

# PLACE

FOR TOWNS AND CITIES

The finest eloquence is that which gets things done

#10

## Transparency, openness and inclusivity

### ALSO THIS MONTH

More case studies from the Local Legends campaign

Gearing up for the Legendary Places Conference

Stories from all around the UK

Blogs from Place Management Experts

# Memberships 2017

As a Place Management professional, business or passionate resident, becoming a member of Revive & Thrive will provide you with regular networking opportunities, monthly updates on policy and how this will affect your work. We have a national reach and a solid platform for you to promote your work, events and projects through our monthly Place magazine, website and social media. Our new distinct memberships you will have free and easy access to all Revive & Thrive events and competitions and information and advice on policy, we are your one stop place shop.



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

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

## Prices

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

**Join  
Today >>**

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**



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# FROM THE EDITOR



So, the hot topics this year remain Business Improvement District related. Incoming calls to Revive & Thrive Towers are discussing extended tenures for BIDs and the impact of business rate changes on place management.

To stay on message, we are pleased to announce that the first of our regional place/town/BID management [Regional Meetings in Exeter](#) and hosted by Exeter BID includes a talk from the Valuation Office Agency to talk us through the changes to the Rating System coming on stream in April this year. We would love to see you join us.

Over the next few weeks we will be announcing more dates for our regional meetings bringing discussion on these hot topics and others to a meeting room near you.

We would also like to share views on extending BID tenure too, so if you have a view and want to discuss at one of our events or through Place Magazine, please call the office on 03330 124285 or email [enquiries@reviveandthrive.co.uk](mailto:enquiries@reviveandthrive.co.uk)

Both if these topics could be considered contentious so if you want to express your views, Revive & Thrive will make sure that they are heard at a national level.

Don't forget that we are not only here for BIDs. Revive & Thrive is for all places and you can be assured that our meetings and conferences are full of content for all elements of town/city and place management. If you

are not a BID and want us to consider issues and opportunities for your place, please get in touch and we will start the conversation nationally.

Don't forget to book our [Legendary Places and Spring Conference](#) on 2nd and 3rd March. We have a fantastic line up of speakers for you and also please take a look at our newly supercharged [Place Recruitment Service](#) which we are offering to members to trial for free until 28th February.

Enjoy issue #10 and I look forward to meeting you at an event nearby soon.

Best wishes

**Mark Barnes,**  
Managing Director and Founder  
Revive & Thrive Ltd  
[mark@reviveandthrive.co.uk](mailto:mark@reviveandthrive.co.uk)

**Revive & Thrive founding principles and bywords:**  
**transparency,**  
**openness and**  
**inclusivity**

REVIVE  
&  
THRIVE

Revive and Thrive is a national network that connects people, places and solutions so that they can work together to make where we live great.

## PLACE MAGAZINE

Editor in Chief  
**Mark Barnes**

Assistant Editor  
**Matthew Powell**

Creative & Design  
**Stephen Blackwell**

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## BLOG

Matthew Powell  
Director  
Revive & Thrive

## A better place for everyone

Regular readers of Place magazine, of Revive & Thrive's social media and newsletters and those who come to our events and who know Mark and myself should, by now, be clear about our vision. As a reminder, it is to create a joined-up place management industry that benefits everyone, from the largest BIDs around the country to small village

high streets and that those "leading" the industry are doing so for the benefit of places around the UK and not furthering their own reputations or fiefdoms. I recently published a post on LinkedIn that essentially challenged another major player to join us in achieving this vision, a move that came about because we know that this is both what the industry needs and its practitioners want. To reiterate, this year, more than ever, is going to see a substantial shift in the way that place practitioners – BIDs in particular – come together to get the shared solutions, learning and voice that they are so obviously seeking: why else would an independent piece of research have been commissioned last year?

Our decision, taken towards the end of last year, to begin restructuring Revive & Thrive, came about because in order to lead place management into the future, it is vital that those working in it feel represented and can have their say in the direction that their industry is taking. This is absolutely fundamental to the way that Revive & Thrive operates. We pride ourselves on being solution-focused and representative of everyone passionate about place and we can only uphold this commitment by taking

our lead from the businesses, local authorities, BID and place managers that understand on a daily basis the issues they are facing.

Revive & Thrive is an organisation for the UK place industry. As in any sector, new businesses will keep an industry on its toes, fresh and relevant – both at the political and hyper-local level. Hopefully that is what we are doing, but we do not want to grow Revive & Thrive and places at the expense of established organisations – we would love to do this collaboratively, for the benefit of everyone involved.

Our door is always open for co-operative working, collaboration and partnership. After all, we have seen first-hand the benefits of this among our members (and, like you, have seen our greatest successes over the years come about by working together). So, our offer to other organisations that represent place is for us all to work together to make the UK's place management industry one that we can all be proud of.

Matthew Powell  
Director, Revive & Thrive  
[matthew@reviveandthrive.co.uk](mailto:matthew@reviveandthrive.co.uk)  
03330 124285

## Revive & Thrive inaugural South West Regional Networking Group

Happy New Year! A new start, a new opportunity!

If like me, you have been waiting for an opportunity to meet up with your colleagues doing a similar job in the South West to discuss the key policy and operational issues that affect our day to day working life - this is it.

Whether you are a BID Manager, Town Centre Manager, a Town Team member, Economic Development Officer, Town Clerk or you are just passionate about your town, please read on!

Revive & Thrive is organising a meeting in Exeter from 10.00, Friday 17th March at the Princesshay Management Suite in Exeter (EX1 1EU).

We will have a representative from the Valuation Office Agency to talk us through the changes to the Rating

System coming on stream in April this year. Their speaker will be confirmed shortly.

The impact of these changes is going to affect some towns and cities more than others. BIDs in particular will have a special interest in this topic, and other towns will want to know what the impact is likely to be to businesses on their High Streets.

Our hosts, Exeter BID, will present their progress to date since coming into existence in July 2015; the pressures to deliver, their achievements to date and their plans for the coming year.

Over lunch there will also be an opportunity for you share your town's achievements, ideas and concerns with others in a round table discussion.

After lunch you are welcome to take a

stroll around the great city of Exeter in your own time, or guided by the Exeter BID team.

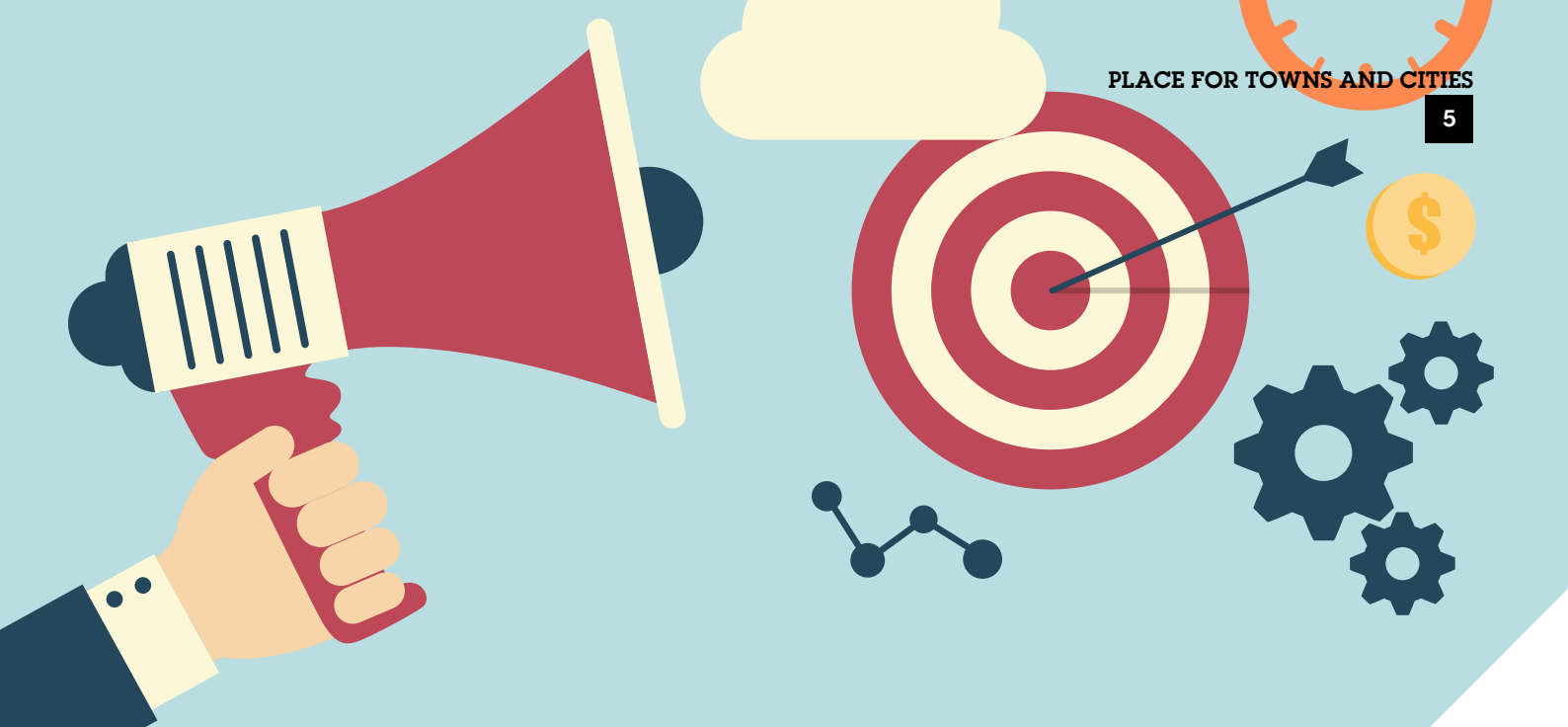
If you [join Revive & Thrive](#) this event and all other networking events are free to members; for non-members the charge will be £15 per delegate to cover costs until the end of January and £30 per delegate thereafter.

To book your place at this event simply go to the event page on [Eventbrite](#). And feel free to contact either Mark or myself with any questions.

Really looking forward to seeing you all at this first South West networking event for Revive & Thrive.

Lucy Ball  
Destination Management & Marketing  
(017813343209)

**Tickets are free to members who can join from £110 + vat per annum and they are £15 + vat up until 31/01/17 then £30+ vat after that for non members**



# Market Retail Manager

- ADC376

£26,556 - £29,033 p.a.

## Do you have what it takes to transform our Market scene?

We are seeking to appoint an innovative, creative self-motivated, Retail Manager who will plan, co-ordinate and take a lead in the exciting £1.6 million redevelopment of our indoor market, and developing and implementing a programme of action for our Outdoor Markets in Ashfield too.

With extensive customer service and retail management experience in a commercial environment, including, maximising financial performance, you'll be commercially aware with a strong focus on improving the customer experience in all areas.

As our Markets Retail Manager you will be responsible for the management of employees and serve as the primary contact for all markets operations, and all health and safety issues; being flexible and committed to the role weekend working will be essential to this post.

If you have the following skills and abilities, we want to hear from you:

- Excellent interpersonal skills
- An HND or equivalent qualification in retail management

- Extensive experience in retail management
- Can demonstrate business and commercial development and marketing
- Experience in managing employees is desirable

If you would like to discuss this opportunity further on an informal basis please contact the Corporate Manager for Locality and Community Empowerment, Mrs Theresa Hodgkinson on 01623 457588 or email [t.hodgkinson@ashfield-dc.gov.uk](mailto:t.hodgkinson@ashfield-dc.gov.uk)

To apply, please visit: [www.mansfieldandashfieldjobs.co.uk](http://www.mansfieldandashfieldjobs.co.uk)

*Canvassing of Members of the Council (directly or indirectly) for any appointment shall disqualify the candidate for that appointment. Applicants should disclose if they are related to a Member or Officer of the Authority.*

*Ashfield District Council is an Equal Opportunities employer and welcomes applications from all sections of the Community.*



**Closing date: 24th January 2017**

**Interview dates: 3rd February 2017**

**Apply Today >>**





## BLOG Martin Blackwell Consultant

**The years since the Millennium have been described as a period of “creative destruction” as old ways of doing things change radically and at a pace never seen before. Welcome to the 4th Industrial Revolution and collaboration is the key.**

Airbnb and Uber don't own hotels or taxis. They are essentially ways of collaboration, as are Facebook and Wikipedia.

In 1998, Kodak had 170,000 employees and sold 85% of all photo paper worldwide. Just a few years later, their business model disappeared and they were bankrupt. Did you think in 1998 that 3 years later you would never take pictures on paper film again? Who saw that coming? Not me.

So how do you “see it coming”? If I could answer that question I'd be like Bill Gates! Talking of which, we are increasingly being dominated by a small number of massive corporations

# The Collaboration Age

that operate beyond international boundaries. I boycotted Tesco for a decade because they wouldn't give me £50 for the Christmas lights when I was a TCM (I've given in – a bit)! But it's really hard NOT to use Microsoft, Google or Amazon, for example. Starbucks is easier.

What on earth can individual towns do? Even smaller towns and High Streets can harness the Power of the Collective by working together; and we do need to work together. So, I am thrilled to have been asked to work with smaller centres across Warwickshire over the next few months. They will have the opportunity to take advice from Retail and Digital trainers in order to look at their business and make adjustments to win more custom. But you can have the best business in town, but if the environment in which they trade and their neighbours don't also adapt then all will be held back.

The power of the collective is helping businesses in a given area understand how, by working together, they can “join up the dots” and create a new picture of the future and influence the development not just of their area but also their business.

In my November blog on parking I wrote about how a “driverless car can automatically find the most convenient space and, through a chip in the parking space/car to automatically bill you for the time parked in that space.

I didn't go far enough according to Robert Goldman who says, “in 2018 the first self-driving cars will appear for the public. Around 2020, the complete

industry will start to be disrupted. You don't want to own a car anymore. You will call a car with your phone, it will show up at your location and drive you to your destination. You will not need to park it, you only pay for the driven distance and can be productive while driving. Our kids will never get a driver's license and will never own a car. It will change the cities, because we will need 90-95% fewer cars for that.”

So, how is the local authority going to respond to a massive loss of income from parking and fines?

