



BROADMEAD | CABOT CIRCUS | THE GALLERIES

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## MINUTES OF BRISTOL SHOPPING QUARTER FORUM

Thursday 19<sup>th</sup> September 2019

Venue – Metro Bank

### Present:

John Hirst – Destination Bristol (Chair)  
Steve Bluff – Broadmead BID  
Viv Kennedy – Broadmead BID  
Sophie McLaughlin – Broadmead BID  
Jon Chamberlain – Destination Bristol  
Rob Cheeseman – Police  
Jason Eldridge – Bristol Waste  
Cllr Jerome Thomas  
Anna Amott – Police  
Kellsey Thomas – Police  
William Jukes – Clarke Willmott  
Andy Collis – Cabot Circus  
Tony Torrington – The Galleries  
Richard Dart – Bristol Waste  
Gary Hill – Bristol Waste  
Jack Rex – BID Support Retail Ranger  
Andrew Llewellyn - SWL  
Craig Kingshott – SWL

Mark Watters – Metro Bank  
Lynda Southwell – Pizza1889  
Robyn Paul – Virgin Media  
Sally Quigg – Fun Warehouse  
Louise Wratten – The New Room  
Jennifer Bignell – Holland & Barrett  
Leonie Northey – Cococheno  
Kamila Bielak – TK Maxx  
Mark Fullwood – Slaters Menswear  
James Shorney – Marks & Spencer  
Becky Grundy – Lush  
Hannah Hill – Lush  
Brendan Murphy – The Arcade

### 1. Welcome, introductions and objective of the forum

1.1 All were welcomed; introductions were made.

1.2 John gave the group some background about BIDs in general, the Broadmead BID and Bristol Shopping Quarter, the umbrella brand which includes Broadmead, The Galleries and Cabot Circus.

1.3. Following Colin Lang's retirement, a new Centre Manager will be appointed in The Galleries on 7<sup>th</sup> October.

### 2. Broadmead BID overview of aims and priorities, and financial update

2.1 The BID is in the first year of its fourth term (BID terms last for 5 years).

2.2 BID finance: there are currently 274 levy-payers, and the BID receives £281K p/a plus a voluntary contribution of £20K from Cabot Circus.

2.3 Earlier this month, the BID was awarded the British BIDs Accreditation, the industry recognised standard externally assessed by independent auditors. At present, only 20 BIDs in the UK have received this award.

2.4 For more details on the BID, please visit [www.broadmeadbristolbid.co.uk](http://www.broadmeadbristolbid.co.uk) or contact [steve@broadmeadbid.co.uk](mailto:steve@broadmeadbid.co.uk).

### 3. Marketing – Digital reach and footfall update

3.1 Digital reach has increased 30% since the start of BID 4.

3.2 Footfall data from Broadmead East is now available; performing well against region and national footfall. The installation of more cameras on The Horsefair and on Union Street is planned in the coming months.

3.3 Broadmead BID joined forces with Bristol Zoo's Wild Place Project for a successful free summer trail around Bristol Shopping Quarter, designed to encourage families to visit and explore the whole area while also promoting new the Bear Wood exhibit.

### Visit Bristol update

4.1 Jon Chamberlain gave an overview of Destination Bristol as well as tourism trends in Bristol versus nationally, including shopping.

4.2 Bristol is the 7<sup>th</sup> most-visited inbound destination for overnight staying visitors.

4.3 There were 3.3m sessions to the VisitBristol site in 2018 (reaching 4m in 2019), and shopping accounts for 7% of site visits.

4.4 'Bristol Experiences' has recently been launched on the VisitBristol website; shopping experiences are included, and more from Bristol Shopping Quarter would be welcome.

4.5 October and November are always busy months with Halloween and Bonfire Night being extremely popular in Bristol.

4.6 Retailers are encouraged to use social media tags #SummerinBristol and #MerryBristmas when promoting their businesses during the summer and Christmas seasons.

4.7 For further information on VisitBristol, please contact [jon.chamberlain@visitbristol.co.uk](mailto:jon.chamberlain@visitbristol.co.uk).

### Bristol Waste update

5.1 Richard Dart and Gary Hill were thanked for dealing with the rough sleepers and beggars anti-social associated issues they and their team have to deal with every day.

5.2 Bristol Waste tries to be as innovative, green and sustainable as possible in their approach, aiming for a 360-cycle economy, whilst remaining a good value service provider.

5.3 Recently, a new paper cup recycling scheme has been launched. Food retailers in Broadmead are encouraged to take part.

5.4 For more details on Bristol Waste and commercial opportunity, please contact [Jason.Eldridge@bristolwastecompany.co.uk](mailto:Jason.Eldridge@bristolwastecompany.co.uk).

### Police and crime reduction update

6.1 There are 5 PCs and 6 PCSOs for Broadmead.

6.2. Meeting demand is challenging as the police do not have enough resources.

6.3. A report highlighting the current 5 Top Offenders is currently sent weekly to all retailers and security staff; it is also available on DISC.

6.4 Working in partnership with Jack Rex, the new Retail Support Ranger funded by the BID, has already had a positive impact on the area. Jack is fully integrated in the police team.

6.5 A new Bristol Crime Business Partnership (BCRP) will be launched in the very near future. The BCRP will operate in conjunction with the City Centre BID and will replace the current BCRI. A specific retail group will be set up and an Exclusion Notice scheme is also planned. The aim is to deliver a more co-ordinated approach and a better service for businesses.

### Mystery shop and Service Excellence Awards

7.1 Mystery Shop visits are taking place throughout September, 102 stores are participating.

7.2 The Awards night will take place on Monday 4<sup>th</sup> November at The New Room / John Wesley's Chapel.

### Christmas 2019

8.1 The lights switch-on event is on Friday 8<sup>th</sup> November, coinciding with the launch of the Bristol's Christmas market. The market will end on 23<sup>rd</sup> December.

8.2 The Local Christmas market will take place from 29<sup>th</sup> November to 23<sup>rd</sup> December.

8.4 Cabot Circus' Christmas hours are now available; please let us know your store trading hours for Christmas, email [sophie@broadmeadbid.co.uk](mailto:sophie@broadmeadbid.co.uk).

AOB

1. Marc Watters invited the group to celebrate Metro Bank's first anniversary with a charity night quiz on 1<sup>st</sup> October.
2. All presentations are available on request, please email [sophie@broadmeadbid.co.uk](mailto:sophie@broadmeadbid.co.uk).

Next meeting: To be confirmed