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#18

Christmas Countdown!

Also:

New BID Feasibility Service

The GEO-Sense Smart Footfall Data Project

Blogs, Events and News from across the UK



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illuminate



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Edition #18

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Many years ago (well, about five, actually) when Mark launched Revive & Thrive it was in part off the back of a Twitter campaign he created and ran called "Retweet for towns" day - #RT4towns. The campaign was incredibly successful, with 4,600 unique tweets from nearly 1,000 discrete accounts that hit timelines globally around 6,000,000 times over the space of 24 hours. And, for me, the most remarkable thing was that, of those 4,600 tweets, only one keyboard warrior took to Twitter to berate the place they lived in – every single other tweet was a positive take on the places that people love up and down the country.

Over the last week or so, I've been doing a little more research than usual into what people are doing in their places up and down the country and it inspires me as much now as it did four years ago how much people are passionate about the places they live and work in.

Every month we publish lots of stories about these projects and initiatives (and we'd always be happy to publish more, so please do let us know what you're up to!), and whether it's about celebrating success, delivering innovative and unique events, creating fabulous experiences, supporting the businesses in our communities or lobbying for change or improvements, the capacity that people have for improving their places always impresses and humbles me.

So, well done to all of you! Whatever part you play in supporting your town, city, village or high street, you are a High Street Super Hero (a nickname once bestowed on me, but I don't like to talk about that...!). Keep up the good fight to make our places the best that they can be – and don't forget to tell us how you are doing so.

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BLOG Alison Bowcott-McGrath



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Food is the Recipe for Retail Success

According to the global retail real estate agent, [JLL](#), more than 40% of shopping malls are upgrading their F&B offer. The dedicated mall space for this sector is now up 5% from a decade ago and is predicted to reach 20% by 2025. The transformation taking place is driven by consumer demand for more from the retail experiences. Customers, particularly millennials, value time over things and the retail space has adapted to become an attractive destination in its own right, offering visitors an experience that is more than just retail. Entertainment plays a valuable part but the food and beverage offer is up there as a key part of that overall experience. Artisan food halls are transforming malls across the globe and the trend shows no signs of slowing with the UK branded restaurant market estimated to reach £22bn next year.

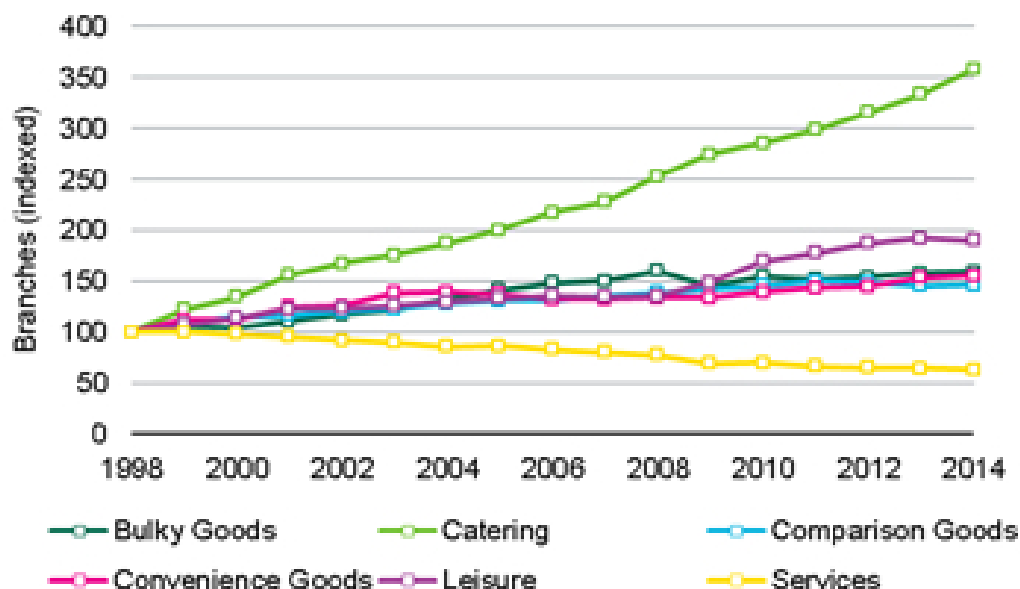
On the high street, restaurants and catering outlets are the only category of chain operator to have seen unbroken growth in UK branch numbers over the last 17 years.

In recent years, there has been extraordinary diversification in the food and beverage sector driven by changing consumer eating habits and the demand for new cuisines fuelled by the rise of street food vendors. The trend has injected vibrancy into the market and restaurateurs have been able to capitalise on the availability of premises left by other high street retailers closing their doors. The food and beverage offer is important to the health of the UK high street, it encourages consumers back and increases the dwell time amongst other local retailers.

clear that food holds the recipe for retail success. Our high streets and shopping centres need to do more to promote it.

Ask any restaurant manager or street food vendor if people who try go on to buy. The answer is a resounding YES! Delicious food aromas and creative displays attract attention, acting as bait to draw in consumers who are then hooked with free samples while enjoying a fun and memorable experience. After trying the products, a high portion of consumers will buy, sealing the deal. Brands know this and spend enormous amounts of money promoting experiential tasting tours, so our Experiential event agency Maynineteen has developed an idea that allows retail spaces and places to include their full food and beverage offer in one tasty event package.

We can't eat and drink online so it's





Croydon's Festive Fantasia

Croydon's Christmas celebrations will take on a spectacular new look this year with a stunning series of giant visual displays lighting up the town centre like you have never seen before.

'Croydon's Festive Fantasia' will be the dazzling centrepiece of the town's 2017 Christmas celebrations and will feature six specially-commissioned films showcasing the talents of local performers, projected up to 120 feet in height onto three key sites in North End and High Street throughout the duration of the festive period.

Produced by 3D projection mapping specialists, Double Take Projections, the five-minute long animations embrace the twin themes of 'light' and 'celebration' and include performances by ballerina and Royal Ballet dancer **Tara-Brigitte Bhavnani**; Indian dance artist and artistic director **Malti Patel**; critically-acclaimed street theatre specialists, **The Human Zoo Theatre Company** and Croydon-based dance company **SLIDE** which works to give people of all ages and abilities the opportunity to dance.

The first in the series of animations will premiere in North End at 5pm on Saturday, 18th November and will be the highlight of an afternoon of free family entertainment staged from mid-day. Thereafter, the animations will be broadcast daily between 4.30pm and 9.30pm until Saturday, 23rd December, providing a spectacular backdrop for everything that Croydon has to offer. "We have decided to break with tradition this year and deliver something that we believe will not only be literally massive but also truly memorable," commented Croydon BID chief executive Matthew Sims.

"Instead of organising just one afternoon of activities to mark the start of the festive season, we are bringing these absolutely stunning giant animations to

town and extending our celebrations to embrace the entire five week festive period so that as many people as possible are able to come and enjoy everything that our fantastic town has to offer, while experiencing for themselves these dazzling animations, which simply have to be seen to be believed."

'Festive Fantasia' is the focal point of five weeks of 'Christmas Spectacular' celebrations organised by Croydon Business Improvement District (BID) in conjunction with Croydon Council. The main highlights of the programme are:

- **A 'Festive Lights Street Feast' on Thursday, November 16th** with around 20 street food stalls serving up a tasty and exotic array of delights from noon until 7.30pm while audiences are entertained between 5pm and 7pm by lively southern blues band, The MonoTones and singer/songwriter McGoozer, as a pre-cursor to the town centre's Christmas lights being turned on.
- **Launch of 'Festive Fantasia' on Saturday, November 18th** with the first in the series of six giant animations premiering in North End at 5pm, providing the highpoint to an afternoon of free family-focused entertainment staged from mid-day. Activities will include: street food stalls, face painting, children's disco sessions, a Giant Globe Christmas show with Elvis the Extremely Energetic Elf, roving Fire and Ice themed stilt walkers plus performances by internationally renowned Polish Folk Song and Dance Company Karolinka, the Apsara Arts Asian Dance Group and SalsaMania Croydon.
- **Launch of 'Festive Funk' on Thursday, November 23rd** which will be the first of four live music and street food events staged from 5pm until 9pm in Croydon's

newly-pedestrianised High Street. Featuring London's top close harmony trio The Haywood Sisters and the fabulous Brass Volcanoes jazz band, the evening promises to be a lively way to bridge the gap between work and play, with three further events also scheduled on Thursday, November 30th, December 7th and December 14th.

Councillor Tony Newman, leader of Croydon Council, said: "As London's growth borough, Croydon is changing dramatically, and that change is set to continue for the next few years as we experience the largest level of investment the town has ever seen. So it's only fitting that we look at new ways of celebrating this time of the year, and this programme of projections and entertainment looks amazing."

