

# Broadmead Bristol Business Improvement District



## For further information about the Broadmead BID:

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## ABOUT THE BROADMEAD BID

A successful ballot in September 2018 gave the Broadmead BID a resounding mandate from its levy payers to continue the excellent collaborative work started in 2005, becoming one of the first BIDs in the UK to achieve a fourth term.

A pre-ballot consultation helped us establish your priorities and we have continued to listen and seek your feedback to ensure we are delivering on the commitments made in our prospectus. You told us to focus on four key areas over the five-year BID term, with your top priority being to address anti-social behaviour issues, safety and retail crime. Our resources have been allocated with this objective in mind while continuing to maintain high standards of cleansing to create a welcoming environment, strong digital marketing and event management to help drive footfall and offering quality business support, including mystery shopping and customer service excellence awards.

**As we approach the end of the first year, we are delighted to have achieved the industry recognised British BIDs accreditation.**

### Highlights of 2018 / 2019 BID activity

In the first year of our fourth term we have been joined by a new BID manager, Steve Bluff, who has recently achieved his Certificate in BID Management and has led the team in delivering many projects and events, including:

- Christmas lights, local Christmas market and marketing

- Digital marketing resource increased
- Caring in Bristol workshop
- Biggest and most successful Easter trail
- BSQ Photography Project
- Simpler shop crime reporting trial
- Installation of forty-five hanging baskets
- Springboard footfall data reports
- Bears Go To Town summer trail
- New street-based Retail Support Ranger
- Monthly social media competitions
- Mystery shopping campaign and retailer awards

### 2018 / 2019 BID INCOME & EXPENDITURE

<b>Income</b>	
BID Levy .....	£281,311
Voluntary Contribution .....	£20,000
<b>Total income .....</b>	<b>£301,311</b>
<b>Expenditure</b>	
Cleansing & Maintenance .....	£80,571
Addressing anti-social behaviour .....	£9,700
Marketing & Events .....	£104,218
Shopmobility .....	£10,000
Management Costs .....	£60,000
Contingency .....	£8,000
Bristol City Council levy collection fee .....	£10,000
<b>Total Expenditure .....</b>	<b>£282,489</b>
C/F * .....	£18,822

\* carry forward monies will be spent in 2019/20

## LOOKING AHEAD

The Broadmead BID mission continues to be for the team to support our levy payers, helping to drive footfall and maintain high standards in all areas. Our aim is to always deliver more value than the BID levy.

Our priorities for the year 2019 / 2020:

1

### ADDRESSING ANTI-SOCIAL BEHAVIOUR ISSUES, SAFETY & RETAIL CRIME

We will ensure the BID's new Retail Support Ranger works effectively with key partners and is a visible presence, helping to reduce crime and anti-social behaviour for all levy payers.

2

### A CLEAN AND WELCOMING ENVIRONMENT

The BID team will work proactively with partners including Bristol Waste Company to maintain high cleansing standards and to quickly respond to graffiti, litter and other issues.

3

### MARKETING & PROMOTION

The BID will actively promote Broadmead, The Galleries, The Arcade and Cabot Circus as one destination - Bristol Shopping Quarter. We will further exploit and grow our digital channels and continue to deliver high quality events to drive footfall.

4

### BUSINESS SUPPORT

As a business community, working together, we are stronger. Broadmead BID will continue to use its expertise to support levy payers. Our mystery shopping and retailer awards campaign encourages customer service excellence.

Thank you for your continued support and please remember we always welcome your feedback.