

PLACE

FOR TOWNS AND CITIES

The finest eloquence is that which gets things done

#12

12 County Durham Towns join Revive & Thrive

Also:

.....
Reviewing a Truly Legendary Conference
Launch of the Welsh Towns Community
The Future of Placemaking is Digital
Groundwork partners with Revive & Thrive for UK BIDs
New partnership with Charity Retail Association formed



intrigue
inspire
illuminate



INSIDE Edition #12

P26. Revive & Thrive Legendary Places Conference at the Vale Royal Abbey



- P4. Revive & Thrive Welsh Towns Community
- P5. County Durham Centres join Revive and Thrive
- P6. Events = Fun, but are they an asset to your place?
- P7. Alison Bowcott-McGrath Blog
- P9. Shaun Fagan Blog
- P10. New Newcastle BID Manager Needed
- P12. New Groundwork Partnership Launched
- P16. New tech providing trust for and transparency BIDs
- P17. Peter Ibbetson Blog
- P18. Gift Card case studies
- P21. New Groundwork Partnership Launched...
- P24. UK Markets Index
- P26. A Truly Legendary Conference...
- P30. Eventful Places
- P32. The Future of Placemaking is Digital
- P33. A Place for Charity Retail
- P34. Become a Regional Advisor
- P37. Opportunities for Universities research collaboration
- P38. Blachere Christmas Light Competition
- P40. There's lots going on at Glos Road Central
- P44. Northwich secures a round of the Tour Series in 2017
- P49. Keith Jackson's Blog
- P50. Market Towns - Special Interest Group?

FROM THE EDITOR



It has been another non-stop month for all of us at Revive & Thrive.

Kicking off March at our Legendary Places Conference in Northwich seems to have reinvigorated us all and it was an honour and a pleasure to be able to reward some fantastic Local Legends at the event, as well as being able to welcome some inspirational speakers. You can read more about the conference in this issue and our thoughts are already turning to our next big event in the autumn.

The Northwich conference offered us the opportunity to announce a new partnership between Revive & Thrive and the Charity Retail Association. We have made it our mission in the coming months to help those working in places up and down the country to better understand the value this important sector brings to our high streets and centres, as well as to help that sector better integrate with existing town, city and place partnerships.

Those of you working in and around BIDs will know all about the current tender for a new representative body for BIDs. The closing date for this coincides with the publication of this issue of Place and while it is therefore far too early to know the outcomes, we can at least let you all know that Revive & Thrive has submitted an application for this piece of work. We believe that, while not ticking all of the boxes, we are by far the best placed organisation to represent BIDs large and small, new and established and can offer to the industry a

genuinely joined-up approach to seeing it further grow and develop.

Whatever happens next, we will be making our submission publicly available – when the time is right – and the content of our tender application will, at the very least, provide us with a framework for supporting BIDs and all other places now and into the future.

Mark, myself and the rest of the team care passionately about working in a mature, cohesive and mutually respectful BIDs environment and we are hopeful that this will come to pass, whichever company BIDs choose to represent them.

Enjoy this month's Place. As ever, it is full of great stories from around the country and if you've got something great going on in your place, don't forget to let us know.

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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

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Revive & Thrive Welsh Towns Community

The launch of the Revive & Thrive Welsh Towns Community follows on from Swansea BID Chief Executive, Russell Greenslade, becoming Revive & Thrive's Ambassador for Welsh Towns.

See [press release here](#).

The purpose of this new Welsh Towns Community is to share best practice and great ideas across Wales, to ensure that towns preserving and promoting their centres are not working in isolation and to embed town and city centres at the centre of Welsh Government policy.

This new community will focus on inspiring residents, retailers and other businesses, Councils and Business Improvement Districts to create and promote their own projects and events that will ensure that our centres are places to gather. This gathering will not only be for retail but a place for community and experience.

Revive & Thrive's Head Office is nestled right at the centre of Wales in Newtown, Powys, and it has always been the belief of the company's Founder that Wales has a unique opportunity to help its towns benefit from the strong feeling of heritage and pride that exists in the country.

Revive & Thrive has a strong set of communication tools that will allow people to promote what they are doing locally at a national level as well as learn from others. Revive & Thrive's Place Magazine will become a conduit for this shared learning along with adopting social media to encourage and nurture discussion.

Being part of the network will also enable members to meet frequently at regional meetings aimed specifically at discussion around our centres and high streets.

This will be a vibrant and interactive, action led community that will offer feedback and support to the Welsh Government and others who are involved in research and shaping policy. Join Revive & Thrive

The regional events will be free to attend for subscribers to the community and members of Revive & Thrive.

As a subscriber to the network, Place Magazine is available to you to write articles to show off about your place and appeal for any support or inspiration. And of course, Place Magazine will be free for you to download each month

If you want to be part of a national discussion about Welsh towns, their high streets and their communities we would be very keen for you to get involved.

Initial launch annual subscription options are –



Russell Greenslade – CEO Swansea BID and Ambassador for Welsh Towns

£35 + vat for towns of less than 5,000 population
£45 + vat for towns of less than 10,000 population
£65 + vat for towns of less than 15,000 population
£75 + vat for towns of more than 15,000 population
 Or, if your town is in Wales, take full Revive & Thrive Membership with a 30% discount.

To find out more or to join email memberships@reviveandthrive.co.uk or call 03330 124285



County Durham Retail Centres join Revive and Thrive

The new Revive and Thrive advisor for County Durham, Wendy Benson, has secured joint membership for the 12 major retail centres across its county.

Durham County Council has been supporting a long-term programme of interventions for its major centres across the county, making investment to increase the number and quality of retail businesses through encouraging the growth of local retailers, and improvements to infrastructure, in turn improving the economic viability and competitiveness of the centres.

Since becoming a Unitary Authority in 2009, a wide range of projects have been developed and delivered, along with the development and adoption of a suite of Masterplans that have helped to focus this intervention.

The Masterplans reflect the vast range of activities that ensure a whole town approach to regeneration. Projects include town centre streetscape and

highways infrastructure improvements, education facilities and health and social wellbeing provision. They also identify the development of new businesses, housing development and new community facilities.

The council's proactive approach also led it to support the business community establishing a Business Improvement District for Durham City. Durham BID represents hundreds of businesses across the city with an objective of developing an increase in the repeat patronage of the city. The BID communicates directly with businesses and is in contact with thousands of employees on a monthly basis. The investment in the 12 centres sits within the context of a much wider level of investment and development across the county to raise the profile of County Durham both economically and culturally.

The Council supports the continuing programme of investment in Bishop Auckland, which amongst other improvements has seen the first year of performances of Kynren - an epic tale of England, which will return in the summer of 2017. This spectacular open-air performance event drew over

100,000 audience members in the first season, and highlighted the passion and commitment of local people who made up the 2000-strong volunteer cast, crew and event staff.

Lumiere – the UK's largest light festival returns to Durham City for its fifth year in November. This headline event transforms the world heritage site and the urban landscape of Durham City with installations by local and international artists, drawing over 200,000 visitors, bringing £9.6m to the local economy and further shining a light on all that County Durham has to offer.

With the increasing profile of the county and the positive impact of investment visible across the centres, the Council is aware that there are always areas of need and is constantly looking at new and improved ways of working and best practice from other areas. The Council offers a joined up approach to supporting the retail sector and small businesses in the town centres and Wendy and her team work collaborates with Business Durham and external agents to develop and deliver an excellent package of support.



BLOG Alison Bowcott-
McGrath
Pinpointer



Events = Fun, but are they an asset to your place?

"Events" is a broad term encompassing everything from a carnival to a Christmas Light Switch On, a food fayre or market to a high end Fashion Show held in a shopping centre. Events are delivered in different ways by different people such as volunteers, councils, BIDs or shopping centres themselves. Some have huge budgets whilst others are delivered on a shoestring.

But irrespective of the event or the budget how can you be sure that they are delivering the value that you need?

Whether funded by BIDs, partnerships or businesses, events are a burden on financial and human resources without always being able to demonstrate tangible returns on investment.

We know that they can create a "feel-good factor," but how long does this last, how do you as event organisers measure this and how does that translate into more sales for businesses that are in town 365 days per year?

What is often overlooked, right from the start, is establishing the purpose and desired outcomes for an event – if you don't know what you are setting out to achieve, how will you know if an event was a success or not?

Equally important is understanding whether our town and city centres can be sustainable without events.

Fundamentally, events draw people to them, they are a destination in their own right, and when they take place at the centres of our communities, they are footfall and sales generators for nearby businesses (provided those

businesses choose to take advantage of the opportunity offered to them!). For many, many places, the retail offer alone is not sufficient to draw visitors into a centre, especially with online, out of town and city centre retail offering such compelling reasons to go elsewhere.

But events provide an opportunity for centres to compete with alternative destinations, often drawing in first-time visitors, people from a wider catchment area and local residents who have become disassociated with their place.

In fact, it is fair to say that consumers now expect to see activity in their centres – not every day or even every week, but certainly on occasions throughout the year. As consumers ourselves, we want experiences, not just the retail offer. We want to feel connected to the places we live in, to feel proud of them. We want human interactions and face to face contact in an ever more digital world. And we want to share our positive experiences with friends, family and our social media networks (as well, of course, as our negative experiences!).

And what about the other benefits that events can bring? From providing showcase or market testing opportunities for local artisans and start-ups to developing partnerships. These have real and lasting value to simply encouraging healthier lifestyles by getting people out into town rather than sat on their couches, there are a myriad of good reasons for places to put on events.

There are tangible outputs that events bring: increased dwell time leads

inevitably to increased spend and satisfaction. Events can bring with them overnight visitors who are known to spend up to four times more than day visitors and, of course, car parks are fuller!

So, in my opinion, events in town and city centres are absolutely vital. But are they sustainable? Well, I would argue that they can and even should be, with a little entrepreneurial spirit. Sponsorship opportunities abound, as do other routes to commercialisation – something we are only too aware of – and any income that events draw in can and should be reinvested into ensuring that future events are more sustainable, more effective and more colourful than previous ones.

I am excited to be part of a project that is currently studying, amongst other items, the impact of events in centres. For more information please check out the IPM – Institute of Place Management website <http://blog.placemanagement.org/2016/08/03/big/>

With any project, evaluation and measurement will demonstrate an event's success and therefore sustainability. It is increasingly straightforward to monitor footfall during events (this is only one part of the jigsaw) and this can be used as a benchmark. Both qualitative and quantitative feedback is essential and, again, is easier than ever to compile: but without doing this, or having an anticipated measure of success beforehand, you won't know if any events you put on are either successful or sustainable.

Is PinPointer on your radar? You're on ours!



BLOG Alison Bowcott-McGrath
Pinpointer



PinPointer is starting the year off on the road developing our reputation as leading Place Consultants.

Whilst out and about PinPointer are consolidating relationships with all of our exclusively managed towns, brands and creative agencies, and all the while is on the radar for new venues.

The events and conferences set on our agenda serve as a larger purpose for PinPointer interlacing the different sectors we work with. The recent Revive and Thrive conference in Northwich was all about towns and their needs.

Last year PinPointer relocated to Exchange Quay as part of our rebrand. With Media City just 5 minutes away it has acted as a central hub for us, placing PinPointer in the heart of the Northern powerhouse. In addition to place events,

in February PinPointer was an exhibitor at the media and marketing expo Prolific North Live '17 at EventCity, Manchester. These events are proving crucial, giving us access to top brands and enabling us to bring new experiences and exclusive product launches to your High Streets.

By conducting regular managed town site visits allows us to identify new locations and look deep to explore new opportunities for promotional activity. Don't just take our word for it. Take Preston city, Lancashire which we have been managing for only 7 months however we have made quite an impression.

"I would be happy to recommend PinPointer to another town contact. The service we have received has been quick and easy and has removed the work involved in organising commercial bookings. Since starting a contract the number of bookings over the winter months has exceeded our expectations" – **8.5/10 recommendation score.**

We want to work closer with you and match our client database to target your town's specific needs and demographics. Our managed market town Morley, Leeds states that PinPointer are "always wanting to work fully in partnership with us and like to understand our needs as a town centre" – **9/10 recommendation score.**

PinPointer prides itself as an efficient and fast-paced agency providing a smooth customer journey for both our clients and towns. Our London based managed town Poplar would highly recommend PinPointer. "As a company you have always answered any questions that I have had and in a professional manner" – **10/10 recommendation score.**

We are trying to stay ahead of the game – we are actively on the road, building relationships, identifying new goldmine locations, understanding venues and raising our profile as leading place experts – we really are 'all about places'.

Don't forget if you wish to be next on our radar please get in touch so we can take you along our revolutionising expedition across the UK helping to revitalise your High Street.

Alison Bowcott-McGrath
alison@pinpointer.uk
0161 850 1400 or 07870 176949
Founder and Managing Director – PinPointer

Revive & Thrive UK Ambassador for Places





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BLOG Shaun Fagan
MD Real Towns

**REAL
TOWNS**

Fifteen locations are the torch bearers for a national project rewarding places for adopting digital technology to boost business, tourism and local collaboration.

As part of the [Real Towns](#) partnership with Revive & Thrive, the winners were announced at the [Local Legends Spring Conference](#) in Northwich, Cheshire, on March 3.

