

St Edmunds Day

We are again working with the We Love Bury St Edmunds group to celebrate St Edmunds Day on the 20th November. Last year we distributed to our members over £1000 worth of bunting and flags and want those guys to display these from Saturday 17th November. If any new members want some bunting or flags just get in touch with mark.cordell@ourburystedmunds.com and he'll arrange delivery!



Christmas in Bury St Edmunds

From Saturday 1st December, through to the end of the month, there will be a number of Christmas attractions in Charter Square as part of our strategy to attract more people into the town centre in the run up to Christmas. Santa's Grotto is returning again and appointments are bound to go quickly so its best to book to avoid disappointment so please encourage friends, family and customers to visit www.ourburystedmunds.com/christmas to do this but you can also call in and visit Santa on the day.

The ever popular carousel will also be returning and as we go to print the final arrangements are being made to bring a third attraction to the town for Christmas! Further details to follow in due course.

We are also working hard with Cubiq, our creative partners, to market and promote the town and our members through social media in the run up to Christmas. We want to be able to make as many people aware as possible of all the great reasons to visit Bury to do their Christmas shopping and just generally have a great day out. We will be utilising Facebook, Instagram and Twitter to achieve this and want your help to maximise these opportunities as well as running some competitions. We will also be creating a promotional video about the town and which we will want you to share, in order to spread the word about our lovely town far and wide!

Please use the [#burymerrychristmas](https://twitter.com/burymerrychristmas) in any promotion so we can support you.



Best Dressed Christmas Window Competition

We will be once again running this competition with the winner to be announced on Monday 17th December.

We know so many of you make a great effort to decorate your windows at Christmas and this makes such a positive difference to the appearance and atmosphere of the town so we hope many of you will do so again. To date no business has won the prestigious shield on more than one occasion so is this going to be the first year this happens or will we have a new name to inscribe on the shield?



FREE Training for BID Members

We continue to deliver at least one training course a month apart from August and December when during these particularly busy times we know it can be hard for businesses to release staff. We have delivered training for Emergency First Aid at Work, Fire Marshall/Warden, Smartphone Video training and Instagram workshops. Also, coming to you soon is a new Workplace Wellbeing workshop booked for November (Fully booked but we plan to book another very soon). If you have a query, request or idea for training please contact Mike Kirkham, your Business Support and Marketing Officer mike.kirkham@ourburystedmunds.com



Get set for Switch On



As we get ready for the most important retail time of the year, Our Bury St Edmunds will launch the Christmas shopping season with another fantastic evening of festive fun at the annual Christmas Lights Switch On Night on Thursday November 15th. And as a BID member, we want you and your customers to benefit, whether this is by opening late or using the night to promote your own activities in the run up to Christmas.

This event always brings big crowds into Bury and is the start of free parking after 4pm on a Thursday night in the town centre in the run up to Christmas, which we hope will give your customers another reason to spend an afternoon or evening in town. It's in addition to the year-round free parking from 3pm on a Tuesday. For shoppers and visitors in the town centre we'll be offering a packed programme of free entertainment and festive fundraising stalls, as we build up to the main attraction when Dr Liz O'Riordan will be switching on the lights at 7pm. Entertainment will then continue until 8pm.

Highlights of the event include:

- Santa in his Galleon
- A baby reindeer with its mother
- Stage entertainment outside Moyses Hall featuring 10 local schools and the college.
- Fairground rides
- Pantomime characters from the Theatre Royal production of Sleeping Beauty
- Appearances from other popular seasonal characters.
- Event starts at 3pm.



A number of BID businesses have booked a pitch for a stall as part of the event, there may still be space available if you have your own stall/gazebo so please get in touch if this is of interest. Perhaps your business currently supports a local charity you could team up with for the occasion. Around 40 charities will have a stall and this is an opportunity for businesses to support those fundraising activities, while ensuring your brand is also prominent.

And with the lights on and the decorations in place it's a time to impress visitors to the town with your festive window display, which could win you the prestigious Our Bury St Edmunds Shield if it's judged to be the best in town.

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





Garry Easter | BID Chairman and Manager of Marks and Spencer

Summary from Chairman

Having enjoyed a fabulous summer we are all having to acclimatise to a colder climate, less daylight, preparing for winter and this of course, for our members, includes the Festive Season trading which is such an important time of year for our businesses.

We are all aware that the trading environment is becoming more and more challenging and therefore all businesses need to review their business strategy and be prepared to provide what your customers require. This is the reason I have decided to extend the opening of the Food Hall and the ground floor at M&S until 7pm each evening (except Sunday). I am hoping that workers on their way home will pop in and also that people will realise that the parking outside the shop is free from 6pm so in effect we are offering the same service as the out of town supermarkets. Only time will tell if this change is a success but I felt that I needed to do something constructive to attract additional business and no doubt many of you are considering similar changes to your business model to ensure your businesses remain successful.

Everyone at the BID is very aware that the period from the Christmas Lights Switch On event on 15th November through to the end of December is such an important trading period for so many of our members and that's why we will be doing all that we can to attract people into Bury to do their Christmas shopping and at the same time enjoy all that our lovely town has to offer.

We also look forward to welcoming the tens of thousands of visitors who will come to Bury between the 22nd and 25th November to attend the Christmas Fayre. At the BID we do appreciate that this isn't an event that every member benefits from but so many of our businesses do have a fabulous trading weekend and at a time when footfall levels are declining isn't it fabulous that so many people want to come and see what our town has to offer?

I am also delighted that our partner organisation, Bury St Edmunds and Beyond, the official tourism brand for the town, is carrying out a piece of work to encourage those who come to the Fayre to make a return visit, this piece of work hasn't been attempted before so we're all hopeful of a successful outcome that will prove beneficial for so many of our businesses in the future.

