

BID Management Group meeting – Thursday 26 September 2019

Final Headline Summary & Actions

Chair: John Hirst
Attendees: Steve Bluff, James Shorney, William Jukes, Vivienne Kennedy, Sophie McLaughlin, Besco Grundy
Apologies: Cllr Paul Smith, Mike Ayres, Andrew Gibbens, Marc Watters, Mark Brown, Simon Gorton, Teresa Fudge, Tony Torrington

Objective of the meeting:

Broadmead BID team to update on strategy and implementation. The Management Group have a mandate to oversee plans and progress, share their insights and experience and challenge the BID when appropriate.

<p>1. Welcome, introductions, apologies and changes to the Group</p> <ul style="list-style-type: none"> In Mark Walker's absence, it was agreed that John Hirst chairs the meeting. Mark Walker has resigned as Chair of the Management Group due to other personal commitments. Mark has provided excellent service to the BID. Mark was thanked for his great contribution during the last 5 years. The team is now seeking for a new Chair and the vacant position will be advertised to all BID levy-payers. Jason Hyde has left Wilko for a new role at Cribbs Causeway. A new Management Group member will be sought. Besco Grundy, Store Manager at Lush, attended the meeting as a guest and was introduced. Besco was offered the opportunity to join the Management Group. <p>Action:</p> <ul style="list-style-type: none"> Look to recruit a new Chair for the BID Management Group. Look to recruit new Management Group members. 	<p>Info (Done) Info Steve Steve</p>
<p>2. BSQ Forum</p> <ul style="list-style-type: none"> Thirty-one retailers and key partners attended the Bristol Shopping Quarter Forum, which took place at Metro Bank on 19 September. The forum was chaired by John Hirst and presentations were given by the BID, Destination Bristol, the Police and Bristol Waste. Andy Collis, Retail Business Manager at Cabot Circus, attended the forum; it was noticed however that no retailers from Cabot Circus were present. Although there was not enough time for a Q&A opportunity, general feedback from attendees was very positive and the forum was seen a successful event. 	<p>Info</p>

<p>3. BID Accreditation</p> <ul style="list-style-type: none"> • Steve announced the BID has achieved the British BIDs' industry-recognised accreditation after completion and audit of their processes, procedures, overall governance and ways of working. • The Broadmead BID is only one of 20 BIDs across the country to have achieved accreditation. • A copy of the Management Group Terms of Reference and Broadmead BID Procurement Policy were circulated to the Group (and are attached with these notes for the Management Group to review). <p>Action: The Management Group to feedback any comments on the Terms of Reference and Procurement policy.</p>	<p>Info</p> <p>All</p>
<p>4. BID Billing Leaflets, Year 2</p> <ul style="list-style-type: none"> • The BID billing leaflets are produced by law, and updates all levy-payers on: <ul style="list-style-type: none"> - the previous year activity, highlights and successes; - plans for the year ahead; - the 4 themes agreed in the business plan. It also gives a financial overview. • The leaflets include the recently acquired BID accreditation. • They have been designed by The Group of Seven, delivered to Bristol City Council which collects the levy on behalf of the BID, and will be sent out with the annual BID bill from 1 November 2019. 	<p>Info</p>
<p>5. BIDBase CRM (Customer Relationship Management)</p> <ul style="list-style-type: none"> • The BID has recently subscribed to the BIDBase CRM, which will enable the team to: <ul style="list-style-type: none"> - record and measure their interactions with levy-payers; - ensure they connect with each levy-payers appropriately; - record store promotions and events and the subsequent return on investment. • BIDBase is a good value software and the perfect fit for the BID. • We are currently in implementation stage. <p>Action: Update the Group on implementation and progress.</p>	<p>Info</p> <p>Steve</p>
<p>6. BID focus and progress to date</p> <p>Anti-social behaviour issues and business crime</p> <p><u>Retail Support Ranger</u></p> <ul style="list-style-type: none"> • Retail Support Ranger Jack Rex was recruited in August. Jack works for SWL security on a flexible 40 hours / week basis. • Jack is helping retailers tackle shoplifting and ASB, with the aim of targeting the five most prolific offenders on a weekly basis. • He is fully integrated in the police team, and his role is instrumental in linking the police with the retailers and the BID. 	<p>Info</p>

- His role has had an immediate positive impact with the stores, and the BID team has received much positive feedback from the retailers since his commencement.

