

Craft & More

Card Factory

STORE NEWS

Welcome to Craft & More, an arts and crafts shop opening on Nelson St next to Cotswold Outdoor on Friday 3rd February. Spread over 3 floors, Craft & More will be offering thousands of affordable products from many craft activities. Products ranges and activities include: card-making, scrapbooks, children's crafts and kits, general craft supplies, jewellery-making, paper craft, wedding craft, art supplies, cake craft, needlecraft & knitting, floral craft, home decoration, fabric & trims, party supplies & balloons, and much much more!

Craft & More will be offering up to 50% off on many items in their grand opening special sale.

Congratulations to The Card Factory near Boots which is now open after extensive modernisation. It is great to see such investment in **our** city centre shopping area.

If you're planning any improvements in your store, be sure to tell us so that we can spread the word.

SALES

National figures show that retail sales for December 2011 were 2.6% up versus the period in 2010 and many store managers in central Bristol have reported similar increases.

2012 is clearly not going to be an easy one for retailers and being able to remain competitive will be key.

In order for us to better understand sales trends we plan to confidentially record monthly percentage changes in sales. If you are able to help us with this, please contact Jo Hawkins (details below).



BID 2 PLANS FOR 2012

After liaising with all the retailers, plus Cabot Circus and The Galleries marketing teams, we're currently finalising our BID 2 marketing and PR plan for the coming year.

Included in our plans is the development of a new brand identity for the shopping area which will help us continue to promote the area locally, regionally and nationally. A new website will be developed with the main focus to promote the whole shopping area, key events and all the retailers' offers. We're also considering some exciting stunts in order to maximise PR for the shopping area.

We will continue our successful advertising campaigns at key periods throughout 2012, tailoring our activity with that of Cabot Circus and The Galleries to ensure the most effective use of BID funds.

Please continue to email news of your offers and events to jo.hawkins@destinationbristol.co.uk and please join us at the next BID 2 marketing meeting on Tuesday 28th February at 10am.

We would like more retailers to become involved in how we deliver your BID. If you require any information about the BID, please contact Jo Hawkins.





POLICING

The city centre retail police team is available to give advice on any security and police-related issues – please call 927 3958 to arrange.

The team is planning to run regular cycle operations and surgeries in and around the shopping area to address the continuing issue of cycle theft. Also operations will be carried out to gather information about suspected shoplifters. Designated plain clothed officers will work with retailers to identify suspects in their premises.

Please do attend our monthly security meetings held at 10.30am on the first Thursday of each month at Cabot Circus so that you are aware of these initiatives.

For details of how to join our successful crime reduction initiative, the BCRI, please contact Jo Hawkins – details below. Membership includes a shop safe radio and colour photographs of prolific shoplifters.



BID 2 CLEANSING

As you are aware your contributions to BID 2 pay for an enhanced level of cleansing in the shopping area so we're keen to ensure that standards are very high at all times. Chewing gum removal and the removal of graffiti are some of services which the BID funds so please do let us know if you see any areas which need addressing.



CHRISTMAS MARKETS RETAILER SURVEY

We carried out a survey among retailers in the pedestrianised area of the city centre shopping area relating to opinions of the Christmas markets.

The findings will be available soon to all who took part. Feedback will inform our plans for Christmas 2012.



THE BRISTOL WHEEL

We're delighted that The "Bristol Wheel" will be located at The Podium from 10th February until 8th May.

This will be a great footfall driver to the city centre shopping area.

The Wheel is 60 metres high and will provide a spectacular view of the area. It will be open 7 days a week from 10am. Tickets, priced £6 (adult), £5 (concessions), £4 (child).



EASTER "SHEEP" HUNT

We are working with The John Wesley Chapel on an Easter "Sheep Hunt". The aim is to place 20 cut-out sheep in shop windows so that children can collect their names and take them to John Wesley Chapel where they will receive a treat and the opportunity to take place in craft workshops. The sheep will each be decorated by a different school. The activity will take place on Saturday 31st March, Good Friday (6th April), Saturday 7th March and Saturday 14th March.

This is a fun way of driving footfall around the area and promoting The New Room / John Wesley Chapel.

If you would like to become involved please email jo.hawkins@destinationbristol.co.uk



GARDEN LIFE SHOW 2012

Following last year's successful event, the 11th & 12th May will see the return of The Garden Life Show.

This show, which celebrates all things garden-related, will take place throughout the city centre shopping area. Once again you can expect to see a food market in Quakers Friars, Gardener's Question Time in The Galleries, stalls selling garden-related items throughout the pedestrian area and there will be lots to learn from the community stalls on Merchant St South.

