

Bristol

City Centre Shopping

VisitBristol.co.uk

Retail Marketing Update

Recent Marketing Initiatives

DestinationBristol



Previous Coverage

6 Bristol fashion AllRight!

Street Style

Ever wondered what some of the stylish people on the streets of Bristol are wearing? AllRight! decided to ask them

My wardrobe: Miranda Aumayer

Fabulous flower power

My wardrobe: Miranda Aumayer, 36, owns Eskimo Kids on Penn Street and lives in Westbury Park with her husband Steve and two-year-old twins Sasha and Yagan. She tells us about her style

Fashion Favorites: I've got a few things that I love to wear in the city. I've got a few things that I love to wear in the city. I've got a few things that I love to wear in the city.

Wardrobe Fail: I've got a few things that I love to wear in the city. I've got a few things that I love to wear in the city. I've got a few things that I love to wear in the city.

Latest Look: I've got a few things that I love to wear in the city. I've got a few things that I love to wear in the city. I've got a few things that I love to wear in the city.




Local SCENE

Fairtrade In Bristol

Bristol's first Fairtrade Fashion Show will be held at the Bristol Garden Life Show on 15-17 April. The event will showcase a range of ethical and sustainable clothing brands, including Fairtrade Fashion, which is a Bristol-based initiative that promotes ethical and sustainable fashion. The show will feature a variety of clothing items, including dresses, blouses, and accessories, all made from ethically sourced materials. The event is part of a larger initiative to promote ethical and sustainable fashion in Bristol.



The Fairtrade Fashion and organic Fashion show will show that Fairtrade and organic can be beautiful.

Avon calling

AMBER MORALES returns to Bristol

THE last time I walked into the reception of the Bristol Grand — a four-star hotel in the centre of the old town — I was in a car and I thought I had the best view.



GET THERE


THE BEST WAY TO GET TO THE BRISTOL GRAND is by car. The hotel is located in the centre of the old town, and is easily accessible by car. The hotel is a four-star hotel, and is a great place to stay in Bristol.

IF YOU CAN face the climb up the Cabot Circus, you'll want to try The View.

BRISTOL GARDEN LIFE SHOW

THE BRISTOL GARDEN LIFE SHOW is a great event to attend in Bristol. It features a variety of activities, including a fashion show, a food festival, and a children's area. The show is held in the Bristol Garden, and is a great place to spend a day in Bristol.



VENTS

Gear Up For City Centre Motor Show

BRISTOL MOTOR SHOW 2011 is a great event to attend in Bristol. It features a variety of activities, including a car show, a food festival, and a children's area. The show is held in the Bristol Garden, and is a great place to spend a day in Bristol.

IF YOU CAN face the climb up the Cabot Circus, you'll want to try The View.

BRISTOL MOTOR SHOW 2011


BRISTOL MOTOR SHOW 2011 is a great event to attend in Bristol. It features a variety of activities, including a car show, a food festival, and a children's area. The show is held in the Bristol Garden, and is a great place to spend a day in Bristol.




Discover Bristol

The South West's Shopping Capital

Over 500 stores • 3 shopping centres • Easy parking



Bristol City Centre SHOPPING

Apple • House of Fraser • Harvey Nichols • Carluccio's • All Saints • Debenhams • Primark • Marks & Spencer • Topshop • BHS • H&M • New Look • Hollister • Boots • HMV • Gap • Urban Outfitters • Zara • TK Maxx • Cotswold Outdoor • WH Smith • Ted Baker • Kurt Geiger • Sainsbury's • The Entertainer • M&S • Virgin Media • Next • Laura Ashley • Waterstone's • M&S Selfridge • Aldi • Sainsbury's

VARIOUS VENUES

15-17 April

The Bristol Garden Life Show will place throughout Bristol's city centre shopping area, The Galleries and Cabot Circus. View demonstrations and talk to the experts. 0906 711 2191 VisitBristol.co.uk

Bristol

City Centre Shopping

VisitBristol.co.uk

Retail Marketing Update

Spring advertising campaign

DestinationBristol



Retail Marketing

Spring Advertising

BID 2 Advertising campaign

- **Timing:** 25 April to 5 June 2011
- **Key objective:** To position Bristol's city centre as the premier retail and leisure destination in the South West
- **Campaign rationale:**
 - Recent research has clearly shown we need to significantly increase the regional awareness of the quality and breadth of Bristol's city centre shopping offer if we are to attract those customers currently favoring shopping trips to our competitor destinations.
 - We need show how our shopping offer is a much richer, more rewarding and unique offer because of the total experience Bristol as a great city destination can offer and one that our competitors cannot match
 - The campaign uses a mix of media (outdoor, radio, online) to provide the optimum number of opportunities for our target audiences to see and hear our messages. Calls-to-action direct viewers/listeners to online landing pages where primary and secondary messages are reinforced, enabling measurable results and sign-ups.

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Bristol
City Centre
SHOPPING

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Apple • House of Fraser • Harvey Nichols • Carluccio's • All Saints
Debenhams • Primark • Marks & Spencer • Topshop • Bhs • H&M
New Look • Hollister • Boots • HMV • Gap • Urban Outfitters • Zara
TK Maxx • Cotswold Outdoor • WH Smith • Ted Baker • Kurt Geiger
Sanctuary Spa • The Entertainer • Monsoon • Virgin Media • Next
Laura Ashley • Waterstone's • Miss Selfridge • Aldo • Swarovski

Retail Marketing Update

Spring Advertising

- **Primary messages:**
 - Position Bristol city centre as the shopping capital of the South West
 - Present the scale and choice associated with Bristol's city centre retail offer
 - Communicate the unique appeal of shopping in Bristol as part of the Bristol experience
- **Secondary messages:**
 - Highlight the quality of the shopping environment in Bristol city centre
 - Promote the key retail brands available in Bristol city centre
 - Change current negative perceptions (accessibility, parking)
 - Encourage more customers to shop in Bristol city centre instead of or as a supplement to their existing regional retail destinations of choice
 - Establish 'Bristol city centre' in place of 'Broadmead' as the key shopping locator
 - Complement the discrete advertising and marketing campaigns promoting Cabot Circus and The Galleries

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Bristol
City Centre
SHOPPING

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Retail Marketing Update

Spring Advertising

Audience:

- All potential shoppers living within a 60-minute drive-time of Bristol city centre, but resident outside Bristol, particularly
 - Residents in or near Bath, Swindon, Cheltenham, Gloucester and Taunton
- All potential shoppers living within a 60-minute drive-time of Bristol city centre, but resident outside Bristol, particularly
 - Females aged 25-40
- All potential shoppers living within a 60-minute drive-time of Bristol city centre, but resident outside Bristol particularly
 - Prosperous families
 - Wealthy executives
 - Educated urbanites
 - Prosperous professionals
 - Secure families
 - Middle income families
 - Aspiring singles
 - Starting outs

