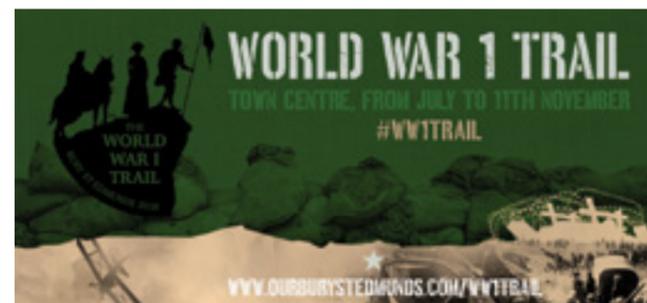


WW1 Trail

The WW1 Trail started last month and runs through until Armistice day. There are 18 pieces of art around the town to find, all linked to WW1, which ended 100 years ago. It is anticipated that this attraction will bring more people in to the town centre. Trail leaflets are available at the Tourist Information Points and at premises where a piece is inside. We are working with the My WiSH charity in using this trail to raise funds for their Every Heart Matters appeal.



Town Centre Map

The FREE Ourburystedmunds Town Centre Map has gained a reputation for being informative, highly accurate and always available. By providing over 30,000 copies a year it has become the map you cannot be without when it comes to finding your business.



Maps are available at all the tourist information points throughout the town, other key visitor places, car parks and many of our businesses make these available to their customers.

Recently a new icon has been added to the map making it easier to find places in the town centre where a publicly accessible defibrillator can be found. Also, as part of our ongoing commitment to improve the map and provide further helpful information we are considering including how to find businesses which welcome dogs and those where you can get a free refill for water bottles. The map can also be viewed and downloaded from www.ourburystedmunds.com

St Edmunds Day

Again we will be encouraging all of you to join with us to celebrate St Edmunds Day on Tuesday 20th November. Hopefully you will have kept the bunting and flags we provided for you last year but we hope to be able to restock our supplies. We want to promote St Edmund and by consequence our town regionally and nationally and anything you are doing or promotions you are offering to celebrate the day, we want to hear about it!



Training Programme

“Over 200 FREE training places provided to BID members over the past 12 months”

The BID continues to provide FREE training places for its members and in the past 12 months this has included Emergency First Aid at Work, Fire Marshall/Warden, Food Safety Level 2, Social Media workshops, Smartphone Video workshop and an Accountancy Awareness workshop.

Members have been sending in their training ideas for future courses and a new programme is being pulled together – details of future courses will be published ASAP – any queries or requests can be sent to your Business Support and Marketing Officer mike.kirkham@ourburystedmunds.com

Christmas Attractions

Even though its so hot at the moment we are planning for Christmas! The grotto and the Gallopers will be returning and currently ourselves and the arc management are in discussions to bring a further attraction to the town for December. Unfortunately it's just a little too early to make any further comments but watch this space!



our bury st edmunds... festival of sport

22nd - 28th October 2018

Our 4th Festival of Sport will again run throughout the autumn half term week, commencing on 22nd October and culminating on Sunday 28th, with the 2nd Bury St Edmunds Running Festival. We will be looking to have a number of sporting related activities taking part in the town centre during this week. Further details to follow.

Christmas Lights Switch On

The date for this year's Christmas Lights Switch-On is Thursday 15th November. The event will begin at 3pm and will include many activities to attract people to the town. The BID funds the whole event, as well as the town's festive lighting to ensure the town is looking its best during this very important trading time.

Food and Drink Festival

Crowds are expected to pack the town centre when the Our Bury St Edmunds Food & Drink Festival returns over the August Bank Holiday weekend. This free entry two-day event has become one of East Anglia's most popular foodie events – going from strength to strength since it began in 2012.

Food and drink related BID member businesses have snapped up opportunities to share the Stoves Cookery Theatre Kitchen with two top celebrity chefs – James Tanner and Paul Rankin – who have both been among the most popular to appear at this event in the past. The Angel, Casa, Maison Bleue, The Northgate, LP Bar and No. 4 Restaurant and Bar will all be hosting demonstrations on stage – a fantastic way to showcase their offering to those visiting the town from the area and further afield.