The Exponential Age will turn everything on its head, but we get through it best by working together, at a local, regional and national level. We do that because we have a shared interest and a shared culture. The term ‘culture’ means different things to different people. In this context, for me, it means shared, values and norms, customs, roles, knowledge and skills, and all the other things that people learn that make up the ‘way of life’ of any business community. Those in business, especially independent businesses, will have much more in common than they might realise. The effectiveness of active and engaged businesses can be powerful.

There is a lot of debate about what the “collective” for place managers, BIDs and others should look like. This is the time to be part of the “collective”, whatever that might be. My crystal ball is malfunctioning, so I can't tell you exactly what this will look like but we must find a way to stick together, to collaborate.





**BLOG** Alison Bowcott-McGrath  
PinPointer



BRING your locations to life, turn your venue into revenue generators and brand hotspots.

That's PinPointer's New Year's resolution to the nation's high streets and shopping centres.

The company is already managing 72 sites across the UK with satisfied clients who are utilising their income in the following ways:

- Blackpool BID – a PinPointer UK client since 2004 – with events running throughout the year.
- A year-long calendar of fun with Workington town centre including; Easter Eggstravaganza, a Spooktacular event for Halloween, the ever popular Christmas tree switch-on celebrations, plus the commemorations for PC Barry Barker who died in the 2009 floods.
- Helping to make Wythenshawe a cleaner, greener place by working with the town centre team to bring in extra security, recycling bins and chewing gum removal.

# January 2017

- Swinton Shopping Centre – a new client for 2017 – has already invested in a large Santa's grotto for Christmas this year.

And while the decorations have just come down, Eastbourne Town Centre is still very much in the festive spirit thanks to PinPointer's help.

It was one of 44 locations across the UK that hosted the iconic Coca-Cola truck as part of 2016's Christmas fun for the second year running.

The truck proved so popular that the local M&S recorded a staggering 200% increase in footfall.

All this achieved in only two years working with PinPointer UK.

Company founder and managing director Alison Bowcott-McGrath said:

"The town centre management team in Eastbourne are absolutely thrilled with how successful the 2016 Coca-Cola truck visit was. Eastbourne was the third busiest location in the history of the truck's UK Christmas tour."

PinPointer UK's expertise and relationship with its managed locations meant that every aspect of the famous truck's itinerary was organised with minimal fuss, as Alison explained.

"With limited resources and little time, we understand the restriction's place managers are under – with our managed

venues we have instant availability and detailed information at our fingertips, we can convert the enquiry within minutes creating a smooth process for the clients and no hassle for the venue owner. Sourcing suitable venues that would take the weight of the truck proved challenging, however with our insight and knowledge of UK High Streets, we made this happen -The clue is in the name.

PinPointer use that knowledge and insight to enable clients to bring their locations to life and generate extra income.

Here's why it pays to work with us at PinPointer UK.

**Tap into our client database** – we'll put you in front of clients we know are actively seeking to promote or open stores in locations like yours.

**Track your profits** – receive weekly centre reports and credit control plus monthly revenue breakdowns.

**Save time on admin** – let us manage your location diary, commercial documentation, risk assessment and licensing.

"Clients know that when they work with us they are getting our expertise, our insight and our passion for what we do," said Alison.

- Get your new year off to a flying start by contacting Alison at PinPointer UK on 07870 176949 – taking brands places





## EXCLUSIVELY MANAGED VENUE EASTBOURNE SECURES COCA-COLA TRUCK EXPERIENCE FOR THE SECOND YEAR RUNNING

Increasing footfall, generating revenue into the High Street whilst showcasing a global brand

### OVERVIEW

- 3rd** busiest location in the truck's tour history
- 10,000** cans of coca-cola given away
- 200%** increase in footfall in M & S local store

### THE CHALLENGE

To place the famous 'holidays are coming' Coca-Cola truck in up to 44 locations across the UK, driving brand engagement, increased footfall and dwell time for venues.

### HOW WE HELPED

Our exclusively managed locations are at an absolute advantage when it comes to placing brands. Our relationship with brands direct and UK agency's enable us to showcase our managed venues, with instant availability and detailed information at our fingertips we can convert the enquiry within minutes creating a smooth process for the clients and no hassle for the venue owner. Sourcing suitable venues that would take the weight of the truck proved challenging, however with our insight and knowledge of UK High Streets, we were able to offer 70 suitable locations. Access and egress logistical information was of upmost importance, with the increased footfall during the pre-Christmas rush. Eastbourne was chosen in 2015 and again in 2016 as this proved to be the 3rd busiest location in the tour's history – the truck has never returned to a venue two consecutive years.

### THE RESULT

Excellent success for both the brand and venue alike, crowds embraced the whole experience creating a selfie frenzy with the truck as a backdrop. Footfall up in a specific store by 200%, Town Centre Management were thrilled to have the truck back again for another year creating a Christmas experience for all its existing and new shoppers to Eastbourne.







Ali McGrath  
Pinpointer  
Exchange Quay Building 8  
Salford  
MS 3EJ

20th December 2016

Dear Ali,  
We wanted to write and thank you for your support of our Christmas activities this year.

We estimate that over 66,000 people attended our three events over the 16 day period. Whether they stood awe-struck at Neon Noel, brought a unique gift at the Bandstand Christmas Market or snapped a family photo with the Coca-Cola truck, we believe that we brought some fun to Christmas this year.

We couldn't have done this without you.

Thank you so much for promoting our town, and helping to secure Coca-Cola for a second year.

Already, we are planning for 2017 to make sure it's even bigger and better, and we will be in touch to let you know what our plans are once they are fully developed . We look forward to working in partnership with you again.

Finally, may I take this opportunity to wish you and your business a very Merry Christmas and all the best for the New Year.

Regards and Thank You!

Christina Ewbank  
Chief Executive  
Eastbourne unLtd

Stephen Holt  
Business Development Manager  
Eastbourne unLtd

Eastbourne UnLtd  
Chamber of Commerce

t 01323 641144

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info@eastbournechamber.co.uk www.eastbournechamber.co.uk

7 Hyde Gardens Eastbourne  
East Sussex BN214PN

## The New Non-Executive Board of Directors



**Alison Bowcott-McGrath** Founder and Managing Director of PinPointer. A proud ambassador of the high street with a mission: 'to bring space to life'. A place expert, who has supported growth on UK high streets for the past 12 years by generating revenue into places and helping brands speak to thousands of new consumers.

**Alison Bowcott-McGrath**  
Founder and Managing Director, Pinpointer



Jon started his career in British Rail in the mid-1980s and was part of the senior team that revitalised rail stations' retail offer, two significant projects being Liverpool Street station, and Waterloo International. He joined DTZ in 1997 at the St. Enoch Shopping Centre as Marketing Manager and was promoted to Centre Director/Senior Business Manager in 1998. After 6 years in shopping centre management he was appointed as Head of Marketing and Commercialisation for DTZ looking after the UK and EMEA portfolio of over 140 shopping centres and retail parks. This included the launch of Hungary's largest shopping centre, Arena Plaza Budapest in 2007/8. He then decided to "take the plunge" as a consultant, working for shopping centres across the UK from Dunfermline to Middlesbrough via Dublin and Cork. Spirit Marketing Group appointed him as a director in 2010, working on its Northern England/Scotland Shopping Centre and Retail portfolio. In 2012 he was appointed as Centre Manager for the Wellgate Shopping Centre in Dundee (and also Westhills Aberdeen). During this period he was also Chair of the Dundee BID and Retailer action Group DDone for over 2 years.

He has now returned "home" to the West Country( born in Bath) in October 2015 as City Centre Manager for the Plymouth BID

**Jon Walton**



Jeremy has spent the last 15 years innovating, inventing and transforming places with a unique passion for bringing theatre, graphics and animation to city centres.

A Fine Art graduate Jeremy has maintained his creative flair through a number of unique installations to include the world's largest ground graphic of the Mona Lisa, the first Augmented Reality Christmas App and the launch of a range of experiences to include Santa's Post Office and the Village Green.

Known, loved and respected by Place Managers, UK wide, from his work in City Dressing and more recently Blachere Illumination, Jeremy joins the Board as an impartial individual passionate about helping places to create memorable experiences.

**Jeremy Rucker**



Karen commenced her career in place management almost 20 years ago when she was appointed as Colchester's first town centre manager. Prior to the introduction of BIDs Karen developed and launched the Town Centre Company in Bolton together with a ground-breaking membership scheme based upon rateable values. The initiative was awarded The Property Awards, Town Centre Management Award in 2000 and Karen was invited to speak at the World Congress of Town Centre Management in the same year on the subject of sustainable funding. More recently Karen held the post of BID Manager in Stratford-upon-Avon before relocating to Hampshire to take up the post of Chief Executive of Basingstoke's new BID, Basingstoke Together in April 2016.

**Karen Wild**





Highly experienced commercially and operationally focused board-level director, with proven ability to adapt from business start-up to large blue chip companies in a variety of business sectors. Diverse project management and director experience including, change management, organisational development, organisational change, cost reduction, financial modelling, management consultancy, business transformation programmes, sustainability and IT implementation. With a track record in delivering significant operational, financial and service quality targets. A strategic thinker, with team leadership skills, who is decisive and energetic.

**Mark Brodermann**



As BID Director I am responsible for the operational and strategic development of Solihull Business Improvement District. Solihull BID has delivered significant changes to Solihull town centre since its inception in 2010 and next year we will be working together with our key partners to evolve those plans further.

Visitors to the town centre have ever changing needs, the digital 'shop from your armchair' culture means we must offer something tangible, exciting and unique to ensure our visitor numbers and businesses continue to thrive.

The improvement of our food, drink and entertainment offer will play a vital part in retaining visitors and attracting new footfall.

2017 kick starts the new innovative developments for Touchwood and Mell Square shopping centres. The local economy will also start to show its hand after the absorption of changes such as Brexit, a new Mayor for the West Midlands, the strong devolution agreement and UK Central's continued investment surrounding HS2.

These changes mean we need to react carefully to ensure we not only protect the current businesses within the town centre but continue to attract inward investment too, this needs to be supported by the sensitive placement of a town centre residential offer.

**Melanie Palmer**  
Director, Solihull BID



Kim Cassidy is Professor of Services (Retail) Marketing at Nottingham Business School, Nottingham Trent University UK. She is also the Academic Director of the National Retail Research Knowledge Exchange Centre [www.nrrkec.org](http://www.nrrkec.org) which has been recently established at NTU to help maximise the impact of academic research on the retail industry. Along with Bill Grimsey, the Retail Director of NRRKEC, Kim is particularly keen to champion research which is helping to transform our town centres. She has recently worked on two research projects funded by the Economic and Social Research Council focused on improving the links between academic research, policy and practice. The most recent, the Retail Sector Initiative (RSI) involved supporting impact activities of 15 collaborative retail research investments. Three of these were directly connected to place management. The first was a collaboration between the University of Cumbria and Books Cumbria Limited enabling independent retailers in collaboration to develop sophisticated e/m/Omni- commerce activity via an online 'Independent Retailer Department Store' and a 'Carlisle Market Place' app. The second, 'The High Street UK 2020' was a collaboration between Manchester Metropolitan University and the Institute of Place Management and SpringBoard and involved developing a model of retail centre change to assist town centre forecasting and planning. The third was a project led by, project, led by the University of Liverpool who in collaboration will be working with the Local Data Company establishing a measure of the 'e-resilience of British Retail Centres'.

**Professor Kim Cassidy**



As one of the first to promote the idea of a BID in Weymouth and the original Chair of the Steering Group, Nigel has extensive knowledge of the BID ballot process to ballot and how BIDs operate.

Circumstances provided him with the opportunity to apply for the BID Manager role to continue from the success of the Yes Vote and to see the plan through.

His knowledge and skills come from a wide range of commercial employment plus voluntary and public positions.

"I see the BID as an organisation that can really help deliver some of the changes needed to improve our competitiveness with other destinations in attracting visitors and businesses to the area."

**Nigel Reed**  
Weymouth BID Manager



Russell has been with Swansea Business Improvement District since 2009 leading the company through two successful renewal ballots securing strong mandates as the leader, decision maker, manager and communicator of the company. Responsible for all company commercial operations, strategic planning, marketing, growth, budgets, staff management, reporting and liaising with Chair, Executive Board, board of Directors and external senior management levels in all sectors.

Russell is a Marketing Graduate, Fellow of the Chartered Institute of Marketing and Chartered Marketer.

He also holds voluntary roles as a Committee Member for The Federation of Small Businesses Swansea Bay branch, South Wales Chamber of Commerce Council Member, Chartered Institute of Marketing Wales Board Member and National Advisory Board Member of The Association of Town Centre Management. Other voluntary roles have included British BIDs National Advisory Board Member and Commercial Director for Swansea RFC.

Previous to working at Swansea Business Improvement District Russell was Commercial Manager for the largest independent retail pharmacy group in the Country. Follow the company's sale he became Group Marketing Manager for the company leading the marketing and commercial operations for its 30m property development portfolio, pharmaceutical manufacturing and private wine Chateau in Bordeaux leading on its growth into the UK market.

Russell is an accomplished, experienced senior management professional with broad strategic business leadership experience in customer focused sector encompassing private and public and third sector. His focus is on maintaining and achieving continuous improved business/service performance and growth through leadership, innovation, diversification and inspiring pride to delivery achievements.

**Russell Greenslade**



In the post for 16 years, as the principal advisor to the Leader, Cabinet and Council I ensured that all the elected member bodies of the Council received good professional advice. The political situation in Lancaster throughout my employment was in No Overall Control. I have successfully worked with six different Council Leaders drawn from four of the different political groups.

I am an experienced Returning Officer having administered Parliamentary Elections, County, District, Town and Parish elections. And locally administered European and PACC elections and Referendum.

**Mark Cullinan**  
Former Chief Executive, Lancaster City Council





Maidenhead Town Manager for over 10 years, responsible for delivering the Maidenhead Town Partnership business plan and supporting the businesses in the town through the implementation of a comprehensive marketing and events strategy, environmental improvements and support for existing and emerging businesses.

Working alongside the Partnership for the Rejuvenation of Maidenhead on the delivery of projects in the town centre. In 2014 Maidenhead won Thames Valley town of the year for it's clear vision for the future. My role involves income generation to deliver the events and marketing programme for the town centre, last financial year I successfully generated over £100k to support the activities of the town partnership.

