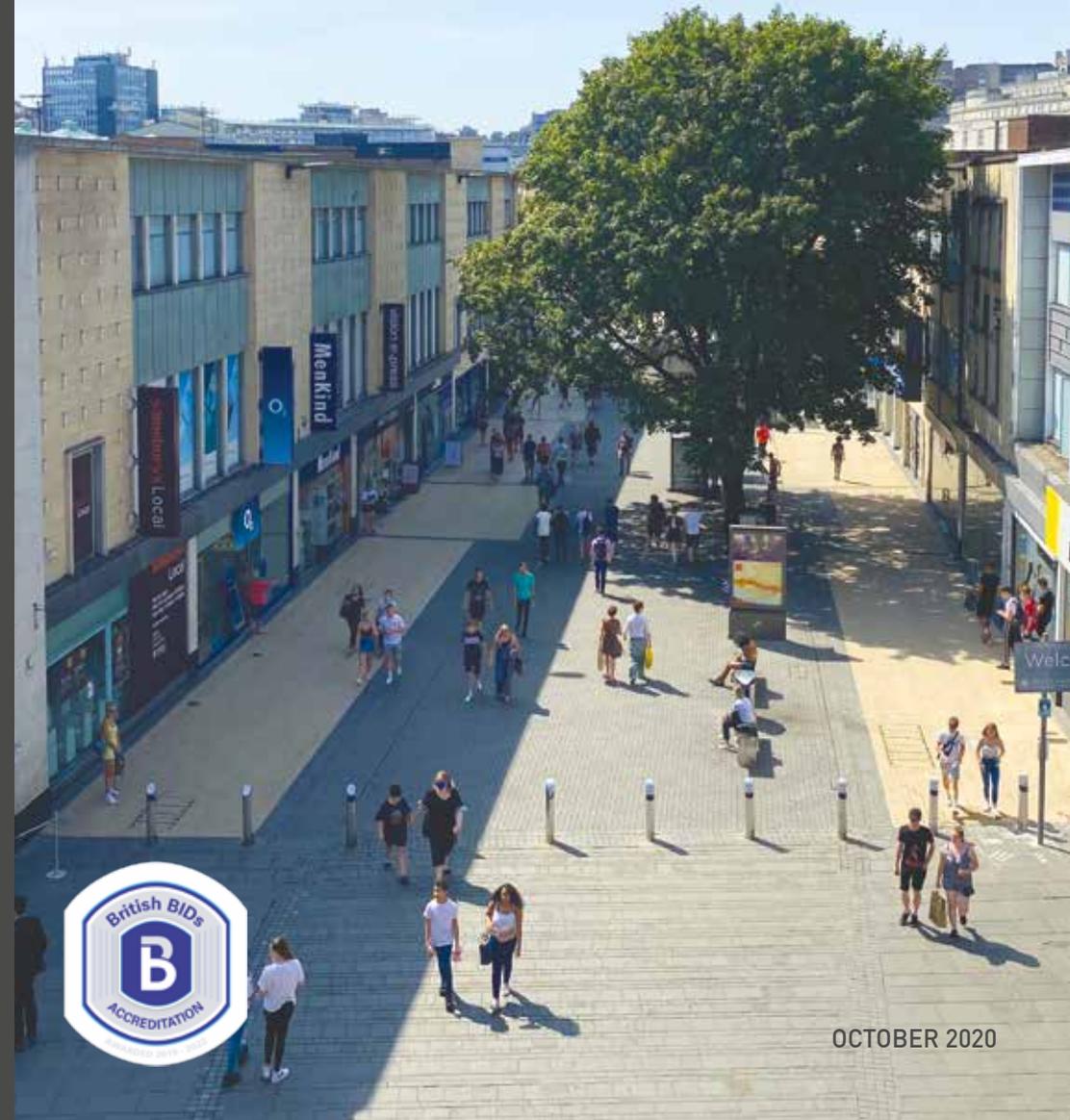




Broadmead Bristol Business Improvement District



For further information about the Broadmead BID:

Visit: broadmeadbristolbid.co.uk

Call: 0117 925 7053

Email: steve@broadmeadbid.co.uk

For payment enquiries:

Email: bidsbilling@bristol.gov.uk



OCTOBER 2020

ABOUT THE BROADMEAD BID

Since 2005, Broadmead BID has successfully delivered added value to all levy payers within Bristol Shopping Quarter and in November 2018 we were proud to be given a resounding mandate to continue with this collaborative work for a fourth term until October 2023.

In the autumn of 2019, we successfully gained accreditation from British BIDs, following a comprehensive audit of systems and processes, recognising the high standards of governance and levy payer relationships as well as effective customer communications that your BID team consistently deliver.

Due to the Coronavirus global pandemic, 2020 has been a year of unprecedented challenges for every business. Like you all, the Broadmead BID team has needed to be agile and responsive while continuing to provide targeted support and services throughout this difficult period.

It has become even more important for us to communicate with you regularly and understand your changing needs and requirements. Many of you told us you wanted help with accessing grants and understanding the myriad Government guidelines and support schemes. We successfully achieved this through one to one communication, webinars and the creation of our information hub on broadmeadbristolbid.co.uk and we thank you for the positive feedback we have received.

Highlights of 2019 / 2020 BID activity

- Christmas lights, local market, radio campaigns
- New user-friendly BID website
- New LoyalFree App promoting your businesses
- Street scene and directional signage refreshed

- Increased Retail Support Ranger presence
- Free parking arranged for essential retail staff
- Increased newsletters and social media
- Delivered retailer webinars sharing best practice
- Provided free customer queue signage
- Provided free visors for close contact staff
- Dementia Friends training for retailers
- Distributed 80,000 free disposable face coverings
- Additional deep cleansing post lockdown
- Suspension of bus stops to improve social distancing
- New Bristol Together reopening marketing campaign
- Upgrade of Springboard footfall counting
- 02 Movement and Visa spend data project

2019 / 2020 BID INCOME & EXPENDITURE

Income

BID Levy	£297,000
Voluntary Contribution	£20,000
BID Resilience Fund	£13,492
C/F *	£31,000
Total income	£361,492

Expenditure

Cleansing & Maintenance	£79,815
Addressing anti-social behaviour	£41,753
Marketing, Events & Footfall	£121,150
Shopmobility	£5,000
Management Costs	£60,000
Contingency	£8,000
Bristol City Council levy collection fee	£10,000
Total expenditure	£325,718
C/F *	£35,774

* carry forward monies will be spent in 2020/21

LOOKING AHEAD

The Broadmead BID team is fully committed to continue their unwavering support of businesses as the high street begins to recover from the Coronavirus pandemic. We will focus all our efforts on maximising the value of the levy you pay. Helping you survive and thrive in a safe environment is our goal.

Our priorities for the year 2020 / 2021:

1

ADDRESSING ANTI-SOCIAL BEHAVIOUR ISSUES, SAFETY AND RETAIL CRIME

PLANNED SPEND £50,000

We will ensure the BID's Retail Support Rangers continue to work effectively with all our levy payers to reduce crime and anti-social behaviour through strong partnerships with the police and store teams.

2

MARKETING, EVENTS AND FOOTFALL

PLANNED SPEND £125,000

We will continue to grow our digital reach and promote Bristol Shopping Quarter to a wide audience ensuring our high quality events and activities encourage footfall and spend throughout the year.

3

A CLEAN AND WELCOMING ENVIRONMENT

PLANNED SPEND £85,000

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

4

BUSINESS SUPPORT

PLANNED SPEND £60,000

We will provide strong leadership and influence across the city to ensure together we have a powerful voice and access to support and training to help your businesses succeed.

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