The project gives each location a benchmark score based on what digital technology is already in place, the outcomes it has achieved, and the vision they have for implementing new technology to achieve their goals in the future.

What the winners get

The [Real Towns Digital Health Check](#) is the first step on a town's journey towards a digital high street.

All our Local Legends winners will receive a Real Towns bronze, silver or gold certificate along with a badge to display on their website, social media and printed promotional material identifying them as leading UK digital practitioners.

After the scores have been tallied, the towns will be placed on a Digital League Table.

We'll encourage all places to climb the ladder by attracting more investment, employment, visitors and community engagement as they adopt new technologies.



Real Towns Launches UK Digital Placemaking League Table

Other incentives, including access to discounted digital products and services from Revive & Thrive suppliers and digital strategy advice from Real Towns, will be made available to participating towns to expand their digital footprint and achieve the ultimate prize of becoming a true Digital Hub.

Thriving communities

I'm impressed by how some places are embracing smart technology to build healthy, thriving communities.

It's a no brainer, really. All places must broaden their horizons and look beyond their local areas to capitalise on the opportunities digital technology brings to make them vibrant communities for people to live, work and visit. Who would've thought, for example, something like Pokémon Go would be the global phenomenon it became.

Almost by accident it got people outdoors and engaging with places and businesses everywhere.

There's much more to vibrant towns than pop-up shops and car parking

solutions. We are at the start of a revolution that can make our places much more interesting and engaging in the future if we open our minds to the possibilities.

And the winners are ...

The initial winners of the Real Towns/ Revive & Thrive Digital Hub project are:

1. Ashfield DC
2. Basingstoke BID
3. Bedford BID
4. Blackburn BID
5. Gloucester Rd
6. Kidsgrove
7. Hungerford
8. Letchworth BID
9. Mansfield BID
10. Northwich BID
11. Prestatyn
12. Purley BID
13. Swansea BID
14. 21st Century Thame
15. Wimborne BID

Another five locations will join them as the Local Legends programme continues. And one lucky winner will receive a Real Town Tour - a mobile app featuring their town's major attractions - worth £1500.



Newcastle - Under - Lyme BID LTD seeks a new BID Manager

£competitive - get in contact for details
Deadline 31st March 2017

An exciting position awaits the right person as Manager of Newcastle Under Lyme BID. This person will be well-versed in town centres, BIDs or economic regeneration and preferably have some knowledge of the town (though not vital for the right candidate).

Also, the right person will be enthusiastic, highly motivated and able to communicate professionally on all levels.

Job Purpose:

To support the businesses of the Newcastle-under-Lyme Business Improvement District (BID) Limited achieve their aim of delivering the objectives in their business plan. This will be done by liaising and developing strong relationships with businesses, development agencies, police and the local borough and county councils,

interpreting ideas into practical deliverable actions and coordinating activity to support the delivery of the BID plan.

Place management requires a unique set of skills and flair. To find out the full list of responsibilities and activities [download the full Job Description here](#)

To find out more and for an application form contact –

Amy Williams
Amy.williams@visitnewcastleunderlyme.co.uk

Or call Matt Taylor for an informal discussion on 07866 442 584.

Newcastle-under-Lyme BID
 Queen's Gardens Business Centre
 31 Ironmarket
 Newcastle-under-Lyme
 Staffordshire
 ST5 1RP
 01782 922712
www.visitnewcastleunderlyme.co.uk



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- Exclusive member only updates
- Promote your place and BID by writing free articles for monthly Place magazine
- Updates on the latest technologies and solutions for places
- Discounts and special offers from our Place Solution Members
- Place Magazine: 50% discounts on advertising in Place Magazine
- Recruitment Service: Target your advert specifically at experienced place management and Business Improvement District professionals
- You will benefit from unlimited access to Revive & Thrive Advisory Service

Prices

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

**Join
Today**

www.reviveandthrive.co.uk

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

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

Visit www.reviveandthrive.co.uk for more information

New Groundwork Partnership Launched...



A new partnership has been agreed between Revive and Thrive and Groundwork in Cheshire, Lancashire and Merseyside. The partnership brings together R&Ts specialist services in place management across the UK, with Groundwork's extensive experience in community development and Business Improvement Districts.

Groundwork's experience in BIDs extends back to 2005, when they secured the UK's first industrial BID on Winsford Industrial Estate in Cheshire. This project has since gone onto three renewal ballots, securing approval ratings between 89% and 92% on each occasion.

Since 2005, the Groundwork network has gone onto lead and support the development of 16 successful BID ballots across retail and business park locations throughout the UK, resulting in more than £13million of private sector investment.

The partnership's will enable Revive & Thrive's members to access a unique package of support, that includes BIDs and much wider place and community development expertise including:

- Access to specialist BID development and management services for retail and industrial estate locations.
- Place management advice and support and experience from places of all sizes all around the country
- Leverage of added value funding to enhance investment opportunities from BIDs
- In Preston, Groundwork has

enabled the City Centre BID to secure £1million of Heritage Lottery Funding for a key commercial area within the City.

- During 2016, the Northwich Town Centre BID was able to access a Pocket Park Grant through DCLG in 2016 which was facilitated by Groundwork.
- Groundwork works with a range of corporate companies across the UK, facilitating corporate volunteering and investment of millions of pounds of funds into local communities.
- Provision of landscape design and master planning services.

Groundwork delivers a diverse range of projects and services, successfully working with an extensive range of stakeholders and partners including Local Authorities, National Government, Local Enterprise Partnerships, private and the voluntary sector. Established more than 30 years ago, Groundwork's mission is to change places and change lives within the communities that it operates.

In addition to its extensive experience and successful track record in community development and BIDs, Groundwork's wider work will also add value to the partnership in a number of other areas. These include; tackling

climate change, helping people out of fuel poverty, developing people to achieve their true potential and helping them to get back to work, building stronger sustainable local communities by improving green space and creating green jobs.

Greville Kelly, Director of Business at Groundwork in Cheshire, Lancashire and Merseyside said 'The team at Groundwork are very excited about the opportunities this partnership with R&T will bring for the business and residential communities with whom we work. The R&T network and specialist place management skills will add real value to the work we deliver'.

Mark Barnes, Managing Director from Revive and Thrive commented 'This partnership with Groundwork in Cheshire, Lancashire and Merseyside will enable Revive and Thrive members to further enhance the work they deliver. Groundwork is a locally focused, not-for profit environmental regeneration trust, that can support R&T members to access new services and fundings opportunities aimed at accelerating improvement programmes in our retail and commercial communities.'

For more information about the work of Groundwork with business, visit www.smarterbusiness.org.uk



The Groundwork BID Team with members of the Northwich Town BID Executive Board at the recent R&T Local Legends Conference

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across the country."

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Visit: www.uk-engage.org





Considering a BID for your Place?

BIDs are business-led partnerships with specific geographic and project remits – offering solutions unique to individual places with the flexibility of being run efficiently.

They are the bedrock of town, city and industrial area regeneration with over 250 now established in the UK since they started back in 2005.

Usually run by voluntary Directors and small teams of employees, BIDs are about providing services, projects and solutions that fall outside of the public sector domain, provide additionality and establish the foundations for real and sustainable change and enhancements.

Proportional levies mean that BIDs secure buy-in from independent and national businesses across all sectors and local authorities, as well as residents and visitors who reap the benefits of these improvements.

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

As each BID and area is different, development costs vary, but an average investment of around £40,000 over 12 months can return a private sector levy income of at least £0.5 million over five years. That's a genuine return on investment.

Take a look at why you should talk to Revive & Thrive about developing a BID overleaf.

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



Why Choose Revive & Thrive?

- UK wide network of BID experts and practitioners
- Experience of working on over 20 BIDs; Feasibility/BID development and management, evaluation and renewal
- Advice on standard BID developments, industrial BIDs, tourism BIDs, property owner BIDs
- National promotion for your place while your BID is developed
- Access to innovation and best practice from places across the country
- Bespoke and individually costed solutions for your place
- Innovative BID management tool (database), free websites for your businesses and discounted products and services via our links to place solution providers

We believe in being honest with our clients - if a BID is not feasible or not wanted by your business community, we will work with you to find other solutions.

Meet the Team

Mark Barnes - Revive & Thrive MD and Founder

Matt Powell - Revive & Thrive Director

Lucy Ball - Place and BID Management Specialist

Chris Gregory - BID and Town Centre Management Specialist

Matthew Taylor - PR and Events Management

Nita Beeson - PR, Marketing & Communications Management

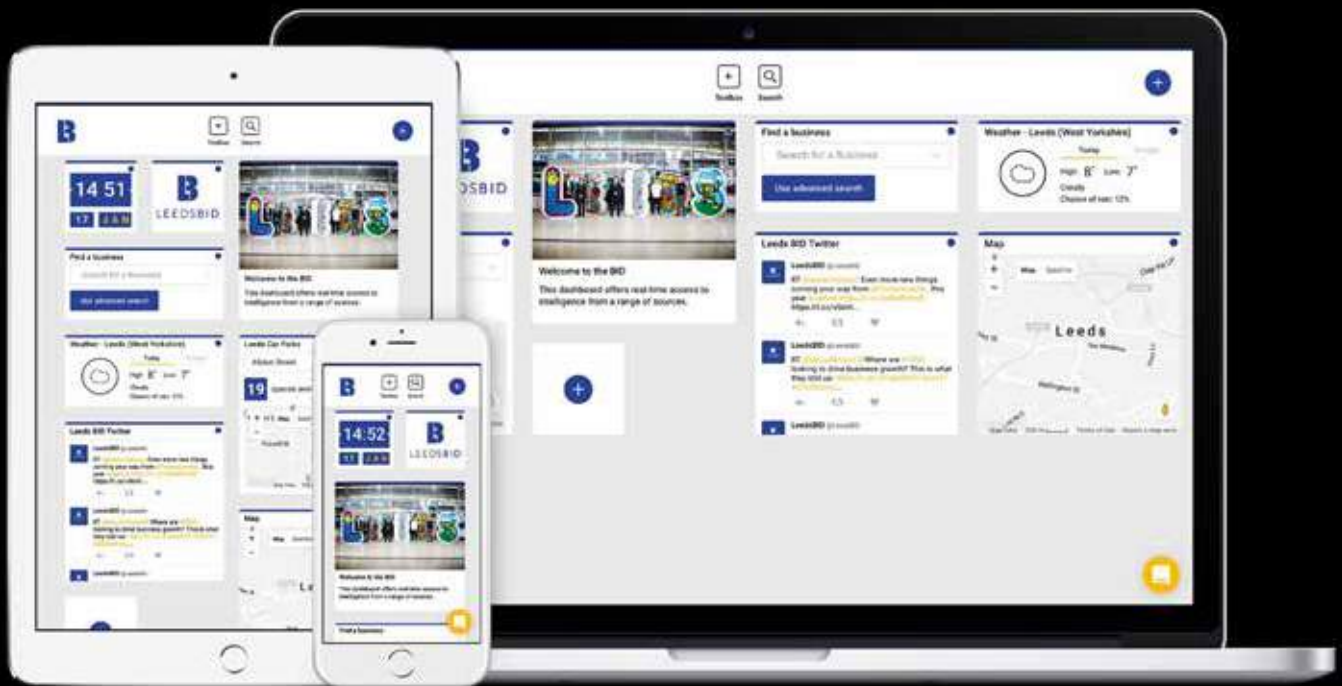
Tammy Sleet - Regional Advisor South West England

It's a YES!

Revive & Thrive has developed BIDs across the country, securing a Yes vote for towns such as Hexham, Poole, Hastings and Weston-super-Mare. Lucy Ball, our Place and BID Management specialist worked on the development of Weston-super-Mare's first BID back in 2012 and recently secured a Yes vote for its second term. With the knowledge and experience of our experts, we can help your town too. Why not get in touch for an informal chat? We are happy to help!

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





New technology providing trust and transparency for BIDs

Trust and transparency is the key to any successful Business Improvement District and new technology, developed by BIDs, has emerged to fundamentally assist achieving this.

LeedsBID Chief Executive Andrew Cooper was delighted to present at the recent Revive & Thrive conference in Cheshire on March 2nd-3rd to talk to counterparts about the place management platform they have developed, which is delivering on these fundamental values.

Addressing the audience, Andrew spoke in detail on LeedsBID's approach to taking place management data to a whole new level, keen to share its benefits with other Business Improvement Districts, Town Centre Partnerships and local authorities.

He was clear that the ongoing challenge of any Business Improvement District (BID), however large or small, is conveying clearly and regularly what it has undertaken and the positive

difference it is making to shaping a place. Former Chief Executive at Bath BID and previously involved in town centre management at Stratford-upon-Avon before moving to Leeds to head up the largest BID outside of London, Andrew is well placed to know.

So, having the ability to enable levy payers to know the impact a BID is personally making for them a little like providing a receipt would be great.

