

PLACE

FOR TOWNS AND CITIES

The finest eloquence is that which gets things done

#14



Finalists Announced!

Blachere Christmas Lights Competition 2017

Also:

Find out about our regional network meetings
New BID Manager positions offered
Stories from across the UK



intrigue
inspire
illuminate



INSIDE Edition #14

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FROM THE EDITOR



event in your area.

You can also read more in this issue about our updated BID services. We know that for many areas, uncertainty and cost are early barriers to investigating BID feasibility, so we are effectively offering BID feasibility studies for free by guaranteeing one free day's work on BID development for every day we spend working on a feasibility study! A compelling offer, and one that we hope will encourage more areas to consider the opportunities that a BID might bring for them. Drop me a line to find out more.

Finally, I just want to say that I hope you enjoy this issue of Place as much as we enjoy putting it together. We have regular contributions from our friends in Chester and Northwich, as well as the regular blogs and features. We put this magazine together for you – to share your successes, learn from what other places are doing and to celebrate all that is great about the places you and we love. Please do let us know what's going on in your place and we'll feature it in a future issue of the magazine.

Matt Powell
Revive & Thrive Director
E: matthew@reviveandthrive.co.uk
Telephone: 03330 124285

I suppose the only place to start this month is with the announcement of this year's finalists in the Blachere Christmas Lights Competition. I had the time-consuming pleasure of reading through all the applications and it seems that the standard of entries continues to improve year-on-year. I really do feel for those that didn't make the final cut, especially as some missed out by just one or two points, but once again, it just goes to show the passion, commitment and innovation in our towns, cities, villages and high streets up and down the country.

We are now looking forward to what promises to be a fantastic finals day on 23rd June, especially given that we are once again being hosted by Lightworks, home of the amazing Blackpool illuminations. A special note of thanks to them and, of course, to Blachere Illumination for continuing to support an initiative that always captures everyone's imagination.

On a slightly less festive note, we are, as ever, continuing to make sure that the Revive & Thrive offer to all of our stakeholders remains up to date, relevant and of use to everyone who uses our services. Our regional events are taking shape nicely, with the next one taking place in County Durham on 22nd June, two more dates booked for events in the south/south west and further events to be announced very soon – don't forget to get in touch if you'd like to host an

REVIVE
&
THRIVE

PLACE MAGAZINE

Editor in Chief
Mark Barnes

Assistant Editor
Matthew Powell

Creative & Design
Stephen Blackwell

f WWW.REVIVEANDTHRIVE.CO.UK
t REVIVEANDTHRIVE
@REVIVE_THRIVE
Tel: 03330 124285

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Think you know us? Think again...

Revo combining 'retail' and 'evolution' promotes the entire UK retail property and placemaking community.

Revo 2017 is the UK's largest single gathering of people and businesses that together create, deliver, operate and occupy great places for work, rest and play. At Revo 2017 you will connect with 3,000 senior level cross-sector experts that every day work to energise towns, cities and urban areas.

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Weds 20 Sept
Day 1

Thurs 21 Sept
Day 2

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BLOG Alison Bowcott-McGrath

The Power of the Grey Pound

In a recent article in Property Week, New River Retail Property Director, Allan Lockhart says their research dispels the myth that retail growth is linked to millennials. "They [millennials] get a lot of airtime and there's a lot of effort expended in trying to ascertain how to capture their spend." Lockhart goes on to say the millennial wallet is empty. They earn 37% less in comparison to Gen Xers at the equivalent life stage in 1995. With so much less disposable income, is it any wonder millennials prefer experience over ownership? Baby boomers, on the other hand, spend 42% more on retail goods than any other demographic and 66% more than millennials.

Research from GlobalData shows UK baby boomers hold all the retail spending power, with very little debt the over 55 age group controls 80% of the UK's wealth and is predicted to account for 57.5% of all in-store plus click and collect sales growth by 2025.

However, we can't ignore the fact that age-related conditions will have an impact on this demographic in the near future. According to the Alzheimer's Society, one person is diagnosed with dementia every 3 minutes. There are currently 850,000 people with dementia in the UK, with 40,000 people under the age of 65. These frightening statistics are set to rise to over 1 million by 2025 and 2 million by 2050.

It was Alzheimer's Awareness Week last month (May, 14th- 20th) and the disease has been headline news for some time so it's encouraging to see that shopping malls and town centres are beginning to implement simple schemes to support



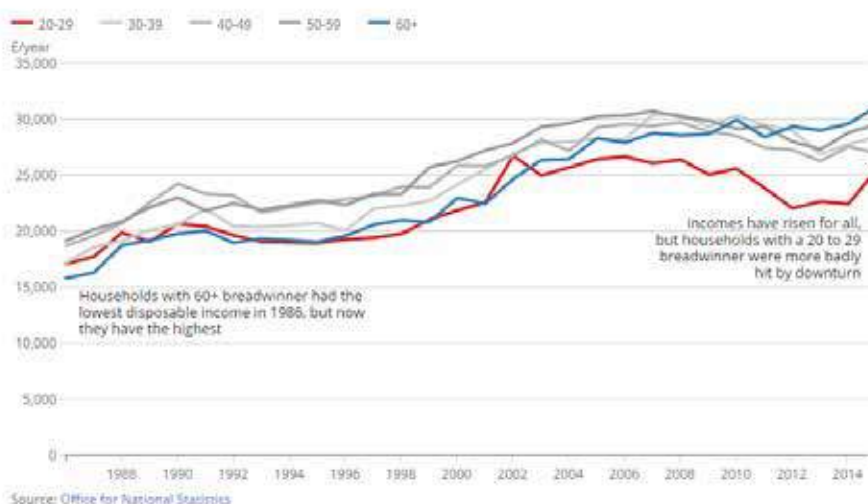
PLACE FOR TOWNS AND CITIES

5

PinPointer
TAKING BRANDS PLACES

MAYNINETEEN

Average annual household disposable income, by age of breadwinner, UK, 1986 to 2014/15 (adjusted for inflation)¹



sufferers and their carers.

Bromley is one such town, the local newspaper, Bromley Times recently reported on the launch of 'The Keeping Together' scheme in which wristbands have been made available free of charge in key locations throughout the town centre. Anyone can use the bands, adding their contact phone number, so if the wearer becomes lost parents or carers can be contacted quickly to reunite anyone separated from loved ones. Since its launch in May the local BID has decided to further expand the scheme to reach vulnerable adults.

