



Aims of the Stratford River Festival 2012

On Saturday 30 June and Sunday 1st July the banks of the Avon will again be home to this unique festival, bringing together boaters and the local community to enjoy a feast of river and land based entertainment.

There will be something for everyone with a full programme, based on the recreation ground, using the bandstand area and a pontoon stage moored alongside. Throughout the day there will be land and water based activity, a whole host of stalls, market traders and a family zone with interactive education and entertainment.

Working with the Inland Waterways Association (Warwickshire Branch), the Avon Navigation Trust, the Stratford & Warwick Waterways Trust, the Stratford-upon-Avon Canal Society, Bancroft Cruisers, Stratford Marina and Avon Boating, StratForward will build on the success of the three previous festivals, and enhance and enlarge the visitor experience.

The aims of the festival are:

- **To maintain the profile of Stratford as a premier destination, encouraging visitors to visit more frequently, and stay longer on each visit.**
- **To build on the success of previous Festivals, and to develop a nationally recognised Festival to add to the diary of events for Stratford-upon-Avon.**
- **To provide a platform for local groups, clubs, charities and youth organisations to engage in community activities and to raise the profile of their work.**
- **To promote the River Avon and the benefit it brings to both the local community and visitors from further afield and to recognise the banks of the Avon as a popular destination for visitors to Stratford.**
- **To highlight the importance of maintaining and improving the existing navigation, and the benefits of extending that navigation to Warwick and the Grand Union Canal.**
- **To work with local waterways partners, local organisations and businesses to enhance this Festival year on year, in preparation for the 2014 celebrations to mark, the 40th anniversary of re-opening the Avon Navigation to Stratford, the 50th anniversary of re-opening the Stratford-on-Avon Canal and the 100th anniversary of the birth of Robert Aickman (co-founder of the Inland Waterways Association). This promises to be a significant local and national event.**