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SHOPPING

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Retail Marketing Update

Spring Advertising

Campaign details
 Bus advertising
 Rail station posters
 Radio advertising and promotion

Media	Timing	Location	Audience	Frequency
Bus streetliners (200)	5 weeks starting 2 nd May	Bath (33) Cheltenham (22) Gloucester (18) Stroud (10) Taunton (47) Wells (14) W-S-M (20) Yeovil (10) Swindon (26)	All adults 15+ 910,615	16.9

Media	Timing	Location	Audience	Frequency
6 sheet posters (14)	5 weeks from 25 th April	Bath (4) Cheltenham (3) Gloucester (1) Swindon (1) Taunton (2) W-S-M (3)	Weekly footfall circa 900,000	n/a

Media	Timing	Location	Audience	Frequency
Heart FM 30' ads + online	4 weeks from 2nd May	Bath, Somerset, Wilts, Gos	450,000	11

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 City Centre
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Retail Marketing Update

Spring Advertising

- **Call-to-action**

- Bus, rail & radio advertising
 - Go to www.visitbristol.co.uk/shopping
- Radio promotion
 - Heart.co.uk
 - Visitbristol.co.uk/shopping



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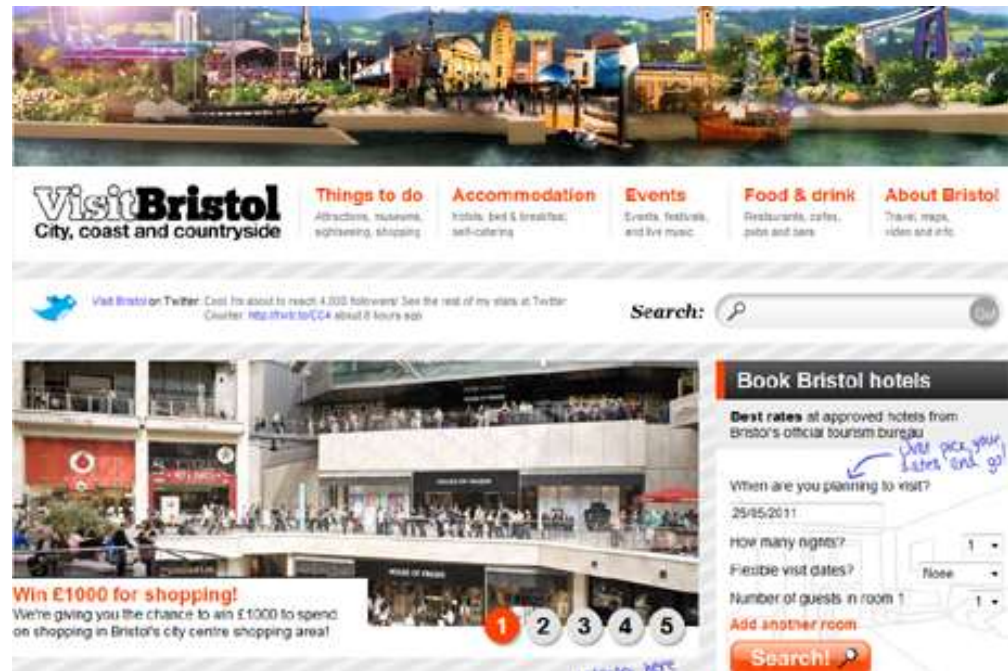
Bristol
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SHOPPING

www.visitbristol.co.uk/shopping

Retail Marketing Update

Spring Advertising

- Online coverage
VisitBristol.co.uk
- Home page carousel
- Shopping competition
4,170 entries
- 19,085 page views to
shopping page during
campaign



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Bristol
City Centre
SHOPPING

visitbristol.co.uk/shopping

Retail Marketing Update

Spring Advertising

Dedicated landing page on Heart.co.uk

Bristol City Centre SHOPPING

Win **£1000** in shopping vouchers
visit bristol.co.uk/shopping

Win the ultimate shopping spree in Bristol

Your favourite outlets now rock even better with Internet Explorer!

How would you like to win the ultimate shopping experience with £1000 to spend and an overnight stay in Bristol, the South West's Shopping Capital?

With over 500 stores across Bristol City Centre including The Galleries and Cabot Circus plus over 50 cafes & restaurants, it's the perfect shopping destination.

There are all the names you love including Debenhams, ASDA and Primark as well as H&M, Next, New Look and Primark - the UK's second largest Primark.

So what could be better than £1000 to spend in there?

Be the first to answer our competition question at the bottom of the page for the chance to win £1000 in Bristol City Centre vouchers to spend in your choice of 10 different retailers at Cabot Circus, The Galleries, Debenhams and The Galleries.

You could really treat yourself and the family, new outfits for your holiday packages, a summer makeover for your home, a spa treatment and even an indulgent lunch or dinner in a great restaurant!

In fact there'd be more to see and do in Bristol City Centre than you could see in one day, so we're adding an overnight stay for two at the **Holiday Inn Bristol City Centre**. We'll even add a bottle of bubbly in your room just to help you in the morning. It really helps make the most of your stay!

Quiz

To enter the quiz, choose your preferred location:

Select your location

100% Correct! You're a Winner! Let's Hear It For The Quiz!

1153 Wrong! Schlemmer! Don't Mess Your Breath!

1108 Wrong! Care! Fashionable... What A Feeling!

1146 Wrong! Bull! Castle! What are you doing!

Look! 10 images played!

Heart Heart West Country on Facebook

1,725 people like Heart West Country

Holiday Inn

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SHOPPING

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Retail Marketing Update

Spring Advertising



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Bristol

City Centre Shopping

VisitBristol.co.uk

Retail Marketing Update

Recent Marketing & PR Initiatives

DestinationBristol



Retail Marketing Update

Lifestyle competition

Somerset Life



Indulge in Bristol

Somerset Life is offering you the chance to win an unforgettable trip to Bristol to experience the city in style



One lucky reader and a friend will receive the following prize:

- A fantastic hot-air balloon ride for two people with Bailey Balloons
- Two nights' stay for two people at the smart Bristol Marriott Hotel City Centre with breakfast
- A £200 pamper spa and shopping session for two people at House of Fraser, including a light lunch, personal shopping service, goody bag and vouchers to spend in-store
- £200 to spend in a city-centre shop of your choice
- A three-course evening meal for two people at Fratelli's restaurant

With over 500 stores, two covered shopping centres, more than 50 cafes and restaurants, and easy access and parking, Bristol's city centre is the shopping capital of the South West. The selection of national stores includes Debenhams, Marks & Spencer and Zava, plus the UK's second largest Primark.

House of Fraser has a fantastic mix of high street names, designer brands and exclusive collections. Enjoy some retail therapy and style advice from House of Fraser's personal shopper, all in the comfort of your own personal shopping suite. Then, take some time out to enjoy a relaxing facial and massage in the calming and tranquil Robin James

Aveda Lifestyle Salon and Spa

For a breathtaking perspective of Bristol, explore the city in style with Bailey Balloons. The balloon peacefully floats above the city to capture views of Bristol's best-known landmarks including Brunel's Clifton Suspension Bridge. On landing, you will be welcomed with a glass of champagne.

