

Broadmead News

JULY 2010

*Aiming to keep Broadmead
retailers informed*



Sales & Footfall

Given the current economic climate, it is encouraging to see that the positive sales trends appear to be continuing, with some stores reporting good increases versus last year. Footfall also continues to improve and we are hoping for a strong trading period as we head towards the summer holidays. Please do contact us with feedback on how you are performing. It would be great to hear from you, whether you can share your data with us or just provide us with an overall picture of your performance.



Store news

Congratulations to Barclays on their fantastic new store at The Podium; this is a great addition to Broadmead. Welcome also to Caffe Nero on Union St, Martin's Chocolatier on The Horsefair, Bristol Tailoring on Bond St and to Crystals in The Mall Bristol, who have taken a second unit in Greyhound Walk. Please let us have details of any modernisations you may be planning. We would like to congratulate Silver Scene in The Arcade on their recent upgrade.



Help us to maintain our high standards

Please help us to present our best appearance to customers at all times. It is acceptable to have one A-board only per store and this must be up against the building so as not to cause an obstruction. Additionally, it is never acceptable to display products outside your store. Please make sure that your refuse is disposed of correctly and, for those stores with a rear access onto a court, these areas must be kept tidy at all times. Please call Jo on 925 7053 if you require any clarification.



Market trading on Merchant St North

The implementation of the new market trading regime beneath the canopies on Merchant St North is planned to commence on 1st August. This will see the traders using more suitable display units and using the electricity points provided rather than the current generators which detract from the upgraded environment in Broadmead.

Kiosks

There remain some final issues related to the leases to be resolved with the two kiosks on Broadmead East and the kiosk on Merchant St South. These units have been fully let and should be occupied in the near future.

The new kiosk on Broadmead West is also nearing completion. Darren McMahon, who many of you will know from The Tudor Cart, will be opening his new venture here in half of this unit at the beginning of August. We wish him the very best of luck. The other half of the unit is being actively marketed—more news soon.



Dressing vacant shop frontages

We are investigating the possibility of dressing some of our vacant shop frontages with exciting vinyls (the picture shows what can be achieved—the unit has been transformed into a “virtual shop” and the effect is amazing). Depending on costs, we hope to trial this in Broadmead.

We are always looking for low-cost ways to further improve the Broadmead area, so please email jo.hawkins@destinationbristol.co.uk if you have any ideas or suggestions.



The Big Issue

We are planning to paint stencils of The Big Issue logo on the ground to indicate the agreed Big Issue pitches in Broadmead. This will then make it clear where Big Issue vendors are permitted to sell.

We have a good working relationship with the The Big Issue office. The vendors must operate according agreed guidelines if they wish to sell in Broadmead. If you encounter any problems, please call 0117 942 8538.

Security matters

Representatives from the police, The Mall Bristol, Cabot Circus and Broadmead meet on a monthly basis to discuss any issues related to policing and security. We would love to have more retailer involvement at our **police management meetings**. Please call Jo Hawkins on 925 7053 if you would like to become involved.

The next **police “surgery”** will take place in Sainsbury’s on Wednesday 4th August at 10am. If you are interested in hosting a session please call the police team on 927 3958.

Our informal **police security meetings** continue to take place on the first Thursday of each month at Cabot Circus at 10.30. All security staff and store managers are welcome.

For more information on any of the above, or if you are interested in joining our successful crime reduction scheme, the BCRI, please contact Jo Hawkins.



St James Barton

A second mural is now in place in the St James Barton underpass. As with the first mural, this one was created and sprayed by members of the Youth Offending Team, working with Bristol City Council and a local graffiti artist. There are plans to look at how this area can be used in order for it to become a more appealing entrance way into the city centre. If you have any ideas, please contact us.

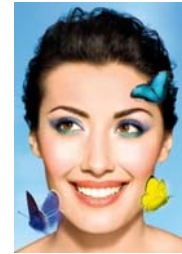


Clean Britain Awards

We are entering the Broadmead BID area into a national competition which looks at how cities work in partnership with organisations to provide a high standard of cleansing. The BID, funds from which increase the normal spend on cleansing in Broadmead, is a great example of how standards can be raised and maintained. With the help of our great cleansing team, we’re sure that we stand a good chance of scooping a prize. More news next time.

Hobbs Fashion Programme

Broadmead secured a last minute deal in June to advertise in the Hobbs Fashion Show programme – a highlight event in Bristol’s fashion calendar. A full page advertorial was featured positioning Broadmead as more than a shopping destination and showcasing our World Cup Sanctuary event which took place later in June. The programme was available at the Colston Hall-based event and in Venue magazine, reaching more than 14,000 readers.



