

City Centre Retail News

OCTOBER 2010

*Aiming to keep city centre
retailers informed*

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You will have noticed that this edition of our newsletter has a new title. This is part of our aim to unite the city centre retail area by promoting it as one retail destination. **The city centre retail area encompasses Cabot Circus, The Mall Bristol and the area referred to as Broadmead.** In the future, we will be working much more closely with our partners, Cabot Circus and The Mall Bristol to create a unified retail offering for all of our customers. The next edition of this newsletter will provide news from the whole of our fantastic retail area.



New stores – more good news!

We are very pleased to welcome some great new additions: Cotswold Outdoor on Union St, Berghaus on Broadmead East, The Package in The Arcade and Kick on The Horsefair. New openings in The Mall Bristol include Past Times and Christmas Time and these will soon be joined by Paperbox, Acuherbs, The Calendar Club, a new nail bar in The Greyhound Walk and Dr Spafish (which will definitely up the fun factor as customers are invited to have their feet nibbled by freshwater fish as a cosmetic beautifying treatment!) The Mall Bristol is hoping to announce even more new lettings in the near future. Last but not least, Fenchurch will be opening next to McDonald's at the end of October– great news for the whole retail area!



Congratulations also to Lush on their recent modernisation – the unit looks great.

Christmas in Bristol 2010



We are looking forward to Bristol's biggest and best Christmas this year. As well as the fantastic range of retail on offer across the city centre area, the festivities will include a bigger and better German Christmas market from 11th November- 22nd December and our new Bristol Christmas market selling a wide range of locally sourced products from 20th November – 19th December. There will be the opportunity for local businesses to trade at this market. If you are interested, please call Jo on 925 7053 for more details.

The Christmas light switch-on will take place throughout the city on 11th November, with a special event at Cabot Circus.

A skating rink is being planned for Quakers Friars which will run from 11th November into the New Year.

Carters famous Steamfair, a great family attraction, will be located on Harbourside (for more information please visit www.carterssteamfair.co.uk). Bristol's Christmas tree will once again be installed on The Centre Promenade, near to the cascade steps.

Destination Bristol is already promoting all the above strongly (see www.visitbristol.co.uk). Coach groups are also being encouraged into the retail area for Christmas shopping trips – it is great that we will have free coach parking on Castle St for the whole of December.

Core Christmas trading hours

From w/c 15th November we will be opening from 9am – 7pm all week with the exception of Thursday when we will open until 8pm (Sundays will remain 11am – 5pm).

In the w/c 20th December trading hours will be 9am – 8pm (closing at 6pm on Christmas Eve). We will be open on Boxing Day (11am – 5pm) and from 9am – 7pm on Monday 27th December. For full details of our Christmas opening hours, please visit the home page of our website – bristolbroadmead.co.uk

For details of Christmas trading hours at Cabot Circus, please visit www.cabotcircus.com

BID 2 marketing



Future BID 2 marketing activity will move away from street animation and towards an advertising campaign which will target residents from competitor cities who may be unaware of our fantastic retail and leisure offer. We will continue to ensure that the retail offer is strongly promoted both locally and nationally and our other main areas of focus will include: major annual events, Christmas lights, improving the appearance of vacant retail units and making the area more attractive in general.

We are in the process of finalising the details. Please join us at our next BID 2 marketing meeting at 10am on 21st October when we will be present our plans to you for your input. Please contact Jo on 925 7053 for more details.

New marketing assistant position

Interviews will take place on October 11th for a marketing assistant to join Destination Bristol's great marketing team. The main focus of this role will be to provide marketing and PR support exclusively for city centre retailers. Once the person has been appointed, at the beginning of November, they will work with Jo Hawkins to promote your store news, events and special offers.



Welcome to our new Retail Chaplain

We would like to extend a big welcome to Andy Sewell, our new Retail Chaplain who has recently taken over from Bob Mills. Some of you will already have met Andy and so will know that he is very keen to become involved in the city centre shopping area. If you have a problem you would like to talk through with someone who will not pass judgement and guarantees to keep everything confidential, please contact Andy on 07508 701878 or email him at retail.chaplain@gmx.co.uk



Wooden seats and benches

During September 2010 the wooden panels of the seats and benches throughout the whole pedestrianised area were cleaned and sanded to bring them back to their original condition. This project was funded from BID 2 and we will continue this high level of maintenance, arranging for damaged street furniture and paving to be replaced as appropriate without delay.