After an adventure through the skies, enjoy an Italian meal at Fratelli's in the city centre shopping area. The restaurant offers a warm welcome, with every meal presented to a high standard, cooked with passion and packed with flavour.

To relax and refresh, Bristol Marriott Hotel City Centre offers the perfect nights' sleep just a stone's throw away from the city centre shopping area.

For the chance to experience Bristol in style, just answer the following: What is the name of Bristol's gigantic three-level shopping centre which is home to 15 major flagship stores?

Submit your answer, name, daytime telephone number and postal address online at somerset.greatbritainlife.co.uk or on a postcard to Indulge Bristol! Somerset Life Competition, Somerset Life, Archant House, Bathage Road, Totnes, TQ9 5JA. Closing date: 23 June. For full terms and conditions, visit Somerset.greatbritainlife.co.uk

In association with...

Bailey Balloons is run by passionate balloonists Clive and Jo Bailey, who make every flight a personal and memorable experience. All passengers return with a commemorative flight certificate. Call 01275 375300 or visit baileyballoons.co.uk

Bristol Marriott Hotel City Centre is located right next to the city centre shopping area and boasts spacious rooms, full air-conditioning, 24-hour room service, indoor pool and The Terrace Grill steakhouse restaurant. Call 0117 929 4281 or visit marriott.co.uk

House of Fraser is one of the best-known high street names, renowned for its designer brands and exclusive collections. The store features a personal shopping service and Robin James Aveda Lifestyle Salon Spa. Call 0844 800 3710 or visit houseoffraser.co.uk

Fratelli's is an Italian restaurant in the city centre shopping area offering authentic Mediterranean dishes in a relaxed, friendly environment. Call 0117 926 8054 or visit fratellis-restaurant.com



Retail Marketing Update

Garden Life Show

Evening Post



THE BRISTOL GARDEN LIFE SHOW
Between Fri 15 and Sun 17 April 2011

Gardening fans in Bristol can celebrate their passion for outdoor living when a new three-day event is unveiled in the city this spring. Organised by the Evening Post in partnership with Bristol City Council, the event will take place throughout Bristol's city centre shopping area, The Galleries and Cabot Circus. As a first for the city, organisers are hoping the show will become an annual fixture on the calendars of gardening fans.

Call 0117 934 3547 for details.

What's on Bristol

www.thisisbristol.co.uk

bristol Garden Life show

15-17 April 2011

- Gardeners Q&A with the experts at 12 noon & 3pm each day
- Local Produce Market in Quakers Friars
- Floral Displays at 2pm in the Galleries daily
- Over 60 exhibitors including, Botanical Gardens, National Trust, RSPB, Bristol Zoo plus many more

Everything you need for the perfect garden!

Broadmead, The Galleries and Cabot Circus

10am - 5pm and until 8pm in Cabot Circus!

BRISTOL'S inaugural Garden Life Show opens today in the city centre.

Lord Mayor, Councillor Colin Smith, was due to officially open the three-day event this morning which is taking place in The Galleries and Cabot Circus until Sunday.

With plant displays, growing workshops and local produce, the event is designed to inspire a love of gardening and life outdoors in visitors of all ages.

School pupils have the chance to get involved and win £500 worth of equipment by growing a miniature garden. To be in with a chance of winning prizes for their schools and themselves, children under 13 have to submit a garden designed in a round, oval or square bowl, tray or tin that's no larger than 35cm by 35cm or 35cm diameter.

They must bring the gardens to the Park Garden Centre stand outside the Galleries before noon tomorrow for judging to take place at 1pm. The winners will be announced at 2.30pm.

Bristol City Council, one of the partners for the event, has been working on floral displays for several months at the council's plant nursery in Blaise Castle. Its staff will place more than 200 colourful flower pots around the city.

The show will also see organisations such as Knowle West Media Centre, Bristol Zoo Gardens, flower arranging groups and community small holdings and farms, showing off their green-fingered skills.

Not-for-profit workers' co-operative Eastside Roots is one of the many community success stories that will be sharing information and gardening tips with visitors.

The group evolved from the Bristol Permaculture Group's idea to provide a gardening hub for Easton and the wider Bristol community.

Run by volunteers, Eastside Roots

Show will help to grow your love of gardening

Photograph: Chris Briston



Blossoming: Bristol in Bloom Community Association members admire some of the planters which are being prepared at Blaise Nursery for the Garden Life Show. From left, Delphine Lyddall, Monica Whyte, Mike Crook, the city council's Steve Clampin, Joy Johnson, Stephen Cook, Pat Mortell and Sheila Stevens

Emily Koch
e.koch@bepp.co.uk

The panel of local experts will be on stage at The Galleries twice a day, at 12pm and 3pm, throughout the show.

Whether it is a question on how to grow giant cucumbers, easy herbs to grow indoors, or the best time of year to plant tulips, the team are on hand to help offer advice and helpful hints.

The team includes Alan Down, Ray Davey, Mary Payne OBE, John Wheatley, Tim Foster, David Hamilton and Nicholas Wray.

The show, organised by the Evening Post and Bristol City Council, will take place at sites in Cabot Circus, The Galleries and Broadmead from today until Sunday, April 17.

For more information visit www.digital-thisis.co.uk/bristol-garden-life-show.

Retail Marketing Update

Garden Life Show

Thursday, April 14, 2011

Celebrating the great outdoors

LAST minute preparations are under way to transform the centre of Bristol into a colourful display on outdoor living.

The city's Lord Mayor, Councillor Colin Smith, will officially open the inaugural Bristol Garden Life Show tomorrow.

With plant displays, growing workshops and local produce, the three-day event is designed to inspire a love of gardening and life outdoors in visitors of all ages.

School pupils have the chance to get involved and win £500 worth of equipment by growing a miniature garden. To be in with a chance of winning prizes for their schools and themselves, children under 12 have to submit a garden designed in a round, oval or square bowl, tray or tin that's no larger than 35cm by 35cm or 35cm diameter.

They must bring the gardens to the Park Garden Centre stand outside the Galleries before noon on Saturday for judging to take place at 1pm. The winners will be announced at 2.30pm.

The show will also see

bristol
Garden Life
show
15-17 April 2011

Liz Webster
e.webster@bepn.co.uk

organisations such as Knowle West Media Centre, Bristol Zoo Gardens, flower arranging groups and community small holdings and farms, showing off their skills.

Not for profit workers' co-operative Eastside Roots is one of the many community success stories that will be sharing information and gardening tips with visitors.

The group evolved from the Bristol Permaculture Group's idea to provide a gardening hub for Easton and the wider Bristol community. Run by volunteers, Eastside Roots has rejuvenated the derelict land next to Stapleton Road station, to create a safe, social community green space.

