

BROADMEAD RETAILERS VOTE YES!

STRONG backing has been won for plans to create one of the UK's first Business Improvement Districts (BIDs) in Bristol's Broadmead shopping area.

The retailers have voted in favour of the BID, which will see urgent improvements made to the appearance and character of existing Broadmead.

The Broadmead BID was led by Broadmead manager, John Hirst together with BID project manager, Mike Ayres.

John Hirst said: "We are extremely grateful to our retailers for this crucial support – we will work hard to ensure that we deliver this project to the highest standard.

"This vote gives us the resources that we urgently need to improve the environment of existing Broadmead, creating a more attractive and welcoming feel to the whole area."

John Hirst continued: "Great progress has been made in getting right the basics of cleansing and creating a safe environment in Broadmead – we can now turn our attention to getting right the appearance of the centre.

"The BID funds will transform the street scene and respond to the consultation process with the retailers in January 2005 – improvements will include new store location signage at entrance points, new paving and a complete new suite of street furniture, including seating, lighting and litter bins."

Bristol City Council is also a partner in Broadmead's BID scheme and will be contributing £255,000 over three years towards environmental improvements to the shopping area. Besides continuing to make an in kind contribution of dedicated officer time and resources, the council will also collect, at no charge, the retailers' annual levy which will be put towards the improvements.

Cllr Anne White, executive member for Economic Development and Regeneration said; "The council already supports Broadmead through services such as cleansing,

CCTV, floral displays and the Christmas lights but I am delighted that we are now able to commit to further investment in the shopping centre.”

“We recognise the importance of Broadmead to the economy of Bristol and are therefore delighted that we could be part of this initiative to make real improvements to ensure that Broadmead as a whole prospers and benefits businesses, their staff and customers alike.”

John Savage, Executive Chairman, Business West said: “Congratulations to the Broadmead BID team and to the retailers for developing and agreeing to resource this vital plan.

“Today’s news means that existing Broadmead will be enhanced and in a position to benefit from the £500 million Broadmead expansion that is due to open in 2008, transforming the city centre – it is crucial Broadmead is in the future a single, high quality retail experience.”

The ‘yes’ vote will trigger additional investment from the property owners. The Bristol Alliance, which has substantial landholdings in existing Broadmead, is committed to enhancing streets immediately adjacent to the Broadmead Expansion as part of the development.

Philip Vaughan, Project Director at the Bristol Alliance said: “We are delighted that the retailers have backed the BID plans. We will also play our part in rejuvenating existing Broadmead.”

Mark Bourgeois, Operations Director at the Mall Corporation, owners of the Mall Galleries, is also very pleased with the outcome of the vote. He said: “Our purchase of the Mall Galleries last year highlights our belief that Broadmead presents a great retailing opportunity.

“From the outset we supported the BID proposal, which will make serious improvements to the existing Broadmead environment.

“To ensure that our customers can fully enjoy the benefits of Bristol’s regenerated city centre, we will be carrying out a range of improvements to the Mall Galleries in

terms of environment and retail mix, designed to provide our shoppers and retailers with the best possible shopping experience.”

Work on the Broadmead Business Improvement District is programmed to begin later in 2005, with completion by October 2008, ahead of the opening of the Broadmead Expansion scheme.

Full details of the Broadmead Business Improvement District can be found on the website www.broadmeadbid.co.uk.

Issued on behalf of the Broadmead Business Improvement District by Harrison Cowley.

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