It's a global issue and one that begs

the question, are we really prepared? What is your town centre doing to accommodate its ageing population of big spenders? Will big data provide the solution to better tailor the offer towards this majority demographic?

Alison Bowcott-McGrath
Managing Director
PinPointer UK and MAYNINETEEN Ltd

Building 8, Exchange Quay, Salford,
Greater Manchester, M5 3EJ

E: alison@pinpointer.uk
T: 0161 850 1400
M: 07870 176949



It's nearly over!

The Blachere Illumination Christmas Light Competition 2017 finalists are announced.

Blachere Illumination Managing Director, Ronnie Brown said "This year the standard of applications was extremely high and the scoring so close. Anyone of the top ten could win the top prize. In fact it was a shame for those who didn't make the final as those placed 11th to 26th were only separated by four points."

As always the competition was organised and delivered by Revive & Thrive. Judging and shortlisting this year came from representatives of the Revive & Thrive membership and the Non-Exec Board and Advisory Group as well as close partners making sure the process had a totally impartial judging panel.

Mark Barnes MD and Founder of Revive & Thrive said "What makes working

for Revive & Thrive truly wonderful is that we behave like one big family with members and non-exec directors all stepping forward to support our projects and getting so enthusiastic about ensuring the right results for the 12 finalists. Not to mention offering their time freely" Mark added "I'd like to thank Blachere for working on this with us for another year and bringing a little festive cheer to June 2017"

The finalists are now all invited to Lightworks, the home of Blackpool Illuminations on June 23rd for a behind the scenes tour and to give a presentation to our panel of Judges. Ronnie added "I'd like to thank Richard Ryan of Lightworks for offering us this fantastic venue for the 2017 final."

The finalists are (in no particular order) -

Kidsgrove Town Centre CIC
Liskeard Lights Up
Combe Christmas
Gravesend Borough Market
Lancaster BID Ltd
Worcester City Council
Congleton Town Council - Christmas Crackers Group
Stratford Original BID
Rye Christmas Festival
Mansfield District Council

The two towns battling out for the special Welsh prize are -

Newtown
Ebbw Vale

Good luck to all of them!



Dorking Town Partnership BID Manager

Full-time fixed term contract until June 2022

Salary: c £40,000

Deadline 17.00 23rd June 2017

An exciting opportunity has arisen for an outstanding candidate at Dorking Town Partnership (DTP), a new organisation set up to deliver the first Business Improvement District for this traditional market town located in the beautiful Surrey Hills.

DTP is seeking to employ a BID Manager of the highest calibre to work to deliver the Business Plan for the Dorking BID, the town centre's Business Improvement District.

This is an ideal position for an organised and dynamic

self-starter, the role offers an opportunity to play a key part in the successful economic regeneration of Dorking. You will be approachable, visible and accessible to our BID members.

Candidates are invited to apply that have a proven track record of developing and maintaining successful and productive business relationships at a senior level, ideally across both the private and public sector.



**Apply
Today >>**

First impressions count!...

whatever type of business you are!

**MADE
YOU
LOOK!**

For those of you who are regular readers of Place Magazine you'll know Made You Look! are passionate about helping retailers to have head-turning

window displays which attract not only locals, but visitors to stop, spend and explore. A vibrant high street is welcoming whereas a dull, depressing town centre is the exact opposite... who would want to go there when the next town is full of buzz with exciting, colourful shop window displays & welcoming cafés – it's not rocket science! Good window displays aren't just a luxury – they're crucial.

However, you may also think that our workshops aren't suitable for all your traders if your high street contains a wide variety of businesses. All businesses have a message to tell whether they are an estate agency, optician, bank, pharmacy, café or restaurant even...the list goes on! It's not just how the business looks but how it feels to you too! If it's not attractive you'll walk on by. Gone.

This is why we have a choice of options

from Talks & Consultations to full day Workshops depending upon what is required and for who. Our Talks are a great way to shake businesses up to the reality of what they could be doing with simple inexpensive changes – a bit of a wake-up call if you like, yet with our Workshops we can spend more time teaching the basic principles and also having a practice with stock too.

For instance, within this last month alone we've worked with Travel Agents, Florists, Charities, Department Stores, Visitor Centres, Lingerie, Outdoor Clothing, Wine Merchants and Chocolatiers... so I hope you can see how much help we can offer traders on your High Street too.

Do please give us a call if you feel we can help in anyway as we'd be happy to have a chat and work out the best options for you and your Place. Remember...

"You don't get a second chance to make a first impression"

To find out more:

helen@madeyoulookmadeyoustare.co.uk

www.madeyoulookmadeyoustare.co.uk

01904 654933



Memberships 2017

The only UK nationwide membership organisation for BIDs and all places. Our distinct memberships you will have free and easy access to all Revive & Thrive events and competitions and information and advice on policy, we are your one stop place shop.



Benefits include: FREE entry to all our events, campaigns and conferences

- National and regional networking events covering issues and policy affecting your place
- A single voice to lobby for positive change nationally
- Unlimited access to Revive & Thrive's Non-Executive Board, steering Group, Regional Advisors and Expert Panel
- Exclusive member only updates
- Promote your place and BID by writing free articles for monthly Place magazine
- Updates on the latest technologies and solutions for places
- Discounts and special offers from our Place Solution Members
- Place Magazine: 50% discounts on advertising in Place Magazine
- Recruitment Service: Target your advert specifically at experienced place management and Business Improvement District professionals
- You will benefit from unlimited access to Revive & Thrive Advisory Service

Prices

Individual Membership: **£110+VAT**
 Smaller Places Membership: **£175+vat**
 Places Membership: **£345+VAT**
 Place Solution Membership: **£495+VAT**
 Super Places Membership
 (BID's with a Levy of over £500,00): **£545+VAT**
 Multi Place Membership (4 towns): **£1195 +VAT**

**Join
Today**

www.reviveandthrive.co.uk

To meet demand and upon request, we have added a new tier of membership for places with a population of less than 15,000. Smaller Places Membership is only **£175+vat** and also offers free access to events.

This is a new benefit of membership - Revive & Thrive Advisory Service: You will benefit from unlimited access to Revive & Thrive's Advisory Service including our panel of Place Management experts and it's prestigious Board of Directors and officer Team.

Visit www.reviveandthrive.co.uk for more information



Chippenham's SOAP BOX DERBY: Sunday 25th June 2017



Italy's favourite plumber was a recent visitor to Chippenham town centre. In a rare sighting without his taller (and somewhat more handsome) brother, Super Mario came to Chippenham to gear up for Chippenham's very first Soap Box Derby, which will be held on Sunday 25th June 2017 from 11am to 4pm. He couldn't wait to talk to as many people as possible to get them involved in one of the most exciting free events of the year, organised by Chippenham Connected and Chippenham Town Council!