Might be a bit early but nonetheless can I take this opportunity to wish all our BID members, their staff, families, friends and of course their customers a very Merry Christmas!



Mark Cordell | BID Chief Executive

Summary from CEO

With lots of doom and gloom stories in the media about the economy and in particular the High Street it would be easy to believe that the outlook is very bad and as a consequence feel like giving up! But like yourselves be assured that we at the BID won't be doing that as we want to do all we can to help our members have a fabulous festive trading season.

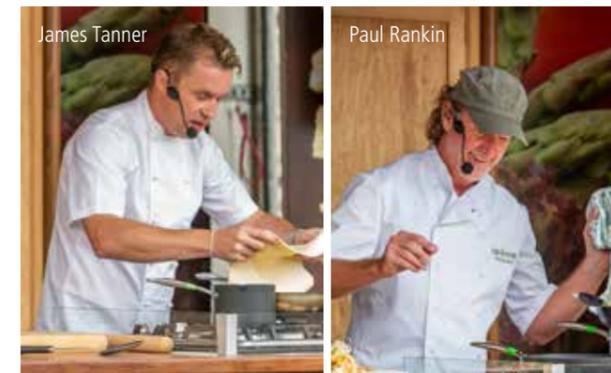
We are aware that last Christmas footfall was down on the recent peak of 2016 and so we have been planning a number of activities that we hope will bring more customers into town. We know that visitors enjoy coming to Bury and this year the World War 1 trail has proved to be a great success as people want more than just to shop when they come to town. So providing an experience for them attracts people and then they shop whereas perhaps 10 years ago the main reason for their visit would be for shopping. As ever, the Festive Season kicks off in Bury with the Switching On of the Christmas Lights which will take place on Thursday 15th November followed by the fabulous Christmas Fayre the following week which brings so many potential customers into the town that weekend.

We will again have some attractions in Charter Square during December including the return of Santa's Grotto and the Carousel and we are still currently working on having another attraction in town too. In addition, we will be doing even more print, radio, and digital marketing to make people aware of what a great place Bury is to enjoy yourself and to do your Christmas shopping and in addition we will be utilising video this year to encourage visitors. We are very aware of the growth of Instagram accounts and appreciate the old adage "that a picture paints a thousand words" so want people to actually see what Bury is about rather than just read about it.

What we also know is that that personal recommendation has a far greater impact upon the choices an individual makes than any promotions or advertising so please ensure that your staff, friends, family and customers are being made aware of all that Bury has to offer this Christmas and encourage them all to come in and see it for themselves. Here's hoping you all have a fabulous festive trading period but are able to find time to have a great Christmas with your family and friends too. Seasons Greetings!

Food & Drink Festival

This year's Food & Drink Festival was held on Sunday 26th and Monday 27th August and was a great success, with footfall on the Monday being one of our busiest days of any of our events.



The two celebrity chefs, James Tanner and Paul Rankin were very popular, with crowds watching their demonstrations throughout both days. Chefs from local restaurants also demonstrated their skills and recipes, including The Northgate, Maison Bleue, No.4 Restaurant and Bar, Casa, The Farmers Club, and LP Bar provided a cocktail demo. There was a traditional Farmers' Market on Angel Hill this year with 26 stalls, providing locally produced food, drink, and kitchenware. The ever popular urban beach was in arc, complete with deckchairs, a face painter, and Punch & Judy shows throughout both days, and the mini-farm was once again very popular. There were over 70 traders in the Buttermarket, with a fantastic choice of food and drink. Before the Festival we introduced a month-long #TasteBury campaign to engage visitors and residents with the food and drink offer across the town.

WW1 Trail

The BID, in partnership with the My WiSH charity, organised the tremendously successful World War 1 public art trail that saw 18 pieces of individual and unique works of art located around the town, all commemorating the centenary of the ending of WW1. It was great to see some of our member businesses at The Apex, Beautiful Beers, the Beer Café, Casa, Dennys, LP, the Guildhall, many businesses in Langton Place, Moyses Hall and St Johns



Church all hosting a piece which enabled all those people following the trail to visit these premises. The pieces will be available for auction on 12th November as part of the fundraising campaign for the Every Heart Matters appeal that the hospital have organised to improve cardiac care facilities for local residents. If you are interested in trying to buy any of the pieces then please ring the charity on Bury 01284 712952.

festival of sport

We organised the 4th Festival of Sport last month which ran from the 19th until 28th October. It featured a lunch with a Double Olympic Gold Medallist, a 5K town centre night time run, and the second Bury St Edmunds running Festival which again featured a half and full marathon. As well as promoting sporting activities that people could get involved in around the Bury area the event also featured tennis, zumba and netball taking place in Charter Square, where the public could join in.

'Dog Friendly Bury St Edmunds' - new scheme launched!

"Man's best friend" has teamed up with Bury St Edmunds Canine Creche, Bury St Edmunds Town Council, Bury St Edmunds and Beyond, Ourburystedmunds BID and businesses to launch the first single town wide dog friendly scheme.

A list of places that have already signed up and who display the Dog Friendly Bury St Edmunds paw print sticker in their window are on the Bury St Edmunds Town Council website www.burystedmunds-tc.gov.uk



If your business is dog friendly and you would like to join the scheme contact Mike Kirkham your Business Support and Marketing Officer mike.kirkham@ourburystedmunds.com to be added to the website and receive your FREE dog friendly sticker and dog bowl. When you join, take a photo of your sticker and post it on your social media with the hashtag #dogfriendlybse Dog Friendly Bury St Edmunds is on twitter and Instagram - give them a follow!

