

**BID Management Group meeting – Thursday 30 January 2020**

**Final Headline Summary & Actions**

**Chair:** James Shorney

**Attendees:** Steve Bluff, Tara Fountain, Mark Fullwood, Simon Gorton, Vivienne Kennedy, Sophie McLaughlin, Robyn Paul, David Wait, Besco Grundy, Cllr Paul Smith, Keith Rundle

**Apologies:** John Hirst, Rob Cheeseman, Mike Ayres, Marc Watters, Mark Brown, William Jukes

**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><b>1. Welcome, introductions, apologies and changes to the group</b></p> <ul style="list-style-type: none"> <li>• Robyn Paul, Store Manager at Virgin Media, and Mark Fullwood, Store Manager at Slater Menswear, are new members of the Management Group.</li> <li>• Tara Fountain, Operations Manager at Primark, is now officially replacing Teresa Fudge in the group until further notice.</li> <li>• Andrew Gibbens, General Manager at Cabot Circus, has left his position. There is no replacement for Andrew’s position at this stage.</li> </ul> <p><b>ACTION:</b> <b>Invite a representative for Cabot Circus to the next meeting.</b></p>	<p>Info</p> <p>Steve</p>
<p><b>2. LoyalFree app launch update</b></p> <ul style="list-style-type: none"> <li>• The place promotion app LoyalFree was launched early January with a competition for the chance to win £100 to encourage customer sign up.</li> <li>• The BID’s target is to engage at least 100 retailers and reach 2000 app downloads in the first year. Initial numbers have been very positive.</li> <li>• The app features Bristol Shopping Quarter (BSQ) trails, including Valentine’s Day shopping, independent businesses, banks and water refill points.</li> <li>• The Easter trail will feature on LoyalFree; this will increase the number of app downloads.</li> <li>• New vinyls will be installed on the five electricity boxes to advertise the app to customers.</li> </ul> <p><b>ACTION:</b> <b>Continue to engage businesses with the app and encourage customer downloads.</b></p>	<p>Info</p> <p>BID team</p>

<p><b>3. Broadmead BID new website</b></p> <ul style="list-style-type: none"> <li>• Launched in December 2019, the website is now mobile-friendly and features improved navigation as well as a live chat function.</li> <li>• The look and feel and the content have been refreshed and updated.</li> <li>• ASB reporting links are available under Useful Info.</li> <li>• The new BID website is linked to the BSQ website and has additional cyber security.</li> </ul> <p><b>ACTION:</b> Check <a href="http://www.broadmeadbristolbid.co.uk">www.broadmeadbristolbid.co.uk</a> and feedback to the team.</p>	<p>Info</p> <p>All</p>
<p><b>4. Annual Impact Report</b></p> <ul style="list-style-type: none"> <li>• As part of the BID governance commitment, the Impact Report reviews the period for BID 4 Year 1 (1 Nov. 2018 – 31 Oct. 2019), and gives an update on projects achievements and plans for the year ahead. It also features key statistics, quotes from levy payers and includes a financial summary.</li> <li>• It is available to read <a href="#">HERE</a> and on the BID website under News.</li> </ul> <p><b>ACTION:</b> Encourage staff to read the Impact Report to increase their awareness of the BID.</p>	<p>Info</p> <p>All</p>
<p><b>5. BID focus and progress to date</b></p> <p><b>Anti-social behaviour (ASB) issues and business crime</b></p> <p><u>Business Crime Reduction Partnership (BCRP)</u></p> <ul style="list-style-type: none"> <li>• Covering the Broadmead and City Centre BIDs, the BCRP includes an overseeing advisory panel and groups representing the retail management and hotel and leisure industry.</li> <li>• Currently gathering the participants legal documentation in terms of data integrity for compliance and to meet BCRP national standards.</li> <li>• Key highlights from the advisory panel meeting in January were discussions to influence the updated Public Space Protection Orders due in May 2020 and plans to develop a joined-up radionet scheme with the City Centre BID.</li> </ul> <p><u>ASB</u></p> <ul style="list-style-type: none"> <li>• Overall, lots of negative and concerning feedback from retailers, strongly expressed in a recent police survey sent out to all BID businesses (63 responders).</li> <li>• Top high-level concerns are: <ul style="list-style-type: none"> <li>- Drug taking and dealing and street drinking</li> <li>- Begging (100% said they were impacted, approached and / or harassed)</li> <li>- Belongings left in doorways</li> <li>- General ASB</li> </ul> </li> <li>• Police “proactive patrols” overtime has been approved by Rob Cheeseman to begin to help address the issues and target prolific and persistent offenders.</li> <li>• Concerns were also raised with Stephen Peacock, BCC Executive Director of Growth and Regeneration, to try and accelerate responses and confirm the city council approach.</li> <li>• All agreed the response and approach to these very complex issues should be cohesive.</li> </ul>	<p>Info</p> <p>Info</p>

- The charities offering free food in Broadmead are aggravating the ASB issues in the area.
- A meeting is scheduled on the 18 March with senior city stakeholders to review the ASB feedback and to discuss the development of a sustainable long term strategy.

