

# BID 2 - Cleansing and maintenance

Environmental standards in the city centre retail area have been raised considerably, ensuring that the cleansing activity matches the benchmark set by Cabot Circus and The Mall Bristol. Specific activities made possible by BID 2 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 furniture and new lighting; it is essential that we continue to safeguard this investment.

During September 2010 the wooden seats and benches throughout the whole pedestrianised area have been treated bringing them back to their original condition. We will continue this high level of maintenance, arranging for damaged street furniture and paving to be repaired or replaced as appropriate without delay.

Colin Owen, SITA Contracts Manager, said "My team constantly strives to ensure that the retail area is in peak condition at all times. We understand that customers expect to experience a clean, well-maintained area and we work with the retailers and the BID team to achieve this"



# Broadmead BID 2



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

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### General enquiries

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Relevant BID 2 information is available to download on our website. For more information relating to last year's BID levy, a break-down of the expenditure for the year 2009/10 or for hard copies of any documentation, please contact Jo Hawkins using the details above.



## Summary of BID 2 - Year 2

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 opportunity

Visitor numbers to Bristol city centre have increased dramatically since the opening of Cabot Circus in September 2008. Now coupled with the national and international recognition Bristol is receiving as a city, this will undoubtedly continue. Our main task is to ensure that these visitors are drawn throughout the whole city centre shopping area.

BID 2 began in November 2008 and runs until October 2013. It will provide the funds needed to run a concerted, planned and sustainable marketing campaign, positioning the city centre retail area as complementary to Cabot Circus and to create a unified 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 city centre shopping is an integral part of Bristol's revitalised city centre.



Following ongoing consultation with the retailers, via the BID marketing panel, a comprehensive marketing plan was produced and commenced in November 2008. The main objectives of the campaign were to:

- **Attract more city centre shoppers**
- **Demonstrate that the city centre retail offer has been transformed**
- **Provide a programme of events to animate the streets and increase visitor spend and dwell time**

## What's been achieved in Year 1 and 2?

At the start of BID 2 retailers were strongly in favour of showcasing the transformed pedestrian streets and a successful calendar of events has been delivered during key trading periods. These have included a Christmas Choir competition, A World Cup sanctuary, two fun-filled summer programmes of free, family, events as well as two very successful Motor Shows taking place throughout the whole retail area in partnership with The Mall Bristol, Cabot Circus and The Bristol Evening Post.

These activities have helped us to build on our fantastic relationship with our media partners - and leveraged a huge amount of positive coverage across press and broadcast outlets as well as increasing our customer database enabling us to reach more people with news and offers from our retailers.

Utilising Destination Bristol's marketing expertise, we have ensured that the retail area has been promoted fully within the region and as associate members of Destination Bristol, BID levy payers are entitled to a host of benefits at reduced prices.

## Looking forward to Year 3

Following a comprehensive research project carried out by Destination Bristol in the summer of 2010, and after having consulted with retailers, the focus of the BID 2 marketing campaign will be slightly different going forward.

With Cabot Circus now 2 years old, the aim is to unite the Bristol city centre retail area by promoting it as one retail destination. Future marketing activity will move away from street animation and towards an advertising campaign which will target residents from competitor cities who may be unaware of our fantastic retail and leisure offer.

The BID team will also continue to ensure that the retail area is strongly promoted both locally and nationally. We will continue to work with our partners to bring several major annual events to the area and to encourage quality street entertainers. Additionally our commitment to enhancing Christmas lights in the area remains with more lights being purchased for Christmas 2010.

A special focus for year 3 will be on empty retail units with a view to improving their appearance and to consider appropriate ways to make the area more attractive.

We look forward to working with the retailers to deliver another successful year of BID 2.

## Indicative income and expenses for BID 2, year 3

Income 2010/11	£
BID Levy	288,000
Voluntary contributions	115,000
<b>Total</b>	<b>403,000</b>

Expenditure 2010/11	£
Marketing	233,000
Cleansing and maintenance	114,000
Management and administration costs	66,000
<b>Total</b>	<b>403,000</b>