I love a challenge and always approach a problem with a can do attitude and a smile. I have lots of experience with working with people in various situations from running a busy town centre bar to working with community groups to help solve problems with anti-social behaviour in their neighbourhood. I have vast experience of event management from small scale high street events to Festival, outdoor cinemas and Christmas lights events.

**Steph James**  
Maidenhead Town Manager



Susan has over 20 years of experience in economic development and support to the business community in London, particularly South London. She has worked in, and with, a number of economic development and business support organisations and has run her own business for two years during which she undertook a range of consultancy work with a variety of partners. Through these roles, she has supported a wide range of businesses - from large corporates to start ups - and acquired a significant understanding of the key issues affecting business and economic growth. She also has direct experience of town and district centre management and her current role at the LB Richmond includes responsibility for the BID development programme and the management of the Town Centre Opportunities Fund for the borough.

**Susan Shaw**



After a first career in retail Martin has gone on to led four membership organisations; the Charity Retail Association, the ATCM, Action for Market Towns and as Town Centre Manager for Great Yarmouth. He has sat on various government committees and spoken at all four parliaments in England, Scotland Wales and Ireland. He has devised and run a number of training course on partnership building and advises locations on creating and maintaining effective partnership working and supporting BIDs. He has also been the proud owner of an independent bookshop.

**Martin Blackwell**



With a career formed in planning and regeneration which led to a passion for town and city centre regeneration Cherry has developed and set up Wolverhampton BID Company which operates under the Enjoy Wolverhampton brand. Leading a team she delivers a range of events, promotions and interventions to enliven the city centre and support businesses to thrive. Cherry enjoys the pace of city centre management and the ability that working within a BID brings to deliver change. Cherry loves a busy family life, live music and a big dose of retail therapy.

**Cherry Shine**  
Wolverhampton BID

# Prize Package

This package is part of our Local legend campaign to help you deliver your visions.

## PinPointer

Town Centre Insight Data. Package of reports for your place which will include as examples reports on retail spend bubbles, dominant lifestyle groups and retail footprint graphs.



Free treasure trail for your Place in Global Treasure Apps plus 12 months marketing support material.



Win one of the largest Advent Calendars in the UK for your Place. This prize is from 2007 world record holder for World' Largest Advent Calendar, City Dressing



A Digital Toolkit getting ALL of your town or BID businesses online with all the tools needed in one package.



One half day workshop on how to run a Pop-Up.



Place Magazine special promoting every element of your place nationwide. Show off about all that is great about your community, town, city or destination.



Linked to the centre's Customer Service Awards programme, carry out Mystery Shops on your top ten shortlisted businesses. The results can be used as a key part of the final judging. Each shortlisted business will get a dedicated review of how their business has performed giving management an invaluable tool.



## NOGGIN

Two half-day workshops to help the place make the most of its data. Noggin will help the place collect data more effectively and use it to support growth in the local area.



1 x free of charge single count, fully managed, footfall system for 12 months with the option to continue the service element after 12 months, on a paid basis (optional)



Win a wayfinding review for your place. With an optional £1000 voucher towards a full Wayfinding Audit & Strategy.



A set of Distance Learning Manuals.



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A full day's visual display training for your retailers where they'll learn the importance display has in attracting attention and increasing sales, and how to go about creating one!





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**bidbase.org**

**BIDBaseUK** 

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# SaveTheHighStreet.org Interview

## Where did your inspiration come from and what drove you to create SaveTheHighStreet.org?

It was my mom who always made a point to shop local. Growing up we saw many small independent shop close and it was always sad - she used to say it's the end of an era. I think it's just changing and I've always shopped local as much as I can. For the past 8 years I've also been working with independent retailers and can really understand the struggle to set up, succeed and grow as a local shopkeeper.

Earlier in 2016 I met to Alex Schlagman the founder of PocketHighStreet, a tech platform that helps local shops get discovered locally and published across a network of online publishers, he had loads of insight and close relationships with shopkeepers across London. I was spending time talking to shops I knew and contacts I met early this year, and between us we brought together an initial group representative of the industry. Lots of others agreed too and the founding partnerships started to form with shops and other players from across the industry joining the movement

## What's your ultimate goal? What can we expect to see from you in the coming months? Where do you see SaveTheHighStreet.org in the next few years?

A stronger high street with more businesses thriving, diverse shopping and a place where people can go to enjoy their communities. I like to see entrepreneurs living their dreams, it makes people happy. It's even better seeing a shop on top of their game, better connected, skilled up and digitally enabled.

Would be great to see all shopkeepers in touch and really leveraging the

power of the group, I don't think many shopkeepers understand the power behind being a part of a group that size, the influence. We aim to help over 100,000 shops in 2017.

We want to help challenge the biggest issues shopkeepers face and help them find a voice... From the digital capabilities gaps, business growth and expansion to rates and rents.

## What's the response been like over the last few months?

100s of local shops a week registered through the launch period and we are flooded with inbound enquiries of support from business associations, solution providers, media and lots of local people that just wanted to help.

We have opened a Retailer Advisory Board to independent retailers nationwide and lots of shops are keen to benefit from having more of a voice and more insight into our plans and optional publicity. The Retailer Advisory Board is invited to input regularly on the direction of SaveTheHighStreet.org. Together we are developing 'best in class' recommendations for successful modern retailing, written 'by the retailer, for the retailer' and we will be working for industry adaptation. You may have even seen the recent national outdoor advertising campaign on digital billboards across the UK. Let us know on social if you spot one #savethehighstreet.

## Why is it so important to "save the high street"?

So important on so many levels!

A world without diverse and thriving high streets is not one I want to live into and I'm certainly not alone.

There are so many dreams livelihoods

and micro economies at stake.

Things have never changed so much or so fast. If our local shopkeepers don't capitalise on the best skills tools and opportunities of the increasingly omnichannel world it could be further and more deeply disrupted than we saw over the past decade...we need to work to close the gap that is dividing us.

## What is the "connected digital high street"?

There are 10 pillars for successful modern retailing [[here](#)] - which were included in The Connected Digital High Street Manifesto we launched Summer 2016.

Within each pillar there are loads of opportunities and challenges right now. The Retailer Advisory Board was created specifically to address this and create recommendations for successful modern retailing by the retailer for the retailer - exactly what we heard.

We're identifying, testing and sharing the things that are working well for retailers today with others. It's creating this central framework for successful modern retailing that we share for free with all SaveTheHighStreet.org members.

## How can those interested get involved in the campaign?

Any shopkeeper can sign up for free in a few seconds at [SaveTheHighStreet.org](#)

You can also join the retailer advisory board by filling in this questionnaire <https://www.surveymonkey.co.uk/r/SaveTheHighStreetRetailerAdvisoryBoard>

Retail advisory board members get extra publicity opportunities, early insight into the programmes we are running through 2017 and the option to get involved more in almost anything.





## BLOG Keith Jackson

What makes your place unique? Which of your senses tells you that you are at home or in a place you want to belong to? On holiday, what are the smells, sights and sounds that stick with you from the places you visit?

If like me a lot of this revolves around food and drink, then do you ever ask how do local places make the most of the best local food produced around them?

Looking for an answer to this, back in 2015, [Carlisle Food City](#) and Jardine Jackson Associates conducted research that looked at the challenges and opportunities in the local food chain. We found four key themes for local food businesses: visibility, availability, suitability and price.

Basically this meant that the local food had to be **visible** to local cafes and restaurants who wanted to use it and this food had to be **available** when

# A taste of place

they needed it. The food also had to be **suitable** for their use and at a **price** that allowed them to make their profit margin.

In 2016, working with the [University of Cumbria](#) we explored how to increase local food use and this allowed us to discuss the four themes with local food supporters including national advocates [Guild of Fine Foods](#), local retailers (Westmorland Family and Cranstons) and local wholesalers (Pioneer) as well as national distributors of regional food (Blakemore Fine Food) and local producers (such as Hawkshead Relish and Bruce and Lukes).

These discussions highlighted the routes to market for local food and offered possible solutions to help more of us experience the taste of our place.

Fundamentally, food producers can only expand if their products are available and relevant to their buyers which means that the producers' product visibility is key to it gaining access to new markets. To gain this market access, producers work with either buyers or other intermediaries to improve their products visibility, availability and suitability. Gaining market access is difficult, in many cases producers that wanted to expand didn't always know

where to find a suitable commercial partner and then every buyer was looking for a new or replacement product.

It has always to be remembered that the consumer price of a product has to produce enough profit for the producer and all intermediaries in the supply chain to ensure the consumer can purchase that product. If the producer or any of the intermediaries take excessive profit, then either the consumer price will be too high and the product won't sell, or the producer, or one of the intermediaries will withdraw the product from the supply chain. So everyone has to be committed to making this work for everyone else.

So if you are wanting to enhance the local flavour of your area make sure you work with the dynamic producers and suppliers who are both capable and focused on delivering the best possible taste to your restaurants, cafes, bars and retailers. That way you guarantee the unique flavour of your place.

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



# All I want for Christmas...

I am sure that the Christmas break came as somewhat of a relief to all after the madness of Christmas events and the huge commercial opportunity that this time of year presents for all towns and cities.

Miconex have been busy helping to launch the new Visit West End Gift Card ( <http://visitwestendcard.com/> ) and also monitoring the progress of the existing programmes in Perth and Kendal.

The Perth Gift Card ( <http://thepertocard.co.uk/> ) was launched very late in December 2015 so in reality this was its first proper Christmas and like for anyone's first Christmas it was an exciting time!

In the run-up to Christmas there were over £25,000 of Perth Gift Cards purchased with just over 30% of sales coming via the website and the remainder via the retail sales point in town. Interestingly of the online sales 35% came from outwith the city and

from as far afield as New Zealand. It would be interesting to know what would have been purchased if there had been no local gift card available. I would imagine that Amazon might provide the answer!

Equally as interesting as watching the sales levels is analysing where the lucky recipients of the cards are choosing to spend their money. Possibly unsurprisingly immediately after Christmas retailers did very well, particularly clothing retailers and gift shops. I would imagine that as the month goes on this money will start increasingly to be spent in cafes, restaurants and at venues as people start to again crave a treat or a night out.

The Kendal BID Gift Card ( <http://thekendalcard.co.uk/> ) continues to grow in strength with more businesses going the programme every month including some very recognisable names - Pizza Express, Boots, Trespas, Clarks Shoe etc. There are now well over 100 business that accept the card as a form



of payment and the gift card is starting to become recognised as the best gift card option available due to the choice and the knowledge that this helps to lock in additional money for the local economy.

Next up is the Isle of Arran Gift Card (launching March), they have a very small resident population but a huge number of visitors every year. We are very much looking forward to working with the team there to launch the first destination visitor gift card of its kind.

Miconex are hosting fortnightly online demonstration which explain how we implement local currencies with BIDs and Place Managers. If you would like details of these events or are interested in receiving more information about the Gift Card Programme then please email me at [colin@mi-cn.com](mailto:colin@mi-cn.com) or call 01738 444 376.

## The Kendal Card Accepted in over 100 businesses



[thekendalcard.co.uk](http://thekendalcard.co.uk)





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1/2 page  
1/4 page  
1/8 page

## Full price

£200.00  
£100.00  
£50.00  
£25.00

## Members discount

-£100.00  
-£50.00  
-£25.00  
-£12.50

## Advertorial

Full page  
1/2 page

## Full price

£150.00  
£75.00

## Members discount

-£75.00  
-£37.50

## Special

Front page banner ad  
Inside front cover- full  
Inside front cover-1/2 page\*  
Inside front cover-1/4 page\*  
Inside front cover-1/8 page\*

## Full price

£130.00  
£220.00  
£110.00  
£55.00  
£27.50

## Members discount

-£65.00  
-£110.00  
-£55.00  
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Contact us at [mark@reviveandthrive.co.uk](mailto:mark@reviveandthrive.co.uk) or 03330 124285 for enquiries

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inspire  
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# New Year – New start! Keep them looking!

So now Christmas is over and the decorations are down, doesn't everything look dull and uninspiring? However, Christmas wouldn't be so special if we had it all year round – GOSH! Just imagine the dust and fluff caught in all those lights!

The New Year gives us the opportunity for a clean start with a fresh palette, new ideas and the opportunity to declutter and focus on what works and get rid of what doesn't - or to simply try out new ideas that may have been niggling in the back of your mind. You may have been doing the same 'thang' for many years – whether it's how you run your business or how you present it to the world...

This is typical of shop window displays. Seasons come and go as do the same promotions and props, and after a while your business fades into the brickwork and the sparkle has gone...But very few businesses have a huge budget for buying new props and materials for every window display – let's face it – it's tough out there on the High Street!

This is where our workshops can help your local businesses. We gently lead traders through how important good displays are in attracting attention and then we teach them the basic rules and guidelines of display so they know just where to start in creating their shop window and the basic building blocks required. We show them how ideas can be achieved simply and effectively and with very little budget. We also show them how to plan so promotions and events don't arrive as a big surprise and they are prepared to take advantage of any increased footfall...

So, what to do with those old props? Well we suggest many fabulous ideas of how to re-use them, upcycling them to introduce a fresh look...and if the props truly have past their prime – we'll tell them that too!

To find out more do give us a call or contact us through our website [www.madeyoulookmadeyoustare.co.uk](http://www.madeyoulookmadeyoustare.co.uk)



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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.

