



Christmas lights switch on



the christmas count down is on...

Christmas will soon be upon us again and it is such an important trading time for our members. Bid4Bury as always will be doing all it can to attract visitors into the town during the next few weeks.

Traditionally Christmas in Bury commences with the switching on of the Christmas Lights and this year is no different. The Switch On event which again combines a Charity Fayre starts at 2pm on Thursday 15th November, with the lights being switched on at 7pm by Sue Kemp from McDonalds who is the inaugural winner of the Bid4Bury Customer Care award. We welcome back to this event our friendly penguins, who shortly after appearing with us last year were guests on the Jonathan Ross Show! The reindeers also return and will take Santa to the stage on his sleigh to switch on the lights. This year we also welcome some donkeys to town, so there are plenty of animals to entertain children and adults alike and they will be found outside Cotswold Outdoor in Abbeygate Street.

From 3.30pm the entertainment from local schools and colleges will commence on the stage outside of Moyses Hall and we welcome back our friends from RWSFM who will be transmitting from the Buttermarket all afternoon and compering the acts on stage. After the lights are switched on don't rush off home but why not stay and be entertained by the Dixie band from County Upper School. There will also be many fair rides available plus the usual street entertainers and our face painter and magician in Cornhill Walk as well as some Bid4Bury businesses selling their wares and promoting their businesses from Gazebos in the Traverse.

To encourage increased attendance the Councils are providing free car parking across the town from 4pm on Switch On night and on the three late night shopping nights in December so lets make sure your customers are aware of this and take advantage of this offer.

The annual Christmas Fayre takes place over the weekend of 23rd to 25th November with stalls all over the town centre but this year the produce market will take place in the Buttermarket over all three days too. Additionally there will be stalls at the top end of the Arc running towards Risbygate Street where there will

be street entertainers to try and encourage footfall into that part of town in response to concerns raised by local traders. Bid4Bury will also be organising entertainment in the town for our three designated late night shopping evenings on 6th, 13th and 20th December. We will be promoting all of these events heavily to encourage people into town on a Thursday evening so if you want to take advantage of this then you need to be open! and have reasons for people to come and visit you. As always we are very happy to use the ourburystedmunds brand to promote any innovative or interesting initiatives you have planned to encourage customers to visit you so just let us know what you have planned.

All at Bid4Bury and ourburystedmunds know what an important time the next couple of months are for our members so we hope you have a happy and profitable run up to Christmas and beyond but if you want any help please just ask so everyone can benefit from the hard work it takes to put on these events.

Bury St Edmunds

christmas lights
Switch on

our bury st edmunds...

Shrine of a King, Cradle of the Law



Andrew Speed | Chairman, Bid4Bury

a word from the chairman...

I have now been Chairman of Bid4Bury for a year and have been able to witness first hand all the work that Mark and Jackie have put into raising the tangible benefits that you can now access as a member. I was really impressed with the two day Food and Drink Festival that they organised from scratch and was delighted that so many people turned out. I wasn't surprised to see how popular Jean Christophe Novelli was though and I know so many of the stall holders had a great weekend as did many of our businesses, particularly those who were involved with the Festival. This type of event is just one aspect of what we can do to improve business opportunities in the town for our members.

As well as events and marketing I believe that we ought to be a proactive lobby group for our members and I have taken a personal interest in the issue of car parking charges in the town. I fully appreciate the funding pressures being placed upon Local Authorities but at the same time they have a responsibility to support the Government commitment to town centres and to work with businesses to ensure that car parking charges don't deter visitors. As part of this process I have made representations to a Borough Council sub group and encouraged the creation of small focus groups to enable the Council to engage directly with business owners so they hear about concerns from those directly affected by their decisions. On your behalf I also continue to meet with our local MP, the Chief Executive and the Leader of SEBC to ensure that they are all aware of the concerns of our members.

After another challenging trading year I am fully aware of how important the next few weeks are to so many of our businesses and I would therefore encourage as many of you as possible to work with Bid4Bury on the various initiatives they have planned in the run up to Christmas so you can take advantage of these opportunities such as late night shopping to the benefit of your business.

Seasons greetings to you all and let's look forward to a prosperous 2013

from the chief executive...

As we approach the end of another year it is appropriate to reflect on what we have delivered for our businesses over the preceding twelve months. I don't have sufficient space to record everything we have done but I think it is clear that all our efforts have positively contributed to Bury, on the whole, surviving the recession and with signs of recovery showing and this can be seen by the continuing number of national brands that are choosing to locate themselves in Bury at this time. It was only a year ago that we launched the ourburystedmunds brand but it has grown and developed unbelievably during this time with the website now well established as a source of information about the town and our businesses. We have over 6000 people signed up as members and regularly have over 4000 different visitors to the site each month. Nearly 7000 people have downloaded our phone app and we have over 2200 twitter followers. This is in addition to our facebook and google+ presence. So as can be seen we are being very proactive in using social media networks to promote the town.

Additionally we are frequently featured in the local newspapers and have appeared on Sunrise on Sky TV and Look East as well as appearing regularly on Radio Suffolk and RWSFM. There is no doubt we have raised the profile of the town both locally and regionally during the past twelve months and we have plans to build upon this next year.

