



City Centre Retail News

July 2011



All New *The Galleries* TV Commercial Goes on Air

An all-new TV commercial is currently running within select advertising positions throughout the ITV schedule. The commercial, which was shot over one single day, communicates the restoration of the much-loved The Galleries name, showcases a selection of just some of the Centre's leading retailers and also highlights the fact that The Galleries has been and continues to be at the very heart of the Bristol city centre shopping experience. The TV commercial will run until 22nd July with a further burst of activity planned for September.



Distribution Set to Start of *The Galleries* Summer Magazine

Over the course of the last month the marketing team at The Galleries has been working alongside their national and independent retailers on the production of The Galleries summer magazine, which is set to land in targeted shoppers' homes from next Monday. The magazine continues the repositioning of the Centre and incorporates the fresh, new branding which has taken pride of place and received hugely positive feedback since The Galleries name has been restored.



Summer in Quakers Friars

Summer in the City continues with a FREE weekend of urban art in Quakers Friars (23rd – 24th July), and you are invited to get involved! Roll up your sleeves and show what you love about Bristol by making your mark in your very own space on the giant graffiti mural. All ages welcome!

Plus throughout the summer:

- Outdoor garden area with deckchairs
- Giant games including Jenga, Boules, Connect4, Dominoes and Hoopla
- Strawberries, delicious food and drink from our bars, cafes and restaurants
- Fresh produce from our Saturday Market

PANDORA

Store News

Welcome to two new stores in The Arcade – The Dragon's Gallery, offering crystals, fossils and tarot readings and The Sweet Shop which stocks all your favourite old-fashioned sweets. Welcome also to Martin's Chocolatier which has recently opened on the middle floor of The Galleries and to Pandora, a jewellers which will open at the end of July in Brigstowe Street, Cabot Circus



Store News (continued)

It is also good to see retailers investing in their units. Tesco Metro has replaced old equipment with brand new environmentally-friendly refrigeration as well as improving its range of fresh food and increasing overall produce space. Virgin Media has also undergone a great modernisation and Carphone Warehouse on Broadmead West has just closed for a refit. Check out their fantastic new look when they open on 23rd July.

BID 2 Marketing & PR

Please try to attend our next BID 2 marketing and PR meeting on Wednesday 27th July at 10am (details of the venue will be sent out nearer the time). We will update you on the success of our spring advertising campaign and let you know about future activity in which you can become involved.



We are now compiling a press release targeting student shoppers so if you have any new products, promotions and images which we can promote for you that relate to the back to school/university season, please email Anna (email address below).

In addition, do 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.

Please contact anna.slade@destinationbristol.co.uk with any marketing queries – we're very keen to help!



Policing

The police held another successful surgery in House of Fraser on 24th June. If you are interested in hosting the next surgery, please contact the police team on 927 3958.

For details on how to join our successful crime reduction initiative, the BCRI, please email jo.hawkins@destinationbristol.co.uk Membership includes a shop safe radio and colour photographs of prolific shoplifters.



Floral enhancements

Following feedback from retailers and customers that we should brighten up the shopping area, we have purchased lots of florals for the canopies at The Podium. These were put in place at the beginning of June and will look even better as they become more established. The displays were paid for from BID 2 funds.



Bristol Zoo's Gorillas

In celebration of Bristol Zoo's 175th birthday and in order to highlight the zoo's conservation work for wild gorilla populations as well as its resident gorilla family, 60 life size gorilla sculptures have been installed around the city. Five gorillas have been installed in the city centre shopping area in the following locations: Cabot Circus, Quakers Friars, The Galleries, The Podium and under the Gateway Feature. Do take a look at these wonderful sculptures which have all been sponsored by local businesses. They will remain in place for 10 weeks and will then be sold at a charitable auction.



Turning Bristol Pink

In order to help celebrate Legally Blonde and Dirty Dancing, both of which will be shown at The Bristol Hippodrome over the summer, Bristol will be turning pink! On Broadmead West parts of the street furniture will be temporarily covered in pink vinyl to help promote these great shows and adding a splash of colour to the area.

The important dates for your diary are:

Legally Blonde – 19th July-6th August

Dirty Dancing – 1st September-8th October

For more details visit www.bristolhippodrome.org.uk

Old Magistrate's building on Nelson Street

The proposal is to develop this site by demolishing the current building and replacing it with a mixed-use development comprising a 164 bedroom hotel, student accommodation and ground floor retail units. It is hoped that this redevelopment will act as a catalyst for the regeneration of Nelson St, an important link from the city centre retail area to Harbourside.

Following ongoing discussions with the Local Planning Authority further revisions have been made to the scheme. The principle change is that 2 storeys have been taken off the overall height of the building and there have been some minor revisions to the elevational treatment.

Updated drawings are available to view on the Bristol City Council website (www.bristol.gov.uk) and following the planning links. The application reference number is **11/00164/F** and the full address is Former Magistrates' Court, Nelson Street, City Centre, Bristol BS1 2PY.



City Centre Retail Jobs Fair

We are working with Jobcentreplus, The West of England Partnership and the City of Bristol College to hold a retail jobs fair on the 7th September at a location in the city centre retail area. This will be a great opportunity for retailers to find staff for Christmas vacancies. Applications will be filtered in advance so that only suitable candidates are put forward for interview. All city centre retailers are welcome to take part. More details will be available soon.

Making shopping more accessible to customers with hearing loss!

Did you know that one in six people in Bristol have a hearing loss? On Wednesday 14 September Action on Hearing Loss, Bristol City Council and Destination Bristol are running a special event to help all retailers understand the needs of customers who are deaf or have a hearing loss.



We want you to get involved! Please pledge your support and:

- Nominate an accessibility champion from your organisation to take part in a FREE workshop* on the 14 September
- Agree to turn off your background music between 1pm and 2pm on the day to help people with hearing loss use your service
- Place posters in your window on the day to let customers know you are taking part

*The workshops will give tips on communicating with people with hearing loss and information about the simple adjustments you can make to encourage shoppers with hearing loss to use your service.

Please email campaigns@hearingloss.org.uk with the subject line 'Bristol access workshop' for more details. More information will be circulated to retailers in the next newsletter.

Avon and Somerset Police at Bristol PRIDE

The police now have a dedicated Lesbian, Gay, Bisexual and Transgender (LGBT) Liaison Team to engage with the local LGBT community, encourage individuals to report homophobic and transphobic hate crime and provide an effective and specialist link to improve the LGBT community's trust and confidence in the police service.



This year the police will be actively involved in the PRIDE event taking place in Castle Park on 16th July. They are looking for support from retailers in the city centre shopping area - in terms of giveaways (even something as small as lollipops would be a big help). In return the police would display a poster to thank you for your support.

If you can help in any way then please contact PCSO 9020 Lindsey Aldington on 0117 945 5023 or Lindsey.aldington@avonandsomerset.police.uk

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

The independent charity Crimestoppers (To give anonymous information on who is committing crime) 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 – Tuesday 9th August 2011, 9.30, venue tbc

BID 2 marketing meeting – Wednesday 27th July, 10am, venue tbc

