

BroadmeadNews

Aiming to keep Broadmead store managers up to date

October 2009



New Stores

Welcome to Specsavers who have moved from Union Street to a new unit in Merchant Street South. Shoppers were treated to a day of entertainment at the official opening of the store on 12th September, attended by The Lord Mayor. A big welcome also to Luke on The Horsefair, The Jean Shop on Merchant Street South, Sairaz in Greyhound Walk of The Mall Bristol and Kuoni on Penn Street. We are also looking forward to the opening of Azuza, a licensed café, in The Mall Bristol's Almshouse in the near future. We will be announcing the opening of more new stores in our next newsletter. We wish them all every success.

Sales and Footfall

Several stores are reporting sales increases versus last year, particularly at the western end of Broadmead. Although it is early days, the "Primark effect" we all hoped for appears to be working. Anecdotal evidence also suggests that footfall has been higher in this area. Watch this space for more news.

Vision for Broadmead

Broadmead management recently launched a document detailing its vision for the Broadmead of the future. Thank you to those of you who were involved at the consultation stage; we will now work towards delivering this ambitious project. A copy of the document is on our website at www.bristolbroadmead.co.uk. For more details please contact Jo on 925 7053.

Christmas 2009

We are delighted to tell you that Broadmead and Quakers Friars will be hosting The Original German Christmas Market from 12th November – 20th December. As well as a whole variety of great market stalls (located in Quakers Friars, Broadmead East and Merchant St South), there will be a fantastic temporary German structure at The Podium, with a traditional German bar underneath. The Christmas lights will be switched on to coincide with the opening of the market on 12th November.



Additional Christmas lights will be installed in Broadmead this year; £30k from BID funds will be allocated to new lights in Broadmead West. If this is seen as successful, further lights will be purchased for other areas in the future.

Christmas 2009 promises to be a great time in Broadmead. Many retailers will start trading until 7pm from the beginning of November. With stores like Primark and Boots opening until 8pm from Monday to Friday, we urge all retailers to extend their hours to maximise on this opportunity and to present customers with the best possible offer. Please note that all stores in Cabot Circus open until 8pm and maybe later in December.

We are liaising with Cabot Circus to ensure that all marketing activity is complimentary and that the Christmas shopping experience will provide one great city centre retail offering. We're still in the planning stages so if you have any ideas please contact Katherine on 933 9517.

The Horsefair & Penn St

Plans are underway to remove private vehicles from The Horsefair and Penn St for a trial period during trading hours, hopefully prior to Christmas this year. The plan is to make the area more pedestrian-friendly. Please be aware that this will not affect deliveries, bus services and taxis. Also disabled access will remain the same. We will keep you updated of plans when they are finalised.



Skills Centre

The Skills Centre, recently opened at 64 Bond St, provides a 'shop front' for the training and employment needs of businesses, individuals and local community groups. Advice and support is available to businesses looking to improve skills within their workforce as well as local jobseekers looking to enhance their skills or change career direction. For more information, call 312 2088 or visit: www.skillscentresouthwest.org.

NCP

We are delighted to inform you that from early October, the Broadmead NCP car park on Lower Castle St is offering great new lower shopper tariffs. It will be just £1 an hour to park for up to 4 hours. NCP is also keen to work with retailers to offer joint initiatives such as setting up locations for drop-off zones for heavy goods so that customers can collect them from the car park. If you are interested in more details, please call Eve Stephens on 07917 220166.



This page provides an update on recent BID 2 marketing activity.

Primark

The opening of Primark was a great success and we were there to celebrate the store's official unveiling.

Our Primark competition proved to be very popular. The Evening Post selected three winners who most creatively described why they were a Primark VIP. The winner composed a song and the two runners up wrote a poem and gave their memories of the old Primark store. Between them they won £1000 to spend in the store.

Broadmead provided a VIP limousine to transport the lucky winners and gave them a great bag of goodies, courtesy of Broadmead retailers, to take home.

We also achieved some fantastic positive features for Broadmead in The Evening Post, specifically on The Arcade, The Horsefair and Union Street.



Doors Open Day

On the 12th September The Arcade was transported back to 1875 with actors in Victorian costumes, a display detailing the history of the building, a mock up of a traditional Victorian photography studio, activities for the children and plenty more.

Part of Doors Open Day 2009 it was a great success demonstrating to Bristol residents the beauty of The Arcade, and the great selection of shops available.



The event was opened by the Lord Mayor and was featured throughout the day on the news bulletin at Heart FM, Star and Original and the Evening Post ran a pre-event article. Many thanks to all the stores who got involved to make the day such a success and of course to John Hirst who dressed as a prominent Victorian gentleman for the occasion complete with top hat and tails!

Sound of Music

The streets have come alive this month with some fantastic entertainment from local music groups.

On the 12th September The Avonbelles, Bristol's all female barbershop group wowed shoppers as part of Barbershop Awareness Week and The Ambling Band and the French band Zebalix also got feet tapping on the 26th and 27th September as part of the Colston Hall foyer opening celebrations.



We are always looking to support local bands and artists and have them perform in Broadmead, so watch this space for details of future events. If you have any performers that you would like to recommend please call Katherine on 933 9517.



The end of summer

Summer is almost over and unfortunately so is our Summer of Surprises, Broadmead's programme of free family-friendly street events.

All the events went well and we received some great feedback from shoppers, particularly on the street parties.

We were busy doing radio interviews with BBC Radio Bristol and Heart FM to promote the events and The Evening Post ran three post-event picture stories.

The competition we ran alongside the events also increased our database of Broadmead contacts, and these were included in our September e-bulletin.

