



Stage is set for the Food & Drink Festival

The Ourburystedmunds Food & Drink Festival returns over the August Bank Holiday weekend with two top TV chefs and restaurateurs as the stars of the show.

Once again BID members from the food and drink sector in the town will be showcasing their skills to the crowds who love this popular element of the event.

Turning up the heat in the kitchen on Sunday will be Galton Blackiston of the Michelin-starred Morston Hall in North Norfolk, who returns after his well-received appearance at last year's festival. On Monday James Tanner, who has restaurants in Kent and the South West, heads up the menu. Both chefs are known for their extensive television appearances, with James currently the resident chef on ITV's Lorraine.

This two-day free admission event, organised entirely by Ourburystedmunds, has been a regular fixture in the town's foodie calendar for the last four years and has gone from strength to strength in that time.

Jackie Regan, Event Manager at Ourburystedmunds said: "James and Galton are promising to share some of their most delicious secrets so there's a lot to look forward to in the Aga Rangemaster Theatre Kitchen including all the supporting demonstrations from local chefs throughout the weekend.

"Galton's desire to come back again this year, indicates how highly regarded this still relatively new festival is thought of in this region. I hope James will also enjoy visiting the town and have a chance to seek out some of the impressive selection of food and drink offerings that we have here in Bury St Edmunds."

Meanwhile, to find out some secrets from our town centre kitchens during the festival watch out for supporting performances on Sunday from Palmers Coffee Shop, Casa Del Mar, Maison Bleue and The Snug Bar. On Monday the stage will be hosting Malcolm Harradine, The Northgate, Giggling Squid and Ben's. But of course we're always keen to hear from any BID members who are doing something special over this weekend – and if you let us know about it we'll promote it for you too.

The Ourburystedmunds Food & Drink Festival will run from Sunday 28th to Monday 29th August and, as well 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.



 **our bury st edmunds...**
Business Improvement District

Chairman & chief executive updates...



Mark Daly | Chairman of Ourburystedmunds and Partner at Greene & Greene Solicitors

Some of the oldest paintings of our town centre feature one of our most iconic buildings - The Cupola. Bury St Edmunds suffered a terrible shock four years ago when a kitchen fire ravaged the 17th century Grade I listed townhouse. The fire was enormously detrimental to nearby businesses, some suffering smoke and water damage and others impacted by the partial closure of the street.

After a painstaking rebuild, we are on the brink of the Cupola re-launching as the second site of a growing regional restaurant group, Bourgee, under the command of a well-known Essex chef and restaurateur, Mark Baumann. More proof of inward investment into our town. The beautiful Traverse remains home to some of our retail and service stalwarts who weathered the storm, including Croasdales the independent retailer of the year at the 2015 Bury Free Press Business Awards, Butterworths Healthfoods & Herbs that stocks every foodstuff imaginable and the ever charming Harriets. It features some more recent arrivals in By Choice and Connells estate agents, Nanook the new ladies' fashion store from Sudbury and the resplendent gentlemen's outfitters, Dapper Fox. How could I talk about the Traverse without mentioning the world famous Nutshell, which draws in many tourists all year round. We have recently had some great news with the announcement that a monthly Farmers' Market will be located in the Traverse. Run by Justine Paul of Suffolk Markets, she is well known to the BID from professionally running the Farmers' Markets at a number of our own events over the past few years. This will be another feather in the town centre's cap, with Sundays now competing with Wednesdays as the second major trading day of the week. The big question is whether many of our members will be open on this traditional rest day to utilise the additional footfall. In any event, the revival of the Traverse is another sign that our town centre can continue going from strength to strength as both the home of amenities for West Suffolk residents and an attractive visitor destination. As the chairman of the board of directors, I am always keen to hear from our members. Please feel free to drop me a line if you have any thoughts on our town or suggestions of how the BID can help your business. 01284 717500 ~ markdaly@greene-greene.com ~ @markdalybse



Mark Cordell | Chief Executive Ourburystedmunds

Since our last newsletter we have been very busy at the BID with a number of activities but particularly in regards of events with the Whitsun Fayre, Independents Week and the Festival of Sport and we are currently finalising arrangements for the Food and Drink Festival which will take place over the coming Bank Holiday Weekend.

Events continue to be an important part of our work as our promotion of them raises the profile of the town, brings additional visitors to the town and enables those businesses, who choose to have a presence at these events, to take advantage of this potential additional business.

The Whitsun Fayre went very well with the beach as popular as ever and the motorsports display on Angel Hill proving to be very popular and we are already working on expanding that for next year.

During the first week of July we promoted the town's Independents Week where our focus was firmly around making more people aware of the fabulous array of Independent businesses we have in the town. We created a mobile friendly page on our website dedicated to our independent businesses, worked with our local radio station RWSfm by featuring one of our "Indies" every hour all week on the breakfast show and many congratulations to Sophia and her team at Pocket Watch and Petticoats in St Johns Street for receiving the most votes in the stations Best Independent Business in Bury St Edmunds award.