Paula Murray, Creative Director at Croydon Council added: "This project is a brilliant way of celebrating local talent at the same time as bringing colour and movement to the walls of the town centre. The team putting them together have a huge amount of experience and this will be a real treat for early evening shoppers or those coming out to enjoy Croydon's nightlife. Our bid to be London's first Borough of Culture is going in very soon, and these projections are a literal example to show the judges how the arts in Croydon are really 'looking up'."

Steven McConnachie, Director at Double Take Projections said: "We are really excited to be so closely involved with Croydon's Christmas celebrations. To be projecting over such an extended period of time on such a busy high street is a great opportunity for us to showcase what we do – it's literally going to be massive. We have got to know Croydon very well over the last year and have come to realise how much amazing artistic talent there is in the area."

The GEO-Sense Smart Footfall Data Project



As a member of Revive & Thrive, ElephantWiFi are pleased to work with Revive & Thrive to be the first to launch The **GEO-Sense Smart Footfall Data Project** to its members.

To build on the success so far delivering unprecedented Smart Footfall Data for over 20 towns and cities since the launch of GEO-Sense in 2016, ElephantWiFi would like to offer up to 250 free, newly launched, mobile data enabled sensors throughout the UK, to enable small and large towns and cities to be part of a much bigger Smart Footfall Data analysis project.

The GEO-Sense Smart Footfall Data Project

We are so proud of what we have achieved to date with GEO-Sense and the valuable insights and input of both our current and future customers who have helped us build what we believe is the most comprehensive Smart Footfall monitoring solution on the market today.

We are offering up to 250 FREE Smart Footfall Sensors, starting with Revive & Thrive members, to enable even more towns and cities the opportunity to really understand their visitor numbers, along with the chance to become part of a much larger Nationwide Smart Footfall Data Project.

We will, subject to each town and city's eligibility, supply and install a newly launched and innovative mobile SIM based sensor, enabling GEO-Sense sensors to be placed almost anywhere within the UK along as there's at least a 3G mobile signal and a power source, for **FREE!**

Each location will be asked to make a very small ongoing contribution (which has been very heavily subsidised by ElephantWiFi) for licencing, support and data charge of just £50.00 per month plus VAT per sensor, which allows each location to gain full access to their own GEO-Sense Data through a cloud based portal along with nationwide comparison data as part of this unprecedented Smart Footfall Data Project.

Eligibility conditions:-

- 1 x FREE GEO-Sensor per location (additional sensors can be purchased at a heavily discounted price if more are required).
- Each location will be subject to a free survey and evaluation for suitability.
- Each location will be subject to a minimum 3 year licence, support and mobile data charge agreement charged at £50.00 per month plus VAT (this will allow us to ensure the Nationwide project will run for a minimum term).
- Each location will need to gain

permission for the sensor to be installed and pay for the power usage (install options are lampposts, CCTV columns and or building mounted), each sensor is approximately the size of an A5 piece of paper.

- This is a Nationwide Smart Footfall Data Project so will be subject to UK location eligibility.
- Locations will allow ElephantWiFi to use data collected for Nationwide comparison purposes.
- Each FREE sensor and data will remain the property of ElephantWiFi, will be licenced to the end user and is a limited time opportunity.
- The GEO-Sense Smart Footfall Data Project is only available to new locations

For more information please contact us on 0845 226 2889 or email info@elephantwifi.co.uk using the subject line "The GEO-Sense Smart Footfall Data Project" and we be very pleased to help where we can.



“There's more to markets...”

Collins English dictionary defines a street market as “an open-air market often held only on a particular day of the week in a designated area” but national campaigns such as “Love Your Market” show that our street markets are much more than that and remain an intrinsic part of the retail offer in our town centres.

The Urban Studies Journal (July 2009) “Magic of the Market Place”, identifies how markets can play a significant role as a social space, creating a buzz and supporting a range of social interactions. Market traders taking an interest in their customers, plays a part in reducing social exclusion for elderly and marginalised people and creates a more informal shopping environment.

While there may be a perception that there has been a decline of the street market offer, there is evidence that our traditional street markets and the growth of specialist and farmers markets are collectively bringing new shopping experiences to our town centres.

Over recent years, there has been a growth in youth markets. The National Market Traders Federation (NMTF) sponsors the National Youth Market in conjunction with the Manchester Markets during the Love Your Local Market fortnight in May. King Street in Manchester has just hosted the fifth Annual National Youth Market

A special teenage market was created

when teenage brothers Tom and Joe Barratt decided that there should be a specialist market designed specifically for the large population of young people in their hometown of Stockport. They put the call out via social media for young traders and performers to be part of their event and were overwhelmed when hundreds of young people applied to take part in their first Teenage Market event on Sunday, April 1 2012. There are currently 31 markets operating nationally and the aim is to have 50 operators by the end of 2017.

Durham County Council's overall vision for its markets is to create vibrant dynamic markets that not only provide access to quality affordable food and other goods but that also have significant economic benefits both for the county and for local market towns. The council recognises that markets have substantial economic benefits that are not only integral to maximising a town centre's offer, but that also engage with existing retailers, communities, producers and future entrepreneurs.

To support the maintenance of current occupancy levels, and to help to attract and sustain new business throughout the year, Durham County Council is delivering its Revitalising Street Markets project, piloting it at two of its markets, which are licenced to private operators. The Revitalising Street Markets project offers a package of intervention to support business communities, producers, future entrepreneurs and

existing independent retail businesses access trading opportunities on street markets. It provides a low risk, low cost opportunity to enable new business starts-ups, entrepreneurs and online businesses to market test products in a retail sales environment.

Businesses new to market trading can access a financial contribution of up to 50 per cent to support them in setting up as a market trader. This includes the purchase of a stall, sheeting and the insurances required to enable them to trade.

Existing market traders can receive the same level of financial support towards the cost of purchasing new, quality sheeting and larger stalls. This is to help improve the aesthetics of markets and enable them to grow their businesses by increasing their level or range of stock. Jackie Donnelly, Durham County Council community economic development principal project officer, said: “Street markets are an integral part of a town centre's retail offer. The Revitalising Street Markets project enables us to help achieve our vision for street markets whilst supporting entrepreneurial activity.”

To find out more, contact Durham County Council on 03000 267 967.

Email CED@durham.gov.uk

Website www.durham.gov.uk/retail



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Visit www.reviveandthrive.co.uk for more information

Popular arts and crafts market sets up stall in Eastleigh town centre

Shoppers will have an extra reason to pop in to Eastleigh town centre, with the arrival of Bert & Gert's.

The specialist arts and crafts market will be setting up stall once a month in Wells Place, providing shoppers with an exciting array of handmade items and bespoke gifts.

The arrival of the popular kitsch and quirky market will add yet another dimension to Eastleigh's already lively and bustling town centre.

Bert & Gert's is a family-run business founded by brothers Mark and Jason Wilkes. It was established with the aim of supporting and promoting small local businesses and bringing marketable arts, crafts and vintage to a wider audience.

Speaking about setting up in Eastleigh, a spokesman for Bert & Gert's said:

"We are thrilled to be coming to Eastleigh as we believe our ethos of supporting small local creative businesses and mission to raise the profile of arts and crafts chimes with that of Eastleigh Borough Council. "We very proud that our events have a community feel, all the traders are supportive of each other and we want to give them the opportunity to grow their hobbies and passions in to a successful sustainable businesses.

"Visitors to Eastleigh will be in for a treat; our market will give them the opportunity to browse and buy unusual, one-of-a-kind gifts and items – many of which will never be found on the High Street."

Cabinet Lead for Economy, Cllr Derek Pretty, said: "It's great to see an exciting and original market like Bert & Gert's choose the borough as a place to set up stall. The new monthly market will be a great addition to Eastleigh town centre's shopping offer and further contributes to the economic prosperity of the area. I am pleased to welcome Bert and Gert's to Eastleigh and wish them every success."

Bert & Gert's Arts and Crafts Market takes place on the first Saturday of the month from 9am to 4pm in Wells Place, Eastleigh. For more details about either joining the market or simply visiting it, email info@bertandgerts.co.uk.



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BERT & GERT'S ART & CRAFTS MARKET



Eastleigh town centre's new monthly arts and crafts market



Tourist attractions set to be transformed by virtual reality and digital technology

Historic attractions in Britain and France are set to be transformed as experts work to use virtual reality and digital technology to revolutionise the way visitors experience the historic locations. Historians, academics, designers and architects will help tourist destinations use virtual reality headsets, tablets and smartphones to bring history to life, meet characters from the past and explore artefacts that are otherwise inaccessible. It is hoped the research will lead to a 20 per cent increase in visitor numbers in heritage sites taking part in the project.

