

BID Management Group meeting – Thursday 14 November 2019

Final Headline Summary & Actions

Chair: John Hirst

Attendees: Steve Bluff, Mike Ayres, Mark Brown, Tara Fountain, Mark Fullwood, Andrew Gibbens, Simon Gorton, William Juckes, Vivienne Kennedy, Sophie McLaughlin, Robyn Paul, David Wait

Apologies: Rob Cheeseman, Teresa Fudge, Besco Grundy, James Shorney, Cllr Paul Smith, Marc Watters

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 the absence of a Chair, it was agreed that John Hirst chairs the meeting. James Shorney, Store Manager at Marks & Spencer, has accepted the invitation to be the Chair of the Management Group from 1 January 2020. Rob Cheeseman, Police Inspector, has agreed to be part of the group as an advisory member. David Wait, new Centre Manager for The Galleries, was welcomed to the group. Tara Fountain attended the meeting on behalf of Primark and was welcomed to the group. Robyn Paul, Store Manager at Virgin Media, and Mark Fullwood, Store Manager at Slater Menswear, attended the meeting as guests. Robyn and Mark were offered the opportunity to join the Management Group. <p>ACTION: Consider recruiting a Food and Beverage retailer when the next Management Group vacancy arises.</p>	<p>Info</p> <p>(Done)</p> <p>Steve</p>
<p>2. LoyalFree App proposal</p> <ul style="list-style-type: none"> The proposal is to launch the LoyalFree place promotion App in January 2020 as per the discussion paper distributed at the meeting (also attached with these notes). All comments received at the meeting regarding offers, timings / flexibility, expanding the reach to other parts of the city centre and analysis of KPIs have been noted and will be considered by the team. Please watch the YouTube link below for a further explanation: www.youtube.com/watch?v=bq2qfJGf5tM&feature=youtu.be <p>ACTION: Provide any additional feedback on the app proposal. Unless there are any material objections from the group, begin the process to engage with</p>	<p>Info</p> <p>All</p> <p>All</p>

LoyalFree to launch in January 2020.	BID team
<p>3. 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"> • Since his commencement in August, much positive feedback has been received from the retailers and the police regarding Jack Rex, the new BID Retail Support Ranger. • Jack is helping retailers tackle shoplifting and ASB. He is fully integrated in the police team, and his role is instrumental in linking the police with the retailers and the BID. • To support Jack during the busy Christmas trading period, resource will be doubled in December. <p><u>Business Crime Reduction Partnership (BCRP)</u></p> <ul style="list-style-type: none"> • A new joint BID BCRP has been launched and the first advisory panel meeting took place on 18 September. Both the Broadmead BID and the City Centre BID are represented. • The key objectives are: <ul style="list-style-type: none"> - 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; - to aim to obtain national standards for running an effective BCRP. • Currently, the low volume of offences being reported to the police remains a priority to increase. • The BCRP will be looking at setting up an exclusion scheme for the area. • The BCRP will also be looking at a new radio communication scheme for all businesses. <p>ACTION: Update the group on the progress of the BCRP. Encourage businesses to report all offences and ASB to the police. Invite the Streetwise team as guests to the group on an ad hoc basis.</p> <p>Cleansing and Welcome</p> <p>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.</p> <p><u>Graffiti</u></p> <ul style="list-style-type: none"> • The current volume of graffiti to be cleaned is high and expensive. • BCC is aware and moving towards a zero-tolerance approach and have engaged Nordic to develop a city-wide strategy. • Graffiti needs to be reported to the police using the link below, which will be added to the BID website www.avonandsomerset.police.uk/report/anti-social-behaviour. <p><u>Drinking water fountains</u></p> <ul style="list-style-type: none"> • The new drinking water fountains located near Tesco and Vodafone are currently faulty and repairs are planned by Bristol Water. 	<p></p> <p>Info</p> <p>Info</p> <p>Info Steve Steve</p> <p>Steve Steve / Jack Steve</p> <p>Info</p> <p>Info</p> <p>Sophie</p> <p>Info</p>

Protests

- There have been many protests going through Broadmead recently and they can be a nuisance to the BID businesses.
- The police are aware of them and retailers are encouraged to talk with them if they have any concerns.

ACTION:

Update the group on the BCC city-wide graffiti strategy.
Update the group on the water fountains.
Hammerson to update the group on timing of cleansing project.

Steve
Steve
Andrew Gibbens

Marketing and promotion

- A marketing update was given on:
 - Christmas:
 - *12 Days of Christmas* - popular annual BSQ competition, to be launched on 3 December;
 - BSQ ad in Visit Bristol Christmas leaflet;
 - Seven-week weather sponsorship on Heart FM Breakfast;
 - Five-week advertising campaign with Ujima Radio.
 - Free Autism Awareness Workshop – planned on 6 February, 14:30-16:00 at Metro Bank. Delivered by the Bristol Branch of the National Autistic Society.
 - Digital Reach - 35% growth overall in BID4 Year1. Website traffic was higher than the whole of 2018 by 7 November.
 - Footfall - At the end of October, 0.5% up year to date; outperforming the region and the UK High Streets.

Info

ACTION:

Continue to update the group on marketing and promotion activities.

Steve / Viv

Business and retailer support

Mystery Shop and Service Excellence Awards event

- 102 businesses took part in the Mystery Shop activity this year.
- Although successful and very popular with the retailers, the overall cost of the programme, (carried out by Storecheckers) was discussed; it was agreed the BID team should look at alternative ways for the Mystery Shop campaign in future.
- Following the results, the BID held a recognition award ceremony on 4 November in The New Room / John Wesley's Chapel. Attendance from the retailers was good and the Lord Mayor, Jos Clark, presented the awards.

Info

Steve

Info

ACTION:

Look at more cost-effective ways to carry out the Mystery Shop activities, including Google reviews.

Steve

<p>4. Finance overview</p> <ul style="list-style-type: none"> • 98.2% levy was collected at the end of BID4 Year1. • £900 are still outstanding and hoped to be received. • £4,000 will be written off. <p>ACTION:</p> <ul style="list-style-type: none"> • The link to the 2018/19 annual report will be shared during December 2019. 	<p>Info</p> <p>Sophie</p>
<p>5. Any other business</p> <ul style="list-style-type: none"> • Cabot Circus update – Andrew updated the group on the very successful Lights Switch on event on 8 November. Footfall was up by 45% on the previous year. Andrew also updated the group on new openings and plans for Cabot Circus and Quakers Friars. • The Galleries update – Lots of changes have taken place recently with David Wait starting in his new position as Centre Manager at the beginning of October; The Galleries have also been bought by Centrica Combined Common Investment Fund. • Purple Tuesday 2019 took place on 12 November this year. This growing initiative is about making the customer experience accessible for disabled people. • Concerns were raised by the group regarding the new BCC Clean Air Zone proposals, which include banning all diesel cars from Bristol city centre: www.cleanairforbristol.org. <p>ACTION: Update the group on the Clean Air Zone proposals and consultation.</p>	<p>Info</p> <p>John Hirst</p>
<p>Next meeting: Thursday 30 January 2020</p>	