

Sunday 27th and Monday 28th August 2017

10am - 5pm | Bury St Edmunds Town Centre



Celebrity Chef
Jack Stein
Sunday

Bury St Edmunds
food & drink
Festival



Celebrity Chef
Paul Rankin
Monday

Highlights of the Festival...

Celebrity Chefs on Stage

Food and Drink Stalls

Farmers Market

Fairground Rides

The Beach

Punch and Judy Show

Mini Farm

Street Entertainment



For more information visit www.ourburystedmunds.com/foodanddrinkfestival

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Business Improvement District

Welcome to your latest BID Newsletter...

AUGUST 2017 - Issue 21



Two of the country's favourite celebrity chefs will headline this summer's Our Bury St Edmunds Food & Drink Festival over the August Bank Holiday weekend. Jack Stein makes his first appearance in the Stoves Cookery Theatre on the Sunday. He is the middle son of Rick Stein and worked as a chef in his father's restaurants as well as overseas before becoming Executive Chef of the Stein restaurants, pub and cookery school.

On Bank Holiday Monday Paul Rankin, best known as one of the longest standing and most successful chefs on 'Ready Steady Cook' will take to the stage. Paul is also a successful cookery author, with 'New Irish Cookery' and 'Gourmet Ireland' among his work.

This two-day free admission event, which is organised by the Business Improvement District, has become a regular fixture in the town's foodie calendar and promises to be bigger and better than ever for 2017. It also offers a host of other things to see and do, with something to please all ages. The urban beach will be in the arc shopping Centre and on Abbeygate Street there'll be a mini-farm with animals.

There will be more than 120 different food and drink stalls including a Farmers' Market on Angel Hill. The Traverse will be turned into a picnic area. The cooking demonstrations are the highlights of the two days and Jack and Paul will be putting on three shows each at 11am, 1pm and 3pm. In between their shows chefs from local establishments will demonstrate their culinary skills. The Our Bury St Edmunds Food & Drink Festival runs from Sunday 27th to Monday 28th August throughout the town centre, opening at 10am each day.

Visit www.ourburystedmunds.com/foodanddrinkfestival for more information.



THE BACK OF THIS NEWSLETTER IS A POSTER FOR YOU TO DISPLAY IN YOUR WINDOW PLEASE

our bury st edmunds...
Business Improvement District

email us: mike.kirkham@ourburystedmunds.com

Whitsun Fayre

The 2017 Whitsun Fayre was another success, bringing thousands of extra visitors to the town over the two days during the Bank Holiday Weekend.

The highlights were a brand new stage area where we invited two TV gardeners and a number of local gardeners to present their ideas and gardening tips on stage. The celebrity gardeners were Katie Rushworth from ITV's Love Your Garden and Joe Swift from BBC 2's gardening show, Gardeners World. The promotion for the Whitsun Fayre included a dedicated social media campaign and website, Facebook advertising, print advertising and various flyer drops. Across Twitter, Facebook and Instagram we reached 103,626 in the seven-day lead-up to the Fayre.



Get Involved

We would like to take this opportunity to ask businesses to engage with our social media campaigns, promotions and competitions. If you would like us to promote your latest news, events, offers or competitions on social media, please let us know by emailing pr@ourburystedmunds.com Abbeygate Cinema recently shared a competition with us during Independents Week and Hospitality Manager, Craig Nichols was very pleased with the results:

"I would just like to say a few words about our participation in the Our Bury St Edmunds online competition in which people had to like and share information about the restaurant on Facebook to win a prize. The competition was very popular and we received some amazing lovely comments along the way. We also were invited to go on West Suffolk Radio to talk about all things No.4 which was great although I was very nervous! All the way through the communication has been first class and we definitely saw a rise in business throughout the time of the competition. Very very much worth doing and we would do it again quite happily."

