

City Centre Retail News

January 2011

Sales & footfall Christmas/Sale period 2010/2011

The freak weather conditions experienced over the busy trading period meant a very challenging time for retailers.

However, despite a slow start and footfall generally lower than expected many retailers have reported small sales increases year on year.



The year ahead will be difficult for retailers with those who can maintain a competitive edge likely to fare best. There are customers out there who are prepared to spend; we have to make sure we have the edge over other shopping destinations. We are the biggest in the region and must aim to be continually the best!

Well done to Cabot Circus who welcomed over 20 million customers during 2010 - an 11% increase, year on year.

May we take this opportunity to wish you good trading for 2011. Remember we're here to help you so please do contact us at any time.

The Galleries returns to Bristol!

The Mall Bristol, which sits at the heart of the city centre's vibrant shopping district, has been sold and will revert back to its original name – The Galleries.

The centre was bought in 2004 by Capital & Regional and Aviva's Mall fund and, after a period of significant investment and refurbishment, The Galleries was renamed as The Mall Bristol. Some seven years on, and following the completion of the sale which passed at the end of last week, the Centre's new owners, HSBC European Active Real Estate Trust, have announced that their first act will be to restore the original name, The Galleries.



Christmas in the city 2010

Feedback relating to Bristol's Christmas attractions has been extremely positive. The combination of the grotto, the skating rink, the Christmas markets, the lights and our fantastic city centre shopping offer was appreciated by retailers and customers alike.

Destination Bristol's marketing team achieved some excellent and far-reaching PR coverage for the city centre retail area. For the full detail, please look at the marketing and PR updates at <http://www.bristolbroadmead.co.uk/site/broadmead-bid/downloads>

We're determined to make Christmas 2011 even better and have already held our first Christmas planning meeting!



Help us to help you!

Please keep the Destination Bristol marketing team informed of any seasonal promotions, in-store events, seasonal product lines, and anything else that is new and exciting that the team can promote through the media, the Visit Bristol website, and the Bristol Shopping Facebook and Twitter pages. The marketing team is currently working on a 'spring clean your wardrobe feature' and also wants to hear from retailers about Valentine's Day, Mother's Day and Easter as well as from those who are releasing special royal wedding-related products.

Please send relevant details to Anna Simms at anna.simms@destinationbristol.co.uk

Cleansing & maintenance

Please do remember that cleansing and maintenance are important parts of BID 2. Our remit is to ensure that an enhanced level of cleansing is provided with the help of our cleansing team and that issues are dealt with as they arise. We are also very keen to ensure that the city centre retail area continues to be well maintained – we work very hard to ensure that contractors who carry out work in the area re-instate all materials to a high quality. Please let us know if you have any queries or concerns relating to the cleansing or maintenance of the BID area.



City Centre Retail Strategy Session

As part of our on-going efforts to provide best value to our stakeholders, we are holding a strategy session on the afternoon of the 9th February. The aim of the event is to define priorities for the remainder of BID 2 and to look ahead to issues which might be addressed by a possible BID 3. For more details please contact jo.hawkins@destinationbristol.co.uk

Policing

With the help and support of the city centre retail police team, further decreases in retail crime have been achieved – a 7% reduction in shoplifting was achieved in December versus the same period in 2009.

This year's "Cop Shop" located in The Galleries during December attracted over 4,000 visitors – a massive increase on the previous year. It gave the police team the opportunity to liaise with the public and to give out advice relating to the safekeeping of personal possessions.

To join our successful crime reduction initiative, the BCRI, email jo.hawkins@destinationbristol.co.uk for further details

The next police "surgery" will be held on 8th February from 10-2pm in Wilkinsons. If you would like to host the next event, please call the police team on 927 3958.

Police Beat Team & PCSO of the year awards

We would like to extend our congratulations to our city centre retail police team which has been awarded Beat Team of the Year and also to PCSO Warren Vincent-Rodgers who has been awarded PCSO of the Year. The police team has worked with us very closely over the years and has been very successful at dealing with begging and anti-social behaviour as well as working in partnership with us all to reduce shoplifting. Warren was instrumental in setting up the "Cop Shop" referred to above. Well done to all as they head towards the Force and hopefully, the national awards.



A-boards

Please note that only one A-board is permitted outside your store and this must be positioned against the building. It is an obstruction to have A-boards in the middle of the pavement and can make it difficult for customer access. Thank you all for your cooperation with this matter.

John Wesley Chapel



Work on the creation of a garden in the Broadmead courtyard of the New Room is continuing and it is hoped to have it completed by mid-February. The contractors were interrupted by the snow and ice before Christmas and the project is also being archaeologically recorded. Once finished, the garden will be available to visitors and shoppers to enjoy during the New Room's regular opening hours (Monday to Saturday 10am to 4pm) and will incorporate 18th century features such as boxed hedging and espalier trees. The formal opening will take place on 24th May which is Wesley Day.