Bristol Motor Show



Broadmead’s participation in the Bristol Motor Show, along with The Mall Bristol and Cabot Circus, was promoted heavily in Bristol’s print and online media. The event boasted nearly 70 cars, The Stig and Lewis Hamilton look-a-likes, and a giant scalectrix. As a Bristol Evening Post supported event, we were able to secure numerous pieces of coverage in the paper, encouraging even more people to visit than last year. Another successful Broadmead event.

St Paul’s Carnival Unwrapped

Once again, we teamed up with St Paul’s Carnival to give our customers a sneak preview of this colourful annual event. On 19 June, visitors to Broadmead were treated to a flamboyant procession and Broadmead’s biggest conga line, as well as performances from a string of Bristol’s unsung musical heroes and mask-making workshops. The event was promoted throughout Bristol media, including interviews with BBC Radio Bristol, Jack FM and ITV West.



World Cup Sanctuary



On 26 June we offered our customers the chance to escape the football and indulge in some free pampering. Offering massages, make-overs and manicures, as well as face-painting and children’s entertainment, the event proved a real hit, keeping everyone busy throughout the day. A tie-up with the Bristol Evening Post gave readers the chance to claim a free cup cake and there were lots of other competition and raffle opportunities on the day. Thank you to all retailers who become involved in this event.

Performances in Broadmead

We have been successful in working with various local dance schools and performers who are enjoying promoting their schools and acts in Broadmead while entertaining our customers. This is a great low-cost way of providing shoppers with that added extra as they shop here. We look forward to welcoming more entertainment through the summer holidays.



Mall Bristol Retailer Awards



This great event was held at The Lanes on 15th July. Over 200 guests attended the 50’s themed event with Robert Dyas scooping the award for The Overall Best Retailer of The Mall Bristol 2010. Congratulations to them and to the other stores which also received recognition for their hard work over the past year: Georginas, Evolution, Azuza, Argos and Hawkins Bazaar. A great night was had by all.

Great British Days Out in Broadmead

Broadmead is the place to be on Saturdays this summer as our fun-filled themed events kick off on Saturday 24th July with *Broadmead's Blooming Great Tea Party*.

Our other events will take place as follows:

- 31st July—Pirate Adventures
- 7th August—Circus Extravaganza
- 21st August—Oh I do like to be beside the seaside
- 28th August—Medieval Mayhem



To promote the events, we have linked up with Heart FM as well as advertising in the Bristol Evening Post and on posters around Broadmead and The Mall Bristol. We'll also be carrying out lots of PR to further maintain interest and drive footfall into the area. We will be holding a number of competitions over the coming weeks, both at our events and on our website. If you are able to provide competition prizes or are interested in becoming involved in any of the events please email broadmead@grayling.com for more information.

Come and have a go in The Mall Bristol's Cash Cube



As part of Broadmead's Great British Days Out, The Mall Bristol is offering shoppers a free go in their Cash Cube! In 30 seconds, entrants grab as many tokens as they can – instant cash can be won, as well as free beauty treatments at FUSS, retailer discount vouchers and a chance to win the grand prize! The Cash Cube will be on the ground floor of The Mall Bristol on each of the following Saturdays: 24 July, 31 July, 7 August, 21 August, 28 August 10.30am – 4.30pm. For more details, visit www.themall.co.uk.

Bristol's Best Dance Act— Coming soon!

Whether your passion is street, hip hop or ballet, **The Mall Bristol** is searching to crown Bristol's best dance act. Participants will be invited to come and show off their skills by entering Bristol's hottest new dance competition. Two rounds of heats will lead to a Grand Final with celebrity appearances and much more! Sign up for updates at: www.bristolsbestdanceact.com. Online registration will start late July. Dancers of all styles are welcome. Heats and the Final will be held in October in The Mall Bristol. For all enquiries, please contact info@bristolsbestdanceact.com.



Broadmead Focus group

We are looking for local people to join the Broadmead Focus Group. The group will meet once a month to discuss perceptions and experiences of shopping in Broadmead, what we're doing well and what improvements can be made. Please contact us at broadmead@grayling.com if you know of anyone who would like to take part.



Follow Broadmead & The Mall Bristol on Facebook

Both Broadmead & The Mall Bristol have Facebook pages where you and your customers can keep up to date with competitions, events and promotions. Become a fan of The Mall Bristol by simply logging on to www.facebook.com/themall.bristol For **Broadmead**, visit www.bristolbroadmead.co.uk and click on the links to Facebook and Twitter at the bottom of the home page.