Lisa Skipton, who has been involved with the group for

four years, said: "The idea behind Eastside Roots is growing plants to sell locally. We are pest and chemical free and organic and one of the only places in Bristol to be able to offer this. As well as vegetables we grow fruit trees and bushes and it all goes to the local arva to create an urban orchard. We're funded entirely by the plant sales and last year we sold more than 300 fruit trees."

The group will be selling fruit trees at their stand and hoping to recruit volunteers.

Other exhibitors include African Butterfly, Born To Dance, Coastline Jewellery, Papadell, Taylors, The Liquorice Shop and Viaduct Nurseries. The show, organised by the Evening Post and Bristol City Council, will take place at sites in Cabot Circus, The Galleries and Broadmead from April 15-17.

179-001-02

www.thisisbristol.co.uk

EVERING POST 25

To order pictures, quote BRSR2011040C003_C



Growing places: Fred Miller, left, Friday co-ordinator at the Eastside Roots Community Garden Centre, and volunteer gardeners Dean Simpson, centre, and Mick Clarke tend plants, shrubs and trees.

Photograph: Steve Roberts

Evening Post

Retail Marketing

Local fashion

My Wardrobe – weekly feature to promote local Fashion and retail in the Evening Post

AllRight!

My wardrobe: Felicity Morse

Bring on the bling in quirky style

Felicity Morse, 24, lives in Southville, Bristol, and works at the Animal clothing store in Bath. She tells us about her style

Fashion Favourites:

Anything a bit quirky. I've got some awesome artist-inspired T-shirts. I love oversized, baggy, boyfriend-fit things and bright coloured skinny jeans that really draw attention. Stock some retro high-tops in there as well and we're away!

Latest Look:

I'm loving big, vintage-kitted jumpers and cardigans, patterned leggings, more

high-tops (gotta love 'em!) and anything black, gold and a bit bling. Think a mixture of Lady Sovereign and Gwen Stefani.

Wardrobe Fail:

Bodycon dresses. I don't think they flatter anybody. And diamonds is an instant turn off.

The Animal store in Bristol is at 45 Merchant Street, Broadmead, BS1 3EE. Call 0117 310 0143 or go to www.animal.co.uk.



White skinny jeans, £14.99, www.animal.co.uk



Grey boyfriend card, £35, [Simply Sw](http://www.animal.co.uk)



Yellow skinny jeans, £22.99, [Simply Sw](http://www.animal.co.uk)

Retail Marketing Update

Local fashion

My Wardrobe – weekly feature to promote local Fashion and retail in the Evening Post

6 Bristol fashion **AllRight!**

Street Style

Ever wondered about what some of the stylish people on the streets of Bristol are wearing? AllRight! decided to ask them

Name: Jenny McAnulty
Age: 23
Occupation: Healthcare assistant
From: Clifton
Top and Cardigan: H&M
Trousers: Zara
Sunglasses: Ray-Ban
My Style: "I have a high street style because those clothes are the most available."



Name: Sara Kateb
Age: 34
Occupation: Seeking work
From: Easton
Top and bag: H&M
Cardigan and shoes: Zara
Trousers: Topshop
My Style: "I like high street because it's kind of a bit of everything. It's casual or smart and affordable."



Name: Lorraine Jarvis
Age: 45
Occupation: Hotel manager
From: Bradford-on-Avon
Jacket: Gap
Skirt and bag: House of Fraser
Top: Jigsaw
Shoes: Shoon
My Style: "Quite relaxed because outside of work I am quite sporty, so even when I'm dressed for work I like to be comfortable."



My wardrobe: Lucy Madden

'Simple style with a splash of colour'

Lucy Madden, 22, lives in Knowle, and works as a sales assistant and visual merchandiser at Cotswold Outdoor in Broadmead, Bristol. She tells us about her style

Fashion favourites:
Most important thing for me, is comfort. However that isn't to say I don't want to look good! My fashion style tends to be about wearing a simple style with a splash of colour.

Latest Look:
Outdoor kit that still looks good! You need clothes that will go the distance without making you look masculine. Women's technical clothing has come a long way in the last few years, there's a lot of choice now of "pretty" clothes that perform and flatter at the same time.

Wardrobe Fail:
Baggy, shapeless clothes.

Cotswold Outdoor stocks a comprehensive range of high quality outdoor clothing and equipment, and has staff who are passionate about outdoor pursuits and can offer expert advice.
The Bristol store is at Unit 2, Union Gate, New Broadmead, Bristol, BS1 2DL. Tel: 01179 299 707 or go to www.cotswoldoutdoor.com

Palma Multi Strap Sandal, French Connection, £35



Pocahontas, Barrie, £75



Interviews and pictures by Laura Corwell

Retail Marketing

Royal wedding



this is Bristol jobsite

Home News Sport What's On Places Services Restaurants Vouchers Traffic Pictures Weather

from **EVENING POST** Wednesday, April 06, 2015, 15:00 Comment on this story Share

Top 10 alternative ways to celebrate the Royal Wedding

Our pick of the top 10 ways to celebrate the Royal Wedding in Bristol



It might be too late to get your application in for a Royal Wedding Street Party in Bristol but fear not - there are plenty of other ways to celebrate the happy union of Wills and Kate on April 29. Here's our pick of the best:

- 1) The Big Screen in Bristol's Millennium Square will be showing all the BBC coverage of the Royal Wedding on April 29, so you can see which guest has got the best hat in larger-than-life Technicolor.
- 2) To celebrate the Royal Wedding in style head to Hotel du Vin for a Vintage Royal Afternoon Tea. Enjoy a cuppa served on the finest vintage china while all the action from Westminster Abbey is screen live. The festivities continue the following day with a garden party in the courtyard featuring a jazz band plus the obligatory Pimms, cucumber sandwiches and scones.
- 3) Bristol Marriott Royal Hotel is also offering afternoon tea for guests looking to watch the wedding in surroundings with royal connections - look for the Jubilee memorial statue of Queen Victoria which stands in the driveway by the main entrance.
- 4) At-Bristol is opening its doors free of charge to any visitors named William or Kate on April 29, offering the chance to see over 300 exhibits including the Planetarium, a new Live Lab area and a real human brain.
- 5) If you've missed the deadline to organise a street party but still fancy having a get-together with your neighbours, how about arranging a 'Street Meet' instead? Chris Gittins from Streets Alive recommends gathering in a garden, living room, driveway or even a nearby park for a picnic and a few drinks. However, he points out: "You must not obstruct other pedestrians or have people wandering into the road. The event would be more basic than a Street Party, but easier and still worth it."
- 6) Bristol pie-maker Plemminister has launched two new limited edition pies to commemorate the Royal wedding. The Kate & Wills pie is made with British beef, wine, bacon and a dash of brandy, while the Royal Pear pie features poached pears, rum and Fairtrade chocolate. Both are available to buy at Plemminister's shops in Stokes Croft and St Nicholas' Market. The Kate & Wills pie is also on sale at Sainsbury's, while the pear pie is being sold by Waitrose.
- 7) A Royal Wedding community picnic is being held in Weston-super-Mare on Ashcombe Primary School's playing fields in Earham Grove. As well as music, games, face painting and a balloon race, the free event will also include competitions for the best cake and the best hat.
- 8) Antics model shop on Fairfax Street is launching Royal Wedding memorabilia - including limited edition commemorative model cars, double-decker buses and Mini Coopers - so you can take a souvenir of the big day away with you.
- 9) The Trinity Centre in Lawrence Hill is hosting a free Alternative Royal Wedding Day from noon to 9pm featuring arts, workshops, music and performance. For more information click here.
- 10) And if you want to escape the fuss about the Royal Wedding altogether, why not head to the British Folk Festival which kicks off at Colston Hall on April 29 and runs until May 1. Taking place on two stages, the indoor festival will feature more than 40 diverse acts without a corgi in sight.

