

# PLACE

FOR TOWNS AND CITIES

The finest eloquence is that which gets things done

#19



## Christmas in Your Places

Also:

Christmas Celebrations across the UK

New BID Feasibility Service

More Blogs, Events and News



intrigue  
inspire  
illuminate





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Welcome to the last issue of Place Magazine for 2017.

As ever, Place this month is full of stories from towns and cities around the country, I hope you enjoy reading them.

I thought I'd do something a little different this month, as well as take a break from my standard December playlist, and provide all of our readers with a little gift for Christmas.

So, with thanks to Jean Ball for providing the initial inspiration at our Northwich conference back in the spring, here is a playlist of the best songs with "town" or "city" in the title:

- Town Called Malice – The Jam
- Summer In The City – The Lovin' Spoonful
- Raintown – Deacon Blue
- The Boys Are Back In Town – Thin Lizzy
- Suffragette City – David Bowie
- Small Town Boy – Bronski Beat
- Ghost Town – The Specials
- Dirty Old Town – The Pogues
- Life In A Northern Town – The Dream Academy
- Your Town – Deacon Blue
- Funky Town – Lipps, Inc.
- We Built This City – Starship
- Paradise City – Guns N' Roses

That's a pretty good playlist, I reckon, and I've shared it on both [iTunes](#) and [Spotify](#).

I'm sure there are loads more that you can suggest – drop me an email and maybe we'll do a volume 2 next year.

I've also avoided any songs with specific place names in the title – that'd be a huge playlist!

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**BLOG** Alison Bowcott-McGrath

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TAKING BRANDS PLACES

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## Art in Placemaking

According to [PPS](#), placemaking is both a process and philosophy, strengthening the connection between people and the places they share. It capitalises on a local community's assets, inspiration, and potential with the intention of creating public spaces that promote health happiness and well-being. Stimulating public artworks play a key role because they offer more than just passive observation. Culture is the perfect vehicle to engage communities and promote conversation about heritage, identity and sense of belonging. Great art makes great places, great places attract great talent, and great talent creates great jobs!

### How UK BID's can work with cultural organisations

Improving Places, a new report produced by Arts Council England, examines how culture is key to the success of UK BID's. By collaborating with cultural organisations, they can drive economic growth and help local communities thrive. In the uncertainty of post-Brexit Britain, they can also offer a potential solution to falling public funding and rising business rates. BID's and cultural organisations that are positively connected can share information and plan joint marketing campaigns for maximum reach and impact. The report identifies six ways in which they can work together:

1. Placemaking, by using local knowledge to help develop



2. Place branding, by promoting an area as distinctive and attractive for locals and visitors.
3. Business development, by helping industry professionals and entrepreneurs grow their businesses.
4. Providing affordable spaces.
5. Involving local people will build stronger communities.
6. Design a programme of creative activities to highlight a location's unique offer and raise the public profile.

Obviously, there is no one-size-fits-all solution and local challenges will require local responses. But, to ensure coherent policies there needs to be an element of joined-up thinking with private enterprise, local government, BID's, and cultural organisations all involved at the early planning stages.

### Commissioning public artworks

The [Great Places](#) conference last month, launched a year-long programme of initiatives from the [BPF](#) (British Property Federation) to examine the dynamics of successful places. The project aims to showcase the real estate industry's

collective role and social impact across the UK to clients, communities and government. Coinciding with the conference was the joint publication of [A Guide to Commissioning Public Art](#) by BPF and [Contemporary Art Society](#) which highlights how art contributes to a sense of place and identity.

Ian Fletcher, Director of Real Estate Policy at the BPF said: *"The real estate industry provides value to society beyond its economic contribution, but it needs to communicate the benefits that flow from long-term investment if it's to win the hearts and minds of the people it serves. We hope our Great Places campaign hardwires placemaking into the real estate industry's contribution to the nation's social well-being."*

Fabienne Nicholas, Head of Art Consultancy at the Contemporary Art Society said: *"Truly ambitious public art is now a key component of cultural placemaking, animating public realm and creating encounters that humanise and create meaning for places. It is often the art that contributes the most to that unique sense of place, supporting the identity and visibility of new developments and creating thriving sustainable communities."*



Winning is a real accolade and not just a title for one year, that reflects the depth of community involvement. Cities must have plans in place that continually improve access and participation in cultural life, especially for marginalised or vulnerable groups and individuals.

Earlier this week, at STC2017, I met Jean Cameron, Project Director for Paisley's BID to be [UK City of Culture 2021](#). A town of contrasts, Paisley's heritage is stunning, thanks to its transformation into a textile hub during the industrial revolution, it is home to the largest concentration of listed buildings outside of Edinburgh. World-class business and international talent sit side by side with some of Scotland's most deprived communities. Winning UK City of Culture 2021 is a chance to change that by reinventing the place and transforming the lives of locals.

Investment in culture has the power to do all that.

Good luck Paisley @Paisley20121

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## Cities of Culture

An example of how the arts can shape modern placemaking. Inspired by Liverpool's 2008 European Capital of Culture status, the concept continues in the UK and in 2013 Derry/Londonderry reported that for every £1 of the £100m investment, £5 was earned for the city. The University of Hull is about to release statistics on its tenure as 2017 City of Culture and the benefits to the economy. Key findings from the first 3 months include:

- 90% of Hull residents attended or experienced a cultural event or activity as part of the UK's City of Culture.
- 70% of resident agreed it had a positive impact on the lives of local people.
- 342,000 visitors came to 'Made in

Hull' during opening week and 94% of the audience agreed the event made them feel more connected to the city, the stories of its people, the history and heritage.

- Of the 1.1m people passing through Queen Victoria Square during the Blade installation, over 420,000 interacted with the artwork. 50% said it was the main influential reason for their visit that day and 46% said they would not have come if the Blade wasn't there.

Last month, Manchester joined a network of 180 world cities recognised by UNESCO for their commitment to the arts. With over 10 UK cities already accredited by the organisation, Manchester follows Nottingham, Norwich and Edinburgh in becoming a UNESCO Creative City of Literature.



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**YOUR TOWN**

*All roads lead to...*

# NATIONAL TOWN DAY

*Something new is coming to town!*

**23.09.18**

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# 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](mailto: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.





# Searching for Space

## On the outskirts: towns in public policy

'The Internet is becoming the town square for the global village of tomorrow', according to Bill Gates. But while it is true that digital spaces can contribute to informal support systems in our online relationships with family and friends, and increasingly, formal support systems in digital public services, they cannot provide us with the physical places that contribute to our wellbeing. Digital spaces alone cannot provide us with the same unique sense of place, identity, and shared history as the physical places of where we call home – from small rural settlements to large urban cities, to upland, lowland, and coastal communities.

