

City Centre Retail News

March 2011



Store News

Welcome to **The Gym** which has just opened at the junction of Merchant St South and Philadelphia St. Why not take the opportunity to get fit in this handy new venue? The Gym is open 24 hours, there is no contract to join and it's only £15.99 a month.

We are also very happy to announce that **Foyles book store** is now open in Quakers Friars. The ground floor will be devoted to books while plans for the first floor are yet to be decided. The first 100 people through the door will receive a goodie bag including a free book and a Foyle's gift card.

Bhs is planning improvements to the store which will start on 28th March, to be completed within 3 weeks – it is great to see investment being made in this building. If you are planning a modernisation or have any news you'd like us to share, please let us know.



BID 2 Marketing & PR

We have issued articles relating to Mother's Day, Easter and The Royal wedding Bank Holiday to local, regional and online media. The Royal Wedding information will continue to be updated on www.visitbristol.co.uk, so please send us any details on royal wedding memorabilia available in your stores or activities you're carrying out for the bank holiday weekend.

The **Garden Life Show** takes place in Bristol's city centre shopping area from 15th - 17th April (for more details see below). If any retailers are planning any promotions or in-store activities over this weekend, please let us know.

Please keep the marketing team updated on any offers, promotions, in-store events and activities you're organising so that these can be communicated through the monthly Bristol Shopping email newsletter and also promoted through the Bristol Shopping Facebook and Twitter sites. Also any fashion retailers interested in appearing in the Evening Post's weekly fashion column called *My Wardrobe*, let us know and we'll forward your details

Please contact anna.simms@destinationbristol.co.uk with any marketing queries.



We're almost ready to unveil our BID 2 Spring advertising campaign!

We are very excited about our Spring advertising campaign which will start at the beginning of May in our key competitor shopping destinations – Bath, Cheltenham, Gloucester, Taunton, Swindon, Wells, Weston-Super-Mare and Yeovil. The campaign includes radio advertising with Heart FM as well as posters on bus sides and at railway stations and focuses on telling people what a great retail offer we have here in Bristol city centre. Visuals are currently being prepared. More detail will be available at the next BID 2 marketing meeting (13th April, 10am)



Brightening up our vacant retail units

We're very keen to ensure that the shopping area looks as good as possible at all times. Most of our vacant shop windows have recently had colourful vinyls applied to them. Please take a look and let us know what you think of them.

Congratulations to our fantastic police team!

We are delighted that the city centre retail police team has received well-deserved recognition for the great work it carries out in the area. At the recent Community Policing Awards, the team was awarded **Neighbourhood Team of the Year**. They were delighted to receive the award and I am sure that you will want to join us in thanking them for the proactive and professional way they work with us all. Well done to all the team!

The city centre retail police team is available to give you help and advice on all matters relating to crime and security. For more information, please call them on 927 3958. For details of our successful Bristol Crime Reduction Initiative (BCRI) which includes hire of a Shop Safe radio as well as photographs of prolific shoplifters, please email jo.hawkins@destinationbristol.co.uk or call 925 7053.



Purple Flag

Posters and leaflets promoting Bristol city centre's Purple Flag status are being delivered across the city this month. Every business operating in the evening after 5pm will have supplies by the end of March. Materials should be displayed with pride!

Just as Blue Flag is an indicator of a good beach, Purple Flag is an indicator of where to go for a good night out and brings positive publicity for successful town and city centres.

Bristol city centre was successfully accredited in November 2010. For more information please email john.hirst@destinationbristol.co.uk or visit www.purpleflag.org.uk



working in partnership for a safe and well managed night-time city centre

Improvements to the roads and pavements

Work to replace the slippery paving on Union St (from the bridge past Carrefour down to KFC) has now been completed. This has greatly improved this area. Also a new contra-flow cycle lane has been introduced on Nelson St.

New zest planned for some of Bristol's most traditional shopping areas.

February 2011 saw the launch of a new retail focused project in Bristol city centre. Led by Destination Bristol, the new Retail Sector Development Project aims to invigorate some of the city's most traditional shopping areas: Old Market, Stokes Croft, Christmas Steps and Park Row, Park Street and the Old City.

Working with the communities, traders and property agents in the areas, the project will be led by Eva Stuetzenberger and will support initiatives to attract new businesses into empty shops, help traders to get organised into voiced groups, and foster positive and vibrant environments.



A-board guidelines

Bristol City Council is introducing new guidelines on A-boards placed on the footway, and would like to take this opportunity to inform you of these emerging guidelines. The guidelines clarify and build upon the existing regulations set down by the Highways Act and other national policy.

Further details can be found on the Bristol City Council website at: www.bristol.gov.uk/a-boards Please email any comments to city.transport@bristol.gov.uk as soon as possible.