Play me I'm Yours

Southville artist Luke Jerram chose Bristol for his highly successful 'Play me I'm yours' project where pianos were placed throughout the city. A piano was located near The Podium which was hugely popular and unearthed some brilliant local talent.

It was great to walk past and see people of all ages and skill levels enjoying music. It has enriched the retail experience for many shoppers, and created some fantastic memories for our customers.

This page details future BID 2 events and plans for the future.

Keep the music playing

After the success of the 'Play me I'm yours' event we thought it only best to give our own, used, piano a new home.

We ran a competition offering one lucky community group the chance to win Broadmead's very own piano.

Groups were asked to apply via the Broadmead website saying why they should win and what it would mean to them.

St Paul's Learning Centre received the piano at the start of October. We are looking forward to seeing it go to a great new home and we wish them all the best for their musical future.



Citizens Panel

In September Broadmead and The Mall Bristol participated in Bristol City Council's citizens' panel questionnaire.

As Bristol's biggest think-tank this was a way for us to get an important insight into people's opinions on Broadmead and The Mall Bristol, helping us to continue to develop and improve our offering.

The main purpose of the questionnaire was to find out why people choose to shop in locations other than Broadmead and what would make them switch their shopping destination. The questionnaire was issued on 7th September to 2,000 respondents and the results are due on 26th October.

A full update will be given at the Broadmead marketing meeting and a summary will be put on our website. If you would like to know more please contact Katherine Burges on 0117 933 9517.

Promoting vacant stores

Encouraging new retailers to Broadmead and The Mall Bristol is always a priority, and an open day to attract potential retailers looking to open their own business, expand their current offering or relocate to the city centre is currently being organised for later in October.

The Mall Bristol in association with Business Link will showcase the fantastic retail opportunities available and be on hand to provide business advice to help potential retailers.

The date of the launch event is yet to be confirmed, but will happen in October and will showcase two successful retailers from The Mall Bristol. A follow-up series of seminars and advice sessions will be held in the New Year.

Bristol Old Vic

We hope to be working with The Bristol Old Vic again in the near future as they showcase some of their future shows and events on the streets of Broadmead. We will continue to work in partnership with local Bristol attractions in order to provide a variety of entertainment to our customers while helping to promote some of Bristol's best talent.



E - Bulletin

The September edition of our e-bulletin focused on the recent music events held in Broadmead as well as promoting Broadmead and The Mall Bristol as great places to open a retail unit for all budding entrepreneurs. The e-bulletin always includes an offer and product of the month – these slots are open to all retailers and free of charge. If you have a great offer or a product which we could promote in our future e-bulletins, please call Jo on 925 7053.



Year 2 of the BID

Time has flown and we are fast approaching the end of the first year of BID 2. Retailers requested at the start of BID 2 that we animate the streets with a variety of street entertainment, performances and events. We now need your feedback as to what we should focus on during the next BID year. Please do email any suggestions to jo.hawkins@destinationbristol.co.uk. In the near future we will contact you with a short questionnaire so that we can collate your ideas – please do help us by completing the questionnaire. This is your BID and we want to do what is right for you.

Please become involved

If you would like to know more about Broadmead's marketing activity, as we have many exciting things in the pipeline, please join us at our monthly marketing meeting. For further information contact Jo on 925 7053.

Varun Munde

Broadmead Management has recently been joined by Varun Munde, a Loughborough University student, who is helping us with a number of marketing projects during his work placement with us. We hope you will extend a warm welcome to Varun when you meet him.



St James Barton

You may have noticed the colourful mural in The St James Barton underpass. This was produced by young people under the guidance of Felix FLX Braun, a veteran of the Bristol graffiti scene in conjunction with The Bristol Youth Offending Team. The project reflects the wildflower planting in the area set in an urban environment – we hope you agree that this work helps to brighten up the area.



Police “surgeries”

Wilkinsons hosted the first police surgery on 24th September. The police team held an open session on the shop floor, making themselves available to anyone in Broadmead who had a non-urgent police issue relating to Broadmead. This proved so successful that Marks & Spencer are hoping to host the second event before Christmas.

Charity collectors

We hope to have an agreement in place very soon which will mean having more control over where charity collectors operate in Broadmead. The plan is for the fundraisers to use a different location each day and for them to work within an agreed code of conduct. We hope this will put an end to complaints of our customers being harassed while shopping.

Yorkshire Building Society

Staff at The Yorkshire Building Society on Union Street took part again this year in Make a Difference Week. The Society's Charitable Foundation supports thousands of good causes each year and customers are given the chance to decide which local charities will receive a donation. This year eight cheques were given to worthy causes including St Peter's Hospice, The Disabled Travel Service and the Arthritis Research Centre. Charlene Hubbard presented a number of these cheques at an event on Friday 28th August.



If you have an event in your store or a good news story you would like us to cover, please call Jo on 925 7053.

Preachers

We are working with the police to try to control the nuisance caused to many retailers by some preachers in Broadmead. However, evidence is needed in the form of a letter or email from those affected. If preaching is a problem for you please help us by emailing the full details to jo.hawkins@destinationbristol.co.uk

Buildings and contents insurance

All Broadmead stores, as part of their associate membership of Destination Bristol, have access to the preferential insurance rates offered by Towergate Risk Solutions, who also provide employer and public liability insurance. Individual store circumstances will be taken into consideration. To contact Towergate please call 945 2900.



Market traders canopies

The first market traders' canopy on Merchant St North is now undergoing a series of tests to ensure it operates according to plan. It is hoped that the three other canopies will be installed by the end of October to replace the current units used by the market traders and improving the street scene even further.

Recycling

As you will be aware, recycling bins were introduced to Broadmead a few months ago. We are very keen to support recycling and a campaign to promote the use of these bins will be launched in the near future.

