

City Centre Retail News

May 2011

Store News

Welcome to Cheque Centre which has recently opened on St James Barton near to Primark and also to Carole's Crafts in The Galleries.



It is great to see retailers investing in their properties - congratulations to Clintons on Broadmead East on the recent modernisation of their unit – it looks really good. Argos has also been refitted to offer its customers a more convenient shopping experience in a lighter more open environment. The jewellery and watch departments have been updated, and a hands-on technology area has been introduced with touch screen monitors.

Carphone Warehouse next to Marks & Spencer will be closing for 2 weeks at the beginning of June for a major modernisation. The store will be transformed into a 'wireless world' store with technical specialists on hand to offer advice on the new wider range of products.

Sales & footfall

Retailers' reports regarding sales and footfall are still mixed. There is no consistent pattern within our large City Centre Shopping area. Encouragingly, it looks as if we are still outperforming comparable locations in the region.



A new pattern re Sunday trading is developing which shows that sales and footfall are dropping dramatically with Saturday becoming even stronger; your views would be appreciated.

As we move into the summer hopefully the weather will be in our favour and can begin to establish positive sales and footfall trends.

Please do keep supplying relevant sales / footfall information to Jo Hawkins; we will continue to collate an overall picture.



BID 2 Spring advertising campaign.

This exciting campaign is now underway and will run until the end of May. The aim is to encourage residents in our competitor towns and cities to "Discover Bristol – The South West's shopping capital". Using a three-pronged approach we are advertising on bus sides in Bath, Cheltenham, Stroud, Gloucester, Taunton, Wells, Weston-Super-Mare, Yeovil and Swindon and on posters at rail stations (see image) in Bath, Cheltenham, Gloucester, Swindon, Taunton and Weston-Super-Mare. The campaign also includes radio advertising with Heart FM in Bath, Somerset, Wiltshire and Gloucestershire featuring competitions to win prizes to the value of £2,000. We are hoping to encourage as many people as possible to come and discover our fantastic city centre retail offer.



BID 2 Marketing & PR

The **Garden Life Show** which took place for the first time from 15th - 17th April was hailed a great success. The sun shone on this event which created a real buzz in the whole city centre retail area. We're looking forward to an even better event next year.

Please keep the marketing team updated on any offers, promotions, in-store events and activities you're organising so that these can be communicated through the monthly Bristol Shopping email newsletter and also promoted through the Bristol Shopping Facebook and Twitter sites.

We're currently looking for anything we can promote related to **Father's Day**, so please do get in touch.

Please contact anna.simms@destinationbristol.co.uk with any marketing queries – we're very keen to help!



Bristol Motor Show

Bristol's city centre streets will be transformed into a unique 'showroom' from Friday 20th - Sunday 22nd May, as the Bristol Motor Show showcases some of the UK's best known car dealers.

The whole city centre shopping area including Cabot Circus and The Galleries will join forces for this three-day spectacular. Bristol Motor Show 2011 is run in partnership with the Bristol Evening Post and brings together a wide selection of local car dealers including Suzuki, Land Rover, Saab, Lotus and Jaguar. After 2 successful years, we're very much looking forward to hosting this great event once again.



Interactive car parking map for city centre shoppers

A new interactive map has been launched to help shoppers easily discover a wide range of new car parking options in Bristol city centre. This is to promote the many options available in the city centre, including Cabot Circus, The Galleries, many NCP locations and Gardiner Haskins. All car parks have highlighted their most up-to-date parking tariffs with helpful information to guide each car-borne shopper to find the most suitable car parks in the city centre shopping area. These are now clearly illustrated on an interactive map developed by tourism management organisation, Destination Bristol, and available on www.visitbristol.co.uk/parking



The New Room / John Wesley Chapel

A new garden has been created in the Broadmead Courtyard of the New Room/John Wesley's Chapel using themes which echo mid-eighteenth gardens with formal layouts, clipped hedges and well proportioned lines and areas. It will provide a 'green oasis' for visitors and shoppers to enjoy in the heart of the city and offer a more suitable setting in which to welcome people to this historic chapel; the oldest Methodist building in the world, dating from 1739. The garden will be/was formally opened on 24th May (Wesley Day) by the Lord Mayor of Bristol.

