

# BroadmeadNews

Aiming to keep Broadmead store managers up to date

February 2009



## Store News

Welcome to the great new HMV store which opened late in 2008 in the ex-River Island store on Broadmead East.

Shopfitting is underway in several units: NatWest will open shortly on Broadmead East, The surfwear brand, Animal, open their new "flagship" store in Merchant Street on 20th March in the unit which was trading as Wipeout. Animal will also expand into the vacant store next door (ex Truprint). Size? selling fashion sports clothes and footwear will soon open at 98-100 The Horsefair. Finally Primark have embarked on a mammoth shopfit in the ex House of Fraser unit. Extensive work means that the store will not open until July 2009. Primark will be a major attraction and will dramatically boost footfall.

## Late night trading

Broadmead and The Mall stores are now trading as follows: 9am-6pm Monday to Saturday and from 11am-5pm on Sunday. Several retailers have indicated that they would like to trial one late night a week, starting later in the year. This will only work if all retailers participate. Please let us have your views.

## PCSOs added to police team

We are delighted to announce that three new PCSOs have recently joined the Broadmead and Cabot Circus police team. Beat officers Jon Coghlan, Tony Smith, Mike Woods, Dennis Coombs and Martin Locke and PCSOs Will Russell and Warren Rodgers are joined by PCSOs Rachel Butler, Remi Prierra and Lydia Discombe. Welcome to you all!

## Broadmead West & Merchant Street North BID 1 works

The majority of these improvement works are now complete. A series of inspections have taken place and Ashridge are now in the process of completing all snagging works. We are determined that the finished product will be to the highest standard; after all this was our promise to you at the start of BID 1 back in 2005.

There are still a few areas which need to be completed in the future but these are minor works in localised areas. An additional order of blue glass blocks is awaited to enable the completion of the blue line outside Carphone Warehouse (and to complete the line by John Wesley Chapel); we also await the delivery of four blue ceramic balls which will be features along the blue line. Snagging work is also being completed on Merchant St North. In the near future brand new bespoke canopies will be ordered under which all of the market traders on Merchant St North will operate. It is planned that these will be in place by April 2009. Mains electricity has been provided for the market traders, bringing a welcome end to the noisy, smelly generators.

The plan is to build 3 kiosks on Broadmead West in the first half of 2009, the foundations for which are already in place.

All market traders selling hot food have been offered the opportunity to upgrade and trade from a kiosk. It is not part of the plan for the current trailers to continue to operate in Broadmead.



## Electronic index signs

Two new electronic touchscreen units have been installed, one near Tesco Metro and the other in St James Place near to the Martin's kiosk. The unit in St James Place is awaiting an electricity supply but the one near Tesco Metro is now operational and customers are able to search for all stores in Broadmead, The Mall Bristol and Cabot Circus by means of an A-Z directory or by store category.

We have listed all stores on these units and we have included a paragraph of text for each store. Where we had an image for your store, we have included this; otherwise we have used a generic category image. It is simple for us to change both the photos and the text. Images need to be 205 pixels wide by 150 pixels high and we can include up to 100 words of text. Please contact Jo on 925 7053 if you require further details.



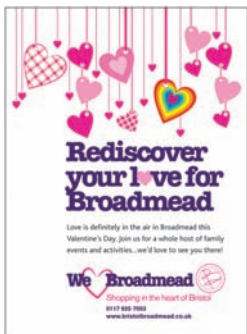
You will notice at the bottom of the screens there are 3 shopping images. In the future it will be possible for stores to use these sites to promote special offers. We will provide more details in the next newsletter.

## Static signage panels

To complement the electronic signage, three new static signs will also be installed, 2 in Broadmead West and 1 in Merchant St North. These signs are similar to those already located in Cabot Circus and Quakers Friars and will list the stores and indicate their location on a plan. These will be installed in early March.



We are delighted with the amount of positive coverage we have received recently in the media, particularly in The Evening Post. After consultation with retailers, and guided by the Broadmead marketing group, Broadmead was “re-launched” on 14th February, to coincide with Valentine’s Day via our **“Rediscover your love for Broadmead”** campaign.



