

PLACE

FOR TOWNS AND CITIES

The finest eloquence is that which gets things done

#13

Blachere Christmas Lights Competition 2017

Also:

Additional Welsh Towns Christmas Lights Prize
Special Offers from Real Towns and Storecheckers
Great British Towns Monopoly
Stories from across the UK



intrigue
inspire
illuminate



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FROM THE EDITOR

Relax everyone, we're having an election!

So, we are all in purdah. Opportunities fade away, opportunities are postponed and everyone waits for the election results. Progress, improvement and change all take a holiday.

A time for some to enjoy perhaps a quieter period at work and a time for others to be busier than ever. It's been a bit of a start stop three years politically and it will be good when things settle down and everyone can start to deliver what others have been theorising about.

Last year I was frustrated that despite having the weight of Revive & Thrive behind me, I couldn't exact the change that I wanted to. Late in 2016 I was approached and asked if I would consider running to be a County Councillor. After much deliberation, I decided that this, along with my work in Revive & Thrive, was the opportunity for me to really make things happen.

As an organisation representing people and places across the UK, Revive & Thrive is, and will always remain, politically neutral. In fact, Matt and myself share deeply different political views, but what we have in common, and what remains above, or at least to one side of, party politics, is a deep desire to see our towns, cities and high streets achieve their maximum potential.

So, this extended period of uncertainty, made even longer by a snap General Election next month, is just adding to my own frustration and, I'm sure, to yours as well, and does nothing to halt the public perception that the public sector is inefficient and not focused enough on the communities it is supposed to be serving.

The public aren't in purdah and opportunities to bring investment into our towns don't stop because a strict democratic process is taking place.

At the time of writing I'm door knocking and electioneering. The public want to see change and they want their own communities to meet their own needs. This, again, transcends left/right divisions and while not everyone may agree with my own party politics, I would hope that my prospective constituents understand that I want to live in a town to be proud of as much as they do – this, at least, has been reflected in most of the conversations I've been having recently.

There's a lot of work to be done I would advise anyone who sees purdah as an opportunity to take their foot off the gas to reconsider because with all the work that needs to be done they are going to be extra busy.

So say 'nada to purdah' and keep on carrying on. 'Stop reading Place Magazine and go and do something less boring instead' to paraphrase 'Why Don't You'. (A kids programme from the seventies)

Have a good election everyone and see you next month when hopefully we will be able to start looking forward to politics taking a back seat to stuff actually happening!

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REVIVE
 THRIVE

PLACE MAGAZINE

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Think you know us? Think again...

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

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

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BLOG Alison Bowcott-McGrath
Pinpointer



Space in our centres is precious. I'm not talking about empty retail units but space for people, space for street furniture, space for trading and space for promoting products and services for companies such as Coca Cola, Virgin, the next chocolate bar or next soft drink to the market place.

With businesses jostling for exposure in high footfall areas and place managers trying to maintain a pleasurable centre for people to enjoy and linger, it's essential that everyone, including the wider business, visitor and resident community, get the best value from usage of that space.

I've been managing promotional locations and brand awareness spaces in town and city centres for many years. I know this area of place management well and I believe that those identifying spaces for business promotion and those who want to promote their products in our centres should do so responsibly. Sadly, there are cases where a far from ethical approach is being adopted. My key motivation in running my business is client satisfaction, combined with my enthusiasm for all elements of place management. Therefore, I steadfastly ensure that all involved in using and offering high street space carefully consider the unique needs of every town and city.

The first concern should be that the

company is promoting products and services that are suitable for all of the people who are going to be exposed to the promotion. Consideration should be given to the vulnerable people in our communities who could be damaged by use of the product. Recently I heard about homeless people being given cans of beer during a town centre promotion with one rough sleeper claiming that he had been given not one can of beer but a "trolley full"

Next consideration is if the space is being used legally. In the same beer-based example, the alcohol was being given away without the permission of the Council's Licensing Department or the City Centre Team.

Another tip would be, don't feel duty bound or obliged to allow charities access to your space for free. Some of those who use town centre space are commercial operators who have budget for this. If unsure, just pick up the phone and give me a call and I'll advise you accordingly.

Finally consider the financial imperative for offering the space for promotion. Some companies will pay for using space, yet, I hear that this often happens without any payment to the BID or Council. Never allow this please call us and we will advise you on how to negotiate the right outcome. This advice I'm always happy to offer for free as

I loathe the idea of our places being exploited.

Eighteen months ago, there was a flurry of discussion about the commercialisation of our high streets. This seems to have disappeared from headlines but I'm all for towns and cities using a commercial approach to identifying unrestricted income. To this end, I'm always adding services that can offer a clear return on investment to PinPointer's range of services.

That last sentence was my brief business pitch but as a professional with a deep-rooted level of concern and passion for place, call me please and I will ensure that, whether you use PinPointer services or not, your place gets the best return on investment for that precious space in your place.

Have a profitable month using space to add vibrancy to your place! x

Alison Bowcott-McGrath

**Founder and Managing Director of
PinPointer and Revive & Thrive's
Ambassador for Places**

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**Building 8, Exchange Quay, Salford,
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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 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 linked to on this page. If you want to use another format please email challenge@reviveandthrive.co.uk ideally having first completed Form (A), 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).

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).

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>

WELSH TOWNS XMAS LIGHTS PRIZE

Welsh Towns and communities could win an additional £2,500 worth of Christmas Tree Lights taking the possible prize total to £12,500.

In the.....(drum roll)Blachere Christmas Light Competition Welsh Towns Bonus Question!!

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 as well.

Simply go online and answer this additional question –

Wales is rightly proud of its culture and heritage. How could you celebrate Welsh heritage with Christmas Lights? Use imagination and feel free to add supporting documents

Please visit <http://reviveandthrive.co.uk/blachere-christmas-light-competition-2017/> to register and apply.



Appeal for event venues

From Hastings and Maidenhead in the south to Frodsham and Hexham in the north, towns, cities and communities across England and Wales have benefitted from coming along to or hosting a Revive & Thrive event.

In just the last 12 months, we have held regional events in Huddersfield, Maidenhead and Exeter as well as two major conferences in Northwich and Colchester and our next event is planned for Bishop Auckland, County Durham, next month.

The regional events have focused on business rates, visitor experiences, town partnerships and lots more besides, and these aspects of place management have come together at our nationwide

conferences – along with challenge and competition finals, keynote speakers, workshops and tours. All, of course, have included many opportunities for networking, getting to know new people, inspiring ideas to take home, exhibitions and a commitment from the Revive & Thrive team that these events are relevant, affordable and focused on providing genuine solutions.

If all of this sounds like the sort of thing that you and others in your place could benefit from, then why not hold your own Revive & Thrive event? All we ask for is a little local support in organising it and we could soon be inspiring a relevant audience from your own region, whilst at the same time showcasing your town, city or village.

