



Bury St Edmunds Area Working Party 19 July 2011

Business Festival 2011

1. Purpose of Report

- 1.1 The purpose of this report is to provide the Working Party with information about a proposed Business Festival 2011.**

2. Background

- 2.1 The Economic Development Team are working with partners to organise a Business Festival this year which is programmed to start on 13 September and extend until 23 September 2011 with a series of business focussed events and workshops at various locations in and around Bury St Edmunds.
- 2.2 Events include the Mid Anglian Enterprise Agency's (Menta) Business to Business (B2B) exhibition at the West Wing, Ickworth; the Exhibition of Advanced Manufacturing and Engineering (EAME) at The Apex; the New Anglia Local Enterprise Partnership's (LEP) Annual Conference at The Apex; the Bury Free Press Business to Business (B2B) Exhibition at The Athenaeum, a joint Chambers of Commerce event at the West Wing, Ickworth; and Business Training Workshops run by West Suffolk College.
- 2.3 This is the first time many of these events have been held and they will provide an opportunity to promote both The Apex and Bury St Edmunds to a wide range of businesses. The EAME exhibition has previously been held in Norfolk and has in the past had 500 delegates. The New Anglia LEP Annual Conference could bring 200 plus delegates to Bury St Edmunds; some of which may not have visited before.
- 2.4 The programme is still in the process of being finalised along with a web page that will provide information about the Festival and links to partner sites for booking, further information and contact details. The Bury Free Press is a key partner in this initiative and will provide much of the promotional activity to ensure the events are a success.
- 2.5 Local businesses in the town are being encouraged to consider offering discounts to exhibitors and attendees at the Festival to ensure that delegates venture into the town and do not just attend the event and go home. Initiatives may include cheaper rates in the hotels; two for one offers at cafés and restaurants; and deals and discounts in the shops and with the Theatre Royal.

3. Recommendation

- 3.1 The Working Party are requested to **NOTE** the arrangements being made to stage the Business Festival 2011.

For further information please contact
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