

Broadmead News

Aiming to keep Broadmead retailers informed



Sales & Footfall

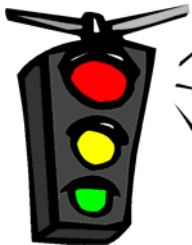
Following a strong last quarter of 2009 the positive sales trend appears to be continuing into 2010. Footfall continues to improve versus the same period last year. We recognise that the current economic situation is difficult, however many retailers are now beginning to see light at the end of the tunnel. Any feedback you can give us on how your store is performing would help us to have a better idea of Broadmead's performance as a whole.

New stores & modernisations



We are delighted to welcome several new stores since our last newsletter including Sainsbury's on Broadmead East, Café Mocha on Union St and Fabric Land on Bond St. Welcome also to @Moss in The Mall Bristol. We can reveal that Two Seasons, a surf, skate and ski store will be opening at 89—95 The Horsefair in the near future as will Princess Inaya, a cosmetics and wig shop on Union St. Barclays will be opening a fantastic new flagship branch in the ex-New Look store in the summer.

It is always good to see investment into existing Broadmead stores and we congratulate KFC on Union St and O2 on Broadmead East on their recent great new store improvements.



Traffic lights switch off and then back on again!

Bristol City Council recently carried out a trial of switching off the traffic lights at the junction of Union Street and Nelson St. The aim was to see if this would improve the flow of traffic around the city centre. The trial has now been completed and the traffic lights are now back on. Bristol City Council are reviewing the results before deciding on a future course of action. We will keep you updated.



Union Gate

The property owners will be launching a new campaign in the near future to promote the area now known as Union Gate at the bottom of Union St (see picture). This will include attractive new promotional panels on the shop fronts. We understand that the retail property market is beginning to show signs of improvement which is very encouraging. We hope to be able to announce some new retailers for Union Gate as we move into the Spring.

Kiosks

The three kiosks which have recently appeared on Broadmead East and Merchant St South are fully let and will be occupied by West Cornwall Pasty Co., Ben's Cookies, Shakeaway, Hot Dog Deli and Dinner Jackets in the next few weeks.

A further kiosk will be installed on Broadmead West in the near future - this will provide a home to a further two tenants. More information will be shared once it is available. Watch this space!





The Horsefair & Penn St

The trial aimed at reducing the number of private vehicles using this route does not appear to be working. It is planned to continue until the summer when it will be reviewed by Bristol City Council. Please send us your comments regarding this trial and your thoughts on the overall aim of the trial—to work towards removing all vehicles from this route through Broadmead and Cabot Circus during trading hours. We will then pass on the views of the retailers to the relevant officers in Bristol City Council.



Primark

Congratulations to Primark who have been awarded *Store Design of the Year* for the Broadmead store at the prestigious Retail Week Awards. Primark is a fantastic addition to Broadmead and it is great to see them receiving this award for innovative use of the building. Well done to all involved.



A-boards

Please note that stores in Broadmead are currently permitted to have only one A-board outside. The A-board must be of good quality and placed up against the line of the building. It is not acceptable to cause an obstruction by placing A-boards out into the street—not only do they cause an obstruction but they make Broadmead look cluttered. Please ensure that you follow these guidelines.

Static signage

We have recently updated the static signage map panels in Broadmead to reflect the current shopping offer. The maps have been produced and will be installed in the panels in the near future. We know that it is important to provide the correct information for customers regarding where they can find all the great stores Broadmead has to offer and will aim to continue to keep the information up to date.



Broadmead Easter opening times

Broadmead will be open the following times over the Easter period:

- Good Friday (2nd April) - 9am-6pm
- Easter Saturday (3rd April) - 9am—6pm
- Easter Sunday (4th April) - CLOSED
- Easter Monday (5th April) 10am-5pm

Destination Bristol to fund non-visitor research project

We are planning to carry out research into why some people do not consider Bristol city centre as a destination when choosing their shopping destination. The research will be carried out in six of our competitor destinations (Bath, Cheltenham, Cardiff, Exeter, Swindon and Taunton). The results will be available in July and we have great hopes that this study will help us to better focus our marketing activity going forward. If you require any further information at this stage, please call Jo on 925 7053.