Business Crime Reduction Partnership (BCRP)

- A new joint BID BCRP has been launched with the first advisory panel meeting taking place on 18 September.
- The key objectives are:
 - to develop strong partnerships across the city with the Police and the local authority;
 - to unite efforts to reduce crime and the impact of crime for businesses through a robust approach, including exclusion notices;
 - to aim to obtain national standards for running an effective BCRP.
- ASB remains a problem with street community and drug issues are a top priority for the police and/or BCC injunction action.
- New Streetwise PC Mark Thomas has been appointed to work with Gareth Liggins.

Info

Action:

Update the group on the progress of the BCRP.

Steve

Cleansing and Welcome

The Bristol Waste team continues to deliver good support and quick response to all issues. Hammerson have committed to a £150K fund to upgrade the standard of Broadmead East cleansing and the refurbishment of the furniture and seats, details on specification and timings are to be confirmed.

Info

Drinking Water fountains

- Three drinking water fountains to provide free water to visitors have been installed by Bristol Water in partnership with the BID, BCC and Bristol Waste.
- They are located near Primark, Marks & Spencer and Vodafone.
- The fountains are kept clean thanks to the Bristol Waste team who clean them daily.
- A launch event took place with City to Sea on 30 August, bringing good PR for the area.

Info

Belly Bins

- A proposal for a small number of belly bins to replace seven silver blue bins has been submitted to BCC.

Cup Recycling Project

- A new Bristol Waste scheme is underway and will be promoted by the BID.

Action:

Update the group on progress re: the belly bins.

Hammerson to update the Group on timing of cleansing project.

Steve

Andrew Gibbens

Marketing and promotion

- A marketing update was given on:
 - BSQ competitions (Dr Martens, Halloween, Christmas)
 - Campaign with Destination Bristol Christmas leaflet
 - St Mungo's homelessness awareness project, planned early 2020

Info

<ul style="list-style-type: none"> - Footfall - Digital reach +42% since the start of BID 4 <ul style="list-style-type: none"> • Christmas: <ul style="list-style-type: none"> - Lights Switch-on event, Cabot Circus: Friday 8 November from 5.30pm - Bristol Christmas market (same operator as 2018): Friday 8 November - Monday 23 December - Local Christmas market (expanded and improved look and feel): Friday 29 November - Monday 23 December - Following BCC's 30K funding cut, the Christmas lights budget has been reduced by 10K. <p>Action: Continue to update the Group on marketing and promotion activities.</p> <p>Business and retailer support</p> <p><u>Mystery Shop and recognition event</u></p> <ul style="list-style-type: none"> • Mystery shop visits for BID retailers will be completed at the end of September. • 102 stores are taking part in the programme this year. • Following the results of the mystery shop, the BID will hold a Service Excellence award ceremony on 4 November. • Lord Mayor Jos Clark has been invited to present the awards. 	<p>Info</p> <p>Steve / Viv</p> <p>Info</p>
<p>7. Finance overview</p> <ul style="list-style-type: none"> • 96.5% levy was collected as at 1 July. • The BID spend is in line with the business plan. • £19K carry forward to BID year 2 for Retail Ranger later than planned start, and an extra £20K in marketing for Christmas lights. 	<p>Info</p>
<p>8. Any other business</p> <ul style="list-style-type: none"> • New Centre Manager for The Galleries, David Wait, will be starting in his position on 7 October. A meeting is planned on 11 October when Steve will invite him to join the Management Group. • The BID Management Group meetings in 2020 will take place in Clarke Willmott on: <ul style="list-style-type: none"> - 30 January - 2 April - 25 June - 24 September - 12 November <p>Action: Update the Group following the meeting with David Wait.</p>	<p>Info</p> <p>All</p> <p>Steve</p>
<p>Next meeting: Thursday 14 November 2019</p>	