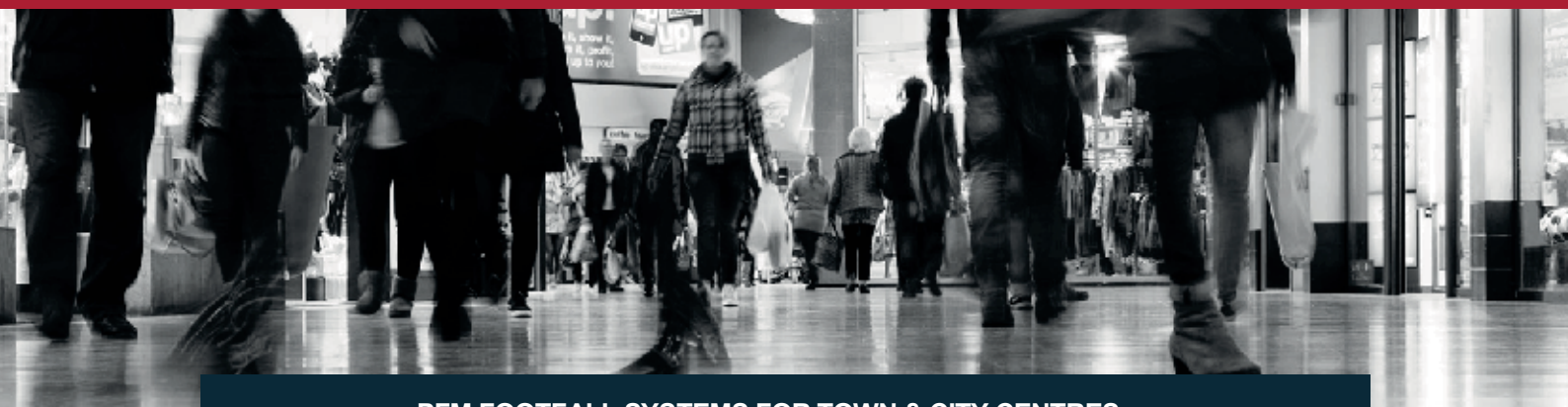
As per the offer above, using a successful template and existing resource will enable you to have a quality publication built with you and around your needs with very little effort and very little cost and with huge effect.

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.







PFM FOOTFALL SYSTEMS FOR TOWN & CITY CENTRES

# Consistently accurate footfall counting systems backed up by high quality support

PFM Footfall Intelligence is the oldest footfall system company in the UK. We have been expanding rapidly during the last few years with more and more Retailers, Shopping Centers, Transport Hubs, Town and City Centre Managers turning to us to supply them with footfall systems. Recently there has been a trend for combining retail sales reporting with your footfall reports to get a more comprehensive performance picture and we can also provide this service.

We also specialise in the support via a system takeover of existing footfall systems that were not supplied by us in order that clients can benefit from more proactive support and improved data quality. All our systems receive a preventative maintenance service at least annually in order to preserve data quality.

Our principles are quite simple: accurate data gathering, high quality data management, simple reporting and excellent levels of service. These guiding principles are what help us deliver on our promises.

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**PFM Footfall Intelligence!**



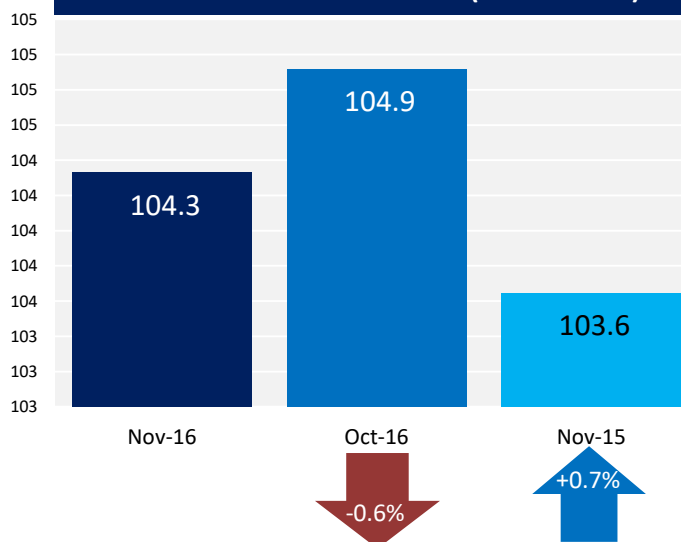
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Northamptonshire, NN17 5JG

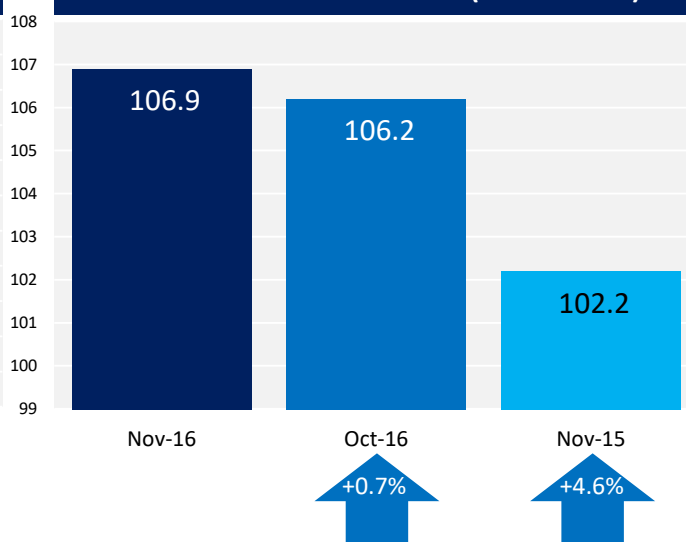
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## DECEMBER 2016

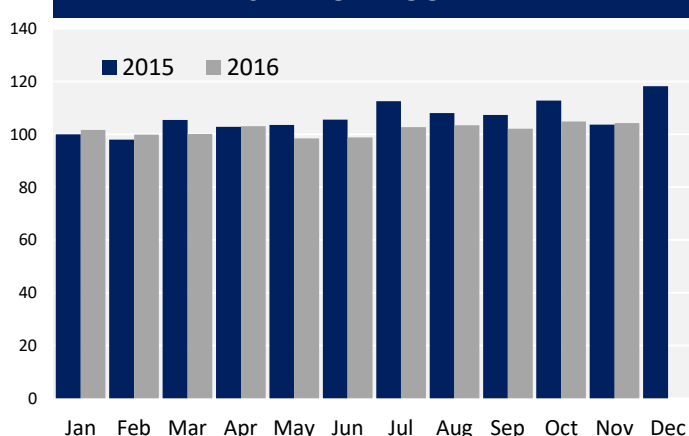
### MARKETS FOOTFALL INDEX (NOVEMBER)



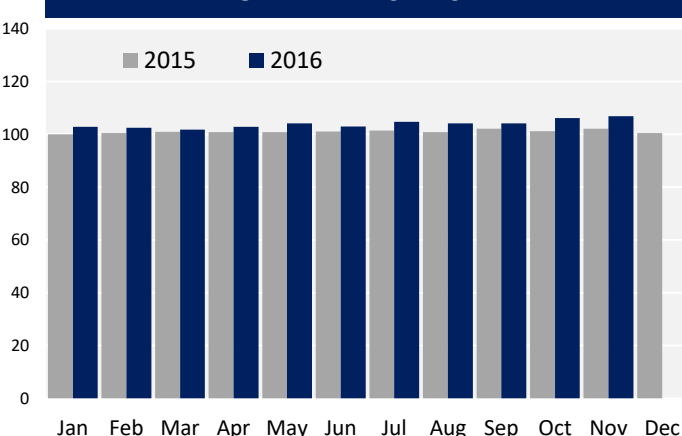
### RETAIL SALES VALUE INDEX (NOVEMBER)



### MARKETS ANNUAL FOOTFALL TREND



### ANNUAL RETAIL SALES TREND



#### 1<sup>st</sup> to 7<sup>th</sup> Nov 2016

Cold,  
mild &  
bright



#### 8<sup>th</sup> to 15<sup>th</sup> Nov 2016

Unsettled,  
bright &  
showery



#### 16<sup>th</sup> to 22<sup>nd</sup> Nov 2016

Wet &  
Windy



#### 23<sup>rd</sup> to 30<sup>th</sup> Nov 2016

Dry,  
settled  
& Cold



Unusually, for November, there was no bright spot anywhere on the footfall dial. Springboard report YoY declines for all their three sectors. High Streets were down by -0.7% and shopping centres by a depressing -2.3%. Even retail parks, which have been flying high in 2016, saw a small decline.

Against this background, the performance of retail markets is fairly respectable, slightly bettering High Streets' with a -0.6% decline, and even seeing a modest MoM increase (source : PFM Footfall Intelligence).

A record month for online sales highlights where the missing shoppers are buying: in November, £1 in every £4 spent on non-grocery went online, fuelled by Black Friday offers. But the spectre of retail inflation provides the backdrop, with average store prices edging up by 0.1%, the first YoY increase since 2014

# How would you like your town, BID and/or place on a Monopoly Board?

Revive & Thrive has been approached by Winning Moves - the official Monopoly and Top Trumps providers to ask if there was an interest in raising the profile of BIDs, towns, places etc by adding their brand and story to these two much loved family games.

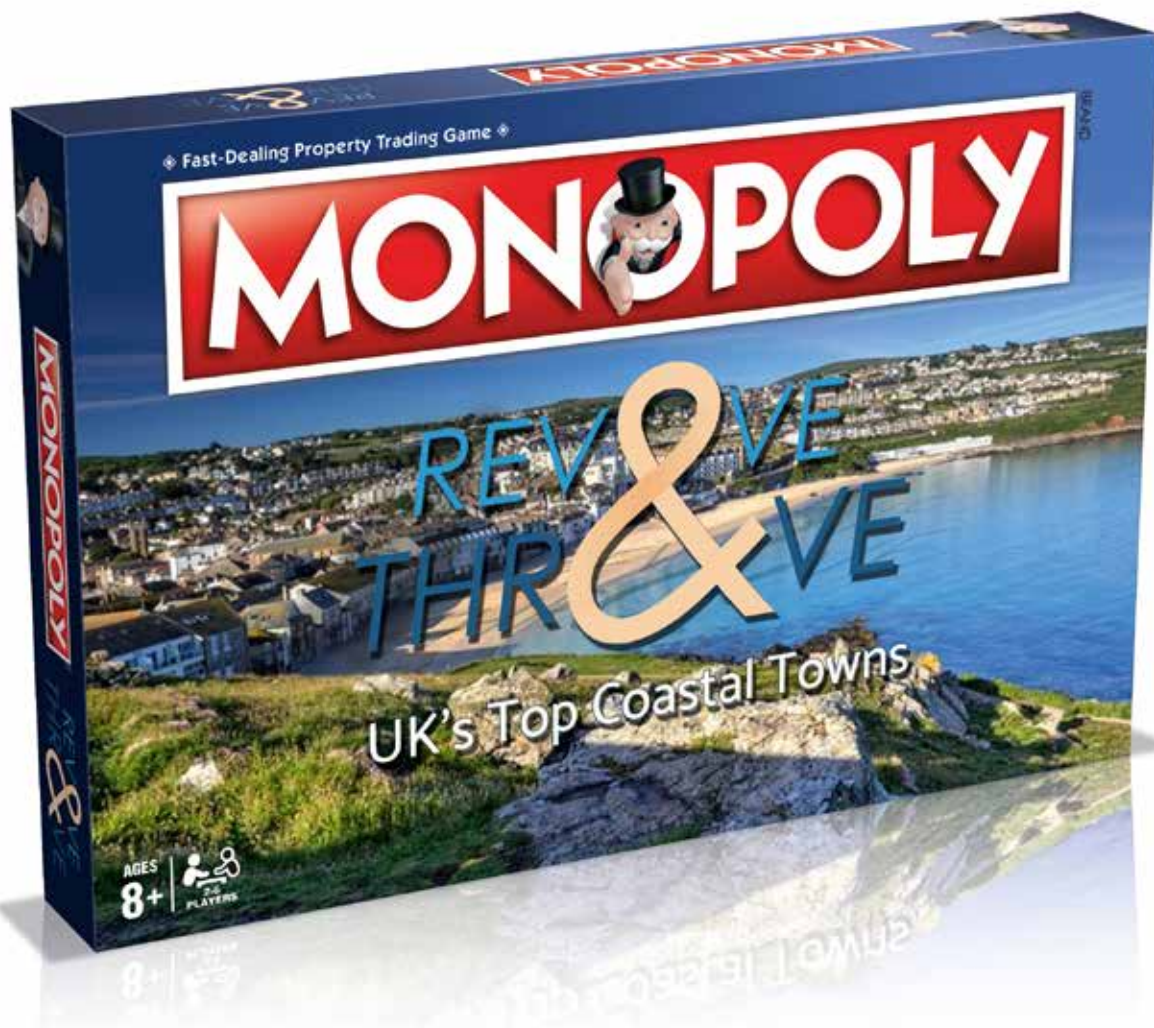
You will already have seen many of the UK's towns and cities who have created their own unique versions of the game, using the board to show off the

good and great things of the area. And now, through our relationship with the providers we can pass this opportunity on to you too.

To test interest and to enable your place or BID to be on a Monopoly Board for low cost, we have the option to create a shared project where your town or city could be Mayfair or Park Lane or indeed any Station or street on a traditional board.

Delivering this project together through Revive & Thrive you can have your own quantity of Boards to sell locally to residents and visitors and/or give away to your corporate contacts.

If you interested in this rather fun way or promoting your place email [place@reviveandthrive.co.uk](mailto:place@reviveandthrive.co.uk) or call 03330 124285







## The New Revive & Thrive Team

As requested and due to demand, from January 2017 Revive & Thrive is to step forward to be the national 'go to' place regarding support for all UK BIDs and places.

From January, Revive & Thrive will be led by an Non Executive Board of Directors who you can read about in other pages of this edition of Place Magazine.

As you will read in more detail elsewhere, the Directors will be supported by a steering group and a team of regional advisors. In addition

to the two Conferences next year the regional advisors will work with us to coordinate regional meetings for BIDs and place practitioners. All events and conferences come at no extra cost to the newly structured [Revive & Thrive Membership](#).

Using [Place Magazine](#) as just one way in which BIDs and all UK places can share information, Revive & Thrive will use it's networks to shape national policy and offer support UK wide. An overview with support statements can be [found here](#).

Using the views and guidance of the Board and steering group, Revive & Thrive will become exactly the level of support that our places and BIDs are seeking currently.