The Soap Box Derby will see a whole host of races in homemade, non-power assisted karts take place along the track from the bottom of the Market Place, down the High Street and to the finish

line at The Bridge, dodging obstacles and racing for not just a trophy but also a prize for the whole team! And for those karts who prefer style to speed, there will also be prizes available for all aspects of design. Mario himself spent a long time reminiscing about his favourite karts from all his years of racing, of course!

Debbie Williams of Chippenham-based company, John Williams Heating Services, said, "We're really excited to be sponsoring this event. Chippenham has so much talent and this is a great opportunity for people to create a kart and take part in a really special day!"

Teams are limited to 4 per kart. There will be 2 classes: senior class drivers

14 years and over and junior class for 8-13 years. Entry is in advance only. Kart inspection is from 9.30am-10:30am in the Market Place. All teams must be registered and their karts inspected during that time. Races begin at 11:30am.

This is the perfect occasion for Wiltshire's liveliest market town to come together and a chance for residents, students, businesses and visitors alike to channel their creativity to concoct the wackiest, weirdest, wildest and most wonderful homemade soapbox vehicles to complete a course throughout Chippenham town centre.

www.chippenhamconnected.com/whats-on/soap-box-derby.aspx

Northern Tea Merchants named as Chesterfield's Retailer of the Year



CHESTERFIELD

Chatsworth Road's Northern Tea Merchants has been crowned Retailer of the Year at the 2017 Chesterfield Retail Awards, organised by Destination Chesterfield in association with Addooco.

The awards recognise the very best shops, stores and market stalls in and around Chesterfield and the winners are nominated by shoppers. More than 800 people nominated in the awards this year.

Retailer of the Year was just one of 17 awards presented to 14 businesses at the fourth annual Retail Awards ceremony, which was hosted by Peak FM's breakfast show presenters Cat and Ricky,

James Pogson, managing director of Northern Tea Merchants, was presented with the accolade at the sell-out award ceremony which was held at the Winding Wheel and attended by more than 200 people on Wednesday 24 May.

As well as having a shop and café on Chatsworth Road Northern Tea Merchants, which has been trading in the town since 1936, produces 100 million tea bags and sources, packs and supplies 200 tonnes of coffee each year as well as training many front line staff in prestigious hotels in London.

In addition to scooping the top title, Northern Tea Merchants was also named as Food and Drink Retailer of the Year. Other multiple award winners at the awards included Adorn Jewellers and Marks and Spencer.

Adorn Jewellers, which is based in The Shambles in the town centre, retained its title of Excellence in Customer Service for the third consecutive year, while fellow multiple award winner Marks and

Spencer, was a first time nominee in the annual awards.

James Pogson said: "I am absolutely delighted to win the awards. They recognise the hard work and dedication of the staff and business partners. To receive these awards after the brilliant year we have had is absolutely amazing."

Dom Stevens, Manager of Destination Chesterfield, added: "It's fair to say that this year's Retail Awards were the best ever. From the sheer number of nominations we received, to the breadth of businesses nominated, it showed the strength of support in the town for the retail sector.

"It was wonderful to see so many businesses – old and new, recognised and celebrated once again. They are an integral and important part to Chesterfield's economy and play a very important role and should continue to be supported."



Considering a BID for your Place? If not why not?



Business Improvement Districts (BIDs) are business-led partnerships with specific geographic and project remits - offering solutions unique to individual places that meet the needs of local businesses, workers, residents and visitors.

- They are voted for and approved via a democratic ballot process
- Businesses elect an accountable, voluntary BID Board
- They deliver improvement projects that businesses want to see, in partnership with other stakeholders
- BID income is only spent in the BID area, returning all investment to it
- BIDs provide improved communication with businesses and other users of the BID area
- They provide genuine improvements to businesses and places where they operate
- They lead to better looked-after, better cared for and better promoted places

BID Facts

- In the UK, there are just under 300 BIDs, mainly in town and city centres
- They serve for a maximum 5-year term
- The local authority or designated 3rd party run the ballot
- The cost of development varies but invariably the private sector levy income and subsequent improvements far outweigh this
- Annual income is typically between £200,000 and £600,000 but can be as little as £50,000 per annum or over £2 million
- Businesses pay a % of their business rates as a levy, it is a proportional cost
- The first BID was formed in 2005 in England; 2008 in Scotland and Wales

BIDs take time and effort to implement, but are worth it - the majority have become hugely successful and go on to secure future five year terms.

Already convinced? Then please get in touch at:
bids@reviveandthrive.co.uk



Why Choose Revive & Thrive?

- Experience of working on over 20 BIDs, from feasibility and development to management, evaluation and renewal
- Advice on standard BID developments, industrial BIDs, tourism BIDs, property owner BIDs
- UK wide network of BID experts and practitioners
- National promotion for your place while your BID is developed
- We can showcase your place by hosting a regional networking event
- Bespoke and individually tailored and costed solutions for your place
- Innovative BID management tool (database), free websites for your businesses and discounted products and services via our links to place solution providers

We believe in being honest with our clients – if a BID is not feasible or not wanted by your business community, we will advise you on other solutions.

Our Approach

Our BID Feasibility Service offers the following guarantees:

- **We will build a contact database of business activity in the proposed BID area**
- **We will guarantee a minimum level of survey responses, based on the size of your area, to produce a robust feasibility analysis**
- We will give you options and recommendations on the best ways to model your BID area and levy rates
- We will make early recommendations on BID projects based on the outcomes of the business survey
- We will help you decide how best to fund a BID development
- We will draw all of the above together in a comprehensive and robust feasibility study
- **We will be there, with you, on the ground, to get a true feel for the feasibility of a BID in your area**

If your BID process continues beyond feasibility and Revive & Thrive are your chosen BID development partners, we will give you a **free** day during the BID development for every day worked by us on your feasibility study, essentially making your **BID feasibility study free!**

It's a YES!

Revive & Thrive has developed BIDs across the country, securing a Yes vote for towns such as Hexham, Poole, Hastings and Weston-Super-Mare. With the knowledge and experience of our experts, we can help your town too. Why not get in touch for an informal chat?