And a town is where millions of us across the UK and Ireland call home. What our towns are 'known for' – an industry, a prominent historical figure, or renowned architecture – forms part of the local, positive story about where we live. But in direct contrast to this, in national policy the narrative is largely negative and one of decline. Our towns are defined in relation to the nearest city – as 'commuter', 'satellite' or 'dormitory' – or by their past – as 'former-coal' or 'post-industrial' – in need of regeneration, resilience or future-proofing.

Has such a framing of towns at the national level influenced the priorities, funding, and focus of our governments in developing place-based policies? The

Carnegie UK Trust's [new report](#) provides an overview of the main policies and initiatives designed to improve economic, social, environmental, and democratic outcomes in places across the jurisdictions. At the regional level, the impact of City Deals and related cities policy is rendering the regions surrounding powerhouse cities, and their composite towns, as the secondary focus for investment. Equally dominant in the place-based approach taken by governments across the jurisdictions is investment in rural areas, which includes surrounding towns on the basis that they are in fact vital, if only for the economic development of rural areas. Integrating towns into rural policy assumes that supporting rural areas with a range of goods and services is the primary function of nearby towns, but there is [very little data](#) available to support this expectation.

The operating assumption appears to be that investment in nearby cities and rural hinterlands will inevitably lead to improved outcomes for their surrounding towns, despite towns being fundamentally different socio-economic geographies which require their own dedicated policy solutions to improve their performance. While at the local level, whether the focus is on town centre regeneration, as in Scotland; in heritage, as seen in Ireland; or general urban regeneration, as in Northern Ireland, policies are operating at a sub-town level – focusing on physical parts of a town or individual communities with it – to the detriment of the wider town in which they sit. But austerity means that this approach is piecemeal

– never translating into anything more than the sum of its parts to consider the town in its totality. This dual focus – on the external city or surrounding rural hinterland and internal sub-town community or part of a town – means that towns are a neglected area of public policy. They are rarely taken as the starting point for formal policymaking, or have the policy levers available to them to influence their fortunes.

So what can be done to address this policy gap? The rhetoric of devolution and decentralisation needs to be matched with the reality of more decision-making powers for towns; more data about towns and evidence about what works; and more opportunities for towns to work together. From international initiatives such as the [World Towns Framework](#), to the UK cross-border such as the [Borderlands Initiative](#), to the more immediately local such as the [South of Scotland Alliance](#), there are opportunities for towns to share skills, knowledge and resources. These must be built upon to share successes, and challenges, to improving our places. Only through greater collaboration will towns and their practitioners have the strength in numbers to hold their own in the national policy arena with the well-resourced organisations advocating for the interests of cities and rural areas. Only through greater collaboration will it be time for towns.

For more information visit: [www.carnegieuktrust.org.uk](http://www.carnegieuktrust.org.uk)





# Memberships

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



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

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- 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**

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

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Today**

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

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

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

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



## Deadpool and Krampus Come to Metropole's Christmas Candyland

*On Sunday 17th December 2017, Bournemouth's Metropole Market will be returning to Holdenhurst Road with a range of alternative festive entertainment.*

The Bournemouth Metropole Market is bringing a truly weird and wonderful Christmas market experience to Holdenhurst Road. On Sunday 17th December, the fourth in a series of popular street markets will take over Lansdowne and will feature, food and drinks stalls, alongside local wares and craft stands. Presenting a Christmas Candyland theme, organisers of the market have now unveiled an eclectic range of entertainment and music for their final event of the year. Visitors, children and locals can look forward to appearances from everyone's favourite anti-hero Deadpool and traditional folklore icon Krampus, courtesy of local business Dark Side of the Mirror.

Free and family-friendly entertainment at the upcoming Metropole Market will also include returning favourites such as the fabulously funny comedy

duo, Street Comedy and Lewis Jordan Brown's energetic Rock "n" Roll tunes. There will new names performing too including the Bierfass Band, a group of Dorset musicians playing a unique mix of Bavarian polkas, waltzes and drinking tunes, combined with British pop and other well-known songs.

Furthermore, visitors to the market can expect to witness the Pantheatrix Fire Show. Dance is high on the agenda this month as well with performances by the First Position School of Dance along with Enrique Perez from Salsa Explosion UK, a Cuban inspired dance school, who will also be heating up the market and encouraging everyone to get up and join in.

Welcoming families, children's entertainment will be provided by Kristin Williams from Fusion Performing Arts. She will be holding disco dancing sessions to keep the kids warm during the market. There will also be a Kids Fancy Dress competition welcoming the most alternative Christmas outfits plus a Young Musicians Showcase

featuring talented local artists, including Karl Lattimer an acoustic indie pop performer.

Lyn Turnbull, Co-Organiser of Metropole Market and Co-Owner of Mexigo Burrito Bar, said: "We're thrilled to unveil all the wonderful and electrifying entertainment that we have in store for our final event of the year, especially the visit from Krampus and Deadpool! I would also like to encourage you all to dress up in line with our Candyland theme, especially all the children, to make this colourful pre-Christmas event truly special and unique."

Celebrating Lansdowne's local businesses, the Metropole Market is supported by the Town Centre BID. Holdenhurst Road between Lansdowne Roundabout and St Paul's Roundabout is closed to traffic on market days.

For more information, visit [www.metropolemarket.co.uk](http://www.metropolemarket.co.uk) or follow them on Facebook and Twitter - @MetropoleMarket.





L-R = Michael Tomlinson MP, Darren Slade, Marilyn Barber, Chris Manning

## Local MP and Media Editors Address Wimborne Small Businesses' Questions

- *Local businesses quizzed leading figures from the local media and Michael Tomlinson MP at a special event hosted by Wimborne BID at Priests House Museum*

As part of Wimborne Business Improvement Districts (BID) Small Business Saturday celebrations, local businesses recently had the opportunity to ask their burning questions to Michael Tomlinson, MP for North Dorset and Poole, plus Darren Slade, Business Editor of the Bournemouth Echo, and Marilyn Barber, Content Editor of Stour and Avon Magazine.

The dedicated networking event, entitled 'Supporting Small Businesses'

looked to examine how the government and media support the town's small businesses. Michael Tomlinson MP answered questions from the businesses in attendance such as "How will Brexit affect small businesses?" And "How will the government soften the blow of business rates on small businesses?" Marilyn Barber and Darren Slade also addressed questions on how the media can work with local businesses, what makes the most interesting story, and the importance of local news.

The event formed part of Wimborne BID's Small Business Saturday activities which, in line with the UK's national campaign, aimed to celebrate, highlight, and support the success of small

businesses in the town.

Tammy Sleet, Wimborne BID Manager, said: "It's wonderful that the BID can give our businesses the opportunity to ask questions of media professionals and MPs, and I'd like to thank Michael Tomlinson MP, Darren Slade, and Marilyn Barber for their time and insight. Many of the attendees have given feedback on how useful they felt the event was in highlighting the aid available to their businesses."