To deliver this we are pleased to announce our new team for 2017 -

Alison Bowcott-McGrath

Jean Ball

Lisa Sharp

Mark Barnes

Martin Blackwell

Matthew Powell

Nicola Barnes

Steph James

Stephen Blackwell

*Revive & Thrive Ambassador for Places*

*Project Manager*

*Head of Inward Investment and lead on Revive & Thrive Governance*

*Managing Director and Founder*

*Policy Advisor and Commentator*

*Director*

*Head of Finance*

*Revive & Thrive Town Centre Ambassador*

*Place Magazine and Marketing Manager*

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[nicola@reviveandthrive.co.uk](mailto:nicola@reviveandthrive.co.uk)

[steph@reviveandthrive.co.uk](mailto:steph@reviveandthrive.co.uk)

[stephen@reviveandthrive.co.uk](mailto:stephen@reviveandthrive.co.uk)

**If you are interested in sitting on the steering group or in being a regional adviser, please get in touch via any of the email addresses above or call the office on 03330 124285**

# Chippenham Yarn Bombing

On a crisp and chilly winter's morning, visitors to Chippenham town centre were given a reason to smile and feel an inner-glow as a group of mystery yarn-bombers ensured that even the town's bollards were kept warm in the run-up to Christmas!

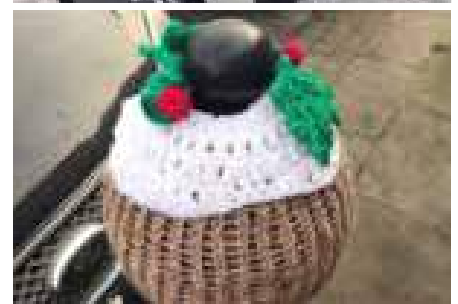
In the best traditions of clandestine high street enhancements, no-one knew about the bollard bobble hats until these festive frills were in place, but it's fair to say that the Chippenham BID team weren't entirely surprised to see them. In fact, it was the latest element of the BID's 2016 Christmas campaign, working in partnership with a local knitting group turned guerrilla yarn-bombers.

The purpose of the campaign was to brighten up the town centre during the day to complement the festive lighting in the town after dark, and it certainly

achieved that, putting smiles upon the faces of both young and old on a frosty Monday morning!

Indeed, pictures of the woolly bollards went viral within hours of being spotted, prompting both local media and the BBC to send reporters to the town to try to uncover the mystery of who knitted them and how they got there.

Chippenham BID discovered that the organisers of the stunt saw yarn-bombing projects happening elsewhere and simply thought, well if they can do it, why can't we, proving once again that it really is those with a creative idea, a bit of passion and a desire to make their places better that can have as much impact as councils, BIDs and other funded organisations and that when everyone works together, even simple ideas can have a great impact!



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# Revive & Thrive 2017 and Beyond

After three years of growth and development Revive & Thrive heads into 2017 facing a new and exciting future led by a Non-Executive Board of Directors.

Supported by a Steering Group, a team of Regional Advisors and the team at Revive & Thrive, the Board is tasked with delivering a truly representative organisation for Business Improvement Districts (BIDs) and all UK places.

The new Directors will ensure that no-one is left isolated working in any element of place management by using Revive & Thrive to deliver information sharing, networking, exchanges of best practice, innovation and collaboration.

The Revive & Thrive Board of Non-Executive Directors will also ensure that places and BIDs can speak as one voice about the opportunities and threats that exist around our places.

As well as national support and representation, Revive & Thrive will facilitate local meetings for BIDs and place practitioners bringing expertise and knowledge to all areas of the UK

We are still looking for Steering Group members and Regional Advisors to support the Board so please email Mark Barnes on [mark@reviveandthrive.co.uk](mailto:mark@reviveandthrive.co.uk) or call 07590 005692 for an informal discussion.

**Alison Bowcott-McGrath**

**Cherry Shine**

**Jon Walton**

**Karen Wild**

**Kim Cassidy**

**Mark Brodermann**

**Mark Cullinan**

**Martin Blackwell**

**Melanie Palmer**

**Nigel Reed**

**Russell Greenslade**

**Steph James**

**Susan Shaw**

**Jeremy Rucker**

**Founder and MD of PinPointer**

**BID Director of Enjoy Wolverhampton**

**City Centre Manager, Plymouth City Centre Company Ltd**

**Chief Executive of Basingstoke Together**

**Professor of Services (Retail) Marketing at Nottingham Business School, Nottingham Trent University UK. She is also the Academic Director of the National Retail Research Knowledge Exchange Centre**

**Businessman with passion for 21st Century places**

**Former Chief Executive, Lancaster City Council**

**Place Expert and former CEO of ATCM and AMT**

**BID Director of Solihull BID**

**BID Manager of Weymouth BID**

**Chief Executive of Swansea BID**

**Maidenhead Town Centre Manager**

**Business and Enterprise Manager serving Richmond and Wandsworth Councils**

**Well known place related businessman, joining the Board as an individual with a passion for experiences in place**



"I look forward to working with and supporting Revive & Thrive to make a difference to places and centres across the UK, particularly those in greatest need. Helping to maintain and improve our important spaces is essential for the future prosperity of our local, regional and national economies.!"

**Susan Shaw**

"I am delighted to be serving as an interim non-executive board member for Revive & Thrive. I feel it is vital that there is an independent body with a remit to support BIDs and places, influence policy and share industry knowledge and best practice."

**Karen Wild**

"I am delighted to join the non-executive Board for Revive & Thrive as uniting our business communities through key organisations across the UK ensures we speak together with one voice to future proof our town centres and cities, and enables us to share our place management current obstacles and offer advice and support where necessary."

**Melanie Palmer**

"I am looking forward to being part of the Board for 2017 and adding to the business mix that can help in delivering BID business plans and support for renewals. Creating destination management that encourages visitors to town and cities is the aim of revive and thrive for 2017 certainly in my eyes as a new board member."

**Nigel Reed**

"Being a passionate practitioner of place management I recognise the broad and ever expanding knowledge base that is required to fulfil the role. It is the perfect time for BID's to build on the support network, ensure we have timely and robust guidance and inspire and showcase all the good work within the industry."

**Cherry Shine**

"I'm passionate about town centres and how local communities play their part in making them a success. Places up and down the country are having to adapt to survive and I'm keen to work with as many people as possible to help make sure our towns and cities become stronger in the future. I'm looking forward to working with the Revive & Thrive Team and inspiring others"

**Steph James**

# Real Towns Digital Hub Blueprint

**Public wi-fi. Mobile apps. Virtual reality. Town websites. Social media. They're all alluring items on your digital shopping list.**

If you've wondered how some or all of these technologies might make your town a better place, congratulations.

Building digital assets to nurture and promote your local environment is a wise investment. Every business, resident, investor and visitor should thank you for it because the internet creates opportunities that weren't possible a few short years ago.

How do you make them work together for everyone's benefit? That's the challenging part.

## Digital hub blueprint

Well, we've done it and wanted to share some of our experiences over the past four years in Chipping Norton – which, for a second year in a row, is a Great

British High Street Awards finalist and winning high praise from judges.

When our journey started in 2013, Experience Chipping Norton had modest ambitions to promote the town's businesses and attractions.

The working town at the top of the Cotswolds wasn't getting its fair share of attention from tourists while coping some negative publicity in a national press infatuated by the shenanigans of the so-called 'Chipping Norton Set'.

Following a grant, a website and Facebook page emerged – along with a fierce desire to reveal the real "Chippy" so visitors could make up their own mind.

From very humble beginnings, the experiment has grown to become a blueprint for other towns to emulate. Indeed, 15 of them toured Chipping Norton last year to see for themselves how it functions as a digital entity.

It hasn't been all plain sailing. Twice, the

project stagnated. On both occasions, the goals and objectives were re-examined and reset.

## Technology is part of the answer

Today, we understand that technology is merely a conduit to enable commerce, collaboration, education, storytelling and celebrations to happen.

If you think of roads and rail as 20th century infrastructure to carry people between places to do meaningful things, digital technology is the 21st century equivalent.

The devices we all use to stay productive, entertained and in touch today connect us in the same way as cars, trains and airliners have done for decades. Only the distances are bigger and speeds are faster.

Building roads that go nowhere and reveal nothing serves no purpose.





Similarly, technology is pointless if it has no meaning. The hardware is seductive, but the possibilities it presents boggle the mind.

In 2017, streaming movies and music almost anywhere, anytime in the palm of our hands is passé. People trade gadgets and gizmos without leaving their lounge room or while they're travelling the train on their way to work.

The world is a much smaller place, on tap from just about anywhere and the technology is becoming cheaper, smarter and faster all the time.

### Joining the dots ...

How can that help your town?  
Imagine collaborating with the best educators, industrialists, inventors,

designers, problem solvers, placemakers and entrepreneurs from anywhere in the world to make your town better? Now you're getting the picture.

We've learnt a lot over the past four years about using technology to make great things happen. Digital does make a difference to the life of a town – any town – and we'd like to show you how to make it work for you.

While I'm no great believer in the

wisdom of New Year resolutions, I implore you to make 2017 the year of living digitally in your town.

Go on, I dare you!

Patrick Briscoe  
Content Strategist at Real Towns Limited



A powerful online database system designed specifically for UK Business Improvement Districts.

Say goodbye to generic CRM software and flat spreadsheets.

Powerful promotion, event, people grouping and ballot tools.

Vital whether you're pre-BID, starting your BID term or approaching renewal.

Both free and premium models.

Go to **bidbase.org** to try it for free and explore your BID in a totally new, data driven way.

**bidbase.org**  
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REVIVE  
THRIVE

**PinPointer**  
TAKING BRANDS PLACES



# Legendary Places Conference 2017

**Date: 2nd & 3rd March 2017**

**Venue: Vale Royal Abbey, Whitegate, Northwich, Cheshire, CW8 2BA**

Revive & Thrive's first national event of 2017 sees us celebrating the extraordinary successes of individuals, volunteers, councils, BIDs and others and using them to inspire and encourage places across the UK to create their own projects in collaboration with all of their local stakeholders.

Our shortlist of Local Legends have built projects around creating visions and plans for their towns, have invested in digital technology to enhance the visitor experience, have put on truly imaginative and unique events to create unforgettable experiences and have pooled knowledge and resources to improve the look and feel of the places they are passionate about.

Wherever you are working and whichever place you are passionate about, these Local Legends have a tale to tell that will inspire you to do likewise!

Coupled with our celebration of Local Legends, we are delighted to welcome the following speakers to our event:

**Simon Quin:** Director of the Institute of Place Management. Talking about Big Data in Small Places

**Philip Prentice:** Chief Officer of Scotland Town Partnership: What is happening in Scotland's Places?

**Joe Barratt:** Co founder of The Teenage Markets

**Kim Cassidy:** Professor of Services Marketing at Nottingham Trent University

**Andrew Cooper:** Chief Executive of Leeds BID

**Robin Osterley:** Chief Executive of the Charity Retail Association

Along with a presentation of awards to our winning Local Legends at an evening dinner ceremony, there will be the opportunity to tour Northwich, participate in workshops and round-table discussions, chat to our exhibitors and, of course, there will be plenty of time for networking and catching up with old friends.

Entry is free to all Revive & Thrive members (subject to a £10 registration fee to secure your place), and with memberships starting from just £110, it's an event not to be missed and an ideal time to join Revive & Thrive.

**Tickets Now  
Available>>**

## We would like to thank our sponsors of the Legendary Places Conference



**PinPointer:** Putting brands in the right places...the very best place they can be to attract the customers they want. PinPointer are leaders in 'Location DNA', a new way to make outdoor promotions more effective than ever. Not only do they know the UK's top promotional locations, they mine the data around them to deliver the demographic, footfall and customer insights that let brands build profits from places.

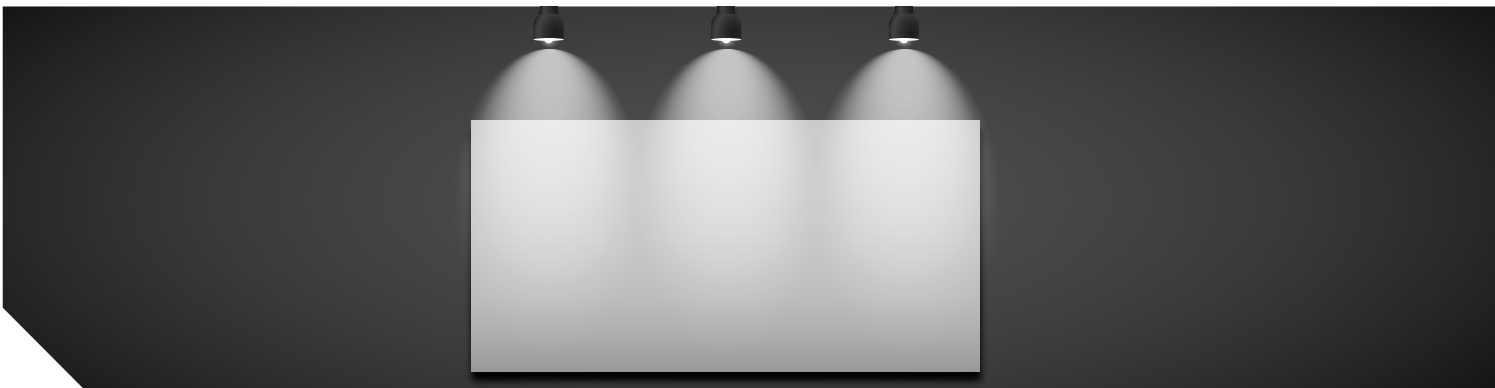


**Blachère:** As a major global player in the marketplace, Blachère has the resources and infrastructure to deliver projects of the highest quality. You can rely on Blachère to deliver on its promises and make things happen for you year after year. We deliver the whole package: from creative design to installation and storage, we create and deliver complete illumination concepts with an unrivalled service.



Our vision for Northwich is to create a destination of choice for residents, visitors, employees, shoppers & service users and to make Northwich a location where business and the community can thrive. The BID aims to position Northwich as a vibrant, exciting and successful retail and cultural area where people of all ages choose to visit and spend in our shops, on our professional business services, in our restaurants, leisure outlets and visitor attractions.