The technology that LeedsBID has developed with Hebe Works, one of the top 50 creative design companies in the UK, can do that and more - bringing place management data to life. The Solomon dashboard provides:

- A place management platform for Business Improvement Districts / towns and cities of all sizes.
- Consolidates NNDR data with local intelligence to create value for everyone involved
- Customer Relationship Management

tools to add interactions and campaigns, update businesses, keep a clear history of contacts and what has been done for them

- A platform which can continue to meet the evolving needs of BIDs and place management teams
- Software which works on mobile, tablet and desktop

In summarising, Andrew told delegates that whether a developing BID or well established BID, this technology is 'game changing', providing a stronger, robust method of managing all BID data, and a way of communicating effectively with levy payers, driving and improving engagement.

Interested in getting started or finding out more?

For further information please visit www.mysolomon.co.uk or contact info@mysolomon.co.uk



An intelligence platform for place managers and Business Improvement Districts

Created in partnership with



- **A Place Management Platform** for Business Improvement Districts, towns and cities of all sizes.
- **Consolidates NNDR data** with local intelligence to create value for everyone involved.
- **Customer Relationship Management** tools to add interactions and campaigns, update businesses, keep a clear history of contacts and what has been done for them.
- **An evolving platform** which can continue to meet the changing needs of BIDs and place management teams.
- **Software** which works on mobile, tablet and desktop.

Gift Card case studies

The Perth Gift Card

Key facts

Name of city – Perth
 Size of population – 50,000
 Number of businesses accepting – 70+
 Independents and/or multiples –
 Independents
 When implemented – December 2015
 How it's managed – Through Perth & Kinross Council's Perth City Centre team, in partnership with Miconex
 Gift Card website –
<http://theperthcard.co.uk/>

About Perth

Perth is Scotland's newest city, rich in history and culture. Located beside the River Tay, it's just 90 miles from 90% of Scotland's population. It offers easy access to the countryside and the many outdoor pursuits and landmarks in Perth & Kinross. The city has a wide selection of independent businesses as well as multiples/chains.

Perth was the first place in the UK to implement a Gift Card scheme with Miconex. Its success has allowed Miconex to roll out the scheme to other towns and cities across the UK.

Why did Perth want a Gift Card programme?

Leigh Brown, City Centre Manager for Perth, says, "I'd been researching gift vouchers for towns and working with Miconex on various loyalty programmes

and communication projects. A gift card programme, for me, was something that could lock in local spend, generate revenue through the breakage programme, be a clear marketing tool, and help the independent businesses, which is one of our key remits."

David Littlejohn, Head of Planning & Development at Perth & Kinross Council, adds: "Perthshire people are proud of their region and keen to help keep the money in the local economy, but that's sometimes hard when buying gift cards for loved ones, e.g. at Christmas. However, the Perth Gift Card eliminates that problem and the quality of the 70+ businesses involved makes it an extremely compelling choice."

How did the Gift Card programme get started?

Leigh recalls: "It was really simple, as we were the first! We did a lot of the ironing out of the programme. In terms of setting up, and getting everybody involved, Colin Munro and Richard Gray [of Miconex] took all the hard work out of that for me, which was great. They knew exactly what had to be done, they worked all the contracts and made all the negotiations with Presend, so we just had to sign the final contract. It was much easier than having to deal with lots of different companies."

Getting budget approval

"I just needed to get approval for budget spend at a senior-management

MICONEX

level within the council," says Leigh.

"That was simple too, because we were showing them a programme that was coming back in terms of potential income generation."

Bringing in the retailers

"We found it a lot easier than both Colin and I had anticipated," says Leigh. "We had a target of 25 business to launch with, and we had 35 before we'd even started! Our main barrier was getting the businesses to sign up, as they were having to pay the 5% commission. So we had to do various models to try and work it out. Once the businesses saw the overall benefit and value of it – and we also found it quite easy to get businesses to sell the cards, too – we didn't really have any challenges."

"Our main challenge now is that people want more businesses to sell the cards, so we need to look at how we can do that."

Benefits and outcome

The Perth Card has been in place since December 2015. How has it benefited the city and its retailers in that time?

Benefits for the city

Leigh says there have been many benefits: "We've had an additional £40,000 in spend in the city. Forty



theperthcard.co.uk



Benefits for the customers

Margaret, a resident from Perth said, “I received a Perth Card for my birthday and I had a great day in Perth going round some of the businesses that accept the card, many of which I never knew existed. After much deliberation we had a delicious bite to eat at a local restaurant and got tickets for Russell Watson at the Concert Hall for my husband and me.”

Fellow Perth resident Linda Thorogood, who often buys the Perth Card for friends, says, “I like buying it because it can be difficult to choose for someone with different tastes. The Perth Card gives access to lots of things including cinema and hopefully the receiver gets something they might not have bought for themselves without it. It’s a gateway to a bit of spoiling.”

Any advice from Perth?

When Leigh Brown is asked whether she has any advice for other BID/town managers considering a Gift Card programme, her answer is simple: “Yes. Just do it!”

Franky Anderson agrees: “Absolutely – do it! It’s so easy to register to accept the card and then local people can spend their gift cards within the business. If we can give them great cuisine and service, they’ll come back time and time again because they can use the Perth Card. I’d recommend it to anyone.”

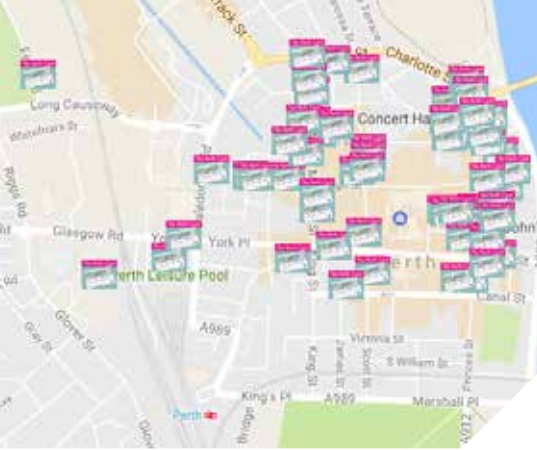
Future developments

Colin Munro, Managing Director of Perth Card partners Miconex, says that in the near future they’ll be looking into: exploring the use of the Perth Card as a visitor pass; adding more retail sales points such as Perth Museum & Art Gallery and the Visit Scotland Information Centre; developing relationships with large local employers.

Find out more

Miconex are working with BIDs, towns and cities across the UK to establish new local gift card programmes.

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



businesses out of 70 have had redemption of some sort. Perth & Kinross Council has also signed up to pay their Long Service awards in the Perth Card. That’s been great.

“It’s also given us a clear promotional message of ‘Come and shop and stay’, and people can win a Perth Card in competitions. We can promote it on tourism industry trips, where we give our visitors a card to spend and enjoy. We’re engaging with bloggers, too – we give them a card so they can go and experience Perth.

“And it’s given us that chance to promote the ‘gift of the city’ rather than individual businesses.

“In terms of reporting, it’s given us some great data on where people are spending them, how much they’re spending. And the average spend has been a lot more than we anticipated. We thought it would be about a £20 average card purchase and it’s been an average of £30.”

Benefits for the retailers

Three owners/managers of very diverse businesses in Perth also told us what they liked about the Perth Card. Craigdon Mountain Sports

Toby Mackenzie-Green, manager of Craigdon Mountain Sports, says: “I was keen to get involved with the Perth Card programme because it’s a great way of encouraging people to keep their pounds in Perth. It also helps to strengthen the local business community in Perth.”

The store team found the set-up process straightforward. Richard Gray from Miconex visited the store, explained the process, and it’s been easy ever since. Toby adds, “It’s processed through our till the same way as a standard Visa so no real change for us.”

Toby has now seen a fair amount of Perth Gift Cards come through the door. The team has also found that customers invariably use the card as part payment so it’s encouraging them to spend more. Toby loves that the Perth Card is all about supporting local business: “It helps to bring small businesses on to customers’ radar and encourages people into the town which is half the battle! Craigdon Mountain Sports Perth is very happy to be part of the Perth Card family.”

McCash’s Country Store

Fellow local business owner Alastair Muirhead, of McCash’s Country Store, was also keen to capture some of the gift card market in Perth. How did he find it getting started? “It was easy. The machines were swiped and ready to go the next day.”

Alastair likes the fact that he can gain new customers who see his business on the Perth Card marketing leaflets. He also loves the fact that “it keeps Perth money in the city, and that people outwith Perth can buy online so that money also gets spent in Perth.”

The Bothy restaurant / Perth Playhouse cinema

Franky Anderson, manager of The Bothy restaurant and the Perth Playhouse cinema, says that valuable marketing opportunities come with being part of a gift card scheme. The two businesses, part of the Scotland-wide G1 Group, joined at “just the right time”, when Franky’s team was looking at increasing their marketing activities. Franky says, “It gives us a way to bring people to the city centre. Marketing is getting more expensive, and being part of the Perth Card allowed us to become part of a wider marketing network, and keep some of our marketing budget for other things. And if we’re all together on Perth Card marketing materials, it helps us all, because customers find out about all the businesses that accept the cards. Being involved with Perth’s ‘City of Culture 2021’ bid, too, it was just such a great idea.”

Asked about the sign-up process, Franky says, “It was almost non-existent, it was so good! It used our existing terminals, so one swipe of the start-up cards was all it took. We’ve never had any hiccups with it; it’s been fantastic.”



Northwich hosts Revive and Thrive spring conference

Representatives from Business Improvement Districts (BIDs), councils and businesses descended on Northwich at the beginning of March to attend the Revive and Thrive spring conference.

The two day event, which was held at Vale Royal Abbey in Whitegate, took place on Thursday 2nd and Friday 3rd March, giving those in attendance the opportunity to network, learn about industry firsts and discuss revolutionary initiatives taking place up and down the country.

Over the two days there were a number of tailored workshops surrounding key issues prevalent in towns and cities and also a series of talks from keynote speakers who shared their experiences and tips on a range of topics.

For example Andrew Cooper from the

Leeds BID discussed 'The Importance of Transparency in the Place Making Industry' while Kim Cassidy from Nottingham Trent University spoke about 'How to Build a Successful Vibrant Community' and provided a case study from the city of Roeselare in Belgium.

The event provided the Northwich BID with the perfect opportunity to showcase the town and the many great initiatives and developments that have recently taken place here and are to come in the future.

BID Manager Jane Hough delivered a workshop on 'Delivering Great Results for Levy-Payers' while attendees received a small booklet marketing Northwich's many benefits, environments and successfully delivered projects.

Networking opportunities were also taken advantage of by Jane and other members of the BID Team who discussed potential partnerships and collaboration. Jane attended both days of the conference and enjoyed the opportunity to showcase Northwich to the rest of the country.

"With so many representatives from towns and cities right across the UK, the conference gave us a great chance to shout about the many positive developments that have taken place within Northwich and let people know about the progress we've made.

"It was also very interesting to hear about the latest updates and schemes that other towns and cities are currently implementing and the potential ways in which we could look to incorporate new ideas into Northwich."





BLOG Peter Ibbetson,
JournoLink

Being Seasonally Smart To Win Media Coverage

For many high street businesses, spring in the air means customers on the streets. But their challenge is getting those customers to spend their money in their shops.

Brand awareness is at the heart of PR. Persuading journalists to profile and write about a business's product, in effect giving them free advertising, is one of the best ways to attract footfall and grow sales.

The key to this is anticipating what the journalists will be wanting to write about, and feeding in press releases and comments to add to their articles.

The seasons offer the answer.

In Spring we see articles on 'The best quality Easter Eggs', 'What to buy on Mother's Day for the Mother with everything', 'How to entertain the kids over the Easter holidays'. Etc.

In summer the same writers are looking for, 'The fashions to wear on the beach', 'The perfect barbecue recipes.', 'Flat tummy fitness', and the list goes on.

Every newspaper we open, and every blogger site we look at is bursting with consumerist advice, and the objective of the high street business is to make sure that theirs are the products they are pushing.

The writers need help though.

Businesses who are anticipating the hot topics put themselves in a prime position to be used.

There are three ground rules to follow:

- Get the timing right. You need to be working to a two month planning cycle. That's how the journalists plan. Easter stories are being scoped out in January, and summer stories in April. Businesses looking to grab their attention have to have their thinking aligned to the journalist's

planner.

- Give your input a real edge, and a compelling headline. Hook the reader in. Why is your food hamper the one that will be the envy of everyone at the Proms in the Park?
- Target the right audience. Local PR firms can help, but might come with a painful price tag. The easy and cheap solution is to use one of the innovative online news distribution platforms.

JournoLink (www.journolink.com) is one that not only give tips on how, when and what to write, but also helps to send your comments to the right journalists and bloggers, all for the price of the bottle of wine in the hamper!