If you haven't done so already, please do take a look.



Policing

Welcome to PC Jeanette Cadden who is now a permanent member of the city centre police team. Jeannette has been working as an attached office to the team and has made a very positive impact.

The police held another successful *surgery* in Superdrug on 6th May. If you are interested in hosting the next surgery, please contact the police team on 927 3958.

For details of how to join our successful crime reduction initiative, the BCRI, please email jo.hawkins@destinationbristol.co.uk Membership includes a shop safe radio and colour photographs of prolific shoplifters.



Bristol 10K – Traffic and road closures

The Bristol 10k takes place on 15th May, and as a result there will be some road closures on the day around the city.

A map of road closures and time table is available to download at http://www.runbristol.com/files/10K_TrafficTravel2011.pdf

Full details are at <http://www.runbristol.com/10K/78/Travel-information.aspx>



Summer in Quakers Friars

Cabot Circus is embracing the sunshine and the village green has once again returned to Quakers Friars! Complete with plenty of deck chairs to enjoy soaking up the sunshine and giant outdoor games, it's the perfect place to chill out in the city centre and it's all free-of-charge.



Work experience - Jobcentreplus

Is your business interested in supporting young people who are looking for work? Are you committed to engaging with your community and developing local talent and skills? Could you provide young jobseekers with a positive experience of the working world? If the answer to these questions is 'yes' please contact godfrey.owen@jobcentreplus.gsi.gov.uk or call Godfrey Owen on 07789 270967.



Holiday Inn Bristol city centre

Welcome to staff at this new hotel which is gearing up to open its doors to the public in the next few weeks (opening date to be confirmed). Just across the road from the city centre retail area, the hotel has 155 bedrooms, a mini-gym, a restaurant and conference facilities. We wish them all the best for the launch and look forward to working with them in the future.



Procession of Professions

This event is part of the opening weekend celebrations for M Shed, the new museum of Bristol. Participants are invited to revive some ancient civic traditions to represent and explore the nature of Bristolness and Bristology.

The Lord Mayor has kindly agreed to lead the procession, which will come through the city centre retail area, in his magnificent formal robes. Groups of people, in sixes, are now needed who will represent the current Bristol professions, trades, businesses and occupations to create the parade wearing iconic costumes of their own choosing. For more information check out www.visitbristol.co.uk



Taking the PAIN out of hospital parking

The NHS in partnership with Cabot Circus runs a **FREE** shuttle bus service to anyone with an appointment form for any of the main Bristol City Centre hospitals and transports on average around 200 people a day.

All you have to do is show your appointment card to the staff in the office on level 3 of Cabot Circus car park and your parking will only cost you **£1 per hour up to 7 hours.**

For more details visit www.cabotcircus.com



Win a £500 Kuoni Gift Card!

Pop into your local Kuoni store at 21 Penn Street (opposite Cabot Circus) and you could win a £500 Kuoni gift card to put towards an incredible holiday. Just fill out an entry form in-store with your details. While you're in Kuoni's chic store, have a chat to the friendly team who have travelled the world. You can also watch travel videos, relax with a brochure and enjoy a glass of Champagne while a Kuoni expert tailor makes your next relaxing escape or thrilling adventure.

For more information, please call the store on 927 2009 or email bristol.sales@kuoni.co.uk

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

The independent charity Crimestoppers (To give anonymous information on who is committing crime) 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 – Thursday 23rd June 2011, 9.30, venue tbc

BID 2 marketing meeting – Wednesday 1st June, 10am, venue tbc

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