Tweet Share

Evening Post



Bristol may well prove itself to be the street party capital of England this month, as dozens of streets and thousands of people in the city gear up to celebrate the Royal wedding in style. So whether you're closing off your road to make way for the trestle tables and hungry hordes, or planning a quiet day in front of the television with close family, The Bristol Magazine has suggestions on how you might mark William and Kate's big day.

THE STREET PARTY

At the time of going to press, the city council had received 36 formal applications for street parties across Bristol - and that doesn't take into account all the neighbourhoods or community groups that have decided to take over someone's garden or a hall for their own celebrations. Making decorations is cheaper than buying them. Print off colour Union Jacks found online and use them to make paper bunting or to wrap around cakes.

THE BIG SCREEN

There will be a party atmosphere in Millennium Square on Friday 29 April when the BBC plans to screen the Royal wedding live. Take a picnic and a folding chair and be prepared to strike up conversations with complete strangers when Kate Middleton's wedding dress is revealed. The ceremony begins at 11am.

WHO ATE ALL THE PIES?

Bristol's popular pie-making company, Plemminister, has two new pies to commemorate the Royal wedding. The Kate & Wills pie is made with British beef, wine, bacon, pearl onions, mushrooms and brandy and is on sale in Sainsbury's. The Royal Pear pie features poached pears, rum and Fairtrade chocolate and is available in Waitrose and online at Ocado. Both pies are available through independent food shops and Plemminister outlets in Bristol and online at www.plemminstec.co.uk.

STYLISH CELEBRATIONS

Two of Bristol's best known hotels are celebrating the Royal wedding in style. Hotel du Vin will host a Vintage Royal Afternoon Tea on the day Prince William ties the knot with Kate Middleton. The wedding will be screened live, providing the perfect backdrop to an afternoon tea served on fine vintage china. The Marriott Royal hotel is offering afternoon tea for guests who would like to watch the wedding in surroundings with royal connections, including a Jubilee memorial statue of Queen Victoria by the hotel's main entrance.

WELCOME WILLIAMS & KATES

At-Bristol, the hands-on science centre, will not only boast a new exhibition in time for Easter, but will also be celebrating the Royal wedding by opening its doors free of charge to any visitors named William or Kate on Friday 29 April. The Antics model shop in Fairfax Street is selling commemorative Royal wedding model cars, including a model double-decker bus and Mini Cooper.

For a full list of activities and events in Bristol, log on to www.visitbristol.co.uk. Visitors can also contact Bristol's tourist information centre on 0905 711 2191 (calls charged at 50p per minute plus network extras) or email tic@bristol.co.uk.



FIT FOR A PRINCESS: The Bristol Magazine gets in party mood as young Evie tucks into our Royal Wedding tea, main picnic. Flowers from florist Barry Toogood, Coldharbour Road, cakestands and styling by Made@HomeByMaggie.co.uk. Photography: Gavin Thurston

www.thebristolmagazine.co.uk

The Bristol Magazine



Fashion Museum

What Will She Wear? The Enduring Romance of the Wedding Dress

14 February to 8 January 2012

www.fashionmuseum.co.uk
Fashion Museum, Assembly Rooms
Bennett Street, Bath BA1 2QJ

Bath & North East Somerset Council



Clevedon's historic cinema

Curzon
community cinema

New exhibition now open: free entry
Explore this historic picture house daily throughout the school holidays. Vintage projectors, film memorabilia, and more.
Open from 12 - 2pm and 6pm - 7.30pm from 9 - 24 April.
May occasionally be subject to change; please check our website for updates.

Films showing in April: Animal Kingdom (15), West is West (15), Gnomeo & Juliet (U), Chalet Girl (12A), Rango (PG), Oranges and Sunshine (15), and more...

46 - 48 Old Church Road, Clevedon BS21 6EF 01275 871000
www.curzon.org.uk www.facebook.com/CurzonClevedon

April 2011 | The Bristol Magazine 23

Retail Marketing Update

Travel trade media

Coach Monthly Feature

> South West England

Discover England's



From Bath to Bournemouth, and from the Cotswolds to Cornwall, the south west of England is a tourist hotspot. Stuart Render offers a few suggestions to make any tour a success.

There are 911 World Heritage Sites across the globe, but only one based on a whole city. Bath may not be a new hotspot for groups but it never fails to please. Coach tours around the city or guided walking tours are a good place to start. A visit to the Roman Baths can now of course be followed by a visit to the Bath spa where visitors can enjoy the naturally heated spring waters in style.

Add a special TV and movie theme to your Bath city tour and you can see the famous locations used in films such as *Duchess* (2007) and *Vanity Fair* (2004). Just outside the city lie many more famous locations including those used in *Larkrise to Candleford*, *Hot Fuzz*, and *The Other Boleyn Girl*. Contact Visit Bath (www.visitbath.co.uk) for a free eight page movie map.

Bournemouth

Bournemouth is a firm fixture on the list of destinations for coach groups. Its beautiful parks and gardens, as well as its miles of sandy beaches are a delight.

For something a bit different how about getting a group to paint the town (or at least a vase) at Poole Pottery. This famous pottery has made many collectible items during its 140 year history.

Bristol

History and heritage abound in and around the city of Bristol and there's no better way to discover what the city has to offer than climbing aboard SS Great Britain. This iconic steam ship, and national treasure, was designed by husband and wife Isambard Kingdom Brunel and lies at the heart of a multi award winning visitor attraction. Back to the present day and Bristol is undoubtedly one of the South West's top

shopping destinations. Operators can choose from the giant out-of-town Cribbs Causeway, or the city centre's Cabot's Circus, which opened in 2008.

For a more historic shopping experience, have a look at the delightful Clifton Arcade, or St Nicholas Market which first opened its gates in 1743. Close to the city centre, Bristol Zoo Gardens is a full day-out for groups of all ages.