Have a look at some of our [previous events](#) to get an idea of what you can expect and, in case you've not made it along to a Revive & Thrive event just yet, why not read what other people have had to say about [what we do](#).

If you'd like to host a Revive & Thrive event in your place, just [drop us a line](#) to find out more – it's the same address if you are interested in sponsoring or exhibiting an event.

WWW.REVIVEANDTHRIVE.CO.UK
Tel: 03330 124285



Foodies programme is recipe for success

A new business support programme has been set up by Richmond Council to help the borough's food, catering and hospitality businesses.

Richmond has 1,105 food and food related registered businesses and nearly 9% of employee jobs in the borough are in the accommodation and food sector – that is around 7,000 jobs.

The free programme is being delivered on behalf of the Council by CPG Executive Consulting and aims to grow the borough's food sector and make it more professional and sustainable.

It is aimed at start-ups, established small independent businesses, and people intending to start up a business and will offer advice, support and training. There will be advice on coming up with a clear business strategy, developing a brand and creating new products.

Participants will get

- One-to-one business advice sessions
- Specialist workshops in food safety and food hygiene
- Advice on how to sell to major retailers, food packaging and finance

Initial workshops will look at helping businesses increase their sales and boost profits, selling products into a large retailer, understanding merchandising and store layouts, food packaging, labelling and branding and managing finances for growth in business.

Cllr Pamela Fleming, Richmond Council Cabinet Member for Business, said:

“The food sector is big business in this borough. We want to ensure the businesses continue to succeed and grow – particularly new start-ups. This new programme, along with the other support we offer businesses aims to create a strong local economy, vibrant town centres and employment opportunities.”

Helen Roberts, from CPG Executive Consulting Ltd, said:

“We are thrilled to work with Richmond

Council to deliver a programme of business support for Food & Food related businesses in the borough.”

“The support we provide will give business owners practical tools to implement in to their business; which are essential for growth. We are genuinely excited to work with Richmond Food businesses, Pre Start, Start Up or SME's; anyone that's interested in growing their business. We will provide massive value for all.”

Workshops will be held on the below dates:

- Wednesday 17 May: Increasing your sales and boost your profits
- Wednesday 7 June: How to Sell Your Products into a large retailer
- Thursday 6 July: Merchandising and store layouts made easy
- Tuesday 26 September: Food packaging, labelling and branding made easy
- Tuesday 7 November: Managing your finances for growth in business.

For more information, go to [Richmond Foodies](#).



Memberships 2017

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



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

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

Prices

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

**Join
Today**

www.reviveandthrive.co.uk

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

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

Visit www.reviveandthrive.co.uk for more information



Special Offer from Real Towns for Members

There's nothing like a Real Town Tour to showcase the very best your place has to offer – using a powerful app that sits in the palm of your visitors' hands.

And now is a terrific time to take advantage of this digital magnet for tourists. Buy one today and enjoy:

- Reduced price
- Free upgrade
- Additional 10% off for Revive and Thrive members.

These accurate, self-guided tours can be enjoyed online or offline, using GPS only when an internet connection is unavailable.

Your tour can feature anything you choose, including:

- Heritage, park and treasure trails:
- Pub, rural and themed walks:
- TV, arts and mystery tours.

It's really up to you!

It's extraordinary to think that a mobile phone can act as a camera, map, guide book, photo gallery, video screen, virtual tour, interactive knowledge base and time capsule.

That's the beauty of Real Town Tours.

[Order yours now](#) and mention you're a Revive & Thrive member on the form to get your extra discount.

**REAL
TOWNS**

Free Brexit support event for North Derbyshire's manufacturing businesses



CHESTERFIELD

Following the triggering of Article 50, manufacturing businesses in north Derbyshire can find out more about the support available to them post Brexit at a free lunchtime event being held at Casa Hotel on Wednesday 10 May.

The Chesterfield Manufacturing and Engineering Forum event is being organised by Destination Chesterfield with support from United Cast Bar Ltd and NatWest.

With manufacturing accounting for 45% of all UK exports, north east Derbyshire manufacturers have a vested interest in ensuring the Government negotiates a deal that supports their trade and growth ambitions.

With this in mind, a number of key speakers have been lined up for the event, including Andy Tuscher from the EEF The Manufacturers' Organisation, who will address the government's industrial strategy and also Brexit. EEF support and champion manufacturing and engineering in the UK and Europe and is working to secure a smooth and orderly exit from the EU.

Darren Buxton, a business growth specialist from Sheffield City Region Growth Hub, will also talk about SCR's work to support business growth, and the support and skills programmes available to companies operating in north Derbyshire's manufacturing sector.

Dom Stevens, Destination Chesterfield

Manager commented: "The free event is an important opportunity for businesses in north Derbyshire's manufacturing sector to gain a greater understanding of what can be expected following Brexit. Attending the forum event will enable them to discover what support is out there for them to be able to continue moving forward in times of financial and political uncertainty."

The Chesterfield Manufacturing and Engineering Forum established in 2013 in order to bring together businesses operating within north Derbyshire's engineering and manufacturing sector and also provide information that can support their growth.

Places at the Chesterfield and North Derbyshire Manufacturing Forum event at the Casa Hotel are limited and early booking is recommended. To book a place, please visit <http://www.chesterfield.co.uk/events/chesterfield-and-north-derbyshire-manufacturing-forum/>





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.

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**





Discover Wimborne

“How well do you know Wimborne?”

Last summer I got to talking, as one does, with a number of businesses in a quirky little street just off Wimborne Square called Mill Lane. Mill Lane is occupied by independent shops, cafés and service businesses. Go through an archway and you can walk along the river, where there are several arts and cultural businesses and a very excellent café.

It is typical of Wimborne Minster, a town steeped in culture and history.

The tourist season is very important in Wimborne and some of the Mill Lane businesses were concerned that the events season starts too late in the year, with a music event called “The Busker’s Bash”. Normally held in mid-April, the Bash was moved to May this year, leaving only small events and displays taking place up until then.

We needed an event to fill the gap and to kick off the season. But many events in town were run by people from outside of Wimborne, and brought in traders or entertainment from elsewhere. Wouldn’t it be great, we said, to have an event that was about the town, and

engaged traders and entertainers from within the town?

And so Discover Wimborne was born; an exciting showcase of everything that Wimborne has to offer. Taking place throughout April and across the whole town it included businesses from every sector, holding events, seminars, competitions, talks, demonstrations, tastings, workshops and special offers to delight residents and visitors alike. More than 70 businesses took part across over 170 events.

The Wimborne BIDs role was to engage businesses, promote the overall event, and support individual businesses in promoting their own events.