Cabot Circus Fashion Weekender

Nine sensational FREE fashion shows full of the latest looks! Cabot Circus will be showcasing this season's must-haves from some of their hottest stores. Plus, grab yourself an exclusive goodie bag for a good cause and enter the Ultimate Fashion competition for your chance to win a gorgeous prize worth over £1,000! Get along to the catwalk on level 1 outside House of Fraser at the following times:



SATURDAY 2 APRIL - 11.30am, 12.30pm, 2pm, 3.30pm, 4.30pm
SUNDAY 3 APRIL - 12pm, 1.30pm, 2.30pm, 3.30pm

“I can't hear you” – improving access for deaf and hard of hearing customers

Have any of your customers ever said this to you or your staff? A person who is deaf or hard of hearing may need to use a loop system to hear what staff are saying. If they are wearing a hearing aid with a 'T' setting or a loop listener, they can use the loop to hear conversations more clearly.

If you do not have a loop or your loop system is not working (or is not switched on!) customers who wear a hearing aid may not be able to hear your staff well or at all, which can be frustrating and upsetting. You could also be failing to meet your responsibilities under the new Equality Act 2010 which applies to all service providers.

The RNID can advise you about how to get a loop installed and how to maintain it in working order : www.rnid.org.uk , telephone 0808 808 0123, textphone 0808 808 9000, email informationline@rnid.org.uk



Bristol City Council's Equalities Team is also able to advise. Please contact them on 922 2329 or email equalities.team@bristol.gov.uk

IT knowledge & advice from PC World, Cabot Circus

Conveniently located in Cabot Circus, PC World Business is the technology hub for all small business needs. No matter what type of small business it is, the team of business advisors are on hand to provide expert IT knowledge and advice.

PC World Business advisors can offer business owners guidance on the most suitable IT products and software, as well as what technology they need to meet business needs. For more details please call 917 1533 or email: businesssales@pcworldstores.co.uk



Contract parking spaces available at The Galleries

The Galleries currently have some spaces within their private car park – this is a fully secure car park located on Fairfax St. Spaces will be allocated on a first come first serve basis. These are priced extremely competitively and are some of the best value in the city centre.



- Individually allocated bays
- Full access control via smart card system
- Only authorized users able to gain entry
- Fully covered by CCTV
- Monitored by onsite security personnel
- Prime location, entrance via Fairfax St.
- Competitive pricing
- Access 24/7
- Spaces may be shared by users
- Advance payment, contact us to discuss payment options

For more info. email sarah.lewis@galleriesbristol.co.uk or call Sarah on 929 0569.

Fundraising fun with Marie Curie Cancer Care – Broadmead’s charity of the year

Put your organisation to the test and battle it out against Bristol's finest at **Bristol’s Brain Game 2011** on 23rd June. You will be treated to a champagne reception, three course dinner and celebrity hosted quiz at The Grand Thistle Hotel, while raising money for a very worthwhile cause. This prestigious celebrity hosted event hosted this year by Justin Lee Collins is a permanent fixture in diaries across the city – why not join in?

For more details contact Penny Reeves on 07876748718 or email penny.reeves@mariecurie.org.uk or visit www.mariecurie.org.uk

John Hirst will be running The London Marathon once again on 17th April for Marie Curie Cancer Care. He is hoping to raise £2,500 - in order to sponsor him, please visit <http://www.justgiving.com/johnhirst27>

Do you need help to monitor your intruder and fire alarm systems?

Did you know that Bristol City Council's Emergency Control Centre which is responsible for monitoring the CCTV throughout the City Centre and the Shop Safe radio system has a UK wide reputation for excellence and professionalism and have won many awards in recent years?

They can also offer intruder/fire alarm monitoring and maintenance to you at very competitive prices, saving you money.

For example they charge only £350 per annum to monitor and maintain your intruder and fire alarm systems.

If you would like more details please contact the control room manager, Gordon McLanaghan on 0117 922 4989.

Thoughts on Lent at The New Room

Every Friday from 25th March, at 1.15pm, The John Wesley Chapel, will be hosting a 15 minute talk on Lent by Christians of different denominations, as follows:



- 25 March – Rev Canon Tim Higgins (An Anglican perspective)
- 1 April – Rev Ward Jones (A Methodist perspective)
- 8 April - Father Robert King (A Catholic perspective)
- 15 April – Graham Davey (A Quaker perspective)

For more information, please email: info@newroombristol.org.uk

Bank holiday core opening hours

Good Friday	(22 nd April)	10am – 5pm	Royal Wedding Bank Holiday (29th April)	10am-5pm
Easter Saturday	(23 rd April)	9am – 6pm	May Bank Holiday	(2 nd May) 10am-5pm
Easter Sunday	(24 th April)	Closed		
Easter Monday	(25 th April)	10am - 5pm		

Useful contact details

The city centre retail police team (non-urgent issues) – 927 3958

Police (to report a crime) – 0845 456 7000

Police (urgent) 999

Crimestoppers – 0800 555 111

Help & advice related to refuse / cleansing – Colin Owen, 07974 233085

Dates for your diary

Security meetings – held on the first Thursday of each month at 10.30am in Cabot Circus management suite – all store managers and security staff welcome.

Police management meeting – Wednesday 30th March 2011, 9.30am, The Broadmead Baptist Church

BID 2 marketing meeting – Wednesday 13th April, 10am in The Galleries marketing suite