Having access to new digital technology will lead to try new ways of operating businesses to increase revenue and visitor numbers. Tourism is worth more than £10bn a year to the economy in the South West alone. The project, called VISTA AR, aims to help heritage attractions use virtual reality and apps can encourage more people to visit and return to historical and cultural sites. Experts will help them understand how technology can drive visitor experience and help them run the attraction in the most effective way. There will be new ways developed of collecting information about where visitors spend the most time during their visit.

Those working on the 7.8m Euro project, led by the University of Exeter, will develop a range of virtual and augmented reality resources which will be trialled by tourist attractions in the South West and in Northern France. This includes smaller sites, who would otherwise not have been able to afford to use expensive equipment. This project is co-financed by European Regional Development Fund from the France (Channel) [Interreg Programme](#).

The first places to test the technology will be Exeter Cathedral and Fougères Castle in Brittany. They will be followed by the National Trust Tin Coast in Cornwall, the South West Coastal Path and the Lorient Submarine Museum and the Gardens of Valloires in France. In Exeter Cathedral visitors can expect an augmented reality game based on the astronomical clock. The carvings of angels playing instruments in the Minstrel Gallery will also be animated.

Visitors to the Tin Coast will be able to use virtual reality helmets to experience what it would have been like to work at Botallack Mine, the location used to film the popular BBC Poldark series. Those walking along the South West Coast Path will be able to use technology to find out more about the area's maritime and coastal heritage.

The project was launched at Exeter Cathedral, where those who run heritage attractions will be able try virtual and augmented reality and digital technology equipment.

The resources will eventually be available through a cloud platform so other UK and French heritage attractions will be able to use them, and adapt them for their own specific needs. There will be a library of images and designs for attractions to create their own apps, or online tours, and they will just need to add their individual content. Heritage sites will be encouraged to upload the digital resources they have created for visitors to the cloud, so the online library will become larger as more businesses use it.

The resources will also include software

tools so businesses can better analyse visitor feedback – for example by helping them more easily categorise comments left on review sites. There will be other software which allows customers to record verbal feedback on their experience, immediately after they have finished their visit.

Professor Andi Smart, from the University of Exeter Business School, who is leading the project, said: "This is a unique opportunity to capitalise on the wealth of cultural heritage assets found on both sides of the channel. Expertise from Britain and France will be used to help those running tourist attractions enhance the visitor experience and also the business model they use. It gives those in the tourist industry the opportunity to explore digital possibilities which are otherwise largely cost prohibitive."

Laurence Blyth, Marketing Manager at Exeter Cathedral, said: "Bringing our shared heritage to life through new technologies is an important part of how we tell our story. We're all very proud that Exeter Cathedral will be at the forefront of this new project, and can't wait to introduce it to our visitors when the time comes."

The project will run for four years, with the online tools ready to test next year. Tourist attractions can sign up at vista-ar@exeter.ac.uk to be kept up to date with developments and project events.

Read more at <http://business-school.exeter.ac.uk/newsandevents/news/articles/touristattractionssettobe.html#FxyKpmEg2PYSYKOx.99>



Norwegian visitors impressed with Northwich Business Improvement District

The Northwich Business Improvement District (BID) has once again earned praise from European visitors after delegates from Norway visited the town to study the effectiveness of BIDs.

BID Officer Mark Henshaw was a member of the welcome party who took the visitors on a tour of the town centre and he received positive feedback regarding the projects, events and services delivered within Northwich.

"Delegates were impressed with the Northwich BID seeing the importance of

the environment and investments into the image of the town, and commented on how good Pocket Park looks.

"The cleanliness of the streets was also remarked upon, as was the number of independents which are on the traditional High Street alongside major national retailers."

On top of this, visitors were also stirred by news of the town's seasonal Extravaganzas which draw in crowds in their thousands and the level of promotion for not only these events, but



for businesses and their products and services.

"All of the people who attended really liked the idea of running Extravaganzas and saw it as a great opportunity to bring the business community together," said Mark.

"They were also shown our social media platforms and some of the marketing produced and they were blown away by the sheer amount of materials published and created on a monthly, weekly and daily basis."

Competition captures useful data for Northwich BID

The Northwich Business Improvement District (BID) has increased its exposure online and added to its bank of consumer data following the launch of a holiday sweepstake competition.

They teamed up with Northwich based independent travel agent HD Travel to offer one lucky person and a companion a trip to Prague in the Czech Republic and there were nearly 1000 entries. All people had to do to enter the competition was like the Visit Northwich Facebook page and also sign up to the BID's Consumer Bulletin which goes out to people in Mid Cheshire on a fortnightly basis.

The aim of the competition was to raise awareness of the Visit Northwich

brand online and Northwich BID Officer Mark Henshaw believes it fulfilled the initiative's objectives.

"Following the launch of the holiday sweepstake competition we received over 400 new likes on the Visit Northwich Facebook page and also over 800 subscribers to the consumer bulletin which is packed full of events, stories and news from Northwich's retailers and local attractions.

"This means that we are now able to reach out to more people online than ever before and also promote the town's businesses and attractions to a wider audience.

"Posts, particularly on Facebook,

are now regularly reaching into the thousands, which will be very useful for helping to promote the town's traders and their products and services especially in the run up to Christmas." The competition itself was won by Mark Plant who can now look forward to a holiday in one of Europe's cultural hotspots between 13th November 2017 and 28th February 2018.

The BID are currently developing another competition which will coincide with the town's 2017 Christmas Extravaganza – if you want to see what they come up with, make sure you head to the Visit Northwich Facebook page: <https://www.facebook.com/visitnorthwich/>

Northwich ranks 1st as safest large post town in North West England

Northwich is the safest large post town in North West England, according to a recent study by consumer-research group ValuePenguin.

Those living in the CW8 and CW9 postcode districts (which include Northwich, Wincham, Hartford, Weaverham, Castle, Greenbank, Lostock Gralam, Rudheath, Leftwich, Davenham, Kingsmead and Antrobus) are less likely to be the victim of a violent or property crime than residents of other large NW post towns, according to data collected between March 2016 and March 2017. Northwich ranked 1st overall amongst large post towns with a total crime score of 1,377, which was 52% lower than the average across large NW post towns. Post towns with populations greater than 50,000 residents were included in the "large" category for the purposes of the study.

The overall crime score was composed of a violent crime component and a property crime component. Amongst large post towns, Northwich ranked 1st in property crime safety (1,529 property crimes per 100k residents) and

2nd in violent crimes (1,339 per 100k residents).

Northwich particularly stood out in terms of property crime, scoring a whopping 60% less than average across large NW post towns.

In terms of violent crimes, Northwich's score was 49% better than average across large post towns in North West England. While Wirral narrowly edged out Northwich for top spot in terms of violent crimes per 100k residents, there is a mere 4% difference between the two.

Within Northwich itself, the Northwich Business Improvement District (BID) has developed a strong working relationship with Cheshire Police to try and enhance the safety and security of consumers and businesses within the town centre. 2017 has seen the continued funding of a dedicated Northwich PCSO by the BID which has helped to develop and sustain a safer and more prosperous environment for traders and shoppers. The partnership has also seen the implementation of a 'Rapid Text

Service' which traders can use to report suspicious activity so the information can get disseminated to other businesses in the town.

By increasing communication between retailers and Cheshire Police, the aim is to significantly reduce criminal activity in Northwich Town Centre and prevent businesses from becoming a victim of crime.

In addition to Cheshire Police, the Northwich BID has also sustained strong working relationships with both the Licensing & Enforcement department at Cheshire West and Chester Council and CCTV supervisor Keith Parsonage. These close links and relationships enable the BID Team to be kept well informed with regards to any criminal or unauthorised activity in Northwich.

In the full study you can see how the rest of the North West England post towns rank and read more about the methodology used to calculate the crime scores: <https://www.valuepenguin.co.uk/safest-places-north-west-england>





Free investment summit to unlock investment opportunities in Chesterfield

With £1 billion of developments underway and an HS2 stop and maintenance depot set to be built in Chesterfield by 2033, businesses across the region that want to capitalise on the town's growth trajectory are being invited to attend the Chesterfield Investment Summit.

The free to attend event, which is being supported by Marketing Derby, will be held on Thursday 30 November at Casa Hotel in Chesterfield from 8.30am – 12 noon. It aims to give delegates a detailed overview of investment opportunities in Chesterfield and North Derbyshire.

Speakers at the conference include Richard Brown CBE, a Board Member of HS2 and a non-executive member of the Department for Transport Board, Huw Bowen, Chief Executive of Chesterfield Borough Council and Simon Quin, Director of the Institute of Place Management.

