

# BroadmeadNews

Aiming to keep Broadmead store managers up to date

August 2009



## Primark

At last, the opening of Primark is just around the corner. On Thursday 13th August, Primark will open its second largest UK store in Broadmead! Primark's superstore is the biggest thing to happen in Broadmead for a long time and customers and retailers alike are extremely excited about its arrival. Much hope is pinned on the success of Primark to attract more customers to the west end of Broadmead and also to attract new retailers into the vacant units in this area. We are confident that Primark will be massively successful and will bring enormous benefits to all in Broadmead. The Bristol Evening Post is running a competition for three winners to receive an exclusive look on the morning of the store's opening, and spend £1,000 between them. To support this competition Broadmead has supplied a limousine to take the winners to the store. Our marketing team, Brandon Hill is also working closely with feature journalists from the Bristol Evening Post during the lead up to opening day. Watch this space!

## More new openings

We would like to welcome the following new stores: Solata juice bar at the Horsefair end of The Arcade, Newshut on The Horsefair and Jools, a jewellery store in The Mall Bristol. We wish all of you good luck with your new enterprises - please call us on 925 7053 if there is anything we can do to assist. Azuza, a licensed cafe will be opening in The Mall Bristol's almshouse later in the year. More details to follow.

## Sales

We monitor sales on a monthly basis from a selection of Broadmead stores. Although some stores are clearly doing better than others, it is encouraging to see that on average versus this time last year, sales are encouraging. We are looking for more stores to participate in our sales data collection - if you can help, please call Jo on 925 7053.

## Broadmead Medical Centre opens its doors!

Broadmead's very own doctor's surgery opened in Boots, Broadmead on 20th July - this is a fantastic addition to the great range of retailers and services on offer in Broadmead. The surgery is open from 8am-8pm from Monday - Friday and from 9am - 1pm on Saturdays. Patients living in the city centre and surrounding area are welcome to register at the new practice. We wish Boots all the best with this new venture.



## Mosaic balls are talk of the town!

At last the finishing touches to Broadmead West's quirky blue line have arrived! Four of these funky mosaic spheres have been installed along the blue line. Specially designed and fabricated by a leading ceramiscist, these balls have certainly created a lot of interest.

## A-boards outside stores

Please remember that each store is only permitted to have one A-board directly outside and it **must** be against the building line. Also it is not acceptable to display product out on the paved area. Please ensure you adhere to the above and help us to keep Broadmead looking tidy and well presented.

## Cleansing and maintenance

One of the key priorities of our BID is to keep Broadmead clean and well maintained. If you are not completely happy with any aspect of the above then please do let us know and we will do all we can to remedy the problem without delay.



## Market traders canopies

You will have noticed that the first of the canopies is now in place on Merchant St North. The markets team at Bristol City Council will be testing the unit for a while to ensure that it works as planned. Once they are happy with this unit, the three others will be erected in mid August.

## Broadmead Evacuation Plan

An evacuation plan for Broadmead has been created in conjunction with senior members of the police. Should an emergency occur, the police would take the decision to evacuate the area if necessary. Please inform your staff that co-operation with the police would be key if such an event occurred. For more details please call Jo on 925 7053

## Christmas - late night trading and Christmas lights

We are now well ahead with our planning for Christmas 2009. In September we will make a decision on late night trading for the peak period, please let us know your views now.

Christmas lights in Broadmead West this year will be extended using money from our BID 2 budget. The aim will be to add more Christmas lights each year throughout BID 2.

This page details future BID 2 events and plans for the future.



## Summer of Surprises

As you know, a programme of free family-friendly Broadmead street events, called Summer of Surprises, has commenced. The ss Great Britain's 'Gert Big Stink Challenge' was a great success; shoppers had the chance to sniff boxes inspired by the odours on board the historic ship.

The events which continue every Saturday for the rest of August, include a pirate-themed show to tie in with The Bristol Harbour Festival, an Alice in Wonderland day, a traditional street party and a petting zoo from Noah's Ark Zoo Farm.

The Bristol Magazine, Clifton Life and Bristol City Council's newsletter have all promoted the events and we are also running a series of advertising campaigns to drive footfall. This includes front page adverts in The Bristol Evening Post, advertising units in Broadmead and a run of radio adverts on Heart FM.

## Broadmead's Twitter and Facebook pages

Our Twitter and Facebook Pages are a great way to keep people informed of upcoming events and retailers' offers.

If you haven't already registered visit [www.facebook.com](http://www.facebook.com) and [www.twitter.com](http://www.twitter.com) and join our Broadmead site.