Other member businesses have taken pitches at the event – using the opportunity to meet new and existing customers with a flavour of what they offer whilst also directing them to their main business premises for much more.

Whether or not you are planning to get involved with the festival during the weekend itself – don't forget that our social media channels will be particularly active too in the lead up to it. Use #TasteBury to let people know about any offers, new menus – or foodie stories.

The Our Bury St Edmunds Food & Drink Festival will run from Sunday 26th to Monday 27th August and, as well as the theatre kitchen, it will feature a wide range of local produce stalls and attractions including a farmers' market and of course our crowd-pleasing urban beach and mini-farm.



James Tanner - Sunday



Paul Rankin - Monday





Garry Easter | BID Chairman and Manager of Marks and Spencer

Summary from Chairman

What does a heatwave mean for the High Street? Generally it's good news – a mini-heatwave in April, when some places saw the hottest April day for nearly 70 years – gave a real boost to High Streets. Here in Bury the footfall figures for that particular week were up nearly 20 per cent on the previous year. Since then analysts say retail figures grew in the three months to June, but during June itself it appears from those reports, that many people stayed at home (or perhaps went to the pub) to watch the World Cup and shopped online instead.

Of course we have had the best part of 6 weeks continuous sun and as a consequence footfall has improved, over this period, compared against last year.

So what can we conclude from this? We are in unprecedented times for our Town Centres and High Streets with the rapid rise of on-line shopping which now accounts for up to a quarter of retail spend and the continuation of out of town locations for businesses.

Our Bury St Edmunds is working hard with its stakeholders to really improve both the convenience of a quick pop into town to visit a couple of places and maybe pick up an order and the longer stay option of families being able to spend all day in Bury St Edmunds without the worry that their car parking ticket will run out. By focusing on this increased dwell time, especially in good weather, all businesses benefit, as does the town. Having more time means making more of what Bury has to offer and also really appreciating our unique status of having such a great blend of business, history, heritage and culture and also being the friendliest town in East Anglia means we really are the 'Jewel in the Suffolk crown!'



Mark Cordell | BID Chief Executive

Summary from CEO

"You will all no doubt be aware of the recent media frenzy about the impending death of the High Street and although I would acknowledge we are facing a tricky time at the moment I don't feel that its all "doom and gloom" as far as Bury St Edmunds is concerned. Admittedly there are some large units sitting vacant at the moment but I'm delighted to see that "Kaspas", a new business to the town, is opening soon on the Cornhill.

When I started this role in 2011 the Government were concerned about our town centres and asked Mary Portas to carry out a review on their behalf and her report unsurprisingly identified high and unfair business rates, high rents and car parking charges as 3 of the main issues detrimentally affecting our town centres. Last week "business guru" Bill Grimsey has produced a report about the same issue and surprise, surprise he's come to the same conclusion!

If the Government and Local Councils are really concerned about this situation they have the power to make the necessary changes to help!

Whilst we wait for that to happen! We at the BID continue to deliver ourselves and work with others to create continual reasons for people to come into our town centre.

We do what we can with partner organisations to make sure the town centre is safe, clean and attractive to look at so that people want to come into town. We then build upon that by providing other reasons for people to come into the town such as the Whitsun Fayre, the Food and Drink Festival next month and the Christmas Lights Switch On. We then work with others to promote the events they produce such as last months Fire Fighter Challenge, Armed Force day and the Christmas Fayre.

Fundamentally thriving town centres have to have an "offer" that attracts many different people for many different reasons and on your behalf we are doing all we can to ensure this is the case in Bury St Edmunds."

Whitsun Fayre

The 2018 Whitsun Fayre was another success with the fantastic weather bringing thousands of extra visitors to the town over the two days during the Bank Holiday Weekend.