Revive and Thrive members and businesses using JournoLink can benefit from a special 20% discount. Just use Promo Code **'REVIVEANDTHRIVE16'** when signing up on www.journolink.com



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

Rebrand our Place with your Place

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

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

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

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

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



Put your Business in the right Place

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

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

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

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

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

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

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



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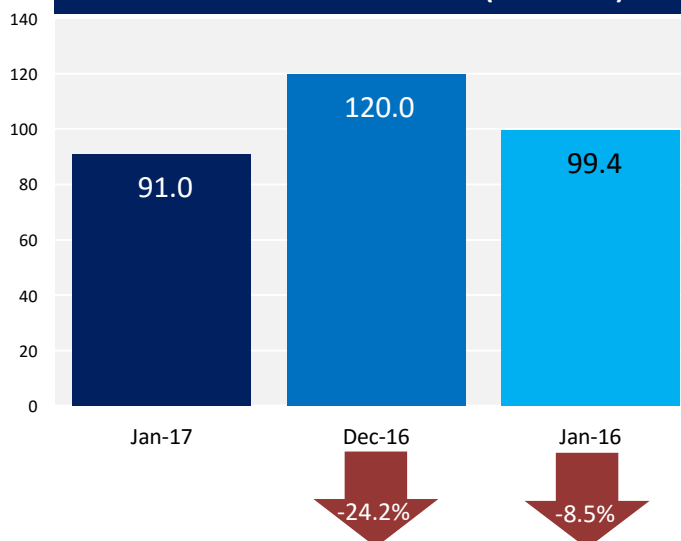
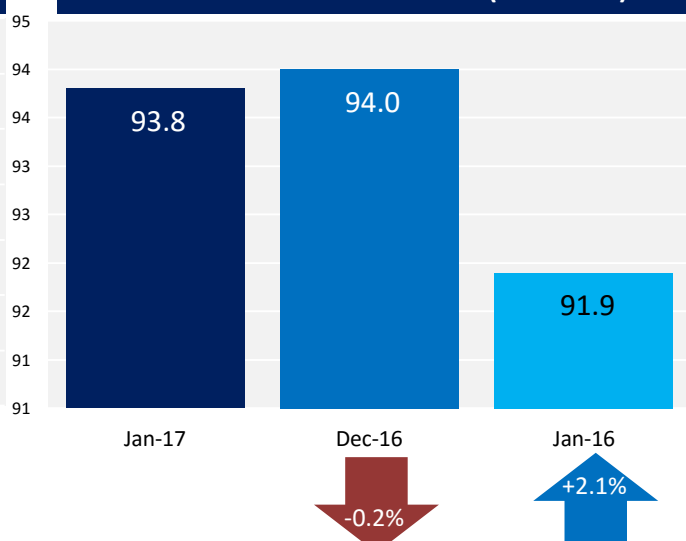
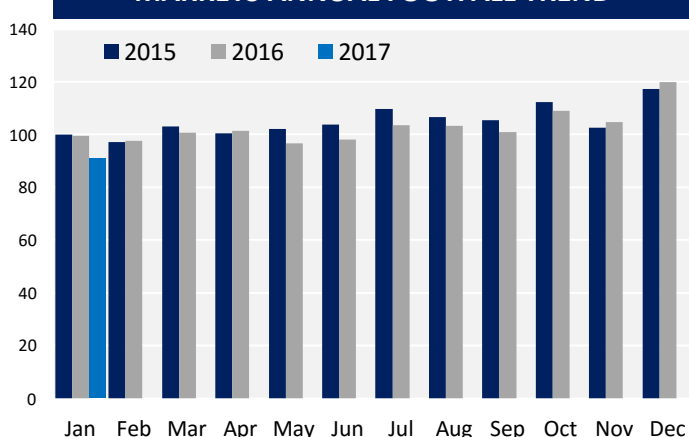
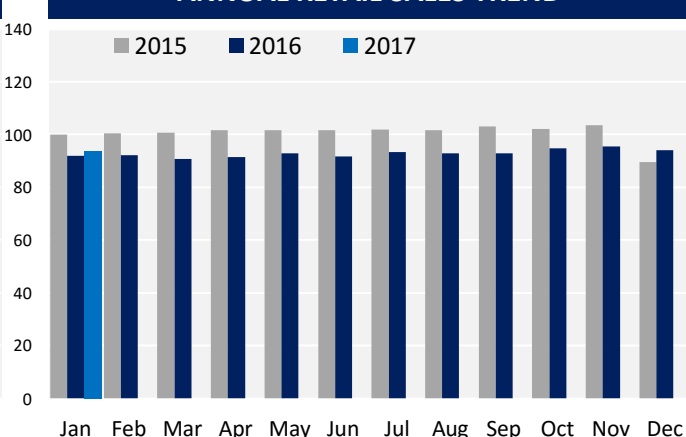
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FEBRUARY 2017**MARKETS FOOTFALL INDEX (JANUARY)****RETAIL SALES VALUE INDEX (JANUARY)****MARKETS ANNUAL FOOTFALL TREND****ANNUAL RETAIL SALES TREND****1st to 7th Jan 2017**Dry,
settled &
fairly cold**8th to 15th Jan 2017**Cold, mild
&
unsettled**16th to 23rd Jan 2017**Cold,
frosty and
snow**24th to 31st Jan 2017**Mild &
Cloudy

Signs of slowing retail growth, as store prices start to edge upwards, set a note of caution for the UK economy at the start of 2017, with ONS data showing sales by volume up by 1.5% yoy in spite of prices jumping by 1.9%. Analysis in the Daily Telegraph gives the perspective across the quarter ending January 2017 : food sales were up by 2%, but non food by just 0.3%, well down on the 12 month average growth of 0.8%

Footfall continues to falter across the piece, with High Street locations down by 0.8% yoy, after a small increase 12 months ago (source Springboard). The imminent hike in business rates threatens further pain in the future for High Streets. Retail Markets once again show a sharp fall for January yoy, after a strong December performance (source : PFM Intelligence). The gap between sales and footfall is consistently filled by a growing online sales share estimated by ONS to now account for 14.6% of non-fuel retail sales

NUNNEY

Somerset's hidden gem

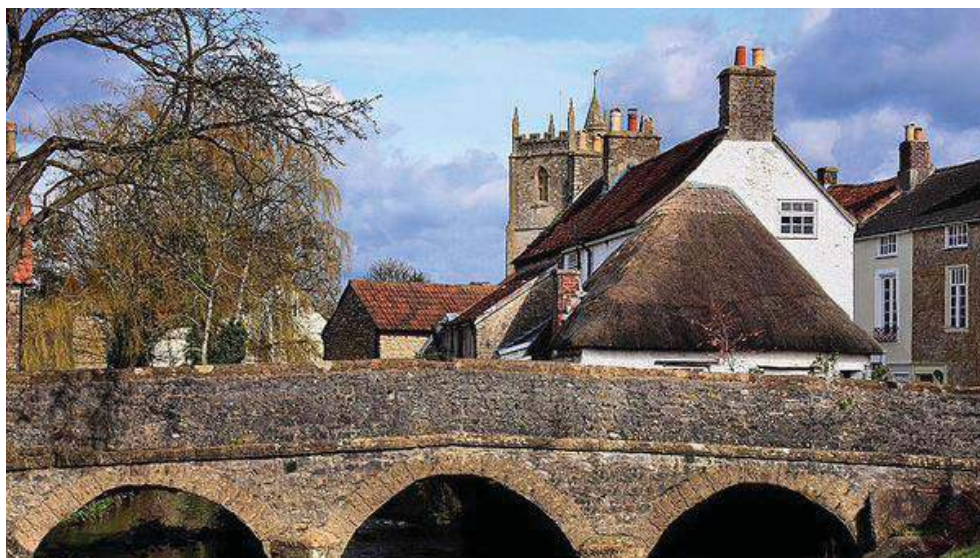


"Visit Nunney is a superb example to towns and villages across the UK wanting to improve and grow their presence online."

The Good Web Guide Awards

FINALIST

UK Website of the Year 2014 & 2015



"If there were Visit Nunneys everywhere, there's little doubt that tourism would be in a better condition than it is across the country."

South West Tourism Awards

WINNER

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REPORT

Nita Beeson,
Revive and
Thrive

The Revive & Thrive Legendary Places conference took place on 2/3 March, celebrating inspirational people and highlighting the importance of engaging with local stakeholders and was hosted by Northwich BID and sponsored by Pinpointer, Blachere and Elephant Wifi.

Delegates from BIDs, local councils, volunteer groups and individuals

A truly Legendary conference...

travelled to the beautiful Royal Vale Abbey in Northwich, Cheshire to listen to industry experts present on hot topics and share successes from their place. Local Legends were also there to share their stories about how they have helped bring positive change to their towns and communities, a range of case studies can be viewed at <http://reviveandthrive.co.uk/local-legend-case-studies/>

It was great to see some familiar faces from the industry and also meet lots of new people, and the two days included ample opportunity to network and make new contacts. There was also a great range of exhibitors showcasing the best the industry has to offer.

On the first day we heard a presentation from Jez Hall, Director of Shared Future CIC on Thriving Communities through Participatory Budgeting and then an overview of the Importance of Transparency in the Placemaking Industry from Andrew Cooper from Leeds BID. You can view presentations from the speakers at <http://reviveandthrive.co.uk/regeneration-events/>

After a spot of lunch and chance to chat with the exhibitors, we then heard from Simon Quin, Director of the Institute of Place Management talking about Big Data in Small Places and Robin Osterley, CEO of Retail Charity Association





launched a new campaign in partnership with Revive & Thrive – a Place for Retail Charity.

Delegates then had chance to attend workshops led by Pinpointer, RealTowns and Gerald Eve LLP which was a great platform to share ideas and solutions to issues we all face in place management.

As the sun set over the Abbey, the day ended with a video from Weymouth BID featuring the 2016 Blachere Illumination Christmas Lights competition winner. (Don't forget applications are open for the 2017 competition if you haven't already entered - visit <http://reviveandthrive.co.uk/blachere-christmas-light-competition-2017/>)

The Great Hall was then magically transformed into a wonderful dining room for the evening where we held a special Awards ceremony dinner for the winning Local Legends and live music to

entertain the guests. You can see a full list of winners at <http://reviveandthrive.co.uk/local-legend-winners>

Day Two of the conference

The second day of conference started with an introduction from Jane Hough from Northwich BID followed by Cllr Paul Dolan, Cabinet member for Adult & Social Services at Cheshire West and Chester Council.

We then heard about a very interesting case study on Roeselare in Belgium, demonstrating how to build a successful, vibrant community from Kim Cassidy, Professor of Services Marketing at Nottingham Trent University.

Further workshops with Northwich BID joining Pinpointer and RealTowns was then followed by a presentation from the ever engaging Joe Barratt, co-founder of The Teenage Markets.

The morning was rounded off with a expert panel discussion and a look to the future by Revive & Thrive's Matt Powell and Mark Barnes.

The conference was packed with information useful to all place practitioners and there was plenty of opportunity to network. The venue was one of the best I have had the pleasure of visiting and it really set the scene for a vibrant, creative conference. A huge thanks goes to all of our sponsors, exhibitors and delegates – and of course Jean Ball who pulled the whole event together.

Inspired and filled with new ideas, some delegates then took up the opportunity to have a tour around Northwich to see the great work Northwich BID has been doing to improve the town and others visited the Lion Salt Works, crowned the UK's Best Heritage Project.





It's a hit! Feedback from the Legendary Places conference...

Thanks to all delegates that took time to complete our feedback forms. Your feedback is essential to us to ensure we can tailor future events to meet your needs.

The stand out headline for future exhibitors is an average score of

95% of respondents who will do business with the exhibitors and only **54%** knew some of the exhibitors before the event.

Average results:

Venue	
Location and accessibility	76%
Catering	80%
Conference	
Keynote speakers	86%
Workshops	77%
Exhibitors	78%
Local Legend Case Study	76%
Awards Dinner	81%
Ambience/atmosphere	86%
Revive & Thrive	
Comms prior to event	76%
Welcome pack	76%

General Revive & Thrive Comms	76%
How many exhibitors spoken too	
All	77%
Prior exhibitor awareness	
Most	54%
Will you do business with Exhibitors after conference?	
Yes	95%
Overall Average	81%

A real winner!

Prize winner Russell Greenslade, Chief Executive of Swansea BID shares his delight at being one of the Local Legend winners!

"We are over the moon to have won the Local Legends Elephant Wifi installation prize, worth £20,000, and the RealTowns digital health check prizes at the Revive & Thrive Conference. Technology plays an important role in recruiting customers so now having these great prizes in our armoury will certainly help develop and grow our operational digital strategies. We look forward to working with the Elephant Wifi and RealTowns Team on implementing the prizes going forward."

Luke Baldock, Sales Director

ElephantWiFi said: "We are very pleased and proud to award Russell Greenslade of Swansea BID our public access Town WiFi engagement solution along with our revolutionary Footfall technology GEO-Sense."

"Our aim is to help all Towns and Cities own their own digital infrastructure allowing them to plan and build on their digital strategies going forward. We are very excited to work with and be part of Swansea's digital future and believe awarding Russell for his continued hard work and commitment for the retailers and visitors of Swansea, is very well deserved."

"We are at the start of a revolution that can make our places much more interesting and engaging in the future if we open our minds to the possibilities. All places have to broaden their horizons and look beyond their local areas to capitalise on the opportunities digital technology brings to make them vibrant communities for people to live, work and visit. This is the start of an important national process to recognise which communities are switched on to a digital way of thinking."



Shaun Fagan, Real Towns

Here's what some of the delegates had to say about the Legendary Places conference...

"Great networking opportunity – I met a lot of great people, some of whom we'll be inviting to talk to us about providing services. Great motivation in meeting a lot of people all passionate about what we do."

Wimborne BID

"Thank you very much to you and your colleagues for putting on a highly successful conference in Northwich on 2nd-3rd March. Sonja and I very much enjoyed attending it, and felt we got a lot from it. In particular, it was good to meet people from other places who are involved in regeneration or civic improvement projects, and we hope some of these connections can be developed for the future. We will give very positive feedback to Thame Town Council and colleagues at 21st Century Thame."

