 16 March 2020 (which remain closed) and the resulting severe financial impact of the pandemic, we awarded funding for the Art Warming project from our Community Recharge Fund. Alongside sponsorship from Bell Court, it enabled the RSC to pilot community activity in Stratford-upon-Avon.

Laura Weale, Senior Grants Manager at the RSC told us more about the project: *"The funding meant we could test new ways of working to develop bespoke projects with and for communities who have not historically engaged with our work. The learnings and evaluation from this project will inform our renewed focus on placemaking locally, with an emphasis outside of our buildings and increased energy on spaces in Stratford town, and our plans for how we can inspire new audiences."*

In April 2021, as Stratford-upon-Avon began to re-open, the RSC invited local people to reconnect with one another via their Art Warming project, inspired by the themes of kindness and creativity. *"We wanted to remember the small things that have seen us through a difficult year and to create this into a joyful celebration in Stratford town centre."*

The team took over a disused shop in Bell Court Shopping Centre to transform it into 'The Kindness Shop'. Working with West Midlands artist Saadia Hipkiss and local volunteers, members of the public were invited to take part in free creative activities, including colourful mandalas (large circular artworks featuring geometric patterns) and painting rocks, taking inspiration from the Kindness Rock Project. Over 600 rocks were painted over the three weeks and distributed across Stratford. Visitors also recorded their audio messages of compassion and inspiration, which were played in Bell Court as part of a soundscape on Saturday 24 April to celebrate the final day of the Art Warming project and to coincide with Shakespeare's Birthday.

Three local volunteers worked closely with the RSC's Creative Placemaking and Public Programmes team, as 'Kind Rockers'.



One of the volunteers shared their feedback of the project: *"Helping out at the Kindness Shop last week was absolutely brilliant – I loved it and just wanted to say a big 'thank you' to everyone for their support and making me feel part of the team. The experience has really inspired me to see a new way forward, to seek a role in the community helping others, supporting education and spreading positive messages."*

Positive feedback from participants included:

*"It was a welcoming experience and very thought provoking."*

*"Very welcoming and a calm and inclusive space to be creative."*

*"A really lovely idea, the children loved getting involved and it got them thinking about who has shown them kindness and how they show kindness too."*

*"Absolutely wonderful. Spontaneous creativity and conversation. Very much appreciated. My children loved painting their stones and it was a wonderful addition to our day."*







## AMOUNT AWARDED TO THE ORCHESTRA OF THE SWAN: £12,000

We supported Orchestra of the Swan at a crucial time during the Covid-19 pandemic, match funding contributions from the Arts Council Cultural Recovery Fund, Stratford District Council and others towards organisational core costs, ensuring they were able to continue to deliver key digital activity to the Stratford community during lockdown and to keep their players safe with new equipment such as lightweight music stands, separation screens and acoustic shields that can be easily sanitised and efficiently stored.

Debbie Jagla, Managing Director of OoTS said: *“Overall, our experience of the last year has been a positive one, where we have grown as an organisation, learnt valuable digital skills, developed new partnerships and cemented our position within our regional communities. A big thank you to the Town Trust for helping to make this possible.”*

The funding led to a boost to the orchestra’s digital marketing capacity through online advertising to increase sales and provide access to a series of digital concerts, recordings, education videos and videos for people living with dementia. A series of five featuring players from Orchestra of the Swan playing a number of classical favourites were produced, with downloadable song sheets and guidance notes for interactive sessions. Each session was structured to encourage conversation with family or carers. They provide a relaxed and friendly musical experience for everyone, but especially for those living with dementia. These were particularly important through lockdown where many people in care homes were unable to receive visitors.



An Orchestra of the Swan player said: *“Music has such a powerful role in supporting people at whatever stage of their dementia journey. It is such an amazing experience to see people come alive with the music; join in, tap their feet, sing along and really get involved with the sessions.”*





# Fred Winter Centre

## PREVENTING HOMELESSNESS THROUGH PARTNERSHIP

The Fred Winter Centre on Guild Street is set to become Stratford's one stop shop for those facing issues around homelessness, unemployment or hardship. We awarded £185,000 over three years to provide a Centre Manager for the project and support the capital programme to turn an empty department store into a multi-disciplinary community hub. This included funding for a music room and rehearsal space for use by the whole community.