Contact us at bids@reviveandthrive.co.uk or call 03330 124285





Gloucester becomes first British city to introduce 'digital high street' technology

The cathedral city of Gloucester is set to benefit from an innovative new retail technology scheme, connecting visitors to money-saving offers and promotions from businesses and attractions across the area. Transforming the city's main shopping areas into 'digital high streets', the initiative links a mobile app and touch screen kiosks to an offer-focused website and is being complemented by a new local card.

The subscription-based system, powered by Midlands technology firm, Rewarding Visits has been designed to drive footfall, raise awareness of the city's businesses and increase consumer spending. Launched on 31st March, the scheme attracted 1,800 registrations in the launch weekend and been adopted by over 70 retailers who have around 120 live offers and promotions between them.

As part of the initiative, Marketing Gloucester has chosen to launch its new GL Card, using Rewarding Visits' "Community" platform. This package provides a city, or town, with its own card, mobile app and website

which can be branded locally. For workers, residents and visitors to Gloucester, the GL Card and GL Card App provide the opportunity for the city's retailers, eateries and attractions to run promotions and build individual customer databases.

Rewarding Visits has also been responsible for installing eight GL branded Touchpoints (touch screen kiosks) across the city, where visitors can see retailers' advertisements and print vouchers for redemption at participating businesses, using their card or app. Local companies can add offers and promotions to the platform in a matter of minutes, enabling cardholders to view them immediately online, on a Touchpoint, or through the mobile app.

Guy Chatburn of Rewarding Visits, which was one of three companies awarded funding by Innovate UK to develop innovative high street technology commented: "Marketing Gloucester has demonstrated a tremendous 'can-do' attitude and are doing an excellent job promoting the centre as a digital showcase city.

"We are extremely confident that long-term, the GL Card will positively impact the city's diverse business community, drive footfall and also provide visitors to the city with an even more rewarding shopping experience.

Jason Smith, chief executive officer at Marketing Gloucester, added:

"Gloucester is the ideal place to test their technologies from the point of view of physical environment, infrastructure and partners already operating in the city. This is a city where we present solutions, not problems, to businesses wanting to be involved and we welcome new partners."

The company introduced its Touchpoints supporting an existing scheme in Sutton Coldfield in the summer of 2016, leading to an increase of 105% in retailer participation in the initiative. Shopper membership in the Sutton trial scheme has grown around 170% since early 2016.

For more information about Rewarding Visits' retail technology visit: <https://www.rewardingvisits.com/business>



BID Manager – Exeter BID Company

2.5 year, fixed term contract
Salary: £40,000-£45,000
Deadline 19 June 2017

An exciting opportunity has arisen for an outstanding candidate at [Exeter BID Company](#), an organisation delivering outstanding projects on behalf of business in this beautiful city located at the heart of the South West.

Exeter BID Co is seeking to employ a BID Manager of the

highest calibre to work to deliver the Business Plan for the Exeter BID, the city centre's Business Improvement District. An ideal position for an organised and dynamic self-starter, the role offers an opportunity to play a key part in the continued success of Exeter and the BID.



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Great British Towns Monopoly

Revive & Thrive is very pleased to be sponsoring the Great British Towns Monopoly Board. Imaginative, immersive and interactive, Great British Towns Monopoly is not only an excellent place marketing tool it's also a fun way to engage with your residents and visitors. Great British Towns Monopoly

Cost neutral and generates income for your town or city

Thanks to Revive & Thrive sponsorship, the Great British Towns Monopoly set up cost is affordable for all places and is not only cost neutral, it also offers a return on your investment. Being sold all around the UK, you can be sure that your town, city or place is at the front of vibrant family occasions, all year round.

Promote your place

Great British Towns Monopoly is primarily aimed at Councils, Business Improvement Districts, Town Centre Partnerships and anyone interested in promoting where they live, work and play. Revive & Thrive members not only enjoy a discounted set-up cost but also a great return on investment. Find out more about membership here.

Packages to choose from

With three packages to choose from and three levels of investment and return, there is an option to suit all budgets. See graphic on this page or download this leaflet.

Next steps

Please read the FAQs below but be aware that inevitably spaces and packages are limited and applications are accepted on a first come, first served basis. If you are interested in featuring on the Great British Towns Monopoly Board email monopoly@reviveandthrive.co.uk or call 0333 012 4285, option 3.

FAQs:

What can we put on our Great British Towns Monopoly Board:

- **Monopoly Square?** – You can use your logo, an image or a combination of the two.
- **Monopoly Chance/Community Card?** – Something fun and friendly that includes a good reference to

The official Great British Towns Monopoly is sponsored by Revive & Thrive.

The most iconic towns, cities and places will replace the original London Monopoly locations. Cities can apply too.

The following packages are available for inclusion in the exclusive edition.

Sponsorship packages:

LEVEL	INCLUDES:	
GOLD		<ul style="list-style-type: none"> • Property Square • Chance Card • Box lid image • Gameboard Image
SILVER		<ul style="list-style-type: none"> • Property Square • Chance Card
BRONZE		<ul style="list-style-type: none"> • Property Square

All packages include the right to purchase games at a discounted price of £13.65 plus vat per game.

How to come "On Board"

Contact Mark Barnes at Revive and Thrive, the official sponsor of this exclusive edition at mark@reviveandthrive.co.uk or (0)33 3012 4285 with the following information:

A) Your desired package level. Gold, Silver or Bronze.
 B) An outline of the content for your package:
 What image would you put on your square?
 What text do you want on your Chance or Community Chest Card?
 C) A brief description of your town or place.

The Revive & Thrive and Hasbro Monopoly team will continually review applications and inform you ASAP whether you have made the board.

Sponsored by **REVIVE & THRIVE**

your place.

- **Monopoly Board/Box Image?** – An instantly recognisable image of your town/city/place.

What are the launch and press plans for Great British Towns Monopoly Board?

There are five key phases to the launch campaign:

- Announcement of the participating towns/cities and places in the Great British Towns Monopoly Board.
- Read about Christmas Light Competition in Place Magazine
- Teaser campaign about the content of the game.
- Leaking the occupier of the first square (Old Kent Road).
- Leaking the places in the first colour set.
- Game launch consisting of vibrant

national and regional marketing and local activity.

Can I have more than one square?

Yes, multiple packages are available. Ideal for organisations responsible for more than one town or city.

How can we promote our involvement in Great British Towns Monopoly?

It is expected that participating towns, cities and places will heavily promote their inclusion in Great British Towns Monopoly and this is very much encouraged. Sponsors Revive & Thrive, along with Hasbro, will help all participants make the most of their inclusion with marketing and social media campaigns and assist with promotional assets.