**Revive & Thrive Membership starts at £110 for individuals and only £345 for a whole town so why not join today and attend all our events and campaigns for FREE**



## Exhibit your business at the Revive & Thrive Legendary Places Conference

Costs and offers –

### Exhibition space

Revive & Thrive Business Group / Place Solutions Members - only £500+vat  
Non-members – only £750+vat

### Membership

Place Solution Membership (formerly Business Group Membership) – only £495+vat per annum. [See benefits here](#)

Email or call us to discuss sponsorship, exhibiting or attending any of our events by emailing [events@reviveandthrive.co.uk](mailto:events@reviveandthrive.co.uk) or call 03330 124285

**Offer up until 5th February 2017 – strictly only five exhibition spaces left**

**Join Revive & Thrive and exhibit for only £850+vat PLUS receive two full page adverts in Place Magazine during 2017 at no extra cost.**

**This offer represents a saving of £545+vat**



**Local Legend Campaign - Enhancing engagement between residents, businesses, Councils, BIDs and other stakeholders**

## Do you know a Local Legend, or perhaps you are a Local Legend?

PinPointer Sponsors Local Legends

**PinPointer**  
TAKING BRANDS PLACES

Local Legends are individuals or a group of passionate people, local businesses, BIDs, Councils or Town Teams. Who, with imagination, energy and motivation have made their place remarkable. It may be an event, an experience, service or solution that you are developing or something you have already achieved.

## Why run this campaign?

Working with the business and resident community and having two-way conversations between them and BIDs and Councils strips away barriers to success. Barriers such as lack of cash, lack of consensus, lack of support, lack of political will are removed when you can reach across the community.

The campaign will have four elements to it, Inspire, Do, Deliver and Achieve

with the intention of finding the 'Holy Grail' of place management.....  
....meaningful engagement between residents, businesses, Councils, BIDs and other stakeholders.

### Get involved!

1. Nominate your Local Legend!  
There is no deadline to nominate, this is a two year campaign <http://reviveandthrive.co.uk/local-legends-nomination-form/>

2. Send us print ready articles, updates, videos and images showing casing your work. We will share it in our Place Magazine and through social media.

3. Look out for our events and conferences where we will be using your stories to improve engagement between residents, businesses, Councils, BIDs and other stakeholders

Last month we showcased our Local Legends in a Local Legend supplement. Here are some updates and new stories of the great things going on where you live, work and play.





## Case Study: Willesden Green's Christmas Tree and lights this year

You may know that this year the Town Team were offered a donation from a kind member of the community to buy a Christmas Tree and lights for the Willesden Green station. This fantastic gesture has resulted in the Christmas Lights Fund 2016 and the Town Team has gone on to raise over £1,200.

We want to share with you how this came about and what the Town Team has done to utilise this, the results this year and what we intend to do going forward.

The subject of Christmas lights and decorations in Willesden Green is raised every year by the community, on internet forums and amongst our shop keepers. "Who (is responsible for them), why (haven't we got them anymore), what (can be done about it) and when (will we ever see them again in Willesden Green?)" is all discussed at length and much frustration is expressed – but still, no lights.

This year however a member of the community, a very Good Fairy, decided

to actually contribute financially and contacted the Town Team at the end of November to ask if she could donate for a tree and lights.

We were thrilled and the team gratefully accepted and we jumped into action. We sourced a tree and lights and organised purchase and delivery (much easier said than done! Comparing prices, considering delivery, finding the best deals, phoning around, buying lights etc.). We set about sharing our good news and enthusiasm via newsletters and on social media sites and also created a Local Giving fund-raising appeal for more Christmas lights. The donations came in a steady stream – we even decided we had enough money to buy a tree for Dollis Hill station too. Our Good Fairy on hearing of our efforts, doubled her donation and by the end of last week we had raised a staggering £1,200.00.

The team decided the best way to spend the extra money was on lights for our high street too. We were able to buy

hundreds of LED lights from the local big DIY shop and started planning ways to install them on street trees and at the station.

It would be great to say that our High Road looks like Fairyland now – but sadly we are disappointed to see that it doesn't – and we are sorry to those of you who donated money expecting to see a Winter Wonderland down our high road. We really wanted to create something special but the project offered challenges we didn't expect. For instance:

1. We mis-judged the size of the Christmas tree – we need to set our sights HIGHER and next year we double the size.
2. Despite the quantity of lights we purchased they did not prove to be nearly bright enough. High up in trees and down on our Christmas tree, they didn't make the impact we wanted. LED just isn't up to the job.
3. Installing the lights was a huge challenge. Our Councillors intervened to help and our local fire brigade has come to the rescue in the last 24 hours.
4. We need a mains electricity supply for the Christmas tree to deliver the brightness we need.

**But there is good news.** We haven't spent all the money and we are now planning for an improved display in 2017. We discussed our disappointments with our original benefactor and agreed that next year we would go for something really noticeable, get more people involved throughout the year ahead and that we will make sure that the tree of 2017 **creates a real sparkling heart around Willesden Green station.**

We have really enjoyed doing our best, including the lovely tree decorating day we had outside the Station two weeks ago. Members of the community spontaneously gave £45.00 as we decorated and there was much enthusiasm from all passers-by.

### Achieved:

- Christmas tree and decorations for Willesden Green Station
- Christmas tree and decorations for Dollis Hill Station

- Over one hundred strings of lights around Willesden Green station and on the station platforms
- Finances: LocalGiving Appeal.  
Start date: 30/11/2016 - End date: 23/12/2016

**Amount raised:**

- Our Good Fairy: £500
- Donation amount: £565.00
- Gift Aid amount: £110.00
- Match funding amount: £30.00
- Raised offline: £40.00
- Grand Total: £1,245.00

**Feedback from our community:**

- *Thanks for making Willesden Green a cheerier place to live!*

- *Merry Christmas everyone.*
- *Let's start making the centre of our community look amazing, every year, for the festive season!*
- *Can't have too much light in this year of darkness!*
- *Happy Christmas!*
- *Hope the lights are great*
- *Well done Town Team and happy Christmas to you all.*
- *Great idea*
- *Light us up!!*
- *Let's make Willesden Green sparkle!*

**Improvements for next year:**

- To source a larger tree to be the sparkling heart of Christmas in Willesden Green.
- To secure an electricity supply for our 2017 tree.

- To find a better solution/better lights for the trees in our high road.
- To ensure we pursue a process of continuous improvement.
- To recruit more willing members of the community to join our Christmas Lights Team.
- To get our high street businesses more involved.
- To raise more money.

And finally.... a thank you, of course, to our most gracious Mother Christmas who initiated the fund and to those who offered their enthusiasm and donations. You have started something wonderful.

More news next year about the tree and lights for 2017 - which is already in the planning!

The Willesden Green Town Team

## Case Study: Shop Local Scheme - Wyre . Blackpool.

Fylde was launched in October 2014 and was immediately received very well by both local businesses and members of the local community. The aim of this scheme is to boost the local economy by offering discounts to our cardholders and therefore generating new custom for local businesses which will then directly impact positively on the local economy. Local businesses that agree to recognise & accept the Shop Local WBF Card will offer an discount to our cardholders. Local businesses must agree to offer a discount to Shop Local Scheme WBF cardholders and to promote the scheme to their own customers. Currently there are well in excess of 8000 Shop Local Scheme WBF cardholders and 122 local businesses offering discounts. These numbers are growing at a vast daily rate. Furthermore, and one of the major points to note is that this scheme is a not for profit organisation, this is a scheme where local businesses and the community are working together for a brighter future. Our cards are being used frequently by the local community and our partner businesses are seeing the benefits of their inclusion; it works!

The list of scheme partner businesses is growing daily and the word is spreading fast. Full details of all scheme partner businesses and their relevant discounts can be found at [www.shoplocalwbf.co.uk](http://www.shoplocalwbf.co.uk), on Twitter – @ShopLocalWBF and

on the Shop Local Wyre Blackpool Fylde Facebook page. Posters and window stickers are displayed within each participating business to help customers identify which businesses accept the Shop Local Scheme WBF Card.

Our motto is quite simple but one that is extremely effective; TOGETHER WE CAN MAKE A REAL DIFFERENCE!

My vision and reason for starting the scheme is as follows....

If our 8000+ cards are being used by the community to take advantage of the fantastic discounts we have secured for them then this will mean that our local partner businesses are seeing a much needed boost to their sales. This in turn will direct impact on our local economy in a positive way. If this can be achieved then someone like me will be more likely to take the plunge, follow their dream and open their own business in one of our local towns.

The more that this happens then the empty shops will become occupied and charity shops etc will become the minority instead of the majority (everyone moans about this). This alone would be amazing progress but I firmly believe that if this is achieved then the result would become even better as our towns would then be far more attractive



to the bigger names such as Argos. If we can then add bigger names back to our town centres then our local towns would once again be thriving with shoppers on a daily basis!

The fact is that if we do nothing then nothing can or will ever change. This is never going to be easy but by working together and making small steps we can progress to our end goal which is a brighter future for our town centres!

By PAUL HASLAM

Working with : Wyre Council: Peter Murphy, Karen Stringer





## Case Study: Plans in place to improve the image of Weaver Square

The Northwich Business Improvement District (BID) are working together with two organisations in Cheshire to help improve the look and feel of a particular area of Northwich.

They're teaming up with Cheshire West and Chester Council (CWAC) and Visual Arts Cheshire (VAC) to deliver a project to enhance Weaver Square.

It will see the BID, CWAC and VAC working in partnership to introduce professional window vinyls on a number of shop frontages within Weaver Square to enhance the aesthetics of the area.

The project is set to start this month and the first phase will focus on a building which used to house an Argos.

If the initiative proves to be successful then phases two and three will follow later in the year on a number of other units within the development.

Northwich BID Manager Jane Hough believes the project will really help enhance the visual aspect of Weaver Square.

"I think this initiative will definitely help improve people's perceptions of Weaver Square, adding much needed colour and vibrancy to some of the shop frontages. "Earlier in the year the BID installed a unique walled garden hoarding in front of a problem area of land on Witton Street and the feedback was excellent, with people commenting on how much better it looked. Hopefully this project can have the same impact."

Alan Carr from VAC said: "We're really excited to be getting involved with this project to help design the visuals and hopefully it will galvanise Weaver Square and positively affect the way visitors think about the development.

"Northwich is definitely changing for the better and this is just one of a number of projects designed to boost the town and help it continue to grow further in the future.

"We currently already organise the Art Trail and the Northwich calendar so we can't wait to get involved in another project to promote the town."

Brian Clarke, Cabinet Member for Economic Development and Infrastructure at CWAC added: "With the opening of Barons Quay we are also looking at opportunities to enhance the environment in Weaver Square, the window vinyls will add some much needed colour in the short term."

For more details about the project in the New Year, make sure you keep up-to-date with Visit Northwich both on and [Web](#) and [Facebook](#).



# Transparency, openness

...have always been the bywords of Revive & Thrive. These founding principles have never been more important than they are now.

Currently there is much focus on ensuring that Revive & Thrive is the right organisation to represent towns, cities, Business Improvement Districts and other UK towns at a national level.

Our new, peer-led **Non-Executive Board of Directors** supported by the **Advisory Board and Regional Representatives** will ensure that the right strategy, governance and organisational structure is adopted to meet the needs of members.

## Our Vision Mission

## Stakeholders & Partners

## Key Themes

## Strategic Enablers

## Values

# Revive & Thrive

To offer a single voice for all UK places		
As a member led organisation we will share best practice		
We will create an environment for place-shapers to come together and learn, network and share ideas		We will use the strength of our members
Our stakeholders - including Members, Sponsors and Partners		
Influence and monitor legislation and regulations that affect places and BIDs	Offer an open and inclusive community of places	Provide excellent service to all stakeholders
Policy		Inclusivity
Consult and define processes and policy to support and nurture future places and advise stakeholders nationally		Be open and accessible to all stakeholders with an inclusive approach to place, from resident activists and professional place solution providers
Share up to date policy changes when announced at national and regional level.		Share best practice, learning and good ideas as widely as possible for the benefit of all
Networking		Regionality
To allow places of all sizes and types to come together and learn from each other		To build a nationwide hierarchy of regional networks that influences nationally and provides solutions locally
To broker relationships that lead to positive outcomes for places		To support individual places through local and regional networks that offer genuine routes to improvement
Sustainable Financial Model		
Commercial approach to regeneration and support - unreliant on grant or other funding	Flexible and dynamic business model allows quick reactions and fast results	Supportive corporate membership and sponsorship happy to invest in worthwhile projects
Responsive and Effective Organisation		
Remain fleet of foot in identifying and implementing new opportunities and solutions that benefit UK places	Listen to our membership to develop services, products and solutions that are needed, valued and affordable	Utilise the skills and experience of our members and other supporters to always meet the needs of UK places
Influential Accessible	Community Affordable	Excellence Solution-focused



# and inclusivity...

REVIVE  
THRIVE

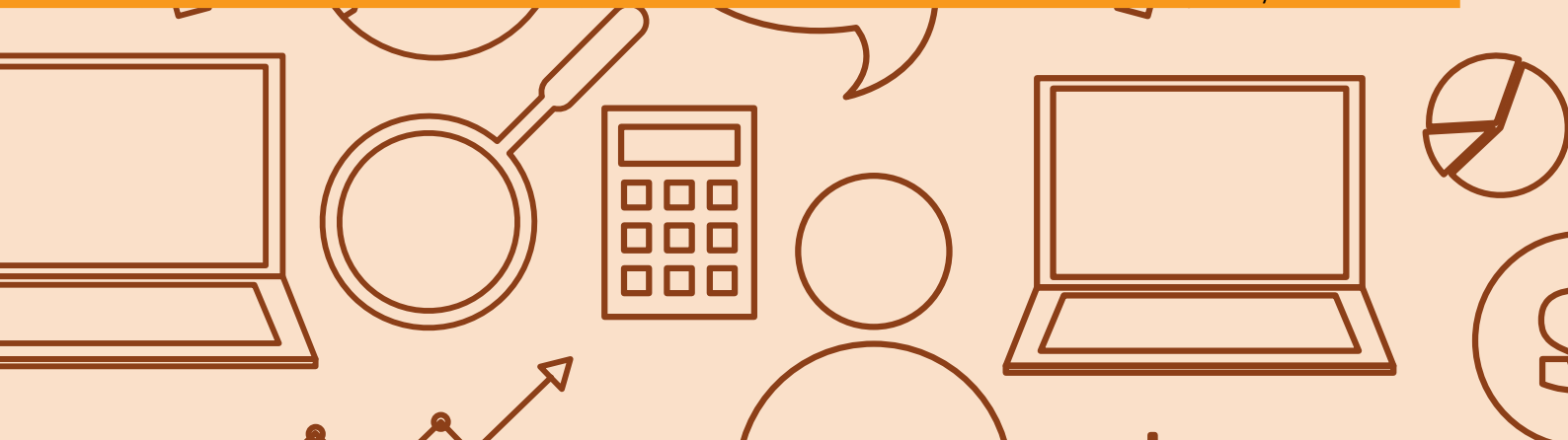
Revive & Thrive is evolving and going through a transitional phase in the first months of 2017 and to extend our working principles in this edition we are asking for your feedback on the right steps forward. To this end, the Revive & Thrive Team has developed this first draft of a Strategy Map.