The aims of the campaign were to:

- celebrate the history and heritage in Broadmead
- to showcase the improvement works achieved through BID 1
- to re-position Broadmead at the heart of the city
- to drive extra footfall into Broadmead via a day of street entertainment and activity.

**Advertising & promotions....**

In the run up to 14th February, the re-launch was advertised widely in the press (Evening Post, Metro, Bristol Observer, Venue), on the radio (GWR, Radio Bristol and Original FM) and via our Broadmead website: [www.bristolbroadmead.co.uk](http://www.bristolbroadmead.co.uk) Brandon Hill, our PR consultants have ensured that Broadmead has a constant presence with a series of features, case studies and reader competitions in the Evening Post.

**We love Broadmead competition...**

Kay Marrah, was delighted to hear that she had won a £1,000 shopping spree in Broadmead for her competition entry in the Evening Post which told of her relationship with, and fondness for, Broadmead. On 13th February, Kay enjoyed a fantastic day out in Broadmead and was treated to meals in Broadmead throughout the day in Debenhams and Bottelinos. Kay was also shown the improvement works by John Hirst, with which she was very impressed.



**Events on the streets...**

Saturday 14th February was a very successful family, fun day out, filled with free events linked to Valentine’s day. Customers took part in an I-spy trail around Broadmead; they were given photographs of items taken in Broadmead which they were asked to identify, encouraging them to rediscover hidden architectural gems and to take a new look at the improvements to the street scene.



A series of upbeat, comical, Valentine’s Day-related street performers interacted with customers, providing a great atmosphere in Broadmead & The Mall.

To their surprise some lucky customers were serenaded with love-songs by one of the street performers!



A photo booth was stationed in The Mall, in which couples and friends could have their Valentine’s photos taken for free (donations to St Peter’s Hospice were collected).



A promotional team gave away love-related goodies kindly donated by stores in Broadmead and The Mall Bristol; this team also distributed more of the Broadmead general and independent shopping guides.

This was a fantastic day for all in Broadmead and we are delighted that with BID 2 funds we are now able to promote Broadmead and all its improvements to the people of Bristol and beyond.

We are planning many more events throughout the year and would welcome your ideas about anything you would like us to include (details below).



## Posters & banners

As proposed by the BID 2 marketing group, additional posters have been produced to brighten up the vacant units around Broadmead. This is a really creative way of encouraging customers to appreciate the diversity of Broadmead stores. Feedback has been very positive to date.

A huge new banner has been erected on Debenhams (facing St James Barton) encouraging people to take a fresh look at Broadmead.



## Independents' campaign

The campaign continues to promote Broadmead's independent stores, with a series of store reviews in Venue; a double-page spread is planned which will feature a fashion shoot focussing on a series of independent stores. The independent stores are also looking forward to participating in a special Broadmead event on July 4th (Independents' Day!)

## Customer Research

A wave of face-to-face customer research will take place in April to attempt to understand the profile of our customers and what they like and dislike about Broadmead. The intention is that this survey will be repeated on an annual basis so that we are able to measure change over time.

We also have plans to collect information from those who do not visit Broadmead regarding why they prefer to shop elsewhere and what would encourage them to re-visit Broadmead and become regular shoppers here.

## Shop in Broadmead - park for free

A suggestion has been put forward for us to arrange a promotion whereby customers can park for free in The Mall Bristol for a certain period of time and be re-imbursed (to an agreed amount) by participating retailers. Paul Davis of Parsons jewellers is keen for this promotion to happen and for other retailers to join him. Please let Jo know if you would like to take part (925 7053). We are very keen to support this great idea and need at least 15 retailers to participate.

## Mother's Day in Broadmead

Plans are underway for a special Mother's Day promotion. A chill out & pampering zone is being looked at as well as the provision of a last-minute SOS guide for Mother's day gifts. The event will be linked to St Peter's Hospice as our charity of the year. If you have any other ideas of what could be included or if your store would like to participate, please call us on the number below.



## Shopping guides

Bid 2 funding has meant that we have been able to produce a Broadmead shopping guide for our customers. This is something that retailers have always been keen for us to do and it is great to now have the money to do it. Many of the guides have already been given out to customers and we will ensure that more are handed out at our Broadmead events throughout the year.