Although 17 years away, delegates will hear at the summit how the town is preparing now for the opportunities that HS2 will bring to Chesterfield. 250 new high level skill jobs alone will be provided at the maintenance depot

which will be built in Staveley, as well as many others that will be generated within the local supply chain.

Alongside HS2, representatives from the town's key developments – Chesterfield Waterside and Markham Vale, will also be attending the summit which is being organised by Destination Chesterfield, Derbyshire Economic Partnership and Marketing Derby – joint partners in the EU funded "Invest in D2N2" project with a focus on promoting Derbyshire both nationally and globally as the place to invest for growth and quality of life. As well as the keynote speakers, there will be a networking breakfast, exhibition and a question and answer panel with speakers and local decision makers.

Commenting on the Summit, Peter Swallow, Chair of Destination Chesterfield and Derbyshire Economic Partnership Board Member, said: "Chesterfield's location and connectivity within the UK gives the town a unique appeal and this has already been recognised by many of those looking to invest. The announcement of an HS2 stop in Chesterfield and nearby maintenance depot have sparked a surge

of interest in the town from all types of inward investor, including commercial developers and house-builders both locally, regionally and nationally already.

"There are myriad investment opportunities at a local level and the Chesterfield Investment Summit is the ideal opportunity for potential investors to learn first-hand what these are. HS2 may be 17 years away, however now is the time to tap into the opportunities the railway line will bring. HS2 isn't just a railway line, it's a catalyst for growth across the region."

John Forkin, Managing director of Marketing Derby, added: "We are delighted to be supporting the Chesterfield Investment Summit. Chesterfield and the surrounding area has a strong offer and a range of attractive investment opportunities for which the event will provide a useful spotlight."

To reserve a ticket at the Chesterfield Investment Summit visit <http://www.chesterfield.co.uk/events/chesterfield-investment-summit/>



A tale of two cities

Isn't it strange how things connect together. Two events I've attended recently looked at sharing the knowledge held in a place with its businesses and both ended with a chat over coffee. The first a Carlisle Ambassadors event brought together a range of food businesses, food advocates and local business and public sector leaders together in one room. Its aims were straightforward looking to raise the profile of the food sector in the city. This was achieved by allowing several speakers time to present their view of the food sector and by allowing other food businesses to showcase their wares on various stands around the room.

The speakers ranged from Grasmere Gingerbread, a family business with 175 years of history, to Peter Sidwell, a TV chef based in the area, to the CN Group that was launching its new foodie magazine 'Taste', to the North

West Hospitality Show and to the leader of the council's economic unit. The stands included food producers that were less than two years old, a family food wholesaler with over 140 years' experience, media savvy food producers who had had a fly on the wall BBC crew following them for a year and others who just quietly got on with it (avoiding twitter because face book was enough) and ourselves as Thomas Jardine & Co. Lunch was served at the close of the event and as usual conversations provoked by ideas from the speakers or the stands created new opportunities for us all to advance Carlisle that little bit further.

To me this event clearly demonstrated that we can put in a room a group of people who have a common interest in a specific sector of what makes our place. These people will not just come from one part of that sector, at first glance they may not even look like they are connected to the sector, however it is these people that will ultimately create the success or failure of that sector in your place and our role as place makers is not to support the 'sector' but to support the people connected with the sector. The second event was an AURIL (the Association for University Research and Industry Links) conference in Bristol. I attended this as part of my University of Cumbria role and was there to help Hannah Stewart from the Royal College Arts run a work shop on the development of makerspaces (A makerspace is a collaborative work space for making,

learning, exploring and sharing that uses high tech to no tech tools) in universities. The conference attracted knowledge exchange professionals from a wide range of universities from across the UK. This was a much more formal affair than the Ambassadors event with Prof Anne Carlisle Vice Chancellor of Falmouth University highlighting the work their university does to encourage student entrepreneurship and the potential effect this could have on the SW. This was followed by Paul Drabwell the Head of Innovation and Place at BEIS who highlighted the government's focus on collaboration within a place to encourage innovation.

Our session came straight after lunch and instead of just talking to the group we encouraged them to 'build' a model that represented best practice for a makerspace in a university. The results were interesting, each group produced various models that had the usual physical assets (3D printers, work benches etc.), acknowledged the need to involve the networks of users and service providers in the ongoing planning of the space and also the need to keep an open dialogue between the users and the university. What was interesting was the really strong need for a space where the users would meet and share their best ideas over a tea or a coffee.

Both events highlighted to me the need to focus on the people in the place and not on the place and then the people. Perhaps best captured by all our needs to just have a chat over a good coffee....

Northwich businesses working in partnership to make Christmas a cracker

Later this month, on Saturday 25th November, the ever-popular Northwich Christmas Extravaganza returns to the town. Northwich will be transformed into a festive wonderland with a whole host of attractions, characters and activities which will be taking place alongside a series of yuletide stalls run by some of the town's businesses.

As with the last two events, these stalls are provided to businesses free of charge by the Northwich Business Improvement District and the uptake is once again extremely positive.

The Extravaganza always brings thousands of additional visitors to the town, and businesses have been keen to take up the offer of a stall to trade

directly on the high street, instead of operating from their traditional base. Situated at the top of Witton Street, the market will run from 10:00am-4:30pm and 25 businesses have taken up the opportunity to trade on their own dedicated market stall. Northwich BID Manager Jane Hough is delighted with the amount of businesses that are going to man a stall and also the varied nature of the retailers and professional business services.

"Major national retailers, some of our unique independents and professional business services will be showcasing and trading on the market once again this year.

"It's great to see that they're willing to

try out new initiatives and ideas to take

advantage of the footfall on the day and interact with consumers on the street rather than hoping they'll head in-store. They always bounce ideas off each other too with a view to making their stalls a success – it's pleasing to see them working in partnership.

If you would like to keep up-to-date with Northwich's festive event this year, make sure you like Visit Northwich on Facebook: <https://www.facebook.com/visitnorthwich/> and the Northwich BID on Twitter: <https://twitter.com/NorthwichBID>





Why Choose Revive & Thrive for your Business Improvement District Feasibility Study?

- Experience of working with many town and city centres over many years, from feasibility and development to management, evaluation and renewal
 - Advice on standard BID developments, industrial BIDs, tourism BIDs, property owner BIDs
 - UK wide network of BID experts and practitioners with a geographical spread that understands regional issues and different 'types' of towns such as Market, Coastal, etc.
 - National promotion for your place while your BID is developed through our 30,000 social media reach, our growing membership and through Place Magazine. Subscribers to this free place related magazine are growing daily and it is directly delivered to over 4,000 people and each edition is shared continually via social media for a month
 - We can showcase your place by hosting a regional networking event
 - Bespoke and individually tailored and costed solutions for your place
 - Innovative BID management tool (database), free websites for your businesses and discounted products and services via our links to place solution providers
 - Our clear grasp of client needs and problem-solving capabilities that we can provide
 - We have a practical understanding of the realities of retailers of all sizes and sectors
 - Ability to successfully support the scale-up of retail businesses, increasing job opportunities
 - We have senior level contacts, giving direct access to decision-takers and top retail brands
 - We enjoy a close collaboration with clients. We deliver hands-on involvement, adept change management and the ability to energise stakeholders and cultivate confidence in success
 - We understand the requirement for clear communications covering strategy, goals, planning and all aspects of implementation
- Clients include -**
- Birmingham City Council
 - Chippenham BID
 - Sunderland City Market Traders
 - Debenhams
 - Disney
 - Ealing Council
 - Exeter BID
 - GEOX
 - Hamleys
 - Harbourside / Porthcawl Maritime Centre
 - Hastings Borough Council
 - Hexham BID
 - Llangefni Town Council
 - Minehead BID
 - Mumzworld.com
 - New Look
 - Next
 - Northumberland Council
 - Poole BID
 - Quiz
 - Storm Flowers London
 - Sunderland BID and Council
 - Weston BID (first term & renewal)
 - Numerous BIDs and Councils through our membership and wider



networks

- Numerous innovators and providers of tools and solutions for town centres and high streets

Our Commitment to YOU

Revive & Thrive acknowledges that engagement with business and winning their hearts and minds is the hardest part of place management. Revive & Thrive tackles this head on and has spent many years building the right team to deliver this.

We are confident that we can gain more engagement than other providers to enable your business community to make the right decisions and thrive. To support this claim, Revive & Thrive will include pre-agreed penalty clauses in our contracts if we do not hit the agreed KPIs regarding engagement and / or impact. Furthermore, if businesses in your area are in favour of testing a BID at ballot, we will add another set of

pre-agreed mechanisms in the ensuing contract to reduce costs as we will already have significant knowledge of the area

We will be effective from day one of the BID development phase to the ballot. We will know your local community; the influencers and the detractors, the shapers and the shakers and the landscape and environment of the BID. Therefore, we will not require any acclimatizing or gathering local knowledge.

