

# PLACE

FOR TOWNS AND CITIES

The finest eloquence is that which gets things done

#15

## Special Supplement

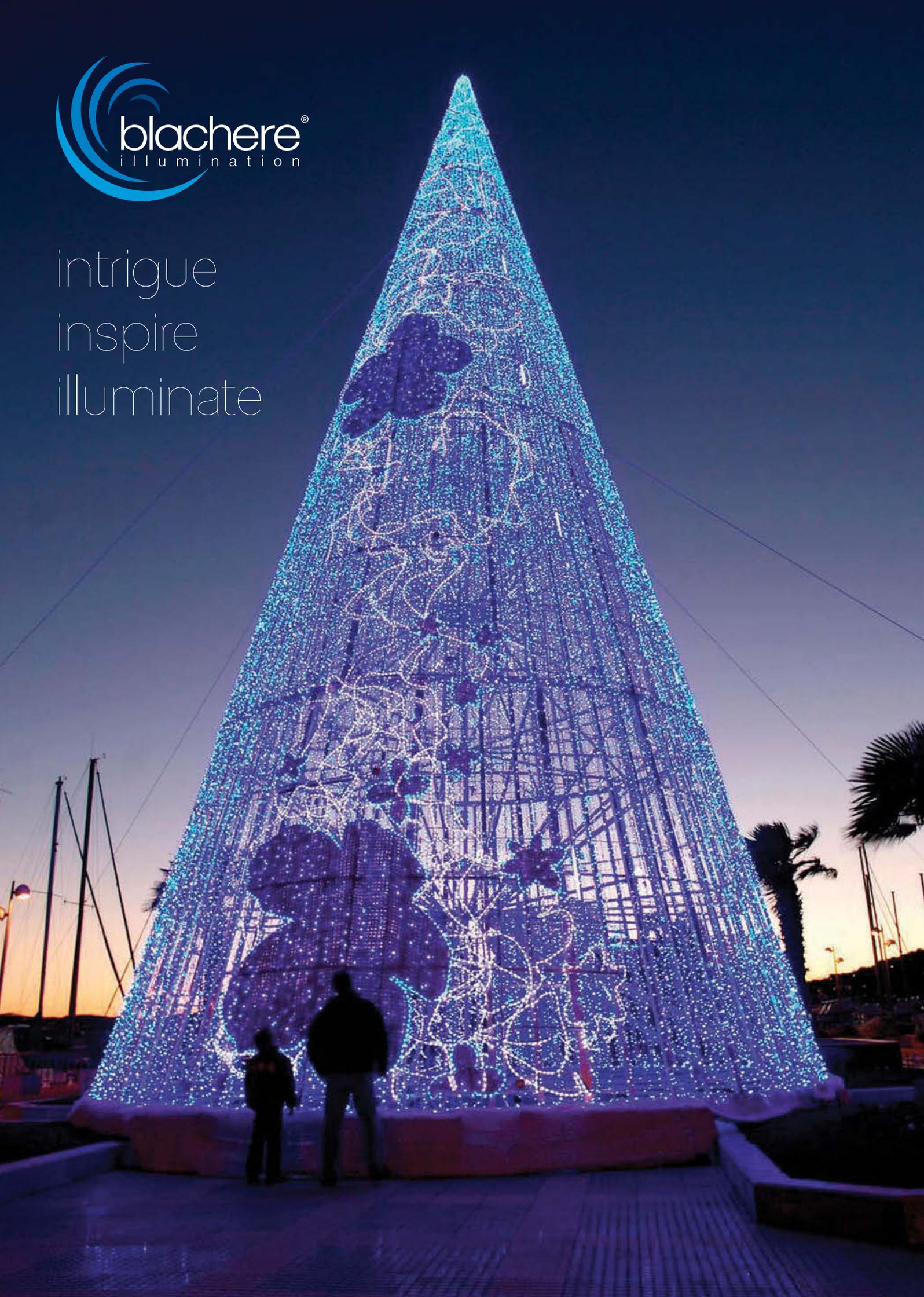
Blachere Christmas Lights Competition 2017

Also:

Approved and up and coming BID stories  
New BID Manager positions offered  
Stories from across the UK



intrigue  
inspire  
illuminate



# INSIDE FROM THE EDITOR

## Edition #15



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Having spent a couple of months mostly working from my office, I've definitely been hitting the road again in the last few weeks and it has been as enjoyable as it has been varied.

Elsewhere in this issue you will read in more detail about our regional networking event in Bishop Auckland and the amazing finals day of the Blachere Christmas lights competition in Blackpool, and other than that, there have been trips to Yorkshire, Hereford and Wales to meet up with clients, new friends and colleagues.

I spent a day recently in Nottingham at the Charity Retail Association Conference, another fantastic event and I was fortunate enough to be talking to a group of decision makers from various charities about the importance of engaging with BIDs and other town partnership structures.

I also find myself returning to Chippenham to continue helping the BID there, particularly at the moment with its AGM and Annual Report.

We have just begun a project with Ealing Council working on a feasibility study for a potential BID in Acton. There are already two BIDs in the borough, so this is an exciting opportunity for businesses in Acton to keep up with their neighbours, and having had a very detailed tour of the area recently, it will be interesting to see how this potential BID develops, with a large variety of retail, office and industrial businesses in the mix.



Most enjoyably of all in the last month, I managed to get a sneaky mid-week day off which I spent at Edgbaston watching some county cricket. Not everyone's cup of tea, I realise, but in terms of relaxation, reducing stress levels and recharging batteries, I can highly recommend this!

I hope everyone continues to enjoy the summer – if you and your families are holidaying in the UK this year, why not let us know what you've enjoyed most about visiting new places and discovering what others are doing to make their places better?

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# Revo

Conference & Exhibition  
Liverpool 2017

## 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  
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or call on 03330 124285

\*Excluding VAT



**BLOG** Alison Bowcott-McGrath

## Cashing In On The Experience Economy

As consumer attitude shifts more towards the desire for experiences over material possessions, brands are responding with experiential activations to win over shoppers on an emotional level. Town centre high streets and shopping centres are the backbones of this brand experience, offering a unique opportunity for direct consumer engagement. When brands get it right by offering relevant and authentic experiences, they create a loyal audience of potential followers with an emotional bond to the lifestyle and brand values.

But why leave it just to them? Town centre high streets can and should offer experiences to connect visitors to their space, assuming all the other essentials are in place, like a good mix of shops and services, car parking facilities with attractive rates, Wi-Fi facilities in support of a strong digital experience, and excellent customer service.

Unique and memorable experiences that we share with others connect us to spaces in ways that encourage loyalty. Ask anyone who has attended a festival and enjoyed singing and dancing along to their favourite band with a bunch of random strangers. Connective memories are created, and life-long friendships made in those fields of mud! They're also repeated year after year with a loyal following that grows exponentially.

But you don't need to stage anything as big as Glastonbury in your town centre to offer visitors an exciting experience that makes them want to stay, eat, shop and share with their friends. The important thing is to keep it relevant and authentic so understanding the



PLACE FOR TOWNS AND CITIES  
**EXPERIENCE**  
is far more valuable  
**THAN MONEY WILL EVER BE**



**PinPointer**  
TAKING BRANDS PLACES

demographic is key. What does your target audience want? What will brighten their day by offering something more, something special and totally unexpected?

PinPointer has recently acquired experiential event agency, [Maynineteen](#). Together we can offer town centres an unrivalled level of expertise in how to harness the experience economy. After all, it is so much more than consumer goods these days; it appeals to that strong emotional need in all of us. Online shopping can only ever satisfy a

**MAYNINETEEN**

rational need and that's why the physical space will always have an advantage over the online one.

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# Real Towns changing the UK placemaking game

# REAL TOWNS

Things are heating up this summer as we prepare for a major conference, launch the UK Digital League Table, secure two exciting new partnerships every place can benefit from, start work in Scotland and celebrate a new award!

## Ultimate Digital Place platform

We've teamed up with a London technology partner to bring what we think is the ultimate place management software to the UK.

We're rolling it out in Chipping Norton to demonstrate precisely what this ground-breaking technology can do – and it's ready now to plug in for BIDs, local authorities and business groups anywhere in the UK.

Real Towns Digital Places powered by Loqiva incorporates practical everyday business, civic, information, entertainment and visitor functions in a single interface which is customised to the individual user.

It's already proved itself in major

US cities. Ask us how you can get started with this next generation place management software as we bring it exclusively to towns and cities in the UK.

## Community renewable energy partnership

We're delighted to be partnering with an innovative UK company determined to revolutionise the way we generate, store and use energy.

Having proved its ground-breaking technology in stringent German trials, this extraordinary technology turns waste heat into clean energy to heat and power businesses - with any unused energy being fed back into the grid.

Real Towns Community Energy powered by Greenstorc is a sensible choice for businesses wanting cheap, secure, green energy.

We're looking to work with a BID, council, town centre, airport or trading estate to demonstrate how the technology can provide a 24-hour energy solution for business.

The first place to take up this offer will receive free installation and have no maintenance costs – just cost effective green energy for at least the next decade. We'll lock-in a competitive price at today's rates for 10 years, barring inflation.

Whether it's a Business Improvement District seeking a better deal for retailers, a council looking for a green energy demonstrator site, commercial or industrial buildings with waste heat or a greenfield site which can be drilled for geothermal heat, we can custom-build a solution.

Contact us to find out how.

## Scotland's Towns Partnership (STP)

It's great to be working with STP on plans to develop "Digital Moffat", an attractive town in the picturesque Annandale Valley with an intriguing history.

A full Digital Health Check will kick



off a strategy to promote community collaboration, boost business and spread the message that Moffat is a great place to live, work and visit.

We'll also be investigating Moffat's potential to become a 'Purple Pound Town' - a model town for Scotland's disabled and ageing communities - and how it can collaborate with other nearby communities to grow the local economy.

## Institute of Place Management (IPM) Conference

We're proud to have been selected to present our case study 'The Chipping Norton Story' at the [IPM 4th International Biennial Conference](#) in Manchester during September 2017.

[Experience Chipping Norton](#) (ECN) - our not-for-profit community venture - became an IPM Approved Member in November 2016 for the 'highest standard of professional performance' in its commitment to making better places. Our presentation steps through Chipping Norton's journey from fragmented, isolated town to double award-winning, thriving Cotswold community - all attributable to the power of digital, backed by a smart technology strategy and collaboration.

We're also looking forward to an opportunity to forge new placemaking connections with industry leaders from

around the world.

Manchester is a vibrant, innovative place to be - and we're eager to contribute to this international event.

## Thames Valley Gamechangers

Real Towns is among the [2017 ConnectTVT Top 50 Gamechangers](#), announced at the impressive new Thames Tower in Reading in June. The Gamechanger awards celebrate the best and most inspiring start-ups and scale-ups in the Thames Valley, and we're chuffed that Real Towns has been recognised in this way.

Like the other gamechangers, we're always looking for opportunities to change things up. Our mission is to help build vibrant communities which thrive on smart technology and strategic collaboration.

Track all gamechangers news by following the [#50Changers](#) hashtag on Twitter.

## The UK digital towns league table

The UK's first truly national [Digital Towns Index](#) is live on the Real Towns website - an important step in recognising the role digital technology now plays in the lives of town and city residents across Britain.

## PLACE FOR TOWNS AND CITIES

7

UK's premier digital locations are now invited to compete for the prize of 2017 Digital League Champions, with the winner emerging as the town topping the table at the end of September 2017.

The table results will show how UK places are increasing footfall, digital engagement and creating healthy communities with better technology.

If you haven't taken the [initial survey](#) for your town, it's free and only takes a couple of minutes to complete.

Take your town to the next level and order the [full survey](#).

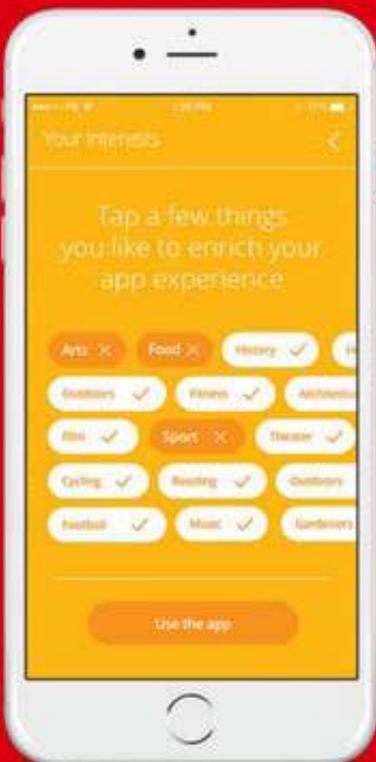
## OX7 launch

The funding is in for Chipping Norton's [Community Digital Hub](#) (OX7).

Experience Chipping Norton received Department of Communities and Local Government funding to establish a hub where local youngsters can engage, skill-up and network.

