

Broadmead News

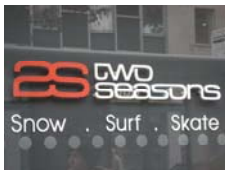
Aiming to keep Broadmead retailers informed



Sales & Footfall

Encouragingly, sales in the first quarter of 2010 appear to be continuing to show signs of growth. While times are still tough for some, it would appear that those retailers retaining a competitive edge are faring well. Footfall versus last year has also increased and it is hoped that as we enter the warmer months we will see this trend continue. If you are able to share your sales figures with us, this would help to give us a clearer picture of sales as a whole. Figures would of course be treated confidentially.

Store news



We would like to extend a big welcome to the new stores which have opened recently: Two Seasons on The Horsefair, News Junction and Princess Inaya on Union St, Quick Stitch in The Arcade, Café Net on Bond St and Premier Leather which has moved into Merchant Street North. Welcome also to Mostyns and the The Sale Shop in The Mall Bristol.

We can report that the fit-out of the new Barclays store at The Podium is really taking shape; this will be a great flagship unit for Barclays when it opens later this summer. Finally Select, also at The Podium is gearing up for opening in the near future.



Head—a new look!

Head in The Mall Bristol has recently re-launched as a fully-fledged entertainment retailer. Books, posters, accessories and vinyl have been added to the range, and there is a full order facility available. Head will soon be hosting a whole range of events on a weekly/fortnightly basis, including bands performing in store and exhibitions by local artists. Do pay them a visit and check out the comprehensive sections of Rock'n'Roll, Rockabilly and Soul/Funk as well as a large selection of Classical, Jazz, Blues, World and Country. For more information, call 929 7798.



Market trading on Merchant St North

Progress is being made regarding the implementation of the new market traders regime on Merchant St North. Tests are currently being undertaken with one of the canopies and the plan is for all market traders to operate under these uniform structures, rather than from their current units, by the beginning of June. This will not only improve the look of this area but electrical pop-up supplies will mean the end of noisy, unpleasant generators.

Kiosks

It is hoped that the three completed kiosks on Broadmead East and Merchant St South will soon be occupied. These units are fully let but there are just a few issues relating to the leases to be finalised.

Work on the kiosk on Broadmead West is now well underway and due to be completed by the end of May. The hot food trader currently trading as The Tudor Cart will move into half of the unit; a property agent is currently being appointed to find a tenant for the other half.





Bristol prepares to become one of first to achieve Purple Flag status

Cities that achieve Purple Flag offer a first-class, wide ranging evening and night-time experience. All aspects of the night time economy of the city are looked at including shops, restaurants and cinemas. Bristol will be assessed in late summer 2010. A working group consisting of Bristol City Council, the police, Safer Bristol, Destination Bristol and other key stakeholders will be actively involved. For more information please email john.hirst@destinationbristol.co.uk.

Big Issue pitches

Please note that the official Big Issue vendor pitches are as follows:



- **Broadmead:** outside Sainsburys, Superdrug & Ann Summers
- **St James Barton:** outside Debenhams, at the top of subway ramp
- **The Horsefair:** outside McDonalds and Starbucks
- **Nelson St:** outside H&M
- **Union St:** outside Barclays Bank

If you have any problems with Big Issue sellers please contact The Big Issue office on 942 8538.

Security matters



Please all bear in mind that the Broadmead police team are on hand to provide retailers with help relating to safety and security issues and radionet training. You can contact the team on 927 3958 for non-urgent matters.

Please also note that the **monthly security meetings** take place at 10.30am on the first Thursday of each month—all security staff and / or store managers are welcome.

If you are interested in joining our successful crime reduction scheme, the Bristol Broadmead Crime Initiative (**BCRI**), which includes hire of a shop safe radio, please contact Jo Hawkins on 925 7053.

All BCRI members please note: although the police and PCSOs are currently carrying a shop safe radio, you must report shoplifters on the 0845 456 7000 number so that all crimes are properly logged.



Streetcar launches in Bristol

The company, which offers a range of vehicles on a pay-as-you-go basis, has Streetcars sited in 20 strategic city centre and residential locations. They will be promoting the service in Broadmead on Saturday 22nd May. The overall plan is to improve access opportunities into Bristol city centre. All it costs is a initial £60 membership fee, then £4.95 an hour for a Polo or £6.95 an hour for a BMW. For more information, email david.showler@streetcar.co.uk

Cleansing and maintenance

We are aiming high and allocating additional resource every day to keeping Broadmead clean and well presented. If you have any feedback or concerns please let us know and we will address the problem immediately. Behind the scenes is also important. All store managers must dispose of their trade waste properly. There have been a few problems recently and this sends out the wrong message to our staff and customers. If you require any guidance please call Colin Owen on 07974 233085.