Our Approach

Our BID Feasibility Service offers the following guarantees:

- To devise and agree the right proposed BID area
- We will build a contact database of business activity in the proposed BID area
- We will guarantee a minimum level of survey responses, based on the size of your area, to produce

a robust feasibility analysis.

Measurement and target KPIs will be agreed at contract stage through discussion.

- We will give you options and recommendations on the best ways to model your BID area and levy rates
- We will also be very honest in our assessments, and advise if we think a BID is not a feasible option for your place, and look at other ways to help it thrive
- We will provide detailed analysis of the Rating List of your BID area by sector, geography, and RV so that we really know the stakeholders and understand the occupancy and business use of your place
- Using our skills in improving understanding of the retail needs of local consumers, key drivers, how to attract more visitors, appraising scale of opportunity, average visitor spend, SWOT analyses of regional competitors, etc., we will really get under the skin of your business



REVIVE & THRIVE'S

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- community and deliver the best Business Plan including a full Retail Strategy for your proposed BID
- We will make early recommendations on BID projects based on the outcomes of the business survey
- We will help you decide how best to fund a BID development
- Offer a bid writing service for BID loan if necessary.
- During the feasibility process we will undertake every possible measure to have face to face conversations with the right people in local businesses. We will be visible and on the ground having real discussions winning hearts and minds with honest coaching and debate. Our confidence in this area means that we will add penalty

clauses to the contract if agreed KPIs are not delivered.

- Prior to commencing work we will guarantee to hold an agreed number of business meetings within the contract and during the same term ensure that we maximise attendance at each meeting through discussion, social media, email and other available marketing. Our enviable experience of retail both local independent and national retail will ensure that your place makes the right decision during ballot
- Our ability to communicate at the right level with businesses and retailers will ensure excellent engagement and survey responses throughout the process.
- Our unique ability to attract new

brands that will upgrade and energise your retail environment will kickstart the BID's early stages and offer opportunities for quick wins

- We will draw all of the above together in a comprehensive and robust feasibility study and subsequent business plan
- We will be there, with you, hands-on, on the ground, to get a true feel for the feasibility of a BID in your area and take your PLACE to the next level

To find out more email bids@reviveandthrive.co.uk or call 03330 124285



Meet Revive & Thrive's latest team member Sarah Pavlou - Director of Retail and Business Engagement



Sarah brings to Revive & Thrive an enviable experience and skill set that is highly focused on supporting retail and other town businesses.

Revive & Thrive is extremely excited to be utilizing her skills to deliver an unprecedented level of engagement and impact throughout all the different stages of a Business Improvement District's lifespan.

Our excitement at this development has encouraged us to renew Revive & Thrive's BID Feasibility Service. This unrivalled service offers guarantees and penalties to the client if a pre-agreed set of KPIs are not met; we know they will be.

Please meet Sarah - Sarah Pavlou Biography

Sarah started her career in retail on the shop-floor at the age of 16. Fortunate

enough to have worked with some of the best-known brands worldwide, including Debenhams, Hamleys, GEOX, Etam, New Look, NEXT etc. she has devoted her life to retail growth investing in people and businesses of all sizes, sectors and channels in reaching their full potential. Recognised as an inspiring and motivational leader, managing multiple teams and stakeholders across various disciplines, she delivers high profit outcomes and sustainable working environments where both the business and its people thrive.

Sarah is a passionate self-starter with uncompromising commitment to business success; encouraging individual resourcefulness, a can-do culture, taking ownership, converting opportunities and achieving goals.

Now based in the UK, she has worked in more than 6 countries and numerous cultures, including Cyprus, Dubai, Norway and Russia, helping clients enter new markets, source investment partners, grow sales, modernize stores, adapt to the world of global e-commerce, engage and connect brands with local consumers and train staff.

Skills and Experience

Sarah knows from experience that success is based on practical essentials like strong branding, the right product and positioning, innovative presentation, operational efficiency, well-motivated and properly trained staff, an uncompromising commitment

to customer care and growing market share - and nothing drives success better than increased profits.

With her wide-ranging experience in sales and management both as an entrepreneur and consultant, she approaches her work with an eye for detail, a constructive but also frank and determined approach to finding improvements and an ability to think outside the box. Knowing effective solutions start with accurate identification of the current state of her clients' business, she starts with a full business diagnostic with every case in hand.

Next steps.....Revive & Thrive Retail:

In addition to the renewed BID services that we are offering with Sarah, she will also be developing Revive & Thrive Retail.

Revive & Thrive Retail will conduct one to one business reviews with all local sole traders and key high-street brands, delivering a citywide retail strategy and individual business owner reports that identify areas for scalable growth, brand/product diversification and local win-win collaborations for all involved. We will streamline retail processes to avoid wastage and inefficiencies and establish a joined-up retail operation citywide working in sync with one another.

We will advise on funding opportunities for achieving local enterprise objectives and produce tailored training programmes meeting all local needs.

We will deliver training theory and interactive workshops onsite, ensuring sustainable results that can contribute to a local structured retail network, sharing best practice and collectively determining the future of your local high-street.



Seaham is set to Thrive....!

Seaham is a lively harbour town on Durham's Heritage Coast. The town centre falls within a large conservation area and has a distinctive character, built on its industrial heritage.

The town sits on limestone cliffs overlooking the commercial port which served the Durham collieries. The town was built in the late Georgian/early Victorian period, combining elegant buildings with grid-iron housing arranged around the wide straight railway running eastwards to the harbour. This underlying structure remains relatively intact and the original street, rail and harbour pattern is of unique historical importance.

Commercial activity is focused on Church Street and Byron Place and constrained to a very tight area around it. The commercial area features predominately small independently owned shops. Some with traditional shop fronts providing additional character and interest. The recent

regeneration of the main promenade has improved the appearance and vitality of North Terrace. However, the retail area of Church Street and surrounding residential areas are in a much poorer condition with widespread erosion of character.

Durham County Council is now set to apply for Lottery Townscape Heritage Funding to support revitalising the historic built environment, with a focus on Church Street. The opportunity to apply is of key importance at this time, with buy-in from business owners and an appetite for new investment from the private sector.

Following a recent stakeholder engagement event held on 18 September 2017, which demonstrated business and community support for the bid, the town was described by many as a town with a "tale of two halves". With Church Street continuing to struggle with vacancy rates rising, empty upper floors and a poor quality retail offer

while North Terrace continues to thrive and attract new retail investment.

Gursh Kahlon and Ranjeet Gill of Clearwater Developments were the first developers to turn an exciting vision for premises on North Terrace into a reality. The pair acquired and invested in a key disused building, bringing it back to life and creating five commercial units and 11 residential apartments. The project, which received support via the Targeted Business Improvement Scheme, created new job opportunities and has increased local services and visitor attractions to the seafront area.

Clearwater Developments continues to invest in the town with developments along the harbour area. The latest project has seen the conversion of a three-storey terraced property at 21 North Terrace into three separate units, all occupied by prominent commercial tenants. In addition, the developers continue to work on residential projects in the harbour. The former disused and



derelict Rock House community centre has been fully redeveloped and now forms three modern high specification townhouses, along with a fully restored Prominent Rock House Building. The team have also worked to restore two former properties on the corner of North Terrace and Tempest Road back to their original glory as large Victorian terraced homes.

David Gill a local entrepreneur in Seaham said: "Having visited Seaham in 2013 and instantly fallen in love with its potential and charm, we had a vision in mind of what Seaham Harbour could become. We acquired our first property later that year. Situated on North Terrace, it is now occupied by the Lamp Room, a business owned and run by Russ Wood.

"We subsequently opened Gills Fry Fry in 2014 and completed the purchase of the historic Harbour View Hotel in 2015. Plans are now in full swing for the major redevelopment of the site, which

will include a luxury fish restaurant, 10-pin bowling, executive residential apartments and a penthouse suite. This will be a substantial addition to the very popular seafront location.

"In early 2017, we acquired the corner plot of land to the opposite end of properties on Harbour View Terrace. It is our vision to create two architecturally similar 'bookends' to this iconic run of buildings. We firmly believe it will bring additional visitors from the surrounding areas to this beautiful location, as well as creating new jobs for local residents.

"We are excited to be making these changes to an evolving expansion of the retail and leisure offer in this area and look forward to working with local architects and the local planning department to create a unique place of interest for everyone to enjoy.

"The support we received from Durham County Council has been amazing throughout the entire process from inception of my business ideas and facilitation at meetings with council

officers to the financial support via the Targeted Business Improvement Scheme."