OX7 will offer valuable expertise to 16 to 24-year-olds who have already left school and need a helping hand to get a job, find suitable training courses and connect with their community.

Follow our social media channels for more [Real Towns](#) news throughout the year, and subscribe to our newsletter to receive all our content in one monthly update.





## Go! Southampton BID Operations Director

**Full-time fixed term contract until 31st March 2022**

**Salary: up to £50,000 dependent on experience**

**Deadline 17.30 31st July 2017**

A fantastic opportunity has arisen to join one of the most exciting new Business Improvement Districts in the UK.

About Go! Southampton:  
No city can prosper without a thriving centre – a place where businesses can flourish, residents can find products and services they need, and cultural opportunities are many and varied. In the past, Southampton's City Centre has not fulfilled its potential. Now there is a once in a generation opportunity to put this right and to create a centre of which

we can be proud. Businesses in Southampton City Centre are creating a Business Improvement District – an organisation owned, led and funded by local business with the long-term goal of creating a world-class City Centre.

An exciting opportunity has arisen for an energetic and creative Operations Director to help us achieve our ambitions. Go! Southampton started work on 1st April 2017 following a strong vote in favour in November 2016.

**Apply  
Today >>**

# 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.

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**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](http://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](http://www.reviveandthrive.co.uk) for more information



# BID Awards celebrate unlimited success in Altrincham!

ALTRINCHAM  
UNLIMITED

Altrincham town centre businesses turned out in force this week to recognise the achievements of businesses from a range of sectors at the first Altrincham Unlimited BID Awards.

Hosted by BBC North West presenter Becky Barr, the awards took place at the Cresta Court Hotel in Altrincham on Tuesday 20th June. Winners and runners up in nine categories were selected based on the results of a month-long 'mystery shopper' exercise, which had taken place during May, with all 71 participating businesses visited or contacted in person by researchers from industry experts Storecheckers.

Focusing on the customer experience, all businesses were judged on a range of factors, including venue appearance, products & pricing, website, service, sales and local knowledge. Overall Altrincham as a town performed extremely well, with businesses receiving an average score of 85.5%, putting Altrincham in the 'premier league' of towns and cities visited by Storecheckers, alongside Cambridge and Manchester city centre.

Katie Bland, BID Manager for Altrincham Unlimited said:

"It was really important to the Altrincham Unlimited Board that business assessments were completely independent and impartial, and with 25 years' industry experience, Storecheckers were able to offer a credible and robust mystery shopper programme.

"The benefits for Altrincham businesses are twofold. Firstly it enables us to highlight and celebrate those businesses that excel in customer service, and secondly it provides the participating businesses with detailed feedback on the customer experience, which will identify any areas for improvement, and ultimately help to improve profit and performance.

"We're delighted to see that Altrincham as a town has performed extremely well, with both independent businesses and high street names doing themselves proud – and eight businesses scoring a perfect 100% - an amazing achievement on such a wide-ranging assessment. We would like to thank all the businesses that took part, and hope the findings prove informative and useful.

"Our thanks go also to the Cresta Court hotel for their assistance in hosting an enjoyable and very successful event."

Jeff Caplan, Managing Director of Storecheckers said:

"We are very pleased to be supporting Altrincham Unlimited with this project in a town which is clearly headed in the right direction. Being near to where we live and work, Altrincham is close to our hearts, so it is fantastic to see that not only has the BID area been going through a period of evident regeneration, but also that businesses are stepping up to the plate by delivering high standards and acting as ambassadors for the whole town.

"By delivering these high standards over a sustained period Altrincham can attract customers, new and old, improve consumer loyalty and have more chance of competing with online retail, through an excellent interpersonal experience.

"We can see that Katie and the Altrincham BID team are working incredibly hard alongside the Board to improve and promote the Altrincham experience and we at Storecheckers look forward to being a part of that ongoing improvement in the years to come."

# Altrincham app goes live for town centre workers



With an estimated 10,000 people working in Altrincham town centre, Altrincham Unlimited has launched a brand new money-saving app for town centre workers.

Named 'LoyALTY', the app is available to anyone working in Altrincham town centre and will give users exclusive access to offers, discounts and loyalty schemes from shops, cafes, restaurants, bars, pubs, health & beauty businesses and professional services all around the town centre. Having gone live at the beginning of July, the LoyALTY app can be downloaded for all Android and Apple devices.

Any business within the Altrincham BID area can add an offer or discount to the app, or use it to set up their own loyalty scheme. Offers can be amended

on a regular basis, giving businesses the opportunity to promote a variety of offers and discounts to town centre workers.

Alex Watt, owner of Sugar Junction, will initially be using the LoyALTY app to promote 20% off breakfast for local workers. He said:

"As a business owner and employer in Altrincham, for me the LoyALTY app makes a lot of sense. It promises to be a fantastic way for us to reach people working in the town centre and offer them something special at Sugar Junction, and at the same time my staff will get access to discounts at other shops and services, which is a real bonus for them."

James Russell, Manager at Tavern on the Green, currently has two offers live on the LoyALTY app; 10% off drinks and 25% off food. He said:

"Altrincham is a great place to work and the LoyALTY app will be an added benefit

for people working in the town centre, whether for shopping, lunchtimes or food and drinks after work. The app is easy to use and we look forward to welcoming lots of town centre workers taking advantage of their exclusive offers this summer".

Stuart Wheadon, General Manager at Total Fitness said:

"We're delighted to be able to use the new LoyALTY app to offer a free one-week VIP gym pass to anyone working in Altrincham town centre. There are many reasons to enjoy working in Altrincham; exceptional public transport links, an attractive, vibrant town and great shopping, food & drink, and the LoyALTY app will be another benefit that will help us to recruit and retain staff."

For more information on how to access the app, and how businesses can add offers, please contact Rachel Taylor on 0161 924 2241 or email [rachel.taylor@altrinchamunlimited.co.uk](mailto:rachel.taylor@altrinchamunlimited.co.uk)



# Towns with highest ranking digital influence revealed

The towns and cities with the highest rates of digital activity among local retailers and shoppers in England have been revealed.

London tops The UK Digital Influence Index with the strongest online presence, followed closely by Nottingham (2), Glasgow (3), Liverpool (4) and Manchester (5).

The index measures the digital output of over 1300 towns and cities based on the social media activity of 150,000 retailers. 'Digital influence' is the ability of any town or city to drive measurable outcomes from online channels to their high street.

The top 10 was rounded off by Edinburgh (6) and Bristol (7), while Cheltenham was a surprise appearance at eight, ahead of Birmingham (9) and Leeds (10).

The Gloucestershire town was part of the pilot #WDYT campaign, alongside Gloucester and Stroud, which launched in July 2016. Since then, all three locations have seen their rankings in The UK Digital Influence Index rise rapidly, with Cheltenham jumping from 22 to number eight, Gloucester from 50 to 20 and Stroud from 273 to 132.

The index also revealed the counties with the lowest rates of digital activity among local retailers and shoppers in England with high streets in Devon, Cornwall, Somerset, Shropshire and Cumbria among the worst performing

on average.

Polly Barnfield OBE, CEO and Founder of Maybe\* which compiled the index, said: "With the increasing culture of online shopping, reviews and research, retail is now a 24/7 experience. Social media influences 78 per cent of purchase decisions. Embracing these channels can reap significant benefits for both individual retailers and their combined towns and cities."

It is predicted that by 2020, 80 percent of retail purchases will still occur offline but close to 50 per cent of these sales will be influenced by a digital interaction prior to purchase.

Despite this, 74 percent of high street retailers are not currently active on social media while around 40 percent do not even have a website.

The #WDYT (What Do You Think) campaign works with retailers to help increase their use of social media and digital channels to drive local footfall.

The campaign encourages retailers and shoppers to share a photo each day of something they love across their social media channels, using #[Town] and #WDYT. In the same post/tweet they are also asked to tag in the relevant retailer's social account handle.

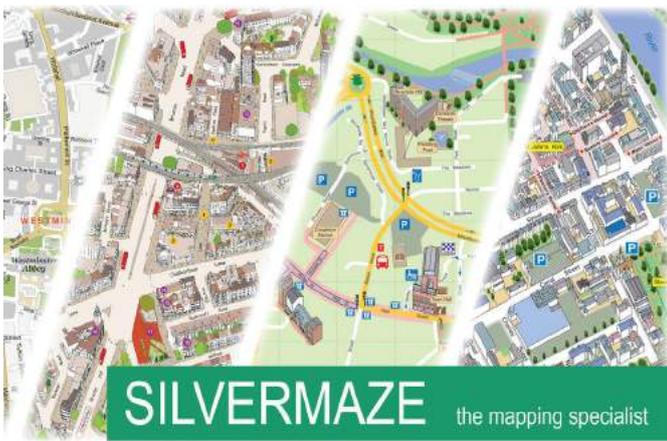
Cheltenham BID Director Kevan Blackadder said: "#WDYT has given me a different way of engaging with businesses. It's given the town a more

joined up feel. It's about closing the gap between shopping online and shopping on the high street."

Jason Smith, Chief Executive of Marketing Gloucester, said: "This campaign is a catalyst to enabling collaboration in our city. It demonstrates how you can use social media and digital channels to drive high street footfall. And is proving to be an essential part of the jigsaw in the development of Gloucester as a pathfinder for digital high street and smart city solutions." The pilot campaign was a huge success, engaging with over 300 retailers and over 50,000 consumers all using #WDYT. Since February 2017, the campaign has gone live in another seven towns and cities throughout the country, including Leamington Spa, Winchcombe, Tewkesbury, Stafford and Tickhill. The data collected is being linked with local footfall devices to reveal the impact of digital influence on local footfall.

To get involved with #WDYT both business owners and their customers can simply post pictures to Twitter or Instagram using #Town and #WDYT and, where possible, @mention the local business too.

The UK Digital Influence Index is available for all 1300 UK towns and cities. To see where your location ranks and for more information about the #WDYT campaign, see [www.wdyt.org.uk](http://www.wdyt.org.uk)



## Welcome to Silvermaze

We are a company whose team have a passion for creating, attractive, accurate and easy to interpret maps that give an appealing charm to any area and deliver pleasure and confidence to the user.

## Service

Our personnel have specialised in town centre mapping for over thirty years. We fervently believe it is our role to produce high quality, well designed map products that meet our client's aspirations, within budget and without encroaching too much on their valuable time.

## Flexibility, Convenience, Reliability

These characteristics form a major part of our business ethic and have led to our 'one map fits all policy' and 'one stop shop' approach, which enables our clients to realise their vision free of stress and complications.



Follow us at  
Silvermaze Limited - The Mapping Specialist

## Origination

Primarily we offer three styles: '2D'; '2D/3D' Combination; full '3D'.

The mapping gallery on our website gives various examples and variations of the above. Occasionally our clients require something different as shown alongside for Arup, the world renowned Civil Engineers.

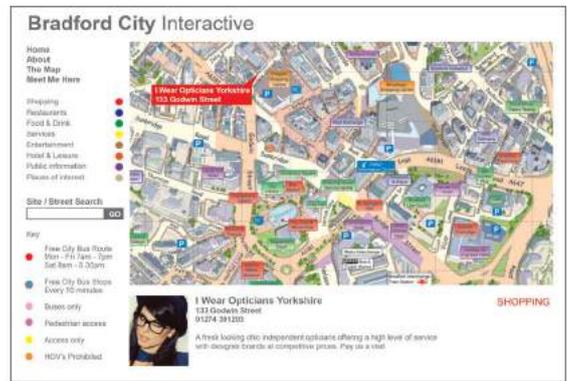


## Realisation

Thanks to our 'one map fits all policy', the map we create can be described as a fountain from which a river of products can flow; products that may be digital or hard-copy.

## Interactive maps

Whether an integrated module or stand-alone website for pc, tablet or mobile; an inviting, purpose designed map can successfully entice users to visit a location's culture, shopping and interest sites.



## Pocket maps

Although mapping on mobiles is extremely popular there is nothing quite like a paper map whether miniature or standard where the whole area can be viewed.



## Signage

Well-designed colourful maps that can be interpreted and show the person the way to their desired destination within eight seconds are a must for any location



## Shop window decals

Empty shops in any town centre are a depressing sight but a map with informative overlays will create vibrancy while also promoting the all important trading businesses.



## Or so much more.....

Visit our website to request prices, samples and subscribe to our monthly trade bulletin.





# Christmas Direct

For high streets in the UK, the 5 or 6 weeks around Christmas represent a huge proportion of their annual turnover, as they become the focus of attention and consumer spend.

Knowing how important this vital season is to town centres and communities, the priority is to source cost effective solutions which help develop festive focal points to both draw in the public and create that all important feel good factor.

A great example is the use of outdoor wall mounted trees. These trees slot into angled brackets which are typically mounted above shop frontages.

