

# BID 2 - Cleansing and maintenance

Environmental standards in the city centre shopping area are set very high to match the cleansing standards set by our partners in Cabot Circus and The Galleries. 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 BID management team. The first 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.

The BID team constantly surveys the shopping area and arranges for damaged street furniture and paving to be repaired or replaced as appropriate without delay. We are committed to this high level of maintenance for the duration of BID 2.

Colin Owen, SITA Contracts Manager, said "My team understands the importance customers place on a clean, well-maintained shopping area. We are in daily contact with the BID management team and retailers to ensure that the retail area is in peak condition at all times"



# Broadmead BID 2



## BID enquiries

### Billing enquiries

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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 2010/11 or for hard copies of any documentation, please contact Jo Hawkins, details above.



## Summary of BID 2 - Year 3

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 the additional or improved services identified and requested by BID businesses.

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 shopping offer has been transformed**
- **Provide a programme of events to animate the streets and increase visitor spend and dwell time**

As we enter year 4 of BID 2, we will be looking at innovative ways of engaging more effectively with retailers to ensure that BID 2 provides the best possible programme of services for all the levy payers.

We are keen to continue to promote the Bristol city centre shopping area as “one fantastic destination”. Future advertising campaigns are planned to target specific geographic areas from which we can grow our footfall by delivering key messages to encourage more visitors into Bristol city centre.

Our commitment to improving the appearance of the shopping area remains and we will continue to improve the look of any empty retail units with colourful vinyls and to purchase further floral displays in summer 2012. We will also hold several major annual events in the shopping area in order to animate the streets and increase visitor spend and dwell time.

Yet again following feedback from retailers and customers we will be purchasing additional Christmas lights in 2011 for the shopping area which will result in our biggest and best display ever.

We look forward to working with retailers to deliver a successful fourth year of BID 2 and once again we will be encouraging continual feedback from the retailers in the BID area

## 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. The challenge is to ensure that visitors are drawn throughout the whole city centre shopping area and not just Cabot Circus.

Our second BID (BID 2) began in November 2008 and runs until October 2013. It provides the funds needed to run a concerted, planned and sustainable marketing campaign, promoting the whole city centre shopping area creating 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 those experienced in Cabot Circus and The Galleries.

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



## What’s been achieved since 2008?

At the start of BID 2 retailers were strongly in favour of showcasing the transformed pedestrian streets and a successful calendar of events was delivered during key trading periods. These activities 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.

Following a comprehensive research project part-funded by the BID in 2010, the focus of the BID 2 marketing campaign changed. It was agreed after consultation with the retailers that the new aim should be to unite the whole Bristol city centre shopping area by promoting it as “one retail destination”.

BID 2 funded an exciting, ground-breaking advertising campaign in spring 2011. The aim of which was to encourage residents in Bristol’s competitor towns and cities to “Discover Bristol - The South West’s shopping capital”. Using a three-pronged approach, the campaign involved advertising on bus sides, posters at railway stations (see front cover) and radio advertising on Heart FM in Somerset, Wiltshire, Gloucestershire and Bath. To reinforce the messages, this campaign was repeated in the autumn of 2011.

Utilising Destination Bristol’s marketing and PR expertise, we have ensured that the retail area has been promoted fully within the region and beyond. Destination Bristol’s in-house team have developed and delivered a PR calendar which maximises exposure for the shopping area at all key trading times and which ties in with all relevant regional and national events.

## Indicative income and expenses for BID 2, year 4

Income 2011/12	£
BID Levy	290,000
Voluntary contributions	80,000
<b>Total</b>	<b>370,000</b>

Expenditure 2011/12	£
Marketing	190,000
Cleansing and maintenance	114,000
Management and administration costs	66,000
<b>Total</b>	<b>370,000</b>