The centre tackles hardship by providing a range of services to help people improve their health and wellbeing, overcome financial problems, secure job opportunities and sustain tenancies in local affordable homes. The Fred Winter Centre also provides access to self-contained affordable apartments within the same building. A community cafe and bakery will create onsite training and employment.

It is supported by many charities, businesses and public bodies, and is managed by an experienced housing association, Spring Housing. All in one building, these partners and providers have come together to offer help and advice and provide affordable new homes.

Dominic Bradley, Group Chief Executive of Spring Housing Association, said: ***"The Fred Winter Centre is a genuine partnership from the public, private and third sector coming together and having a shared vision that is truly focused on alleviating poverty and homelessness in the town. Our number one aim was people's long-term success and homelessness prevention, not***

***just helping those with crisis led interventions. People who have experienced homelessness were consulted and have helped co-design the space and the services that will be in the centre.***

***"The most exciting thing for all of us involved has been the support of the people from the town. We had 100-plus people at the information sessions prior to the planning application and the fact we didn't receive a single objection during the planning process shows us what an amazing community we have here in Stratford.***

***"Stratford Town Trust has been a great partner not just with much needed financial resources but with bringing partners and the public to be part of a service that will help people that most need it."***

Another service which will be based at the new centre is Springfield Mind, whose mission is to promote wellbeing and prevent mental health problems in Warwickshire and Worcestershire.

Jan Dugdale, Chief Executive of Springfield Mind said: ***"Springfield Mind were delighted to be invited to be part of the Fred Winter Centre. It will offer an opportunity for us to work with partners and enable a truly person-centred, collaborative approach to support individuals to achieve long term success, personal mental health and wellbeing. The town centre location will provide an opportunity to improve accessibility to our wellbeing hub to those that most need it."***

Services move into the Fred Winter Centre in autumn 2021.



# YEAR IN NUMBERS

## WE AWARDED 103 DISCRETIONARY GRANTS IN 2020 IN SUPPORT OF OUR PRIORITIES



### POSITIVE ACTIVITIES FOR YOUNG PEOPLE

We awarded  
**£192,205**  
to support  
**27** charities and groups



### HEALTH AND WELLBEING

We awarded  
**£331,455**  
to support  
**28** charities and groups



### PROTECTING VULNERABLE COMMUNITIES

We awarded  
**£70,825**  
to support  
**2** charities and groups



### SUPPORT IN A TIME OF CRISIS

We awarded  
**£105,000**  
to support  
**39** charities and groups



### REDUCING LONELINESS AND ISOLATION

We awarded  
**£20,020**  
to support  
**7** charities and groups

*\*these amounts do not reflect re-paid and cancelled grants.*

## WE ARE PROUD TO HAVE SUPPORTED THE FOLLOWING GROUPS AND ORGANISATIONS IN 2020

1st Shottery Scout Group  
Accessible Stratford  
Act on Energy  
Alveston Villagers' Association  
Citizens Advice South Warwickshire  
Cruse Bereavement Care Coventry and Warwickshire  
Domestic Abuse Counselling Services (DACS)  
Entrust  
Escape: Community Art in Action  
Home-start South Warwickshire  
Ileap  
Kate's Story Tree  
Leamington Brakes Junior Football Club  
Lifespace Trust  
Myton Hospice  
New Hope Counselling  
Orchestra of the Swan  
Refuge  
Royal Shakespeare Company  
Safeline  
Soroptimist International of Stratford  
Spring Housing Association  
Stratford Churches Together  
Stratford Playhouse  
Stratford Time Bank  
Stratford-upon-Avon Chess Club  
Stratford-upon-Avon Chamber Music Society  
Stratford-upon-Avon Cricket Club  
Stroke Association  
Stratford-upon-Avon Support Group  
Sunny Side Up  
The Bear Pit  
The Parenting Project  
The Shakespeare Hospice  
Vasa  
Warwickshire Pride  
Warwickshire Vision Support  
Welcombe Radio – Stratford-upon-Avon  
Young People First