With the active frontage maximised, using wall mounted trees in this way delivers eye-catching displays coupled with an effective use of space. If there are residential buildings above the shops or businesses, experience shows that residents feel more included and enjoy seeing the trees at close range.

High streets over the festive period are busy spaces, so de-cluttering is a simple way to make your space fit for purpose as a gathering place. Placing wall mounted trees above the pavement removes potential obstructions for shoppers and visitors, while drawing the

eye all the way down the street.

Through considered use of products such as wall mounted street trees, towns and places can capitalise on key views or monuments, delivering on festive event objectives such as business engagement and inclusion, increased footfall and customer retention, all within inevitable budgetary restrictions.

Since 1998, Christmas Direct has supplied festive lights, decorations and trees to businesses and communities across the UK, striking up relationships with community organisations that in some cases stretch back over a decade.

## Case Study

Dunkeld in Perthshire had always decorated their town but each shop or business did their own thing alongside the community group festive lighting display. In 2013 they wanted a cohesive festive scheme to celebrate their annual Santa Day and throughout the festive period.

We met with the Dunkeld and Birnam Tourist Association and suggested the 4ft artificial street trees with 10m of lights for each tree. The idea was that this would allow each shop to display a tree but didn't detract from their shop

or business front and would draw the visitors down the high street to visit all shops.

They were concerned about permissions for attaching the brackets and trees onto the buildings. Who would they need to consult and how would they go about getting these permissions? After several conversations with Perth and Kinross Council it was agreed that they needed the Landlord's permission. We worked alongside them to craft a permission letter detailing the benefits to the landlord and several weeks later, everything was in place.

From initial concept to them being in place took 8 weeks and they still look effective after 4 years of use. They are delighted with the return on investment and many tourists mention the lovely decorated trees as a reason they would return for another visit.

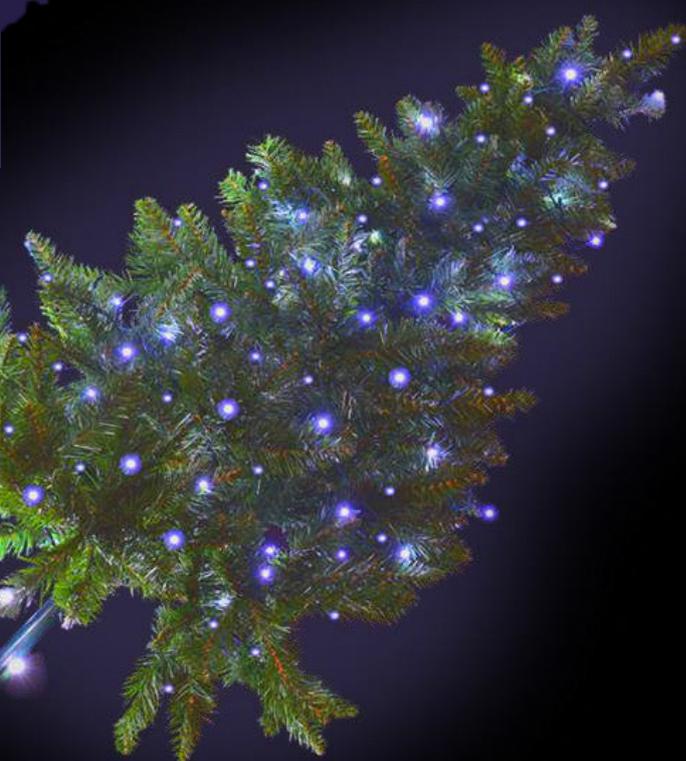
If you think these trees will enhance your place, order before 15th August for a guaranteed delivery for this year's festivities.

We'd be really happy to chat to you about our wall mounted street trees and lights or if you have any questions, give us a call on 01350 727555 or email us [info@xmasdirect.co.uk](mailto:info@xmasdirect.co.uk)

# christmasdirect<sup>®</sup>

## Specialist in Festive Lights and Decorations for Places & BIDs

- Friendly, personalised service
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- Professional grade lights, garlands and trees



### Street Trees

A proven winner! Our easily installed, wall mounted trees are great value and highly effective.

[Learn more](#)



## Your Town X Give Your School The Run Around

WOW.. What a great experience 'Give Your School the Run Around' was. After spending the last 3 months delivering a unique day individually to the primary schools around EN11 we finished the process by all coming together. What a great way to finish an amazing project. A fantastic experience to see more Your Town ideas come to life that energise & bring the town together. Over 430 year 5 pupils from 10 different primary schools to Hoddesdon coming together to celebrate the TOWN & showcase what can be achieved by a community working together. Prior to the grand finale we had the school classes visit Hoddesdon Town to learn about health,

fitness & the town, they met local people, local businesses including a visit to The Cookery (cooking school) where we had a scrambled egg challenge to show the kids that breakfast can fast and healthy, we visited Fit 4 Less Gym to learn about the fitness aspect and how to use some of the machinery, we then met Shawe Physio to learn about the importance of stretching and of course we saw the Your Town Street Office, we also had half a day in the classroom where we ran around a little and got creative by bringing to life about 450 new running clubs and badge designs! What we are doing matters and we are passionate about playing our part. If all

goes well we are excited about launching a unique campaign next year named '#WeAreNext' which is centred around fitness and wellbeing of primary school children which will of course have the TOWN at the heart of everything we do. #WeAreNext #Community#ActiveKids #TownsMatter #EN11

Mark White  
YOUR TOWN CIC "Bringing towns & communities together"

12 Fawkon Walk | Hoddesdon | EN11 8TJ

[www.yourtownuk.co.uk](http://www.yourtownuk.co.uk)



# Thame Threw A Party and Everyone Came!

Wow, Wow, Wow! Did that really happen? Did a Sex Pistol sing Pretty Vacant to a crowd of thousands, in Thame Town Centre on beautiful summer's day? It is hard to believe but it really did – together with so, so much more!

There are many reasons why the Town Council might object to a proposal to run a music festival right in the middle of Thame. However, once again, Thame Town Council supported a new cultural and creative initiative, got involved, and became partners in one of the most beautiful and spectacular days in Thame's modern history.

The Festival Director, Johnnie Littler, had a vision of what might be possible if the community of Thame got behind the event. After months of planning by Johnnie and the Council - and then add an army of committed volunteers, some generous sponsors, a number of venue

holders around Thame, 58 talented bands and artists – and thousands of people from in and around Thame – and then the magic happened!

There was a main stage was in front of the Town Hall overlooking the Lower Car Park whilst seven other venues in pubs and clubs around the town also hosted music, of various genres, from bands and artists supplied by the Festival organisers.

All of the venues were packed out all day with at least three of the venues reporting the biggest ever revenues in a single day. In the end, The James Figg had to close its archway gates because The Stables, the pub, the garden and the alleyways simply couldn't accommodate more people. The Festival Street Bar was restocking throughout the day and still ran out of beer by the end of the day.

The weather was beautiful and Organisers estimate that up to 8,000 people attended the event during the day. There was no trouble and there were no injuries and, importantly, there was a happy, joyous and celebratory vibe in the town centre all day.

The exhausted, but ecstatic Festival Director, Johnnie Littler, said after the event "Thank you to the people of Thame – we threw a party and everyone came!". A reveller said "Thame just became the coolest market town in the country". Phil Westerman (MC) said "I can't believe the day turned out as it did. There was a brilliant vibe in the town ... a truly joyous occasion. Those of us involved in running the event are on such a high".

What is everyone doing on July 7th 2018?



# 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](mailto: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](mailto:bids@reviveandthrive.co.uk)  
or call 03330 124285





## WestChester BID gets a yes vote



Businesses on Sealand Industrial Estate and Chester West Employment Park celebrated last week as the vision to secure a Business Improvement District (BID) for the next five years was successful and the hopes for achieving nearly half a million pounds worth of private sector led investment became a reality.

The results from the BID ballot held between the 8th June and the 6th July were released on Friday 7th July, with the figures from Electoral Reform Services showing that 70% of businesses voted in favour of a BID by number and

65% voted in favour by rateable value.

West Chester Commercial BID Steering Group Chairman Jordi Morell was instrumental in flying the flag for change on Sealand and Chester West Employment Park and is delighted that all of the hard work has paid off.

*"It is excellent that the businesses here have embraced the BID, and a success at the ballot now means that we will all be able to benefit from the essential services that a BID will deliver and see the business park improve as a result."*

The West Chester Commercial BID will now commence delivery in September 2017 and projects over the five year period will include enhanced security for the trading environment, significant image enhancement schemes and an Estate Management service provided by BID specialists Groundwork for all companies which will ensure their voices are heard.

Jane Hough, BID Manager at Groundwork was thrilled with the results, commenting *"I am delighted that Sealand and Chester West Employment Park has been successful in securing a Business Improvement District and that Groundwork can now work with the companies, along with partners Cheshire West and Chester Council in the West Chester Commercial BID area to develop a brighter future. We have a number of*

*projects planned going forward over the next five years and we will look forward to making a real difference for those that work and trade here."*

There are already a number of successful BIDs within Cheshire West and Chester; CH1 Chester, Northwich Town Centre, Winsford Industrial Estate and Gadbrook Park, and Councillor Brian Clarke, Cabinet Member for Economic Development and Infrastructure is just as enthusiastic regarding the prospect for change at Sealand and Chester West Employment Park.

*"It is absolutely fantastic to see the businesses on Sealand and Chester West Employment Park taking control and creating a future that is in their own hands. The Council will be delighted to support all companies on the park with regards to the improvement of any opportunities that will boost both trading and employment for West Chester Commercial BID."*

The success achieved at the vote will now secure Sealand and Chester West Employment Park's future in becoming a premier environment to work and trade in for both employees and businesses alike whilst seeing the West Chester Commercial BID area transform in to one of the best locations to conduct business in Cheshire and North Wales.



# Chippenham BID is recruiting for a new BID Manager

**Permanent: (Subject to probationary period)**

**Salary: £35,000 - £45,000 dependent on experience**

**Closing Date for applications: 10.00am, Friday 28th July 2017**



A unique and exciting opportunity has arisen for someone who thrives on a challenge; someone who wants to play a pivotal role in re igniting passion and pride in Chippenham town centre and who can lead a small but committed team in delivering the Chippenham BID's five-year vision.

### Is that you?

Reporting to the BID board and supported by the staff team you will bring to life and deliver the current five-year strategic BID business plan. Your focus will be on driving collaboration across all business sector and other stakeholder groups and ensuring the successful leadership and management of the

Chippenham BID. This will require you to have a proven track record of influencing at the most senior levels in both the public and private sectors. You will ideally have project management experience, proven marketing and events experience, exceptional communication skills and good general management acumen.

Excelling when you manage and set your own programme of work as well as directing that of your team will be key. A sound understanding of issues facing businesses of all sectors that operate in a town centre environment will be critical to your success, as will your ability to form strong relationships with businesses, local authorities and other partners.

Your senior management experience will mean you have a good appreciation and working knowledge of budget management and line management, as well as experience of dealing with third party contractors/agencies.

**Apply Today >>**

# Newport: A City on the Rise

Newport - Wales' third largest city - continues to undergo one of the most transformational regeneration programmes in the UK, creating significant business opportunities, and positioning the city as one of the leading centres of the Cardiff Capital Region.

Newport's international profile has soared following the successful hosting of the 2010 Ryder Cup and 2014 Nato Summit, proving it has the ability, infrastructure and energy to deliver global events of the highest profile. The £100 million Welsh International Convention Centre will open its doors at Newport's Celtic Manor Resort in 2019 bringing £70 million into the local economy and demand for an additional 100,000 bedroom nights every year. For more information visit the [Celtic Manor website](#)

East of the city, the £1bn transformation of the 600 acre former Llanwern

Steelworks site into the sustainable community of Glan Llyn is well underway, creating 4,000 new homes and 6,000 new jobs over the next 20 years. Newport boasts a 6 year housing land supply and steadily growing house prices around 7% above the Welsh average - testament to its popularity as a place to live as well as work.

The eagerly anticipated Friars Walk retail and leisure scheme finally opened its doors in 2015. In a bold move by the Council, a large commercial loan to the developer saw the scheme delivered in under two years and prove a catalyst for further investment. 18 months on, this key city centre attraction remains its most extensive development in generations and has re-established Newport city centre to the top 100 shopping centres in the UK.

Newport City Council successfully concluded its £22m Welsh Government-

funded Vibrant and Viable Places (VVP) programme 'Connecting Commercial Street' in 2017, the largest in Wales. Landmark city centre properties have been transformed into attractive new accommodation and commercial space. Friars Walk and VVP have brought nearly 1600 jobs to the city centre, plus additional opportunities for training and skills development.