The BID passed the first marker of success by getting businesses to take advantage of this event. We engaged with the businesses and worked with them towards their event. This was a massive step-change for some of our levy payers and with a little love and encouragement they stepped wholeheartedly into the project, taking advantage of events for the first time, promoting their business in new ways

and working together on events and in cross promotion. There was a real buzz in the town and on social media as businesses pulled together towards this giant undertaking. It has also provided a baseline for businesses to continue promoting themselves.

The second measure of success was, of course, the level of interest and participation from customers and visitors and in that sense, so far, so good. Social media reach is excellent; venues keep running out of the event program and people are talking about the event all the time. Businesses who chose not to get involved are now more interested, indicating that should we hold the event again, more would participate.

We are evaluating both the event and the process as we go but there seems no reason not to repeat this event, which is being seen as one of the best things we have ever done as a BID. For more information about Wimborne, please visit www.wimborne.info or email office@wimborne.info.

By Tammy Ellis,
Wimborne BID Manager



REVIVE
THRIVE

Regional Networking Event in Bishop Auckland

In Partnership with Durham County Council and Regional Advisor Wendy Benson, we are pleased to be able to confirm that the next Revive & Thrive regional networking event will take place in Bishop Auckland on 22nd June.

There will be a dual focus on tourism for towns and developing an inclusive night-time economy, along with plenty of opportunities to network, share

experiences and return to your own town with ideas that will help and inspire you.

The agenda for the day, whilst subject to change, will include a presentation from the Auckland Castle Trust. Best Bar None will be highlighting Durham City as an exemplar for the night time/evening economy and an optional tour of the town. Full details can be found on the

event booking page.

There are also speaking and sponsorship opportunities available for the day.

Please contact [Mark](#) to discuss this and visit the [booking page on Eventbrite](#) to sign up.

Early bird tickets are available until the end of May and, as with all of our events, attendance is free to Revive & Thrive members.

**Book
Now**



36 retailers go head-to-head in 2017 Chesterfield Retail Awards

More than 200 shops and stores nominated in fourth annual awards

36 Chesterfield retailers are set to go head-to-head in the annual Chesterfield Retail Awards. Organised by Destination Chesterfield in association with Addooco, with one hoping to take the coveted title of Retailer of the Year, which is sponsored by East Midlands Chamber.

This year, more than 800 people nominated their favourite shops and stores in the annual awards. Now in their fourth year, the prestigious awards are open to retailers and market stall holders in and around Chesterfield town centre, as well as those in Brampton and Whittington Moor

Following the nomination process, a panel judges selected 36 finalists who will battle it out across 17 categories at the Chesterfield Retail Awards ceremony. The winners will be announced by Peak FM breakfast show presenters Cat and Ricky, at a special ceremony at the Winding Wheel on Wednesday 24 May.

Nine businesses are hoping to defend their 2016 Chesterfield Retail Award titles, including Adorn Jewellers, Lamb's Cupcakes, Specsavers, R.P Davidson Cheese Factor, Burlingtons Hair Salon, Debenhams, Three Store, StraightCurves and Warren James Jewellery.

Organiser of the popular awards, Dom Stevens, Manager of Destination Chesterfield, said: "We were blown away by the amount of nominations we

received this year. We had more than ever before. It was great to see so many first time nominees and new businesses being recognised by shoppers for the fantastic contribution they collectively make to Chesterfield's retail scene."

The winners of the 2017 Chesterfield Retail Awards will be announced at a special awards ceremony at the Winding Wheel on Wednesday 24 May later this year.

As well as Addooco and category sponsors, other supporters of the 2017 Chesterfield Retail Awards include Temple Safety, City Taxis, R.A. Information Systems, eBusiness Works and the Derbyshire Times.

Great British Towns Monopoly

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

Cost neutral and generates income for your town or city

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

Promote your place

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

Packages to choose from

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

Next steps

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

FAQs:

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

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

MONOPOLY
GREAT BRITISH TOWNS EDITION

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

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

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

Sponsorship packages:

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

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

How to come "On Board"

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

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

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

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your place.

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

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

There are five key phases to the launch campaign:

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

national and regional marketing and local activity.

Can I have more than one square?

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

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

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

Does your town provide a great customer experience?



By Jeff Caplan, 'The Boss' of Mystery Shopping and Managing Director of consumer research specialists, Storecheckers

Traditional shopping is doing battle with online sales which now account for nearly 20% of the whole retail market. And with more and more people turning to their phones and tablets to do their shopping, traditional retailers need to make sure they don't give people any excuse not to pay them a visit.

Of course, there are many reasons for the trend; people can shop at their desks when they're on a lunch-break (or controversially, when they're not!), cost is often king and this is almost always keener online. But one thing that definitely can't be replaced by the internet - is the personal touch.

Will the next generation shy away from the bricks and mortar of the high street in favour of a plethora of options on the web? There's certainly every chance. But if shops want to put up a fight, then there's also a chance to retain loyal customers – and attract new ones – through ensuring that everyone who visits their store has a great experience. That's one advantage that high street retail has over online convenience. And so, great customer service has never been more important.

And yet, many firms lose sight of their customers' needs. Poor customer service costs UK businesses £12 billion

a year. Recent research by American Express revealed that over half (55%) of consumers said they had changed their minds about making a purchase based on a poor service experience.

Businesses are often so focused on enticing new customers that they disregard the value of their existing ones. They really shouldn't. Good customer service creates loyalty. That in turn will raise turnover. And that good service results in the creation of 'promoters' of a brand or store, which through word-of-mouth and the power of social networking can be an enormously powerful way of attracting new customers.

So, it's all about that most important company asset; staff. You can have all the products under the sun, but if the people who work for you don't reflect the passion you want to portray for your product or service, and don't give people an uncompromising excellent service, then consumers will turn their back on you. And it's not just newcomers to the business world that miss this crucial element. The big boys get it wrong too. Marks & Spencer is a good example of this. Twelve years ago, before Stuart Rose came to rescue it, M&S had cut down on staff and no-quibble refunds. Customers left in their droves and - as a consequence - M&S lost its place as the first choice on the high street. And despite improvements since, that remains the case.

One answer to some of these issues is

through Mystery Shopping – a growing sector in the UK as more and more companies are recognising that more than ever they need to have the edge over their competitors, and customers expect so much more.

Not only does this kind of service provide the opportunity to identify how your business is perceived by a customer, it is also a great way to make sure things are running how they should be at all times – which can be very difficult for independent store owners, who have to entrust staff with their livelihood but often have no idea how they operate in their absence.

But this isn't a witch-hunt to weed out the rogue staff. It is a fantastic way of being able to identify where things are going wrong, and where improvements can be made. Mystery shopping done well can provide the information needed to do targeted training for staff members to raise the level of customer service and invest in them – and your business, resulting in increased turnover and profits. It is proven to increase customer satisfaction year-on-year where potential improvements have been identified and worked on by our clients. And this applies to both individual businesses as well as town centres and BID areas.