Wimborne BID is a business-led initiative to invest money into the local economy of the town. To find out more about the Wimborne BID visit [www.wimborne.info](http://www.wimborne.info)



## A colourful window display should be for everyday – not just for Christmas!

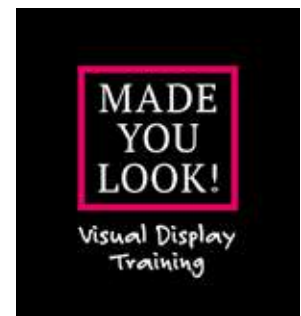
Isn't it lovely to see all the colourful festivities as Christmas approaches? Everywhere we go we see high streets festooned with awesome lights luring us into the town centre - taking us past decorated cafes and restaurants; exciting shop window displays with tempting gifts to buy; buzzing markets where Christmas songs ring out and where enormous Christmas trees bejewelled with lights invite us to meet our friends and spend time together. If only it could be Christmas all year round!

Sadly (or thankfully) it isn't.

However, that doesn't mean that once the last piece of tinsel has skimmed along the gutter in January winds and all the Christmas lights have been taken down that we can forget about 'making an effort' until same time next year. Quite the opposite in fact! The time we spend preparing our displays throughout the rest of the year are even MORE important to entice people out of their homes and away from their computers.

Colourful, brightly lit window displays save a high street from looking drab and uninviting, helping to prevent people from shopping elsewhere.

But what about the rest of the year? Where do you start? Christmas displays are easy in comparison. Decorations, lights and gifting for most people is the solution. Job done! But what DO you do with that shop window – how do you get your message out to your customer?







Well we can help! We run talks, presentations and workshops teaching the basic guidelines of display. Just where to start and how to do something creative within a tight budget based upon simple key steps. We work with a variety of groups and Trade Associations, but especially with BIDs who can provide our training to the smaller business, many of whom need our help most.

From one of our recent workshops Katie Kinsella had this to say:

*"I sourced some funding to host some window display training for retailers in Calderdale in the run up to Christmas and I sourced Made You Look's details from a google search. The businesses on the training were many and varied which included higher end independents to smaller charity shops. Helen's approach was interactive and creative. The businesses learnt how to make small changes on a budget and also how to create a more impacting wow factor. All understanding the wants and needs of*

*the customer. Businesses completed the training feeling inspired and motivated. Many thanks to Helen for her inspiration and creative thinking"*

So as the New Year approaches, and the twinkle disappears into the gloom, let's see if we can help your high street shine not only now, but all year round.

Helen Goodwin  
Made You Look!  
[www.madeyoulookmadeyoustare.co.uk](http://www.madeyoulookmadeyoustare.co.uk)  
01904 654933







## BID help deliver Christmas cracker in Northwich



Visitors packed into Northwich on Saturday 25th November as the town hosted the 2017 Christmas Extravaganza.

Organised in a partnership between the Northwich Business Improvement District (BID) and Northwich Town Council (NTC), there was a real festive feel throughout the town as people enjoyed a wide range of attractions and activities.

Following the event, the BID reported that footfall was up by 50% compared to a normal Saturday in Northwich which made the Extravaganza one of the town's busiest days of the entire year, a statistic that BID Manager Jane Hough was pleased with.

"When the Northwich BID was launched in 2014, one of our main objectives under the theme of a Vibrant and Co-ordinated Town was to make investments into the delivery of specialist events to promote Northwich

and the amazing retail and leisure offer the town has.

"Alongside Northwich Town Council we have grown the Christmas Extravaganza year on year to bring increased footfall into Northwich and also to showcase our businesses, their products and the diverse offering that the town boasts. "We had an incredible response on social media both before and after the event reaching well over 100,000 people and I think it was the best Extravaganza to date.

"Events of this nature leave a legacy and I'm sure visitors who came to the Extravaganza discovered new businesses and shops that they'll hopefully return to in the run up to Christmas and also in the New Year. Northwich is a town on the up and events of this nature are all about getting this message out there which I think we achieved."

Northwich Town Mayor Cllr Janet

Myerscough-Illidge believed it was a great day and has praised both the BID and NTC for helping to make it a success.

"There were thousands of people in Northwich for the Extravaganza which helped to create a wonderfully festive atmosphere. The mix of attractions meant there was something for everyone and even though the weather wasn't brilliant there were so many smiling faces which was great to see." Chair of the BID, Gaynor Sinar, was in town for the Extravaganza and believes it was the best event yet.

"It was the busiest I have seen Northwich for a long time and when I went up onto the stage I simply couldn't believe the amount of people getting ready to watch the light switch-on and fireworks."

To see a full gallery of images from the event, head to the Visit Northwich Facebook page: <https://www.facebook.com/visitsnorthwich/>





## BLOG Keith Jackson

What **will** 2018 bring you and your place? What **can** we do about it? Every change is both an opportunity and a threat...it's up to each place how we deal with change...here are four possibilities to ponder...

We are still part of a United Kingdom but no longer part of a united Europe. Does this mean places across the UK **will** become more insular with neighbouring towns high streets competing for each other footfall or **will** regional towns collaborate to promote their place in order to attract more visitors to the areas collective high

streets?

**Will** Brexit empty our high street of EU workers or **will** our high street service providers adapt their business model to match whatever falls out of the Brexit agreement?

**Will** the pound fall and attract more foreign tourists to our high street or **will** the pound fall and reduce consumer spending on our high street?

With the coming of high speed rail links, **will** the rest of the UK start planning to become a commuter belt for London or **will** all of the London entrepreneurs relocate and only visit the capital when absolutely necessary?

**I hope that you agree that as leaders of place you can only change what you can control and everything else falls into the 'out of your control' or 'what will be will be' box.**

So as individuals we probably can't effect Brexit or devolution but **we can** help strengthen the offer of our place by either focusing on our town/city or on

**PLACE FOR TOWNS AND CITIES**  
our surrounding cluster of towns/cities...**the choice there is yours.**

15

We probably can't effect general migration movements in and out of the UK but **we can** support the local networks that create new business models suited to our place.

We can't effect the value of the pound but **we can** support our own high street with our own spending habits ...if we don't spend in our own place then the businesses (large or small) there won't survive...again **the choice is ours.**

New businesses set up in areas that most match their needs which include been close to market (physical or online), suitable staff, premises, connectivity and quality of life. If **your place can** create the right offer, then it will attract new business.

Whatever we choose to do will make a difference. Individually, **we can** only really change our own place BUT if we all do that then we **will** change the whole country. Here's to 2018.



## Children's designs light up the town once more

Four Northwich schoolchildren's festive designs are up in lights this year after winning a Christmas competition.

The creations, which all have a yuletide feel, are featuring on Northwich Library as part of the town's Christmas Lights display and were turned on at this year's Extravaganza on Saturday 25th November.