Future development proposals building on the ambition of these projects are crystallising for the city through the Cardiff Capital Region and Great Western Cities, including the game-changing IQE semiconductor cluster project and the expansion of the National Software Academy. Newport is well placed to support the ambition of these partnerships and fulfil its role as an economic engine for south east Wales. Newport is truly a city on the rise.

## Richmond Foodies

### About Richmond Foodies

Richmond Foodies is a new Food Business Support programme sponsored by Richmond Council to aid small business growth in the borough. Food businesses are at the heart of our daily lives and play a huge part in our day to day community.

The campaign, run by CPG Executive Consulting Ltd commenced in April 2017 and will run until the end of November. CPG, business expansion strategists have extensive track record of success in the food industry. CPG have put together a programme of support including, industry specific events, one to one coaching and mentoring to accelerate growth. Each part of the programme has been designed so that food business owners are given the information and practical tools they need to grow their business. They are also given a clearly defined strategy for growth and kept accountable to their goals.

The programme has already rolled out three well attended events and has engaged over 300 food businesses to date. The response to the programme

has been excellent and there is much more to come.

### Upcoming Events:

1. Merchandising and Store Layout to maximise space and profit. September 26th 1800- 1930
2. Financing your Food Business November 7th - November 7th 1200-1400

### Testimonials

**Jayke Magnion, Director Brickwood Cafés**

I subscribe to the Richmond e-letter and saw the offer for FREE business advice for food orientated venues in the borough. I enquired and set-up a phone meeting with Helen Roberts not thinking too much of it. After spending 15 minutes on the phone with Helen I realised this was an amazing opportunity for myself and my business and something I probably could not have afforded or would not have made the time for it on my own as so busy with the day to day of running my company. I met with Helen and instantly she was able to assess my business accurately but more importantly understood my needs

moving forward and was able to give me sound knowledge and advice on growth. Helen put me in a position to look at my business from afar and work 'on it' rather than 'in it' and made me stop and assess everything and ask myself some hard questions that might have been lingering and encouraged me to look at the bigger picture moving forward and take action.

She has presented my company with great opportunities for exposure on a bigger scale as well as generating great contacts and additional business through my door.

This business initiative from Richmond Council was a God-send and exactly what my company needed at the right time. It has genially added great value to my business and set us up for continued growth. I never expected something like this to have come from the council but very much appreciated.

For more information and to join our community please visit [www.richmondfoodies.co.uk](http://www.richmondfoodies.co.uk)

# 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.

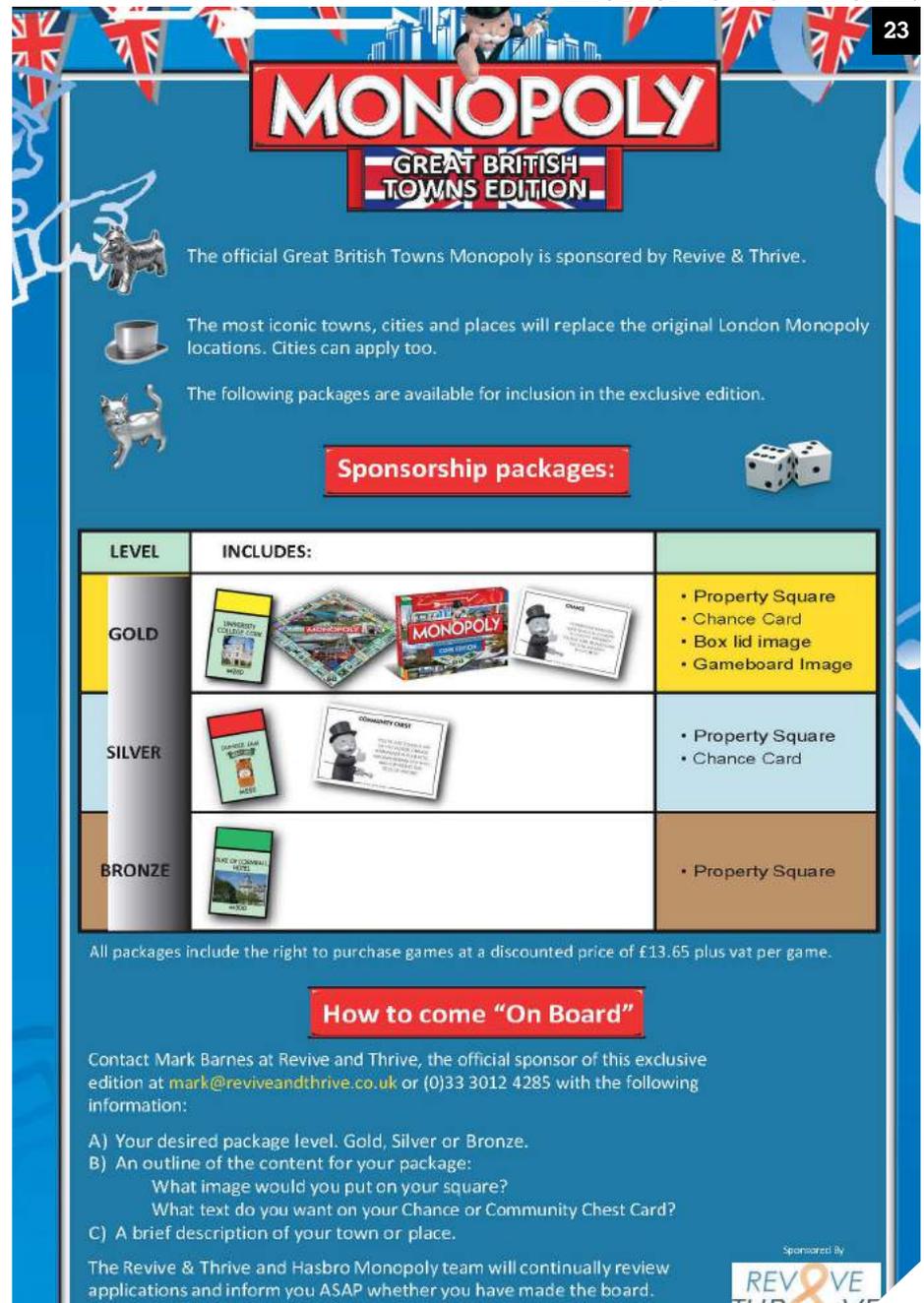
## Next steps

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](mailto: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:	
<b>GOLD</b>		<ul style="list-style-type: none"> <li>• Property Square</li> <li>• Chance Card</li> <li>• Box lid image</li> <li>• Gameboard Image</li> </ul>
<b>SILVER</b>		<ul style="list-style-type: none"> <li>• Property Square</li> <li>• Chance Card</li> </ul>
<b>BRONZE</b>		<ul style="list-style-type: none"> <li>• Property Square</li> </ul>

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](mailto:mark@reviveandthrive.co.uk) or (0)33 3012 4285 with the following information:

- Your desired package level. Gold, Silver or Bronze.
- 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?
- 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

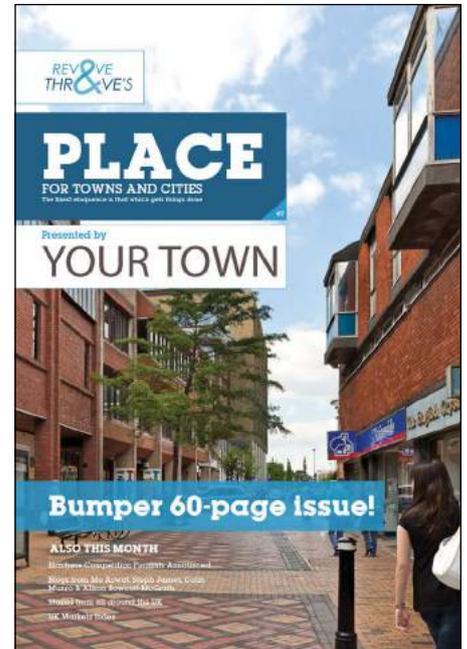
Own your very own Place Magazine to inspire your residents and businesses whilst sharing all the activities that you are delivering locally.

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](mailto: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](mailto:mark@reviveandthrive.co.uk) if you want more information.



Blachere  
and  
Revive & Thrive's

Christmas Lights  
Competition 2017  
Review



# Christmas Lights Competition Review

**Friday 23rd June 2017 saw the final of the Revive & Thrive Christmas Light Competition in association with Blachere Illumination.**

For the second time since the competition started in 2015 the final was held at Lightworks in Blackpool where ten sets of finalists nervously awaited their moment in front of the judges. Unlike last year when the final was held at the end of September in Colchester, this year the competition was launched much earlier in order to allow Blachere more time to create perfect Christmas displays with its winners. The panel was treated to a day of festive delight and wonder, and in case you were

wondering yes it is possible to be moved by Christmas cheer in the middle of June – that's how talented and wide ranging the scope of the presentations were by our finalists. Having been at the other side of the judging panel just last year as a finalist, I know what it is like: the preparation, the build-up, the rehearsals, the butterflies, the fear of the presentation overrunning, until, suddenly your 8 minutes is over and it's done. 'Did we do enough?!'

The day started promptly at 10am when Gravesend representatives bounced onto the scene with impressive and imaginative plans for improving their Borough Market area. Closely followed by Newtown, Congleton, Ebbw Vale, Mansfield and Lancaster. There were more than a few familiar faces as Revive & Thrive had welcomed back four towns

from 2016's competition. Well done to all of those who qualified for the final two years on the run: Kidsgrove, Rye, Ilfracombe and Liskeard.

Many presentations focussed on the positive aspects of the finalists' town and cities and how winning the £10,000 top prize would make a huge impact on their Christmas celebrations. Interestingly, two finalists pinpointed the negative side of Christmases past, gone but not forgotten thanks to disastrous press attention and a report on what was potentially Wales's Worst Christmas Tree. This year Blachere Illumination's Managing Director Ronnie Brown added a special section in recognition of Welsh towns. Ebbw Vale and Newtown battled it out on the day to win the coveted £2,500 prize.

Presenters and judging panel alike were welcomed into the Lightworks factory for a behind the scenes tour of Blackpool Illuminations HQ when proceedings paused for lunch. Our knowledgeable and animated guide, Richard Ryan, must be thanked for an interesting insight into the workings behind such a longstanding and famous attraction. Who could resist a photo opportunity with a 15 foot fibre glass playing card straight out of Alice in Wonderland? I certainly couldn't.

Six more presentations followed after lunch ranging from Kidsgrove, Worcester and Stratford to Rye, Ilfracombe and Liskeard in Cornwall. Each and every year more and more towns enter the competition and the standards of the presentations keep improving.

The main area that stood out for the judging panel was passion for place. Each and every finalist lives and breathes the Christmas celebrations in their community and this truly shone through. Many of whom are volunteers with little or no funding to bring their communities alive with Christmas spirit. It is not always about the money, but how towns use lighting to gather their whole of their community together at Christmas that really makes a difference.

The judges scored each presentation out of fifty and there was a close, yet clear, winner at the end: Ilfracombe. Congratulations on your £10,000 prize!

**List of finalists who were awarded the third prize of £1,000:**  
Gravesend

Congleton  
Mansfield  
Lancaster  
Kidsgrove  
Worcester  
Stratford  
Liskeard

**Special Welsh Prize: £2,500:**  
Ebbw Vale

**Runner Up: £2,000**  
Rye

Thank you again to the team for another fantastic Revive & Thrive event and the opportunity to sit on the panel.

**Zoë Dean**  
Guest Judge  
Town Centre Manager  
Whitchurch, Shropshire



# Coombe Christmas

The last time I drove to Blackpool it took 9 and a half hours, so I'll be completely honest and admit that when we were made finalists there was a slight gulp at the prospect of the 620-mile round trip. However, Combe Christmas desperately needed to take part again (having been finalists last year in Colchester) and show what we had managed to achieve in the previous 12 months and why we really felt that we deserved to win the amazing prize of £10,000 worth of Christmas lighting from Blachere.

As it turned out the drive up only took 6 hours (having been unceremoniously booted off the M6 unexpectedly about 20 miles outside Blackpool) and there was sunshine pretty much all of the way so my faith has been restored in drives 'up North'!

On the day I was excited to arrive at Lightworks as, I'll be honest, I'm a bit of a geek and through working so hard to get Christmas lights for Ilfracombe the prospect of seeing how the big boys decorate their town was really exciting. I turned up first thing expecting to spend the day watching other group's presentations but discovered that this wasn't really allowed, but not to worry! I was in Blackpool after all, and despite it being a very windy day I still managed

to have a wander around the piers with my camera and pick up the obligatory presents of multiple sticks of Blackpool rock.

As luck would have it, Ilfracombe's Deputy Mayor Cllr Val Gates was in Blackpool on family business so she came along to Lightworks at lunchtime with her sister Mary for a tour backstage led by the enigmatic Richard Ryan of Blackpool Council. Winding our way through the colourful, oversized displays made us feel a little bit like the kids who won golden tickets into Willy Wonka's factory!