Kiosk near to Marks & Spencer

We are very close to finalising a deal with a tenant for the half of the kiosk on Broadmead West. We cannot reveal who the tenant is at this stage but we're confident that you will see the unit being fitted out in the next couple of weeks.



Policing

It is encouraging to note that shoplifting figures in the retail area are currently on the decline. The police team is more than happy to work with retailers to improve this even further. For general security advice and radionet training please call 927 3958.

The next police beat surgery will take place on Wednesday 10th November from 11am – 1pm in Cotswold Outdoor on Union St. These sessions mean the police can interact with the public while providing a high profile police presence. Call 927 3958 if you would like to arrange a surgery in your store.



The police have requested that you check that the fire exits and rear entrances to your stores are closed at all times. Any weak spots are possible targets for burglaries. Ask all staff to be vigilant and to check all vulnerable areas. For crime prevention advice, please call PC Mark Audley-Thewles on 952 9746.

Membership of the Bristol Crime Reduction Initiative (BCRI) is likely to reduce your stock loss and to improve the safety of your staff. You will receive a radio linking you to all members, the police and Bristol City Council's CCTV operators as well as photographs of current shoplifters updated on a regular basis. Please call Jo on 925 7053 for more details.

Counter terrorist training session



An updated counter terrorism training session will be held at Cabot Circus's management suite. The session will be taken by Andy Boulton from the counter terrorism intelligence unit and will follow on from the operation Argus seminar which many of you will have attended. All store managers and other key staff who are left in charge of stores are invited.

The sessions last 45 minutes and will take place on the 14th and 15th October at 10:30, 11:30, 13:00 and 14:00. To book your slot, please email your name and your preferred date and time to reception@cabotcircus.com or call 952 9300.

Purple Flag

Bristol city centre was assessed for the Purple Flag award overnight on Friday 24th September. Cities that achieve Purple Flag offer a first-class, wide ranging evening and night-time experience including the provision of late night trading. It is the highest accolade possible and indicates that all aspects of the experience are being well managed. The evening appears to have gone very well so fingers crossed. The result will be announced on 3rd November. For more details about Purple Flag visit www.atcm.org/purple-flag/index.php



Craft market

Eden Crafts will be bringing a craft and gift market to The Podium from 15th – 31st October. A wide range of quality gifts will be on offer to complement the current retail offer. The market will be promoted in The Evening Post which should help to drive additional footfall into the city centre. Why not visit and snap up some early Christmas presents?



Bristol's Local Economic Assessment survey



Please take a look at this short on-line survey aimed at finding out your views on Bristol's Local Economic Assessment and other issues that affect businesses in Bristol. The survey should take no more than 10 minutes to complete and all responses will be confidential.

Please visit www.surveymonkey.com/s/lea to complete the survey – there is also the opportunity to win a balloon flight for two people in the 'Bristol Balloon' run by GWE Business West. The closing date is Friday 29th of October 2010 and a report of the findings will be available in mid November 2010.

Shakeaway

In partnership with CoppaFeel (www.coppafeel.org), Shakeaway is raising money for Breast Cancer research. Staff in the store in The Arcade will be dressing up in pink on the weekend of 16th & 17th October. Two special milkshakes will be on offer, with money from each sale going towards the charity. Additionally there will be a chance to win some great prizes including a holiday to Marrakesh! Shakeaway offer a 15% discount to retailers in the city centre (proof of identity required) so hurry along to help this very worthy cause.

Shakeaway

Take Advantage in Boots!



Boots will once again be holding 3 fantastic Advantage Card Evenings in the run up to Christmas. These will take place on Thursday 28th October, Thursday 11th November and Thurs 25th November from 3pm – 9pm. For every £50 you spend you will receive 1200 points! Also Boots will be offering a better than half price gift offer every Friday up until Christmas, each strictly for one week only while stocks last.

Can we help you?

If we can help you in any way please do contact us. We are here to help you to promote your stores and to ensure that you can trade in a safe, clean environment. If you have any issues you would to discuss, please email jo.hawkins@destinationbristol.co.uk or call 925 7053. We look forward to hearing from you.