If you like our Place Magazine you can now inspire your customers, retailers and residents with local stories and also inspirational articles from around the UK with your own branded Place Magazine?

Rebrand our Place with your Place

Own your very own Place Magazine to inspire your residents and businesses whilst sharing all the activities that you are delivering locally.

We are offering town, cities and communities the opportunity to have their own edition of Place Magazine full of your content and branding and as many stories as you want about what is going on in your place.

Be a guest editor. You can write the introduction and choose the stories that will promote and support your work locally.

We will enable you to have a quality publication built with you and around your needs with very little effort or cost but with huge effect.

Contact Mark Barnes on 03330 124285 or email mark@reviveandthrive.co.uk if you want more information.



Put your Business in the right Place

Now we can help you to put your business in front of more potential clients by rebranding Place Magazine with your corporate branding.

Fill our Place Magazine with all the details about your business and as much promotion as you want to include.

Be a guest editor and speak freely about the news that is important to your business.

Our content will offer more reasons for your clients to read through the whole magazine exposing your products and services to many more eyeballs than a corporate publication of your own.

As per the offer above, using a successful template and existing resource will enable you to have a quality publication built with you and around your needs with very little effort and very little cost and with huge effect.

So make our Place your Place and share your corporate message all around the UK.

Contact Mark Barnes on 03330 124285 or email mark@reviveandthrive.co.uk if you want more information.



Think you know us? Think again...

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Gift Card case studies

The Byres Road & Lanes Gift Card

Key facts

Name of area – Byres Road & Lanes Business Improvement District (BID) in the West End of Glasgow

Number of retailers accepting gift card – 65

Independents and/or multiples? – Independents; looking to add multiples this year

When implemented – December 2016

How it's managed – By Byres Road & Lanes BID

Gift Card website– visitwestendcard.com

About Byres Road & Lanes

The West End of Glasgow has long been a favourite destination for people who live, work and study in the city. It's also a must-visit destination for the millions of people that visit Glasgow every year.

Byres Road and the famous "Lanes"

that lead from it are in the heart of the West End, and boast many hidden gems. Transport links are numerous and the University of Glasgow is nearby. It's the perfect area to browse and socialise.

The Byres Road & Lanes BID manages the Visit West End Card.

What We Did

Why did Byres Road & Lanes BID want a Gift Card programme?

BID manager Deborah Murray says, "We wanted to try to keep spend local. We're facing competition from online and from out of town – in Glasgow we've got Braehead, Silverburn and Buchanan Galleries which are large shopping centres with their own gift cards. We're providing a platform where the West End could be seen as a real alternative to those newer out-of-town places.

"Our rates and rents are very high here,

too, which makes trading difficult. We're also seeing areas such as Finnieston and Kelvinbridge improving, which is great for the city but the rates have been much lower there and it's competition. We wanted to do something that would set us apart and be a point of distinction."

How did the Gift Card programme get started?

Deborah says, "We put the proposal to the board and they invited Colin Munro from Miconex to give a presentation to them. That was well-received and the in-principle agreement to go ahead was made. Our chairperson is a lawyer, and he wanted to make sure that it was just right, as it was a big financial commitment. We needed to make sure that we were following due process and doing due diligence. We were probably quite slow by Miconex's standards! But they made it very simple, and prompted us when necessary without being rude, which is quite an art in itself."



“They are very experienced in what they do, and they signed up 57 businesses in two days.”

Bringing in the retailers

There are 65 outlets spread over an area of just a few square kilometres, including gift shops, restaurants, cafés, bars, hair salons and a leisure club.

To get the retailers on board, Colin Munro and Richard Gray from Miconex came for the initial sign-up process. Deborah recalls, “They are very experienced in what they do, and they signed up 57 businesses in two days.”

The Outcome

Benefits and outcome

Deborah says, “It gives us a platform to compete on an even playing field with the retail giants. And some of the online sales [of our card] were from places outside of the district. One person in the Stirling area bought £300 of Gift Cards! I think as we publicise it more, and we’ll be doing that via social media, where our reach is quite extensive

geographically, we should be able to pull in more money to the West End from elsewhere.

“I also want to use them as business incentives, to get businesses to use them instead of a Marks & Spencer card, for example.”

Benefits for the retailers

It’s early days for the West End business, but how do the business owners feel it will help them?

Margaret McLaughlin, from The Hill Bar and Restaurant, is an enthusiastic acceptor of the gift card: “I think that the Visit West End Card is a fantastic idea. It will really encourage people to shop, eat and socialise in this area. We joined the card programme in December 2016 and found the sign-up process really easy. Our customers are enthusiastic about it too - they like the fact you can shop in lots of different places with the same card and not have to use it all at once.”

John Turner, from arts/crafts gift shop Janet & John, says, “Signing up to take the Visit West End Card was a really easy decision. Anything that brings more customers to the area has to be a good idea. It works with our existing Visa machine and there’s no extra cost or commitment. It’s actually a present I would like to receive myself!”

Deborah adds, “The first Visit West End Card that was redeemed was by someone who won a £50 card in a competition we ran. They ended up buying something that cost more than £50, which was great for the retailer.”

Next steps

The BID team will also start working with the Glasgow City Marketing Bureau to promote the Visit West End Gift Card.

To find out more please contact Colin Munro at Miconex – colin@mi-cnx.com – 01738 444 376





Bloggers and Writers Required

Revive & Thrive has an unrivalled network of town/city centre practitioners, regeneration professionals, retailers and residents who are passionate about where they live. We believe that one powerful way of delivering positive change is by sharing ideas, projects and views and we want to give you the opportunity to share these with our networks and members.

We are looking for people who would write one off or regular articles for us to circulate. These could include –

- Ideas that can shape our communities
- Opinion pieces on policy or other aspects of life that affect your communitybloggers writer
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- Your local events
- Environmental issues that impact on how we behave in our communities
- How retail is performing locally
- In fact anything you like about where you work, study, live and play

We also want to promote debate. Whilst

Revive & Thrive will remain neutral politically the company wishes to encourage discussion so your opinions are very welcome.

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tender with Revive & Thrive will emerge. There are direct and immediate income opportunities for Regional Advisors and these can be discussed in an informal phone discussion.

It is expected that our Regional Advisors will be individuals, but organisations related to place management would be encouraged to get in touch as well.

So why not join us and see how this opportunity will benefit you both personally and professionally?

