

"It was never an option to sit back and do nothing. The improved paving and street furniture will really enhance the overall shopping experience which will benefit shoppers and retailers alike."

Colin Lang,
General Manager
The Mall Bristol



How can you become involved?

There are over 300 retailers in the Broadmead BID area and we want to hear from all of you!

A questionnaire will be delivered with this newsletter, we urge you to complete it and return to us before 22nd August.

Our BID team will be driven by your views, which is why we will consult with you at every stage.

If you need a further copy of the questionnaire please contact the BID hotline on **0117 925 7053** or email john@broadmead.net

As BID 2 develops, we really need your feedback on every aspect of the programme: remember it's your BID, so make sure that you have your say and make your vote count.

If you'd like to find out more about Broadmead BID 2 please get in touch today. Ring the BID hotline on **0117 925 7053** or email john@broadmead.net



The Broadmead
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Broadmead BID delivers £11m investment

Towards BID 2

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Broadmead



The Broadmead
BID²
business improvement district

Welcome!

This is the first special newsletter launching the second Broadmead Business Improvement District – BID 2.

In this issue we look at the spectacular success of the first BID for Broadmead, which began the momentum for change that has seen £11 million spent improving the environment in Broadmead.

As a result, this September, when one of Europe's most powerful retail magnets - Cabot Circus - is opened, existing retailers will be able to benefit even more.

"BID 2 is designed to maximise the positive impact of Cabot Circus on existing Broadmead, ensuring that there are attractions and marketing activities that bring shoppers into Broadmead.

"We must also ensure that the whole street scene is clean and well managed, the new paving and street furniture are kept in first class condition and there is a zero tolerance of vandalism, chewing gum and graffiti – safeguarding the transformation that we have all invested in.

"We now must work together to make sure that we realise the full benefit of the Cabot Circus-effect."


John Hirst,
Broadmead Manager


Mike Ayres, BID
Project Manager

"We must ensure that existing retailers benefit fully from the opening of Cabot Circus, which will double the number of city centre shoppers to 26 million."

John Hirst,
Broadmead Manager

Broadmead BID has exceeded all expectations

In the Summer of 2005 Broadmead retailers voted to back the BID, beginning the momentum that has seen £11 million spent improving the environment in existing Broadmead.

The BID unlocked major voluntary contributions from many organisations. Investment was approximately £1million raised from retailers through the BID levy, this was matched by an additional £10million from the Bristol Alliance, The Mall Bristol, Bristol City Council, the South West of England Regional Development Agency and other property owners.

The BID has allowed us to sweep away dated clutter in Broadmead streets, refreshing them with:

- new store location signage
- new paving
- new seating / bollards / bins / bicycle racks
- improved wall mounted lighting
- landscaping
- shop front improvements
- pavement shops

As this work nears completion, existing Broadmead is now much more appealing and from September its streets will blend in with Cabot Circus creating a UK top ten shopping destination of the highest quality and appeal.

Timed to coincide with the opening of Cabot Circus the finished BID programme will allow retailers to increase sales, with considerably more shoppers staying longer and spending more - this has always been our main aim.



"The BID works are extremely important to Broadmead and Bristol as a whole – together they are rejuvenating a very dated city centre into a top class shopping destination."

Gary Monington,
Manager BHS,
Broadmead

Shaping BID 2

"It is now time that we safeguard the investment we have made in Broadmead and look positively towards the future. We want to drive more shoppers into Broadmead and make it an even more exciting shopping destination - BID 2 will help us to achieve that aim."

Paul Davis, Parsons Jewellers,
The Mall Broadmead

How will BID 2 help my business?

You will want to see BID 2 deliver a clear increase in your retail sales – achieving this will be a real focus for our plans and in the coming months we are determined to demonstrate to you the serious business benefits that our plans will deliver.

These plans are being shaped through a series of consultation sessions with the Broadmead retailers, who have already identified a

number of very interesting and relevant ideas upon which we will develop our plans.

What's the timeframe?

August 2008

Review your feedback and finalise BID 2 proposal.

Early September 2008

Launch of Broadmead BID 2 business plan and prospectus.

October 2008

BID 2 voting period.

November 2008

BID 2 commences.

Who is leading Broadmead BID 2?

The Broadmead Board, which represents all retailers in the area, is leading the second Broadmead BID.

Having masterminded the first Broadmead BID and negotiated massive additional funding with property owners, this team has a strong track record delivering great value for retailers.

Over the past decade this team has won vital resources for Broadmead, providing consistent services of the highest quality, including cleansing, policing, significant environmental enhancements and generally improving the look and feel of the area.

The committed BID team is led by the Broadmead Manager, John Hirst and Broadmead BID Project Manager, Mike Ayres.

There is a clear shared vision for the future of Broadmead, demonstrated by the Broadmead management team's partnership approach, which brings together retailers and other key organisations.

All partners are determined to continue to develop Broadmead and believe that introducing another successful tailor-made BID will elevate Broadmead and Cabot Circus into one of the UK's top ten shopping destinations.

Great progress has been made so far, but there is still much more to be done as we strive to improve the fortunes for all Broadmead retailers.