

BroadmeadNews



Store news

We would like to extend a big welcome to Virgin Media which has recently opened in the store next to Bon Marche. Each month we are informed of more stores to receive modernisations ahead of the opening of Cabot Circus. We would like to thank 3 Store, The Perfume Shop and Superdrug for having recently invested in their stores. More planned for the future including Ann Summers, Boots and Bhs.

Late night trading, increased footfall and sales!

When Cabot Circus opens its doors later this year, closing at 1730 will become a thing of the past. Customers will expect to shop later and will be very disappointed if Broadmead stores do not open late. It is anticipated that Cabot Circus will trade from 0930 until 2000 6 days a week, and 1100 to 1700 on Sunday.

We request that all stores follow this lead. Please discuss this with your head office now and make plans to extend your hours to maximise your sales in the future.

We have tried extended hours in the past as you know, the circumstances were different. We now believe that late night trading is the way forward for Broadmead and Cabot Circus in 2008 and beyond. Please do join us!

St James Barton

Various areas in St James Barton have been replanted. This is to enhance the environment in this area through which many staff and customers to Broadmead pass each day. The plants take a while to become established but later in the summer should look similar to those in the photo below. We are currently in discussions with Groundworks who are looking at options for improving this area which we hope will include funding.



Broadmead store improvements

You will have noticed the stores on Broadmead East and The Horsefair which are covered in scaffolding / sheeting. These units are all receiving a facelift by The Bristol Alliance in time for the opening of Cabot Circus. Improvements will include cleansing of the stonework and the upper windows and new full-height glazing will be installed where appropriate. These stores will also receive new signage. This work is due to be completed by mid September.



Supporting your business

An event aimed at retail managers and sales staff will take place on the ground floor of The Mall Bristol on 19th June. The event will focus on business support, ways to motivate and retain staff and how to attract customers. You can benefit from this advice in just 30 minutes, free of charge! A leaflet with more information will be delivered to all stores w/c 2nd June.

Marketing

A major campaign will be launched by Cabot Circus pre and post opening to attract customers. Here in Broadmead, we also have to make sure that customers are aware of all the great shopping opportunities. We have a very wide selection, not only national multiples but also great independents.

Our preference is for retailers to contribute to one big Broadmead marketing campaign coordinated by Broadmead management. The more money we raise the more Broadmead marketing activity will take place. We have commitment from several stores already, please contact John Hirst for more details. We all need to work together to make this happen.

If you need any support convincing your head office do let us know, we will present the overall masterplan at anytime.

All change!

Thank you to those of you who have kept us up-to-date with news about your stores e.g. modernisations, transfers into new units, etc. We can also let everyone else know your news in future editions of this newsletter. We look forward to hearing from you. Please do keep us informed.

This page of the newsletter is devoted to policing, safety and security.

Additional police resources

In anticipation of the 20 million extra visitors expected into Cabot Circus / Broadmead in year one, we are pleased to announce that additional police resources are being put in place. The existing three beat managers, Jon Coghlan, Tony Smith and Mike Woods will soon be joined by two more officers. They will be supported by PCSOs Warren Rodgers and Will Russell (pictured below) and another PCSO yet to be appointed. The team is very keen to help all retailers with any security training and advice and can be contacted on 927 3958.



Police surgeries

Do you or your staff have any problems or issues relating to safety or security in Broadmead? If so, the Broadmead police team would like to invite you to a series of drop-in surgeries they are planning to hold. The surgeries will be very informal, everyone is welcome and everything possible will be done to resolve your issues. The first session will be held on Wednesday 25th June at 10am - 11am in The Broadmead Baptist Church. Please do use this opportunity to meet the police and to talk through any security concerns you may have.

Counter terrorism event

Have you considered how you would react or cope in the event of your store being caught up in the middle of a terrorist incident?

