

City Centre Retail News

February 2011

Sales & footfall

Sales in January were better than expected for many retailers versus the same period last year.

While the picture remains a mixed one throughout the retail sector it is hoped that as we move into the new spring season we will see an increase of sales and footfall into the city centre of Bristol.

We would like more feedback regarding current sales performance so please do contact Jo Hawkins (all will be kept confidential).



BID 2 Marketing & PR

We're always looking for ways to promote stores in the city centre shopping area and have managed to secure an opportunity for fashion retailers to appear in a weekly column in The Evening Post called *My Wardrobe*. Check out Saturday's paper when Miranda Aumayer from Eskimo Kids on Penn Street will be featured.



This is a great opportunity to promote your store while sharing fashion tips about your wardrobe. If you would like to appear in a future edition, please email anna.simms@destinationbristol.co.uk or phone 946 2205.

We are currently working on a Spring advertising campaign aimed at attracting visitors from key competitor cities. The campaign will feature advertising on bus sides, poster sites at railway stations and radio advertising. More details next time.

Help us to promote your store

Please let us have any information about your offers for Mother's Day, your plans for the Royal Wedding and any Easter promotions you are planning as soon as possible so that we can include you in our press releases.



This Saturday, the Evening Post will be running an article based on our *Spring Clean Your Wardrobe* press release to which some of you contributed.

If you would like to know how we can help you to make the most of your marketing opportunities, Anna Simms would be happy to visit you.

Please email anna.simms@destinationbristol.co.uk or call her on 0117 946 2205 to arrange a meeting.

Half-term Treasure Hunt

We have worked with the Evening Post to create an educational and fun half-term activity for families to experience Bristol's Harbourside and city centre shopping areas during half-term. The treasure hunt is featured in the newspaper from 19th February for 6 days and encourages readers to collect stickers from various locations including HMV which has kindly donated a Nintendo DSi XL console with games. This is a great way to drive footfall around the city centre and into your store while also achieving good coverage for those organisations who participate.

Cleansing

As part of the BID we are committed to ensuring that we deliver enhanced levels of cleansing in the city centre retail area. We have a great cleansing team which not only works hard to deal with customer refuse, street cleaning and sweeping and chewing gum removal but is able to help with graffiti removal.

If you need any help and advice relating to cleansing please call Colin Owen on 07974 233085.



City Centre Retail Strategy Session

Thank you to all of you who attended this session on 9th February which focused on key issues such as how we should market the city centre retail area, how we can improve the visitor experience and how we can link to other city centre areas.

We have received lots of useful feedback and are now in the process of collating the information collected at the session. Our next steps are to produce a city centre retail strategy document with associated action plan by the end of April 2011. This will be made available to all retailers.

Improvements to the roads and pavements

Work is currently underway on **Union St** to replace the pavement from the bridge past Carrefour down to KFC which was proving to be slippery and therefore dangerous when wet – this should be completed by the end of February.

There is a plan to set up a contra-flow cycle lane from **Nelson St** through to The Centre and Harbourside. The work has started on Nelson St with completion due by the end of March.

A new cycle crossing point has been introduced at the junction of **Penn St and Broad Weir**.

Policing

The next police surgery will be held in Waterstone's on 23rd March from 11am – 2pm. These sessions allow the police to interact with shoppers and retailers informally while providing a visible police presence in-store, and have proved to be very successful. If you would like the session in your store please call the city centre retail police office 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.

Good luck to the city centre retail police team and to PSCO Warren Vincent-Rodgers as they go through to the next stage of the Police Community Awards on 8th March, after having already received recognition at the Bristol Awards.



Fairwear Fashion Show

This exciting event will take place on Saturday 5th March in The Galleries. Presented by James Redmond, a former model and Hollyoaks actor, the event will celebrate Fairtrade Fortnight. Miss Bristol has also been confirmed as the model to showcase a stunning wedding dress made from Fairtrade and organic cotton by a Bristol-based designer.

Alongside the fashion show, there will be a large exhibition of Fairtrade items including beauty products and jewellery to showcase the wide range of Fairtrade goods available from stores such as Lush, Shared Earth, Starbucks and The Body Shop. The show will run three times at 12:30, 2pm and 3.30pm and should be a great event – tell your customers about it!

Bristol City centre hosts the Garden Life Show

Gardening fans and those who enjoy outdoor living will be able to indulge their passions when our new three-day event is unveiled in locations throughout the city centre retail area (including Cabot Circus, Quakers Friars and The Galleries) this spring. A partnership between Destination Bristol, The Galleries, Cabot Circus and The Evening Post, The Bristol Garden Life Show will take place between 15 and 17 April 2011. Visitors will have the chance to talk to experts about gardening techniques, see fantastic floral arrangements and learn how to become more "green". There will also be the opportunity to buy locally grown produce at a special farmers' market in Quakers Friars.



Proposals to develop the former Magistrates' Court

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

The full application and supporting documents can be viewed online at www.bristol.gov.uk and [then](#) by following the planning links. The application reference number is 11/00164/F. If you would like to provide any input, you will need to do so before the end of next week.

Holiday Inn city centre

Work is progressing well on the new hotel which will be located on Bond St, across the road from the retail area. The hotel which will include 155 bedrooms, a mini-gym, a restaurant and conference facilities is expected to be open at the start of May 2011.



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:

- 18 March – Rev John Houseago (A Baptist perspective)
- 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

Still More Curious Things in Bristol and Beyond

Glyn Duggan will be hosting an evening at Broadmead Baptist Church on Thursday 17th March, from 7.30pm - 9pm, featuring the interesting and curious things there are to see in Bristol if only one looks out for them, and telling something of the story behind them. Also, the Broadmead Records, a particularly important and treasured part of the church's history, will be on display.

The evening is aimed at raising funds for a group of charities and the entry fee is £3.50 (which includes refreshments).

Tickets can be bought in advance by post (SAE and cheque payable to 'Broadmead Baptist Church' to Broadmead Baptist Church, 1 Whippington Court, Bristol BS1 3HY); alternatively, people can pay at the door on the night.





Support Broadmead’s charity of the year

Why not add a splash of colour to your outfit by getting your colleagues to agree to wear something yellow to work on Friday 4th March and to donate £2 to Marie Curie Cancer Care? And why not charge your colleagues £2 if they refuse to take part? This is a fun way to raise money while helping a fantastic charity. For more information, please visit www.mariecurie.org.uk/wearyellow



Consolidating retailer deliveries in Bristol.

Did you know that a retailer delivery consolidation scheme is available to Bristol city centre retailers? Your deliveries from all suppliers can be delivered to one easily accessible point located close to the motorway network and outside Bristol’s air quality zone. Deliveries can then be loaded on to an electric vehicle and delivered at a pre-arranged time, direct to your stock room.

To find out more about the scheme please contact Steve Coghlan on 01179 820109 or 07899 740068 alternatively email steve.coghlan@dhl.com

St James Barton

Plans are still progressing to inject some life into this area. The “Bear-pit Improvement Group” is keen to make the area a more pleasant place both to pass through and to spend time in. In the near future public art will be located in the tunnels. The Group would be very interested to hear from anyone who would like to become involved – please visit: www.the-bear-pit.org.uk

Bank holiday opening hours

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

BID 2 marketing meeting – Wednesday 2nd March 2011, 10am, Broadmead Baptist Church

Invitation reminders will be sent out prior to these meetings by email.

If we don’t have an email address for you please let me have it so that I can add you to our distribution list - jo.hawkins@destinationbristol.co.uk