Benchmarking Survey

2017 marked the sixth year for our Benchmarking Study to find out why people visit - or don't visit - Bury St Edmunds and the improvements they would like to see. The significant findings included:

- 96% of people said they would recommend a visit to Bury St Edmunds to others – which is 28% higher than other towns
- Bury's car parks are busier on both market days and non-market days than the national average
- 37% of people rate the public toilet facilities as a negative aspect of the town with many comments calling for better provision
- 34% of respondents called for better transport links to Bury St Edmunds, a slight increase on previous years
- 40% of town centre users typically spend more than £20 on their visits to the town
- 54% of people said that parking in the town is an issue for them. The reasons for this include accessibility, cost and availability

AGM

On Wednesday 19th July we held our AGM at The Athenaeum. At the meeting we confirmed the appointment of new Directors Maria Broadbent from Casa Del Mar, James Rudd from Dapper Fox and Garry Easter from Marks & Spencer. Nearly 40 people were in attendance from a variety of businesses and sectors. The annual accounts were presented and a summary of what has been achieved during 2016/17 and plans for 2017/18 were outlined by CEO Mark Cordell. This included discussions he has planned with a variety of companies, who have products that may be able to improve the business environment for BID members over the coming months. He assured members that should any of these products appear beneficial, then he would share details at the earliest opportunity.

Training

Since our last newsletter we have delivered training for Emergency First Aid at Work and Fire Marshall training. Businesses that attended these sessions said they were invaluable for their staff. Additional First Aid courses booked for September and October have already been filled but further ones will be booked soon. Future training will involve further Fire Marshall courses, accountancy & tax awareness and social media. If there are any areas of development that you are interested in then we are happy to have a look at the feasibility of organising a session for our members. Please let us know by emailing:

mike.kirkham@ourburystedmunds.com

Independents Week

During the Independents Week campaign (7th year) we engaged and promoted the fantastic range of independent businesses across the town. Our Independents website was the key online channel for finding out information about the week and we used social media, coverage in local publications and features on RWSFM to promote the campaign. Six businesses appeared on RWSFM and we organised seven competitions on Facebook during the week. These competitions alone reached 34,971 people during the week.



our bury st edmunds... festival of sport

23rd - 29th October 2017

This year's Festival of Sport will be taking place between 23rd and 29th October 2017. The full Festival programme is still to be announced but we're looking forward to involving many local clubs and organisations. The events confirmed include a town centre 5k run, a full size netball court in the town centre and the town's first ever marathon! If you would like to get involved with the event, please email

mark.cordell@ourburystedmunds.com

Bury Free Press Business Awards 2017

Is there an individual or team at your business that has demonstrated exceptional customer service and has gone 'above and beyond' customer expectations? We're sponsoring the Customer Service Award at the 2017 Bury Free Press Business Awards and we would love to see our members in the winning line up of this award and many other award categories. If you want to nominate your business or an individual at your business, visit www.imlevents.co.uk and submit a nomination by 31st August 2017.

Bury Free Press Business Awards WEST SUFFOLK 2017

Christmas Lights Switch On

The date for this year's Christmas Lights Switch-On is Thursday 16th November. The event will begin at 3pm and will include many activities to attract people to the town on this date. We fund 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.



Christmas Spectacular

From Saturday 2nd December we will be hosting a Christmas spectacular in Charter Square encompassing a Santa's Grotto, Vintage Dodgems, and a Carousel to attract visitors to the town during the Christmas trading period. The success of the ice rink in 2015 demonstrated that having a unique attraction in the town in the run up to Christmas brings additional visitors and hence the decision to bring these three separate attractions together this December. Having a dedicated Santa's Grotto in the town centre for the three weeks in the run up to Christmas will increase town centre footfall, and with all three attractions being under cover, any bad weather should have less effect on footfall levels than it might in other cases. Further details to follow in due course.



Bury St Edmunds and Beyond

This is the new official tourism brand for the town. What has previously been referred to as the DMO will, from next month, be known as Bury St Edmunds and Beyond when the brand will be officially launched along with its own brand new state of the art website. The purpose of the organisation is to encourage more people to visit the town, with a view to stay longer and experience what the area has to offer. This will bring additional business to the town and our members. There will be other linked benefits for BID members so watch this space!

Masterplan

Be assured that the BID will continue, as we have done for the past year, to work with SEBC and other partners on the Council's Masterplan project to improve our town centre. The BID is determined to ensure that positive changes are introduced which will benefit both your customers and your businesses. We will be lobbying on your behalf to ensure that Bury retains its position as one of the major visitor destinations in East Anglia and continues to be a great place to have a business.