When you also consider that businesses solely pay for the Christmas Lights that last year were extended throughout the medieval grid and this year will be further extended into Angel Hill and we were responsible for over 100 beautiful hanging baskets in the town it is clear to see how businesses are contributing to making Bury town centre a better place.

This is without all the events we arrange and support to ensure that the town centre is somewhere where people want to visit because if we can ensure a regular high level of visitors then this is the best environment for your business to thrive.

I would like to take this opportunity of wishing, you, your staff, friends and family a very Merry Christmas and hopefully a happy, healthy and profitable New Year.



Mark Cordell | Chief Executive, Bid4Bury

what we have done...

velvet awards nomination

Ourburystedmunds have been nominated in the First For Customer Service category in the Velvet Awards.



Food and Drink Festival | Jean Christophe Novelli meeting stall holders

food & drink festival

We hosted our first Food and Drink Festival which was a huge success. Both days attracted large numbers of visitors with many stalls completely selling out of their products. Both the Farmers Market on Angel Hill and the Chilli Festival in Langton Place were huge successes. Both our celebrity chefs held the attention of the crowds. Ollie Dabbous was making his first public performance and has subsequently earned his first Michelin star. Jean Christophe Novelli attracted even more admirers on the Monday and then spent time walking around the town talking to stall holders and members of the public. Next year's event is already on the calendar for 25th and 26th August.



Food and Drink Festival | Jean Christophe Novelli food demonstration

business festival



Bid4Bury played an important role in this year's Business Festival with us hosting a Question Time event at the Apex, where the panel consisted of local politicians and our Chairman who took questions from the audience. Bid4Bury also sponsored a Customer Care award at the Bury Free Press Business awards.



Sue Kemp | Winner of the Bid4Bury Customer Care Award

bid4bury customer care award

The first winner of the Bid4Bury Customer Care Award is Sue Kemp from McDonalds who has been working there for 16 years and who was nominated for the excellent service she provides to customers. Here she is receiving her award at the Bury Free Press Business awards from Mark Cordell (Bid4Bury CEO) and Paul Ross.

mansfield park production

Ourburystedmunds sponsored the tremendously successful Mansfield Park production at the Theatre Royal and it is now touring Southern England. The production drew, outside of pantomimes, the highest audience numbers in recent years so our brand has received considerable exposure as a result of this.

increased revenue streams

We are now increasing our income to ensure that our members get even better value by charging for non Bid4Bury businesses to advertise on our website. This initiative, with other income generation streams, means that all of our expenditure is now not solely dependent upon the levy payments of our members.

we need your email address!

Have we got your email address? If not please let us have it so we can keep you up to date with all we are doing for our members. Alternatively at your leisure you can visit www.ourburystedmunds.com/latest-news to keep yourselves abreast with all we are doing for you.



Christmas lights switch on | Abbeygate on Angel Hill

late night shopping

Late night shopping evenings are planned for the 6th, 13th and 20th December where we want as many businesses as possible to remain open until at least 8pm. Last year we noticed that around 8pm many people were coming out of restaurants and were surprised to discover shops were closing. Bid4Bury will be organising an array of entertainment for each of these evenings to encourage more people to come into town. Free parking will be available across the town from 4pm on all of these evenings.

6th december

There will be a variety of street entertainers in town on this evening to welcome visitors. This will include a fire eating juggler, piper, and musical entertainment across the town plus a face painter and magician within Cornhill Walk Shopping complex. Plus there will be a find the reindeer competition on this evening and the 20th, with further details to follow

13th december



On the 13th December, in partnership with Breakthrough Breast Cancer, Bid4Bury are looking to break a world record for the largest number of fairies gathering in a place at the same time. The record attempt has been registered with Guinness and we need to attract 787 people to Charter Square for 6pm. So if you, your staff or friends, family or customers are prepared to wear a tutu and wings then please get involved in this event. We are working in partnership with Breakthrough Breast Cancer on this initiative who will be recruiting fairies! and looking to raise money for such a worthwhile cause. It would be great if those businesses open on this evening encourage as many of their staff as possible to dress up as fairies and help us break the world record!

20th december

On 20th December for the disorganised gentleman (negative stereotyping of the worst kind!) we are encouraging businesses to provide opportunities for blokes to pop in at the last minute to buy gifts for their loved ones and Palmers Fashion Store are offering to gift wrap presents for anyone on this evening irrelevant of where the gift was purchased from!

best dressed window

We will again be awarding our shield to the best festive window display and if you think your window is worthy of consideration then please let us know so the judges don't inadvertently miss you. Is anyone going to be able to make sure that Tudor Rose don't retain the shield for a second year?

footfall in the town

Businesses are frequently asking me what the level of footfall in the town is at different times of the year and I am always very grateful to Colin Roberts at the Arc for providing me with the information they collate but none exists for the original side of town so we are currently in discussions with a couple of major national providers to rectify this situation and therefore will then be able to provide our businesses with more accurate and relevant performance information.

car parking charges

On your behalf Bid4bury is still pursuing the issue of annual car parking charges with the Council and the need for them to be far more flexible in their pricing strategy and to have a balanced approach to provide choice for consumers, support businesses and raise revenue for themselves. The outcome of their review should be announced in December.

Bid4Bury
Business in control of business



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our bury st edmunds...

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