



The Food & Drink Festival is Back!

The Business Improvement District is delighted to be hosting the third Food and Drink Festival in Bury St Edmunds. This year two of television's best loved chefs will be the stars of the show at the Ourburystedmunds Food and Drink festival. Brian Turner and Lesley Waters will each headline on one day of the two-day event, over the August Bank Holiday.

Brian Turner who appeared on 'Ready Steady Cook' from its early days in 1994 and worked at various top London establishments before opening his own restaurant in 1986 will cook in the festival's Aga Rangemaster Theatre Kitchen on Monday 25th August. Lesley Waters, who has worked in television since 1989 and written nearly 20 cookery books, will appear on Sunday 24th August. Both will give three demonstrations on the day they appear, allowing an opportunity for as many as possible to ensure they don't miss them.

Chief Executive of the BID Mark Cordell said: "I'm delighted we have secured two top names for this year's Ourburystedmunds Food and Drink Festival. Lesley and Brian will both be familiar to many from their television careers and I know they will put on entertaining cooking displays. The Aga Rangemaster Theatre Kitchen always draws big crowds at this event and with two very popular celebrity chefs taking part it will be no different this year. I am also very pleased that yet again eight of our businesses will also be delivering a presentation too and taking advantage of this opportunity to promote their businesses to the expected large crowds.

The 2014 Ourburystedmunds Food and Drink Festival will be the third to be held and the event is growing in both popularity and size. There will be different offerings throughout the town centre including a Farmers' Market on Angel Hill, cooking demonstrations in the Buttermarket and a chilli festival in Langton Place, complete with Mexican musicians. In addition this year will see the creation of a "seaside scene" within the arc and there will be a host of both local and international food and drink stalls offering a huge variety of high quality products.



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email us: admin@ourburystedmunds.com



Mark Cordell | CEO Ourburystedmunds

thoughts of the chief executive...

"Since the last newsletter we have been very busy at the BID doing all we can to improve the business environment for our members and I just want to touch on a few things that we have been delivering for you. The Whitsun Fayre was a great success again and we were so lucky with the weather as the days either side of the event there was torrential rain but it was dry for this event. I was delighted to see some of our independent businesses taking advantage of the stalls we provided at cost price for them at this event.

You may have seen the publicity around the video we created all about Risbygate Street, again promoting independent businesses and raising awareness about the diverse businesses in this street. The video is on YouTube and can also be seen through our website.

We also organised for the first time ever an Independents Day Fayre in the town on the 4th July. Over 20 of our members took advantage of the free gazebo we provided and the weather was great and there was a lovely atmosphere. I was delighted to see that there was a 20% increase in footfall in the town for the event compared with the previous Friday.

Additionally I was delighted with the findings of the Towns Alive Benchmarking report which compared Bury with other similar towns and with itself over the previous two years. There were so many positive comments and indicators, confirming my views that Bury is buoyant and I am confident with more good news to come. The only negative issue was car parking and I am delighted that the Borough Council want to do some more work around what is the reasoning for these perceptions and are looking to implement Pay on Exit facilities in some of the car parks. This would never have happened without the BID lobbying them on this issue on your behalf"

a word from the chairman...

"I am delighted that the town centre continues to go from strength to strength and this impression is supported by data that shows increases in footfall and car park usage and also by the reduction of the number of vacant units to 7.3% up to the end of June. This clearly isn't all just as a result of the activity of the BID but we are a key stakeholder in the town and I believe these improvements are linked to our targeted activities and our work with partner organisations.

The lack of empty units actually became a slight problem when we were trying to identify five units that the young entrepreneurs taking part in the "Test Town" competition could utilise but we finally got there! The Carnegie Trust organised the event which was held in six locations around the UK. Bury was the only host location chosen that was south of Manchester and it was a feather in our cap that this great initiative came to town. The eventual winner, Aine Dempsey (who sold gourmet marshmallows) was able to demonstrate some real business acumen to the judges and we wish her all the best of luck in the UK Final to be held in the autumn.

I am always looking for the BID to deliver extra value for its members so I am particularly pleased that we have been able to provide accredited First Aid training for over 30 of our businesses, free of charge, as part of a partnership arrangement with the Red Cross. I know as a business owner how important training is for my staff and also how expensive it is! The ability to be able to "buy in" this service at a reduced cost, for our members is just another example of how the BID can reduce outgoings for our members.

