

For over 10 years Business West has been vital in promoting the regeneration of Bristol's Broadmead shopping area. The approach has been two-pronged – backing the construction of a new retail core; and playing a key role in the Broadmead Board, ensuring that important improvements are made that can boost the performance of existing retailers.



# RETAIL THERAPY

Business West is now backing a new initiative to create a Business Improvement District in Broadmead.

Last month local TV and newspapers trumpeted the announcement of House of Fraser's decision to become the anchor retailer for the Broadmead expansion, giving a powerful boost to the massive £500 million development.

This huge investment on their doorstep could be a great opportunity for existing retailers – increased shopping spend could spill over into their stores. But this is only likely to happen if the look and feel of the existing Broadmead environment is of a quality that attracts shoppers, and improvements have to be made to achieve this.