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 **NOTES OF BRISTOL SHOPPING QUARTER FORUM**

Tuesday 20October 2020

Zoom meeting

**Present:**

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| Steve Bluff – Broadmead BIDViv Kennedy – Broadmead BIDSophie McLaughlin – Broadmead BIDJena Dickson - LoyalFreeRob Cheeseman – Police David Wait – The Galleries John Hirst – Destination BristolCllr Jerome ThomasCllr Richard EddyMike Ayres – Bristol City CouncilAndrew Hahn – Bristol WasteJack Rex – BID Support Retail RangerBrendan Murphy – The Arcade Besco Grundy – LushJose Carballo – McDonald’sSimon Gorton – BootsLauren Cannock – Sally BeautyChelsie Long – Illustrate |  |  |

1. Welcome, introductions, and objective of the forum

1.1 All were welcomed.

1.2 Due to a great number of retailers still on furlough, many could not attend the meeting today.

2. Broadmead BID overview – Impact Report 2019/2020

2.1 The BID is at the end of the second year of its fourth term (BID terms last for 5 years).

2.2 Steve gave an overview of this year’s BID Impact Report, available [HERE](https://broadmeadbristolbid.co.uk/wp-content/uploads/2020/10/BSQ_Annual_Report_2019-20_Web.pdf).

2.3 Steve also reminded the group that the BID can only do its work with the levy income received and encouraged all levy payers to pay or positively influence the bill payers.

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.

3. Marketing – Digital reach and footfall update

3.1 Due to the coronavirus pandemic, the number of views for the BSQ website has decreased; however, our social media channels @bristolshopping have maintained their levels, with some even increasing.

3.2 One of the challenges has been to use the right tone: attracting visitors to the area, but in a safe way.

3.3 The BID has introduced the LoyalFree app to its retailers (more below).

3.4 This summer, the BID participated in the city-wide campaign #BristolTogether, which included the
*Follow Your Heart* trail in Bristol Shopping Quarter.

3.5 The Easter Rhino trail planned for 2020 has been postponed to Easter 2021.

3.6 The Summer of Sports events planned for 2020 has been postponed to the summer 2021.

3.7 Currently, the BID is organising its ever-popular *12 Days of Christmas* competition.

3.8 On the whole, footfall is 30% down year-on-year; it is, however, consistently outperforming the UK. The latest footfall data is available on the BID website [HERE](https://broadmeadbristolbid.co.uk/footfall/).

3.9 Cllr Richard Eddy thanked the team for their work on marketing, particularly social media, commenting that great communication is always very important, and now more than ever.

LoyalFree app

4.1 Jena Dickson gave an overview on the [LoyalFree app](https://www.getloyalfree.com/).

4.2 LoyalFree is a digital experience aimed at attracting more visitors to the area by promoting the BID retailers’ events and promotions, as well as featuring trails.

4.3. The app is funded by the BID and is free to the retailers.

Police and crime reduction update

5.1 Crime and ASB levels are lower than they were this time last year.

5.2 The police team is getting control of the people who are causing the most harm in the area.

5.3 Three new problem-solving police recruits have been appointed and three PSCO vacancies are to be filled within the next 3 months. This will bring many benefits to the area as there will be more focus in Bristol Shopping Quarter.

5.4 As more people return to the streets of central Bristol, [Project Servator](https://www.avonandsomerset.police.uk/about/project-servator) officers have increased their presence. This will also bring more police visibility in and around the area.

5.5 The Police work closely with the organisers of events, protests and marches and make sure good communication is maintained with the BID.

5.6 Due to the complexity of the new Covid-secure guidelines, the Cop Shop will not take place this year, community contact events are planned instead. One key focus this year will be on e-scooters and road safety. For FAQs on e-scooters, please click [HERE](https://travelwest.info/projects/e-scooter-trial#frequentlyasked).

5.7 The Police officers’ approach to tackle social distancing offences is: ‘Engage, Explain, Encourage and Enforce’, with enforcement used as a last resort.

5.8 A close collaboration between BID Retail Ranger Jack and the Police has been a real asset for the area.

Christmas 2020

8.1 The lights will be switched-on on Friday 6 November, but there will not be a specific event.

8.2 For financial prudence, the Christmas lights provision has been reviewed. The team is working on a joined-up initiative with the City Centre BID.

8.3. The Christmas markets will not be taking place; however, some activities are planned around The Podium and Broadmead East.

8.4 Christmas staff – please visit the [job page on the BSQ website](https://bristolshoppingquarter.co.uk/jobs/) for information.

8.4 Please let us know your store trading hours for Christmas - email sophie@broadmeadbid.co.uk.

The Galleries update

9.1 Footfall in the centre and car park is down.

9.2 The Tourist Information Centre has recently opened a new store on the ground floor.

9.3 The Galleries are hosts to various community projects. More info [HERE](https://www.galleriesbristol.co.uk/community-hub/community/).

9.5 The NHS is planning to open a unit on the top floor (where TK Maxx used to be). It will include a pop-up consultation room, which should increase the footfall to The Galleries.

Cabot Circus update

10.1 In Rob Hobbs’ absence, Steve gave a brief update regarding Cabot Circus.

10.2 A new Lego shop will be opening in Cabot Circus before Christmas. This will be a great addition to the area.

10.3 Works to replace the cladding are currently being carried out onto the Harvey Nichols building.

AOB

1. The BID Chair vacancy is currently open and has been advertised via email and on the BID website. Please contact steve@broadmeadbid.co.uk for more details.

2. Richard Dart and Andy Hahn from Bristol Waste were thanked for all their hard work, especially in dealing with the rough sleepers and beggars anti-social waste issues their team have to deal with every day.

3. Clean Air Zone survey to be filled in by 22 November. More info [HERE](https://broadmeadbristolbid.co.uk/clean-air-zone-new-consultation/).

4. E-scooter trials in Bristol will start on 22 October. Users of e-scooters will need to hold a full driving licence and helmets will be encouraged. Although their speed limit can be reduced to 5 miles / hour, they will not be allowed in Bristol Shopping Quarter for the time being.

5. All BSQ Forum presentations are available on the BID website [HERE](https://broadmeadbristolbid.co.uk/about-the-bid/bsq-forum/).

Next meeting: To be confirmed, Spring 2021