The competition, which was run by the Northwich Business Improvement District and Northwich Town Council in conjunction with Blachere Illumination,

once again tasked kids with the challenge of creating a festive design to come to life in the town.

All those taking part knew that if their drawing won they would get to see it up in lights and as a result, the competition was fierce.

There could only be one winner from the four schools that took part though so a huge well done to Eliza Ransom from Davenham Primary School, Eleanor Peake from Winnington Primary School, Lexi Fletcher from Rudheath Primary

School and Jonathon Merton from Lostock Primary School for impressing the judges and scooping the top prize.

Eliza created a Christmas Pudding, Eleanor a Snowman, Lexi a stocking and Jonathon a Snowman's head – the festive creations are definitely a welcome addition to the rest of Northwich's Christmas lights.

On the day, each child also received a prize from Blachere as a 'well done' for their brilliant creations.



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



DEBENHAMS



QUIZ

NEW LOOK



# Northwich BID adds Christmas sparkle to Weaver Square and Northwich Market

Festive cheer has been brought to Weaver Square this winter after the Northwich Business Improvement District (BID) committed funding to the installation of a Christmas Tree there. The tree was installed on Thursday 16th November to bring a yuletide feel to the shopping precinct.

This was enhanced on the day of the Northwich Christmas Extravaganza on Saturday 25th November when the

Joshua Tree band performed and also sang Christmas carols to add a jolly vibe to proceedings.

However the tree is not just about adding a Christmassy element to Weaver Square as it's also supporting the Cheshire Down's Syndrome Support Group.

Throughout November they were asking for businesses to sponsor a giant bauble

on the tree with proceeds going to help brighten a child's future this Christmas. The uptake was great with a number of businesses within the town getting involved.

A festive feel has not just been reserved for Weaver Square though, as the BID has funded a number of initiatives and resources to help promote and market the busiest time of year for retailers.



## Northwich BID makes winter investments into town

Following investments into the image of Northwich town centre over the last two years, the Northwich Business Improvement District (BID) has once again funded initiatives to catch the eye of shoppers and visitors.

Not only have they invested into winter planters, hanging and railing baskets but they have also facilitated the return of solar powered Christmas trees which are adorning lighting columns throughout the town and at the Hanging Basket stand on Leicester Street which is a key gateway to Northwich.

The trees, which are adding some sparkle to the streets in the run up to Christmas, were switched on at the Extravaganza on Saturday 25th November alongside the town's Christmas lights and motifs which the BID have also part funded.

These investments by the BID, in particular the provision of winter plants, are all part of the organisation's objective to deliver a greener and cleaner Northwich which can be enjoyed by shoppers and retailers alike and is the latest in a long line of projects delivered to this effect.

In the last two years alone they've been responsible for the re-development of Pocket Park, helped refresh the subway turret next to the Memorial Court, overseen the installation of a walled garden vinyl on Witton Street and also committed extra funds into the weekly cleansing of Northwich Town Centre.

On top of this, the BID carries out monthly audits throughout the year regarding the image and cleansing of the town too.

Northwich BID Officer Mark Henshaw is hopeful that visitors to the town centre will enjoy the floral and festive additions over the coming weeks.

"Since the BID began funding additional planting in the town centre we've had so many positive comments about how they add colour and vibrancy, and although the winter planting won't come to fruition until the spring, they do improve the look and feel of the town.

"We also had great feedback from businesses about the solar Christmas trees last year so we've brought them back again. The switch-on was great and it means that people can now fully experience the trees and their shimmering glow."

# Up to 40% of workplace deliveries are personal parcels

[www.clickcollect.london](http://www.clickcollect.london)

## Click. Collect. Clean Air.

A behaviour change campaign promoting 'click & collect' for online shopping purchases instead of personal deliveries to work.

No one likes missing a delivery at home, but having online shopping sent to work addresses in town centres adds to traffic congestion and air pollution. (It also means consumers have to carry shopping home on the bus or train!).

Barclaycard[ <https://www.home.barclaycard/media-centre/press-releases/post-room-boom.html>] has revealed that 40% of online shoppers chose to have their purchases sent to their professional address, with 8% of people receiving deliveries to their workplace on a daily basis. For example, in the West End, a workforce of 150,000 would therefore mean a whopping 12,000 parcels estimated to be delivered into the area every day. The volume of vehicles required to facilitate this is a key contributor to the poor air quality in London, and other UK town centres.

Cross River Partnership and our partners are urging workers to take vital steps towards cleaner air and reducing health risk by rethinking how they manage their online shopping habits during Christmas shopping and January sales seasons.

There are now a number of ways for

individuals to click and collect their online purchases to avoid having items delivered to their workplace, such as Amazon Lockers, InPost, Parcelly, HubBox and Doddle. These companies provide consolidated deliveries to convenient locations for consumers, and work with businesses to provide corporate membership and discount offers for employees.

[Cross River Partnership's](#) 'Click. Collect. Clean Air' campaign brings all these solutions together. Click. Collect. Clean Air. has been promoted to businesses and central London employees by over 20 business improvement districts and boroughs since launching a year ago.

The campaign promotes the use of Click & Collect services to reduce the number of missed deliveries and redirect personal packages from workplaces to parcel collection points closer to consumers' homes. Delivery of online shopping to 'Click & Collect' sites helps reduce the number of vans on central London streets, reducing air pollution and making for a nicer, safer and healthier place to visit, shop and work.

Central to the campaign is a unique website, [www.clickcollect.london](http://www.clickcollect.london), which maps parcel collection points across London and the U.K. With hundreds of locations from multiple providers, the site makes it easy for online shoppers to



find a convenient collection point close to home or along commute routes.

As part of the campaign, CRP worked with [Parcelly](#) to provide an introductory discount code (CLEANAIR) to encourage use of Parcelly's premium Click & Collect option. CRP's collaboration with Parcelly provided positive results including use of the 'CLEANAIR' promo code **3,466** times since the launch of Click. Collect. Clean Air. Of the Click & Collect deliveries made by those using the code, **90%** are now being delivered **outside London zones 1 & 2** where air pollution is the worst.

Parcelly also **donate 5% per transaction** to reduce the environmental impact of their service which has offset 800kg of **CO2** (see <http://parcelly.com/live-green>). This is in addition to emissions avoided due to the reduction in failed deliveries and fewer driver destinations resulting from Click & Collect deliveries. With Christmas shopping season, and January sales upon us, be sure to choose Click & Collect for delivery and collection of online shopping. Find a convenient collection point at [www.clickcollect.london](http://www.clickcollect.london). It's convenient, easy and affordable.