Gok's Roadshow Filming at Cabot Circus - Friday 28 January, 5pm



Gok Wan loved Bristol so much he's back - and this time he's bringing his entire team with him! On Friday 28 January, Cabot Circus will be hosting Gok Wan's Channel 4 programme, 'Gok's Roadshow'.

As part of the new series, Gok is taking his catwalk show on the road in a bid to help Britain's style-starved women. Gok will also take on fellow style expert and fashion foe, Brix Smith-Start, in the high street versus designer face-off. Models will be sent down the runway to show off different outfits chosen by Gok, championing the best of the high street, and by Brix, who favours exclusive designers, while members of the audience get to vote on their favourite. But, you'll just have to wait to see who comes out on top, Gok or Brix? For fun, fashion and drama, don't miss the catwalk finale outside House of Fraser under the glass roof at 5pm on Friday 28 January.

Fairwear Fashion Show



Bristol will celebrate Fairtrade Fortnight 2011 in style with a focus on fashion in the city centre shopping area. The Fairwear Fashion Show, sponsored by FiveG at Debenhams, will take place on Saturday 5th March in The Galleries and feature Fairtrade and organic fashion. The event has been organised by Bristol Fairtrade Network in partnership between the Soil Association and the University of the West of England (UWE). Fashion students from UWE are designing and modelling their own Fairtrade range whilst Miss Bristol will make a special appearance modelling a Fairtrade and organic wedding dress made by a Bristol designer. Alongside the Fashion Show, there will also be a large exhibition of other Fairtrade items, such as beauty products and jewellery, to showcase the range of Fairtrade goods available from many Bristol city centre retailers including, Lush, Shared Earth, Starbucks and The Body Shop.

Bristol hosts the Garden Life Show

Gardening fans in Bristol can celebrate their passion for outdoor living when a new three-day event is unveiled in locations throughout the city centre retail area this spring.



A partnership between Destination Bristol, The Galleries, Cabot Circus and The Evening Post, The Bristol Garden Life Show which will take place between 15 and 17 April 2011, will showcase the best in the world of gardening. Visitors will have the chance to talk to experts about gardening techniques and there will be the opportunity to buy locally grown produce at a special farmers' market in Quakers Friars. More details later.

Burger Deli & Copper Kitchen



Why not try a change of venue for breakfast or lunch? Check out The Copper Kitchen which offers a wide range of take-away food including sandwiches, wraps and salads. Or for a wide range of gourmet burgers made fresh while you wait, try The Burger Deli. Both units offer an extensive menu including a wide selection of hot and cold drinks.

Proposals to develop the former Magistrates' Court

Consultation took place in November regarding Deeley Freed's proposals for developing the former Magistrates' Court on Nelson St. Redevelopment of this site offers opportunities to create new high quality buildings which will enhance the local area, create an improved setting for the nearby listed Church of St John the Baptist and act as a catalyst for further regeneration.

The proposal is to demolish the present buildings and replace them with a new mixed-use scheme comprising a new Travelodge hotel and a student accommodation building with alternative Class A1/A2/A3 & A4 uses at ground floor level.

Since the consultation took place the team has been considering the various views and comments expressed in order to finalise the scheme and prepare a planning application, which will shortly be submitted to Bristol City Council. We'll keep you informed of progress.

Holiday Inn city centre



Work is well underway on a new hotel which will be located on Bond St, across the road from the retail area. The hotel will include 155 bedrooms and is expected to be completed at the end of March 2011. We will keep you updated on this new addition as work progresses.

St James Barton

Plans are 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. The group is now looking for entertainers who would be interested in performing in the area, traders who would be interested in having a stall or anyone who would just like to become involved. Current plans also include public art and improving the green areas.

To find out more or to become involved please visit: www.the-bear-pit.org.uk



City Of Bristol College is looking for retailer support

Can you help to introduce the next generation of retailers to the exciting and varied retail world? City of Bristol College is running a unit called **Understanding retailing** (BTEC National Diploma Business) and is looking for retailers to host a group of students for an hour to talk to them about their business including the structure and organisation of their store, distribution and customer service).

The sessions must be held on Mondays or Tuesdays and last approximately an hour. The students will be aged mainly 19-20 with some mature students. It is hoped that these sessions can start as soon as possible. If you can help please email abdul.babou@cityofbristol.ac.uk



Car and Van special offer for city centre retailers

Budget Car and Van Rental at 10 Fairfax St, are offering city centre retailers a 15% discount on all car and van rentals until the end of February 2011. In order to take advantage of this offer, please call 0117 316 9090 and quote DESTINATION BRISTOL. Terms & conditions apply.

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 – 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 16th February 2011, 9.30am, venue tbc

BID 2 marketing meeting – Tuesday 15th February 2011, 10am, venue tbc

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

jo.hawkins@destinationbristol.co.uk