21st Century Thame

"Being the first Revive & Thrive event I have attended I found it informative and practical with a firm eye on the bigger strategic picture. It gathered like

minded people in one place exchanging experiences and knowledge on best practice. I look forward to future events"
Swansea BID

THINGS PEOPLE ENJOYED THE MOST ABOUT THE CONFERENCE...

Meeting a different set of people and sharing best practice. Also Northwich BID were wonderful hosts.
Basingstoke Together BID

Simon Quinn's presentations, it is interesting to know more about where our town centres are going, and I mean beyond putting on events. I am very interested in the categorisation research.
Durham County Council

Meeting lots of other BID managers with similar woes, and hearing solutions to some of them
Newcastle BID

Workshop on Business Rates, IPM, Kim Cassidy
Leeds BID

Meeting and sharing information with people who have similar objectives
21st Century Thame

Spending quality time with key customers

Jeremy Rucker, Blachere

WHAT PEOPLE LEARNED TO TAKE BACK TO THEIR PLACE...

Impact of Business Rates Revaluation and the support our businesses will need
Basingstoke Together BID

Will seek opportunities to engage with professional football companies to tie in with the work that Simon and IPM are doing to help understand categorisation of the nine towns I am active in. I will, having seen it in the presentation, implement a timeline of events/interventions for my centres and incorporate this in my web pages. Organise a meeting with ElephantWiFi and our Smart Stanley Project Team so they can understand more of what can be done to improve digital activity and analysis of this within our centres.
Durham County Council

We feel it is imperative that Thame moves forward with digitalisation including town WiFi, development of apps, and social media collaboration
21st Century Thame

Keep marketing!
Jeremy Rucker, Blachere



Eventful Places

According to the dictionary, to be Eventful is *"to be full of exciting or important activities."* and an Event is *"something that takes place, especially something important. A planned or organised occasion."*

Eventful places have higher footfall, vitality, longer dwell time, more frequent return visits, higher bed occupancy, higher average spend, positive reputations, community engagement, great memories and pride.

Events help to express and define the character of a place. Every place and Place Maker needs events to bring people together, to celebrate, to stimulate business activity, change perceptions, and enjoy positive activity in a shared environment. The nature and scale of those events varies a great deal, as does the quality and impact.

I have over 25 years experience in Place and Event Management in market towns and cities, with big budgets and no budget, in venues both indoors and outdoors. Whether it is a Christmas Switch-on, a business conference, a

major sporting event, international arts festival, or a neighbourhood carnival, every event needs two essential ingredients: Passion and a Plan.

Place Makers have passion in great measure. Channelling that passion for maximum impact needs a plan. Most places have several annual or bi-annual events that form the basis for a yearly calendar. Take a strategic look at that calendar for your place and consider where there are pillars to be supported to remain or grow, where there are quiet times that need stimulating activity, and gaps in the audience types so that over the longer period there is 'something for everyone'. Now you have the makings of an event plan for your place.

Next, each event needs a plan. Having a great idea is not enough, events large and small are like any other project, they need well thought through and managed. Even if you have delivered the same event for many years, take a fresh look and be open to introducing changes if they will improve the outcomes. Set out what you want to achieve and some clear aims and objectives from

the start – this will help to keep your team focussed and give you results to celebrate and feel good about when you have achieved them. Gather and establish the resources you will need including people and partners, venue(s), budget and materials, but also an agreed structure for communicating and working together over a fairly long period. Always start well in advance and give yourself more time than you think you will need. Leave nothing to chance or the last minute, invite feedback, measure and monitor what you do and the event itself will be a pleasure for all involved.

Eventful places are great places to visit, good places to do business, attractive places to study, they are connected, resilient, satisfying places to live. If you would like some support to develop your events plan or to deliver an event do please get in touch. There is nothing I like more than supporting places to achieve their potential.

Jean Ball MIPM, Eventful Places, jean@tbld.co.uk 07770 416649



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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.

IMPROVE and start measuring performance **TODAY** by contacting:

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E: info.uk@pfm-intelligence.com

W: www.pfm-intelligence.com



The Future of Placemaking is Digital

REVIVE
THRIVE

In conjunction with our partners in digital contract delivery - Real Towns - digital placemaking the Revive & Thrive way connects business, retail, tourism, heritage, environment, schools and residents.

A digital revolution is underway in smart towns and cities right across the UK - and it involves much more than mobile phones, wi-fi towers and footfall devices. As vital as these are, we're talking about a digital revolution which brings people and places together through technology, ideas, collaboration and storytelling to enrich lives in more meaningful ways than devices alone.

Sadly, many communities across the UK are tuning out because they don't know how to harness the full power and potential of digital. Some wrongly believe it's unaffordable, while others have invested heavily but failed to get the outcomes they expected.

Many still make two big mistakes: They misunderstand how people engage in a digital world and think the technology will somehow pay for itself just by plugging it in.

Human Engagement

We're determined to change all this by bringing a whole new approach to

digital placemaking which has people at its core and is driven by outcomes and to achieve this, we have a range of solutions for BIDs, councils and communities to expand business, boost tourism and involve people in the process.

Working with Real Towns, digital placemaking the Revive & Thrive way connects business, retail, tourism, heritage, environment, schools and residents with:

- An Overarching Documented Digital Strategy
- Robust Digital Assets
- Hyper Community Engagement
- Advanced Content Production & Storytelling Strategies
- Targeted Data Analysis and Data Journalism
- Expert Digital Skills Workshops for all Key Stakeholders
- Cutting Edge Collaboration Tools & Techniques
- CRM Integration and Marketing Automation (coming soon)

Our methods focus on delivering a return on your investment in digital infrastructure by making it talk to your audience and engaging them directly in the life of your place.

That's good for business, creates an environment for investment and renewal, and attracts tourists and families to live, work and play in your patch - all the ingredients needed to revitalise and regenerate towns and cities.

Packages & Products

With Revive & Thrive, you can choose a whole-town digital placemaking solution under a single unified brand, comprising:

- A central website and social media channels
- Email newsletters
- Page-by-page Search Engine Optimisation
- GPS enabled self-guided mobile apps for walkers, cyclists and treasure hunters
- Advanced collaboration tools
- 360 imagery & Virtual Tours
- Content updates
- Social Media + Google Advertising and Re-Marketing
- Google My Business listings

Engage us as consultants for any individual or combination of solutions we offer. Or take the whole package and work with us to watch your town evolve and grow.

Sounds daunting? It's not. We train you up to drive your own digital vehicle to reach your destination on your own terms.

All it takes is one step to get started. Contact us today!

<http://reviveandthrive.co.uk/digital-placemaking/>



A Place for Charity Retail



Charity Retail Association
The voice of charity retail

Revive & Thrive was delighted to welcome Robin Osterley, Chief Executive of the Charity Retail Association, to its conference in Northwich earlier this month.

The conference provided a timely opportunity to announce a new, strategic partnership between the two organisations: the chance to bring closer together an organisation that represents around eight and a half thousand charity shops up and down the country and a company that speaks regularly to hundreds of people working in “place.”

Charity Retail is an established sector in our nation’s high streets, with over 10,000 shops across the UK, but far from being a threat to “traditional” retail, it is a sector that is complementing existing town centre offers and offers vibrancy to areas that would otherwise be struggling even more than they perhaps are.

Additionally, the charity retail sector offers a wide range of other benefits, with nearly a quarter of a million volunteers and over 90% of goods sold being donated items that would potentially otherwise end up in landfill.

And charity retail offers a vital shop-front for charities, generating a massive £270 million annually in charitable donations. But there remains a gap between charity retail as a sector and other high-street retail, particularly independents, and partnerships working to improve places. Our aim at Revive & Thrive is to bring these different stakeholders closer together for the benefit of all who work in or visit our high streets, town and city centres, and we do recognise that this will be a two-way process.

As with commercial retail, engagement with the charity retail sector for BIDs and other place partnerships hits two snags – finding a “way in” with national chains and convincing independents to get involved. To date, charity retail has been largely overlooked by partnerships as it’s perceived to be easier to work with commercial retailers. Thanks to our new partnership with the CRA, we can engage with charity retailers nationally – emphasising through this channel the value of getting involved.

We will be speaking at the CRA national conference later this year and will use that opportunity to highlight the benefits to charities of getting involved with BIDs and other place partnerships,

and encouraging them to understand the financial and social returns they can expect to get back, from BIDs in particular.

Equally, we will continue to highlight to BIDs, local authorities and partnerships the benefits available to them from engaging with the charity retail sector – from the massive army of volunteers on their high streets, who are already committed to social giving, to improved governance and easier project delivery and wider public engagement.

And there is a further benefit for Revive & Thrive too – as our Local Legends campaign continues, we think we will identify scores of fantastic initiatives up and down the country that continue to go undetected that volunteers and employees in the charity retail sector will help us to unearth and bring to a wider audience.

So, this appears to be a win-win scenario for all those involved and we are excited by the chance to help places become even better by strengthening the engagement between existing place management groups and what is now an established sector in our nation’s high streets.

To find out more about the work of the Charity Retail Association, please visit their website: www.charityretail.org.uk and contact Matt Powell if you want to find out more about A Place for Charity Retail.

We need you!

Become a Regional Advisor

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

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

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

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

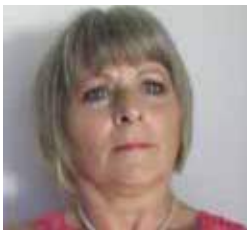
Regional Advisors will be motivated by a desire to support and improve town/city centres and high streets - whilst this is a largely a voluntary role, numerous opportunities to enhance your CV, create new contracts and business opportunities and if relevant jointly

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

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

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

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



Wendy Benson, Regional Advisor for County Durham/North East

Wendy has been supporting regeneration and growth in town centres for over 20 years. A humble start supporting one of the first town centre managers at Bradford, swiftly moving into three years of developing and delivering a comprehensive events programme, having secured funding.

Wendy moved to County Durham in 2002 to a role of town centre manager for two centres, then progressed to a strategic role in developing, delivering and managing a diverse range of projects addressing both area based regeneration and employment issues across the retail sector.

Wendy has a wealth of experience that includes:

- production of town masterplans, action plans and delivery frameworks
- marketing and promotional campaigns including event management and tourism growth activities
- strategic planning and development of physical projects, including site assembly, infrastructure improvements and public realm schemes
- establishing business networks and facilitating opportunities linked to local, regional and national programmes of support including training
- business to business growth projects for the retail and service sectors
- development and delivery of street markets, using them as a tool for entrepreneurs, offering low cost, low risk trading opportunities
- direct business support for the retail sector
- research activity to formulate best options for town and retail development and growth, and
- commissioning

Wendy has practical skills in all manners of activities that support the retail sector that have strengthened throughout her career.

Holding a Certificate in MSP, Wendy went on to secure a MSc. in Urban Policy and Regeneration at Northumbria University. Wendy is a strong advocate for self-development and is pleased to hold Chartered Management status, Advice and Guidance for Business, alongside her recent achievement of becoming a qualified and practicing, Personal Coach and Mentor. Wendy never takes a break, and has just signed up for a Retail Management Diploma qualification.

Wendy said: "I am looking forward to supporting, promoting and growing the work of Revive and Thrive and engaging with practitioners across County Durham (or North East) who are actively supporting our retail centres."

wendy@reviveandthrive.co.uk



Matt Taylor, Regional Advisor for West Midlands

Matt Taylor has been a hugely successful BID Manager and a town centre manager, developing his skills in the historic market town of Newcastle-under-Lyme.

With a history of running multi-site pubs and venues, he's also highly commercial. And through an academic record in journalism and experience in the field as well as a passion for conceiving and delivering festivals, he now specialises in PR and events for BIDs

matthew.taylor@reviveandthrive.co.uk



Nita Beeson, Regional Advisor for Leicestershire

I have been in Marketing for over 25 years, having started in a locally based global manufacturing company. Over the years I have worked across a range of organisations, carrying out business to business and business to consumer activity. From delivering drink promotions in bars and nightclubs, to lecturing at Loughborough College on the CIM's Diploma in Marketing – I have enjoyed every single twist and turn of my career so far.

I stepped into Place Management whilst working with a design agency who had been tasked with delivering a marketing campaign to secure a BID for Loughborough back in 2011. Seeing the issues faced by my local shops and appreciating what improvements needed to be made to the town from a resident's perspective – as well as truly loving my hometown – helped me to realise that this was the line of work I wanted to be in.

As Marketing Manager for Loughborough BID, I worked on the creation of the Love Loughborough brand and established the marketing channels required to reach the public and member businesses. But – as anybody working in BIDs will know, you have to learn a lot of different skills – and quickly! So I also assisted the BID Manager on projects to tackle crime and safety, identified regeneration opportunities, offered business support and advice and sourced external funding to help our levy income go further.

Having secured the second term for Loughborough BID, I felt it was time to for a new challenge and I am now working with Charnwood Borough Council as Market, Fairs and Town Centre Operations Manager as well as supporting the team at Revive & Thrive.

nita@reviveandthrive.co.uk



Shaun Fagan, Regional Advisor for Cotswolds and surrounding areas

Shaun joined the Revive and Thrive team in 2016, keen to apply his unique blend of energy, passion and digital expertise to the curly issues facing British towns and cities in the technological age.