Please also keep sending through offers and events so that we can keep shoppers informed of what's coming up.

## Christmas is coming

It may not feel like it but Christmas is around the corner and therefore on our radar already. We would like to get your ideas on what marketing activity Broadmead and The Mall Bristol should be doing this year, so please let us know if you have any ideas for this key time of the trading year.

We are liaising with Cabot Circus to ensure all marketing activity is complimentary and that the Christmas shopping experience will provide one great city centre retail offer. Please call Ruth Jones on 933 9511 if you have any ideas.



## Citizen's Panel

This September Broadmead and The Mall Bristol are going to be involved in Bristol City Council's citizens' panel questionnaire. The citizens' panel is Bristol's biggest think-tank and is a great way for us to gain an important insight into what people think about Broadmead and The Mall Bristol.

The questionnaire is sent to a panel of over 2,000 Bristol residents. A section focussing on Broadmead will be included, and we will receive the results in the autumn. If you have any important issues or questions you would like to include please get in touch. Call Ruth Jones on 933 9511.

## Broadmead Opens its Doors

On 12th September two properties in Broadmead will be taking part in the popular Bristol Doors Open Day. The John Wesley Chapel and The Arcade will both be entertaining visitors highlighting the history, heritage and great architecture which hides amongst all the shops!

Doors Open Day at The Arcade will be set in 1875, 50 years after the public first poured through its elegant entrances. We are going to create a highly interactive, informative, intriguing and memorable experience for the visitors including actors portraying characters from 1875 in period dress interacting with the public, street entertainers also in period dress, musicians playing music of the era and much more. We are also hoping to develop a Museum showing a history of The Arcade and other memorabilia related to trade in its shops over the years – if you have anything to contribute to this please call Ruth Jones on 933 9511.



## Please become involved

If you would like to know more about Broadmead's marketing activity, as we have many exciting things in the pipeline, please join us at our monthly marketing meeting. For further information contact Jo on 925 7053.

This page provides an update on recent BID 2 marketing activity.

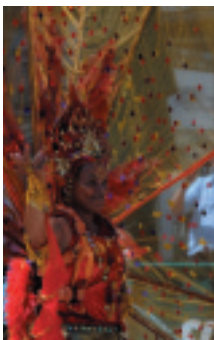


## Revving up the streets of Broadmead

The Bristol Evening Post Motor Show took place on 19th-21st June in Broadmead, The Mall Bristol and Cabot Circus. All three shopping areas worked closely with the Bristol Evening Post to arrange the event, which attracted 10 dealerships showcasing over 60 cars.

Leading up to the show weekend a wide-reaching editorial and advertising campaign was delivered to promote the activity in Broadmead and The Mall Bristol. The adverts covered Gloucestershire, Somerset, Bath and South Wales.

We are keen to repeat this event next year on a even larger scale.



## Colourful carnival was huge success

This year Broadmead formed a new partnership with St Pauls Carnival and sponsored "Carnival Warm-Up" which took place in Broadmead on 27th June.

Over 180 amazing young dancers and musicians from Bristol and beyond got together to put on a vibrant display on the

streets of Broadmead, just a week before the main carnival in St Pauls.

To promote the event we liaised with local media and achieved some great coverage in the Bristol Evening Post. Broadmead also supported the main carnival on July 4th with Broadmead branding and messaging in the event programme.

It was a brilliant day where the whole of Broadmead was taken over with carnival fever, and the feedback from retailers and shoppers was excellent. We hope to support the carnival again next year!



## Successful fundraising day for St Peter's Hospice

St Peter's Hospice, Broadmead's charity of the year, held a fundraising event on Broadmead West on 18th July. Members of two of Bristol's oldest boxing clubs, Empire and NSC ABC, teamed up with Daniel Roberts, a local boxer, to raise money and entertain shoppers. Everyone was encouraged to have a go at sparring, skipping and some even challenged Daniel Roberts to a match! The event raised a fantastic £888.29.



## Celebrating Broadmead's independent stores

Independents' Day was an event to raise the profile of our independent stores in Broadmead and The Mall Bristol.

Held on American Independence Day, a promotional team, dressed in American colours, handed out leaflets to shoppers on the week leading up to the event, qualifying them for special one day only discounts in a large number of our independent stores. On the day there were also hip hop dancing displays which attracted the crowds who were offered free blueberry muffins.

Two colourful full page adverts were placed in Venue Magazine, which drove footfall to the event, and we also had a piece of pre-event editorial in The Bristol Evening Post.

