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# BusinessWeek

## Stores prepare to vote on city centre revamp

AN ambitious scheme to lift Bristol's retail heart into the premier league of UK shopping centres takes another step forward today.

The team behind Broadmead's pioneering business improvement district (BID) will launch its business plan ahead of a vote by retailers in June on whether to approve the initiative.

BIDs were introduced by the Government last year and are based on a successful US concept in which businesses agree to pay a levy to improve the area.

If Broadmead's 270 retailers vote in favour of the scheme they will

each pay 1.5 per cent of their rateable value over an initial three-year period – ranging from £150 for the smallest shop in the Galleries to £18,000 for House of Fraser.

Much of Broadmead, the South West's largest shopping centre, was built in the 1950s and has fallen behind more modern rivals.

The BID will fund new store location signs, paving, lighting, distinctive street furniture and flower displays with the aim of attracting more shoppers.

It is also aimed at upgrading Broadmead as it prepares for the planned £500million expansion with many new stores.



Better looking: New paving, signs and street furniture are among the proposals for Bristol's Broadmead