The highlights this year included the wonderful array of plant and flower stalls in the Buttermarket and Cornhill. New attractions for this year were the craft/flowers/artisan food traders on Angel Hill, and the Astronomy workshop with lots of information and activities for all ages. The mini-farm was busy throughout both days with thousands of visitors.

The promotion for the Whitsun Fayre included a dedicated social media campaign and website, Facebook advertising, print advertising and over 40,000 flyer drops. Across Twitter, Facebook and Instagram we reached 152,061 people in the seven-day lead-up to the Fayre.



Our Town Centre Survey

Our annual benchmarking exercise was carried out again in May and the key issues identified are:



- 91% of town centre users stated that they would recommend a visit to Bury St Edmunds town centre, 23% higher than the National Large Towns figure.
- As in previous evaluations, 'Cafes/ Restaurants' (77%) were classed as the most positive aspect of the town centre which is 44% higher than the National Large Towns average.
- 68% of town centre users rated 'Physical Appearance' as a positive aspect of the town centre, 28% higher than the National Large Towns average.
- 50% of town centre users spent more than £20.01 on a normal visit to Bury St Edmunds town centre which is higher than all the previous Benchmarking evaluations. The Bury St Edmunds figure is also 10% higher than the National Large Towns average.
- As with all the previous four Benchmarking evaluations, Car Parking was classed as the most negative aspect of the town centre, the figure of 56% being a 16% increase on the National Large Towns average. Qualitative comments highlighted the need for 'Cheaper Parking'.
- 40% of town centre users indicated that 'Public Toilets' were a negative aspect of Bury St. Edmunds, 28% higher than the National Large Towns average. A number of qualitative comments cited the need for 'Improved Public Toilets'.

Defibrillator Unveiled

To encourage 24-hour public access defibrillators we were pleased to work with Paul Hicklin, Compleat Office Solutions to provide a defibrillator in the telephone box on Angel Hill after a suggestion by George Stanford of Really Rather Good coffee house. The telephone box was refurbished by St Edmundsbury Borough Council after purchasing it from BT and coordinated by Damien Parker and now houses an AED (automatic external defibrillator) jointly funded by Our Bury St Edmunds and Bury St Edmunds Town Council (Cllr Andrew Speed). We were also grateful to local cardiac physiologist, Caroline Pryke, who joined us at the unveiling to lend her support and said "The community having easy access to such an essential life-saving piece of equipment is fantastic". Information about CPR and defibrillators is provided on the emergency first aid at work training courses provided free for BID members.



Independents Week 2018

Oyez, oyez, oyez - For the 8th year running the BID dedicated a whole week to celebrating how proud we are to have so many (290) independent businesses in the town centre.

We promoted the week through a dedicated page on www.ourburystedmunds.com, marketing displays and digital marketing. It was great to see so many businesses embracing the week;

- Appearing on RWSFM radio Mid-Morning Show
- Providing prizes for a range of social media competitions
- Sharing stories about your business and staff
- Providing Independents Week special offers and promotions
- Highlighting the 80 independent stalls on the Bury St Edmunds Market including a special postcard produced by the market and St Edmundsbury Borough Council

Not only did Independents Week receive great support and coverage from local newspapers several articles and adverts appeared in well-known magazines. The week was also made memorable on Wednesday 4th July by visits to independent businesses from the St Edmundsbury Mayor, Margaret Marks as well as public announcements by the Royalist Town Crier, Tony Appleton and photo opportunities. It also provided a great opportunity to provide special coverage of Gavin Ashley hairdressers celebration of 40 years in business.



**Sunday 26th
and Monday 27th
August 2018**

10am - 5pm | Bury St Edmunds Town Centre

Bury St Edmunds
food & drink
Festival

Highlights of the Festival...

Celebrity Chefs on Stage	The Beach
Food and Drink Stalls	Mini Farm
Farmer's Market	Punch and Judy Show
Fairground Rides	Street Entertainment

FREE ENTRY