

## Bury named best place to live in the East by The Sunday Times!

We're enormously proud that our wonderful town has been picked as the best place to live in the East, and we think the country! It's great to see some of our members getting a mention, and even our annual Food and Drink Festival made the cut! Thank you to everyone for contributing towards making Bury a fantastic place to live, work and spend time.



Photo © The Sunday Times

## Food & Drink Festival

The Our Bury St Edmunds Food & Drink Festival will be held on Sunday 25th and Monday 26th August, and two celebrity chefs will take to the stage this year to share their kitchen secrets. Nick Nairn will appear on the Stoves Cookery Theatre Kitchen on Sunday 25th and Dean Edwards will appear on Monday 26th and both will provide three demonstrations.

As in previous years stage demo slots will be offered to the many talented chefs working in the Our Bury St Edmunds member businesses too. The event will also include the ever popular beach and the mini-farm, along with over 100 food and drink traders, including a farmers' market on Angel Hill. For more information go to: [www.ourburystedmunds.com/foodanddrinkfestival](http://www.ourburystedmunds.com/foodanddrinkfestival)



## Benchmarking

We are again carrying out a public survey during the month of May to find out what people like about the town and what they would like to see improved. We can then use this information to implement changes we have control over and where this is not the case, do all we can to persuade partner agencies to do the same. To give the survey some credence and credibility we need as many people to complete it as possible. I would therefore be grateful if you could all encourage your staff, customers, friends and family to complete this survey which is predominantly a tick box process but with some free text opportunities as well. The survey can be found at:

[www.surveymonkey.co.uk/r/BSEtcu19](http://www.surveymonkey.co.uk/r/BSEtcu19)



## AGM Tuesday 18th June

Our Annual General Meeting will be held from 6pm on Tuesday 18th June at The Athenaeum. As well as dealing with the formal issues of an AGM the evening will be an opportunity to meet fellow members, the BID Board and team and hear some initial thoughts about the priorities and funding of the third term of the BID from 2020-2024. If you are unable to make this meeting, we are hosting a coffee morning at Bill's in Abbeygate St between 10.30 & 11.30 on Thursday 6th June. If you intend to come along to either or both of the events. Please let us know along with any dietary requirements you have by contacting [jackie.regan@ourburystedmunds.com](mailto:jackie.regan@ourburystedmunds.com)

# Our Bury St Edmunds Whitsun Fayre

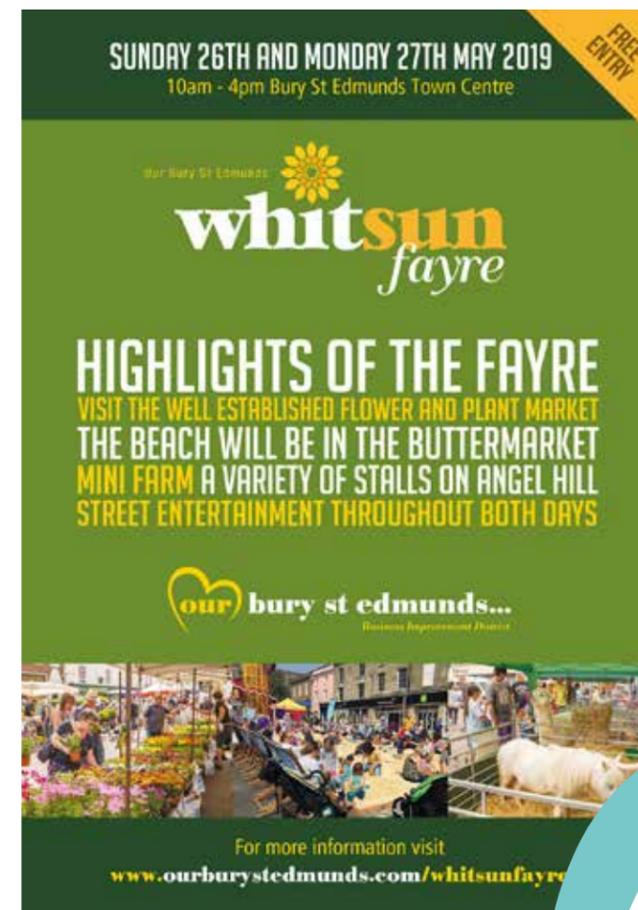
The Spring Bank Holiday Whitsun Fayre - organised by Our Bury St Edmunds is expected to bring thousands of visitors to the town centre over the two days, and is a great opportunity to showcase everything the town has to offer.

This popular well established event includes a flower and plant market, a variety of different stalls, an urban beach, fairground rides, mini-farm and street entertainment in the Buttermarket and Cornhill.

Angel Hill will host a variety of flower, craft, and artisan food stalls.

**Admission to the event is free and it runs from 10.00am to 4.00pm on Sunday 26th and Bank Holiday Monday 27th May.**

We hope that those who visit will return at other times, also tell their friends what a great town we have. Please remind your customers about it too.



## Theatre Trail

This year is the 200th anniversary of The Theatre Royal Bury St Edmunds. To celebrate, we have created a Theatre Star Trail around the town centre and are challenging the public to find all 25 stars. They are each named after a performer who has trodden the boards at The Theatre Royal! The Trail runs from 25th May - 27th October.