Our Board have not yet seen this or fed into the draft so their views are not represented but we submit this to you via Place Magazine to ask for your input, feedback and ideas.

How do you want your BID or place represented nationally? If you have a view, here is your chance to build the support that you want to see

## Strategy Map

places and to unite them so that they can collaborate and thrive			
practice, inform and shape future places by working with the place-shapers of today			
our networks to inform government and shape future policy		Using our networks and place-shaping experts from all around the UK we will share knowledge and offer support	
, Business Improvement Districts and all UK places - expect Revive & Thrive to:			
es to all	Be recognised for our quality assurance	Be responsive to developing issues	Create opportunities and support all stakeholders
Solutions		Innovation	
interest in e shapers to	To stay focussed on solutions and sharing them. Allowing others to research and work in partnership to distil the outcomes	Engage with solutions providers to constantly offer the widest and most up to date suite of solutions for places	
ly as possible	To offer unbiased, open and honest advice of all services and products available to UK places	Consult with members and stakeholders to consistently deliver interesting and relevant projects and initiatives	
Events		Communications	
orks that ocally	To provide quality events that meet the needs of busy place-shapers and ensure value to time invested	Act as the voice of UK places in national, regional and local press, online and across social media	
nal networks nt	To ensure events are relevant and focussed on the needs of the delegates enabling them to deliver the knowledge that their places really need	Use Place Magazine, events and social media channels to promote places, solutions and everything we do	
Member-Led			
ership and n supporting	Work with the Non-Executive Board and Advisory Group to set and maintain the appropriate strategic direction of the company	Consult with members to ensure products, services and communications remain appropriate and relevant	Run events based on what our members and place shapers want - geographically and in terms of content
Momentum and Support			
ce of Directors ays meet the es	Hugely supportive and positive membership. Revive & Thrive fills a void in national support for places	Membership is growing as is enthusiasm for Revive & Thrive Conferences and events where others are in decline	Different approach is attracting a new and vibrant group of networks all passionate about learning and sharing knowledge about place
Innovative Professional		Responsive Creative	Inspiring Lovely





## Northwich BID launch new web section to market the town

Over 18 months ago, the Northwich Business Improvement District (BID) unveiled a brand new website to publicise the town.

Visit Northwich ([www.visitnorthwich.co.uk](http://www.visitnorthwich.co.uk)) features sections on shopping, eating, drinking, leisure, heritage, jobs and more, letting people know about the great businesses, retailers, environments and facilities that people can enjoy.

The site has thousands of unique visitors each month however the BID are always looking at ways in which they can improve their offering and the marketing of the town.

As such, they launched a brand new section on the site just before Christmas called 'Northwich Life' which provides handy links, details and insights into living in the town.

It's a very useful resource whether

you're already living in Northwich or are looking to move to the area.

From the homepage you can access information about the area's schools and colleges and also read up on the numerous housing developments in and around the town; perfect for people planning on settling in Northwich. On top of this there's a feature on all of the improvements that have recently been undertaken in the town.

People can learn more about the multi-million pound Barons Quay development, numerous projects delivered by the BID in the theme of Greener and Cleaner, Public Realm works and flood defence improvements carried out by the Environment Agency – the town really did make massive strides in 2016.

Northwich Life also lists the great transport links that the town boasts and

features a handy 'Useful Links' section that people who live in Northwich should really know about.

Northwich BID Manager Jane Hough believes the new section will prove a very useful resource.

"Elements such as education, housing, transport links and investment levels are all key factors when people are choosing where to live or stay and despite the Visit Northwich website already being an-depth resource it was lacking some of these sections.

"Now though people can use the site and learn about all key aspects of the town and the numerous great reasons for living and working in Northwich, we hope visitors find it useful."

Check the section out for yourself at: <https://www.visitnorthwich.co.uk/northwich-life/>.





## Northwich BID launches flag finial competition

**The Northwich Business Improvement District (BID) is offering a unique opportunity to create a sculptural flag finial as part of an initiative to promote the town.**

Northwich is currently undergoing major changes to its town centre image and infrastructure.

As part of this change, the BID and Cheshire West and Chester (CWAC) Council, are collaborating to create an interesting and eye-catching entrance to Northwich by installing poles and banners to a key gateway in the town centre.

These will enhance the town's image and promote its shops, heritage and places of interest.

As part of the project, the BID is encouraging artists and creatives to design a finial to adorn the flag poles and the winner will go on to have their design made and used as a permanent feature.

Those looking to enter the competition need to think about Northwich's history, heritage and values, drawing inspiration from the town's structures and iconic landmarks.

These include the award-winning Lion Salt Works Museum, the Anderton Boat Lift, Northwich Library, the bridges and the numerous black and white buildings present throughout the town.

Northwich BID Manager Jane Hough is looking forward to seeing the entries

and believes the flags and finials will really help raise awareness of the town and its attractions.

"This is an exciting project which will continue to help promote the town and reinforce the message that Northwich is a great destination when it comes to culture, shopping, socialising and more.

"It's also a brilliant opportunity for creatives and designers to showcase their talents and get their work out there; it could act as a great stepping stone for future opportunities."

For all the details you need including how to enter, deadlines and terms and conditions, please visit the official competition page - <https://www.visitnorthwich.co.uk/flag-finial-competition/>





# Town Clerk/RFO

**Salary Scale 39-42 currently,  
£34,538 – £37,306**

## Lead a progressive Council serving a historic Town

Don't be misled by our traditional job title. Yes, we are looking for a proactive person with considerable administration and organisational skills, however we also need an excellent manager, leader, innovator and ambassador to partner our elected members in delivering their vision.

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Whitchurch is the fifth largest town in Shropshire, with fantastic heritage and good transport links. It is an important service centre for the surrounding area, and has a strong community. In fact, Whitchurch is a great place to live and work.

Please apply for an information pack and application form by emailing [tcm@whitchurchcouncil.uk](mailto:tcm@whitchurchcouncil.uk) or by phoning 01948 665761. For an informal chat, please phone Pete Cooper, 07793 291279.



**Closing date:**

**Monday 13  
th February 2017.**



**Apply  
Today >>**



# Upgrade to a Digital High Street



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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.

As a place management professional, business or passionate resident, becoming a member of Revive & Thrive will provide you with regular networking opportunities, monthly updates on policy and how this will affect your work. We will promote your

work, events and projects via our monthly Place magazine, website and social media. Our new distinct memberships will provide you with free and easy access to all Revive & Thrive events and competitions and information and advice.

REVIVE  
&  
THRIVE

**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

Places Membership: £345+VAT

Super Places Membership (BIDs with a levy of over £500,00): £545+VAT

Multi Place Membership (4 towns): £1195 +VAT

Place Solution Membership: £495+VAT

**Join  
Today >>**

**Join today, save money and become part of a national network of passionate people who are passionate about the places where we live, work and play.**



## Try out our new supercharged Place Management Recruitment Service FREE!

Revive & Thrive Place Management Recruitment Service is aimed specifically at regeneration, economic development, place management and Business Improvement District professionals. Revive & Thrive's Place Management Recruitment Service network reaches

around 30,000 contacts with an interest in Retail and/or Place Management. We also receive enquiries from regeneration professionals looking for work or contract opportunities as well as Business Improvement Districts and Councils looking for new recruits.

Our daily interactions with our members and other contacts mean that we can offer a powerful, focused and specialised recruitment service that will help you find the right professional for your BID, Partnership, Council or Town Team. See [current vacancies here](#)

### Offer until 28th February – try out our new supercharged Place Management Recruitment Service FREE!

This includes all the benefits listed below and allows regeneration organisations, towns, Councils, places and Business Improvement Districts to trial this new service from Revive & Thrive.

Additionally, join [Revive & Thrive](#) and enjoy another place management recruitment campaign for free if taken within twelve months.

Benefits to Revive & Thrive Place Management Recruitment Service include –

- A unique specialism in Town and City Centres and a service run by experienced Town Centre Managers and BID Practitioners
- Minimum one full page advert in monthly [Place Magazine](#)
- Marketing reach of over 30,000 people with an interest in place management and Business Improvement Districts
- Minimum two emails to around 5,000 relevant contacts per month all of which will include your appeal for candidates.

- One recruitment specific mailout per month
- Advert on [www.reviveandthrive.co.uk](http://www.reviveandthrive.co.uk) for as long as required to secure the right candidate
- Vetting and shortlisting service available (enquire for costs not included in any offer)

All for only –

**Revive & Thrive Members – £165 + vat**  
**Non Members – £235 + vat**

Revive & Thrive are also inviting professionals looking for a new position or new contract to submit CVs for Revive & Thrive to hold on record for new

opportunities. This service will ensure that you are at the front of the queue and are signposted to relevant inbound calls looking for suitable candidates. Additionally, Revive & Thrive will promote 500 words and a downloadable CV about the professional through the website. [Place Magazine](#), 30,000 contact reach and regular mail outs.

**Revive & Thrive Members – £35.00 inc vat**  
**Non Members – £65.00 inc vat**

To find out more or to submit an advert email [recruitment@reviveandthrive.co.uk](mailto:recruitment@reviveandthrive.co.uk) or call 03330 124285



## UPDATE **Steph James**

The start of a new year is a great opportunity to look at what you've been doing and ask your partners and stakeholders what worked well and what could be improved.

I will be using the start of 2017 to send out surveys, evaluate what was achieved in 2016 and ensure that the action plan for the coming year is addressing the right priorities.

It's easy sometimes to get stuck in a rut of doing things just because you have always done them without evaluating

whether or not they are achieving the outcome you wanted. If you are a town partnership or Business Improvement District it's worth taking the time now to survey your businesses to get feedback. Once you get the results use them along with other performance indicators such as footfall and car parking usage to gauge the health of your place and prioritise actions for the New Year – facts and figures are also vital when approaching other stakeholders for support.

It's also worth looking at surveys for town centre users to review what they think of your place and its events and facilities – this is often a can of worms as it's easier for people to be negative rather than positive but it will also give you some tips to improve and gauge the general feel from visitors.

Town centres as a whole are still going through a tough time and shopping habits are ever changing so it is important to use data to focus energies on the things that you can influence and be in a position to justify what is in your action plan for 2017 and beyond.

Our towns, places and spaces still play a very important part in our local communities and it is up to place practitioners to work together to ensure that they remain vibrant – this could involve lobbying, organising events, raising sponsorship, upskilling businesses, working with local groups and organisations and much more..... A tip I once heard from a very experienced place practitioner was that a good place manager should always have a comfy pair of shoes – after 10 years as town manager in Maidenhead I couldn't agree more!!!!

Here's to a prosperous 2017 for places up and down the country.

**Steph James, Revive & Thrive Ambassador for Towns**

Follow Steph on Twitter [@StephJJames](https://twitter.com/StephJJames)

For all the latest info on events in the town centre visit:  
[www.enjoymaidenhead.com](http://www.enjoymaidenhead.com)

Follow on Twitter [@EnjoyMaidenhead](https://twitter.com/EnjoyMaidenhead)  
Like us on Facebook [EnjoyMaidenhead](https://www.facebook.com/EnjoyMaidenhead)

# Appeal for Legends in Mid Wales to step forward



Montgomeryshire AM, Russell George is calling for towns and villages across Powys to recognise those people who are doing good in their community and nominate them in the Revive & Thrive Local Legends Campaign.

This national campaign, delivered by Newtown based regeneration company Revive & Thrive, strives to highlight those passionate about the places in which they live and about their community's future prosperity.

Mr George said "Powys communities are full of residents and businesses who are giving up their time and sometimes money to see that our towns are vibrant and that they remain great places to live."

He added, "With Revive & Thrive being a local company, it is essential that our legends are recognised and given the credit that they deserve along with the other UK towns and cities who are participating."

Mark Barnes, Founder and Managing Director of Revive & Thrive said "This is a unique campaign that not only recognises the work of the individual but also asks everyone to consider how that person brings in the support of the community. For the future success of any legend's work it is key that the full burden doesn't fall on the individual"

Revive & Thrive boasts a national membership base that runs from small

towns to large Business Improvement Districts and is gathering nominations for this campaign from across the UK. As Revive & Thrive is a Powys based company, Mr George and Mr Barnes both feel that it is essential that the county is represented.

The Local Legend Campaign, is a two year programme with the first awards being made in Northwich, Cheshire on 2nd/3rd March at Revive & Thrive's Spring Conference. In addition to the national promotion and recognition that the legends will receive, there are also prizes that nominated entrants can win for their community.

To find out more, visit the Local Legend area of [www.reviveandthrive.co.uk](http://www.reviveandthrive.co.uk) or email [enquiries@reviveandthrive.co.uk](mailto:enquiries@reviveandthrive.co.uk) or call 03330 124285



# 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.

## PinPointer<sup>+</sup>



# Black Friday weekend helps deliver 8% spike in city visitor numbers during November

**New report shows Chester city centre visitor numbers were up by almost eight per cent year-on-year with more than 1.6 million taking to the city's high street across the month**

The Black Friday weekend provided a boost to Chester's visitor numbers during November with more than 1.6 million people flocking to the city centre, a new report shows.

Data collected by independent retail analysts Springboard on behalf of CH1ChesterBID reveals a 7.9 per cent

year-on-year footfall increase, putting the city centre well ahead of the rest of the UK, which saw an average fall of 0.7%.

The figures show the busiest day for shopping was Saturday 26 November – during the Black Friday weekend – with more than 89,000 city centre visitors throughout the day.