BIDs and town centre teams need to consider: 'How good is the service across our area?' If the honest answer is that there's room for improvement – which there often is – then delivering a service to levy-payers which helps them access a service which either they have not contemplated, or can't afford themselves, can be a great way to invest in the area's future and help raise standards – as well as offering something of real value to businesses across a town, city, or especially, those who are paying into a BID.

For more information or to carry on the conversation, contact me at:
jeff@storecheckers.co.uk



STORECHECKERS SPECIAL OFFER

To go with Jeff Caplan's article, Storecheckers – experts in mystery shopping and consumer research – are offering Revive & Thrive members a very special offer:

Do you know who uses your town and they really think of it?
Do you need data to prove to levy payers that the events you put on are worthwhile?

Storecheckers' visitor survey service can give you all the information you need and as a reader of People & Places magazine – at a 15% reduced rate if you receive a quote from them this month.

- Statistically significant data
- No hassle service: we put together the survey, collect all the data, and bring you the reports

Give Matt Taylor – Head of Retail Support – a call on 07530 682406 or email matt@storecheckers.co.uk to find out more

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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PinPointer completes acquisition of Maynineteen



PinPointer, the UK's leading places consultancy, has further strengthened its offering with the acquisition of experiential and live communications agency, Maynineteen.

The acquisition neatly brings together the vast insights into shopper intelligence and engagement that PinPointer has around high streets and shopping centres with the unrivalled creativity Maynineteen can offer when it comes to live retail events and

experiential activations.

Founded in 2003, Maynineteen works with clients including intu, M&G, Bewonder*/ JLL, Hammerson, Land Securities and Savills creating retail events within their shopping centres. PinPointer (formerly Bo-Concepts) launched in 2004 and works with many High Street and BID's across the UK generating income and bring their spaces to life.

PinPointer founder Alison Bowcott-McGrath will lead the new team as managing director, commenting on the acquisition, she said: "I've long admired the theatre and excitement Maynineteen has brought to UK shopping malls and

I'm looking forward to working with its talented team. Collectively, we'll be able to take live events into even more high streets, shopping centres and Business Improvement Districts, with a strong leadership team that understands the science of choosing the right places and a wealth of brilliant ideas to ensure visitors are engaged and inspired. PinPointer has ambitious growth plans and I believe this acquisition will really put us on the map."

Call Alison today on 07870 176949 to discuss your next engaging and inspiring event.





Why 'Digital' is The Elephant in The Room for UK Placemakers

Digital is everywhere you look these days, from the smartphone in your hand to the wi-fi in the coffee shop.

Mention the word 'digital' to someone involved in UK placemaking, however, and the reactions are interesting.

It's a little tricky. It's on the agenda, but not yet. Isn't that for bigger towns? We really want to concentrate on car parking and loyalty cards. We've already got a website, so we're okay.

Some things don't really change very quickly on the Great British High Street.

'Digital' remains the elephant in the placemaking room which no-one's game to tackle head-on.

After all, it's big. It moves around a lot. And you can't be sure it's friendly.

But digital is the future – an elephantine future, dwarfing everything that's gone before in terms of the immense possibilities it creates for places of every size.

So why persevere with the old ways, those endless paper trails, disconnected businesses working in dreadful isolation and empty shops that no-one knows what to do with?

But we do embrace digital!

Of course you do. And that's creditable. What we're finding at Real Towns, however, is that placemakers who genuinely think they're breaking new ground are often just converting historical processes into a digital format.

These commonly found features devalue a town's brand:

- Boring business web directories
- Design and functionality fails
- Marketing hype
- Sloppy writing
- Inactive social media channels
- Outdated information
- Websites not optimised for mobile devices
- Poorly conceived mobile apps

Even some of the latest 'town apps' are little more than potted websites, neither user-friendly nor offering anything particularly new or engaging. Most feel like a 1980s ad mag on a mobile phone. Which is hugely frustrating for those who've put in the hard yards – only to find that no-one really engages with the project or knows what to do next, so it just fizzles and dies.

No, but we really do the digital thing!

And yes, it's true. I mean, look at:

- **Swansea**, where plans for the world's largest [interactive digital screens](#) are set to enhance science and technology education.
- **Greenwich**, where the [Digital Greenwich](#) initiative is taking a multidisciplinary approach to building a 'smart city'.
- **Bristol**, where Bristol University and Bristol City Council have set up '[Bristol is Open](#)' to provide digital and research development centred on 'open data' and digital inclusion.
- **Birmingham**, where an [Urban Demonstrator Project](#) is using innovative water technology to



green the city, offer 'smart water' solutions and engage residents digitally.

- **Gloucester**, where a Government project is piloting the city as a [Digital Hub](#) along with Cheltenham and Stroud, aiming to connect residents and businesses in a 'digital conversation'.

Scotland is putting all-comers in the shade with a range of integrated projects designed to boost the country's digital prospects:

- [Digital Xtra Fund](#), tackling the technology gender gap.
- [Digital Champion](#) campaign, designed to help vulnerable people get online.
- [Smart Cities Scotland](#), aimed at incorporating the best new technologies.
- [World Class Scotland 2020](#), a comprehensive digital guidance document produced by Scotland's Towns Partnership to promote the country's digital uptake.

Hats off to UK places everywhere, then, engaged in all manner of exciting digital initiatives.





Newspapers are closing everywhere. We're heading towards paperless offices, mobile and remote transactions, as well as smart, green solutions to most challenges presented by the travails of modern living.

Saving huge amounts on printing, postage and distribution is only the start. Soon, digital automation will replace millions of jobs in admin and create more opportunities for human capital to be spent in better, more productive ways.

Business is already able to communicate in real time with real people in ways that give customers what they want, when they want it and reward them for their loyalty while barely lifting a finger.

We can wax lyrical about the labyrinth of possibilities that await us and we're excited by many of them.

What would the Romans have done?

We think the Romans would have loved the innovative potential of digital.

We also think they'd have gone right back to the drawing board, rather than get carried away.

However ground-breaking a digital initiative is, unless it's anchored to a strong foundation and structure, it's not likely to flourish. Digital uptake relies on the traditional pillars of planning, process and measurement to achieve optimum outcomes.

Which is reassuring really. You build brand new on the very best of the old,

Why we still bang the digital drum

Well, there seems to be a growing mismatch between words and deeds – between aspirations and actual achievements.

Let's look at the [High Street Digital Hub Report 2016](#), which heralded so much hope and activity in the form of digital initiatives up and down the UK.