As Managing Director of Real Towns and award-winning Chairman of Experience Chipping Norton (ECN), Shaun is embracing his position as Regional Advisor to the Cotswolds and surrounds.

His goal is to bring digital solutions and fresh thinking to UK communities. It's all about boosting business, attracting visitors, celebrating heritage and offering residents new ways of engaging with each other and the wider community.

His position as Network Navigator for OxLEP puts him in a unique position to connect Oxfordshire's people and places with the enterprise opportunities they need to grow.

Shaun is also an Associate of the Institute of Place Management (IPM), winning Approved Partner status for non-profit group ECN. Shaun has:

- Received a Special Recognition award from the Great British High Street judges for his "Outstanding Contribution" to the high street.
- Steered ECN to the finals of the Great British High Street of the Year Awards two years running.
- Acquired extensive experience in whole town marketing, people and event management, provision of digital training, campaigns, social media, branding, software development and business analytics.

Real Towns works with Business Improvement Districts (BIDs), local authorities, business groups, Local Enterprise Partnerships (LEPs), town teams and placemakers to build communities which thrive on smart technology and collaboration.

Shaun is determined to re-energise the communities he works with by offering innovative ways to tackle entrenched problems – ways which are also realistic, affordable and achievable.

'I know so many UK towns, cities, villages and local centres are doing it tough', Shaun says.

"My aim is to give them an engaging and enduring online presence, using the latest software, technology and digital advances. It's simply not as expensive and daunting as many think!"

shaun@reviveandthrive.co.uk



Steph James, Regional Advisor for Berkshire and surrounding areas

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 its 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@reviveandthrive.co.uk



Lucy Ball, Regional Advisor for South West England

Lucy has worked in all aspects of Place Management and Marketing for the past 25 years. She is a qualified, professional Marketer.

Her early career was as Tourism and Heritage Manager for a Local Authority in the Midlands. Responsible for 3 heritage sites a Tourist Information Centre and the delivery of the strategic and operational tourism marketing plan for the authority, authored by her.

Following personal relocation to the South West, Lucy took up several town centre management roles as CEO of 3 Town Centre Management Companies. Duties included developing and managing BIDs, running events and delivering Economic Development schemes for these town centres.

In 2011 Lucy set up her own place management consultancy, Destination Management & Marketing. Since then she has worked with city and town centre clients to develop BIDs, from Feasibility to Inception and, in one case, renewal. In total Lucy has worked on the development and delivery of more than 10 BID schemes offering a personal service and support throughout the process and follow up.

In 2012 Lucy was one of 7 Regional Advisors for the Government's Town Teams and Portas programme. The SW region included 47 Town Teams and 3 Portas Towns. Lucy's role was to mentor the volunteer groups through the process of setting up and delivering a planned programme of activity to reinvigorate their towns. Some went on to develop a BID in their town: others remained volunteer bodies that worked for the benefit and prosperity of their communities and local business.

Latterly, Lucy has been contracted to work with towns and cities to devise and develop Street Markets' Strategies to enhance the role of these in the economic life and regeneration of those places.

Lucy is a passionate believer in Place Making and collaborative working to achieve attractive, diverse, strong and resilient places for people to work, live, relax and prosper. As well as a member of the Revive & Thrive team, she is delighted to be the South West Regional Advisor and looks forward to meeting and working with others who share her passion.

lucy@reviveandthrive.co.uk

Tammy Sleet, regional Advisor South West England

Tammy joined Wimborne BID in 2014 having never worked in town management before.

Wimborne Minster is a unique town with an astonishing history and incredible community. As an organisation we have moved forward a great deal and achieved much, including the BID renewal in 2016.

Our focus over the next term is to prepare Wimborne Minster for the changing nature of consumer behaviour by using technology to engage visitors to our wonderful town.

We will also continue to work with other organisations and stakeholders in Wimborne Minster to achieve our vision for the town, and it is in this spirit that we wanted to be part of the Revive and Thrive team. We wanted to be part of the industry, share our experienced and learn from others.

tammy@reviveandthrive.co.uk



Opportunities for research collaboration with Universities

At the recent Revive and Thrive conference I presented the findings from a research collaboration between the National Retail Research Knowledge Exchange Centre (NRRKEC) based at Nottingham Trent University and the economic development team at Roeselare a vibrant town in Flanders Belgium. Those of you who attended will know that I am passionate about forging stronger links between universities and the retail community. With this in mind, I wanted to share another very successful experience of collaboration with you, our Nottingham Business School (NBS) Discover event which relates directly to retail innovation in towns and cities. I hope that after reading about this event you will be inspired to approach your local university and see what opportunities exist to involve students and staff directly in shaping the future of our towns and cities. Alternatively you can contact me directly at kim.cassidy@ntu.ac.uk to see how we might help.

#NBS Discover

In October 2016, members of the NRRKEC and the Head of Undergraduate Programmes at NBS Amanda Thompson collaborated to design and deliver a unique 'live' project for the 1,000 undergraduate students experiencing

their first taste of university life. As part of their Business school-wide 'induction' programme, the students took to the streets of Nottingham City Centre to review and reimagine retailing in the city. The project kicked off with an introductory lecture by Bill Grimsey and Kim Cassidy from the NRRKEC which set the scene for the challenge, highlighting place management challenges and broader macro changes affecting the future of Retail. The students were then allocated into groups, assigned different zones of the City and asked to evaluate all forms of the retail and service offer. They explored shopping centres, large stores on well-trodden streets and hidden arcades and alleyways and independent stores. They reported back two days later, presenting their findings in the form of posters, and multi-media presentations to a judging panel and invited representatives from retail businesses and local government. Some examples of their outputs are provided below. The NRRKEC is in the process of writing up the findings in the form of a report which will be distributed to interested parties. According to Nick McDonald, Nottingham City Council's portfolio holder for Business, Growth and Transport, NBS Discover represented 'a great initiative from NBS' harnessing 'the power of creative thinking to

examine the best new direction for the future of shopping in the city'. Not only did the challenge provide innovative insights into what the city might look like in the future but it helped students develop group working skills and familiarise themselves with a location which will be their home for the next three years!!! A win-win scenario.

The project is directly aligned with the mission of the NRRKEC which has been established specifically to increase the impact of academic research on the retail industry. We publish an annual directory of academic research which is available to retailers as well as run an annual symposium on a relevant theme. Last year we organised a study tour to Roeselare to see how research has really changed the retail landscape here. On July 14th this year we are bringing together academics, retailers and retail policy makers to explore how we can make shopping and leisure places more accessible and enjoyable experiences for those in retirement!! If this is of interest please contact nelson.blackley@ntu.ac.uk or myself kim.cassidy@ntu.ac.uk for more information.

Kim Cassidy (Professor of Services (retail) at Nottingham Trent University)



Blachere Christmas Light Competition

Want your town to sparkle this Christmas?

Enter the Christmas Light Competition and be in for a chance to win Christmas Lighting worth £10,000!

The third annual Christmas Light Competition sponsored by Blachere Illumination is now live!

Now it's even easier to apply and the final will be in the summer. You don't want to miss this great competition - you could be in for a chance to win one of these amazing prizes:

First prize of £10,000 of Christmas Lighting!

One second prize of £2,000 of Christmas Lighting
Eight prizes of £1,000 of Christmas Lighting

Bonus Prize

To celebrate the long standing relationship between Blachere Illumination and Wales based organisation Revive & Thrive, there is one more extra special question and a bonus prize for Welsh applicants:

One £2,500 Christmas tree light set

Applicants on behalf of Welsh towns could win one of the top 10 prizes and the special bonus prize. Welsh towns are encouraged to apply for the whole competition.

All of 10 UK finalists and at least one Welsh town are guaranteed to win at least £1,000 worth of lights! Plus all

applicants will receive a 15% discount on orders in 2017 (no minimum order value).

Previous applicants are all encouraged to apply again.

This year all finalists will be invited to an amazing day out at Lightworks in Blackpool, 'where magic is made'. This will include a guided tour from the King of illuminations, Richard Ryan. A fantastic final was enjoyed by all the applicants in Blackpool in 2015 and you can be certain to have a memorable day out - in addition to your brief presentation to the judges and a guaranteed £1,000 worth of lights.

To find out more about Blachere Illumination and to help answer some of the application form questions, visit their [website](#).

All prizes are valued pre-vat and do not include installation. Once won, the prizes are then owned by the winning entrant.

How to enter

The application form is online this year and both forms are on this page, below. If you want to use another format please email challenge@reviveandthrive.co.uk ideally having first completed Form (A) below, or call 03330 124285. Firstly register your intent to apply.

This will make sure that you are kept up to date with developments within the competition. You can do this by completing Form (A) below.

Then, once you have considered your application, please continue on to complete Form (B). It couldn't be simpler.

Download terms and conditions here <http://reviveandthrive.co.uk/wp-content/uploads/2017/02/Blachere-2017-Christmas-Light-Terms-and-Conditions.pdf> sign and upload via Form (B) below.

Key dates

Launch date – 1st February 2017

Applications close – 22nd May 2017

Notify shortlisted candidates – 9th June 2017

Final – 23rd June 2017

Go here for the expression of interest form and application form <http://reviveandthrive.co.uk/blachere-christmas-light-competition-2017>

There's lots going on at Glos Road Central



Spring is here and Glos Rd Central is blooming in all sorts of ways. Our pavement planters have been full of daffodils throughout March and other plants are bursting into life. The planters were created last year by the Avon Wildlife Trust in order to create a 'green corridor' along our high street and keep both our customers and the bees happy. Traders are now responsible for the planters outside their shops and local gardening groups are helping shopkeepers to keep them bright and colourful.

We've also been winning awards and prizes. Sarah Thorp, owner of Room 212 and organiser of Glos Rd Central, was recently nominated as a Local Legend by Revive & Thrive. She submitted an application on behalf of Glos Rd Central and won top prizes at the recent national Revive & Thrive convention.

One of the prizes is a giant interactive Advent Calendar from City Dressing, something to look forward to this Christmas and a footfall counter from PFM Footfall Intelligence will be a great way to gauge if all our marketing is paying off.

Meanwhile two of our businesses are finalists in the Bristol Life Awards. <https://www.bristolifeawards.co.uk> Nuala Morey for the Hair & Beauty award www.nualahairdressing.com and Room 212 in the Creative section www.room212.co.uk. The winners will be announced at a gala event on April 27th so fingers crossed for everyone.

Gloucester Road Art Banners Bristol artists have been busy creating some amazing artwork to reflect the brilliant things about the Gloucester Road area. The artwork will be displayed on giant

art banners up on lampposts along the high street. Inspiring words about Gloucester Road, the longest road of Independent Shops in Europe, will be at the top of each banner. Some fantastic ideas have been put forward and we're asking the general public help to decide the best ones. The aim is to brighten up our high street and encourage visitors to stop, have a browse and support our local traders. The banners will also be a celebration of our wonderful community and everyone who lives and works here. Please look at the Glos Rd Central website and follow the link to the Gloucester Road Art Banners facebook. You can then 'like' your favorite ones and add your comments https://www.facebook.com/pg/GloucesterRdArtBanners/photos/?tab=album&album_id=1415984375142580 www.glosrdcentral.co.uk





The Bristol Pound is money that's made by local people for local people. It can't be used outside Bristol postcodes, so money circulates around the city again and again, making our local economy greener, fairer and stronger. This year the Bristol Pound are launching a series of maps for shopping areas around Bristol to include all local businesses accepting the B£. Gloucester Road will be the first map produced and will be designed using artwork submitted for the Gloucester Road Art Banners.

<http://bristolpound.org>

The Bristol Pound Gloucester Road map will be launched at the Glos Rd Central Mayfest on May 6th. As usual the day will be a celebration of our community, culminating in the arrival of traditional Jack in the Green and his procession of dancers and musicians.

Bishop Road will be closed to traffic

to make the event safe for Jack in the Green to stop and dance and for stalls and activities to take place. There will be live music from local choirs including Bishop Road Community Choir and up-beat bands Paruski and Slimline Shufflers. The Bishopston Garden Society will be selling plants in aid of Bristol's refugees and there'll be other gardening opportunities from Lucy Clements and the Golden Hill Community Allotments. Billy Jean clothes will return with their Cashmere Event and other local makers will have stalls.

Bristol Jam Plan is a community project which turns donated surplus produce & fruit & vegetable gluts that might otherwise be wasted into delicious preserves. Every month they donate funds raised from preserves sales to a different local charity so the sales at Mayfest will go to Golden Hill

Community Garden. They will have a stall outside Joes Bakery and have also offered jam for the scones at temporary cafe at the 212 Eco House on Bishop Lane. If you haven't had the opportunity to look round the lovely Eco House then Mayfest is your chance. The house, built entirely from sustainable and recycled materials is rented out as a guest house but will be open to visitors on the day with lovely homemade tea and cakes on sale in the garden.

Glos Rd Central traders will be participating in Mayfest by setting up stalls and activities outside the shops. There'll be lots of food, drink and creativity for everyone all day long. It's a wonderful day to be out and about on Gloucester Road, meeting your friends and neighbours and celebrating the arrival of summer.