In November all BID members will be invited to take part in a renewal ballot where solely our members decide whether the BID will continue for a further 5 years. I am extremely confident that the outcome will be a positive one because of all that we have done to date but if any of you have any thoughts about what else we could do for you then please don't hesitate to get it touch"



Andrew Speed | Chairman Ourburystedmunds

what we have done...



Independents Day Fayre | Bury St Edmunds

Independents Day Fayre

The town held its first ever Independents Day Fayre, unsurprisingly on the 4th of July and we were delighted that over 20 of our businesses took advantage of the offer of a free gazebo. The event enabled the BID to promote the town in the local media and thereby further raise our profile. I was also very pleased that the footfall in the town during the event showed a 20% increase when compared with the previous Friday.

New Map

Last month we produced a further 10,000 copies of the town centre retail map and have distributed our "map stands" containing 500 maps around the town at all five of the "Tourism hubs", four in multi story and underground car parks and the railway station and bus station. If you want some for your customers then please just let me know. This is just another way in which we promote your business to the visitors who come to Bury.



Whitsun Fayre

We enjoyed another two days of lovely weather during this family event in May and were quite fortunate as the town suffered torrential rain on both days either side of the event. The beach was a huge success once more and it was great to see so many people in the town again having a great time.



First Aid Training

As part of our commitment to supporting our businesses we have periodically provided training opportunities for our members and most recently this has proved very successful with our partnership with the Red Cross. We engaged them to deliver a full days "workplace training" in June for 12 BID business staff at no cost to our members. The first session went down so well we have run a further two sessions. This provision has led to savings for our members of approximately £10,000. If you have any training needs you think we could help you with please just get in touch.

Test Town

I was delighted to be able to persuade the Carnegie Trust from Scotland who, organise the Test Town challenge, for our town to host one the national stages of the competition. Five young female entrepreneurs took part during a week in mid July where they actually tested their business ideas for real on the public of Bury St Edmunds! Congratulations to "Marsh a la mode", a gourmet marshmallow business which was judged to be the winner and who progresses into the national final in Cambridge.



Risbygate St Video

Have you seen the video of "the most diverse retail street in the UK"? If not then why not visit our website or YouTube? This was an innovative way to raise awareness and promote the great breadth of independent businesses on this street and demonstrated once more how the BID on behalf of it's members can provide great value for our businesses as part of their free membership benefits.



What are we going to do..?

Christmas Lights Switch On St Edmunds Day

Here's a date for your diary and its only 3 months to go! This year the Christmas Lights will be switched on at 7pm on Thursday 20th November by Mark Murphy from Radio Suffolk. We have asked Mark to do this as this year "Switch On" falls on St Edmunds Day and Mark has led the campaign to reinstate St Edmund as the Country's Patron Saint. Once again the event will be host to a charity market and we look forward to the return of our penguins and reindeers!



Christmas Fayre

Yet again the Christmas Fayre will open on a Thursday afternoon to enable local folk to attend without the large number of visitors associated with the event over the usual 3 days. This year the Fayre will run from 27-30th November.

BID Members event on 16th September

The Farmers Club have joined the BID this year and as a consequence the BID has become a member of the Club that means that our businesses can have access to some of the facilities at the club at member's rates. The event is an opportunity to pop along and network with other BID businesses, meet the BID Directors and also see what facilities are available. We will be in touch with you about the final arrangements but make a note in your diary for this event which will start at 6pm.

Towns Alive Conference

On 5th and 6th November the National Town Centre Member Organisation Towns Alive will be holding their national conference in Bury St Edmunds. This is a prestigious event for the town to host and provides us with a great opportunity to showcase the town to visitors from across the UK as well as listen to what other towns are doing. This should also lead to considerable publicity about the event and the town itself.



Renewal ballot



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Business Improvement District

The Business Improvement District in Bury St Edmunds commenced in April 2010 and has a 5 year term that will conclude on 31st March 2015. In order for the BID to continue its great work for our businesses and the town as a whole it requires the majority of businesses who cast a vote to support the BID continuing for a further five years. All BID members will be given the opportunity to vote during November and all at the BID would urge all of our members to cast their vote and not to assume that they don't need to do this. Without commencing an election campaign already! All I would ask is if the BID didn't exist who would be standing up for our town centre businesses and who would be promoting our businesses and the town as a whole? Who will be installing and removing the Christmas Lights and who would pay for all the floral displays in the town centre?

The BID intends continuing to deliver all the current membership benefits during its second term but we also have a number of exciting ideas and initiatives that we will be outlining to you all in the coming months.



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