For more information contact [vickykeeble@crossriverpartnership.org](mailto:vickykeeble@crossriverpartnership.org) or visit [www.crossriverpartnership.org](http://www.crossriverpartnership.org)



# BASINGSTOKE PETER PAN CHRISTMAS TRAIL



## Felltarn Friends Are Busy This Christmas Creating Town Trails!

After the resounding success of the Summer Trails produced by creative duo Claire and Amy of Felltarn Friends, the Lake District based design company have been commissioned to get back to the drawing board to come up with some fun, festive family trails.

Statistics showed an increase of nearly 500% in hits on the visit-kendal website throughout the duration of the Summer Trails, so for Kendal BID to employ Felltarn Friends to come up with something for locals and visitors to enjoy was a natural choice.

But Felltarn Friends don't only operate in their local area – oh no! A commission from as far away as Basingstoke Together came through for a Christmas Family Trail with a Peter Pan theme to tie in with the town's annual panto. Felltarn Friends want to create a trail for YOUR town – and it doesn't matter where you are, we can still plan and design something to help engage the general public with the businesses and

services on offer across your BID area.

### So, what do we do?

- First, we need a simple brief from you regarding the theme or objective you want to focus on. You may want to promote evening trade in your town with a trail featuring places to eat and drink, or tie-in with a local festival, or simply keep it seasonal – Easter, Summer or Christmas for example. It's up to you!
- Next, we liaise with businesses within the BID area to give each one the opportunity to take part – asking them if they'd be happy popping something in the window to look out for on the trail, place an advert on the trail map, or provide a special offer for trail participants.
- Then it's time to get creative and design the trail! The Felltarn Friends style is quite distinctive and instantly recognisable, yet we produce something bespoke and unique with each project.

- Once you've approved your trail design, we send it to print, or send you the artwork to print yourselves, the choice is yours.
- We can help with social media marketing too by designing the graphics for an advertising campaign for your Facebook, Twitter, Instagram and website.

**Also - include a selection of adverts on the trail map to promote additional services, projects and incentives in your town to get people into the BID area.**

### Get in touch!

- Contact Amy [amy@felltarn.co.uk](mailto:amy@felltarn.co.uk) or 07846805602 and have a chat about how we can help you achieve a higher footfall and an increase in business awareness around your BID zone.

We are currently looking at projects for Spring, Easter and even Summer – take a look at the pictures to get a feel for our services.





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](http://www.at-arwel.co.uk) and contact Nicola on [baking@at-arwel.co.uk](mailto: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](mailto:mark@reviveandthrive.co.uk), call 07590 005692







## Budding photographers invited to showcase their talent this Christmas

*CH1ChesterBID's CheSTAR has returned to the city centre this year, and with it comes a photography competition where the lucky winner will bag £250 worth of vouchers*

The dazzling CheSTAR is back in the city centre this Christmas and to celebrate its return, the city's Business Improvement District, CH1ChesterBID, has launched a competition to find the best photograph of the giant sparkling star.

Standing 25ft high and 25ft wide, the star is based in the grounds of Chester Cathedral on St Werburgh Street and will be lighting up Chester city centre this festive season as part of CH1ChesterBID's annual Christmas celebrations.

The show-stopping decoration features almost 19,000 twinkling lights and made its debut in Chester last year, after being handcrafted especially for the city to add to the festive illuminations.

To mark its return, between 16th November – 7th January, CH1ChesterBID is encouraging city visitors and local residents to snap their best photograph of the star and share it on Instagram or Twitter. The contest will be judged by the team at Camera Solutions on Frodsham Street and is open for anyone to enter.

The chosen winner will take home £250 of vouchers to use at Camera Solutions in Chester.

Judy Tagell, marketing manager at CH1ChesterBID, said: "We're thrilled to see the CheSTAR make its stunning return to the city centre this year. It's an eye-catching addition to our Christmas activities and we're really excited to launch our new photography competition alongside it. The competition is open to photographers of all abilities so we're really excited to see all the creative angles people will capture images of the CheSTAR from."

To enter, simply take a picture of the

CheSTAR and post it on Instagram or Twitter using the hashtag #CheSTAR and tag @CH1Chester on Twitter or @CH1ChesterBID on Instagram. Alternatively, entrants can also email their photograph to [competitions@ch1chesterbid.co.uk](mailto:competitions@ch1chesterbid.co.uk)

Ray Fisher, owner of Camera Solutions, said: "We're really excited to be working with CH1ChesterBID on a Christmas photography competition this year and we can't wait to see all the entries. We're looking for something unique for our winning shot, so we'd encourage people to be bold and creative with their photographs and come up with something that really stands out from the crowd."

The winner will be announced by CH1ChesterBID on 19th January 2018.

For more information about CH1ChesterBID's Christmas activities, visit [www.experiencechester.co.uk](http://www.experiencechester.co.uk)



# Annual Christmas lights switch-on attracts thousands to Chester

Twelve Days of Christmas themed parade hailed a glowing success as CH1ChesterBID helps kick-starts the festive season

Chester was brimming with Christmas spirit as more than 15,000 people made their way into the city centre for the annual Christmas lights-switch on and parade.

This year's event took place on Thursday 16th November and included a spectacular Twelve Days of Christmas themed parade that started from the Town Hall and made its way through the city centre streets.

This year's extravaganza was organised by Chester's Business Improvement District, CH1ChesterBID, with support from Cheshire West and Chester Council, and saw Santa and his elves spreading festive cheer through the streets of the city.

The parade included Chester's popular Christmas elves ChELfie and ELFie who posed for selfies, a Santa's sleigh and a range of community groups and local artists. Chester's well-loved brass band lead the parade and performed a range

of Christmas classics as lights were switched on throughout the city centre.

"The annual lights switch on and the Twelve Days of Christmas parade really brought the magic of Christmas to Chester city centre and it was fantastic to see so many people enjoying this year's festivities," said Carl Critchlow, BID Manager at CH1ChesterBID.

"We've been working tirelessly to ensure that this Christmas is better than ever and we've already had some wonderful feedback about the parade. The atmosphere was superb and the city's streets were packed – we think the turnout was even better than last year when we had a record 15,000 people in the city centre.

"We've got an amazing programme of family-friendly activities that run right up Christmas Eve, so we hope everyone takes the opportunity to enjoy Christmas in the city centre with us over the next few weeks and celebrate the holiday season in style. There really is no place like Chester at this time of year."

Storytelling with Santa is a unique addition to the celebrations in

Chester this year. Taking place at Storyhouse between 18th November – 17th December, the festive experience gives children the chance to meet Santa and write their Christmas wish lists with the help of friendly elves.

ChELFie and ELFie will also be out and about in the city centre every weekend until Christmas. The duo will be encouraging young people to take part in a ChELFie and ELFie selfie competition, where they need to tweet their selfie to CH1ChesterBID's twitter account @CH1Chester to be in with a chance of winning £250 in vouchers to spend at Chester city centre retailers within Chester's Business Improvement District area.