## Independents Week

Each year we proudly celebrate that so many of our businesses in the town centre are independent. Once again, we will be dedicating a whole week to promoting and highlighting the great range, variety and uniqueness of our independent businesses, not to mention excellent customer service. This year our Independents Week will be Monday 1st July to Sunday 7th July. To help our businesses celebrate and to mark this special event we will be joined by Tony Appleton – Royalist Town Crier on Wednesday 3rd July. If you are considering a promotion, offer or something else as part of this week and/or you would like to be visited by the town crier for a photo opportunity please contact [mike.kirkham@ourburystedmunds.com](mailto:mike.kirkham@ourburystedmunds.com)





Garry Easter | BID Chairman and Manager of Marks and Spencer



Mark Cordell | BID Chief Executive

The BID is now in its 10th year and in November we will be asking our members to vote for us to continue delivering benefits for our businesses.

The BID Board are very proud of all that has been achieved during our first two terms but are never complacent and are keen that the BID team provides and delivers even more support, services and outcomes that benefit the town, as a whole, as well as our members. During our second term we have continued to focus upon all six of our priorities but with most emphasis upon marketing, events and supporting our businesses.

Since 2015 we have delivered an ice rink, three large events a year that bring over 70,000 people into the town, two public art trails and this year a further trail celebrating the 200th anniversary of the Theatre Royal and a new ale trail. Our marketing and promotional activity has increased considerably during the current term and this includes our website. Our predominant growth in this area has been the use of digital marketing through social media, which enables us to objectively target who receives our messages about our businesses, our town, the events organised by ourselves and others. We have utilised funding to directly communicate with those living within a reasonable travelling distance to the town and to those who are interested in attractions we have in Bury.

Another important part of what we do is our ongoing relationship with other organisations, where we represent the views of our members, in order to improve the trading environment for our businesses and their customers.

We have a particularly constructive and positive relationship with the Town Council, who have provided funding to support projects we have led on. The Town Council have recently employed two new PCSOs and its great to have a visible enforcement presence in the town to address concerns expressed to us by our members including, illegal car parking and anti-social behaviour. In regards of what is now, West Suffolk Council, we have been regularly discussing with them issues such as the cleanliness of the town centre, the market and car parking, to name just a few. In regards of the latter we have been lobbying for over 6 years to introduce the flexibility of a pay on exit regime in some of our car parks. We are therefore delighted that the Council have agreed to introduce a 3 month trial in the St Andrews St North car park and we will keep you updated about this trial once we know more about it.



We have worked closely with the Police and what was the Borough Council to address the issues of begging and drunkenness. These are just some of the things we have delivered on behalf of our members and of course all of these services, products, events etc will not happen, from next April, if the BID no longer exists, so we will need all our supporters to register their vote for the BID in November when our renewal ballot will be held.

Throughout the next few months we will be holding regular networking events to which you will all be invited so you can let us know what you would like the BID to do on your behalf. If you still aren't receiving the weekly e mail from our CEO and want to know what the BID is doing for our members then please send us an email to:

[mark.cordell@ourburystedmunds.com](mailto:mark.cordell@ourburystedmunds.com)

## Dog Friendly Scheme

Back in September we collaborated with Bury St Edmunds Canine Creche, Bury St Edmunds Town Council and Bury St Edmunds and Beyond to make Bury St Edmunds the most dog-friendly place in the UK. The result so far has been fantastic with over a 100 businesses openly declaring being 'dog friendly' by displaying the now familiar paw print window sticker and optional green dog water bowl. For further information including the 'Dog-Friendly Charter' and to join the scheme (its free) visit [www.burystedmunds-tc.gov.uk/home/dogfriendly/](http://www.burystedmunds-tc.gov.uk/home/dogfriendly/) Don't forget to share your story on social media using #dogfriendlybse



## Christmas - Bury St Edmunds Style

The festive season was launched with our very popular Christmas Lights Switch On event which saw the town centre lit up with thousands of dazzling lights and displays. The lights were switched on by our chosen local community celebrity Dr Liz O'Riordan which attracted thousands of visitors into the town centre.

In addition during December to boost footfall and support our businesses during this important festive shopping period, we saw a number of attractions appear in the town centre including Mary Poppins and Bert, the Snow Queen and Snowman, Christmas Grotto and Carousel.



## Easter Competition

In recognition of the many wonderful window displays we see throughout the year in our businesses we decided in light of the well-known Christmas Window Competition to run a Facebook Easter Window Display Competition. This ran for two weeks with the winning business chosen by the public as Mr Simms Olde Sweet Shoppe.



Bury Free Press & Photographer Mark Westley

## Happy 1st Aleversary!

Just over a year ago we launched the first official Bury St Edmunds Ale Trail which was opened by the Mayor at The One Bull. Since then 9,000 Ale Trail maps/brochures have been printed and distributed throughout the town centre at the tourist information points and participating pubs and bars. Since the launch Our Bury St Edmunds Director Heather Warren (the inspiration behind the Ale Trail) and our Business Support and Marketing Officer Mike Kirkham have been busy



identifying exciting new ways to enhance and promote the Ale Trail. This includes a new and unique Ale Trail Tour which was launched by the well-known Bury St Edmunds Tour Guides with the first tour on the 27th April. For full details of the Ale Trail visit

[www.ourburystedmunds.com](http://www.ourburystedmunds.com)  
For information about the Bury Tour Guides and to book their tours visit:  
[www.burystedmundstourguides.org](http://www.burystedmundstourguides.org)

## Training

Almost every month we provide training for BID Businesses for FREE. In the first four months of this year we delivered 10 training courses which resulted in a 108 people receiving a variety of training needed for their work place. By the end of the year we will have provided over 500 free training sessions for our businesses.

**Courses we have provided include;**

- Emergency First Aid at Work
- Fire Marshall/Warden
- Customer Service
- Workplace Wellbeing
- HABC Level 2 Food Safety
- Google My Business / Social Media