**Schools**  
Alcester Grammar School  
Alveston C of E Primary School  
Bishopton Primary School  
Bridgetown Primary School  
Holy Trinity C of E Primary School  
Shottery St Andrew's C of E Primary School  
St Benedict's Catholic High School  
St Gregory's Catholic Primary School  
Stratford-upon-Avon College  
Stratford-upon-Avon Grammar School For Girls  
Stratford-upon-Avon Primary School  
Stratford-upon-Avon School  
Thomas Jolyffe Primary School  
Welcombe Hills School  
Wilmcote Primary School



# Financials

## STRATFORD-UPON-AVON TOWN TRUST

### UNAUDITED CONSOLIDATED GROUP STATEMENT OF FINANCIAL ACTIVITIES incorporating an income and expenditure account for the year ended 31 December 2020

	Unrestricted funds	Permanent endowment funds	Total funds	Unrestricted funds	Permanent endowment funds	Total funds
	2020	2020	2020	2019	2019	2019
	£	£	£	£	£	£
<b>Income from:</b>						
Donations and legacies*	59,415	–	59,415	7,714	–	7,714
Investment income	3,073,701	–	3,073,701	3,578,983	–	3,578,983
Charitable Activities	250	–	250	7,322	–	7,322
Other income	2,340	–	2,340	9,149	–	9,149
<b>Total Income</b>	<b>3,135,706</b>	<b>–</b>	<b>3,135,706</b>	<b>3,603,168</b>	<b>–</b>	<b>3,603,168</b>
<b>Expenditure on:</b>						
Raising funds	1,427,006	–	1,427,006	1,104,276	–	1,104,276
Charitable activities**	1,706,344	–	1,706,344	2,386,950	–	2,386,950
<b>Total expenditure</b>	<b>3,133,350</b>	<b>–</b>	<b>3,133,350</b>	<b>3,491,226</b>	<b>–</b>	<b>3,491,226</b>
<b>(Losses)/net gains on investments</b>	<b>36,545</b>	<b>(3,251,920)</b>	<b>(3,215,375)</b>	<b>222,638</b>	<b>1,211,659</b>	<b>1,434,297</b>
<b>Net income and expenditure</b>	<b>38,901</b>	<b>(3,251,920)</b>	<b>(3,213,019)</b>	<b>334,580</b>	<b>1,211,659</b>	<b>1,546,239</b>
<b>Other recognised gains and losses</b>						
Actuarial losses on defined benefit pension schemes	(362,000)	–	(362,000)	(193,000)	–	(193,000)
<b>Net movement in funds</b>	<b>(323,099)</b>	<b>(3,251,920)</b>	<b>(3,575,019)</b>	<b>141,580</b>	<b>1,211,659</b>	<b>1,353,239</b>
<b>Reconciliation of funds</b>						
Total funds brought forward	3,605,505	57,007,911	60,613,416	3,463,925	55,796,252	59,260,177
<b>Total funds carried forward</b>	<b>3,282,406</b>	<b>53,755,991</b>	<b>57,038,397</b>	<b>3,605,505</b>	<b>57,007,911</b>	<b>60,613,416</b>

The statement of financial activities includes all gains and losses in the year.  
All incoming resources and resources expended derive from continuing activities.

\* Includes restricted funds income of £37,029 (2019: £nil) received from Lottery Community Fund emergency Covid-19 Funding

\*\* Includes restricted funds cost of £37,029 (2019: £nil) funded by the above grant



