

# Christmas Lights Switch On

## Thursday 14th November 2019

Our Bury St Edmunds will launch the Christmas shopping season with festive fun at the annual Christmas Lights Switch On. This event always brings big crowds into Bury St Edmunds and starts at 3.00pm with choirs from local schools and the entertainment continues through to 8.00pm.

For shoppers and visitors in the town centre we will be offering a packed programme of free entertainment and festive fundraising stalls, as we build up to the main attraction when the lights will be switched on at 7.00pm.



**FREE  
EVENT**



### Highlights of the event include:

- Santa and his elves in Santa's Galleon
- The Suffolk Constabulary Male Voice Choir
- Over 40 Charity Stalls
- Fairground rides • Huskies
- Stage entertainment outside Moyses Hall Museum featuring local schools and the college
- Appearances from popular seasonal characters
- Pantomime characters from the Theatre Royal production of Peter Pan
- Free parking after 4.00pm.

Please also be aware that as part of the build up to the Switch On event Cornhill and Buttermarket will be closed all day Wednesday for the usual market and throughout Thursday, so deliveries may need to be rearranged as a result. For more information about the night please visit [www.burystedmundsfestivals.com](http://www.burystedmundsfestivals.com)

**our bury st edmunds...**  
*Business Improvement District*

telephone: 01284 766258

[www.ourburystedmunds.com](http://www.ourburystedmunds.com)

## Making **Our** Bury St Edmunds even better for business

The Our Bury St Edmunds BID is approaching the end of its 2nd term and in accordance with legislation, a renewal ballot has to take place during the 5th year and in our case this will happen throughout November. All BID members will receive voting papers at the beginning of next month, issued by the Electoral Reform Services and the vote needs to be sent in the post by November the 28th, for it to count. The result will be announced during the afternoon of Friday 29th November.

The BID is nearly 10 years old and has achieved a huge amount, for the benefit of our members, during this time. A small selection of these are highlighted on the inside front cover of this newsletter and on the inside back page are details of what we intend to deliver, on your behalf, during our 3rd term.

**A renewal of Our Bury St Edmunds BID for a further five years will mean:**

- **400+ businesses will continue to be supported and serviced by the BID**
- **Over £2 million of investment for Bury St Edmunds Town Centre.**
- **The continuation of the existing popular projects, events and promotions.**
- **The introduction of new initiatives, as appropriate, to improve business for our members**
- **Full details are in your recently delivered new business plan**



Andrew Speed - Chairman  
Our Bury St Edmunds



Mark Cordell  
Chief Executive



Jackie Regan  
Events Manager



Mike Kirkham  
Business Support &  
Marketing Officer

The BID Board and our staff are hoping for a big turnout and hopefully, overwhelming support for the BID to continue, as this will demonstrate to others how important the BID is to town centre businesses and will give the BID a clear mandate to speak on your behalf in order to have some real influence with the decision makers.

Our aim is to continue to deliver what we do well whilst additionally delivering new benefits for our members.

**“Making Bury St Edmunds even better for business”.**

**“There is NO replacement body that will deliver these services. There is NO Plan B.”**

**Vote yes!**



**our bury st edmunds...**  
Business Improvement District

## Our Bury St Edmunds BID delivers...

### Marketing

user friendly

5,000+

Monthly visitors to the website

32,000



followers

### Christmas Lights

THE NUMBER OF LIGHTS



has doubled



SINCE THE CREATION OF THE BID

### Safety & Security

#### Radios

BID Members of the Town Link radio scheme benefit from a reduced monthly charge and improvements to the hardware and infrastructure.

#### Street Drinkers/Beggars/Rough Sleepers

Problems created by the behaviour of the above has detrimentally impacted upon businesses and visitors to the town centre and as a consequence the BID, the Police and West Suffolk Council are working in partnership to address this issue.

#### Town Pastors

These volunteers continue to provide an on street presence every Friday and Saturday night contributing to making the NTE as safe as possible. The BID continues to support the Pastors with funding.

### Business Support

#### We have:

- Lobbied and advocated on behalf of our members to local authorities and the Police which has resulted in a variety of positive outcomes such as freezing car parking prices and the appointment of two dedicated PCSOs.
- Contributed positively to the recently adopted Masterplan for the town centre.
- Enabled access to funding such as grants to improve the external condition and appearance of business units.
- Provided free advice and guidance on a variety of business related issues.
- Provided over 300 free training places on a variety of business-related training needs including first aid, fire marshal, social media, customer service, workplace wellbeing, food safety and personal licence training.

### Events



### Environment

#### Flowers

The relationship between the BID and Bury in Bloom has continued to flourish and our funding for this has provided nearly 250 floral displays across the town centre throughout the year.

#### Graffiti Removal

This free service provided by the BID has been extremely well used, improving the appearance of the town centre.

#### Town Centre Infrastructure

The BID has contributed to the creation of the District Council Masterplan proposals for the Town Centre. This includes a commitment to improve the link between the original town centre and the arc Shopping Centre and to St Andrews Street South which currently dissects the two locations.

# What we are going do...

yes!



## What will a **YES** vote mean for Bury St Edmunds?

We have identified issues that our members want us to focus our activity upon. These are a combination of what we have been delivering over the past ten years plus some new ideas and initiatives that we believe will provide benefits to our members. These four key areas are:



ENSURE  
VISITORS FEEL  
WELCOME

### Enhancing the **visitor experience**

REVIEW & IMPROVE



### Marketing your town and your business



PROVIDE A  
**VOICE**  
FOR BUSINESSES

### Improving your trading **environment**

ADDRESS



### Making your town **greener**