We also produced a store guide which focussed exclusively on our independent stores. This was a great opportunity to tell customers about the diversity of Broadmead's stores and to spread the word about some of our longest-established retailers.



## Please join us

All Broadmead retailers are welcome to join our marketing group – please call Jo if you are interested in joining. Alternatively, contact Jo (details below) with any ideas. Many Broadmead stores are now working closely with us to promote Broadmead – don't be left out. We need your ideas!



## Talking CCTV

We can now confirm that there are 3 "talking" CCTV cameras in and around Broadmead. These have proved very effective in dealing with anti-social behaviour in other areas in central Bristol. Offenders are shocked into behaving themselves when a CCTV operator speaks to them from the camera! We are very pleased with this innovative addition to the many other CCTV cameras watching over the Broadmead area.

## Meet the Broadmead BID teams

We have several highly-motivated teams of people working with us to ensure that Broadmead is presented in the best possible light at all times. Our police, cleansing and marketing colleagues are very keen to receive feedback from retailers so we would like to invite you to meet them at an open session on 6th March from 10am – 12 noon at The Broadmead Baptist Church. Please feel free to drop in to meet the teams – they would love to hear from you about anything which you feel they could do better or differently.



## St Peter's Hospice becomes Broadmead Charity of 2009

We are delighted to announce that St Peter's Hospice is now our charity of the year. We will be working closely with St Peter's Hospice to raise awareness and funds for this very worthwhile local charity.

You will see representatives from St Peter's Hospice at many of our future events – please do become involved when you have the chance. For more information about St Peter's Hospice, why not visit their store on Haymarket Walk or visit [www.stpetershospice.org.uk](http://www.stpetershospice.org.uk)

## Vacant stores

We are working with Bristol's property agents to let the empty stores in Broadmead. This is a difficult process due to the current economic issues and is affecting retail throughout the UK.

Rest assured that we see this as a main priority and we will do all we can to attract new retailers to Broadmead as soon as possible. If you have any leads or ideas please send them to John Hirst.

## Broadmead website

Broadmead's new website is currently being designed. It will reflect the great new website designed by Destination Bristol ([www.visitbristol.co.uk](http://www.visitbristol.co.uk)) and we will benefit from the massive amount of information held on their destination management system.

As part of BID 2, all Broadmead stores are now free associate members of Destination Bristol and a profile of each store will soon appear on the VisitBristol website. Currently we have attached a generic shopping image if we do not have a photo of your store. Please email us an image 405 pixels wide by 270 pixels high and we will be delighted to change this for you. Also, please let us know if you would like us to change the summary of your store. Please contact Jo on 925 7053 if you have any queries.

## Town Centre Environment Awards 2009

We will be entering the BID 1 works into the British Council of Shopping Centres Town Centre Environment Awards 2009. The awards recognise improvements to areas in town and city centres and we are hoping that Broadmead's newly designed pedestrianised streets will catch their eye and receive national recognition!



## West At Work

West at Work has kindly offered to work in partnership with us in Broadmead by placing vacancies for Broadmead businesses on their website. Your sales & management vacancies will be advertised free of charge. To make use of this great service, please call Sam on 0117 372 6467 or email: [samantha.naumowicz@lsc.gov.uk](mailto:samantha.naumowicz@lsc.gov.uk)

## Long-term parking in The Mall Bristol

The Mall Bristol have a number of car parking spaces which they are offering to Broadmead retailers. The annual cost is £1,400 plus VAT (or £3.84 plus VAT per day), payment to be made in advance. The car park is monitored by on-site security personnel and can be accessed 24 hours a day, seven days a week. For more information, please email: [sarah.lewis@themall.co.uk](mailto:sarah.lewis@themall.co.uk)

## Broadmead cleansing team

Store managers keep telling us how important high cleansing standards are in Broadmead. We added extra services following the introduction of BID 2 including street washing early in the morning, chewing gum removal and hourly sweeping of the whole area.

We have a highly-motivated, dedicated cleansing team which is managed by Colin Owen. The team have really risen to the challenge since the opening of Cabot Circus. We look forward to further improving the cleanliness standards in the future. If you have any queries or feedback please contact Colin Owen on 07974 233085.