**ACTIONS:**

**Update the group on the progress of the BCRP and the 18<sup>th</sup> March strategy meeting.  
Encourage businesses to report all offences and ASB to the police using the online link**

Steve  
All

**Cleansing and Welcome**

The Bristol Waste team continues to deliver good support and quick response to all issues and new operator shifts gives better litter picking cover in Broadmead.  
Cleaning up in the morning where rough sleeping takes place is challenging and sometimes threatening for Bristol Waste staff. The recent police survey indicated 50% of the responders thought Broadmead was unclean, this is up from January 2019.

Info

Graffiti

- Issues are ongoing but Bristol Waste offer a very rapid response.

Info

Drinking water fountains

- The drinking water fountain located near Vodafone and Tesco Metro have now been repaired.

Info

Broadmead static signage and BSQ digital maps

- Update planned during February.

Info

A cleansing emergency call out number during the weekend is not currently available to retailers. The team will share this info on the BID website.

Sophie

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

**ACTIONS:**

**Update the group on cleansing issues.  
Hammerson to update the group on timing of cleansing project.  
Add the weekend and emergency call out numbers to the BID website.**

Steve  
Steve  
Sophie (done)

**Marketing and promotion**

- A marketing update was given on:
  - Footfall
  - Digital Reach
  - Valentine's Day and Mother's Day competitions
  - *Roaming Rhinos* Easter trail, 4 to 18 April 2020
  - VE Day celebrations
  - Summer of Sport, 12 June to 31 August 2020

Info

**ACTION:**

**Continue to update the group on marketing and promotion activities.**

Viv

<p><b>Business and retailer support</b></p> <ul style="list-style-type: none"> <li>• BSQ Forum - the next Forum will be taking place on 17 March at Metro Bank.</li> <li>• BIDBase records all BID interactions with the levy payers (promotion, marketing, support). The 'Stranger Index' is constantly improving and is now at only 10%.</li> <li>• Bristol Dementia Action Alliance - the objective of the charity is to make Bristol the most dementia-friendly city in the UK. Fitting with the BID's accessibility objectives, the charity has been invited to present at the next BSQ Forum and will give out free training to staff in BSQ.</li> </ul> <p><b>ACTION:</b>  <b>Send agenda to the group for the BSQ Forum.</b>  <b>Sign up to the free dementia-friendly workshops.</b></p>	<p>Sophie All</p>
<p><b>6. Finance overview</b></p> <ul style="list-style-type: none"> <li>• The Year 2 budget is set around the four BID themes.</li> <li>• Last year's £19K underspend are split across welcome and maintenance, marketing and ASB.</li> <li>• £266K collected so far, ahead of last year.</li> <li>• £31K are still to be collected.</li> </ul> <p><b>ACTION:</b>  <b>Update the group on payment collections.</b></p>	<p>Info</p> <p>Steve</p>
<p><b>7. Any other business</b></p> <ul style="list-style-type: none"> <li>• Steve to meet with Cabot Circus Regional General Manager Nick Beckett on 7 February regarding cleansing, marketing, ASB and Callowhill Court development.</li> <li>• The Galleries update: <ul style="list-style-type: none"> <li>- David Wait updated the group on recent store openings and closures.</li> <li>- Currently finalising their marketing plan.</li> <li>- New <a href="#">free Kids Club</a> to open on 2<sup>nd</sup> Saturday / month February to September.</li> <li>- The Ping Pong parlour set to return to the unit located opposite Poundland.</li> </ul> </li> <li>• Concerns were raised once again regarding the BCC Clean Air Zone proposals, which include banning all diesel cars from Bristol city centre: <a href="http://www.cleanairforbristol.org">www.cleanairforbristol.org</a>. The proposals are still in consultation stage currently.</li> <li>• Robyn from Virgin Media updated the group on a recent experience regarding receiving a text message with traffic announcement, which increased her dwell time in a shopping centre by two hours.</li> <li>• Besco from Lush updated the group on feedback regarding the importance of creating experiences to increase footfall and dwell time.</li> </ul> <p><b>ACTION:</b>  <b>Update the group following the meeting with Nick Beckett.</b>  <b>Update the group on the Clean Air Zone proposals and consultation.</b></p>	<p>Info</p> <p>Info</p> <p>All</p> <p>Info</p> <p>Info</p> <p>Steve Cllr Paul Smith / John Hirst</p>
<p><b>Next meeting:</b> Thursday 2 April 2020 12.30pm.</p>	