

Broadmead Retailers' Questionnaire

Our whole approach in developing BID 2 is to collaborate with all the retailers and understand your priorities. This questionnaire has been prepared as part of a programme to obtain your feedback and your valuable insight.

Please fill it in and return it to the address below by 22 August. This will ensure that your views and priorities are taken on board.

1. Marketing and Promoting Broadmead

In the first six months of opening there will be massive marketing spend by Cabot Circus. During this period in particular it is essential that existing Broadmead also has a strong profile.

Please score the following marketing activities in terms of their value in terms of promoting existing Broadmead.

(5 = extremely valuable 4 = very effective 3 = effective 2 = some value 1 = no value)

Events / on street attractions	<input type="checkbox"/>
Radio advertising	<input type="checkbox"/>
TV advertising	<input type="checkbox"/>
Press advertising	<input type="checkbox"/>
Poster sites	<input type="checkbox"/>
Bus advertising	<input type="checkbox"/>
Editorial / public relations	<input type="checkbox"/>

Other (please outline other ideas below)

2. Cleansing and Maintenance

We believe that upgrading the street cleansing and maintenance standards are a priority.

To help us to develop a strategy to upgrade the maintenance and cleansing of Broadmead, please score the following activities:

(5 = crucial 4 = very important 3 = important 2= less important 1 = not important)

Daily sweeping of litter and cigarette ends	<input type="checkbox"/>
Washing of streets and furniture	<input type="checkbox"/>
Graffiti removal	<input type="checkbox"/>
Removing of chewing gum	<input type="checkbox"/>
Prompt trade waste disposal	<input type="checkbox"/>
Maintaining street furniture and paving	<input type="checkbox"/>

3. Ensuring Existing Broadmead Benefits from Cabot Circus

The opening of the £500 million Cabot Circus development will be a retail magnet for the centre of Bristol, with an estimated 26 million expected in year one.

How best do you think that Broadmead can benefit from this major development?

By 22 August, please fax/post back to:

0117 933 9319

Or

**Ruth Jones
Brandon Hill Communications Limited
26 Oakfield Road
Clifton
Bristol BS8 2AT**