Cornwall

In the far west of the region the highlight for visitors is often the county's glorious gardens, from the world famous Eden Project to hidden gems such as Carwinton. Visitors can explore 12 acres of wild Victorian gardens nestled in the Helford Valley, and there's a special treat on offer – over 200 species of bamboo.

Cornwall is often described as the 'garden capital of the world' as the lush vegetation and colour give garden-lovers a feast for the eyes all year round.

Whether a visitor is a serious horticulturalist, specialist gardener or enthusiastic amateur, Cornwall's magnificent gardens can offer everything from wild woodland to neatly manicured lawns, from the small and unusual, to the large and famous. These fine gardens' plants, flowers, palms and trees thrive in Cornwall's mild coastal climate.

The Cotswolds

The Cotswolds is one of England's favourite destinations, famous for its hundreds of honey-coloured limestone villages in a beautiful rural setting.

There's always another town or village for groups to explore such as Winchcombe, a small, unspoilt town

glorious South West



where visitors will still find a wealth of unique shops and places to eat and drink. It's an ideal base for walking in the Cotswolds. Join up the historic town of The Cotswold Way, the Cotswold Way, the Mendips Way, the Wiltshire Way, the Wiltshire Way and the unspoilt St Austell Way.

Gloucester

The 12th century Gloucester is just one of many heritage sites in the region in the city.

It may not always be fully accessible off with a visit to the Stone House, a 19th-century, well-worn and well-used walkway available, including nature trail and audio information points.

Oswin

Further south in the region, Devon has been a popular destination for many centuries, but with nearly 400 villages there will always be another reason to visit. The area has much to offer whether it's Devon's Heavitree architecture, or Plymouth's lovely water-front boats and dramatic Plymouth Hoe, overlooking Plymouth Sound.

The South Devon coastline offers every possible coastal experience from quiet coves to colourful promenades. Travelling east along the coast you come to the dramatic cliffs and beaches of the Jurassic Coast, a World Heritage Site, renowned for its amazing fossil beds.

Devon

Being the coast line Devon where the town of Bournemouth is getting ready for its role as waterports venue for the

London 2012 Olympics. Further inland there is much to explore including some of the Cornish granite in the Torquay railway to Carle Castle, in a visit through Devon's ancient and fascinating Roman history through some special around the town.

Somerset

Operators might get ideas and inspiration for exploring Somerset from an excellent set of heritage sites with historic buildings to visit.

Travelling through the attractive Somerset Levels and Moors Water System to Cheddar, the Tillycote and the Levels Line is a 40-mile route that takes visitors on a journey stretching back 5000 years.

From ancient settlements and legendary King to medieval abbey and well-worn sites, visitors can immerse themselves in the heritage and culture of the South. They can explore the ruins of Glastonbury Abbey and later to the site of water in the Holy Chalice Well.

Avebury

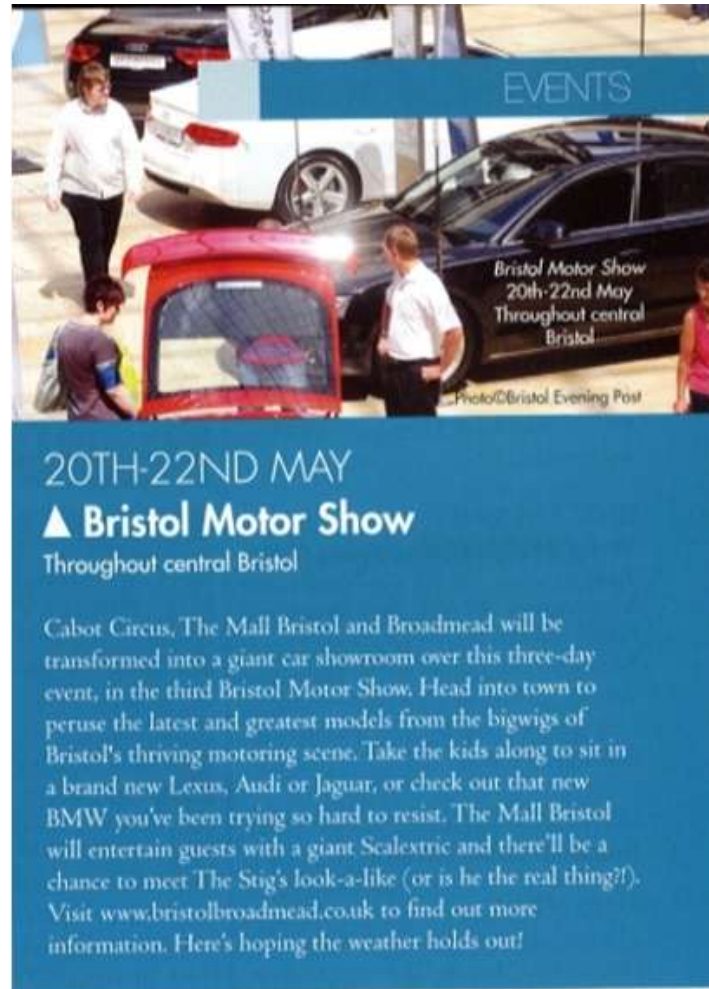
No trip to the South West is complete without at least a glimpse of Stonehenge. But for a true experience of the world's oldest standing stone structures, visit the Avebury Stone Circle.

At the centre of a prehistoric complex is the Marlborough Stone Circle, the largest stone circle in the world. Originally erected about 4,500 years ago, many of the stones were re-erected in the 16th by Alexander Keble.

The circle and design that enclose part of the village are part of a World Heritage Site. Now, talking about World Heritage sites, did you know Bath?

Retail Marketing Update

Bristol Motor Show

A photograph of the Bristol Motor Show. In the foreground, a red car has its trunk open, and a man in a white shirt is looking at it. In the background, a dark blue car is parked, and a woman in a white shirt is walking. The photo is overlaid with a blue banner at the top right that says 'EVENTS'. Below the photo, there is a blue box with white text providing event details.

EVENTS

Bristol Motor Show
20th-22nd May
Throughout central
Bristol

Photo © Bristol Evening Post

20TH-22ND MAY
▲ **Bristol Motor Show**
Throughout central Bristol

Cabot Circus, The Mall Bristol and Broadmead will be transformed into a giant car showroom over this three-day event, in the third Bristol Motor Show. Head into town to peruse the latest and greatest models from the bigwigs of Bristol's thriving motoring scene. Take the kids along to sit in a brand new Lexus, Audi or Jaguar, or check out that new BMW you've been trying so hard to resist. The Mall Bristol will entertain guests with a giant Scalextric and there'll be a chance to meet The Stig's look-a-like (or is he the real thing?!). Visit www.bristolbroadmead.co.uk to find out more information. Here's hoping the weather holds out!

Area Magazine

Retail Marketing Update

Destination feature



All about Bristol.

A hot air balloon guide to one of the UK's most innovative city skylines.