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Places, brands and budgets

By Jeremy Rucker,
Founding Director at City Dressing



It is simple. Brands spend 5-7% of revenue on advertising. Shopping centres and out of town retail match this but town councils do not. Stop brands advertising and their market shrinks and ultimately new brands will fill the space. So stopping places from being able to promote themselves would also have a detrimental effect?

There are two ways places can promote themselves. Via existing media channels or using their own media. The most effective media that a place owns is outdoor media and guess what the most effective media to promote place is outdoor media.

So why is it that places have consistently

not promoted themselves using the media they own?

Firstly a quick look at what outdoor media they own. Its called 'non traditional outdoor media' and is place specific but includes all street furniture (lamp columns), building banners, shop fronts, roundabouts, cross street banners and roundabouts. A lot of media space.

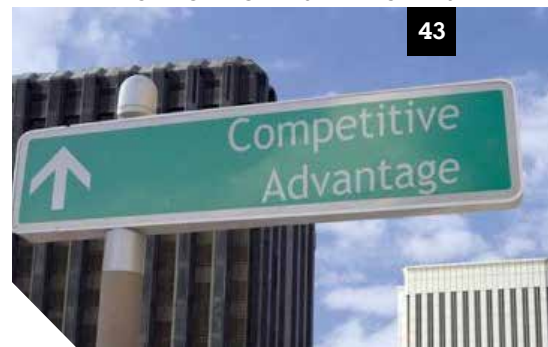
So with tight budgets do towns and cities reach for the most effective and cheapest option to promote themselves?

Yes they do once a year at Christmas.

No they do not for the rest of the year.

PLACE FOR TOWNS AND CITIES

43



So just a thought if you agree places would attract more footfall, investment and spend if they could advertise and would be more attractive and be able to look after their communities better then using their own media more than once a year might be the answer.

City Dressing is proud to announce that it has completed its move from Chippenham to Moreton-in-Marsh. Closing the office in Chippenham and merging our assets with Blachere is another step on the way to creating the first company to offer lights and media throughout the year.



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- Consolidates NNDR data with local intelligence to create value for everyone involved.
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Northwich secures a round of the Tour Series in 2017

Northwich is bracing itself for a cycling spectacular later this year when The Tour Series, Britain's leading televised cycle race series, comes to town.

To bring a National level televised event is high praise for the hard work of Northwich Town Council and the Northwich Business Improvement District teams who hope to build on the profile of the town with a weekend of events including the Summer Extravaganza and the Artisan Market.

The event, which takes place over ten venues, will be staged in Northwich on Friday 12th May with a day of fast-paced road cycling action around the streets of Northwich.

Now entering its ninth year, The Tour Series is unique as the focus is on the teams, with Britain's top professional cycling teams battling it out at every round to be crowned Britain's top team.

Running alongside the men's Tour Series will be the women's Matrix Fitness Grand Prix Series which will give spectators in Northwich the chance to see Britain's top female teams and

cyclists in action.

Taking place over a period of three weeks, highlights will be screened on ITV4 the evening after the day's racing.

With both the men's Tour Series and women's Matrix Fitness Grand Prix Series enjoying a large following from fans of cycling up and down the country, Northwich will be alive on Friday 12th May and Northwich Town Clerk, Chris Shaw, can't wait for the town to welcome the event.

"As the country's leading cycle race series, it's such a brilliant coup for Northwich to attract both the men's and women's races and it's going to create such a buzz in the town."

Northwich Business Improvement District (BID) Manager Jane Hough has echoed Chris' sentiments and believes that the day will provide the town's businesses with a great opportunity to sell themselves to visitors.

"With thousands of people expected to line the streets for the event, the town's businesses have a brilliant chance



to entice in new customers and take advantage of the additional footfall.

"With the cycling taking place in the early evening, visitors will no doubt want to browse the town before and during the race so there's a great opportunity just waiting to be taken advantage of."

Kicking off mid-afternoon and in to the evening, Northwich will also play host to its Summer Extravaganza which will see the town packed with a number of activities, attractions and entertainment for all the family.

The event, which is organised by the Northwich BID and Northwich Town Council, goes from strength to strength each year with thousands coming into the town to enjoy the festivities.

To keep up-to-date with everything that will be taking place on Friday 12th May including updates and further event information, make sure you regularly check the Visit Northwich website www.visitnorthwich.co.uk or the Visit Northwich Facebook page: www.facebook.com/visitnorthwich/



Try out our new supercharged Place Management Recruitment Service

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 www.reviveandthrive.co.uk/current-employment-opportunities/

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- One recruitment specific mailout per month
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- Vetting and shortlisting service available (enquire for costs not included in any offer)

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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.

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To find out more or to submit an advert email recruitment@reviveandthrive.co.uk or call 03330 124285

This story could apply to any town/city in the UK: Newtown - Beauty or Beast?

Views from a walk in Newtown, Sunday morning 12th March

by Mark Barnes

Over the last few weeks I have been speaking to residents in Newtown, specifically in the area of Newtown Llanllwchaiarn West. As well as the major issues that we are all concerned about nationally, the biggest concern, so far, is rubbish and litter in the town - specifically dog mess.

Newtown has so much to offer. This is the reason why it is such a shame when its own community or custodians of the town let it down. I don't want my children to feel the need to move out of Newtown when they finish their education. I don't want local businesses to be ashamed to bring their clients and customers to the town.

I don't want tourists and visitors to be greeted with one of the pictures on the right when they should be focusing on those on the left. And I don't want any regeneration or attempts at inward investment to be thwarted by poor first impressions that are largely avoidable.

Dog Mess

Totally avoidable. We have a dog and we know that there are more than enough dog mess bins and general waste bins in Newtown to cope.

In my opinion not picking up dog mess demonstrates a total disregard for neighbours, Newtown and the rest of our community.

It also begs the questions, if this is how these people care for where they live how do they care for their dog?

Do the right thing for Newtown's community. If you see someone leaving dog mess and you feel safe to do so, direct the dog owner to one of the many,



many more relevant destinations for dog mess.

If a dog mess bin is not available just ask them to take it home instead.

Only one thing worse than not picking up dog mess is putting it in a bag and leaving it on the ground or more imaginatively throwing it in a tree.

Shame dog mess deserters in the same way as people driving and using their mobile phone should be shamed. As well as the fact that dog mess is not aesthetically pleasing it is a hazard to health especially children's.



General Litter

Much like dog poo, litter it is totally avoidable.

Dropping rubbish is akin to 'sticking two fingers-up' at your neighbours and Newtown. It is a demonstration of contempt for all those around the culprit and anyone dropping rubbish should feel nothing but shame.

Rubbish

A bit more tricky to allocate blame, but in Newtown this represents the most visual blight on our town.

There are places in Newtown where bags of rubbish are highly visible and often well in advance or after rubbish collection day.

I do have some sympathy for people who don't have space to store much waste but I am also not a 'Council basher' either. There isn't the money around any longer for us to expect rubbish collections like we used to but we can't just shrug our shoulders and leave the rubbish for all to see. Not acceptable for the sake of our town our commerce or our community.

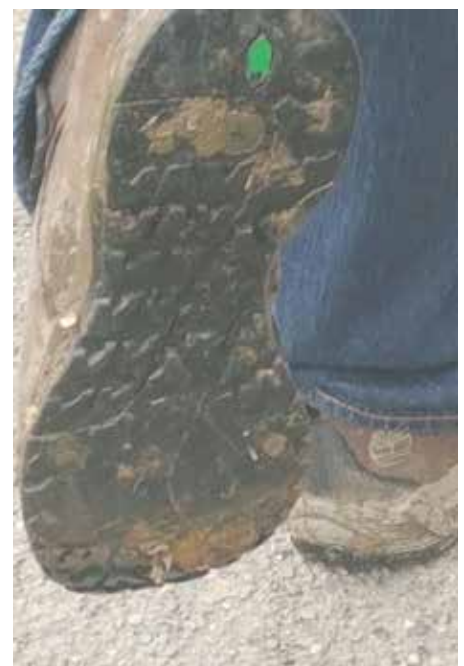
Solutions

Dog mess and litter? Easy, don't do it! If you feel the need to leave rubbish or dog mess - you should be ashamed. Bags of rubbish in the streets. I'm reluctant to allocate blame but it can't be left there.

Some of the bags that we saw today were split due to animals tearing them to access food, which shouldn't be in there in the first place.

So what do we do? I'd love to hear from you please email your thoughts, opinions and ideas to newtown@reviveandthrive.co.uk.

Please come for a photo shoot to show your support and highlight the issues above 18:00 23rd March at Milford Road entrance to Dolerw Park



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- 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

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 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

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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.



BLOG Keith Jackson

Survivor or local hero?

A book I read recently by Panos Piperopoulos with the catchy title 'Entrepreneurship, innovation and business clusters' captured the idea that there are certain types of small business that not only learn how to adapt to changing market place but in the process encourage businesses around them to adapt and grow with them.

Panos suggests that small business requires a combination of innovative thinking and networking abilities. Business with high innovation skills but a lack of networking abilities tend to be the successful go it alone business that doesn't network with other businesses or groups and its success depends on its owners' ability to read the market. For the high street, this could be a local specialist store whose owner just gets the market they are serving. On the other hand, businesses with low innovation skills who focus on networking will always remain successful as long as they follow the right network. For the high street this could be the business that runs a small chain of local coffee shops or retail outlets and is well networked with their suppliers, customers and local authorities. Both these types of business are necessary

to help maintain a cluster of consumer services that in some ways maintains a flavour of its locality.

The magic for a local area happens when a small business/organisation is led by a person who is both innovative and well networked. These are the local heroes who act as path breakers to combine innovatively building their own business or organisation with inspiring their network to do better. Many of the case studies for the Revive and Thrive 'local legends' demonstrate how working with these innovative and networked businesses can help take a good idea into practical reality.

At a trade show this weekend I met a whole bunch of networked and innovative businesses who will drive our area forward and a small few who are only surviving, I know which type of business we need to work with to allow us to thrive.

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

Matthew Powell's piece on [coffee culture](#) shows how consumers desire for caffeine instead of alcohol has helped change the face of our town and city centres. We will all know businesses that have adapted and thrived with these changes and we will also know businesses that have not managed to adapt and have sadly left us with the empty premises that encourage the 'death of the high street' debate.

If a local high street is dominated by businesses that have adapted to their consumer needs, then it will thrive and as long as it continues to adapt to changing trends then it will continue to do so. If the businesses fail to do this, then individually they may fail and if they are not replaced by businesses in touch with local needs then there is a danger that the high street itself may begin to suffer.





Market Towns - Special Interest Group?

Market Towns have traditionally been at the heart of rural areas, with a heritage of market spaces, heritage architecture, a mix of food production, residential, retail, economic, social and public sector functions. Some have acted as significant employment hubs too, with the additions of significant light industrial businesses. As places with historic infrastructure many continue to thrive, and others have been challenged as technology and the economics of the legacy model has changed dramatically.

Within the Revive & Thrive membership are several Market or “ex Market” Towns and many small towns that whilst they may not have a significant market function, still act as local hubs in wider areas. Several national or regional bodies previously existed as market or small town membership organisations, promoting the vitality of these towns

through various schemes, typically looking at place making, economic sustainability, creating “Town Teams” and blending business & community interests in a variety of ways.

With the demise of organisations such as AMT – Action for Market Towns, and Regional Development authorities, these towns have lost a cohesive voice up and down the country.

Many of the market towns have launched BIDs, or where size justifies have town centre managers, or are significantly engaged in a variety of place making initiatives. These of course are the same as Revive and Thrive and their involvement is very welcome.

So, we are interested to hear from any of the current membership who are either small towns with up to populations

of 35,000, or indeed a classic “Market Town” to see, if a half page every now and again with topics linked to this segment is of interest.

By way of background I acted as a regional coordinator for these types of towns for both AMT and in the South East from 2007 to 2011, when government funding ceased.

I am now engaged in Place Making, a BID, Neighbourhood Plan and a Town Design Statement/Masterplan for a town in Surrey called Caterham, with a population of around 28,000 and have found Revive & Thrive a very helpful organisation for those types of interests. Do let us know if some elements of Market Town’s needs and interests would be a good area to concentrate on.

caterhamabc@mac.com



Pictures: Farringdon Market Square & Caterham Street Festival (c CMW)

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Fontainebleau Richmond

40th
**TWINNING
ANNIVERSARY**

Richmond Borough's French Connection

This year is the 40th anniversary of the twinning between Richmond Borough and Fontainebleau which lies 30 miles south of Paris.

To mark the occasion a cycle ride is being organised in aid of StreetInvest, a local charity that supports street children around the world and will soon be training detached youth workers in the UK.

The Ride 40 Anniversary cycle challenge covers 263 miles over 5 days and 4 nights.

It begins on Wednesday 13 September when riders and their bikers will be transported to Fontainebleau, and returns on Sunday 17 September with a welcome home event including the Mayor's medal presentation, and a celebration of art and music in the Borough.

Cllr Jean Loveland, Richmond Council's cycling champion, is taking part in the event.