The scale of the pieces and tableaux were something to behold and I was a tad gutted that I wouldn't be able to smuggle any back to Devon in the boot of my Vauxhall Astra!

Quickly 2:50 arrived and it was time to give my presentation, which I had spent hours rehearsing, to a panel of distinguished judges and experts. I'll admit that I was nervous. My lip does a little twitch when that happens but I knew my presentation well and I had to get over it knowing that I was there doing this for Combe Christmas. We're a voluntary committee who worked our fingers to the bones last

year to create the best Christmas that Ilfracombe had seen in years from absolutely nothing.

We spent the whole of 2016 going out fundraising at community events, selling raffle tickets and creating our own Combe Christmas cocktail tent, and whilst the money started trickling in, it wasn't until we created a video for the 2016 Blachere and Revive & Thrive Christmas Lights Competition that our situation started to change. Firstly the community were over the moon that we had bagged £1000 worth of lights, but also everyone watched the video and understood what we were trying to do. Businesses especially clicked on to our mission and started donating.

All of a sudden we were in the position where not only could we have a few Christmas light, we could actually kit out most of the High Street and also hold a whole weekend of free events from a huge marquee on the seafront. Through fundraising and a couple of small grants we raised around £24,000 in our first year. Ilfracombe isn't a rich town; in fact Ilfracombe Central Ward is one of the most deprived in the county, yet through sheer hard work and determination we raised enough for the best Christmas Ilfracombe had in years.



It was this energy and sense of achievement that got me over my nerves and I continued on with my presentation showing the judges just how much we had achieved between our small committee.

It was really lovely to hear the judges jokingly say “so I think we’re safe to say that you are passionate about this”, as I really was. They congratulated us on the amount of improvement we had achieved in our first year and this was very much appreciated as the judges were all clearly people who knew what they were talking about given their professional backgrounds.

Following on from the presentation we retreated to a space on the top floor along with the other groups who had presented and the anticipation from all of the groups was clear. Not too dissimilar to an X-Factor final I thought! Listening to the other groups and hearing their barriers was actually reassuring as clearly bureaucracy and red tape is the biggest headache for everyone regardless of the size of town/city or budget.

Finally (after what felt like a fortnight) we were called back down to the foyer to hear who had been successful in

bagging the impressive top prize.

To add to the suspense the winners were announced in reverse order, with the deserving groups all winning a minimum of £1,000 worth of lights from Blachere. Every time another town’s name was announced I did a quick count up of how many towns were left, doing Carol Vorderman-esque maths in my head working out the odds of us winning! Eventually it was down to just us and Rye. I was delighted by this as I’d spent some time upstairs chatting to the lovely organisers from Rye and they were similar to us in terms of being a voluntary group so I knew that even if we didn’t get the main prize, the lights would still be going to a very good home. But then, Ronnie from Blachere announced Rye as the 2nd place winners which meant that little old Combe Christmas had managed to win the grand prize of £10,000 worth of lights! I was genuinely shocked. I had never expected to win and was planning on driving back down to Devon with a £1,000 cheque in my car, not a £10,000 cheque! It was only Val squeezing my arm and beaming at me which bought me back into the room, so off I skipped to collect our prize!

The first person for me to phone was

our Combe Christmas Chairman Steve Trebble. He and his other half Suzanna had the task of attending the finals and presenting last year and they loved their experience and were really happy that I got to go along this year, so he was always going to be the first person I phoned.

I would love to tell you what he said but there are quite possibly children reading and it’s well before the watershed.

Needless to say he was as shocked as I was.

The response from the community was massive. I published a post on one of the community chatter pages before I left Blackpool and by the time I’d got back to Devon I’d had well over 1000 likes and so many delighted comments.

This prize is going to make a massive difference to the town and I’d absolutely encourage any other small town to enter fantastic competitions like this as you never know what could happen when you put in the effort.

We’re all very excited to see how the new lights will look and we are incredibly grateful to Revive & Thrive and Blachere for this fantastic opportunity.



# Ebbw Vale

Ebbw vale edged a little nearer its goal of having a lovely display of Christmas Lights, this year, when I went to Blackpool to bid for a £2,500 grant in tree lights. Lighting up the 15 trees in the town centre was always the target for the newly formed action group 'the little red tree' so this was an unmissable opportunity. None of the group was available to make the trip so I volunteered for the 4 hour drive and an overnight stay near Blackpool tower.

From the moment I arrived the buzz in the waiting room was contagious. A great bunch of people, I think I made a few instant friends. Some had travelled from Kent for the bid and were very well prepared with even a short film for

their presentation. At 11:20am it was our turn to bid and I confess I was a little nervous. Public speaking is easy for me, when I know my subject but Christmas lights are alien. I was glad to get onto the topic of the town which I know very well and could impart my love for Ebbw Vale and also to express how badly we needed this grant. Our presentation was delivered perfectly within the time allocated. This competition is such a great idea, it gives small volunteer groups from small towns just the same chance at winning prizes as the big players.

Over lunch we toured the factory where all the Blackpool lights are fabricated and stored. Very impressive displays

demonstrating great creativity and ingenuity by the local council. I spent a few hours chatting with the other contestants and learning so much from them about how to make a lighting display work. I confess I stole a few tips and ideas there..

Great delight in the town when a little while later we got the call to say we were successful. All of us are thrilled and can't thank Blachere, and Revive and Thrive enough. What a Christmas display we will have!

Many thanks,  
Nigel Copner





# Christmas Lightning does strike twice!

Go Kidsgrove was delighted last year to be a finalist in the Revive & Thrive/Blachere Christmas lights competition and come away with £1000 worth of lights for our town. We were in two minds whether to enter again this year but are we glad we did as we came away with another £1000 this year! And for our small town, £1000 worth of lights makes a big difference!

The application form was even easier to answer this year as it was broken down into very specific questions. If you have been involved in organising a Christmas lights display in your town you would have no difficulty in answering them –

and a tight word count meant there was no chance to waffle.

I thoroughly enjoyed the presentations day. The venue, LightWorks in Blackpool, was fascinating and the judges were knowledgeable and clearly interested in what we had to say. Probably most useful of all was the opportunity to network with other finalists. We had plenty of opportunity to pick each other's brains and share problems, solutions and stories.

There was a lot of interest in my tennis racquet! Lantern parades are fabulous but usually expensive unless you get funding of some kind. However, wrap

a few lights round a tennis racquet and you have a safe, low cost 'lantern' perfect for families to make and use in a switch on parade.

Go Kidsgrove really appreciated being part of the competition and would like to thank Revive & Thrive and Blachere for organising it. If you haven't entered before or did, but were unsuccessful this year, I thoroughly recommend giving it a go next year....but watch out, because Go Kidsgrove will be entering as well!

Josephine Lock  
Chair  
GO Kidsgrove





# Mansfield

This is the first time we have entered the Blachere Christmas Light competition and we were delighted to reach the finals. A lot of effort went into our presentation, but the competition entrants were of a very high standard, with a diversity of stories about their individual needs and schemes for their towns. The judging panel asked a lot of searching questions during each individual's pitch, which was kept to a

strict 15 minute slot in front of 7 judges. Choosing an eventual winner could not have been easy, but congratulations to Ilfracombe who scooped the big £10,000 prize, and to all the other contestants who took part and made it such an interesting and hard competition to win. The tour around the factory to look at how Blackpool looks after and puts together their Illuminations programme gave every entrant an amazing insight

into managing and promoting a scheme of this size, which is ongoing all year round.

Thank you again for the opportunity to enter this year's competition.

Kind regards,

Bill Taylor  
Mansfield District Council /Coordinator

# Didn't we have a lovely time the day we went to Blackpool

Twelve great groups presented their plans on how the Revive and Thrive competition would help them improve their places Christmas offer.

The range of innovative ways these groups had tackled issues that would have stopped lesser mortals was staggering and their collective enthusiasm for their individual place both moving and motivating. It is truly inspiring to see how a nucleus of passionate, motivated and organised people can create a solution where others would simply ignore or adopt the

stance of its someone else's fault.

It was genuinely a close fought competition and all entrants were deserving of their prizes generously contributed by Blachere Illumination, I wish them all good fortune with their future plans and am sure they will do great things.

My lasting impression of the day hosted by Lightworks is the joy both the judges and the contestants have when talking about their place. This joy is present no matter how great or dire the

circumstances around that place is and the entrants all showed that there is always something that we can celebrate. Well done Revive and Thrive and if you are from a group who didn't enter this year, I strongly recommend giving it a go next year.

Best  
Keith Jackson

Researcher, Centre for Regional Economic Development  
University of Cumbria

# What an honor...

Being a recent Member of Revive & Thrive, and Regional Advisor, I was pleasantly surprised when an invitation to be part of the Blachere Festive Lights Competition judges dropped into my inbox, and very excited when I knew the venue was to be at the factory that makes and maintains Blackpool's famous illuminations.

**Shortlisting** the applications really was 'bed time reading', I had managed to pull my back and was laid up for a couple of days, but I was determined to be involved, so with laptop by my side, two days recovering was helped by the many fascinating, imaginative and creative submissions I was wading through.

Having spent many years in Town Centre Management, with responsibility for the towns Christmas Lights displays, I really felt the passion, the hope and the fingers crossed that was written both in and between every line of the application. However, I had an important role to play, and would do this to the best of my ability, calling on all my experience

in the field. The focus of my shortlisting was around the logistics and roles of individuals, organisations and businesses, and each's responsibilities to be able host a successful lighting display. The applications varied from the one man band climbing up a ladder (don't mention health and safety please) to full buy in and support from local authorities who do all the stress testing, maintenance, installation, and throw in some funding.

All those who entered had passion without question, but not all understood the whole process. I would encourage everyone who entered, or thinking of entering similar competitions, to go and speak to those involved. Really, understand all the requirements, and elements of the process relating to festive lighting, from legal obligations to the courtesy drop in to the local business to keep them informed, and not forgetting feedback so you can improve year on year.

**Judging** was a magical day, from driving

down the M6 in a torrential storm, to making the long journey home to my bed – well the bits in-between were magical, especially the lunchtime tour of the factory.

There was a variety of presentations, from the professional PowerPoints to the lights wrapped round a stick (and a tennis racket, do not ask), and everything in between. All the finalists presented their case very well, with very few nerves getting in the way. It was lovely to witness the passion that every finalist had for his or her cause, their town, their businesses and their community. Well done to all.

I loved every minute of being part of this process, there were no losers on the day, but I certainly think I was the biggest winner.

Wendy Benson  
Community Economic Development  
Manager

Durham County Council





Look out for the  
2018 Christmas Lights Competition  
launching next spring!

# Revo

Conference & Exhibition  
Liverpool 2017

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

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or call on 03330 124285

\*Excluding VAT

# Northwich BID adds more colour to the town centre



The Northwich Business Improvement District (BID) have delivered yet another project to bring extra colour and brightness to the centre of town.

Throughout Northwich they've facilitated the sourcing and installation of additional planters, bunting and hanging and railing baskets to bring a summery vibe to the streets.

Northwich Town Council have installed the colourful additions on behalf of the BID and also made a financial contribution towards some of the hanging baskets.

If you head into Northwich you'll find the flowers throughout the town centre on Chester Way, Venables Road, London

Road, Weaver Way and the trading estate on Old Warrington Road/Witton Street.

The investment into the planters, baskets, bedding and bunting is all part of the BID's plan to create a greener and cleaner Northwich and to make it an even more enjoyable, calming and peaceful environment to shop and socialise in.

Northwich BID Officer Mark Henshaw hopes visitors to the town enjoy the floral additions and has also thanked the town council for their help with the project.

"We've funded this project because we

feel the scheme will help add vibrancy to the town centre and greener and cleaner is an objective we're passionate about delivering on.

"This is the latest in a long line of projects we have delivered to improve the aesthetics of Northwich. We've had positive feedback around Pocket Park, the walled garden hoarding on Witton Street and also on the subway turret near the Memorial Court – hopefully this initiative can have the same effect.

"I'd also like to say thank you to Northwich Town Council for installing and planting the flowers and for also contributing funding for extra hanging baskets."

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# Northwich Marks and Spencer investing in the town

Northwich's Marks and Spencer (M&S) has committed to investment in the town to bring it in line with other stores across the country.

At the end of the June its green exterior signage was replaced with the company's new black and white corporate colours which have been in the public domain for around four years. In a quirk of coincidence the colours also tie in with the town's history and heritage as Northwich features many tudor-style buildings – something which the town is renowned for.

The store, which already has modern clothing and home sections, will also be carrying out work on its extensive food section which will involve painting and the installation of a new floor, showing that they are very committed to their future in the town.

The Northwich Business Improvement District (BID) spoke to Store Manager Carol Simms about the rebrand and she is pleased with the finished product and how it ties in with the current landscape in Northwich.