The Durham County Council Targeted Business Improvement Scheme was launched in 2009 following the set-up of the new Durham County Council unitary authority. As a direct result of investment via the initiative, 38 businesses have been supported in Seaham, 20 premises brought back into use, new businesses created, 79 FTE new jobs brought to the area and the private sector has invested £2,060,268.

The Targeted Business Improvement Scheme is open to businesses operating in a number of locations across County Durham. For more information contact Durham County Council's Community Economic Development team on 03000 267 967 or email CED@durham.gov.uk.



At Arwel is a gluten free mobile catering business available for events and markets etc anywhere in the UK

On Board 'Fred' we have our top of the range barista coffee machine serving fantastic coffee as an accompaniment to our gluten free -

- Crepes
- Churros and dips
- Toasted sandwiches
- Doughnuts
- Cupcakes
- Lemon drizzle / carrot cakes
- Victoria Sponge
- Florentines / Flapjacks
- Christmas Pudding
- Mince Pies
- and more

Don't forget our home baked gluten free snacks all taste amazing whether avoiding gluten or not. Find out much more at www.at-arwel.co.uk and contact Nicola on baking@at-arwel.co.uk or 07791 007407 if you are interested in us attending your event or market.



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





Chester's Christmas countdown celebration: Full details announced

The annual Christmas lights switch-on programme includes the popular twelve-days of Christmas themed parade, the return of the CheSTAR, fireworks and appearances from Father Christmas and his elves!

The light switch on parade begins at 7pm on Thursday 16th November, coinciding with the start of late night Christmas shopping in the city centre.

The full programme for this year's Christmas lights switch on and festive parade has been announced with just a couple of weeks until the magic of Christmas falls upon Chester city centre.

Organised by Chester's Business Improvement District, CH1ChesterBID, in partnership with Cheshire West and Chester Council, the popular 'Twelve Days of Christmas' themed parade will once again delight children and adults alike, with Santa and four elves taking to the city's streets on Thursday 16th November.

Starring a range of community groups and local artists, the parade starts at 7pm from Princess Street before heading past the Town Hall towards St Werburgh Street, Chester Cathedral and down to Eastgate Street, Bridge Street and around the city centre.

Chester's much-loved brass band will lead the parade, performing a selection

of Christmas classics, whilst Chester's Christmas elves ChELFie and ELFie will be spreading festive cheer and helping children spot Santa's sleigh, which will be hiding on rooftops throughout the event.

The elves will be posing for selfies throughout the parade, with a competition running across the festive period with prizes for the best selfie. Visitors just need to tweet the CH1ChesterBID twitter account @CH1Chester to be in with a chance of winning.

Chester also welcomes back the festive 'CheSTAR', a giant sparkling Christmas star, which made its debut in the city centre last year. The 25ft star will stand majestically in the grounds of Chester Cathedral on St Werburgh Street and is made up of almost 19,000 twinkling lights.

Judy Tagell, Marketing manager at CH1ChesterBID, said: "The annual Christmas parade is a highly-anticipated event in the Christmas calendar for many local residents and visitors to the city. It signals the start of the holiday season and it's the perfect opportunity to get some Christmas shopping underway nice and early with stores across the city centre open until 8pm.

"This year's celebration is set to be very special, with elements that will

enchant both children and adults. It's taken months planning, but once the 16th November rolls around, we're sure it will be worth every second and can't wait to see it all come together."

Councillor Louise Gittins, Cabinet Member Communities and Wellbeing, Cheshire West and Chester Council, added: "Christmas in Chester certainly is magical. The beauty and history of the city effortlessly lends it to the festive decorations and truly makes it feel like a winter wonderland. The parade is only the beginning of an entire calendar of festive activities taking place in the city centre this year and for us, really does kick start the most wonderful time of the year."

Fireworks will be let off during the parade at The Cathedral, Eastgate Clock, The Cross, Amphitheatre and Town Hall

Chester's Christmas Market will open from 11am at the Town Hall Square on Thursday 16 November until 20 December. The Market will be open 10am to 6pm from Sunday to Wednesday, with late night shopping on Thursdays until 8pm and until 7pm on Friday and Saturday.

For more information about all the events and activities taking place this Christmas, visit www.experiencechester.co.uk or follow @CH1Chester on Twitter.

Bradford a case study in mapping by Silvermaze Managing Director Derek Reed

In 2008 I was asked to attend a meeting at Bradford City Council to discuss the future mapping of the city. The then City Centre Manager Bob Parker was impressed with the work of Silvermaze and had assembled a number of departmental heads, who had a need for city centre maps.

I presented examples of our work and our long held belief that one map should fit all requirements. With so many participants, the meeting was quite long and numerous questions were raised and addressed. The outcome of that meeting was that Silvermaze be appointed as the map supplier, Bob Parker would be the facilitator but the cost of the project would be split among the various departments. The project was to provide a map of the city centre based on an axonometric plane commonly known as '3D'. From that map we were to initially produce a miniature guide book, interactive website that detailed and located every shop and service in the city centre, and some window decals.

In those days aerial photography resources were very limited and therefore we had to commission oblique aerial photography of the city. Due to the heavy population Air-Traffic Control rules dictated we use a twin-engine helicopter. This was followed by a detailed survey and a ground level photographic exercise. In addition, for the interactive website, every shop, restaurant, hotel, places of interest etc., within the map area was visited, detail and location noted and either an external, internal or product photograph taken.

The map was completed late 2008

The first edition of the VistaGram® Little Book was published early 2009 and proved an immediate success with a second edition being produced later the same year.

The interactive website also came into being in 2009.



The website pinpointed the venue and provided a description of the business. It had a comprehensive search facility and a 'meet me here' feature to organise business or social gatherings.

In 2011 the British Science Festival came to the city, the organisers electing to use the map to produce a special edition of the VistaGram® Little Book.

In 2013 the VistaGram® Little Book City Guide was still as popular as ever with 10,000 copies being ordered on a regular cycle. Around this time the matter of Wayfinding and City Centre Signage came under discussion and it was decided that the Silvermaze '3D' map be adopted.

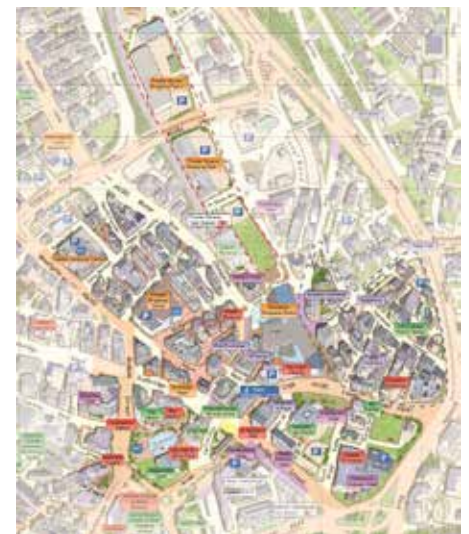
However, like all councils in the aftermath of the financial crises, Bradford City Council found it necessary to make cutbacks and the Little Book together with the interactive website became casualties.

On a visit to Bradford and prior to my meeting with the City Council I was staying at the Jury's Hotel. Playing devil's advocate I asked for a map and was surprised that they were providing photocopies of the map which appeared in their last remaining copy of the VistaGram® Little Book. I raised this at the meeting and suggested producing good quality but economical map pads. This option was taken up and we still continue today to produce them and deliver to fifteen outlets in the city centre.

In 2016 a market research campaign was undertaken to identify what map was the preferred style, it proved that the Silvermaze map was by a long way still

after eight years the people's favourite. In the same year JC DeCaux adopted the map for their bus shelter advertising panels throughout the city.

2017 has seen the Bradford Literature Festival and the introduction of the Bradford BID where the map has once again come into use.



This extract from the BID map shows the surround of the bid area has been reduced in intensity; two additional areas of Little Germany and Forster Square Shopping Park have also been highlighted

2018 is the tenth birthday of this map, which shows the longevity and economy that can be achieved when producing an attractive, easily interpreted, accurate quality map.

Jonny Noble Bradford City Centre Manager says: "The maps produced by Silvermaze continue to be very popular with new visitors to the City Centre. Being strategically placed in locations such as hotel receptions, transport hubs and the Visitor Information Centres, the maps allow an easy narrative in directing visitors to their destinations, supplementing the on street wayfinding system. The appeal of these maps is evident in the increased demand for them year on year!"

Derek Reed Silvermaze



Winners revealed at 2017 CH1ChesterBID Customer Service Awards



Bar Lounge, Jaunty Goat, Upstairs at the Grill and Weasel and the Bug among the businesses recognised for excellent customer service on Chester's high street.

Businesses from across Chester city centre came together for a prestigious awards ceremony at Storyhouse as the winners of the 2017 CH1ChesterBID Customer Service Awards were revealed.