# Financials

## STRATFORD-UPON-AVON TOWN TRUST

UNAUDITED BALANCE SHEET As at 31 December 2020

	Group	
	2020	2019
	£	£
<b>Fixed assets</b>		
Tangible fixed assets	1,676,781	1,756,802
Investments	56,680,971	59,896,415
	<u>58,357,752</u>	<u>61,653,217</u>
<b>Current assets</b>		
Debtors	484,761	368,645
Cash at bank and in hand	2,702,938	1,595,849
	<u>3,187,699</u>	<u>1,964,494</u>
<b>Current liabilities</b>		
Creditors: amounts falling due within one year	(3,017,8720)	(2,671,295)
<b>Net current liabilities</b>	<u>169,827</u>	<u>(706,801)</u>
<b>Total assets less current liabilities</b>	<u>58,527,579</u>	<u>60,946,416</u>
Creditors: amounts falling due after one year	(818,182)	-
Defined benefit pension scheme liability	(671,000)	(333,000)
<b>Net assets including pension liability</b>	<u>57,038,397</u>	<u>60,613,416</u>
<b>Funds</b>		
<b>Capital funds</b>		
Endowment Funds	53,755,991	57,007,911
<b>Income funds</b>		
<b>Unrestricted funds</b>		
General fund	2,525,631	2,385,763
Designated fund	1,294,053	1,407,918
Other charitable funds (College & Guild)	133,722	144,824
Pension reserve	(671,000)	(333,000)
<b>Total funds</b>	<u>57,038,397</u>	<u>60,613,416</u>

The consolidated group statement of financial activities and balance sheet have been extracted from the audited Stratford-upon-Avon Town Trust annual report and accounts for the year ending 31 December 2020. A copy of these accounts can be downloaded from [www.stratfordtowntrust.co.uk/about/annual-report](http://www.stratfordtowntrust.co.uk/about/annual-report) or a hard copy can be requested from 14 Rother Street, Stratford-upon-Avon, CV37 6LU. Tel: 01789 207111 Email: [admin@stratfordtowntrust.co.uk](mailto:admin@stratfordtowntrust.co.uk)

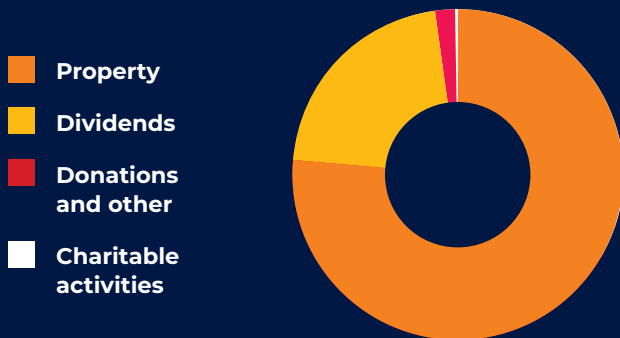


# Financials

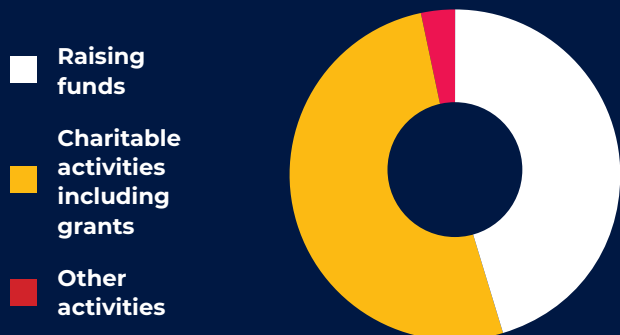
## STRATFORD-UPON-AVON TOWN TRUST

	Total funds 2020 £
<b>Income from:</b>	
Donations (Guild Chapel)	59,415
Investment income	3,073,701
Charitable Activities	250
Other income	2,340
<b>Total Income</b>	<u>3,135,706</u>

<b>Investment income</b>	
Property income	2,397,887
Dividends receivable	675,814
	<u>3,073,701</u>



<b>Expenditure on raising funds</b>	
Investment Fund Managers' Fees	83,807
Property expenses	1,173,262
Support costs	169,937
	<u>1,427,006</u>



	Total funds 2020 £
<b>Expenditure on charitable activities</b>	
<b>Grant Making</b>	
Discretionary Grants	707,281
Foundation House	191,414
<b>Non-Discretionary Grants</b>	
King Edward VI School	347,515
Almshouses Maintenance	44,763
Holy Trinity Church	7,000
Grant Making Support Costs	256,013
	<u>1,553,986</u>