"The new branding makes us feel more part of Barons Quay whilst still being a part of Northwich High Street," she said. Northwich BID Manager Jane Hough is equally as impressed with the finished article as Carol and believes the rebrand is a positive development.

"The new signage looks clean and modern and sits perfectly alongside the Barons Quay development. It's really on brand with the heritage of the town too and it's pleasing to see a major national retailer investing in our town."

It's now possible to view M&S from a different perspective in Northwich after

Barons Quay Square was opened to the public in June.

It means that people can now access the £80 million development from Tabley Street at the top end of town making it easier for shoppers and visitors to move through Northwich and make use of the shopping area's main facilities such as the ODEON Cinema, Wildwood Restaurant and Asda.

Although the development is not far from completion there are noticeable changes on an almost weekly basis as work continues on the landscaping and public realm space.

To keep up-to-date with these developments make sure you follow Visit Northwich on Facebook (<https://www.facebook.com/visitnorthwich/>) and also check out the Barons Quay website (<http://bombayquaynorthwich.co.uk/>.)





## Northwich BID developing Green Infrastructure in the town

One of the Northwich Business Improvement District's main objectives is to help deliver a greener, cleaner and more sustainable town for the people that visit, live and work here.

In 2016, the BID had a Green Infrastructure (GI) Plan created on their behalf by the Mersey Forest which identified locations around the town that would benefit from being greener and environmentally friendly. It also outlined how increasing GI in Northwich would help the town increase tourism, economic growth and land values.

Before the report was even published the BID played a vital role in securing funding for the development of a Pocket Park in the centre of town, transforming an area of scrubland into a mini oasis of plants, trees and benches.

However they didn't stop there and have continued to work closely with partners Groundwork Cheshire, Lancashire and Merseyside, Northwich Town Council (NTC), Cheshire West and Chester Council (CWAC), Mersey Forest

and the Environment Agency (EA) to bring more GI to the town.

Recently for example the Northwich BID funded the sourcing and installation of hanging and railing baskets and planters throughout the town which were installed by NTC. The floral displays have been widely met with approval and really bring a summery vibe to the streets.

Another eye-catching feature can be found in the heart of the £80 million Barons Quay development by way of a 'living wall.'

The green wall is 170 square metres in total and is planted with Ivy, Ferns, Cotton Lavender and Heuchera which is also known as Alumroot. It provides a unique and nature orientated element to the development which is funded by one of the BID's main partners, Cheshire West and Chester Council.

As well as these projects, the BID also worked closely with the EA during their flood alleviation scheme works which have just been officially launched in

Northwich.

The works, which are made up of 1.7km of flood defences along the banks of the Rivers Weaver and Dane, reduce the flood risk to over 1,000 people and 400 homes and businesses.

The EA believe that the project will have significant benefits including three development sites in the town centre which could create 1,500 permanent jobs and potentially generate up to £60 million a year.

In light of what Northwich has achieved within GI, BID Manager Jane Hough recently gave a presentation at the University of Liverpool looking at GI planning within BIDs and highlighted the aforementioned projects that have been successfully delivered in Northwich.

Further plans to develop GI in the town will be worked upon in the coming months and to keep up-to-date with the latest, make sure you like Visit Northwich on Facebook.

# Revive & Thrive Autumn Conference 2017

We are very pleased to announce that our second conference of 2017 will be taking place as part of Revo Community's Conference 19/20/21st September 2017 at Exhibition Centre Liverpool, Kings Dock, Liverpool L3 4FP.

Revive & Thrive Place Members can enjoy the whole Revo conference AND participate in all the discussion and best practice that you've come to expect from a Revive & Thrive event for only £175 + vat.

Now members can share placemaking ideas with over 2700 delegates and hear from national placemakers and world renowned retail experts.

Interested in exhibiting? Revive & Thrive has block purchased an area for a maximum of 10 of its Place Solutions Members. Promote your brand and take advantage of this space for only £2,500+VAT.

Revive & Thrive will be adding extra Business Improvement District, Council, placemaking and branding discussion to an already packed conference. "Revo 2017 is the UK's largest gathering of people and businesses that together create great places for work, rest and play.

More senior decision makers attend this event than any other in our sector, including 750 Senior Directors / Partners and 25 Chairmen / CEOs in 2016"

Revive & Thrive is currently working on its agenda for the event and its speakers will participate on the main stage as well as running break-out sessions and workshops. Subscribe here for updates.

Book your tickets by emailing [events@reviveandthrive.co.uk](mailto:events@reviveandthrive.co.uk)

Interested in speaking? Email [m.barnes@reviveandthrive.co.uk](mailto:m.barnes@reviveandthrive.co.uk) or call 07590 005692 for an informal discussion.

Here are a few of the key talking points confirmed so far:

- **Food, leisure and placemaking trends**
  - **Stormy waters.** The near and mid-term outlook for the UK economy and our political system
  - **Who would invest in UK retail property right now?**
  - **Changing markets. Changing formats.** The repositioning of retail places
  - **Placemaking and building emotional connection.** Good for you. Good for business. The corporate advantages to the right kind of green.
  - **People and goods on the move.**
- The importance of transport and infrastructure in connecting people and place
  - **The big five.** Key trends disrupting retail
  - **Inspiring hospitality and leisure.** The challengers and their relevance to future retail
  - **How people are changing the retail landscape.** Age is but a number in a customer journey
  - **Plus, Re:3 @ Revo 2017**
  - **Re:3 – Revamp, Revitalise, Regenerate.** Revo's engagement strategy to foster successful public and private partnership connections and learning.

**Revo Conference & Exhibition Liverpool 2017**

**DATES FOR YOUR DIARY**

SEPTEMBER TUES 19 LAUNCH PARTY	SEPTEMBER WEDS 20 DAY 1	SEPTEMBER THUR 21 DAY 2
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21st Century retail **EXPERIENCE:** *Different* Relevant  
**Insight trends** Interactive **PRODUCT**  
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- 47% OF COMMERCIAL PROPERTY
- TOTAL RETAIL SALES 2016 £326.2bn RANKING 8TH IN THE WORLD
- CLICK & COLLECT: 12% OF CONSUMER'S PREFERRED DELIVERY METHOD
- 14.4% PREDICTED INCREASE IN SALES GROWTH 2020
- £4,974 PER CAPITA RETAIL SALES 2016

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- WELCOME 100's OF HOTELS & APARTMENTS
- LDN - LIV JUST OVER 2 HOURS
- 72 TRAINS PER DAY

**LAUNCH PARTY 19 SEPT**  
LET'S GET THIS PARTY STARTED!



## BLOG Keith Jackson

Can you describe your place in such a way that anyone would know where you're from and so that they would also understand what your place could offer to them as a visitor or potential business investor?

It's not easy, [Mihalis Kavaratzis from the University of Leicester](#) and [Mary Jo Hatch from University of Virginia](#) have an interesting paper on the journey from place identity to place brand. In this short piece I won't attempt to answer how to do this, instead I'll just suggest why you might want to revisit your understanding of your place's identity and your responsibility for it.

**OK, in a sentence describe where you live and what makes it different to everywhere else.**

## Place identity and responsibility

Now you've done that take a big breath and think would other people who live in the same place recognise it from your description. Does your description have geographical references (in my case North of England just south of the Scottish border and just north of the lake district) or possibly a reference to iconic buildings (in my case a complete sandstone castle started by the Normans and a museum celebrating our position on the Western end of Hadrian's wall) or industries (in my case the home of McVities Custard Creams and specialist Pirelli Tyres). Or is your place connected with a unique event that is recognised nationally or even globally (we hold a pretty damn fine fire show every November that is growing in reputation but not quite at Glastonbury level (Glastonbury's local population is around 9,000 but I'm sure you've heard of the small festival held close to there every year).

What is probably more important is what does your place stand for, in some cases this is easy, think Oxford, think university and knowledge. In most cases it is complicated, my city Carlisle (in case you hadn't recognised yet) is set in one of the most beautiful parts of the world nestled between the Lake

District, the Solway Firth, the Scottish Borders and the Pennines. What makes it special is our people's self-reliance and determination to solve problems, this is probably best captured at the moment by the work of Give a Day where groups from all over the city under the umbrella of Carlisle Ambassadors get together and just get things done.

The responsibility of your place's identity is not down to the marketers' who might help create your place brand, it is down to you as an individual and how you work with your place or talk about your place. Carlisle is not alone, in June I had the privilege of helping judge Revive and Thrives Blachere Christmas Light competition and there I saw twelve presenters who all managed to capture their place identity from its location, its history and more importantly they all demonstrated the passion for the place that just makes you want to go and visit it to see what it feels like in reality.

Can you do the same?

Keith Jackson  
[Keith.Jackson@cumbria.ac.uk](mailto:Keith.Jackson@cumbria.ac.uk)  
 07803899952  
 Researcher Centre for Regional Economic Development

## UnLtd appoints seven new Trustees



UnLtd has appointed seven new Trustees, bringing further excellence and experience to its Board.

Rachel Barton, Stephen Bediako, Lynne Berry, Tim Davies-Pugh, James Lawson, Elizabeth Sideris, Krishna Vishnubhotla all officially joined UnLtd last month. The new Board members join at an exciting time for the UK's foundation for social entrepreneurs. UnLtd is currently rolling out its Going Mainstream strategy, harnessing the potential of social entrepreneurs to solve some of society's biggest problems.

Martin Wyn Griffith, Chair of the Board of Trustees, said: "UnLtd's achievements are only made possible

*thanks to the tireless support of like-minded organisations and friends. These appointments are fabulous news for UnLtd because each individual will bring a new passion and real expertise to our mission. Since first becoming a Trustee in 2008 I've seen UnLtd take huge strides forward, develop a strategy with incredible potential and deliver meaningful social impact to those who need it the most. I'm looking forward to working with these new Trustees, who bring a wealth of outstanding experience and contacts to our team."*

Three UnLtd Trustees - Ruth Dobson, Judith McNeill and Richard Tyrie – have finished their final terms, having made a huge contribution to UnLtd's governance, reputation and impact throughout their time on the Board.

Mark Norbury, UnLtd CEO, said: "We

*would like to thank Judith, Ruth and Richard for their brilliant efforts in helping UnLtd grow, developing our vision and making lasting change. They have offered wonderful counsel and been passionate advocates for our work. The whole UnLtd team will really miss their contribution."*

Mark is delighted with the Board members joining UnLtd. He said: "Our new Trustees are outstanding. They bring powerful insight, skills, networks and a real commitment to social entrepreneurs' transformative potential. As we break down the barriers that social entrepreneurs face – such as raising capital, or establishing routes to market – having these Trustees' challenge, influence and counsel will be invaluable."



## 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 community/bloggers writer
- Stories about projects that have worked in your area
- 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.

Whilst this is an unpaid role it will ensure that your local projects, great ideas and views on policy are promoted via our circa 30,000 network via social media and our newsletters.

To find out more or to submit your article and blogs please email [mark@reviveandthrive.co.uk](mailto:mark@reviveandthrive.co.uk) or call 03330 124285



# We need you!

## Become a Regional Advisor

### Represent your Place by becoming a Regional Advisor with Revive & Thrive

We are looking for experienced and passionate people to become Revive & Thrive Regional Advisors. This role will ensure that towns and cities in your area of the UK are represented as part of the Revive & Thrive family.

In addition to supporting our Non-Executive Board of Directors and our Advisory Board - and of course the fast growing Revive & Thrive team - you will be encouraged and supported to engage with towns and cities in your area to understand the issues and opportunities facing them.

If you become a Regional Advisor, you will be offered secretariat support to run best practice and information sharing meetings for places in your area which will create a networking opportunity for those working in place management that might feel like they are working in isolation.

Regional Advisors will be motivated by a desire to support and improve town/city centres and high streets - whilst this is a largely a voluntary role, numerous opportunities to enhance your CV, create new contracts and business opportunities and if relevant jointly

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](mailto:mark@reviveandthrive.co.uk), call 07590 005692



## Newton Aycliffe - A Retail Transformation

One of the first New Towns founded by Lord Beveridge in 1946 Newton Aycliffe was a classic New Town in style, inspiration and aspiration.

Built next to the site of one of the country's largest ammunitions factories during the war with an aim to create an industrial park along with thousands of jobs and safe and secure social housing Newton Aycliffe grew quickly in the 50's and 60's transforming the town and the local area around it.

Growing into 2000 and beyond the town had declined and the town centre had decayed to such an extent that

the Centre Owners and local council decided to consult on a Masterplan to substantially regenerate the town centre.

Work started in 2009 with the creation of a new retail space for Wilko and progressed through to major works throughout the entire centre including demolition or removal of unsightly and no longer used parts of the thoroughfare including buildings, installation of new street furniture and staircase, new lighting and an overall revamp of the public realm including a new Library and various projects to bring new life to the centre's retail offer including a

design and build Aldi supermarket and improvements for access.