This Innovate UK report, drawing feedback from a selection of UK town and city placemakers, noted that 96% of respondents clearly endorsed the Government's plans to roll out Digital Hubs across the nation – connected places where residents, businesses and local authorities interact online, developing their communities in new ways.

Yet 96% of placemakers are clearly not embracing digital in real life and real towns.

The Real Towns experience has been an instructive one. It shows us that, while most placemakers say they would love to take a digital leap, they are hampered by:

- Lack of vision or funding.
- Fear of change or change fatigue.
- No conviction that digital will work.
- Unwillingness to take risks.
- Seeing digital technology as a cost, rather than an investment.
- Perceived logistical problems of 'going digital'.
- Lack of commitment to continual digital skills training.
- A dearth of local champions with the expertise to manage digital projects.
- Failure to see how technology can

tell the story of their town.

- Misplaced anxiety about loss of heritage, tradition and community cohesion.

It's often easier to sigh, say 'It was a nice idea!' and go back to doing things the old way. Why invest in digital innovation when you can worship popup shops, put up more street signage and sweat about car parking?

Which is why and how 'digital' has become the elephant in the room for many places – a bit of a pink elephant, perhaps – elusive, impossible to pin down and occasionally swelling to monstrous proportions for those who don't get it.

Should we give up and throw in the towel? We wouldn't be the first. There are much easier ways to make a living.

But that's the easy option – and we're energised by the opportunity right here, right now, to change the way we live, work, shop and interact on a local level everywhere.

Finding the budget for digital

In case the question of finance becomes another pink elephant, let's address it now.

It's like climate change. We all know it's happening. In the long run, the cost of doing nothing will be much higher than the cost of acting now in a planned, meaningful way.

It's a question of having a vision, and working out the best way to achieve it; of taking real action rather than getting bogged down in committee meetings





discarding only the wasteful bits which are getting in the way.

This is exactly what the **Romans** did. They appropriated existing methods and inventions, adding extensive innovations of their own – emerging with extraordinary feats of building and engineering which still stand today, 2,000 years on – bridges, aqueducts, tunnels, ancient roads, pavements and spa baths.

How did the Romans do it? They perfected the use of three prime architectural elements – arches, vaults and concrete.

Together, these features provided **rock-solid foundations**, amazing load-bearing capacity and structurally sound buildings and utilities which truly stood the test of time.

Aware of these fundamentals, Real Towns has developed a holistic, load-bearing approach to the creation of digital places in the UK.

Designing a lasting digital structure involves far more than introducing a series of apps or projects which don't know how to talk to each other and don't fit into a broader town plan.

It involves a comprehensive digital strategy based on where you've been, where you are now, where you want to

and can go next.

Digital Health Check = Digital Health Strategy

The Real Towns Digital Health Check is the start of a digital journey. Look at it as the MOT you need before taking your vehicle on the digital highway.

You can fill out the **initial survey** free of charge to receive your town's preliminary assessment score, along with a bronze, silver, gold or Digital Hub place on our Digital League Table.

By proceeding to the full survey, you get a chance to move up the rankings. Most importantly, you receive a comprehensive report detailing your town's digital readiness and outlining a step-by-step strategy to help you achieve your short, medium and long-term goals.

Without strategy, we believe many digital initiatives are destined to fail.

Because strategy is:

- The arch which bears the weight of wider, taller and stronger creations.
- The vault which opens opportunities for growth.
- The concrete which forms a rock-solid base and container to hold and house ongoing development.

Concrete is regarded as perhaps the

Romans' **greatest gift** to architecture. Replacing traditional stone and timber building materials, it proved to be cheaper, more flexible, stronger, able to span far greater distances, and fireproof.

But not all change involves tipping out the old in its entirety.

We recognise the importance of retaining the essential structure and features of every town we work with, so digital never replaces or overrides your character and heritage – it simply facilitates it, enhancing and highlighting what is already there.

Real Towns partners with you to provide a strategy which directs, contains and fuels the energy of everyone in your town.

This way, each resident, business, BID member and Councillor knows exactly where their place is heading, and what they need to contribute to get the best result.

Working as one

We believe that towns function at peak capacity when every element pulls together.

Because each facet of your place is closely interconnected, everything that happens affects something or someone else. It all matters.

Positive, forward-looking actions exert positive, forward-looking reactions in multiple places – enhancing the experience of living, working, volunteering, playing and planning on so many levels in your town.

In the same way, negative, backward-looking actions exert a drag on the entire 'machine' – pegging back any previous efforts to move ahead and embrace beneficial change.

A spoke in the works, if you like. Which is precisely why many worthy digital initiatives across the UK are brought down by lack of cohesion, or a bunch of residents, businesses and authorities all pulling in different directions.

This is the reason we value **whole-town marketing** so highly, positioning it at the heart of our placemaking packages.

Ensuring your businesses, tourism outlets, local authorities, heritage, conservation, schools, charities and local community groups work together towards a common goal is the best way for your place to succeed.

Over time, this approach will:

- Rejuvenate the high street.
- Improve the way your town functions.
- Integrate disparate, stray elements on one digital platform.

So 'digital' is no longer the elephant in the room but a living, breathing expression of your town's character, story and purpose.

And people – which digital is ultimately all about – are connecting, working, shopping, playing, travelling and doing business seamlessly and much more efficiently.

We're building the ultimate whole-town app

Imagine an app that channels all your functions into one system - an interactive platform where local authorities, businesses, tourist outlets, community groups, schools, residents and visitors can connect, converse and transact in real time every day?

Well, we're working on one with a technology partner, and we're very excited about its possibilities.

Why is this special? This app will enable towns to streamline essential civic, business and community functions on a single system which encourages everybody to participate.

It will speed up communication, increase sales opportunities for business, improve cashflow and save money for councils, as well as boosting tourism and encouraging like-minded residents to share their passions with each other.

It's the ultimate Digital Place Management Software, which actively collects and distributes a wealth of information from genuinely engaged residents and feeds it back to the people who need it to make better decisions.

Features planned for inclusion will:

- Save money for local government.

PLACE FOR TOWNS AND CITIES

- Allow real-time, two-way communication between residents and local authorities – the ultimate user-reporting tool.
- Offer built-in GPS, travel maps and interactive guides.
- Combine social media, SMS, footfall tracking, payment gateways, transport solutions, business and event promotion, contextualised content, big data collection, reporting and analytics and more in a single app.
- Encourage business to interact with residents and visitors remotely in real time.
- Use smart demographics and analytics to monitor visitor activity.

It can grow as the confidence of its users grows, exploring new ways to expand its flexibility, functions and reach.

No more wandering elephants.

Pilot Town

Real Towns is launching the first UK pilot for this exciting new software soon.

We'll provide updates on our plans as we get closer to the launch date. Keep watching our website and social media channels for an announcement of a full demonstration of its capabilities.