Welcome to the city of bridges, Brunel and hot air balloons! Bristol is not only the bustling gateway city to the West Country but a cosmopolitan destination which is a draw to both the leisure and business traveller.

Throughout the year Bristol enjoys a packed programme of events with an exciting mix of music, literature, entertainment, historical attractions and outdoor entertainment.

The city is also a Mecca for the discerning shopper. With nearly 500 stores, two separate covered shopping centres, more than 50 cafes and restaurants, and easy access and parking, Bristol's city centre offers the biggest and best choice of shopping in the South West.

The newly transformed pedestrian streets offer a great environment in which to shop, and relaxing open spaces where you can watch the world go by.

The city has a wide selection of national chain stores including Debenhams, Marks & Spencer, BHS, as well as the UK's second largest Primark. The three tiered shopping and leisure centre, Cabot Circus also provides city centre visitors with over 120 shops.

including 15 major flagship stores and signature stores Harvey Nichols and House of Fraser.

Over 25 restaurants and cafes offer a diversity of culinary experiences, among them Brasserie Blanc, opened by renowned celebrity chef Raymond Blanc.

Let Bristol entertain you with its vibrant mix of theatres and contemporary arts venues where all kinds of entertainment from major West End productions to stand-up comedy evenings are staged throughout the year.

Bristol is famous for its world class attractions, from Britain's most acclaimed historic ship to its most iconic suspension bridge, and it is also home to the world's fifth oldest zoo, one of Europe's leading interactive science centres and an outstanding network of free city museums.

The city also has a wealth of historical interest and Bristol boasts some of the finest arts venues in Britain and many of its outstanding museums are free.

Bristol Museum & Art Gallery tells the story of our world, from the beginning of time to the present day. The 19 galleries spread over three floors reveal fascinating cultures, ancient civilisations, human invention and creativity, as well as showcasing our beautiful and fragile natural world.

With thousands of amazing objects on display, one visit just isn't enough! World-class collections of art, archaeology, geology and natural history are displayed inside this beautiful Edwardian building at the top of Park Street and the bottom of Whiteladies Road.

Explore the natural wonders of the region or step back in time to ancient Egypt and Assyria and encounter intriguing objects from the Archaeology and World Cultures collections in the Curiosity gallery. The museum also incorporates the dinosaur galleries which display many fascinating exhibits including the best-preserved dinosaur ever found in Britain – the Scelidosaurus.



Another very famous landmark in this incredible city is the world famous Clifton Suspension Bridge designed by the great Victorian engineer Isambard Kingdom Brunel.

Although he never had to see his creation finished in 1864, the bridge lies on today in all its splendour as a living tribute to the man who created it.

Work actually began in 1831, but the project was riddled with political and financial difficulties, and by 1841, with only the towers completed, the project was abandoned. Brunel died aged only 33 in 1859, but the Clifton Suspension Bridge was completed as he intended. Designed in the early 19th century for light horse drawn traffic, it still meets the demands of the 21st century commuter with 11-12,000 vehicles crossing it every day.

The bridge's spectacular setting on the cliffs of the Avon Gorge has made it the defining symbol of Bristol, drawing thousands of visitors a year just to stroll across for views of the ancient gorge, ancient Clifton and the magnificent city beyond.

A Clifton Suspension Bridge Visitor Centre can be found on the Leigh-Woods side of the bridge, which operates daily from 10.00am to 5.00pm. The world famous Clifton Suspension Bridge was designed to span the spectacular Avon Gorge and a visitor centre on Leigh Woods side of bridge contains displays and artefacts explaining the history and construction of this symbol of the city of Bristol – and the man who created it.

But Bristol has another famous, albeit anonymous 'man' – the genius artist Banksy who is known all across the world for his surreal, wit-establishment and thought-provoking street art.



Several pieces remain in various locations around Bristol, so you can see the amazing work firsthand.

Banksy's Progresso tower artwork is actually on the side of a mental health clinic, with the best view being had from the small bridge on Park Street that crosses Progresso Street.

Bristol is also home of the hot air balloon and on a clear day many choose this as the way to enjoy the region from on high. It is certainly the best way to get a better perspective of the Clifton Bridge and to enjoy a panoramic view.

You are able to look out over the Bristol Harbourside to reflect on Brunel's 15 year contribution to Bristol's historic waterways and have a bird's eye view of Brunel's SS Great Britain, now restored in her Harbourside dock.

Brunel's pioneering steamship was the forerunner of modern passenger liners and made regular voyages to Australia and the USA. The replica of John Cabot's famous ship, The Matthew, can also be seen moored up alongside, when not sailing.

Then, if the wind is with you, your ride with Bristol Balloons will take you over the top of Bristol Temple Meads railway station, which was also built by Brunel as the passenger terminal for his Paddington to Bristol Great Western Railway.

A flight from Bristol may also give you a spectacular view of two other famous West bridges, the Seven Bridge and the Selsens Crossing.

Whether you are passing over this great western city just passing through or staying for an extended period, Bristol is an unforgettable British destination, especially at this time of year.

Jersey to Bristol Timetable

51426	JERSEY – BRISTOL	Depart 08:20	Arrive 09:20, Mon-Fri
51427	BRISTOL – JERSEY	Depart 09:40	Arrive 10:40, Mon-Fri
51432	JERSEY – BRISTOL	Depart 16:20	Arrive 17:20, Mon-Fri & Sun
51433	BRISTOL – JERSEY	Depart 17:45	Arrive 18:45, Mon-Fri & Sun

Fares start from £59 from Jersey and £65 from Bristol, per person per flight

For more information please visit www.blastflights.com

Retail Marketing Update

Local media



this is Bristol  Jobs Places & S

Home News Spot What's On Places Services Restaurants Vouchers Traffic Pictures Weather

Headlines Business Crime Courts Education Letters Evening Post reader panel

from **EVENING POST** Saturday, May 14, 2011, 09:00 7 comments Share

Bristol city shopping centre outperforms shop rivals across region

BRISTOL city centre is continuing to surge ahead of its rivals in the region, according to store bosses.

As reported in the *Evening Post* the city is the leading shopping centre in the South West and is on the verge of pushing its way into the top ten destinations in the country.

The opening of the £500 million Cabot Circus shopping centre in 2008 has transformed the fortunes of Bristol and propelled the city into the retail premier league.

And the arrival of the Harvey Nichols store was also seen as a major boost and has helped to attract other exclusive brands into the Quakers Friars area of the city centre.

According to the latest figures just over £1 billion was spent in Bristol last year.

While many other destinations have struggled as a result of the recession Bristol has seen continued growth.

Many stores and major chains across the country continue to struggle with shoppers unwilling to splash out on major items.

Destination Bristol, the organisation which represents shops and organisations, across the city is bullish about the retail sector and its performance.

In its latest update the organisation said that shops are continuing to prosper in the face of a tough economy and worries about job cuts.

A spokesman for the organisation said: "Retailers' reports regarding sales and footfall are still mixed.