To find out more please email mark@reviveandthrive.co.uk, call 07590 005692





Spectators line the streets for Tour Series event



The people of Northwich enjoyed fast-paced cycling action on Friday 12th May as the Tour Series, Britain's leading team cycle race series, came to Northwich.

The event, which was organised in a partnership between the Northwich Business Improvement District, Northwich Town Council and Cheshire West and Chester Council, featured Women's and Men's races as well as fun activities throughout the town for the whole family.

Racing got under way at 5:30pm with the Women's Matrix Fitness Grand Prix Series however community elements had kicked off earlier in the day at 2pm, setting the tone for the fun and exciting events to follow.

In two exciting races with wheel-to-wheel action, Emily Nelson won the Women's race for Team Breeze while Enrique Sanz took the Men's title for Team Raleigh.

Away from the cycling there were plenty of attractions for the whole family. Highlights included a T Rex and Triceratops on the High Street and a

range of brilliant activities in Victoria Car Park which comprised funfair rides, live music and Arts & Crafts among other things.

On top of this Donkey Rides once again proved a big hit with kids on Leicester Street as Ant & Dec returned and Pirates of the Caribbean characters were joined by Minions between the ODEON and M&S.

Earlier in the day, Northwich's very own Burdett's Barber & Shop had claimed the title in the business community race while kids from schools in the local area had enjoyed running and cycling part of the race circuit in an afternoon they won't forget.

Thanks must go to the Vale Royal School Sports Partnership and Weaver Valley Cycling Club for helping to organise the community elements.

Chair of the Northwich Business Improvement District Executive Board Gaynor Sinar was in town for the whole event and thought it was good for Northwich to host such a far reaching national event.

"It was brilliant for Northwich to host a national event and those who came into town to watch seemed to really enjoy the spectacle. The circuit made for really exciting races and it was great to hear the roar of the crowd on the home straight.

"With highlights shown on Eurosport and ITV4 it really helped put Northwich on the national stage."

Organisers of the event have been to towns right across the UK for the Tour Series and were very impressed with Northwich, especially the crowds that had come to cheer the riders on.

Race Director Mick Bennett said: "Northwich lived up to all the excitement and expectation and provided us with a stunning night of racing action! The circuit proved to be a challenging and testing one for all the riders and it was great to see so much enthusiasm and local support from a brand new venue."

For a full gallery of photos from the day make sure you check out the Visit Northwich Facebook page: <https://www.facebook.com/visitnorthwich/>.



Northwich an inspiration for Scandinavian visitors

Northwich proved to be an inspiration for visitors from Scandinavia at the beginning of May as delegates from Norway and Sweden visited the town to look at the effectiveness of small and medium sized Business Improvement Districts.

The visiting party toured the traditional High Street before exploring the Barons Quay development which provided an example of how partnership working can bring about positive changes.

Following this, Northwich BID Manager Jane Hough gave a talk at the Memorial Court, discussing the history of the BID, the progress made since its inception in 2014 and a number of success stories.

Jane showed how the look and feel of the town centre has improved markedly thanks to hanging baskets, railing baskets and the revamp of public realm spaces, citing how partnership working

between the BID, Northwich Town Council and Cheshire West and Chester Council has been valuable and effective.

The visitors were very impressed with the transformation of Pocket Park which turned from scrubland into a mini oasis in a matter of weeks and took a keen interest in the walled garden hoarding in Witton Street which was installed through the BID to bring a splash of colour to one of the main walkways in town.

Jane then went on to explain how successful events such as the Extravanzas had been developed and grown bigger because of the additional investments BID has provided and how resources such as a new website for the town and strong social media presence have been implemented through the programme.

Following their stay in Northwich, the group then went on to meet with the teams at Liverpool and Southport BIDs to see and hear about further success stories.

On the day, the delegates were joined by Ged Gibbons who was the Chief Operating Officer at Liverpool Commercial Business Improvement District. He reported very positive feedback from the delegates who had visited Northwich.

“The study group were blown away by the partnership work and strategic development of Northwich Town Centre.

“They were thrilled and genuinely impressed with what the Northwich Business Improvement District has achieved and the development programme it has managed to implement in a relatively short space of time.”

Vinyls installed in Northwich shopping precinct to showcase local artists and photographers

To help improve the look and feel of a Northwich shopping precinct, the Northwich Business Improvement District have teamed up with Visual Arts Cheshire (VAC) on a project to showcase talented artists and photographers from the local area.

The initiative has seen window vinyls introduced on a number of shop frontages within Weaver Square to add colour and vibrancy.

The first set of visuals, which have been installed on the building that used to house Argos, shine the spotlight on VAC and some of its artists, featuring their drawings and paintings and also a bit of information about them and their inspirations.

Viewing the images you can really get a feel for the town's history and heritage and they bring much needed colour to

the area.

Just to the front of Weaver Square, photography is the focus with Northwich Photo of the Month competition winners from 2016 taking centre stage.

The competition, which was launched last year by the Northwich BID, aims to highlight the beautiful scenery in and around the town through the eyes of local people and over the course of the year there were hundreds of great entries.

These visuals installed feature some of the winners over the course of the year and capture the essence of Northwich from its rivers and heritage to modern day developments such as the Memorial Court and Barons Quay.

Gaynor Sinar, Chair of the Northwich BID Executive Board, believes the project is

beneficial to the town on two levels.

“Not only do the visuals brighten and enhance that area of Weaver Square but they show off the talented work of the VAC artists and our POTM competition winners.

“It's all part of the BIDs plan to fund a sustained programme of physical improvements in and around the town centre to improve the overall image of Northwich and enhance the visitor experience.”

Away from Weaver Square, further colour has been added to the town centre after bunting was installed all along the High Street and Witton Street.

The BID teamed up with Northwich Town Council on the project and more will follow in June along with additional hanging baskets and planters.



Regional Networking Meetings

We are pleased to confirm the details for the first North East Regional networking meeting to be held on Thursday 22nd June in Bishop Auckland, County Durham.

This is will be the first of a series regular meetings to be held in the area.

The event will focus on two main topics:

- Tourism
- Night time / Evening economy

The day will include presentations, round-table discussions, sharing of best-practice and great ideas and, of course, the opportunity for networking. We very much look forward to seeing you at the event.

Full details of the day's agenda and how to book can be [found here](#).

There is an opportunity for suppliers to have a stand / banner for which there is a charge of £75. Please contact [Mark Brodermann](#) for more details.

Following on from the success of the first Revive & Thrive south-west regional networking meeting, we are excited to be able to announce the date of the next event.