Throughout the day a promotional team gathered shoppers' details to enter a competition to win £150 of vouchers to spend in an Independent store of their choice. Karen Brown, from North Somerset, was the lucky winner who chose to spend her vouchers in Parsons in The Mall Bristol.



Karen Brown with Paul Davis from Parsons and Jo Hawkins from Broadmead management



This event takes place this year on Sunday 6th September 2009. The event is organised by Bristol City Council and will bring 16,000 participants, their families and supporters to Bristol.

For detailed information about road closures and bus services (including additional park & ride services), please visit [www.bristolhalfmarathon.com](http://www.bristolhalfmarathon.com).

If you have a query relating to trading or receiving deliveries on Sunday 6th September, please contact Jo on 925 7053.

### Shopmobility

The arrival of Primark is behind the decision for the Shopmobility unit within The Mall Bristol to extend its opening hours. The service will now operate 11am until 5pm three days a week (Tuesday, Wednesday and Thursday). The team at Shopmobility had an official launch of their Cabot Circus unit, which is open 7 days a week, with a visit from the Lord Mayor along with council officers and representatives from Cabot Circus and Broadmead on 31st July.

For further information about the Shopmobility service call 955 9083.

### Destination Bristol

All Broadmead and The Mall stores are associate members of Destination Bristol. As such all are listed on the website, [www.visitbristol.co.uk](http://www.visitbristol.co.uk), which is visited by thousands of people each day. You will all have recently received a letter from Destination Bristol detailing credit and debit card discounts and a membership window sticker for your shopfront. If you would like to know any more about the benefits of your associate membership, please call Jo on 925 7053.

### The Mall Bristol Retailer Awards

These prestigious awards took place on 1st July in Vodka Revolution. Awards went to the best for....

**Retail Presentation:** Officers Club

**Involvement in Marketing Initiatives:** Build-a-Bear

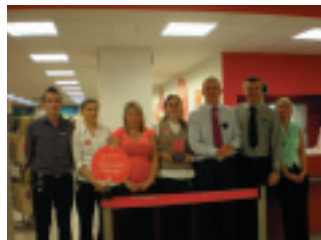
**Independent Retailer:** Mimmos Barbers

**The Shoppers Award:** The Baguette Shop

**Compliance with Health and Safety:** Boots

**Overall Best Retailer of The Mall:** TK Maxx

Well done to all involved!



The TK Maxx team, winners of Overall Best Retailer!

### Police in-store events

The Broadmead police are very keen to be accessible to the Broadmead community and for all in Broadmead to be able to discuss non-urgent matters with the police.

As part of a new initiative, the police will hold open sessions in selected stores during trading hours. This is a great way of bringing the police to the public and stores which take part will benefit by having a high-profile police presence on their premises.

If you are interested in hosting one of these sessions in your store please call the Broadmead police team on 927 3958.

### Broadmead pedestrianisation

Discussions are now advanced to look at options to remove vehicles from The Horsefair and Penn Street. This may be a gradual process, hopefully commencing before Christmas with the removal of private vehicles. Discussions and consultation will take place with all groups to ensure that all views and needs are taken into account.

If you require further information at this early stage please contact John Hirst on 925 7053.

### Celebrating excellence

We are considering joining forces with Bristol hoteliers who hold very successful annual awards events. The aim would be to recognise and celebrate achievements at a special event in January 2010. This could be for stores, staff, special campaigns, sales etc. If this is something you would like us to organise on your behalf please call John Hirst on 925 7053.



Part of the Department for Work and Pensions

### Jobcentreplus

Jobcentreplus offers professional, modern and FREE recruitment solutions to help you fill your vacancies with the right people. Whether you want to fill one vacancy or many, Jobcentreplus can help you to reach the people you need by bringing your jobs to a huge number of people in the region each week.

Furthermore, to help make your next recruitment decision an easy one, Jobcentreplus are offering £1000 for every person that you recruit, who has been claiming Jobseeker's Allowance for six months or more.

For more information please contact Fran Cook on 07789 271169 or Julie Barry on 07789 270972.

### Christmas Made Perfect by The Grand (Broad Street)

An exclusive 10% reduction to Broadmead retailers for Christmas party bookings is being offered by The Grand, by Thistle.

Whatever you're planning, no matter how large or small your group, you can safely leave all the details to the staff at The Grand. Superb food and great service in relaxed, comfortable surroundings: everything you could want for Christmas.

To secure your 10% discount please call 930 3322.