The awards were introduced in 2015 by CH1ChesterBID to help recognise the shops, restaurants, bars, independent retailers and other businesses that always go the extra mile for customers.

The general public were asked to nominate their favourite city centre stores again this year, with more than 1,500 votes received in total. The top three businesses in 14 different categories then received a mystery shopper visit to determine a winner.

Among the winners on the night were popular eatery Upstairs at the Grill and sister venture Bar Lounge, which picked up the 'Best Restaurant' and 'Best Pub/Club/Bar' awards respectively for the second year in succession.

Jaunty Goat on Bridge Street was named 'Best Coffee Shop' and Watergate Street's vintage toyshop, Weasel and the Bug, held on to the 'Best Independent Retailer' award after winning the title in 2016.

Debenhams retained its title as 'Best Large Retailer' and Build a Bear Workshop - which scooped two awards in 2016, was again among the winners after being named 'Best Small Retailer'.

Funky Cow Milkshake Bar on St Werburgh Street was recognised as the 'Best Food on the Go' business, whilst the 'Best Hotel or B&B' award went to The Coach House Inn on Northgate Street.

Travel agents Deva Travel & Tours held on to the 'Best Leisure and Lifestyle' award after picking up the trophy in 2016 and other winners included fresh cosmetics store Lush in the 'Health and Beauty Retailers' category, as well as Specsavers, which picked up the award for "Best Health & Beauty Retailer".

The 'Best of Grosvenor Shopping Centre' Award went to art gallery Castle Fine Art, and Barclays was presented with the 'Best Professional Services' award for the

second consecutive year.

The final award of the night went to women's clothing store Chesca, which was named 'Outstanding BID Member' of the year.

Carl Critchlow, BID Manager at CH1ChesterBID, said: "We're really proud to have hosted these awards for the third year in succession and there were some fantastic scores across all of the 14 categories.

"The awards are designed to recognise exceptional customer service as we believe it's a fundamental element of creating a world-class welcome in Chester – it's one of the things that will make people want to come back to the city time and time again.

"That's why we think it's so important to celebrate the fantastic contribution our local businesses and their staff make to Chester city centre every single day. They should all be really proud of their achievements over the past 12 months and our congratulations go to all of this year's winners."

For more information, visit www.CH1ChesterBID.co.uk

Chester furniture shop staff claim ghost of young boy is haunting their store

Staff at Sofa Workshop on Watergate Street say they have seen a shadowy figure moving across the building's 17th Century floors

The building was also part of a 2010 investigation into paranormal activity in the city

Staff at a city centre furniture store have been well and truly spooked after they reported seeing a ghostly figure haunting the historic 17th Century building.

The Watergate Street building, which now houses bespoke upholstery store Sofa Workshop, formed part of an investigation into paranormal activity in the city lasting several weeks back in 2010.

And it seems investigators were on the right track after staff reported seeing a ghoulish shadow lurking around the top floor of the Grade I-listed building.

Lizzy Weston has worked at the store for more than 21 years and has also written a short book all about its history. She said: "Myself and some of the other staff here are absolutely convinced that we've got some kind of ghost in the shop.

"A few of the team have seen a small shadowy figure moving across the upstairs gallery within the shop and we

can't find a logical explanation as to what it may be. On top of that, myself and other staff have felt a presence and having the sensation that we are being watched by something supernatural. We all get the impression that it's a happy spirit, but it's still very spooky!"

Often described as the best preserved medieval town house in Chester, the building dates back to 14th Century and was formerly home to a man by the name of John Leche, whose family coat of arms – which features a snake and a hand – can still be seen above the fireplace today.

Lizzy believes the unexplained phenomenon could be the spirit of a young boy, who may have died in the 18th Century when the building was a public house called The Hand and Snake.

During that time one of the rooms in the building – which can still be seen today – was used as a powder room, and it's believed this would have been occupied by young boys, who would sit behind a small hole in the wall powdering the wigs of the gentry that visited.

According to Lizzy, the boys would have been made to use arsenic to kill off any bugs inside the wigs, but the poisonous

nature of the substance may have resulted in many of them dying after inhaling the powder.

"I do think it could be the spirit of a small boy from the 18th Century who may have died when this building was a pub," she added. "This was a period when gentry wore wigs, white powder and beauty spots on their faces and it was easier to have these wigs powdered than washed, but the stories I've heard about the building suggest it may have caused the death of a few young boys.

"One of the former residents that lived above our shop also told me that she used to hear the sound of a small boy from time to time playing with what sounded like wooden toys. She'd been out to check what the sounds were but never found anything to explain them."

The history of the building has also been brought to life this year through Talking Walls – the history and heritage project created by CH1ChesterBID. A small plaque that hangs underneath the Leche family crest in the store can be scanned with a smartphone, which will reveal the story of its past via a phone call.

For more information about CH1ChesterBID's Talking Walls project, visit www.talkingwallschester.co.uk





Bloggers and Writers Required

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

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

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

We also want to promote debate. Whilst

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

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

To find out more or to submit your article and blogs please email mark@reviveandthrive.co.uk or call 03330 124285





Santa Claus is coming... to Storyhouse!

CH1ChesterBID announces plans to launch amazing Storytelling with Santa attraction in partnership with Storyhouse.

An enchanting Storytelling with Santa attraction full of Christmas cheer, festive elves and Santa himself, will be opening its doors at Storyhouse from next month.

The city's Business Improvement District, CH1ChesterBID, has teamed up with Storyhouse to launch the attraction, which will open its doors on Saturday, November 18, and run every Saturday and Sunday until 17 December.

Little ones will get the chance to meet Santa and sit down with him for special Christmas stories in the Storytelling room in The Den – Storyhouse's dedicated children's library – which is set to be transformed into a magical Christmas storytelling experience. The attraction will be managed by a team of Santa's elves who will also be on-hand to help children write their Christmas wish lists and take part in festive arts and crafts.

Judy Tagell, Marketing Manager at CH1ChesterBID, said: "Preparations for the festive season in Chester are well underway and we're absolutely delighted to be teaming up with Storyhouse for Storytelling with Santa this year.

"We're working hard to create another unforgettable Christmas in the city centre and we think everyone will enjoy this wonderful new attraction. It promises to be really popular so we're urging people to book their tickets early to avoid disappointment!"

"Christmas in Chester really is a magical time of year and we hope as many families as possible take the chance to come and meet Santa and soak up the festive atmosphere that we'll be creating with our partners right across the city centre."

The magic of Christmas will be descending on Storyhouse for the first time since it opened its doors to the general public in May, following a two-and-a-half-year project that transformed the city's former Odeon into a cinema, theatre, library and restaurant.

Alex Clifton, artistic director at Storyhouse, said: "We can't wait to celebrate our first Christmas in Storyhouse and we're really excited to be hosting Storytelling with Santa in partnership with CH1ChesterBID.

"It will be the perfect way for families to get into the Christmas spirit and we look forward to welcoming as many people as possible."

Storytelling with Santa will open from November 18 – December 17 at Storyhouse on Hunter Street on Saturdays from 10.30am – 5.30pm, and Sundays from 11am – 4.00pm.

Tickets for Storytelling with Santa will cost £3 per person and can be bought online by visiting <https://www.storyhouse.com/event/storytelling-with-santa>. Money raised from ticket sales will also be used to help support Storyhouse's work with young people in the local community.

For more information about the range of Christmas activities taking place in Chester city centre this year, visit www.experiencechester.co.uk.

REVIVE & THRIVE

NETWORKING EVENT

10th November 2017
at The Grand Pavilion, Porthcawl

To explore further growth opportunities and establish Porthcawl as a vibrant resort

By providing a collective voice for business both large and small driving forward a powerful agenda to develop an identity for Porthcawl as a vibrant and cultural destination and a great place to do business with a strong historic background & flourishing future for all who work, visit and live in the area.

Porthcawl is experiencing competition from neighbouring city centres, out-of-town retail parks, low cost foreign holidays and of course the internet. Visitors and shoppers are looking for more when coming into town, an experience worth having, in a clean safe environment that offers a wide variety of attractions, amenities and shops.

Visitors and shoppers have the world of choice at their finger-tips and nearby towns offering similar attractions are just as easy to visit.

Large shopping centres and out of town retail parks charge a service levy to all their tenants to offer security teams, a clean environment and a targeted marketing resource. Many town centres are struggling to compete with this and the rapidly changing retail sector. However, by a town coming together in a 'joined up' way there are opportunities to successfully compete and additional grant funding can be generated to help the town to become more attractive and welcoming to visitors and investors.

Led by the businesses in the town, will help our businesses to grow and improve, enhancing the town for residents and visitors, through innovative, new projects.