Taking place on [Friday 14th July](#), with the venue to be confirmed, this event will focus on *measuring success* and *sharing best practice*. A full agenda will follow very shortly.

Early bird tickets are [available now](#). Please contact [Mark Brodermann](#) for more details.

Save the date - Revive & Thrive Regional Meeting Dorset - 29th September in Wimborne.

[Email us for more details](#)

'Style in the City' celebration launching in Chester



Shoppers with a passion for fashion could be in luck after CH1ChesterBID announced plans for a month-long celebration of style in Chester city centre.

Chester's Business Improvement District (BID) company is launching a 'Style in the City' campaign between May 18th and June 18th with style promotions, fashion shows, giveaways and exclusive offers from a range of Chester's favourite stores.

The campaign gets underway with the Grosvenor Shopping Centre hosting a Chester Races-inspired fashion festival from 18-26 May. Retailers throughout the centre will be showcasing the hottest trends to help people get ready for the racing season, whilst live beauty demonstrations from international brands including Clarins and Elemis will also be taking place between 18-21 May. Free tickets to Chester Races are also up for grabs.

A special Catwalk Fashion Show will also be held on June 14 at the Chester Grosvenor Hotel in partnership with fashion students from the University of Chester's Art and Design department. The glamorous event will showcase

a range of fashion design graduate collections alongside key looks from high street brands, with showings taking place at 5pm and 7pm.

Julie Charlton, Marketing Manager at CH1ChesterBID, said: "Chester city centre has an amazing range of independent and high street brands to choose from and we created Style in the City to help put them in the spotlight and give local fashionistas a flavour of what's on offer in Chester.

"With the help of our city centre businesses, we're planning to help people find those must-have items as we spring into summer, including everything from stylish fashion to the latest beauty products, and stunning jewellery to on-trend homeware.

"We're also really pleased to be working with Chester University on the Catwalk Fashion Show and we really hope people will come along on June 14 to see it for themselves.

"There really will be something for everyone at this month-long celebration of style in Chester city centre and we can't wait for it to get started!"

Chester's award-winning fashion designer Matthew O'Brien is lending his support to the campaign by offering the chance for one lucky shopper to win a free style consultation at his store in

Rufus Court with a made-to-measure outfit fresh off the runways of London and Paris.

Matthew said: "I'm thrilled to be involved in CH1ChesterBID's Style in the City campaign. There are not enough fashion events in Chester in my opinion so I really welcome something like this that helps put good design and style at the front of people's minds.

"I am incredibly passionate about the fashion industry and I'm keen to use my experience to help put Chester on the map as a great place to visit for style inspiration."

A number of other city centre retailers including the likes of Molton Brown, Marks & Spencer and Boots are also supporting Style in the City with exciting in-store events across the month with free personal shopping experiences, beauty treatments and discounts available on selected days throughout the month.

For more information about Style in the City, in-store events, giveaways and fashion and beauty advice visit <http://www.experiencechester.co.uk>

To purchase tickets for the Catwalk Fashion Show visit <https://fashionatchester.wordpress.com/portfolio/catwalk-show-tickets/>





Rare 17th century oil painting goes on display in Chester

A rare oil painting by revered 17th century artist Henry Anderton that once hung in Peckforton Castle has returned home to Cheshire to go on display at the Grosvenor Museum – thanks to The Tyrer Charitable Trust and Chester law firm Aaron and Partners.

'Portrait of a Lady' – described as being of 'great art-historical significance' because it's the only portrait known to have been signed by the artist – was proudly displayed in Peckforton Castle near Tarporley until 1953.

It was then sold by the Tollemache family to Sir Oliver Millar, who is the former Director of the Royal Collection – the art collection of the British Royal Family and the largest assembly of private art in the world.

Now the painting has returned to its former home county after being purchased by The Tyrer Charitable Trust, a charity set up by Chester-based legal specialists Aaron and Partners that helps put important works of art, culture and heritage on show to the general public.

The Trust has placed the painting, which dates back to 1665, on a long-term loan to The Grosvenor Museum in Chester

city centre.

Clive Pointon, who heads up Chester-based Aaron and Partners' nationally acclaimed Wills, Trusts & Tax team and is also Chairman of The Tyrer Charitable Trust, said: "This painting encapsulates a fascinating story of both historical and cultural significance in Britain and we're delighted to return it to its former home in Cheshire.

"It's an exceptionally rare piece of work by an artist who was a highly regarded royal painter during the 17th Century.

"This painting has not been on public display for many years so the trustees are immensely proud to see it being showcased once again for the general public to see and enjoy."

Renowned art dealer, historian and presenter of BBC TV's *Fake or Fortune*, Philip Mould, added: "Henry Anderton's 'Portrait of a Lady' is of great art-historical importance, since it is his only known signed portrait and therefore pivotal to the understanding of a rare painter of distinction during the English baroque period.

"The Tyrer Trust's acquisition of it is

fantastic news as it represents the 'coming home' of a significant rare piece of artwork. The painting, which has not been on public display for more than 60 years, has an important place in British history and is now proudly showcased in Chester's Grosvenor Museum, helping to strengthen Chester's reputation as a city of the arts."

Henry Anderton (1630 – 1667) was an English painter known best for his portrait work and 'Portrait of a Lady' is widely regarded as his most famous creation, earning him the opportunity to paint for King Charles II and many members of his court.

The historic painting is on display now at Chester Grosvenor Museum and joins another historic artefact on a long-term loan to the museum from The Tyrer Charitable Trust – The Cholmondeley Bowl. The rare 18th Century porcelain punch has been on public display since 2013.

The Grosvenor Museum opening times are Monday–Saturday: 10.30am–5pm and Sunday: 1pm–4pm. Visit www.grosvenormuseum.westcheshiremuseums.co.uk for more information.



Aaron & Partners

A city-centre display floral to see



Visitors and Cestrians heading into Chester city-centre will notice a new pop of colour this week after more than 80 floral displays were installed by CH1ChesterBID.

New planters filled with colourful Geranium, Petunia and Verbena have been placed throughout Watergate Row, Eastgate Row, Bridge Street Row, Frodsham Street, Foregate Street and Grosvenor Street.

It's the first time floral displays have been placed on Chester's historic Rows, with CH1ChesterBID working closely with planning and conservation officers at Cheshire West and Chester Council on

the installations.

Nick White, CH1ChesterBID's City Centre Manager, said: "This is by far the biggest and brightest floral display we've seen in Chester city centre for many years.

