

**BID Management Group meeting – Thursday 12 November 2020**

**Final Headline Summary & Actions**

**Chair:** Steve Bluff

**Attendees:** John Hirst, Cllr Kye Dudd, David Wait, Jason Edward, Marc Watters, Mark Brown, Mark Fullwood, Rob Cheeseman, Rob Hobbs, William Jukes, Sophie McLaughlin, Vivienne Kennedy, Eddie Duffy

**Apologies:** Besco Grundy, Mike Ayres

**Objective of the meeting:**

For the Broadmead BID team to update on strategy and implementation. The Management Group has 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>Members of the group who were able to join the meeting via Zoom were welcomed.</li> <li>The group welcomed new joiner Cllr Kye Dudd.</li> <li>Simon Gorton has been appointed to a new role in Boots. Karen Warden, who is seconding Simon for the next six months, will be invited to the next meeting.</li> <li>Eddie Duffy, Store Manager at Tesco Metro, was invited to attend the meeting as a guest and was welcomed by the group.</li> <li>Following the departure of James Shorney, the BID Chair vacancy was advertised on the BID website and was announced at the BID Forum. David Wait applied for the role; as there was no objection from the group, his application was ratified.</li> </ul>	<p>Info</p>
<p><b>2. Lockdown 2</b></p> <p><u>Retailers</u></p> <ul style="list-style-type: none"> <li>77 businesses are currently open; this number is significantly higher than during the first lockdown. They include essential shops, take-aways and retailers offering click &amp; collect, where customers come and pick up pre-ordered items.</li> </ul> <p><u>Footfall</u></p> <ul style="list-style-type: none"> <li>Footfall is 82% down year on year, and 70% down week on week. This percentage is higher than expected, although during this time last year the Christmas markets were already in place.</li> <li>As working from home is still the norm, the very low number of office workers is impacting the City Centre and Bristol Shopping Quarter (BSQ) severely.</li> <li>People are not expected back in the office until March at least, and possibly not until the summer.</li> </ul>	<p>Info</p> <p>Info</p>

Financial support

- Eligible businesses can now apply for the Local Restrictions Support and Additional Restrictions grants: [www.bristol.gov.uk/business-rates/lrsq-and-arg](http://www.bristol.gov.uk/business-rates/lrsq-and-arg).
- The furlough scheme has been extended until March 2021.
- Businesses are also be eligible for a full business rates discount until March 2021.

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Covid Marshals

- New BCC marshals have been appointed to help people and businesses understand and follow the rules, as well as support businesses with queues and social distancing.
- They are tasked to ‘engage, explain and encourage’ and not with issuing fines.
- They work closely with the police and council officers to report breaches when necessary.

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Digital marketing

- Retailers open for business are listed on the BSQ website and in trails on the LoyalFree app. The listing is updated daily as their circumstances change.
- Their listing links to their own website page and is shared on social media.
- The LoyalFree app is also promoted on social media frequently.
- The BSQ website, social media channels and LoyalFree are being used to share offers, including online offers from businesses that have closed their physical stores.
- Retailers' posts are shared regularly, mainly on Twitter and Instagram stories.
- From w/c 26 November (depending on the latest guidelines), the BID will start mentioning the reopening of non-essential retail on 3 December and Christmas shopping.

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**3. Broadmead operational update**

Footfall

- October Springboard footfall was -30% year on year versus -25% in the region, and -40% in the UK.
- Work is ongoing with the Movement Insights project to create a dashboard and analysis with Visa spend and O2 movement data by product category type and demographic and comparisons to 2019. This will be available to retailers at the beginning of next year.

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Vacant Units

- There are currently 42 vacant units (23 in March). This is 19% of the total units and represents 12% of the total rateable value. A further 6 stores are still closed since the first lockdown, but it is hoped they will reopen.
- H&M located next to the Odeon Cinema is now closed; a Lidl shop is due to open in its place. There is no definite date for the new opening at present.

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Finance

- The BID levy invoices have now been sent. The period covers the third year of the current BID, starting on 1 November 2020.
- A meeting with Jo Hunt is planned on 6 January, when the BID will receive their first official update on collections. Recovery policy will also be discussed then.
- Some retailers have requested discounts or non-payment; this is not possible within the BID operating rules and an alteration ballot would be required.
- Currently, phased payment plans are being offered, with 2 to 4 payments across the year if it helps.
- About £30K have been reserved from the last BID year to pay for the current operating costs,

