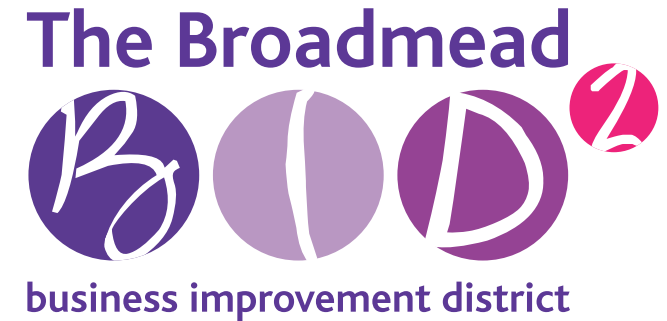


Indicative income and expenses for BID 2, year 2

Broadmead BID 2



Income 09/10	£
BID Levy	305,000
Voluntary contributions	120,000
Total	425,000

Expenditure 09/10	£
Marketing	245,000
Cleansing and Maintenance	114,000
Management and Administration costs	66,000
Total	425,000



If you have any queries, please do contact our team, details below:

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All documentation supporting BID 2 is available to download on the Broadmead website. For more information relating to last year's BID levy, a break-down of the expenditure for the year 2008/09 or for hard copies of any documentation, please contact Jo Hawkins using the details above.

Summary of BID 2 - Year 1

What is a BID?

A Business Improvement District (BID) is a defined area within which the businesses have voted to invest collectively in improvements to enhance their trading environment. BIDs are fair in that if the ballot is in favour of the proposal, then every business has to pay the levy. BIDs do not affect the level or quality of service provided by the local authority to the area, but instead, provide additional or improved services as identified and requested by local businesses.

The Broadmead Opportunity

Visitor numbers to Bristol City Centre have increased dramatically since the opening of Cabot Circus in September 2008. Now coupled with the international recognition Bristol is receiving as a city, this will undoubtedly continue. Our task is to ensure these visitors are drawn into Broadmead.

BID 2 runs from November 2008 to October 2013. It will provide the funds needed to run a concerted, planned and sustainable marketing campaign, positioning Broadmead as complementary to Cabot Circus, to create a complete retail offering for visitors and residents alike.

On top of this, BID 2 is also providing the much-needed resources to improve standards of cleanliness to match the Cabot Circus experience.

BID 2 has and will continue to ensure that Broadmead is an integral part of Bristol's revitalised city centre.



BID 2 Marketing

Following ongoing consultation with the retailers, via the Broadmead Marketing Panel, a comprehensive marketing plan was produced and commenced in November 2008.

The objectives of the marketing campaign were to:

- Promote the Broadmead brand
- Attract more city centre shoppers
- Demonstrate that Broadmead has improved
- Highlight and promote stores exclusive to Broadmead

The marketing plan will be reviewed on an annual basis to ensure it meets the retailers requirements.

What's been achieved in year 1:

Events programme: A year round calendar of events has been delivered, beginning with Christmas street performers in 2008, a Broadmead re-launch on Valentine's Day, a Mother's Day Pampering Zone, an event supporting independent traders on the 4th July, a Summer of Surprises, a celebration of the Arcade's historic past and a business event to bring new retailers to the area.

Media relations: Broadmead has fantastic relationships with its media partners - Bristol Evening Post, Heart FM, BBC Bristol - with positive media coverage across press and broadcast outlets including a number of in-depth features and case studies on retailers.

Ebulletin: A database of customers has been gathered via competitions and promotions. As a result a monthly ebulletin has been created keeping shoppers informed of Broadmead news and events as well as giving retailers the space to promote products and offers.

Partnerships: Throughout the year relationships have been established with Broadmead's neighbouring communities, this culminated in the arrival of the 'St Paul's Carnival Warm-up' into Broadmead in June and the World Jungle event in May. Utilising Destination Bristol, the Broadmead team has worked hard to develop beneficial links with key Bristol attractions ensuring Broadmead is part of Bristol's visitor offering.

The first year of BID 2 has delivered what the Broadmead retailers requested - a programme of great family events which have animated the streets and greatly enhanced the shopping experience. We now look forward to working with the retailers to deliver a successful second year of the BID.

BID 2 Cleansing and maintenance

BID 2 has enabled the environmental standards in Broadmead to be raised considerably, ensuring that the cleansing activity matches the new benchmark that has been set by the neighbouring Cabot Circus development. Additional specific activities include:

- Hourly sweeping of litter including cigarette ends
- Washing of the streets and street furniture
- Removal of tagging and graffiti
- Removal of chewing gum
- Prompt and efficient trade waste disposal

Maintenance of the street furniture and paving has also been a priority for the management team. The first Broadmead BID focused on transforming the street scene with new paving, a whole new suite of street furniture and new lighting; it is essential that we continue to safeguard this investment.

Colin Owen, SITA Contracts Manager, said: "Following the success of BID 1 which focused on completely changing the pedestrianised streets in Broadmead, there has been a dramatic improvement to the environment.

"Our priority is to keep the upgraded street scene in peak condition to encourage people into Broadmead where they can enjoy all the benefits of a clean, well-maintained shopping area."