Family favourite Christmas movies including a Frozen Sing Along and The Snowman are also being shown at the Grosvenor Museum.

For more information about all the events and activities taking place in Chester this Christmas, visit <http://www.experiencechester.co.uk/christmas/> or follow @chELFie\_CH1 on Twitter.







## Banbury BID

Congratulations to businesses in Banbury, who have recently voted in favour of adopting a BID for the town.

The result of the ballot was announced on 15th November following extensive consultations with businesses throughout 2017 and the BID will begin operations in Banbury at the start of April next year.

Working across five themes – better promoted, more vibrant, better for business, better for visitors and working for you – the BID will bring over £1 million of investment to Banbury over the coming five years.

Revive & Thrive are pleased to have been able to support the Heartflood team in securing a positive result and we look forward to seeing how the BID develops in 2018 and beyond.





## Joe Pasquale takes centre stage in Chippenham

Christmas has well and truly arrived in Chippenham after Chippenham's Christmas in Colour – a two day festive extravaganza in the town centre by Chippenham Connected in partnership with Chippenham Town Council, and with support from the Bristol Hippodrome, Awdry Bailey and Douglas, and Emery Gate Shopping Centre.

Friday 24th November saw the town come to life with walkabout characters bouncing, dancing, hooping and strutting around the streets of Chippenham, free arts and crafts for children, and a beautiful artisan market in Chippenham's oldest building, the Yelde Hall. There was a stage packed with local and headline entertainment, hosted by Heart FM's Ben and Mel, and the classic Chippenham abseiling Santa, who came down from the very top of Chippenham Museum to the delight of the crowds below.

The Mayor of Chippenham, Councillor Mary Norton said, "I was delighted

to see so many people come to see Chippenham's Christmas in Colour lights switch on event with entertainment for all the family including arts and crafts activities, which added to the festive atmosphere."

Local acts took to the stage to entertain the buzzing crowds before the town's Christmas lights were officially turned on by the ever-entertaining Joe Pasquale who chatted to Ben and Mel on stage before encouraging the people of Chippenham to join him in a rendition of his famous (and potentially annoying) song! The lights went on, and the sky was filled with beautiful, bright fireworks to kick off the festive season in style.

This year's event was extended to two days with further street entertainment and the artisan market. The giant snow globe and glitter face painting, all free to the public, saw over 1,600 visits throughout the day, and Chippenham Street Pastors (Chippenham Connected's

chosen charity) were on hand to chat to the crowds throughout the day as well as collecting for the work they do in the town in the runup to Carols Around the Christmas Tree.

Kathryn Crosweller from Chippenham Connected said, "It's wonderful to be able to offer the town an event on this scale. We want everyone to love Chippenham as much as we do, and seeing so many people come to support their local Christmas light switch-on shows that community spirit is alive and well in Chippenham."

The event saw an increase in footfall of 11% on the previous year's event, and feedback has been overwhelmingly positive. The Christmas season is now well underway in the town, and the Christmas in Colour event will stretch to Saturday 2nd December with the New Road Christmas Trail (more details can be found at [www.chippenhamconnected.com](http://www.chippenhamconnected.com))





## Bloggers and Writers Required

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

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

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

We also want to promote debate. Whilst

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

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

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







# Combe Christmas Lights Competition Winners

Congratulations to the winners of our Blachere Christmas Lights Competition 2017, Combe Christmas, who finally saw their prize light up Ilfracombe at the end of November.

Charmain Lovatt, who entered the competition on behalf of the Combe Christmas Committee said that it seemed that most of north Devon turned up to see the lights being switched on!

She added that "once again, the whole event was fundraised and led by volunteers, so we are so chuffed at how

fantastically it went and the new lights look amazing! We want to try and tackle the harbour area next so everyone is asking if we can enter the competition again next year! We can't thank you guys and Blachere enough as the prize pot has really made such a huge difference to us."

Charmain also said that the town has an incredible bunch of volunteer electricians who not only installed all of the Christmas lights for free, but they also took on the mammoth job of replacing all the existing "permanent" lights which belong to the town council.

The town council couldn't afford to do it, so a local group raised the money for the equipment and the team gave their time for free, going out in all weathers and times to complete the work in time for the light switch on. It is estimated that they saved the town somewhere in the region of £55,000!

So, Ilfracombe certainly is lit up! You can watch a video of Ilfracombe's Christmas Light Switch On here: <https://www.facebook.com/combechristmas/videos/948732295284252/>

Well done again to everyone involved!

WALK



Rosie Webb

GLOUCESTER  
ROAD

WELCOME

GLOUCESTER  
ROAD

WELCOME

GLOUCESTER  
ROAD

# Gloucester Road Lamppost Art Banners in Bristol

Over 30 Art Banners are up on lampposts along Bristol's Independent District & Gloucester Road. Each double sided banner has different artwork by over 50 Bristol artists, creating a wonderfully colourful outdoor display. They are a reminder that creativity happens all year round in our community.

The Gloucester Road Art Banners project was conceived by Room 212 owner [Sarah Thorp](#) who is passionate about bringing art to our streets and promoting local business. She asked her Gloucester Road neighbour and social artist Deborah Weinreb [+D](#) to help put the project together. Deborah

had previously installed banners for her [Flagged Up](#) project, commissioned for Bristol European Green Capital 2015

Gloucester Road is already known as the **Longest Street of Independent Shops in Europe** and attracts tourists from all over the UK and beyond. It really has 'Everything You Need On One Street'.

Giant Art Banners along the whole of Gloucester Road add to Bristol's legacy as a highly creative city with a vibrant Street Art scene. Words and images inform passersby of all the fantastic shops, bars, restaurants and activities

in the area and hopefully will keep our independent high street flourishing

The Gloucester Road Art Banners are sponsored by Gloucester Road BID, [North Bristol Artists North Bristol Art Trail](#), BCR Neighbourhood Partnership and [Room 212](#).

Many of the artists who contributed artwork sell their prints in the Room 212, on Gloucester Road or [online shop](#).

See images of the banners [here](#) and in situ on the project's [Facebook page](#).





## Primary School Pupils Involved in Towns' Regeneration project

As part of regeneration activity in the towns of Banff and Macduff in Scotland, digital treasure trails have been developed by primary school pupils to help highlight the history and culture of the area. 83 primary school pupils in P6/7 from Banff and Macduff took on a project whereby they used technology to create historical trails. The primary pupils in Banff and Macduff carried out research into the history and heritage of their respective towns and their local visitor attraction, Duff House, the Georgian estate house managed by Historic Environment Scotland and the National Galleries of Scotland, they then created four treasure trails in the two towns: one in Banff covering the area of the Conservation Area Regeneration Scheme (CARS) on Bridge Street and

Low Street, two in Duff House and one in Macduff and uploaded them into the award-winning tourism app Global Treasure Apps.