Working with NCP

We are delighted that NCP have plans to work more closely with retailers in Broadmead. Rob England, the newly appointed Business manager for NCP Bristol & South West, an ex-retailer himself says “ I can really understand that the shopping experience for customers includes the journey, parking & the visit to the actual shops; I am very keen to work with the retailers in promoting Bristol as a shopping destination and I hope to build strong working relationships going forward to the benefit of all. “



We look forward to working closely with Rob in the future.

Market trading on Merchant St North

You will be aware that we have plans for the market traders to trade under specially made canopies. We have had some teething problems with the canopies but these are now mostly resolved. We are now working towards implementing this new market trading regime and we hope to have more news for you soon.



Security matters

Please note that the **monthly security meetings** are now held on the first Thursday of each month at 10.30 at Cabot Circus. These meetings are aimed at security officers and store managers and cover all aspects of security in Broadmead & Cabot Circus. This is your opportunity to meet with the Broadmead police team, to exchange information with other security staff and to ask for any help and advice you may need.



The police will be holding their next **high-profile event** on the ground floor of Bhs on Saturday 10th April from 10am—1pm. This provides the opportunity for customers and staff to discuss non-urgent policing matters with the neighbourhood police team.

Any stores wishing to join the **Bristol Crime Reduction Initiative (BCRI)** which includes having a shop safe radio as well as photos of prolific shoplifters please contact Jo on 925 7053 for more details.



Happiness is...the Lightbox project in Broadmead

Light Box, The Happiness Project will take place on Union Street, Broadmead (next to Greggs) throughout March. The project involves free public art workshops that promote positive thinking and has been devised by local artists and leading positive psychologists to help promote the importance of mental health. Why not get involved? For further information, please contact Lucy Duggan – project development on: 07814 094 227, or email

info@wearelightbox.co.uk This is an ideal example of how to utilise vacant stores.

Swap your old batteries for new ones

The Mall Bristol has teamed up with battery manufacturer, Varta, and recycling provider, Battery Back, to help reduce the amount of free batteries that end up in landfill. While stocks last, simply take your old batteries to the Ask-Me-Point on the ground floor of The Mall and you will receive a free pack of AA batteries. The recycling bin will be a permanent fixture so don't forget to recycle your old batteries in the future.





Broadmead & The Mall Bristol shopping and travel guide

We are planning to produce new guides for our customers in the near future. These will list all our stores and include a location map. Additionally, the guide will feature travel information showing just how easy it is to access Broadmead. An on-line version will be on our website for people to download and we will also print copies for customers to pick up when they're in Broadmead and need to find your store! Once copies are available, we will ensure that you receive some.

Busking in Broadmead

Broadmead's improved street-scene appears to be attracting some good quality street performers and buskers into the area. This is fantastic news as one of our main aims is to animate the streets and to provide quality entertainment for customers. As the weather improves we hope that Broadmead will act as a stage for many more performers. For those of you who enjoyed LeRoc, the Bristol-based dance group with their exciting mix of salsa and Rock 'n' Roll, they will be back in Broadmead on Saturday 27th March.



Visit Broadmead!

Our monthly ebulletin was sent out earlier this month, encouraging customers to come into Broadmead to sample the great Mother's Day offers available in many stores. The ebulletin is a great way to showcase your products and offers; please contact Jo on 925 7053 with your ideas for future editions. The ebulletin is also a useful tool for encouraging recipients to visit the Broadmead website where all Broadmead stores are listed.

Cleansing

We are very lucky to have a great cleansing team in Broadmead, which proactively seeks to ensure that Broadmead is as clean as possible at all times. A group of people who recently visited Bristol from all over the UK complimented us on the standard of our cleansing—well done to all involved. If you have any issues with cleanliness please call Colin Owen on 07974 233085.



Graffiti

We are suffering from a spate of graffiti on buildings in Broadmead. The cleansing team is helping us to remove the tagging but we need to address the root of the problem. Please photograph the graffiti and email it to Mark Fordham—the local police officer responsible for finding the people who carry out this vandalism: mark.fordham@avonandsomerset.pnn.police.uk. Please also contact Colin Owen on 07974 233085 who will arrange for the graffiti to be removed.



BID 2 marketing meetings

The next BID 2 marketing meeting will be on Wednesday 21st April at 10am. These are the meetings in which we plan Broadmead's marketing for the future and review how we spend the money you contribute to the BID. Please do join us—it's important that we receive your input. For more information about these meetings, please call Jo on 925 7053.