"We received such brilliant feedback from last year's planters on Foregate Street that we really wanted to extend them right across the city centre this year. We've gone from 20 planters in 2016 to 86 this year and it's fantastic to have them installed on our well-loved Rows for the very first time.

"The flowers really add a natural splash of colour and create a welcoming and attractive city centre for visitors and local residents alike to enjoy. We're expecting them to be in full bloom over the next few weeks – hopefully in line with some better summer weather!"

Jack Ratcliffe, Customer Assistant at Virgin Money on Watergate Street, added: "The displays on Foregate Street looked great last year so we're really pleased that CH1ChesterBID decided to add even more planters to a variety of streets across the city - including our famous Rows.

"Our customers often comment on how picturesque Chester city centre is and adding some floral displays for the summer will make it even more stunning."

CH1ChesterBID has funded the displays and they will be in place until early October. Cheshire West and Chester Council's team of landscape experts will water and maintain the flowers during over the next few months.

Aaron & Partners named as key sponsor for Chester Regatta

Chester-based law firm Aaron & Partners LLP has been confirmed as key sponsor for this year's Chester Regatta – the oldest rowing event of its kind in the world.

This is the fourteenth year the firm has supported the Regatta, which is a cooperative effort by all the rowing clubs on the River Dee in Chester and is run solely by volunteers.

With hundreds of competitors and spectators expected, the Regatta takes place on the River Dee on Saturday June 10, 2017. The event includes rowers and scullers of all capabilities and is open to entries from rowers with a physical or cognitive impairment.

"The Chester Regatta is a wonderful event that is deep-rooted in Chester's heritage and culture", said Mark Briegal, Partner at Aaron & Partners and a qualified British Rowing Umpire, who will be one of the officials at the Regatta.

"We're proud of our long association with this important fixture in Chester's annual events calendar and we're very pleased to have strengthened our partnership this year.

"We're really looking forward to some

exciting racing on show from over 400 competitors and the chance to see the community come together and enjoy what promises to be a fantastic day out at the River Dee."

John "Bonner" Davies, President of Chester Regatta, added: "On behalf of everyone at Chester Regatta, we're delighted that Aaron & Partners has strengthened its support of our annual event, sponsoring the City of Chester Trophy, the Pierce Trophy, the Dee Challenge Cup, the Heronbridge Bowl, the Northgate Brewery Cup and the Eaton Plate.

"The first recorded Chester Regatta took place back in 1733, which makes this the oldest regatta of its type in the world. In the past it has been called "the Henley of the North", with reference to the international regatta Henley Royal on the Thames, which dates from 1839. Chester Regatta also has around 100 years more history than the Oxford-Cambridge Boat Race, which dates from 1829!"

Jan Chillery, Secretary of Chester Regatta, added: "Chester Regatta's innovative and inclusive race format is a credit to our city. We can't wait for this year's Regatta to get underway. It takes a lot of organisation but it's well worth the

effort when we see local adult and junior rowers compete against crews from the North West and beyond."

The Chester Regatta will welcome The Honourable Lord Mayor of Chester Councillor Razia Daniels and Lord Mayor Consort Mr Stephen Daniels as guests on the day. The Lord Mayor attends as Admiral of the Dee, a title, which dates from 1354.

For more information about Chester Regatta, visit <http://www.chesterregatta.org/>



Presenting Revive & Thrive's Corporate Advocates

All of Revive & Thrive membership subscriptions help to fund Revive & Thrive's activities including the valuable yearly challenges, the Talking Towns Events and Annual Conference, Place Magazine and promotion of the Expert Panel. We are very grateful for the ongoing and fast growing support of the membership.

However, our Corporate Advocates take support to the next level. Their sponsorship and support enables us to keep our charges low or free across every service that we offer.

Our Corporate Advocates ensure that support and solutions are available to communities and places of all sizes whatever opportunities and challenge they are experiencing and whatever budget they possess.

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BLOG Keith Jackson

What does your high street make?

Is it time to radically rethink the high street?

The high street is changing is not new news. Back in [2014 Neil Wrigley](#) highlighted the dynamic nature of our high streets "High streets have always been dynamic and adaptive and have constantly been reshaped by periodic economic and competitive shocks."

In 2011 the [BBC series 'Turn Back Time'](#) tracked the changing face of the high street from Victorian to the 1970s. Striking for me in this series was the transformation of businesses from those that make or repair goods to those that trade goods.

Go back a little further in history and the high street was a lot less retail and a lot more service and manufacturing...think coaching inns, blacksmiths, butchers, merchants, shoemakers, skimmers, smiths, tailors, tanners and weavers. Could it be that our high streets could go back full circle and refocus on service

and manufacturing? The rise of the coffee shop, the nail bar and the hair dresser certainly suggests that more and more service industries are focusing on the high street but the demise of local bank branches and post offices demonstrates that these units are only as sustainable as the sector in which they belong, so the overall service sector may have a limit in the number of units it can occupy on the high street.

That leaves manufacturing as a potential replacement for retail on the high street. At first glance, our reliance on long slow supply chains producing high quality low priced consumer goods from areas of relatively cheap manufacturing (China etc.) would suggest that manufacturing in small premises based on the high street would never make economic sense. However, the rise of the limited edition fashion products has in recent years seen a dramatic shortening in that supply chain so that goods can be made closer to home and sold before the ship comes in from China with the mass market equivalent. With new technology such as 3D printing and laser scanning, one off unique items can now be designed anywhere in the world and potentially manufactured in very small spaces very close to the end consumer (prime example of this is the embryonic [MAKLab](#) network in

Scotland). The potential for this new form of manufacturing is huge and its impact is already being studied in major US cities such as [Chicago and New York](#). In a [2016 study](#), the new small high street manufactured products include durable craft goods or "bags;" artisanal food and beverages or "bites;" and products that combine materials and design knowledge with expertise in software and computer-programmable machinery ("bots"). In the UK the Royal College of Arts has commissioned a [two year study of the potential impact of these new makerspaces](#) the trend towards localised manufacturing looks set to grow and should be considered by anyone with an interest in the evolution of our high streets.

Take a closer look at your high street, you might find that manufacturing and other service businesses have already started to gain a foothold...are Timpson and Greggs retailers or are they service providers (key cutting and hot food provider) or are they manufacturers (of personalised dog tags and sausage rolls)?

Keith Jackson
Keith.Jackson@cumbria.ac.uk
 07803899952
 Researcher Centre for Regional Economic Development



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