Carl Critchlow, BID Manager at CH1ChesterBID, said: "Chester really comes alive at Christmas and these latest figures show how much appeal we have for shoppers and city visitors. We're delighted to be bucking the national trend of decline on the high street and



to see that so many people are spending time exploring our shops, restaurants and cafés as well as enjoying our history and culture.

"We've worked hard with our city partners to deliver more Christmas activities in the city centre this year, and the feedback we're getting from shoppers is that they really welcome things like the free Santa's Workshop, Christmas parades and city centre decorations. We want people to come here, enjoy spending time with their families and really make a day of it.

"These figures are welcome news for our city centre economy and signal a strong start to the Christmas period, but it's important we continue to collaborate with our members and partners to maintain the momentum until the end of 2016 and into 2017."

## Santa's Workshop helps raise more than £1,000 for Claire House Children's Hospice

**Festive fun within city centre attraction earns praise and donations from charitable shoppers.**

More than £1,000 was raised for Claire House Children's Hospice over the Christmas period thanks to a gift-wrapping station within Santa's Workshop in Chester city centre.

The free festive attraction organised by CH1ChesterBID opened its doors in November and was filled with a range

of Christmas activities for children, including elves, reindeers and story time readings with Father Christmas.

Volunteers from Claire House Children's Hospice also ran a free gift-wrapping service within the workshop every Thursday throughout December and charitable shoppers left donations right up until the workshop closed its doors for the final time on Christmas Eve.

"There were lots of really thoughtful donations from people that experienced Santa's Workshop this year and we're

very pleased to be handing more than £1,000 over to Claire House Children's Hospice this Christmas," said Emily Ghazarian, Events Manager at CH1ChesterBID.

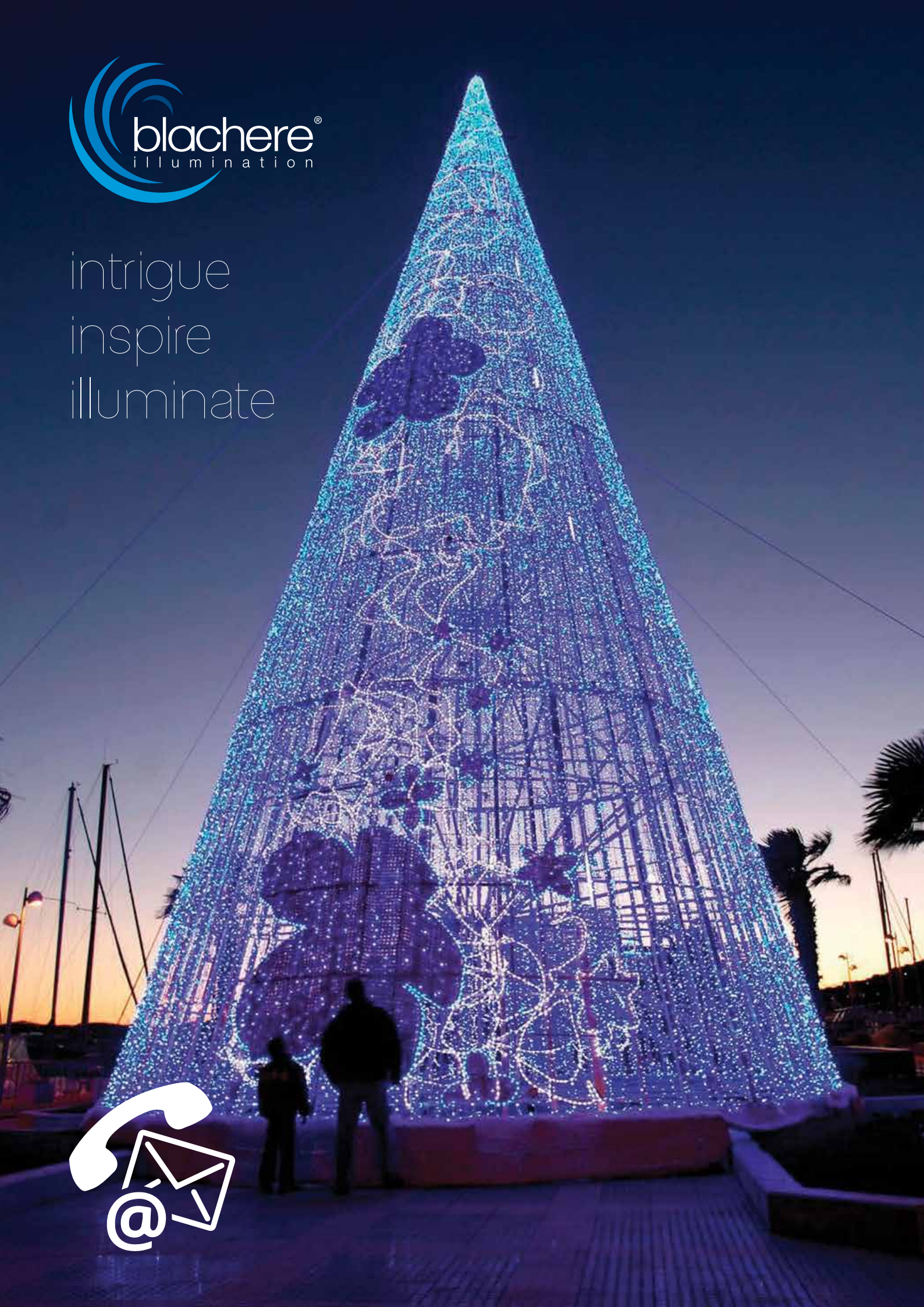
"Almost 10,000 people visited Santa's Workshop and we've received lots of fantastic feedback about the attraction and it's wonderful to hear how much children and their families enjoyed it. Our Christmas activities in Chester city centre were a huge success this year and we hope everyone has enjoyed them as much as we have."







intrigue  
inspire  
illuminate





# REVIVE & THRIVE



## Revive & Thrive Advisory Service

Revive & Thrive is, and will always be, committed to helping people across the UK find the right solutions to make their places better for all those who use them.

Whether you are looking for advice on bringing a group of volunteers together to deliver creative and innovative projects, are considering the future management of your place or are on the road to Business Improvement District development or even have an existing Business Improvement District, we have the skills, networks and expertise to help you put your solutions in place.

The Revive & Thrive Expert Panel brings together leaders in the field of place management who can advise and support you on:

- Event planning and delivery
- Digital development for your place
- Commercialisation of your high street
- Giving visitors an experience to remember

- Retail training and support
- Getting into and around your place
- Engaging with businesses, residents and visitors
- Data collection, collation and interpretation

Revive & Thrive can also advise and support you on all aspects of managing your place. The team has already worked with places and BIDs up and down the country on projects such as:

- Place Partnership development and initiation
- Business surveys
- Place branding
- Place marketing
- Business Improvement District feasibility, development and delivery
- Business Improvement District management
- Business Improvement District renewal
- Social media growth
- Recruitment
- Bringing places together to share

ideas and best practice

- Project evaluation
- Outsourced and project-based place management

And is available to work with you on your place management requirements, whatever they may be – even helping you to establish what the needs of your place are.

Through its extensive networks, non-executive Board of Directors, regional representatives and national advisory group, there is no question you may have that Revive & Thrive cannot answer, no issue that we cannot help you to solve and no need that will go unaddressed.

If you are an individual volunteer, a Town Team, a town centre or BID manager, a council officer working with places or a business on the high street, Revive & Thrive is here to help you make your place better. [Contact Us Now>](#)



# Revive & Thrive Advisory Board

The Revive & Thrive Advisory Board and Regional Representatives

The Revive & Thrive Advisory Board and Regional Representatives supports the **Revive & Thrive Team** and Non-Executive Board of Directors in their work to represent and support all UK places and Business Improvement Districts.

January 2017 saw a new era for Revive & Thrive with an independent, peer-led Board of Directors shaping the future of the organisation. This move was made to ensure that Revive & Thrive delivers relevant support and representation for anyone involved in place at any level.

Meet Revive & Thrive Advisory Board at our Regeneration events

Revive & Thrive is committed to open, honest, transparent and highest quality support for Business Improvement Districts and places. To ensure that voices are heard from places all across the UK, Revive & Thrive is looking to develop the Revive & Thrive Advisory Board to offer an essential layer of advice to the Board.

If you are passionate about places and/or Business Improvement Districts and would like your voice to be heard please fill in the form below and we will come back to you as soon as possible.

In addition to the Revive & Thrive Advisory Board, we are looking for Regional Representatives to speak for their area of the UK and help with organising regional information sharing and place-based networking locally. Revive & Thrive would provide all the marketing, sponsorship Revive & Thrive Advisory Board and secretarial duties. If interested, please fill in the form below.

If you would like an informal discussion, please call Mark Barnes on 03330 124285 or email [mark@reviveandthrive.co.uk](mailto:mark@reviveandthrive.co.uk).

# Revive & Thrive's Expert Panel



With Revive & Thrive you are never far away from a solution to a problem and finding the answers that you are looking for is now easier than ever, thanks to Revive & Thrive's Expert Panel.

Whether you want a simple answer to a straightforward question or an opinion on policy change the Revive & Thrive Expert Panel is here to help. Our panel of highly experienced professionals, passionate about their areas of expertise, are offering to share their knowledge at no cost to all Revive & Thrive members. The panel will grow over time and if you don't think any of them are suited to answering your question, contact us anyway and we will find an expert who can. We all look forward to hearing from you.



**Ronnie Brown**

The Experiences and Lighting Expert



**Alison John**

The Pop Up Shops Expert



**Jeff Caplan**

The Mystery Shopper Expert



**Sven Latham**

The Data and KPIs Expert



**Jonathan Docksey**

The Wayfinding Expert



**Matthew Powell**

The Business Engagement Expert



**Jean Ball**

The Events Expert



**Helen Goodwin**

The Visual Displays Expert



**David Snelders**

The Retail Training Expert



**Mark Barnes**

The Place Solutions Expert



**Chris Gregory**

The Town Centre Partnerships Expert



**David Sturdy**

The Football Expert



**Mark Brodermann**

The Digital Comms Expert



**Noel James**

The Historic Towns Expert



**UK Engage**

The BID Ballot Experts



**Alison Bowcott-McGrath**

The Use of Space Expert



**Steph James**

The Community Engagement Expert

If you are a member and you want to submit a query, simply email: [asktheexpert@reviveandthrive.co.uk](mailto:asktheexpert@reviveandthrive.co.uk) or call 03330 124285 to find out more.



# Town Centre Events, measure them don't just monitor them!

Many BID and Centre Managers host events and festivals, but are you aware of your visitor's and trader's opinions? This is critical information.

The economic benefits of events and festivals are easy to see, and stimulate growth through repeat visits to the town and the wider area.

The social benefits, whilst less visible, are equally important as they foster community pride, strengthen relationships and create passion and loyalty for the centre. Face to face surveys measure these aspects and ensure your focus is targeted to stimulate growth in order to benefit the town and its traders.

The success of your event is based both on your visitor's opinions and on critical feedback from centre traders and BID members. Understanding their perceptions is vital, not only to generate commitment and financial investment for future activities, but to also enhance the reputation of the town and event

amongst traders or BID members.

Hosting events in Town Centres exposes the potential for reputational damage as well as incurring a degree of financial risk. Get an event wrong and the damage is far wider than that suffered "on the day". Critical relationships with shoppers can be strained or broken, future investment and visitor numbers can suffer and the likelihood of the cancellation of future events becomes a real possibility.

Judging an event simply on footfall or general hearsay cannot provide the robust and strategic information that you need to develop the perception of your centre amongst its visitors. Our advice - Invest in critical data that can stimulate loyalty and strengthen the economic heart of your centre.

As part of our town centre support programme, Storecheckers have been providing focused and cost effective visitor feedback to BID and Centre Managers for over 10 years. These

surveys complement our highly successful mystery shopping and training programmes which have delivered results that have seen our town centre clients benefit from an increase in footfall, sales and shopper satisfaction.

Our surveys are a high-profile, value added solution that provide objective feedback on your event from the viewpoint of your visitors as well as from the traders, stakeholders and partners.

Organising and delivering events in a Town Centre is costly both financially and in time spent. By reviewing the impact, Storecheckers can analyse the essential data and deliver the results that you need to make those critical business decisions.

For a free, non-obligatory discussion about value added event surveys and our Town Centre support programmes, please contact Vincent at Storecheckers on 0161 980 8525 or email [vincent@storecheckers.co.uk](mailto:vincent@storecheckers.co.uk)

## Common Standards for Business Crime Reduction Partnerships (BCRPs)

### A special message from Georgie Barnard, T/Detective Chief Inspector

To all interested parties – Police and Business Partners

#### Common Standards for Business Crime Reduction Partnerships (BCRPs)

Over the last 12 months we have been working with a wide range of partners reviewing existing arrangements for accrediting BCRPs. A new set of standards that reflect current conditions has been drafted for consultation with a number of stakeholder groups. It is important that we seek and provide feedback of these new standards from

both the business community and police.

The attached **consultation** document sets out not just the proposed new standards, but how they might be kept current and administered to ensure high standards. In brief, we are proposing a Board of Management to be established, alongside an Accreditation Panel of practitioners to peer review each assessment of a BCRPs standards, carried out by an approved assessor. The new National Business Crime Reduction Hub will provide the secretariat for the Standards Board.

The agreed national standards will be published and therefore available to any BCRP to access. This will encourage them to prepare ahead of external accreditation. This will also provide

reassurance to local police and the businesses that pay for the partnerships that every BCRP will meet those minimum standards.

I would be grateful if you would take the time to review the attached report and provide feedback on both the management arrangements and the standards themselves directly to:

Martin Blackwell at  
[consult@martinblackwell.co.uk](mailto:consult@martinblackwell.co.uk)

No later than 31st January 2017

Kind regards  
Georgie Barnard  
T/Detective Chief Inspector

**BCRP Standards Consultation Report (appendices) Dec 2016**

# **We want to hear stories about your place!**

Submission deadline for articles for Issue #11 of Place Magazine:

## **10th February**

Contact us at [enquiries@reviveandthrive.co.uk](mailto:enquiries@reviveandthrive.co.uk)



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