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<p>Retail Ranger services and Christmas lights, until the next payment from BCC is received in January.</p> <p><u>BID Impact Report</u></p> <ul style="list-style-type: none"> <li>• The <a href="#">BID Impact Report</a> was shared with the group (also available on the BID website).</li> <li>• It reviews the work and results of Year 2 (2019 / 2020) across all the BID themes: <ul style="list-style-type: none"> <li>- A clean and welcoming environment</li> <li>- ASB and safety</li> <li>- Marketing and promotion</li> <li>- Business support</li> </ul> It also includes a financial update. </li> <li>• The group was thanked for their support, quotes, and positive feedback.</li> </ul> <p><b>ACTIONS:</b>  <b>Continue to update the group on footfall.</b>  <b>Continue to update the group on store openings and closures.</b>  <b>Update the group on the BID collection rate.</b></p>	<p>Info</p> <p>Steve Steve Steve</p>
<p><b>4. Marketing</b></p> <p>An update was given on BID current and future marketing activity, including:</p> <ul style="list-style-type: none"> <li>• Bristol Together campaign, including Advent light projection activity from 1 December (TBC)</li> <li>• <i>12 Days of Christmas</i> social media competition</li> <li>• Easter Rhino trail (postponed from 2020)</li> <li>• <i>Summer of Sports</i> campaign, including <i>The Tour of Broadmead</i>, involving 8 charities</li> </ul> <p>For full details of BID marketing activity, please visit: <a href="http://www.broadmeadbristolbid.co.uk">www.broadmeadbristolbid.co.uk</a></p>	<p>Info</p>
<p><b>5. Police update</b></p> <ul style="list-style-type: none"> <li>• Rob Cheeseman updated the group on crime and anti-social behaviour trends.</li> <li>• Three new police recruits have recently joined the Bridewell Police team. These officers have joined through a leadership programme that focuses on implementing innovative strategies by using problem-solving skills to tackle some of the current challenges. These will include shoplifting and assault of retail staff. The officers will start working in the BSQ area from mid-December.</li> <li>• One vacancy remains for the BSQ area, to be filled in the very near future.</li> <li>• With the UK terrorism threat level raising to ‘Severe’ recently, <a href="#">Project Servator</a> officers have increased their presence. Locations and dates have also been added. This will bring more police visibility in and around Bristol Shopping Quarter from w/c 16 November.</li> <li>• Police crime prevention advice, including tips, links, and useful contacts to protect businesses during the lockdown, was sent to the BID team so they could share the information with the retailers.</li> <li>• A new effective traffic light system to make community banning warnings and orders easier to understand is now in place and used by the police and BCC.</li> <li>• The Romanian community living in Broadmead is a complex issue to resolve. The aim is to remove these people from living in the streets. The police are working closely with the BCC</li> </ul>	<p>Info</p> <p>Info Info</p> <p>Info</p> <p>Info</p> <p>Sophie (done)</p>

<p>streetwise team, but some of the approaches to tackle the situation may incur some displacement. The retailers should contact the police or Retail Support Ranger Jack if they are impacted.</p> <ul style="list-style-type: none"> <li>• The police are working closely with the new Covid Marshals. Eddie Duffy mentioned the marshals seem to be targeting businesses and not visitors who do not follow the rules. Rob will share this feedback with the relevant team.</li> <li>• Business Crime Reduction Partnership (BCRP) – The aim to get our BCRP accredited through the National Association of Business Crime Partnerships has been postponed to the beginning of 2021.</li> </ul> <p><b><u>ACTIONS:</u></b>  <b>Continue to update the group on police activity.</b>  <b>Update the group on the BCRP accreditation.</b></p>	<p>Rob / All</p> <p>Rob</p> <p>Info</p> <p>Rob Cheeseman Steve</p>
<p><b>6. Any other business</b></p> <ul style="list-style-type: none"> <li>• The retailers asked for the BID to share information re: trading hours post-lockdown and expectations.</li> <li>• Destination Bristol is to become a regional Destination Management Organisation (DMO) covering Bristol, Bath, South Gloucestershire, and North Somerset to work together to promote the region nationally and internationally and to encourage more visitors to come to this region. The new DMO will be called Visit West.</li> <li>• The new dates and times for the next BID Management Group meetings in 2021 were suggested to the group and confirmed.</li> </ul> <p><b><u>ACTION:</u></b>  <b>Determine what retailers are planning regarding their trading hours post-lockdown and share the findings with the group.</b>  <b>Continue to update the group on the structure proposals of Destination Bristol and progress on the new DMO.</b>  <b>Send the dates and times for the Management Group meetings in 2021.</b></p>	<p>All</p> <p>Info</p> <p>Info</p> <p>Sophie / Steve</p> <p>John Sophie</p>
<p><b>Next meeting:</b> Wednesday 3 February 10:00 - 11:00, Zoom</p>	