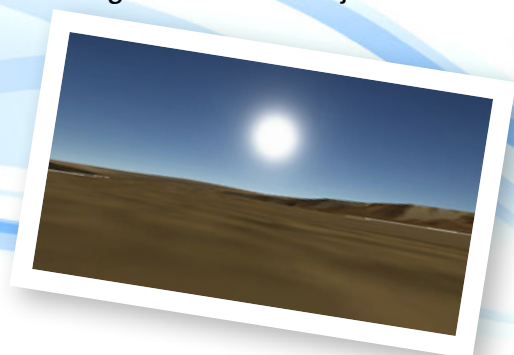
*Two great
workshops by the
national 'Revive
and Thrive'
team*

1. Marketing, Public Relations & Image

- a. Encouraging more visitors and residents of England & Wales to visit Porthcawl and spend money in the resort's businesses through a co-ordinated and concerted marketing and public relations campaign.
- b. Concentrating on promoting the positive images and visitor experience of Porthcawl as a place to visit & use as a base for wider exploration of the County Borough & beyond.
- c. Porthcawl to take more control of our own future, and the image we present.
- d Porthcawl is a dynamic confident town and it's time to start selling Porthcawl as the top destination it is portrayed in the media.



2. Raise Porthcawl's profile through marketing, public relations and events designed to attract additional visitors all year round leading to increased sales.
3. Increase the vibrancy of Porthcawl through a co-ordinated and well-publicised programme of events.
4. Improve the street environment providing a better resort experience for your customers and a more attractive place to trade.
5. Deliver additional services to those already being delivered by the statutory agencies – current services will be recorded.
6. Reduce business costs through collaborative marketing initiatives and joint purchasing schemes which will offset the cost of your annual contribution.
7. Give the business community greater involvement in Porthcawl with a 'voice' and a stake.



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.





Try out our 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/

Benefits to Revive & Thrive Place Management Recruitment Service

include –

- A unique specialism in Town and City Centres and a service run by experienced Town Centre Managers and BID Practitioners
- Minimum one full page advert in monthly Place Magazine
- Marketing reach of over 30,000 people with an interest in place management and Business Improvement Districts
- Minimum two emails to around 5,000 relevant contacts per month all of which will include your appeal for candidates.
- One recruitment specific mailout per month
- Advert on www.reviveandthrive.co.uk for as long as required to secure the right candidate
- Vetting and shortlisting service available (enquire for costs not included in any offer)

All for only –

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

Revive & Thrive are also inviting professionals looking for a new position or new contract to submit CVs for Revive & Thrive to hold on record for new opportunities. This service will ensure that you are at the front of the queue and are signposted to relevant inbound calls looking for suitable candidates. Additionally, Revive & Thrive will promote 500 words and a downloadable CV about the professional through the website. Place Magazine, 30,000 contact reach and regular mail outs.

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

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



At Arwel is a gluten free mobile catering business available for events and markets etc anywhere in the UK

On Board 'Fred' we have our top of the range barista coffee machine serving fantastic coffee as an accompaniment to our gluten free -

- Crepes
- Churros and dips
- Toasted sandwiches
- Doughnuts
- Cupcakes
- Lemon drizzle / carrot cakes
- Victoria Sponge
- Florentines / Flapjacks
- Christmas Pudding
- Mince Pies
- and more

Don't forget our home baked gluten free snacks all taste amazing whether avoiding gluten or not. Find out much more at www.at-arwel.co.uk and contact Nicola on baking@at-arwel.co.uk or 07791 007407 if you are interested in us attending your event or market.



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.





Coastal BID Spruces Up Westbourne's Historic Shopping Arcade

Bournemouth
COASTAL BID



As part of their campaign to improve the appearance of the town, the Bournemouth Coastal Business Improvement District (BID) has been cleaning the historic Westbourne Shopping Arcade.

Ahead of the busy Christmas shopping season, the Coastal BID has been helping to rejuvenate Westbourne's famous arcade. They have brought in special equipment to give the grime covered thoroughfare a deep clean. This has unveiled the attractive flooring and made the area a more welcoming place for visitors.

The Westbourne Arcade runs between Poole Road and Seamoor Road. Completed in 1885, it has been at the centre of Westbourne's shopping district for many generations, with thousands of people passing through the arcade every year. The ongoing Coastal BID cleaning

project aims to enhance and preserve the popular Grade II Listed arcade. A collection of over 20 boutique stores and unique vendors currently reside within the building.

Stefan Krause, Coastal BID Manager, said: "Constantly trodden underfoot by so many shoppers, it was hard to miss the thick layer of dirt that had built up on the floor of the Westbourne Arcade. Affecting the look and appeal of the historic building, we set out to deal with this problem area and brought in contractors to give it a thoroughly good cleaning.

The Bournemouth Coastal BID represents approximately 660 eligible levy paying businesses within Bournemouth's coastal areas. It aims to enhance Bournemouth as a vibrant, attractive, eventful, connected, safe and successful environment in which to do

business. Working in collaboration with the Westbourne Business Association the Coastal BID's clean-up of the Westbourne Arcade was financed by the Westbourne business community. Stefan, continues:

"We are extremely pleased to have revealed some of the arcade's beautiful underlying features. Listening to the views of local businesses, our actions have made the area more appealing, we hope this will encourage more people to shop in Westbourne over Christmas." The Coastal BID is now planning further cleaning projects across the 9 trading districts, which include Westbourne, Boscombe, Southbourne, East Cliff, West Cliff, Pier Approach, Pokesdown, Tuckton and Hengistbury Head.

To find out more about the Bournemouth Coastal BID, visit www.coastalbid.co.uk.

Over 13K attend Bournemouth market's vibrant 'Day of the Dead' celebration

Bournemouth's increasingly popular Metropole Market has returned to Holdenhurst Road with a visually impressive Day of the Dead themed street market.

With well over 12,000 people in attendance, the second instalment of the Bournemouth Metropole Market, supported by the Town Centre BID, has provided a captivating day out for Bournemouth residents and visitors. Bringing an energetic and carnival-like Day of the Dead theme, the event included a costume parade, a range of fantastic local musicians, entertainment and trade stalls.

Held in the lead up to Halloween, large numbers of attendees were encouraged to dress up and paint their faces in the traditional Mexican 'Day of the Dead' style. Filling the street with colour, Samantha Bumford, Miss Dorset 2017 and Miss England Social Media Queen 2017, plus children from First Position School of Dance and the amazing Skull Drummers led a 'Días de Los Muertos' parade down the Holdenhurst Road.

Capturing the festive atmosphere, entertainment included the Beat Banditos Mariachi band, Mother Ukers, Tango Fandango Latin dancers, fire performances by the Pantheatrix group and the returning Street Comedy duo. A Children's Zone also featured drumming workshops, Diamond Faces and Funkypunky face painting, alongside children's entertainers Jamie Jigsaw and Dr Balloonman.

Growing in size and popularity, over 70 trade stalls were also present at the free and family-friendly market. These sold a wide array of wares from vintage clothing to handmade jewellery, home décor, independent brands and homemade goods. Satiating crowds with delicious food and drink, hot and cold food included everything from popular pork pies to sweet treats, street food, freshly baked goods, international cuisine, gluten-free and vegan food. Lyn Turnbull, Co-organiser of Metropole Market and Co-Owner of Mexigo Burrito Bar, said:

"Our second market was a huge success


and I was thrilled to see even more people head to Lansdowne to enjoy a day out with family and friends! With two more markets in the works before Christmas, we will be working hard to improve and enhance our visitor experience with exciting and unusual themes."

Acknowledging all the great outfits on display, the Metropole Market has also announced the winners of their Day of the Dead costume competition, this can be found on the market's Facebook Page. The next themed market will be an Alternative Christmas Fayre on Sunday 26th November with a Steampunk theme. Supported by the Town Centre BID, the market is situated on Holdenhurst Road between Lansdowne Roundabout and St Paul's Roundabout. The road is closed to traffic on market days.

For more information, visit www.metropolemarket.co.uk or follow them on Facebook and Twitter - @MetropoleMarket.



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



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

REVIVE
&
THRIVE

As a place management professional, business or passionate resident, becoming a member of Revive & Thrive will provide you with regular networking opportunities, monthly updates on policy and how this will affect your work. We will promote your work, events and projects via our monthly Place magazine, website and social media. Our new distinct memberships will provide you with free and easy access to all Revive & Thrive events and competitions and information and advice.

Benefits include:

- 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
Associate Membership: £145+VAT
Smaller Places Membership: £175+vat
Places Membership: £345+VAT
Super Places Membership
(BID's with a Levy of over £500,00): £545+VAT
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We want to hear stories about your place!

Submission deadline for articles for Issue #19 of Place Magazine:

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