Project ARGUS is a unique opportunity to explore ways to prevent, handle and recover from a terrorist attack. By attending this event delegates will be better placed to deal with any major incident. We would urge you to attend this event if at all possible. It is free of charge and will be held at The Broadmead Baptist church on Tuesday 17th June 2008, from 9am – 12:30pm.

To reserve your place use the online booking form at www.avonandsomerset.police.uk/ARGOS or contact Jane Baker on 01275 816983 or email ctsa@avonandsomerset.police.uk

Be alert not alarmed!



Bristol Broadmead Crime Initiative (BBCI)

The BBCI has played a very important role in Broadmead for the last six years. It has been instrumental in enabling us to proactively share information relating to shoplifters and has helped us to obtain injunctions and Anti-Social Behaviour Orders (ASBOs) for some of our most prolific offenders.

If you are interested in joining the BBCI, which includes receiving a shop safe radio and regularly updated colour photos of Broadmead's most prolific shoplifters, please contact Jo (number below).

Top 10 retail policing, safety & security tips

1. Make sure that you are aware of your store policy for the prevention of customer theft.
2. Train your staff regarding good crime prevention. The Broadmead police team are available to assist with crime prevention training. Call 927 3958.
3. Make sure your staff are vigilant and can recognise potential thieves. BBCI members should make use of their purple folders and submit information report forms for each incident.
4. Be aware that the store you work in is private property and that you have the right to refuse entry to your store.
5. Make sure that your CCTV systems are working properly – if you are still using video tapes change them on a regular basis.
6. Make good use of your Shop Safe radio. It is there for your protection and the prevention of theft.
7. Try to ensure that the layout of your store does not encourage shoplifters. Avoid placing items in blindspots and make sure that expensive items are monitored by CCTV, mirrors and are close to the till points.
8. Place prominent signs and warning notices within the store advising customers about the consequences of theft.
9. If you identify a suspect, approach and ask if you can help them – thieves do not like to be identified and this will often be enough to deter crime.
10. Do not put yourself in danger by chasing thieves – remember CCTV can follow offenders and direct the police accordingly.



This page is devoted to the transformation of Broadmead

The overall aim of the BID

As most of you are aware, the works being carried out on the pedestrianised areas of Broadmead are part of a programme to completely transform these streets prior to the opening of Cabot Circus later this year.

Once the work is completed, Broadmead will have its best chance of competing with, and complementing, Cabot Circus. The new paving, street furniture, landscaping and street lighting will present Broadmead in its best possible light and will mean that the transition for customers from Cabot Circus to Broadmead will be as seamless as possible.

Achieved so far

We are very pleased to report that much has already been achieved. The works being carried out by Britannia on Broadmead East and Merchant St South are progressing well. The majority of the utility works (water, electricity, gas, telecoms.) which needed to be carried out has been completed in these areas and new slot drainage has been installed. In addition large parts of these areas have now been re-paved and preparation work is well advanced with regard to the 3 proposed high quality pavement shops. In April work started at The Podium initially outside Currys.digital and has now progressed to New Look. The existing Podium planters and street furniture are in the process of being removed in readiness for the new look Podium

Ashridge are the contractors working on Broadmead West and Merchant St North, their work started in early May and has also got off to a good start. The first stages will concentrate on any utility works and to laying the new slot drainage. This part of the contract is due to be

finished in October 2008 and will include the same features as detailed above. A planning application has been submitted for 3 pavement shops along Broadmead West, similar to the one occupied by Subway on Merchant St North.

It is planned that Merchant St North will be pedestrianised to the junction with The Horsefair. Vehicle access to Old King St Court will be restricted in line with the other pedestrianised areas in Broadmead.

Signage and fencing

New signage has been erected on the fences surrounding the works in Broadmead West and Merchant St North, similar to that on the fences in the other pedestrianised streets. The purpose of these signs is to inform customers about the improvements. If there is anything more you think we should be including on the fences, please let us know. We are keen to keep people informed.