Confidence in digital literacy is essential for children as they adapt to their ever changing digital environment, innovative digital classroom and field trip projects like the one undertaken in Banff and Macduff primaries improves young people's confidence as well their engagement and achievement. The pupils have created a valuable digital resource for the whole community to enjoy as well as inbound tourists, there are 50,000 users of Global Treasure Apps, 100 downloads a day in high season.

Banff and Macduff Regeneration Officer, Naomi Mason has been coordinating this collaborative project commented;

"It has been fantastic to see the enthusiasm and inquisitive natures of the children from both schools really shine as they have been learning about their towns and historical assets. It has been fantastic to see the enthusiasm and inquisitive natures of the children from both schools really shine as they have been learning about their towns and historical assets."

Frances O'Neill of Global Treasure Apps, "This is the first time we have worked with P6/7 pupils, our usual cohort are secondary pupils and college students, we are really impressed at the level of pupils engagement and the ease in which they were able to transform from passive players of digital treasure trails to active participants in treasure trail creation, we hope the next stage of the project will involve the pupils further sharing their work by creating a social media campaign to promote their fantastic town trails."



## Have An Ice Time In Sunderland This Christmas

SUNDERLAND residents were invited to get their skates on and head to Keel Square for the opening of the Christmas Ice Rink on Thursday 30 November.

The open-air ice rink is open for six weeks from the end of November to the first week in January as part of the Christmas celebrations in the city centre, organised by Sunderland Business Improvement District (BID).

The festivities kicked off with a gala event starting at 6pm where professional solo skaters Gary Beacom and Lisa Brewin showed everyone how it's done and officially opened the ice rink to the public.

Visitors are able to keep the cold at bay by making the most of The Peacock's festive food stall, which is open every Friday to Sunday while the rink is in the city centre.

"The ice rink is a really popular attraction which is why we have brought it back once again," said Sharon Appleby, Head of Business Operations at Sunderland BID.

"Going ice skating is a great festive treat for the whole family and with the Christmas Market already open at Park Lane, there is something to help everyone get in to the festive spirit."

Skaters will have plenty of time to practise their moves as the rink is open from 12pm – 9pm 30 November to 22 December and from 10am – 9pm 23 December to 7 January, with sessions on Christmas Eve needing to be pre-booked.

Prices are £6.50 for under 12s, £7.50 for over 12s and adults and £24.50 for a family ticket for an hour-long session. The ice rink is closed on Christmas Day and New Year's Day.

For more information or to book a session, go to: <http://www.sunderlandbid.co.uk/christmas-2017/ice-rink>

# 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

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## LeedsBID to deliver improved commercial waste and recycling collection for businesses

A new commercial waste and recycling collection service to be introduced in Leeds city centre aims to help save businesses money while enhancing street aesthetics.

Leeds Business Improvement District (LeedsBID), working in partnership with Leeds-based Forge Recycling, is to deliver a new collection service to over 1,000 businesses.

The new service, introduced in the new year, comes in response to a LeedsBID survey which showed that 43% of its levy payers wanted to see improvements to their collection contracts.

The new trade waste service is part of LeedsBID's business priorities to help its levy payers reduce costs while also contributing to improving the appearance of the city centre.

LeedsBID Chief Executive Andrew Cooper said: *"The contract demonstrates how businesses can work together to achieve economies of scale. The ambition is to save money, improve recycling and enhance street aesthetics by having a regular and quality waste service."*

*"BIDs elsewhere in the UK have employed similar schemes and we will be working collaboratively with Forge to ensure a first-class service for all businesses in Leeds."*

Forge will be offering a seven day a week service with collections timed to ensure trade sacks and loose waste are not left out on city centre streets overnight.

When businesses sign up, they will receive a free waste audit to check how

they could save money, and will be able to receive a free collection of waste cardboard each week.

The contract has been designed so that the more businesses who opt into the service, the more money they will all save. It is hoped that local businesses will work together to repeat the success of similar schemes elsewhere in the UK.

LeedsBID will play an ongoing role, alongside Forge, working together to increase recycling and ensuring that prices stay low over the lifetime of the contract.

LeedsBID selected the company through an extensive competitive bidding process, designed by waste consultants Eunomia, which looked at both price and quality of service.



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

Contact Mark Barnes on 03330 124285 or email [mark@reviveandthrive.co.uk](mailto:mark@reviveandthrive.co.uk) if you want more information.



## Bournemouth's Thriving Coastal Businesses Gather for Fifth Annual BID Meeting



*The Bournemouth Coastal BID has hosted its fifth Annual General Meeting, celebrating its successful renewal vote and revealing plans for the year ahead.*

Open to all Levy Payers, the Bournemouth Coastal Business Improvement District (BID) has held its fifth Annual General Meeting. Taking place at the Larderhouse in Southbourne the event gave local businesses an opportunity to learn about the Coastal BID's recent achievements and its plans to attract more visitors to Bournemouth's coastal districts.

At their recent AGM, gathered members of the BID Company celebrated this year's successful renewal vote, which will now see the Coastal BID in operation for a further five years. In addition, the AGM provided a platform for reviewing its wide-ranging activities over the last year. These activities have included

more events and projects to support the growth of local businesses.

Looking ahead, plans were revealed to continue to invest in the local trading environment. This will involve extensive consultations to meet members aspirations and highlight Bournemouth as a world class destination. New appointments were also discussed with Cllr Patrick Oakley, Cabinet Member for Tourism, Leisure and the Arts at Bournemouth Borough Council, joining as Board Member.

Paul Clarke, Coastal BID Chairman and Cluster Manager for Bournemouth's three Hallmark Hotel's, said:

"Our fifth Annual General Meeting was a great opportunity to reflect over the past year, including the successful vote to renew the BID for another five-year term. It allowed us to look back over all

that we have achieved, plus discuss our plans to support Bournemouth's vibrant coastal business community over the next year. I would also like to take this opportunity to welcome Cllr Patrick Oakley onto our Members Board."

Established in 2012, the Coastal BID represents approximately 760 eligible businesses across Westbourne, West Cliff, East Cliff, Boscombe, the Seafront, Southbourne, Tuckton and Hengistbury Head. With a board of directors drawn from a range of businesses in the BID area it aims to enhance Bournemouth as a vibrant, attractive, eventful, connected, safe and successful environment in which to do business.

To find out more about the Bournemouth Coastal BID, visit [www.coastalbid.co.uk](http://www.coastalbid.co.uk).

## Bournemouth's Innovative Festive App Showcased At World Travel Market

*An innovative new augmented reality app coming exclusively to the Bournemouth Coast this Christmas has been showcased at the World Travel Market London*

Specialists in Augmented Reality (AR) and Virtual Reality (VR) content production, Diverse Interactive showcased the brand-new app, funded by Bournemouth Coastal BID, at the World Travel Market London on 8th November. The app which was unveiled to the public on 17 November aims to attract more visitors to Bournemouth's Coastal areas over the festive period with an interactive, Christmas themed augmented reality treasure hunt.

