

The Broadmead Vision

Broadmead Vision Statement

To create a shopping experience which constantly exceeds expectations by offering the best possible range of retailers and services in a modern, safe, attractive, lively, family-friendly environment.

The Broadmead Vision

Summary of agreed objectives:

1. To market Broadmead, ideally in conjunction with The Mall Bristol and Cabot Circus as one branded retail offer, and to focus on animating the streets and public spaces
2. To firmly establish ourselves as the number one shopping destination in this region and to further improve our national retail ranking
3. To carry out customer research in order to understand customer needs
4. To co-ordinate the management of Broadmead, Cabot Circus and The Mall Bristol to link effectively with city centre neighbourhoods
5. To improve access and linkages and enhance gateways
6. To develop a vision statement and associated action plan
7. With a view to maximising the potential of all retailers, establish mutually beneficial links with Bristol attractions, festivals, events and markets

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Objective 1: To market Broadmead, ideally in conjunction with The Mall Bristol and Cabot Circus as one branded retail offer, and focus on animating the streets and public spaces

What	How	Short/medium/long
Establish stronger working relationships with The Mall Bristol and Cabot Circus	<ul style="list-style-type: none"> • Arrange regular meetings with The Mall Bristol and Cabot Circus management teams so as to always be aware of their priorities • Ensure that The Mall Bristol and Cabot Circus are aware of all benefits of Destination Bristol membership • Promote all initiatives run by The Mall Bristol & Cabot Circus via newsletters, website, touchscreens etc 	<ul style="list-style-type: none"> • Short • Short • Short
Develop a jointly agreed marketing plan with a full calendar of events for the whole retail area	<ul style="list-style-type: none"> • Work closely with The Mall Bristol and Cabot Circus marketing teams so that the joint marketing budgets create the greatest impact • Become involved in joint promotions whenever possible 	<ul style="list-style-type: none"> • Medium • Medium
Make full use of Destination Bristol's resources to ensure that Broadmead, The Mall Bristol and Cabot Circus are included as a joint offer in all regional, national and international marketing. Ensure that both parties are aware of all opportunities as they arise	<ul style="list-style-type: none"> • Via regular Destination Bristol account management meetings • Agree joint features / text for publications which concentrate on the benefits of all three shopping areas • Ensure that access and travel information is included in destination marketing 	<ul style="list-style-type: none"> • Short • Medium • Medium
Jointly look for new opportunities to attract additional investment	<ul style="list-style-type: none"> • Liaise with property owners • Liaise with retailers • Promotions / advertising 	<ul style="list-style-type: none"> • Medium • Short • Short

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Objective 1(cont'd): To market Broadmead, ideally in conjunction with The Mall Bristol and Cabot Circus as one branded retail offer, and to focus on animating the streets and public spaces

What	How	Short/medium/long
Look for opportunities for joint promotions with transport providers and car park operators	<ul style="list-style-type: none"> • Establish and develop close relationships with transport operators / car park operators • Develop jointly agreed promotions and activities 	<ul style="list-style-type: none"> • Medium • Medium
Work towards creating an <i>umbrella</i> Bristol city centre retail brand whilst retaining each retail area's identity within the main brand	<ul style="list-style-type: none"> • Design and agree and utilise umbrella branding • Maintain each area's individual identity 	<ul style="list-style-type: none"> • Long • Long
As part of the overall marketing plan, continue to animate the streets to provide an exciting, family-friendly environment	<ul style="list-style-type: none"> • Regular on-street activities focussed at key trading times: summer holidays, Christmas, Easter, etc. • More retailer engagement to provide customers with great offers, prizes, etc. • React to all feedback and improve on the format as necessary 	<ul style="list-style-type: none"> • Short • Short • Short
Establish closer relationships with retailers, attractions, property agents / owners and the media to further animate Broadmead	<ul style="list-style-type: none"> • Build on events such as the successful Doors Open Day in 2009 • Develop agreements with property agents so that vacant units can be used for imaginative events • Utilise public space for events such as The Motor Show, Flower Show, street parties and carnivals 	<ul style="list-style-type: none"> • Medium • Medium • Medium

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Objective 1(cont'd): To market Broadmead, ideally in conjunction with The Mall Bristol and Cabot Circus as one branded retail offer, and to focus on animating the streets and public spaces

What	How	Short/medium/long
<p>Establish more relationships with local organisations, churches, charities, schools and community initiatives to provide lively events in Broadmead's open spaces</p>	<ul style="list-style-type: none"> • Further develop relationships with key people in the local community • Maximise all opportunities of working with the media • Nominate an annual Broadmead Charity of The Year and host regular innovative fundraising events • Partner with all relevant key local attractions such as The Colston Hall, Hippodrome, The Old Vic and Tobacco Factory etc. to provide year round. cost effective, quality entertainment • Link with schools, choirs, community groups and focus on Christmas entertainment 	<ul style="list-style-type: none"> • Short • Medium • Short • Medium • Short