<b>Play House</b>	
Direct venue costs	47,288
Support costs	2,936
	<u>50,224</u>

<b>Other activities</b>	
Bandstand	2,444
800th Anniversary Fountain	2,714
Guild Chapel	57,611
Support Costs	39,365
	<u>102,134</u>
<b>Total</b>	<u>1,706,344</u>



# Looking to the future

## OUR FOCUS FOR THE COMING YEAR

### Strategic Plan

January 2021 marks the official start of our five-year plan. When we set our direction for the future, we started by looking back over the last three years, a period when the Trust set out to connect with the local community and in doing so attracted applications from a wider and more diverse set of charities and voluntary organisations. In preparing to write this next phase of our strategy, we started by asking everyone in the town what they thought our priorities should be for the next five years. In all we heard from over 1500 local people and, with help from MBA students at Warwick Business School, have a robust and researched plan that will guide us towards our vision to create a connected and vibrant community.

The results have led us to focusing our grants towards supporting young people and those in our community who are isolated or vulnerable. The Trust will also focus on its role as place maker

as you told us that the town was losing relevance for residents both as a place to shop but also as a place to just be. With all of that in mind, this strategic plan advocates caution and builds on the success of the last three years. Through our grantmaking, we will create opportunities and places for people to come together. We will prioritise our green spaces for health and wellbeing benefits and support the climate agenda. We will continue our commitment to making a connection with everyone who lives, works, or studies in the town, and build our relationships with partners and the community to create a stronger sense of place and play our part in the economic recovery. We will continue to recognise the value and promote the historic buildings in our portfolio; and ensure that our other assets like the bandstand and the Guild Chapel are working to support the recovery of the town.

### Guild Chapel

Thanks to the generous support of the Culture Recovery Fund for Heritage\*, we have recently been able to carry out some essential repairs to the Chapel and have upgraded the Wi-Fi capability meaning that when we open the doors to the public, visitors will have the chance to explore the rich history of the Guild Chapel and Hugh Clopton, the man behind many of Stratford's notable landmarks, through access to digital content. Building on our partnership with the University of York and with generous funding by The Pilgrim Trust, we are delighted to launch our second phase of conservation with a project entitled Death Revealed. Through exploratory conservation work we will learn more about the medieval wall paintings that rest behind the 20th century wooden panelling in the nave.

\*The Culture Recovery Fund is being delivered by The National Lottery Heritage Fund and Historic England, using funds provided by the Department for Digital, Culture, Media and Sport.

### Riverside

Stratford Riverside project aims to create a green corridor adjacent to the river and has been made possible by funding from Coventry and Warwickshire Local Enterprise Partnership. The Trust are custodians of a part of The Lench Meadows, and we are working with Stratford District Council as the other landholder to deliver a Local Nature Reserve. This will give long term protection to the habitats across the site, including two important flood meadows, restoration of the reed bed and opening up the existing ponds that have become clogged over the last twenty years. Access for everyone will be improved through the installation of a new bridge and an accessible pathway that will give everyone the opportunity to get closer to nature.

### Young People

Focusing on our commitment to young people we will be working with national organisation, Leaders Unlocked, and local charity, Lifespace, to enable young people and underrepresented groups to have a stronger voice on the issues that affect their lives and shape decision making for the better.

### Rowley Fields

Rowley Fields have been a lifeline for so many in the last 18 months with lots of Stratford residents discovering this green space on their doorstep for the first time. Local schools have enjoyed the play area for their sports days and thanks to Table Tennis England you can now enjoy a game of ping pong in the play area. Our Community Orchard, planted with 40 fruit trees of heritage varieties, continues to thrive and as well as our commitment to a simpler mowing regime to help the bees and butterflies, we are committed to finding other ways to formally protect these fields for the health and wellbeing of generations to come.





Stratford  
Town Trust

at the heart of our community

# Better Together



**18+ and live in Stratford town?**

Now is the perfect time to join us!  
Make a difference and help us create  
a vibrant and connected community.

It's free and only takes a minute...find out more  
about becoming a member on our website:

[www.stratfordtowntrust.co.uk/joinus](http://www.stratfordtowntrust.co.uk/joinus)