Funding

All BID works which are currently underway are being funded jointly by retailers (via the BID levy), The Mall Corporation, EPIC, The Bristol Alliance, Bristol City Council and SWERDA. We are very fortunate that the BID has leveraged an additional £5.50 for each pound raised by the retailers' levy!

Your feedback please

We are committed to communicating with you on a regular basis. Please remember that we are here to help you and we are interested in hearing your views. This is your BID and we want to get this right for you.

Ashridge – on site to help you

While these works cannot happen without inconveniencing retailers to some degree, both Broadmead management and Ashridge – contractors for the works on Broadmead West and Merchant St North – are committed to working with retailers to minimise disruption.



Kevin Moucher (pictured left) is the Ashridge site manager and Jon Fryer (right) is the contact liaison person for Ashridge. If you have any queries please contact Jon in the first instance on 917 5683.

Please note that all queries relating to work on Broadmead East, Merchant St South and The Podium must still be directed to Carol Sloper from Britannia on 07976 223917.

BID Store managers' panel

The BID store managers' panel met on 23rd May. Points discussed ranged from an update on the works, concerns raised by the retailers through to timings and potential problems. This is a great forum for keeping up to date with all topics relating to the improvement works. The meetings are held at 8am - 9am so as not to interfere with trading hours. The next meeting will be on Wednesday 18th June. Please let Jo know if you would like to attend - 925 7053. We are keen to respond to your concerns.



Celebrating a Global Community

The Cabot Circus Cantata is an original musical score inspired by the huge variety of traditional songs performed on the city centre construction site by workers representing some 59 nationalities. It was in the Autumn of last year when the 100-strong City of Bristol Choir performed this truly original musical score for the first time.



The composition is the result of a unique collaboration between Neville Gabie and composer and conductor David Ogden. They spent three days on the Cabot Circus construction site, collecting music from around the world by persuading builders, secretaries, foremen, concreters, security guards and canteen staff to sing traditional songs from their native countries. With a workforce representing some 60 nationalities, there was a rich tapestry of culture ready to be tapped. Neville has documented the entire process – from when he was first inspired to start recording the songs he heard performed on site, through to the Choir’s inaugural performance in the empty shell of the House of Fraser anchor store – in a commemorative book and DVD.



Excerpts of the DVD will be shown at The Arnolfini on 10 June and interspersed with live performances by members of the City of Bristol Choir and the workers themselves to celebrate this unique public art project. Tickets are available from the Arnolfini box office.

Cabot Circus Jobs Fair 6th – 8th June

Over 4,000 exciting new jobs are being created by the opening of Cabot Circus this autumn, bringing a wealth of opportunities for local people. Since its launch in late February, the Cabot Circus Jobs website has been inundated with requests from jobseekers vying for a chance to be a part of the scheme when it opens in September.



The Cabot Circus Recruitment Fair is the highlight event in our recruitment campaign. Taking place over three days, it will allow jobseekers to meet face-to-face with many of the retailers and other recruiters that are coming to Cabot Circus all under one roof.

The Cabot Circus Jobs fair will be held at:
The Bristol Marriott Hotel, City Centre
2 Lower Castle Street,
Bristol
BS1 3AD

Please see www.cabotcircusjobs.com for more details.

Cabot Circus Charity Sky Dive

The team at Cabot Circus took to the skies on the 21st May for a charity sky dive to raise money for the Bristol Children's Hospital (www.justgiving.com/cabotcircus). Over 70,000 patients every year are treated at the hospital where they receive the best medical care and treatment possible. Having already exceeded our original target of £10k, our final fundraising total will be donated to the sensory play department. The sensory play department works with all the children across the hospital and has a huge impact on every ward. This area often gets neglected despite the big impact that it has on the children's recovery and reaction to therapies. The toys will vary in use, but will include general toys, lights and music.



Those brave enough to jump were:
Michelle Poulter Jolene Deakin
Keith Stone Jerry White
John Fleming Felicite Kallaway
Kathryn Small Elise Chamberlain
Richard Cripps Peter Courtney
Lindsey Plaskitt Simon Travis

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