

City Centre Retail News

October 2011



STORE NEWS

We're delighted to welcome so many new stores which have opened in the last few weeks. These include Card Factory and Everest Kitchens on Broadmead East and Fizzy Lips Retro Sweets and Fone Styles on Broadmead West (in the kiosk) as well as eCosway on Merchant St North and two new stores in The Arcade: Hair and Beauty Bank and Heart Breaker Club. Welcome also to Hülsta, the modern German furniture shop on Wine St.

It's great to see that lots of shops have opened in The Galleries too. A big welcome to Christmas Time, Past Times, Herbs & Acupuncture and Inside Out. Coco has taken an additional unit and Mostyns have located to a larger unit on the top floor.



Harvey Nichols will be opening a Christmas shop again this year, this time in George White St, Cabot Circus, and we hope to be able to let you know about even more new stores in the near future.

Congratulations to HMV and to Greggs and The Money Shop on Nelson St, all of which have undergone recent modernisations and are looking great.

ACTION ON HEARING LOSS– RETAILER AWARENESS DAY

An event was held in The Broadmead Baptist Church on 14th September at which retailers were made aware of how to become more accessible to those with hearing difficulties. Sherrie Eugene launched the event from a hot air balloon on College Green.



A team from Action on Hearing Loss held a workshop and visited retailers to encourage them to invest in Loop systems and to reduce background noise in their stores. A particularly positive response was received from the following retailers: H&M, Marks & Spencer, Debenhams, Waterstone's, The Body Shop and Carphone Warehouse.

We would urge all retailers to review whether they could be providing a better experience for those with hearing loss. A Deaf Awareness Training Day will be held on Monday 14th October in Bath. For more details, please contact Emma Fox at training.services@rnid.org.uk.

For general information please email campaigns@hearingloss.org.uk



COMPETITION WINNER

The winner of our BID funded advertising campaign, Karen Phelps, was presented with her prize by Jo Hawkins in August.

Karen, from Cinderford in Gloucestershire choose to visit in August so she could bring her family to Bristol to share in her prize of £1,000 shopping vouchers for stores of her choice as well as an overnight stay at The Holiday Inn City Centre. Karen was delighted to be picked as the winner and was very impressed with her visit to the Bristol city centre shopping area.

heart
96-103
more music variety

CITY CENTRE SHOPPING ADVERTISED ON HEART FM

BID 2 funded a two week radio advertising campaign with Heart FM at the start of September. The ad was on air in Somerset, Wiltshire, Gloucestershire, Bath and Bristol and the aim was to encourage people to come here and shop for their autumn fashion, homeware and the latest in entertainment and technology. The ad featured another competition to win a £1,000 in shopping vouchers with an overnight stay at The Marriott City Centre. The lucky winner is from Southampton – we'll be arranging her visit in the near future.

An additional campaign with Heart FM started on 3rd October and will run for 2 weeks. This will focus on the availability and accessibility of car parking for shoppers. This campaign will also feature a competition similar to that detailed above as these prove a great way of driving listeners to the Visitbristol.co.uk/shopping website and increasing our customer database.

Please listen out for the ad and let us have your feedback.



BID 2 MARKETING & PR

Welcome to Kelly Ballard who joined Destination Bristol as Head of Marketing on 26th September. We will invite Kelly to the next BID marketing meeting on 18th October (venue tbc) as she is very keen to meet you all

Our main focus is now on Christmas 2011. We have plans for a great Christmas lights switch-on event as well as an additional Christmas event on December 1st featuring David Hasselhoff who will be appearing in pantomime at The Hippodrome. More details to follow in the near future. We will share all of our plans for Christmas 2011 in our next newsletter (end of October).

As always, do keep the marketing team updated of 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 or call her on 946 2205 with any marketing queries – we're very keen to help!



IMPROVEMENTS IN THE GALLERIES

Work on installing new escalators in The Galleries is now complete. The old escalators have been taken out and the hoardings will soon be removed

Planned improvements to the entrances into The Galleries shopping centre will begin after Christmas – more details to follow.



POLICING

The police team can be contacted on 927 3958 – please do call them if you need security advice or if you need any help with radionet training.

Please note that the number to call for non-urgent police assistance (e.g. to report a crime where the offender has left the premises) has now changed to 101 – this replaces the former 0845 456 7000 number. If you need urgent assistance, please call 999 as before.

Do the police have your keyholder details? If not, please contact the police office on 927 3958 to update them so that they can contact you in cases of emergency.

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.



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

BRISTOL PREPARES FOR RE-ASSESSMENT

Last November Bristol city centre was awarded the prestigious national Purple Flag, recognising the city as a well-managed, vibrant place to visit and enjoy. The award was achieved following a joint bid from Bristol City Council, Safer Bristol, the police and Destination Bristol.

Purple Flag cities are re-assessed annually, and overnight on 1st October members of the working group conducted a self-assessment to evaluate areas that might need attention ahead of an official re-assessment by the Association of Town Centre Management (ATCM). The self-assessment went very well. Saturday 15th October is now confirmed as the date for Bristol's re-assessment. It will take place from 5pm until the early hours of Sunday morning.

The working group includes representatives from all key agencies, including new Bristol city centre Chief Inspector, Catherine Johnstone, with support from many night-time economy operators.



BRISTOL'S BEST DANCE ACT IS BACK!

Following the incredibly successful 2010 launch of a new signature event for Bristol, the event is back once again in 2011. Hosted by The Galleries shopping centre, Bristol's Best Dance Act invites local amateur dancers to take part in two Heats held in the centre on 15 & 22 October. The top acts will be invited back to perform at the Grand Final on 29 October in front of celebrity judges including Brooke, Choreographer & Lead Dance of Plague, World Hip Hop Dance Championships & Charlie Bruce, Winner of So You Think You Can Dance. Compered by Rukus from top band The Trinity and Neev from KISS FM, the event is set to be huge and offers a great opportunity for Bristol's dancers to share their talent!. Find out more at www.bristolsbestdanceact.com or visit facebook.com/bristolsbda.



THE BIG STUDENT TAKEOVER EVENT

Cabot Circus will be repeating the very successful Big Student Takeover event this year on 11th October. Students will be invited to sign up for a FREE Access Pass from 4.30 in Quakers Friars. The pass will entitle them to lots of discounts in stores in Cabot Circus and Quakers Friars between 5.30 -8pm. Selected stores will have in-store DJs, free goodie bags, vouchers and prizes.

NEW COACH PARK TO OPEN

We are delighted that a new coach park will be open at Cabot Circus by the end of October. This is great news as it will mean that we can benefit from the many coach groups which we have not been able to accommodate previously.



GET YOUR FLU JAB AT SUPERDRUG

Superdrug Pharmacy in Broadmead will be offering a flu vaccination service in-store from October 2011 to February 2012. This service is offered at a price of £7.95 +200 Beautycard points.

For further information about the service, please call 0117 929 4375.



SAVE MONEY MONITORING YOUR ALARMS

Bristol City Council is willing to monitor your intruder and fire alarms for 50% less than you currently pay. Reap the benefits of using a local service with direct links to the police and fire service and the ability to use CCTV to verify and monitor whatever problem your business is experiencing.

This is a great opportunity to save money. To find out more about how you can reduce your annual maintenance fee and benefit from an hourly rate of £45, please email: gordon.mclanaghan@bristol.gov.uk

Useful contact details

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

Police (to report a crime) – 101

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 – Wednesday 19th October, 3pm, in The Galleries marketing suite

BID 2 marketing meeting – Tuesday 6th September, 10am, venue: tbc