Most major works completed in 2013 however the owners are still considering further developments within the development with room for further growth and investment.

As you can see from the attached images this truly has been a retail transformation which was recognised by winning the BCSC Gold Award for small centres in 2014 and nominee for the RICS North East Commercial Award 2015.



**BLOG** Mel Larsen

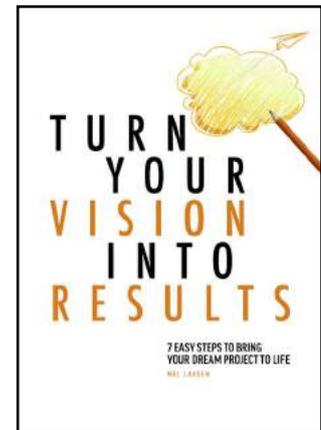
## Dare to Dream

Festival and The Little Big Peace Event and although I stepped back many years ago, I'm proud to report they are all still going strong. I've also been Director of the Streatham Business Awards on behalf of InStreatham, the local Business Improvement District, for the last 3 years and it's been great to see the diverse businesses on our high road gather together in one room and acknowledge their hard work and contribution to society.

Do you have a dream for your local community? Fifteen years ago I did and decided one day to turn it into a reality. My dream was to celebrate my local town and improve the cultural offer by bringing people together in a positive gathering. I called together a group of volunteers and founded The Streatham Festival. I ran it for 5 years and received a Civic Award from Lambeth Council. It has subsequently been run by a succession of amazing women who continue to grow this annual week long arts event, making sure that thousands of people every year can enjoy being together in harmony.

To date I've founded and directed 3 successful community festivals in Streatham, South London: The Streatham Festival, The Streatham Food

None of this would have happened without 2 key things and neither of them are related to money, (although that is of course an important resource that becomes more and more critical as an event grows). The first one is creating a great team of volunteers: community change cannot happen by the efforts of one person alone, it requires that people get together, put aside any differences and work for the common good. Secondly, it requires a vision that you all believe in 100% and stick to no matter what. At the start, you may be laughed at, challenged or simply ignored, but if you keep going it is possible to make things happen that will seem like miracles. Trust me, if you believe it strongly enough, the ideas, the people, the money and the time will appear.



If you aren't already in action, I urge you all, instead of waiting for someone else to improve your town or complaining about what is wrong, to get started today and enjoy an adventure as you help to shape a positive future for your community.

I've now written a book about how to 'Turn your Vision into Results' which covers the 7 Steps that are vital to bringing any dream project to life. It works not just for community festivals but for businesses, life projects and charitable activities. I invite you to help yourself to Step 1 for FREE by visiting this link: <https://www.dreamprojectcoach.com/vision-into-results-sample-2> I wish you all the best in making your home town even better than it is now.  
**Mel Larsen, Dream Project Coach**



## Hucknall's Market is on the move

Following completion of the resurfacing and pedestrianisation works to High Street in Hucknall, the 19th century market has moved into a new home.

The Friday market has moved from the traditional Market Place to the High Street running through the town from the Church to Central Walk.

As part of the relocation the market stalls have also received a facelift with new red and white striped stall covers and red counter skirts.

Offering a wide variety of goods including fruit and vegetables, haberdashery, clothing, books and magazines, toiletries and general groceries, it's exciting times, marking the next step in reinvigorating Hucknall town centre as a great place to shop, visit and relax.

The market currently attracts 17 traders occupying 27 stalls selling a wide variety of goods including fruit and vegetables, haberdashery, clothing, books and magazines, toiletries and general groceries.

Councillor Don Davis, Deputy Leader and portfolio holder for Place and Economic Growth said: "It's brilliant to see the market in its new location, offering such a wide shopping offer to the residents of Hucknall and beyond.

"By bringing the market right into the town centre, it complements our existing established retailers, helps increase footfall, and with the cafés taking advantage of the opportunity to open into the street, the town is becoming a more attractive place to visit"

## Using Heritage in Place Branding

Research commissioned by Historic England and presented in Heritage Counts 2016 suggests that identity, place branding and heritage are becoming even more important in determining the future social and economic outcomes of our local places.

The concept of place branding is holistic and strategic approach that focuses on developing, communicating, and managing the identity and perception of a place. Place brands are based on perceptions of a place's strengths and weaknesses, including its reputation as a place to visit, study in, invest in, or trade with. The research commissioned identified that place branding is not only a national, international or city region phenomenon. Local organisations, such as Business Improvement Districts (BIDs), are increasingly engaged in shaping the image and identity of their local communities.

Also illustrated in the research were

the benefits of using heritage in place branding, including its ability to highlight the unique character and distinctiveness of a place, provide authenticity and credibility, as well as signify the culture of place, and deliver an economic boost. These factors synergise to increase a places' attractiveness and provide a location with a distinct competitive advantage.

In light of these findings Historic England has recently published new guidance on the on how BIDs and various organisations can more effectively use their local heritage assets when place branding. [Using Heritage in Place Branding](#) provides working examples of how BIDs throughout England have successfully incorporated local heritage in their place branding schemes, focusing upon Canterbury, Blackburn, Lincoln, London Bridge, Newcastle, Liverpool, Southport and Bournemouth, and illustrating the unique and innovative approaches each has adopted

to successfully make the most of their local heritage.

It is envisaged that this guide will ensure that heritage becomes an integral part of any place branding activity undertaken.



### Using Heritage in Place Branding





## City-centre catwalk fashion show hailed success



An evening of glamour hit Chester city centre this week to celebrate the end of CH1ChesterBID's month-long fashion campaign, Style in the City.

The city's Business Improvement District (BID) teamed up with the University of Chester, as well as a selection of high street and boutique retailers to host a special catwalk show for spectators with a passion for fashion.

Five graduates from the first ever cohort of fashion students at the University of Chester presented their end-of-year collections at the show, which took place on Wednesday evening (14 June) at The Grosvenor Hotel.

The venue's prestigious Westminster Suite was home to a specially created runway where professional models also showcased a range of seasonal garments and trends from fashion stores across the city-centre.

"Our Style in the City campaign was all about presenting what's on offer in terms of fashion and beauty in Chester city centre and I'm so thrilled that the event was such a success," said Julie Charlton at CH1ChesterBID.

"There were a huge range of garments on show from Marks and Spencer menswear to local boutique summer collections and it was great to be able to showcase the versatility of Chester's high street.

"The collections from our talented

university graduates were equally as stunning and made for a variety of exceptionally creative collections on the runway. I would like to thank everyone that came along to the event and helped us show how much style we have here in the city of Chester!"

VIP guests were treated to a goody bag with products and brands that showcased their collections included: Jigsaw, Laundry B, Tessuti and Hugo Boss on Bridge Street, Marks and Spencer on Foregate Street and Jack Wills on Eastgate Street. Accessories for the models were provided by Accessorize on Eastgate Street.

Make-up artists were also on hand at the show using brands from Boots on Foregate Street, including No7, Benefit, Clarins, NYX, Max Factor and Bare Minerals along with stylists from Andrew Collinge hairdressing salon.

## Spice up your life at Chester's first chilli festival

Food lovers with a taste for flavour are in for a treat this summer as Chester city-centre plays host to its first chilli festival.

The Chester Chilli Fest has already generated huge levels of interest and will be held on Saturday 12th August on the town hall square and is part of a series of festivals held across the country by non-profit organisation, Chilli Fest UK.

With over 20 of the country's top chilli producers heading to the city to showcase their products, visitors will be able to sample chilli-based sauces, jam, pastes, pickles, cheese, dips and even chilli chocolate and will also get the chance to buy merchandise including grow-your-own chilli plants and seeds.

On top of this, the festival will welcome live music, alongside a Clash of the Titans-style chilli eating contest; which is

open to ten adults to participate in. The winner will take home the title of 'Chilli Titan Champion'.

Nick White, City Centre Manager said: "We're really looking forward to welcoming Chilli Fest to Chester. It's a great opportunity to head into the city-centre and experience a real celebration of food and drink. It should provide a great day out for all the family.

"It's the first festival of its kind in Chester and will include live music, competitions and a range of stalls. The atmosphere is set to be sizzling with taste buds truly tingled!"

Alexander Mustang, founder of ChilliFestUK said: "We're really looking forward to bringing the Chilli Fest to Chester.

"It's a great event which supports independent producers who work extremely hard and come from all over the country. The products on offer are completely unique, you cannot buy them from the supermarket.

"We truly believe there will be something for everyone; from the enthusiast to the curious. We hope visitors will enjoy a varied day out and get to experience the spicier side of life."

For more information about Chilli Fest UK, visit: <http://www.chillifest.net>

The Chilli-eating competition is strictly open to over 18's only. Contestants must have no serious medical condition or illness, bring along identification and sign a waiver to participate.

# Chester's Big Heritage scoops major industry award

Cheshire-based social enterprise, Big Heritage, is celebrating after winning a top industry award for its work on new visitor attraction.

Sick to Death, Chester's latest historic visitor experience, claimed the award for "Best Event, Stunt or Launch" at the Public Relations and Communications Association (PRCA) DARE awards following a campaign with Cheshire PR, social media and content marketing agency, No Brainer.

To mark the launch of the attraction, based on Chester's city walls, the team worked with No Brainer to create a mystery plague doctor – wearing the notorious beak like mask - that was sent to prowls the streets of Chester.

Local residents took to Twitter and Facebook to share grainy images and videos of the cloaked figure lurking in popular areas of the city.

The city night crawler, dubbed the

"Chester Plague Doctor", landed regional and national press coverage with ITV, BBC, the Mirror, UNILad and the Daily Express speculating on the spooky sightings shortly before it was announced to be a stunt to help the launch the attraction.

The stunt generated thousands of visitors for the attraction in its opening weeks and was crowned the region's best at the prestigious PRCA DARE Awards. The campaign beat competition from an eight-strong shortlist, which included nationally recognised brands such as Ferrari, Chicago Town and Rugby Super League.

Dean Paton, Managing Director at Big Heritage, joined the No Brainer team at a glitzy awards do hosted at the Radisson Blu Hotel in Manchester.

He said: "At Big Heritage, we work hard to engage local museums, schools and communities with our region's world class history and we were keen for the

launch of Sick to Death to make waves. It certainly did that.

"We couldn't have asked for better results in terms of generating media profile and public interest...and we've not finished yet. All I'll say for now is: 'Watch this space!'"

Gary Jenkins, director and co-founder of No Brainer, said, "The launch of Sick to Death gave us an amazing opportunity to be totally creative with our ideas, and we're grateful to Dean and the team at Big Heritage team for letting us take such an unorthodox approach to the campaign!"

"It shows the power of social media to drive awareness and interest in organisations and attractions... sometimes all it takes to achieve results is some creativity and a random fancy dress costume!"

For more information about Sick to Death please visit [www.sicktodeath.org](http://www.sicktodeath.org).



# Cestrians encouraged to support Chester's independent businesses

"Shop local and support our independent businesses" is the message from CH1ChesterBID as the city centre gears up to celebrate Independent Retailer Month this July.

Chester's Business Improvement District (BID) has thrown its weight behind the national campaign, which is organised by retail expert, Clare Rayner, founder of 'Support for Independent Retail', and aims to highlight the important role that smaller, independent retailers play in local economies.

To raise awareness of their independent members the BID has launched 'Love Local', a campaign aimed at promoting the independent BID businesses that make Chester unique. Alongside providing independent businesses with specialist marketing support throughout the month; CH1ChesterBID will champion the campaign with a host of initiatives, including a loyalty scheme, bespoke promotional materials and prizes that will be given away to customers who buy goods from its independent retailers.

Many of Chester's unique independent businesses will also be put in the spotlight throughout the month, with special features promoted on social media, via CH1ChesterBID's consumer website [www.experiencechester.com](http://www.experiencechester.com) and within the city-centre itself.

"Independent businesses are woven into the very fabric of Chester and provide the city with character, charm and unique visitor appeal and we are fortunate to have everything from boutique retailers, leading service providers and nationally acclaimed restaurants." said Carl Critchlow, BID

Manager at CH1ChesterBID.

"On top of that, they also play a vital role supporting the local economy, with around 50-70p of every £1 spent locally recirculating back into the area, which provides a significant boost for local jobs and our high street.

"For all of these reasons, it's really important that we get behind them and that's why we're encouraging people to 'Love Local' and support our independent businesses as part of Independent Retailer Month this July.

"We're doing everything we can to champion our smaller businesses and we really hope that people get behind the campaign and venture into Chester to explore some of its independent gems. Around 130 of CH1ChesterBID's 500 members are classed as small or independent businesses, however there are many more independent businesses who don't form part of the BID, so we would encourage the public to seek these out and make it a city-wide event."