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Objective 2: To firmly establish ourselves as the number one shopping destination in this region and to further improve our national retail ranking

What	How	Short/medium/long
Build on the opening of Cabot Circus (2008) and Primark (2009) by seeking further investment into the whole retail area	<ul style="list-style-type: none"> • Develop stronger, more effective links with property agents • Communicate regularly with retail / property media • Specifically target new retailers • Target existing retailers and encourage them to modernise 	<ul style="list-style-type: none"> • Short • Medium • Medium • Short
Review the whole retail area and look for future development opportunities. This includes modernising existing and demolition and re-build	<ul style="list-style-type: none"> • Work effectively with Bristol City Council property team • Arrange stakeholder meetings to plan for the future • Develop a plan of action acceptable to all 	<ul style="list-style-type: none"> • Medium • Medium • Long
Actively encourage a diverse tenant mix to ensure that the retail area as a whole contains the best possible range of retailers	<ul style="list-style-type: none"> • Work with Cabot Circus and The Mall Bristol to develop their tenant mix • Actively encourage enquiries from retailers and direct them accordingly • Encourage more independent retailers 	<ul style="list-style-type: none"> • Medium • Short • Short
To maintain high levels of safety and security and build on the excellent partnership working with stakeholders and the police that has transformed the image of Broadmead	<ul style="list-style-type: none"> • High visibility, pro-active policing • Increase the membership and active participation of the Bristol Crime Reduction Initiative • Monitor police statistics and act accordingly • Work with the media to improve any negative perceptions 	<ul style="list-style-type: none"> • Short • Medium • Short • Medium

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Objective 2 (cont'd..): To firmly establish ourselves as the number one shopping destination in this region and to improve our national retail ranking

What	How	Short/medium/long
Develop loyalty among customers to encourage increased repeat visits and improved customer satisfaction	<ul style="list-style-type: none"> • Target our joint customer database with offers and promotions • Work with The Mall Bristol and Cabot Circus to maximise on any incentive schemes • Aim for a loyalty card for the whole area 	<ul style="list-style-type: none"> • Short • Medium • Long
Ensure that all aspects of cleanliness are maintained to the very highest standards at all times and to continue to improve our reputation	<ul style="list-style-type: none"> • Work closely with the on-site cleansing team. • Encourage continual feedback from the retailers • Regular programme of early morning washing of public areas • Prompt graffiti and chewing gum removal • Encourage recycling 	<ul style="list-style-type: none"> • Short • Short • Short • Short • Short
Focus on customer service so that shoppers always enjoy a positive experience	<ul style="list-style-type: none"> • Introduce customer service programmes • Raise awareness of customer service training courses • Link effectively with The Skills Shop • Introduce ambassadors 	<ul style="list-style-type: none"> • Medium • Medium • Short • Long

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Objective 3: To carry out customer research in order to understand customer needs.

What	How	Short/medium/long
Carry out regular planned research with customers and those who do not shop in Broadmead in order to understand their changing needs	<ul style="list-style-type: none"> • Continue with annual face-to-face customer research • Liaise with The Mall Bristol and Cabot Circus sharing their research findings • Re-focus marketing activity as necessary • Utilise BCC's Citizen's panel to obtain feedback on relevant issues • Set up telephone surveys 	<ul style="list-style-type: none"> • Medium • Medium • Medium • Short • Medium
Ensure customers have every opportunity to provide feedback on the Broadmead experience which is then reviewed and acted upon accordingly	<ul style="list-style-type: none"> • Further develop Focus Groups with a cross-section of people • Maximise feedback opportunities on website and e-bulletins • Via Ask-Me-Point and customer service points 	<ul style="list-style-type: none"> • Medium • Short • Short

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Objective 4: To co-ordinate the management of Broadmead, Cabot Circus and The Mall Bristol to link effectively with city centre neighbourhoods

What	How	Short / medium/ long
To create one point of contact within the three main retail areas for external organisations to link with successfully	<ul style="list-style-type: none"> • Establish one agreed point of contact • Discuss and agree the areas to which we can establish mutually beneficial links • Monitor regularly to ensure that all retail areas are equally represented • Maximise all opportunities to promote the full retail offer 	<ul style="list-style-type: none"> • Long • Long • Long • Long
To link effectively with all relevant partnerships in central Bristol e.g. St Paul's, Harbourside, Temple Quay, etc.	<ul style="list-style-type: none"> • Arrange meetings with organisations from neighbouring city centre partnerships • Develop jointly agreed Action Plan • Deliver and monitor progress 	<ul style="list-style-type: none"> • Medium • Long • Long
To ensure that relevant organisations experience and understand the benefits of having a thriving retail heart in Bristol City Centre	<ul style="list-style-type: none"> • Promote good news stories • Highlight the opportunities • Work in partnership to deliver the benefits 	<ul style="list-style-type: none"> • Short • Short • Medium
To maximise the cost saving potential of co-ordinated management	<ul style="list-style-type: none"> • Review all opportunities and prioritise • Identify areas which could offer savings • Jointly review budgets • Develop and deliver an agreed Action Plan 	<ul style="list-style-type: none"> • Long • Long • Long • Long