"There is no consistent pattern within our large city centre shopping area.

"Encouragingly, it looks as if we are still outperforming comparable locations in the region."

The spokesman added: "A new pattern regarding Sunday trading is developing which shows that sales and footfall are dropping dramatically with Saturday becoming even stronger.

"As we move into the summer hopefully the weather will be in our favour and can begin to establish positive sales and footfall trends."

A new campaign is being launched in the city in a bid to attract more shoppers from rival centres in the region.

The aim is to encourage residents in competitor towns and cities to "Discover Bristol".

The campaign will use a three-pronged approach which includes advertising on the side of bus sides in Bath, Cheltenham, Stroud, Gloucester, Taunton, Wells, Weston-Super-Mare, Yeovil and Swindon.

There are also posters at rail stations in Bath, Cheltenham, Gloucester, Swindon, Taunton and Weston-Super-Mare.

The campaign also includes radio advertising with Heart FM in Bath, Somerset, Wiltshire and Gloucestershire.

Evening Post

Saturday, May 14, 2011

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Michael Ribbeck
m.ribbeck@bepp.co.uk

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Retail Marketing Update

Trade media coverage



Thursday 26th May 2011
Today: 1899 articles, 1433 jobs

Home Sectors City Interviews Employment Surveys Marketing

Retail City Focus: Bristol

GENERAL RETAIL SHOPPING CENTRES

Tweet 14 SHARE

Like Sign up to see what your friends like.

Having been built on tobacco and slavery and since evolved into a music and cultural hub, Bristol is now attempting to become known for its outstanding retail offering.

In the last few years a lot has been invested in attempting to make Bristol the home of shopping for the south-west region, with a large slice of that money invested in the £500 million Cabot Circus scheme built in the city's centre.

"Bristol was not considered a good shopping destination before Cabot opened, it was ranked around 22nd in the country despite being the UK's 8th biggest city," Centre Director for Cabot Circus Kevin Duffy explained to Retail Gazette.

"Now it has jumped up to number 13 on the list, a much faster rise than many predicted, and we did this by not just moving existing retailers from the town centre but by bringing new brands and labels into the region."

The shopping centre has certainly done this, letting space to retailers such as Harvey Nichols, Hollister, Urban Outfitters and American Apparel which were unseen in the area before it opened in 2008.

With an occupancy level of 97 per cent, equating to just five void units, so many big name retailers and current footfall comfortably above the regional average, Cabot Circus is performing very well, but not all areas in the city are having the same success.

According to figures compiled by analysts at the Local Data Company (LDC) at the end of 2010, Bristol has a shop vacancy level of over 20 per cent and is one of only a few large centres in the south of the country to make it into the LDC's 20 worst performing towns and cities.

Bristol, like many cities, is made up of a collection of separate large villages or towns spread out across a wide area, each with their unique character and business make-up.

Of the better shopping areas, Clifton village and Park Street offer lots of fashion stores, boutiques and eateries, whilst around Gloucester Road and Cheltenham Road there is a good selection of quirky independents and bars.

Speaking to retailers in these areas, you are often met with confidence and optimism although national high street sales have been struggling since the start of the year.



The Cabot Circus shopping centre in Bristol city centre is hoping for footfall of 20 million for 2011

Jobs Related to this article:

Store Manager - Cambridge
Posted 25 May 18:17 - GBP23500 - United Kingdom, Cambridge

Store Manager - Watford
Posted 25 May 15:49 - £22,000 - £24,000 - Watford



My Yard, an independent clothes store on Park Street

Retail Gazette

Retail Marketing Update

Ongoing Coverage

- Monthly EasyJet coverage

422 DESTINATION GUIDES

Brest France

FLY FROM
Paris (CDG)

FROM THE AIRPORT

SON APPETIT
Brest's largest local seafood restaurant was built in 1923 on a rocky bank. Serves the local fish and vegetables, soups and legumes.

NO WAY!
Brest's largest local seafood restaurant was built in 1923 on a rocky bank. Serves the local fish and vegetables, soups and legumes.

AMBRALITE BREST

EXPLORING
L'Anse-aux-Loup, tel: 02 98 42 32 32. A gastronomic hotel. The menu here will surprise and delight in the South Atlantic through fragrant, light and green, the healthy, delicious cuisine.

AFTER DARK
L'Anse-aux-Loup, tel: 02 98 42 32 32. A gastronomic hotel. The menu here will surprise and delight in the South Atlantic through fragrant, light and green, the healthy, delicious cuisine.

Brindisi Italy

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London (LHR)

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Bristol UK

◀ (Tobacco Factory, Raleigh Road, tel: 0117 902 0060) This popular theatre, café and bar in Southville draws in crowds from across the city.

LIVE MUSIC Louisiana (Wapping Road, Bathurst Terrace, tel: 0117 966 3615) This venue has hosted live music for more than a century. While Coldplay, Stereophonics and Amy Winehouse have graced the stage, it's also a big supporter of local talent, and has a whole host of club nights throughout December.

LATE & LIVELY Mbargo (38-40 Triangle West, tel: 0117 925 3256) This cool, stylish bar with leather sofas and marble tables is open until 2am (if not later) every night. Enjoy dancing the night away to a great selection of party tunes.

THIS MONTH SHOW The Mall Bristol has everything from designer through to high-street fashion, alongside home furnishings, ornaments and gifts. As well as big-name brands, however, it's also home to a variety of fascinating specialist shops.

NO WAY! The controversial graffiti artist Banksy, famed throughout the world for his street art, hails from Bristol. Chris Savage/*Destination Bristol*

SEE Dick Whittington is brought to life on stage at the Bristol Hippodrome this festive season in a glittering new production starring the legendary Barbara Windsor as Fairy Bowbells (St Augustine's Parade, tel: 0844 847 2325). **GO** Clifton Village is said to be one of the best locations in the city, with a great selection of boutique clothing stores, jewellery shops, cosy cafés and classy restaurants. Wander the leafy Georgian crescents or take a stroll across Brunel's Clifton Suspension Bridge for a breathtaking view of the city.

ESCAPE The Avon Valley Railway is more than just a steam train ride: it offers a whole new experience to some and brings back nostalgic memories for older members of the party. The railway runs right to the edge of the scenic Avon Valley, providing spectacular views. Santa will be on the train each weekend in December, too (Bitton Railway Station, Bath Road, Bitton, tel: 0117 932 5538).

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Personal number plates
The perfect gift
Regtransfers.co.uk
See our advert on page 128

BID2 Marketing Update

Opportunities

Upcoming Initiatives & Opportunities

- The Times Plus – national competition to promote city centre shopping
- You've got a friend in Bristol - shopping focus through Kat Walker
- Father's Day opportunities
- My Wardrobe feature - contact Anna Slade
- Holiday shopping and back to college
- Daily Facebook & Twitter updates & monthly e-newsletter
 - Send offers, sales, new products, general news