Chris Elson, Client Development Manager at Diverse Interactive revealed the app to the public for the first time

at the leading global event for the travel industry as part of an expert talk on 'The Era of Intelligent Tech in Travel'. The app was demonstrated as a "local" example of how smartphone AR technology is being used to enhance the world around us.

Chris Elson said: "We're really excited to partner with Bournemouth Coastal BID on the development of their augmented reality app experience and work with such a progressive bunch of thinkers. We've already seen how phenomenally popular augmented reality character treasure hunts have been, so there's no doubt that this is going to be a huge seasonal success for the local area. We are looking forward to unveiling the app officially to the public later this month."

The app called 'Go Bournemouth Coast' was released at the end of November

with a celebration event that took place on the 9th December in Southbourne's Fisherman's Walk.

Stefan Krause, Coastal BID Manager, said: "We cannot wait to unveil this app to the world. The app is designed to encourage the public to explore Bournemouth's Coastal areas this coming festive period. Merging the real world with the digital world there will be fun games, prizes and incentives for visitors to pop into our many fantastic businesses and retailers and discover more of Bournemouth through the app."

For more information about Bournemouth Coastal BID and the innovative 'Go Bournemouth Coast' app coming to Bournemouth this Christmas visit: [www.bournemouth.co.uk/christmas](http://www.bournemouth.co.uk/christmas)



## #WDYT Campaign Update

### Stafford

Stafford has maintained its digital influence ranking (23rd out of 1,314 towns) for an impressive ninth week in a row.

Ranking higher than all surrounding towns, such as Cannock, Stoke-on-Trent, Wolverhampton, Walsall and Lichfield, Stafford is a major player in the Digital Influence Index. An overall move up of 97 places this year has meant a deserved Top 25 ranking for the town.

The town's annual Christmas Tree Festival has resulted in 96 local businesses decorating trees that are displayed in St Mary's Church – a great way to showcase themselves this festive season.

**Highlights of the #WDYT campaign in Stafford this fortnight include:**



- [The Wardrobe](#) has just run a #WDYT competition to win a Juicy Couture bracelet worth £80
- [Chapters](#), the new independent bookshop, ran a #WDYT competition to win the Philip Pullman 'The Book of Dust' book, bag and poster, which resulted in a 169% increase in Instagram

followers

- [Stafford Churches](#) shared posts about organising the annual Christmas Tree Festival in St Mary's Church
- [Dean Sharpe's Floral Studio](#) shared how they were placed 1st in the Chelsea Flower Show heats. Congratulations!
- [The Moat House](#) held its Wedding Showcase offering a free Top Table for weddings booked in Jan/Feb/March 2019. Other Lewis Partnership venues of [The Swan](#), [The Bear Grill](#), [The Dog & Doublet](#), [The Red Lion](#) and [The Bank House](#) have been posting pictures of their delicious seasonal specials

- Lots of Black Friday deals were shared by various retailers using #WDYT
- [Dourish & Day](#) shared their excitement about the first snow of the season in Stafford
- [Kennys Sports Bar](#) continues to let residents and visitors know about all the major sporting events they are showing on their big screens each day
- [FunkyWunkyDooDahs](#) is thinking ahead to the New Year by offering curtains and blinds at 2017 prices

Shop, eat and enjoy Stafford this festive season – and don't forget to tell us #WDYT?

### Winchcombe

Winchcombe has seen an enormous rise of 753 places in the Digital Influence Index this year since working with #WDYT. They have risen 37 places this month and 11 places this week overtaking towns such as Redruth (583) and Droitwich (566) which are much larger towns to a position of 561 out of 1300 towns and cities nationwide.



**Highlights in Winchcombe this month include:**


The #WDYT Workshop to help retailers with their social media took place on the 13th November at the White Hart. #WDYT were delighted to welcome along [Emporium Gifts](#) and [Experience Winchcombe](#) as well as representatives from the museum.

[Cotswold Bone](#), [Dandelion Blue](#) and [Banbury Home](#) have been tweeting out some great Christmas ideas, alongside [Maybe](#) collections that showcase items in their stores which generated 95 votes and 52 comments, all helping to build their digital brand awareness and footfall to Winchcombe.

#WDYT welcome [Winchcombe Flowers](#) to the campaign who have started posting with

On December 6th the #WDYT team took a walkabout on the Winchcombe high street to chat to retailers and address any social media queries. The team explained how joining the campaign will boost the town's footfall.

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



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





## Bournemouth Celebrates a Quirky Alternative to the Traditional Christmas Market

- Over 12,000 people turned out for Metropole Market's steampunk-themed Alternative Christmas Fayre ahead of their final Christmas Candy Land event on 17th December 2017.

Welcoming over 12,000 people, the third instalment of the Bournemouth Metropole Market, funded by Bournemouth Town Centre BID, provided Bournemouth with a fascinating glimpse into the world of Steampunk culture. With an 'Alternative Christmas' theme, the event featured a variety of flamboyant Victorian costumes and futuristic steam-powered technology.

Taking over Lansdowne with a weird and wonderful spectacle, the Alternative Christmas Fayre included Steampunk inspired outfits and entertainment. This ranged from favourites such as Street Comedy to JunNK, an award-winning percussion act, and the steampunk band

Sweetchunks. A fantastic range of trade stalls also sold a wide array of vintage clothing, handmade items, home décor and crafted goods. Buzzing crowds were satiated with delicious food & drink, freshly baked goods and international cuisine, in addition to gluten-free and vegan food.

Paul Kinvig, Chief Operating Officer, Bournemouth Town Centre BID, said: "Metropole Market has brought something entirely new to Bournemouth with their last three markets. We are pleased to have supported these events and help attract thousands of visitors to Lansdowne."

Following close on its heels, Metropole Market's grand finale for the year will be a Christmas Candy Land themed market on Sunday 17th December. The event will feature an abundance of trade stalls offering food, drink, and plenty of Christmas gift ideas for visitors to



sink their teeth into. There will also be musical morsels featuring outstanding local acts and entertainment.

Lyn Turnbull, Co-organiser of Metropole Market and Co-Owner of Mexigo Burrito Bar, said: "I am delighted by the success of our Alternative Christmas Fayre and thank everyone who dressed up in their Steampunk gear for the occasion. Our next event will be deliciously delightful as Christmas Candyland comes to Bournemouth on Sunday 17th December."

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](http://www.metropolemarket.co.uk) or follow them on Facebook and Twitter - @MetropoleMarket.





*Merry  
Christmas*

*and a  
Happy New Year  
from everyone at  
Revive & Thrive*



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

Submission deadline for articles for Issue #20 of Place Magazine:

## **26th January 2018**

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



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