In the meantime, we're seeking expressions of interest from BIDs and local government authorities who want to find out more. Please email shaun.fagan@realtowns.co.uk to arrange a time for a chat or an online demonstration.





Banbury backs development of a BID

Heartflood

Heartflood are delighted to announce that Banbury businesses have backed the idea of developing a town centre Business Improvement District, meaning that consultation on developing a Business Plan can now take place.

The appointment of Heartflood is especially notable, as it will involve Revive & Thrive's Matt Powell in delivering this important piece of work.

The news comes after local business leaders asked Cherwell District Council to commission Heartflood to investigate the feasibility of creating a BID in Banbury town centre and, of 115 businesses which made their views known, 74 per cent supported the

principle of proceeding to a ballot.

Cllr Lynn Pratt, Cherwell's lead member for estates and the economy, said: "The idea of the Business Improvement District is to fund projects that will further increase the vitality of the town centre, to the benefit to everyone who visits, shops or makes their living there.

"A BID can only be set up if the businesses themselves support the idea, and we are very pleased with the findings of the feasibility study, which shows they overwhelmingly back it.

Chris Gregory, Director at Heartflood added: "Having carried out the Feasibility Study in Banbury, we were delighted to have been awarded the contract for the Development work.

"We are excited to be working closely with Revive & Thrive on a project which we are very confident could deliver some serious improvements in a fantastic town."

When asked how they would like to spend the money raised by a BID, respondents' top three priorities were: schemes to fill empty shops, car parking incentives, and marketing & promotion.

To fund the BID, a 1.5 per cent levy has been suggested, with a proposed exemption level of £7,500, which would generate over £250,000 per year in levy income.

The team are therefore busy consulting businesses about the proposals, with the intention to launch the Business Plan in July and proceed to ballot in October.



Happy Birthday to Revive & Thrive's Place for Towns and Cities Magazine

Place Magazine is a year old and we'd really appreciate your views on the magazine. We promise it will take less than a minute!

Take the survey >>



A street scene in Chippenham, showing a row of historic stone buildings with bay windows. A blue banner with the word 'CHIPPENHAM' in white capital letters is stretched across the street. A black street lamp is visible on the left. In the foreground, a man wearing a straw hat and a white towel over his shoulder is holding a glass of dark beer.

CHIPPENHAM

Matt's guidance over the past nine months has been invaluable and we would like to express a huge thank you from the BID team especially for... well... everything. Matt - not only have you assisted us in bettering ourselves as a business-led organisation with a lot to shout about... you have helped us to reveal a great deal more of Chippenham's true identity to allow businesses and visitors alike to glance around and think 'we are proud of our town.'

Michaela Rowland, Marketing and Events Assistant
Chippenham BID

"Thank you for your help and support throughout your time with the BID.

Your input has been valuable in turning around what was a difficult situation and your understanding and ideas brought life to the BID and the board."

David Pritchard, Client Partner, Mander Duffill Chartered Accountants and Chippenham BID Director

"Thank you for all your extensive work during your time with Chippenham BID, it was an invaluable effort and it set the BID up for the future in a very positive way. I appreciate your time and dedication to our needs and the expertise you brought with you to help ensure that we can confidently go forward."

Ben Gregory, Owner,
Digiprint and Chair of Chippenham BID



Winners announced for Ashfield's Shop Window Competitions

The Easter Shop Window competitions being hosted in Kirkby in Ashfield, Sutton in Ashfield and Hucknall have seen a huge response from a variety of businesses.

First prize in each town went to Fur Ever Friends of Hucknall, Ribbons Tea Room of Kirkby and Party Galore of Sutton.

Ashfield District Council, in association with Mansfield and Ashfield 2020, invited all town centre businesses with a shop window to deck out their shop displays along the theme of 'Spring is here', with dozens of traders responding.

The competition was aimed at promoting town centres and their

businesses, encouraging community spirit, increasing footfall and customer spend.

First prizes were a three-month family leisure centre voucher for use in Ashfield kindly donated by Everyone Active, along with a prestigious trophy kindly donated by Showstoppers of Kirkby.

Following judging based on criteria of Originality, Wow Factor and 'Spring is here', the prizes went to the following:

Hucknall: 1st - Fur Ever Friends, 2nd - Lighthouse, 3rd - Bliss Boutique

Kirkby: 1st - Ribbons Tea Room, 2nd

- Artful Buttoner, 3rd - Kirkby Sales & Exchange

Sutton: 1st - Party Galore, 2nd - Rose Bower, 3rd - Clement Taylor

Edd de Coverly, Service Director for Place and Communities, said: "It's great to see how many people got involved in this year's competition and went the extra mile to decorate their shop windows for Easter.

"I would like to thank the representatives of Hucknall Tourism and Regeneration Group, Kirkby Retailers Group and Sutton Town Centre Group for all their support throughout the competition."



Local Legend Prizewinner Updates

"We have made excellent development with the free wifi competition prize in securing a suitable location and necessary permissions. We are aiming to roll out the service in a very busy hospitality area as from some quick research we have done working with local university business management students, this area was pin pointed as attracting our target demographic and offering the biggest growth area to develop usage and business sign up for our app.

We have met with Shaun from Real Towns and had conference calls with his team. All Information has been provided to Real Towns Team who are placing together the City Tour as we speak, so we are all very excited about our Dylan Thomas themed tour, especially as Swansea will be entering City
Russell Greenslade, Chief Executive, Swansea BID.

It's a busy time for Local Legend **Sarah Thorp, owner of Room 212 on Gloucester Road, Bristol.** Sarah won the prize of a footfall counter from PFM Footfall Intelligence at the last Revive & Thrive conference and this has been installed in time for the Glos Rd Central Mayfest which takes place on May 6th. Mayfest is a huge community fair and the highlight of the year for traders and local residents alike. Sarah started the event 3 years ago and it continues to grow in size and popularity. The footfall counter will be a perfect way to record the extra visitors attracted to the Glos Rd Central part of the high street for the day.

The Bristol Life Awards are hosting an event for 600 guests in an uberglam marquee at the Bristol Harbourside, followed by an aftershow party laid on by local radio station Sam FM. The main sponsor of the awards is Bristol Airport.



Sarah's gallery, Room 212, is a finalist in the Creative section. Other independent businesses on the Gloucester Road are also in the running for various categories so the Bristol Life Awards should be a great networking opportunity and a big boost for the whole high street.

Sarah is also a finalist in The Small Awards which is a new awards scheme, targeted at the whole small business sector and focusing on businesses often overlooked by other awards. There's an amazing array of notable judges and the event will take place in Spitalfields, London, hosted by Sue Perkins. Sarah has been nominated as a High Street Hero and sees the awards as a great opportunity to spread the word about her Bristol high street, Gloucester Road.