This was followed immediately by our second Festival of Sport which brought some free physical activities into the town centre including some military physical challenges in Charter Square and some netball participation activities on the paved area of the Cornhill. We also had a 5km Fun Run, a walk to work from Moreton Hall and the week concluded with the Street Velodrome coming to town. Throughout this week we also publicised as many sports clubs and groups in the town, who are invariably run by volunteers, trying to encourage more people to get active. These varied events are just some of the ways we try to make a visit to our town centre an interesting and enjoyable experience for potential customers of our businesses and hope that as many of you as possible are able to take advantage of the fruits of our labours.

As I have mentioned above myself but predominantly my colleague Jackie are currently working on the Food and Drink Festival which is less than two weeks away and we are hoping that this year will be the best ever with more attractions and activities than ever, and after that then it's planning for Christmas activities!!

What we have done...



The Whitsun Fayre

The Whitsun Fayre was held over the late Bank Holiday weekend in May and the highlights included the urban beach, the mini farm, the flower and plant market as well as a new attraction, the Motorsports show on Angel Hill. The show featured a range of cars including some rare Ford RS rally cars. As part of this year's Whitsun Fayre marketing activity, we benefited from a targeted paid Facebook campaign that reached an additional 32,000 people within a 50mile radius of Bury St Edmunds.

our bury st edmunds... festival of sport

10-17th July 2016

This year's nine day event launched on Saturday 9th July with physical activities and challenges in Charter Square. The opening weekend also included the finals at Wimbledon, the Euro 2016 Football Final in Paris as well the British Grand Prix at Silverstone. Locally, the women-only cycle challenge at Nowton Park, Women on Wheels took place on the Sunday too. For the rest of the Festival, it was an opportunity for grass roots clubs in the town to hold special events or taster sessions to encourage new members. Finally, during the last weekend, the nationally-recognised Street Velodrome came to the arc Shopping Centre offering members of the public a chance to give the sport a go as well as watch the professional cyclists race. The Festival was a resounding success and we look forward to working with partners in 2017 to raise the profile of sports businesses and clubs in the town.

AGM

On Tuesday 28th June we held our AGM at Edmunds, West Suffolk College. At the meeting we confirmed the appointment of new director Heather Warren from Oakes Barn. Heather will be the voice for members from the night time economy. Also at the AGM, Maria Broadbent from Casa Del Mar expressed her interest in becoming a BID director and we are pleased to announce Maria has now joined the Board.

PEOPLE PLACES Benchmarking Survey

Bury St Edmunds Town Centre Survey

Every year we commission a study to understand how the town is perceived and how we can make improvements for the future. We're pleased to report Bury St Edmunds scored above the national average on many points for large and small town centres. Some of the significant findings included:

- 98% of people said they would recommend a visit to Bury St Edmunds to others – which is about 30% higher than other towns.
- 46% of town centre users spend more than £20 when they come into town – which is 6% more than the average for large towns nationally.
- The 'Free from Three' parking initiative on a Tuesday has seen a slight increase on last year with 41% of users saying they had taken advantage of it.
- When asked for a negative aspect of the town centre 54% of respondents answered car parking – but this is a lower figure than the previous two years (59% & 64%).



For this year's Independents Week we re-branded the campaign and developed a new website showcasing all independent BID businesses in the town centre. We also organised a number of social media competitions and generated video content with businesses.

Through social media and the website activity we reached just over 85,000 people. As part of Independents Week, we organised a competition in partnership with RWSfm to find the best independent business. Pocket Watch and Petticoats received the most votes and wins £500 of radio advertising. Pictured is owner Sophia Lucette with her trophy. Runners up were Raspberry Rascals and Buy the Light who will also receive marketing related prizes with RWSFM.



What are we going to do..?



Christmas Lights Switch-On

The date for this year's Christmas Lights Switch-On is Thursday 17th November. Ourburystedmunds organises and funds the whole event, as well as the town's festive lighting. We understand the importance of this trading time for our businesses, therefore we ensure the town is looking its best at this time of year.

The Bury Master Plan

The Borough Council are commencing a consultation process to identify the key priorities for the town centre over the coming years and the BID will be a contributor to this process. We will use our most recent survey findings to feed into the discussions around the issues that our members and the public feel are most important. This is all to ensure that the town remains a vibrant and positive place to live and visit, but most importantly a positive location to own and run a business. The intention is to publish recommendations towards the end of next year. We will keep you updated with progress.



Christmas Fayre

The 13th Bury St Edmunds Christmas Fayre is returning on Thursday 24th November until Sunday 27th November 2016 and will extend from the historic Angel Hill and Abbey Gardens to the arc Shopping Centre and The Apex. Although the event is organised by St Edmundsbury Borough Council, we're working with them and other partners to bring greater benefits to BID businesses. If you have any questions, suggestions or concerns about the Christmas Fayre then please contact our CEO Mark Cordell on mark.cordell@ourburystedmunds.com or call him on Bury 766258.



Ice Rink

Last year Ourburystedmunds organised the first ever real ice rink for the town. The Rink, plus the visit of the Coca Cola lorry, contributed to 1million visitors through the arc Shopping Centre - the highest level of footfall the town has seen since records commenced. Negotiations with partners and providers are now in the final stages to bring a bigger and better ice rink to Bury St Edmunds this Christmas.