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Objective 5: To improve access and linkages and enhance gateways

What	How	Short/medium/long
Work with all public transport providers, review their offer and introduce new initiatives to encourage shoppers to use public transport	<ul style="list-style-type: none"> • Promote all public transport services to customers and staff • Develop joint promotions with all public transport operators • Work with transport providers to promote improvements / extensions / new services 	<ul style="list-style-type: none"> • Short • Medium • Medium
Produce information which clearly identifies all the different transport choices enabling the customer to select the most appropriate, sustainable, method of travel	<ul style="list-style-type: none"> • Ensure that all current information regarding access and egress is up to date on our website • Promote special shoppers car park tariffs • Produce quality travel information leaflet • Liaise with the media to promote easy access and egress • Encourage feedback from customers 	<ul style="list-style-type: none"> • Short • Short • Medium • Medium • Medium
Work with Bristol City Council and other key stakeholders to provide safe, clean, well-signed pedestrian and cycle routes into the main retail areas	<ul style="list-style-type: none"> • Identify improvements required in relation to all aspects of cycling and walking into Broadmead • Liaise with relevant departments at Bristol City Council to ascertain short, medium and long-term possible fixes • Monitor progress quarterly • Encourage users feedback 	<ul style="list-style-type: none"> • Medium • Medium • Medium • Medium
To visually and physically improve the main gateways into the shopping area providing a real sense of arrival	<ul style="list-style-type: none"> • Continually look for funding to improve the run-down gateways • Work with Bristol City Council and community groups to provide short-term solutions 	<ul style="list-style-type: none"> • Medium • Medium

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Objective 5 (cont'd.): To improve access and linkages and enhance gateways

What	How	Short/medium/long
To ensure that the retail area links effectively with other key neighbouring areas e.g. Harbourside, Temple Quay, Stokes Croft	<ul style="list-style-type: none">• Work in partnership with the other areas to discuss and explain the potential benefits• Find funding streams• Agree areas of priority• Develop and deliver, in partnership, an agreed action plan	<ul style="list-style-type: none">• Medium• Long• Medium• Medium

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Objective 6: To develop a vision statement and associated action plan

What	How	Short/ medium/ long
To launch the Broadmead Vision in September 2009 (following a period of consultation March – September)	<ul style="list-style-type: none"> • Launch the plan to the target audience initially through the Broadmead Forum • Circulate to a wider audience via Broadmead website and email • Liaise appropriately with the media 	<ul style="list-style-type: none"> • Short • Short • Short
To review progress at each Forum meeting	<ul style="list-style-type: none"> • Vision to be a regular item on the Forum agenda • Vision sub-group to be established to monitor progress on a more detailed / regular basis 	<ul style="list-style-type: none"> • Short • Medium
Annually review the main objectives and amend accordingly	<ul style="list-style-type: none"> • Each January to include Vision as a main Forum agenda point. All seven Vision objectives to be reviewed and adjusted as necessary 	<ul style="list-style-type: none"> • On-going

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Objective 7: With a view to maximising the potential of all retailers, establish mutually beneficial links with Bristol attractions, festivals, events and markets

What	How	Short/medium/long
Establish closer relationships with all retailers: keep them updated with all opportunities and promote their stores and offers	<ul style="list-style-type: none"> • Promote retail offers via Broadmead website, touchscreens and via email and ebulletins • Keep retailers up to date with all opportunities for staff and retail management training • Ensure retailers are aware of all the relevant Broadmead meetings which provide opportunities to share information and ideas 	<ul style="list-style-type: none"> • Short • Short • Short
Arrange regular retailer meetings and encourage their feedback as to how we can improve the sales performance of all of our stores	<ul style="list-style-type: none"> • Diarise and publish regular retailer meeting dates • Capture relevant feedback • Prioritise • Agree and develop an Action Plan 	<ul style="list-style-type: none"> • Short • Short • Medium • Medium
Work effectively with Bristol City Council markets team to provide opportunities to introduce quality market operators throughout the year and in particular at peak trading periods e.g.. Christmas	<ul style="list-style-type: none"> • Focus on quality markets which provide an improved offer to current market traders • Introduce themed markets at key trading times • Host quality gift / craft markets which would enhance the current Broadmead product offer 	<ul style="list-style-type: none"> • Medium • Medium • Medium
Further develop relationships with Bristol City Council and the organisers of Bristol's annual events and festivals to showcase them in Broadmead providing mutual benefits	<ul style="list-style-type: none"> • Work with Bristol City Council's events team to establish links with festival / event organisers • Provide free use of open spaces in Broadmead to promote local events while providing entertainment for customers • Animate the streets with activity linked to, and pre-promoting, events in the city 	<ul style="list-style-type: none"> • Medium • Short • Short