Matt handing over Local Legend Certificates to Sarah Thorp of Gloucester Rd Central

room 212
@room212gallery

Follow

Our top prize from Revive& Thrive of a PFM footfall counter now installed. Interested to see how many daily customers we have
[@Revive_Thrive](#)



RETWEETS
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3



9:03 AM - 28 Apr 2017

glosrdcentral, Visit Bristol and Gloucester Road



5



3



Saving the High Street by Being Online



Recently I've been giving a great deal of thought to our High Streets, why they matter and what we can do to keep them from becoming uniform and characterless.

I'm no spring chicken! I remember hardware stores being like aladdin's caves, sweet shops with jars of goodies served in paper bags, while toy shops used to unveil a new toy in their shop window and it was an occasion to pop down and visit to peer through the window and wish. High Streets, back then, supported independent shop owners with a constant stream of guaranteed shoppers.

Those days contrast sharply with the shopping my children enjoy. My son would happily never visit a shop in his life. He is adept at forwarding me a URL with instructions to buy and has mastered finding the products he needs from Amazon or an online whop who have advertised to him via social media or his gaming platform.

How do High Street retailers compete with that? Shop owners are brave. They work harder than anyone I know. They commit financially to a lease, fit out a store and fill it with stock and then bare the day to day running costs and business rates. They work long hours and loyally set out their wares for the passing shoppers every day. They dust and reposition their stock, take a risk on what will sell and, on today's high street, they do all that when shoppers are fewer and have less money to spend.

So how can we help them? How can we help them to survive and flourish?

Today, shopping for consumers is easier than ever. Going back to my son, lying in bed, browsing for products, he's a shopper that the High Street needs to reach. A report on retail footfall in 2016 showed that in high streets, town centres and shopping malls visitor numbers are falling year on year, while ecommerce as a proportion of total retail sales rose from 2.7% in January 2007 to almost 15% January 2015 and is still rising.

The answer is for high street independents to sell online. Today if you rent and sell from square footage on the high street or in a town centre and if you want to reach all your potential shoppers must be able to see what you sell before they leave the house. Having a website is not enough, you need to let the search engine know what you sell so they can tell potential customers.

Going back to my son, when he does get out of his pit he plays water polo. One day he announced he needed a fitness roller, 'like now, Mum!'. Faced with an unexpected trip, which I didn't have time for, I decided to search online to see who could help. I try wherever I can to use independants but I couldn't find one with this product so ended up using a click and collect service from a large out of town chain.

The following week I was in our

local town and walked past a small independent sports retailer. I popped in and asked if they had sports rollers and they had many! Different sizes and colours, exactly what I had just purchased, the price point was almost the same too. I asked if they had a website and they said yes, it was very basic and has hardly any content explaining what they sold.

Having a basic website with minimal content makes it extra hard for search engines to serve a website to potential customers browsing for products. Use the pages on your website to talk about what you do, the products you sell, what makes you different, the products you sell, your happy customers and the products you sell!

There's no getting away from it, the internet and searches are an integral part of the shopping experience and retailers need to make sure they are advertising their products where they can be seen. Search engines use location as a metric to deliver their results and they want to serve their audience with good, reachable websites to solve the problem, be it buying goods or booking services. If local shoppers can see what you have to offer they can be encouraged to get in the car and collect their goods that same day.

Using the right software, you can achieve a powerful website which will promote growth and monetise your business. These additional sales will help cover the overhead of a high street presence.

Sam Parnell, Marketing & PR for Measured Brilliance

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The tourists are back - catch them while you can!

MADE YOU LOOK!

Is your high street full of colour and excitement with vibrant shop window displays to lure visitors to stop, explore and

spend - or is it rather dull and un-inviting so visitors drive straight through looking for somewhere more inviting to stop and stay...?

When was the last time you walked down the High Street and stopped to admire a fabulous window display? I'm sure you remember the shop and what they sold. Or maybe you noticed a shop that was so scruffy your general assumption would be (quite possibly incorrectly) that it was yet another statistic in the demise of the High Street. Well these are the messages going out to visitors as they travel around our beautiful country this summer. There are many businesses and retailers who don't appreciate the value of their shop front and its importance in attracting trade not only to themselves

but their neighbours too...or not! First impressions are critical for customer appeal.

Running a business - retail or otherwise - has many challenges and owners need a vast array of skills... 'window dressing' is quite often just one more challenge which can be rather daunting despite a good shop front making all the difference to their visual appeal. Many handle their window space beautifully yet others really need to be shown what to do - and where to start.

Well we can help!

Our illustrated Talks emphasis the reasons why good shop window displays are crucial for attracting customers - perfect for conferences and events with large audiences, whereas our Presentations are a little longer and teach the basic rules and guidelines of display too. With a simple demonstration following our talk it

brings it all to life. We also offer one-to-one sessions with businesses at their own level and in their own premises or suitable venue, but the most popular course is our Taster Day. This gives delegates the opportunity to learn the theory first and then practice with some simple products so it all makes sense and becomes a reality. And as most retailers are time-poor, we have Mini-Taster sessions lasting just half a day which are a real hit with everyone - twilight sessions for convenience too.

So, next time you're travelling around whether or holiday or on your daily commute, have a look and see what catches your eye and the messages you receive visually. What are your first impressions?

To find out more:

helen@madeyoulookmadeyoustare.co.uk

www.madeyoulookmadeyoustare.co.uk





Northwich gearing up for the Tour Series



The people of Northwich are counting down the days until the Tour Series, Britain's leading team cycle race series, comes to the Mid-Cheshire town on Friday 12th May.

Secured thanks to the hard work of the Northwich Business Improvement District (BID), Northwich Town Council (NTC) and Cheshire West and Chester Council (CWAC), the event is expected to bring thousands of visitors to the town and really put Northwich on the map.

Racing action kicks off at 17:30 when the Women's Matrix Fitness Grand Prix begins and this is followed by the Men's event two hours later which clicks into gear at 19:30.

Of course the Men's and Women's races are the featured events, however the town will also be brimming with a range of other activities and attractions which get under way from 2pm.

Organised by the Northwich BID and NTC, these activities include traders markets, an artists' market, live music, funfair rides and a Ferris wheel, while Signal Radio will also be in attendance.

These attractions are complemented by a host of activity in the centre of town which include Donkey Rides for the kids, entertaining characters such as Minions and Pirates of the Caribbean and much, much more!

There's also a community element to proceedings, starting at 14:00. This begins with a Bikeability level 3 circuit ride and is followed by a Junior Run Community Loop and Corporate Relays which are bound to provide entertainment for those in attendance.

Because there is just so much going on throughout the day, Visit Northwich have created a one-stop hub on their website for all the activity.