This event is part-funded by BID 2 and will be brought to you in partnership with Bristol City Council, The Galleries, Cabot Circus and The Evening Post.



THE STATION

October this year will see the opening of a very exciting project in the old fire station on Silver street. **The Station** will be the biggest dedicated youth project in the South West aiming to bring together young people across Bristol.

The facilities on offer will include a 250 seat performance space (600 standing), recording studios, media suites, workshop spaces, café, chillout spaces, a dance studio and a range of support services for young people.

Aiming to unlock young people's potential, The Station is looking to engage with the business community.

For more information visit www.thestationbristol.com or email Sandy.hore-ruthven@creativeyouthnetwork.org.uk



ST JAMES BARTON

Bristol City Council is proposing to spend £1million on redeveloping this long-neglected gateway to the city centre shopping area.

Plans include transforming the area into an amphitheatre in which to stage events and to close two of the subways and introduce two street level-crossings.

This project is yet to be confirmed and we will report any progress as we hear it.



CABOT CIRCUS COACH PARK

This great facility which opened in November 2011 offers us the opportunity to attract more group visitors to the shopping area. The coach park is working well and is being strongly promoted to the group travel trade.

Bristol City Council has produced a leaflet which details all city centre coach parks, drop off points and other useful information. To view a copy of the leaflet, visit www.travelbristol.org/coach-parking



UNION ST BRIDGE

The bridge over Union St and the handrails on the steps down to Fairfax St have received some much needed maintenance.

BID 2 funds enabled this repair work and re-painting of all the railings to take place. This is another example of how the BID enables us to improve the appearance of the city centre shopping area.



THE FUTURE OF THE UK HIGH STREET

The report by Mary Portas in December about the future of the high street has raised the profile of this issue.

Many interesting topics are highlighted in the report to which the Government is due to respond in the Spring. We are looking forward to seeing which of the recommendations will be taken forward.

We can then review how we can work with our partners to bring about any positive action.



URBAN GUIDE

A leaflet is being produced focusing on the street art in Bristol city centre, in particular in Nelson St and Stokes Croft.

The leaflet will feature a map showing key street art locations but also city centre shops selling urban wear and cafes and clubs which will appeal to street art lovers.

The BID is funding this leaflet with the aim of drawing footfall through the city centre shopping area. The guide will be available in March and we will be looking for retailers to stock the leaflets for customers.



UNIONGATE

Plans to redevelop this block at the bottom of Union St are with the planning department at Bristol City Council.

The exciting proposals include plans to take the façade back to brick, the removal of the canopy and changes to the sizes of some of the units.

A decision is expected in the near future. We will share more details with you when we hear.



CURIOUS THINGS – WHAT'S HIDING UNDER THERE?

Glyn Duggan is repeating his successful presentation about what interesting things can be seen in the area if you only know where to look.

The event will take place in the Broadmead Baptist Church on Thursday 23rd February (7.30pm - 9pm)

The Broadmead Records, a particularly important and treasured part of the church's history will also be on display.

The aim of the event is to raise funds for a group of charities, so there will be an admission charge of £4 (which includes refreshments). Tickets can be bought in advance by post (send a SAE and cheque payable to 'Broadmead Baptist Church' to Broadmead Baptist Church, 1 Whippington Court, Bristol BS1 3HY); alternatively you can pay on the door on the night.



THE RETAIL TRUST

The Retail Trust is the only charity dedicated to looking after people working in retail. Described as a 'safety net' for retail employees, the organisation offers totally free, independent and confidential advice to retail staff.

Services offered include legal advice, debt advice, short-term counselling and critical incident support.

Help can be accessed by Freephone 0808 801 0808 text (text HELPLINE to 88010),

www.retailtrust.org.uk/help or by email: helpline@retailtrust.org.uk

For more details about The Retail Trust including how you can help the charity, visit www.retailtrust.org.uk

USEFUL CONTACT DETAILS

City Centre Retail Management Team – 925 7053

City Centre police team 927 3958

Police (to report a crime) – 101

Police (urgent) – 999

The charity Crime stoppers (To give anonymous information about anyone committing a crime) 0800 555 111

Help and advice related to refuse / cleansing – Colin Owen, 07896 997437

DATES FOR YOUR DIARY

Security meetings – held on the first Thursday of each month at 10.30am in Cabot Circus management suite. All store managers and security staff welcome. The next meeting will be Thursday 2nd February.

Police management meeting – Wednesday 22nd February, 3pm (venue tbc)

BID 2 marketing meeting – Tuesday 28th February, 10am (venue tbc)