She said: "This is a great opportunity to raise money, be healthy and enjoy

the beauty of France and the UK. With its cycle-friendly park, scenic routes running alongside the river and ever improving leisure and commuter cycling experience, it is fitting that we should be celebrating our 40th Twinning Anniversary with a truly unique cycle ride while supporting one of our local charities."

For full details visit [Ride 40 Anniversary Fontainebleau to Richmond](#).

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

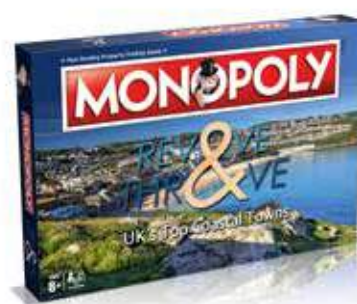
providers we can pass this opportunity on to you too.

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 or call



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.

The logo for PinPointer features the word "PinPointer" in a bold, dark blue sans-serif font. To the right of the text is a small green icon consisting of a vertical line with a horizontal crossbar at the top, resembling a location pin.The logo for REAL TOWNS features the word "REAL" in white, bold, uppercase letters inside a red rectangular box with a distressed, hand-painted texture. Below the box, the word "TOWNS" is written in a red, outlined, sans-serif font.The logo for blachere illumination features a stylized blue circular graphic on the left, composed of several concentric, wavy lines. To the right of the graphic, the word "blachere" is written in a lowercase, black, sans-serif font, with "illumination" in a smaller, lowercase, black, sans-serif font below it.The logo for CITY | DRESSING features a graphic on the left consisting of three 3D blocks: a red one, a green one, and a grey one. To the right of the graphic, the words "CITY | DRESSING" are written in a black, sans-serif font, with a vertical bar separating the two words.The logo for PFM FOOTBALL INTELLIGENCE features the letters "PFM" in a large, bold, dark blue, sans-serif font. To the right of "PFM", the words "FOOTBALL INTELLIGENCE" are written in a smaller, red, sans-serif font, stacked on two lines.The logo for MICONEX features the word "MICONEX" in a bold, black, sans-serif font. The letter "E" is stylized with three horizontal bars in pink, green, and blue.

Colchester meets Perth

It seems such a long time since Revive and Thrive came to Colchester but we remember the people we met and we remember the ideas they brought to the town.

Post-Christmas and it's time for a holiday. Scotland is the destination of choice. Miconex, who came along and presented at the Mercury Theatre back in September had released the Perth card and since this was one of the ideas that we were particularly keen on we decided that we would buy ourselves a little try of the card.

A quick and easy purchase online of a £10 card which duly arrived just before we left for Scotland.

Perth is a town we know reasonably well, it's not a huge town - probably around about the same size as Colchester so an ideal environment for us to try out. It has a main High Street in the same way as Colchester with a fair proportion of High Street names and also several sidestreets boasting independent shops.

Alongside our card we had been sent a list of the shops who accepted payment by Perth card. We had already contacted the Twitter friendly team at Miconex to establish where the bookshop was and had been quickly advised that there

were two available which did accept the card.

On arrival in Perth we wondered around looking around for a place that accepted the card and quickly established that actually the list that we were given was not particularly user-friendly for a tourist to the town and as much as the list was set in straight order and we had no idea which streets we were in. A map or category version would be more useful. However, this did mean that actually we got to see more of the town as we sought out the appropriate streets. The shops which accepted the cards were in general quite clearly marked with the branding in the front door windows. As a bonus one of the places that accepted the card was actually the Perth Gallery and Museum so we got to see the exhibition that was on at the time of Lego buildings of Perth which is something we would not necessarily have ventured into.

We also spent money in a social enterprise cafe called the Giraffe cafe - please do visit them if you're near Perth, food is great and ethos is better still. Ultimately our spend was at a great little shop called Silver linings and as had previously been explained by Miconex to Colchester when they visited we did spend around 50% over the value of our card. In addition although we spent a small amount of money in the shop just trying out the card we are now aware of them and can order online from home at a later date.

Finally we concluded our trip to Perth

with a stay at the Fitzroy which we discovered last year when it was newly opened and were pleased to find that this year the venue has actually achieved number one on TripAdvisor - a very well-deserved award for the guys who run the particular venue.

Final conclusions?

Cost of car £10
Postage 1 pound
Silver linings £15
Giraffe cafe £15
Fitzroy £67
Carpark at £3.70
Total Perth spend £111.70

This is still very much a card that we would really like to have in Colchester as consumers to promote our town and we truly believe that it has a wider benefit than just the shops that sign up. (After all, we are still talking about Perth even now)

Karen Taylor,
Colchestersoup

Links

Miconex <http://www.mi-cnx.com/>
Perth card http://thepertocard.co.uk/?doing_wp_cron=1489085106.1613330841064453125000
Perth gallery and museum <http://www.culturepk.org.uk/museums-and-galleries/perth-museum-and-art-gallery/>
Giraffe cafe <http://checkin-giraffe.uk/south-street-cafe/>
Silver linings <https://www.perthcity.co.uk/silver-linings-jewellery-design-studio/>
Fitzroy <http://www.perth-bed-and-breakfast.co.uk/>



Mansfield town centre set to benefit from innovative new retail technology scheme

Nottinghamshire market town, Mansfield, has become the first centre to upgrade to Rewarding Visits technology, which will see its shopping areas transformed into 'digital high streets'.

Having launched on Saturday 11 March, the system sees the BID's (Business Improvement District) existing 'I Love Mansfield' scheme upgraded and re-launched with the addition four digital touchpoints complementing the initiative. Located in the Four Seasons shopping centre, Mansfield Central Library, bus station and Vision West Nottinghamshire College, the touchpoints allow shoppers to print out vouchers to use on money-saving offers and promotions available at a range of town centre businesses.

Local firms will be able to benefit from adding their offers and promotions to the platform in minutes, which shoppers will be able to view on their mobiles through an app or at the touchpoints. Around 120 retailers from large, well-known high-street favourites including Boots and Wetherspoons, to small locally owned independents had live promotions upon launch.

An astonishing 1,000 locals signed up to the scheme in its first four days using a website provided by Rewarding Visits. On Saturday alone, over 200 vouchers from 120 retailers were printed for use in the town stimulating an estimated £6,000 of local spending.

The first weekend saw a local independent's offers outperform many well-known high-street favourites'. Ten Green Bottles, a coffee bar had 25 of its vouchers printed at Touchpoints across the town, followed by another local company Time Café Bar, with Greggs' and Subway's in third and fourth place, respectively.

These companies will be able to access valuable data on shoppers that have interacted with their offers both for ongoing marketing and additional promotional opportunities.

Existing cardholders have been supplied with new cards, and businesses across the town have been advised on how to benefit from the new scheme. The teams at Rewarding Visits and Mansfield BID have also worked closely to create a new microsite and app supporting the technology, featuring live offers and promotions.

Rewarding Visits founder, Guy Chatburn commented: "Mansfield has an extremely forward-thinking BID team that makes it stand out from many other towns. We are very excited to be launching our technology in Mansfield and are sure that it will be a hit with shoppers and local retailers alike.

"It was fairly straightforward for us to adapt the existing initiative for use with our technology, and our ability to create microsites supporting schemes meant

the BID team didn't need to commission a new website or app."

Sarah Nelson, manager at Mansfield BID, said: "We are proud that, once again, Mansfield is one of the first towns in the UK to get such high-tech systems that will help to drive footfall into the town centre."

Rebecca Wass, owner of boutique childrenswear and gifts shop Jak & Daisy in the town's Regent Street, says that she has developed offers specifically for the I Love Mansfield card. She said: "This is another positive thing that will help to attract more and more shoppers to Mansfield town centre."

Rewarding Visits was one of three companies to win funding from Innovate UK in 2015 to develop innovative new technologies to address the challenges facing the high street.

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

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





The Great Northwich Easter Extravaganza

Northwich will come alive with the joys of spring next month when the town hosts the Great Easter Extravaganza on Saturday 15th April.

The event, which is organised by the Northwich Business Improvement District (BID) and the Northwich Independent Retailers Association (NIRA), promises to be the best Easter Extravaganza yet with exciting activities not only taking place in Northwich, but at a range of heritage attractions across the town too.

On the day the family favourite Easter Egg Hunt competition will return, giving children the opportunity to become detectives and follow a trail of eggs through the town centre, all of which can be found in a number of Northwich's independent retail stores.

The shops which will be taking part in the hunt are Crafty Stitches, Curtain Magic, Firthfield Pet Stores, Gilroy Wilson Shoes, Kanya Café, Northwich Art Shop, Northwich Foot Clinic & Physio, More than Look Photography, Pre Pre Pre Boutique and White Ribbon Boutique.

Once the form has been completed, all entrants have to do is hand it back to one of the participating retailers to

receive a chocolate prize!

Running alongside the Easter Egg Hunt, Northwich will be packed full of exciting activities for people of all ages from 11am-2pm.

In Leicester Street outside M&S there will be Balloon Modelling and craft activity while Brunner Court will be the location for Glitter Tattoos, Easter Face Painting and more craft activities.

You can marvel at owls on the High Street outside New Look too and visitors can also enjoy Donkey Rides just outside Pocket Park.

Keeping with the theme of animals and there will be an Easter Petting Zoo featuring rabbits and chicks in Witton Street outside the Walled Garden hoarding. This is sure to captivate and enthrall the kids in attendance.

They're also bound to enjoy the Chick and Rabbit characters who'll be handing out chocolate eggs throughout the town; there will be tasty treats aplenty.

A Live Art Performance will be taking in St Paul's Square too – there's just so many festivities taking place around the centre of Northwich.

Away from the town centre there are a range of activities taking place across Northwich's heritage attractions and woodlands.

The Lion Salt Works, Anderton Boat Lift and Northwich Woodlands (located in Marbury Park) will all be running special events and activities which will inform and entertain from 10am-4pm. Further information regarding these activities will be revealed in due course.

With all of the above activities it's shaping up to be a great day out for all the family and Northwich BID Manager, Jane Hough, has urged people to attend the event.

"If you're looking for a fun, action-packed Easter day out for the whole family you don't need to look any further than the Great Northwich Easter Extravaganza.

"With a range of activities in the town centre, complemented by exciting and informative events at some of Northwich's heritage attractions, it promises to be a brilliant day."

For further updates about the event, make sure you check out the Visit Northwich website: www.visitnorthwich.co.uk and Facebook page: www.facebook.com/visitnorthwich/

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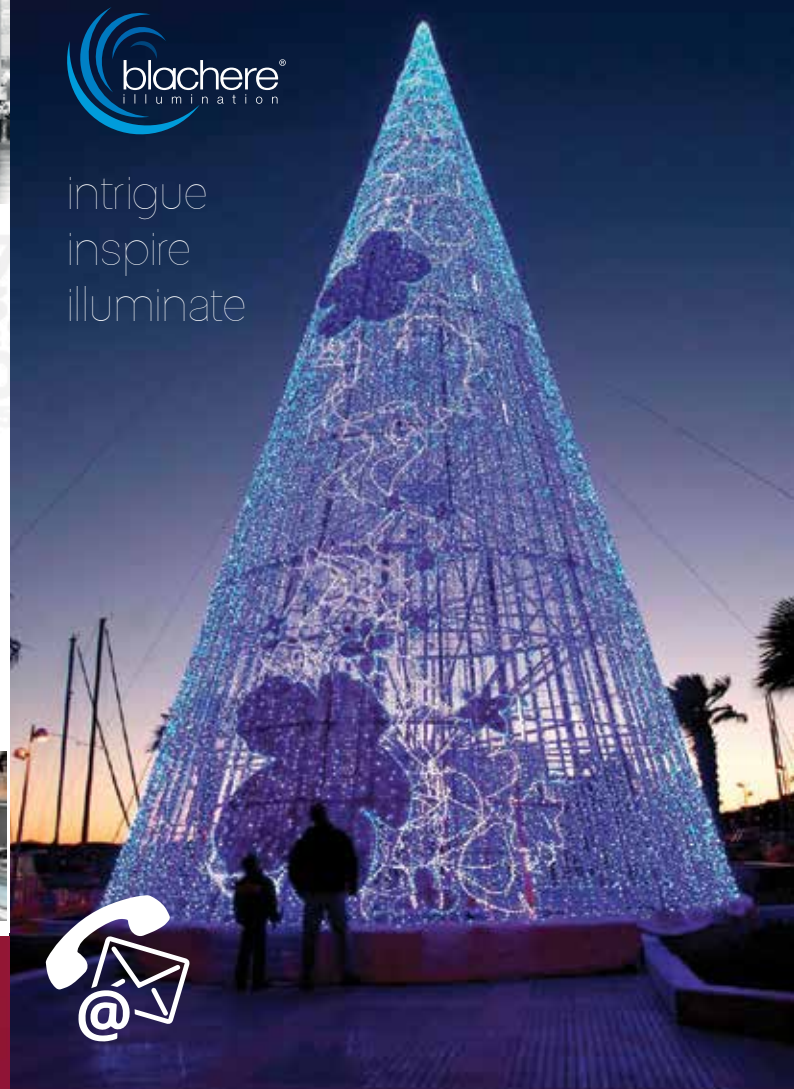
FOR MORE INFORMATION

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