Beverley Lucas, owner of Toycraft on Watergate Street, said: "Chester's small and independent businesses act as a real point of difference for the city and I'm really pleased to be part of a citywide campaign that helps shine a light on my business and so many others.

"We're facing real challenges with things like out of town shopping centres and online outlets giving people more choice than ever before. We're determined to stand the test of time but we need the support of customers. I'd urge local residents to make a real effort this month to support Chester's independent businesses."

Currently, there are 43 independent traders working within Chester's Indoor Market. Karen Bates, Markets Manager at Chester Market, is encouraging the public to support her traders by backing the campaign and enjoy a shopping experience which they won't find in chain stores.

"We've got some fabulous, eclectic stores and stalls within the indoor market and Chester has a proud market tradition stretching back more than 150 years.

"We're thrilled to see CH1ChesterBID raising the profile of independent traders in the city centre and we're also calling on the public to support us this month and beyond.

"Since the opening of the new Bus Interchange a new free Shopper Hopper shuttle bus now runs every 15 minutes, bringing shoppers to Chester market. I'd like to welcome our existing customers to visit during Independent Retailer Month and why not bring a friend who's never been before. We can offer a really personal service and our traders are always happy to help."

For more information about the campaign and the activities taking place as part of Independent Retailer Month, visit: [www.experiencechester.co.uk](http://www.experiencechester.co.uk) and follow @CH1Chester for all the latest updates throughout the month.

A full list of small independent BID members can be found online at: [www.experiencechester.co.uk/support-small-local-independent-businesses-in-chester/](http://www.experiencechester.co.uk/support-small-local-independent-businesses-in-chester/)



## Ancient walls of Chester come to life as part of “world first” arts project

Historic buildings across the city of Chester have been given their own voices thanks to a “world first” arts project.

Celebrities including BBC Breakfast news presenter Louise Minchin, former MP and TV presenter Gyles Brandreth and ITV Granada star Lucy Meacock have lent their voices to the ‘Talking Walls of Chester’ project, which brings the city’s buildings to life when smartphone users scan a code to receive a phone call from a wall.

Twenty-six walls across the city are now in full voice and sharing stories from their past as part of the pioneering heritage project commissioned by CH1ChesterBID – Chester’s Business Improvement District (BID) – and delivered by Sing London. The list features a medieval tower on Chester’s city walls, Chester Cathedral, Chester Zoo, shops and cafes across the city centre and Storyhouse – Chester’s brand new £37m cultural centre.

Stories that can be heard include a wine bar built in the very place that was once the gateway to Deva Victrix, Chester’s former Roman fortress; a family-run Italian restaurant with an ancient recipe on its walls from one of

the oldest cookery books in Britain; an independent coffee shop which housed one of the few families to survive the 1647 outbreak of bubonic plague in Chester and a furniture store with an 18th century love note etched into its windows.

“Talking Walls brings history alive in a new way,” said BBC presenter Louise Minchin, who has voiced King Charles Tower on Chester’s city walls. “Chester is my home city and when I heard about this project I really wanted to be involved. I’m looking forward to discovering all kinds of things as the walls reveal their secrets.”

Other walls on the citywide route have been voiced by local personalities, including shop managers, bar tenders, the local town crier and a Roman soldier tour guide.

Using a specially designed citywide map – available online or at a range of city centre locations – passers-by simply scan a code or type in a link from any of the heritage-style plaques on walls throughout the city centre to hear a different story.

Carl Critchlow, BID Manager at CH1ChesterBID, which commissioned

the project, said: “We know that Chester’s history and heritage is one of the key reasons people come to visit the city so we wanted to create a modern way for visitors – as well as local residents – to experience it.

“Working with Chester’s historic archives, cultural institutions and city centre shops, we’ve created a series of short monologues that tell this historic city’s story from a fly on the wall perspective,” added Colette Hillier, director of art production company Sing London. “Talking Walls of Chester invites listeners to jump into history and hear what happened right there, in the very place they’re standing.

The walls in Chester can be heard from Thursday June 22 for a period of one year as part of the Talking Walls of Chester project. Free trail maps are available from the Visitor Information Centre at Chester Town Hall or can be downloaded from the Talking Walls of Chester website. There is no charge for calling a wall but standard network connection charges do apply.

For more information, visit the official Talking Walls of Chester website at [www.talkingwallschester.co.uk](http://www.talkingwallschester.co.uk)



# Businesses to be Consulted on Major City Centre Improvement Plans

The Bradford BID Development Group is delighted to announce the launch of a major consultation with local businesses on the possible creation of a Business Improvement District (BID) in the city centre.

The consultation process will see all city centre businesses being invited to take part in a survey to assess their appetite for the introduction of a plan of major projects aimed at improving business performance in Bradford.

Throughout the consultation period, businesses will be asked to identify the priority projects that they consider would boost trade and to outline whether they would support the creation of a BID as the vehicle to achieve this, which would require them to vote to pay a small additional sum on their annual Business Rates.

BIDs are considered to be the leading model of management & development of town & city Centres, with over 270 currently operating across the United

Kingdom and it is anticipated that a Bradford BID could generate over £500,000 per year to promote and add to the vitality of the city, thus increasing footfall and vibrancy across the city centre area.

The survey will begin in July and run until November, with businesses having the opportunity to participate either online or via a written questionnaire, with the results of the survey forming part of an overall assessment of the feasibility of a BID in Bradford, which the BID Development Group will subsequently receive.

Ian Ward, General Manager of The Broadway and Chair of the Bradford BID Development Group, said:

“In these times of tough competition, it is vitally important for Bradford to maintain and strengthen its key position in the region. To do that via a BID, businesses need to set the goals and lead from the front, ensuring that the city is consistently cleaner, safer, more



vibrant and better-promoted to attract more footfall.”

Chris Gregory of Heartflood, who have been selected by the BID Development Group to support the consideration of a BID in Bradford, said:

“The development of a BID in Bradford represents an enormous opportunity for city centre businesses, although we need to establish their willingness for such a project at every step of the way. We are therefore initially urging as many businesses as possible to spare just 10 minutes to tell us what they think via the survey.”

Councillor Alex Ross-Shaw, Portfolio Holder for Regeneration, Planning and Transportation, said: “The income raised by a Bradford BID would be spent on the priorities set by Bradford businesses. It would be wholly on top of the core services provided by the Council. There are BIDs working well all over the country and a Bradford BID would undoubtedly benefit businesses and the city centre.”



# Revive & Thrive in Bishop Auckland



The inaugural Revive & Thrive event held in Bishop Auckland took place on 22nd June in the Town Hall. A well attended event of local BID Managers, place managers, town centre specialists and consultants.

The morning focused on **Tourism**.

A very interesting and informative

talk from the **Auckland Castle Trust**, including details of their annual **Kynren** spectacular and their extensive activities encouraging people far and wide to Bishop Auckland. An interactive session on the floor followed, discussing how to attract people to areas, using print, online and place initiatives. Encouraging partnership ideas discussed not just within the towns but the area working together to sell the North East.

The Afternoon session was on **The Evening Economy**

Firstly a presentation from **Best Bar None** concentrating on how important it is to provide a safe welcoming environment for the relevant target audience. The discussion that followed also emphasised that it is not just about pubs and clubs but the family spend as well and place appropriate activities. This is very important in tourism areas.

Delegates left having put local faces to names, ideas to put into action and a plan for follow up events to tackle future opportunities. Looking forward to the next event.

# Party people toast success of Mansfield event

Thousands of people flocked to Mansfield's inaugural Party On The Market, organised by Mansfield Business Improvement District, working with a number of partners.

It is calculated that around 3,500 people attended the free event on Sunday July 9, which saw Brit Award-winning Liberty X singer and winner of The Voice UK 2016, Kevin Simm, headlining.

Sarah Nelson, from Mansfield BID, said: "The Party On The Market was a great success. The feedback from the community has been great, showing the event really worked and was exactly what the town needed to showcase what we have on offer.

"The event demonstrates what can be achieved by the businesses, Mansfield BID and the local authority working together in great partnership."

And Sarah added: "Thanks also have to go to the sponsors and supporters, in particular Vision West Nottinghamshire College, Mansfield District Council, The Works Hair and Beauty, and the Four Seasons Shopping Centre, with thanks to Linneys, Acorn Signs, Flare, Imprint, Mansfield Balloon Company."

Kate Allsop, Executive Mayor at Mansfield District Council, commented: "It was fantastic to see so many people turn out to support the town.

"A lot of hard work has gone into bringing this event to Mansfield and it couldn't have been achieved without the partnership working. Well done to everyone involved and a big thanks to everyone for coming along. A great day was had by all."

Shortly after coming off stage, Kevin Simm said: "There was an absolutely brilliant crowd. I've had a lovely day,

really enjoyed it. Thank you Mansfield for having me, you will be forever in my heart."

As well as Kevin, the spectacular open air party also saw Little Mix tribute band Little Fix, ABBA Fever, and disco, funk & soul band Ginny Brown & the Collective, playing live to the crowds in the Market place.

The aim of the event was to bring more people into the town centre, helping to showcase what it has to offer. There was plenty to keep the children entertained too, including face painting, small rides, fun games, and freebies from the stage.

An avenue of speciality street food stalls, including pulled pork, Caribbean delicacies, Latin food, bbq shack, wood fired pizza lined Westgate, one of the main streets in the town centre.



# 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.

Thank you for your support and we are proud to introduce our current Advocates and Sponsors.

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# Don't work in isolation. Join Revive & Thrive. Membership 2017

Be a part of a national network of place practitioners, BIDs, Councils, businesses and passionate people that facilitates discussion, learning, networking and up to date policy so that you can do your job supported and no longer in isolation.

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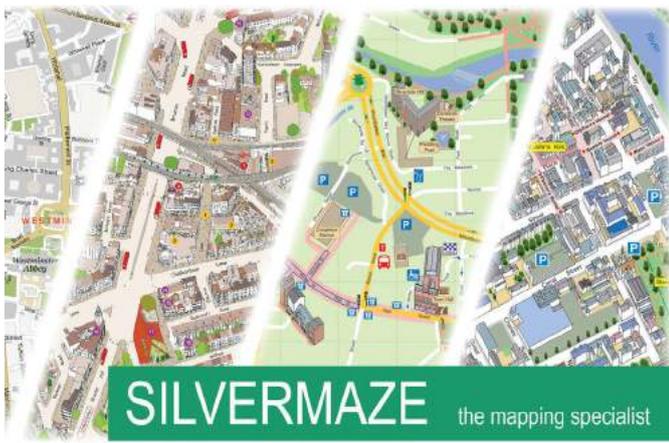
## Prices

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  
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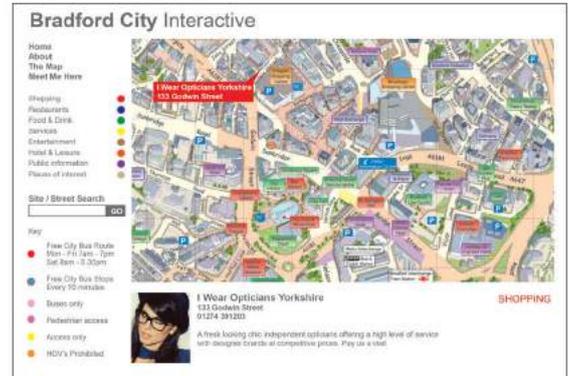
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## Interactive maps

Whether an integrated module or stand-alone website for pc, tablet or mobile; an inviting, purpose designed map can successfully entice users to visit a location's culture, shopping and interest sites.



## Welcome to Silvermaze

We are a company whose team have a passion for creating, attractive, accurate and easy to interpret maps that give an appealing charm to any area and deliver pleasure and confidence to the user.

## Service

Our personnel have specialised in town centre mapping for over thirty years. We fervently believe it is our role to produce high quality, well designed map products that meet our client's aspirations, within budget and without encroaching too much on their valuable time.

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These characteristics form a major part of our business ethic and have led to our 'one map fits all policy' and 'one stop shop' approach, which enables our clients to realise their vision free of stress and complications.



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## Origination

Primarily we offer three styles: '2D'; '2D/3D' Combination; full '3D'.

The mapping gallery on our website gives various examples and variations of the above. Occasionally our clients require something different as shown alongside for Arup, the world renowned Civil Engineers.



## Realisation

Thanks to our 'one map fits all policy', the map we create can be described as a fountain from which a river of products can flow; products that may be digital or hard-copy.

## Pocket maps

Although mapping on mobiles is extremely popular there is nothing quite like a paper map whether miniature or standard where the whole area can be viewed.



## Signage

Well-designed colourful maps that can be interpreted and show the person the way to their desired destination within eight seconds are a must for any location



## Shop window decals

Empty shops in any town centre are a depressing sight but a map with informative overlays will create vibrancy while also promoting the all important trading businesses.



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# We want to hear stories about your place!

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## 25th August

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