Grayling, Broadmead's new marketing agency

The team from Grayling are now working with us on all PR and marketing initiatives. You may have already been approached by them in relation to contributing to future editions of the monthly e-bulletin and to the *Dare To Bare* press release which will feature body-beautiful tips and link into the launch of the *Sex & The City* film on 28th May.



Our Broadmead BID 2 marketing meetings take place on a monthly basis and all Broadmead & The Mall Bristol retailers are welcome—please just call Jo on 925 7053 for further details. These meetings provide opportunities to help you promote your store and for you to have an input on how we promote Broadmead as a whole.

Marie Curie Cancer Care

The partnership with our chosen charity of the year got off to a great start on 17th April. Marie Curie provided children's entertainment and lots of retailers became involved in the event which raised a fantastic £1,221.44. John and Jo from Broadmead management both ran the London Marathon for Marie Curie on April 25th and succeeded in raising over £6,000 between them. This great charity needs all the help it can get to care for terminally ill people in their own homes. We hope more retailers will become involved in our future partnership events.



Evening Post competition—£1,000 of prizes to be won



We have joined forces with The Evening Post to run a competition from 10th—15th May. Readers had to answer a simple question and collect three tokens to be in with a chance of winning £300 to spend in Parsons, a £250 voucher from Kuoni, a £250 Primark voucher, a £50 Boots voucher and prizes from Early Learning Centre and Gamestation. Thank you to all retailers who have donated prizes for this competition. There will be a photograph of the winner being presented with these great prizes later in the month, ensuring more publicity for Broadmead and the stores involved.

The Bristol Motor Show 2010



We are once again working closely with The Evening Post, Cabot Circus and The Mall Bristol to host the Motor Show throughout the whole retail area from 4th—6th June. Thirteen car dealers have already signed up with more to come and the plan is to ensure an action packed weekend with entertainment for all to enjoy. The event was popular with motorists and their families last year and we look forward to welcoming even more people into Broadmead this year.

5 Live from The York café

Congratulations to John's York Café on Bond St which hosted BBC Radio 5 Live's breakfast show from the café on 23rd April. This was the day after The Leader's Debate which took place at The Arnolfini and the presenters interviewed local politicians and members of the public. The café featured special election cake and breakfasts throughout the morning! It was great to have Broadmead promoted nationally. Well done!





Broadmead & The Mall Bristol shopping and travel guide

These guides which provide information on how to reach Broadmead as well as a map and directory of stores are now available in hard copy as well as being accessible from our website, www.bristolbroadmead.co.uk. You will all have received copies—please do give these out to customers. Please email Jo at jo.hawkins@destinationbristol.co.uk or call 925 7053 if you would like us to deliver more to your store.

Try Brasserie Blanc for your business entertaining and functions

Brasserie Blanc in Quakers Friars has an ongoing Dine with Wine special which many local business people already take advantage of for business lunches or client dinners. The fantastic value 2 or 3 course menu includes a glass of house wine. There are also some fantastic function rooms: a small private dining room, the Calefactory, and for larger functions why not try the amazing Bakers & Cutlers Halls. For more information please visit www.blancevents.com or call Amanda Todd on 910 2412. Local businesses will receive a complimentary meal for two, including a bottle of wine with every corporate booking!



The church above the shops

Broadmead Baptist Church is currently undertaking some renovation works as part of its continuing commitment to being a church at the heart of the Broadmead community. You may have noticed some exterior building work taking place. Additionally, the interior is being further enhanced by improving the conferencing facilities. The works are scheduled to be completed in the near future and you are invited to go and have a look around this modern yet historic chapel now in its 370th year on this site. If you need a cost-effective meeting room in Broadmead, this is the place to go. For further information contact Ken on 929 1387.

St James Barton underpass

Those of you who use this subway will be familiar with the mural (pictured). There are now plans for an additional mural on the back of the other public toilet block. Bristol City Council is again working with local artists and the Youth Offending Team to come up with a design which will help to brighten up this gateway into Broadmead.



Broadmead Focus Group

This group comprises customers who have an opinion about Broadmead. The group meets once every six weeks to tell us what they think we do well, what we could do better and to give their suggestions for what they would like to see in a Broadmead of the future. We are looking for more members so if you know anyone who would like to join us, please call Jo on 925 7053.



Please contact us if we can help you

Those of you with email will already receive invitations to our meetings. We aim to be in contact with as many of you as possible, so please let Jo Hawkins have your email address if she does not already have it. If we can help you with anything, please do call 925 7053 or email jo.hawkins@destinationbristol.co.uk.