Here, people can view the official circuit map, read the latest press releases and also find out about the competition that's currently running to win VIP tickets to the event. Access the page here: <https://www.visitnorthwich.co.uk/tour-series-northwich/>

The Visit Northwich site also features a page which informs potential visitors about the parking and road

arrangements on the day. View it here if you're planning on visiting: <https://www.visitnorthwich.co.uk/parking-road-arrangements-tour-series/>

With the event now closer than ever, Northwich BID Manager Jane Hough is starting to get excited and can't wait for Friday 12th May.

"Following months of planning, it's exciting to think that the event is now only a matter of days away. There has been a real buzz around Northwich since we broke the news that the Tour Series was coming and the sense of anticipation has continued to build."

"With thousands of visitors expected to descend on Northwich on the day and highlights to be screened on ITV4, it will really shine a spotlight on the town, our great facilities and businesses so it's a wonderful chance for everyone associated with the event to champion the town to the rest of the country."

For further updates as Friday 12th May approaches, keep your eye on the Visit Northwich Facebook page: <https://www.facebook.com/visitnorthwich/>

New businesses springing up in Northwich

Northwich has made many positive strides in the last couple of years with investment and development helping to put the town on the map.

The multi-million pound Barons Quay project has already brought a brand new cinema and infrastructure, a new lifestyle centre has become a real hub of activity and the town centre has seen significant investments into Greener and Cleaner thanks to the Northwich Business Improvement District (BID) and Northwich Town Council (NTC).

And now there is an upbeat feel on the high street too with a number of businesses having already opened or planning to launch in the coming weeks and months.

The first of these was House of Quirk, a salon which is hoping to stand out from the crowd with its uniqueness and ambition to offer something different. There you'll find appointment cards being held in the spikes of a resident hedgehog, a snail holding your

herbal tea bag and even live music performances on certain evenings each month, adding a real diversity to the town's numerous great salons and barbers.

Another business that's recently opened is Zitano, a Mediterranean restaurant dedicated to serving beautiful fresh food. It has only been open for a few weeks but has already received a number of rave reviews and is quickly earning a reputation as one of the go-to eateries in Northwich.

Looking to the future and two more businesses are hoping to be a hit in the town later this year. Frankie Howard's Coffee and The Salty Dog Pub are currently undergoing fit-outs and both will add new, exciting elements to the town's social scene. Salty Dog will take up residence in one of Northwich's historic black and white buildings right next to the Bull Ring and will serve local ales, craft beers from around the world and will also run regular live music nights – something which will enhance

the town's current offering.

Frankie Howard's Coffee meanwhile will serve wonderful independent Coffee, Frappes, a variety of Teas and beautiful cakes too.

Northwich BID Manager Jane Hough is understandably delighted with the positive developments regarding businesses in the town and believes Northwich is really heading in the right direction.

"It's great seeing new businesses open up in the town as it means people are seeing Northwich's potential and are buying into the town. "These new businesses will really add different dimensions to the town's offerings in their respective industries and I'm confident they will all be successes – the feedback so far has been excellent!" To keep up-to-date with new developments in Northwich, make sure you check out the Visit Northwich Facebook page: <https://www.facebook.com/visitnorthwich/>

Northwich business wins prize in national competition

A Northwich business has won a prize in a national competition after their window display was judged as one of the best in the country.

Curtain Magic, which is situated in the Bull Ring, came runner up in Scion Fabric's 5th Birthday window display competition.

Scion, who are part of the Harlequin fabric group, opened the competition up to any retailers who had a fabric account with them and well over 100 different businesses entered.

The criteria was to use a Scion product to promote their latest collection called Noukku and to also help promote the brand reaching five years – it was judged by the company's management team. Curtain Magic is run by Gaynor Sinar who is also the Chair of the Northwich Business Improvement District's Executive Board and she was understandably delighted when she heard the news.

"I was thrilled when the email came

through letting us know that Curtain Magic had been announced as the runners up as this is the first window display competition we had entered for a national brand.

"Our winning display consisted of balloon fox's, balloons spelling out Scion and the number five, cushions, wallpaper and also fabric of the Scion brand. I chose the fabric and the items to go in the window while Dionne Garnett, Janet Hinchliffe and Linda Nelson helped too.

"We gave it our best shot to win but did not really expect anything to come of it as the window is quite small and there were so many entries. We won a Hamper of Scion branded goodies including mugs, coasters and cushions." Before entering the competition, they had a visit from Made You Look visual merchandising who gave Curtain Magic advice as part of free training provided to Northwich Business Improvement District members and applied some of the techniques that they'd learned. Following this and to coincide with the

competition they were entering, Gaynor decided to run their very own event for customers.

This included giving a free raffle ticket to each visitor to the shop during Scion's birthday week and a Harlequin representative picked out the three lucky winners when they visited Curtain Magic with their prizes.



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.

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BLOG Keith Jackson

Three events recently got me thinking about what lies behind our sense of place.

First was a conference on [BREXIT](#) and its effect on the borderlands between England and Scotland. Here issues on the impact of rural areas who may not have the political clout of their urban neighbours were discussed by [Mark Shucksmith](#) which suggested to me that nothing can replace a strong local identity. This argument was underlined by [John Shutt](#) who outlined the uneven distribution of power and influence of the larger LEPS (again usually urban based) over their smaller cousins. At this conference there was some agreement that in times of change such as BREXIT the influence of local place becomes more important as areas compete to support their local business and populations.

Local family business and sense of place

The second event was actually on the same day and here a group of private businesses had collaborated to create an awards dinner to celebrate [Cumbrian local family businesses](#). Here family businesses from all sectors met and over a wonderful local meal celebrated the diversity of business in a county more renowned for daffodils, fells and lakes but that also has world class engineering and production. These family businesses are embedded in the area, many for several generations and it is this network that will be around long after the LEPS have morphed into their next form to suit the political agenda of a centralised political party (either based in Westminster or Edinburgh or even Brussels). Perhaps we could argue that long term maybe it is the people who invest their time, money and their children's future in the area that will influence its future not the administrators of centrally collected regional funds, but perhaps the most sustainable areas will be where the family businesses and the public sector get together to deal with both short

term problems and long term goals? The third event a [local food show](#) brought together food producers from both sides of the Anglo-Scottish border. This event kind of captured how the sense of place in part relies on those running businesses of all sizes from a multinational biscuit producer who started as a family business in Carlisle in 1831 to a couple of young lads whose first year in business was captured in BBC2s Back to the Land program.

We can all celebrate our sense of place but we need to remember that to do this we need the hard work and dedication of the local businesses to be worthwhile both for the current owners and for their successors.

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We want to hear stories about your place!

Submission deadline for articles for Issue #14 of Place Magazine:

8th June

Contact us at enquiries@reviveandthrive.co.uk



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