

**BID Management Group meeting – Wednesday 3 February 2021**

**Final Headline Summary & Actions**

- Chair:** David Wait
- Attendees:** Steve Bluff, Cllr Kye Dudd, Besco Grundy, Eddie Duffy, Mike Ayres, William Jukes, Sophie McLaughlin, Vivienne Kennedy
- Apologies:** John Hirst, Jason Edward, Marc Watters, Mark Brown, Mark Fullwood, Rob Cheeseman, Rob Hobbs, Kirsten Warden

**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> </ul>	<p>Info</p>
<p><b>2. BID operational update and support during Lockdown 3.0</b></p> <p><u>Retailers</u></p> <ul style="list-style-type: none"> <li>72 businesses are currently open; this number is significantly higher than during the first lockdown and slightly less than the second. They include essential shops, banks, take-aways and retailers offering click &amp; collect.</li> <li>Raised issues on non-compliance with a phone business were promptly resolved.</li> <li>Eddie from Tesco Metro reported that his customers were generally compliant with shopping alone and wearing face coverings. Their new traffic light system is also useful.</li> <li>To help with the roll out of the vaccination programme, Superdrug has set up a new vaccination centre outside their store (one of six around the country). The BID was delighted to have been able to support this project.</li> </ul> <p><u>Communication and Retail Support Ranger</u></p> <ul style="list-style-type: none"> <li>The BID team continues to support the BID levy payers with operations activity, including cleansing issues, dealing with specific enquiries, supporting with marketing, and communicating relevant information.</li> <li>Retail Ranger Jack remains on site assisting essential retailers, keeping an eye on closed stores, and managing anti-social behaviour and crime reduction with good police support.</li> </ul> <p><u>Footfall</u></p> <ul style="list-style-type: none"> <li>Footfall is on average 75% down year on year, in line with the region and the UK. Although the footfall is lower than the lockdown in November, it is higher by 20% to 30% than the first</li> </ul>	<p>Info</p> <p>Info</p> <p>Info</p>

<p>lockdown in March, as more shops are open in a COVID-secure way and more up to speed with takeaway delivery solutions.</p> <ul style="list-style-type: none"> <li>• Movement Insights project - we are starting to receive spend and movement data from Visa and O2 as per last year's BID investment along with the City Centre BID and BCC.</li> </ul> <p>Key points to highlight:</p> <ul style="list-style-type: none"> <li>- In 2020, the change in spend on physical retail in Bristol has been significant but other cities have been more impacted. Bristol is showing some resilience.</li> <li>- Online spend in Bristol has increased by 20% year-on-year.</li> <li>- Restaurants (including pubs &amp; clubs), high street retail, entertainment and accommodation have been the hardest hit sectors of the central Bristol economy.</li> <li>- Origin of spend is vastly different from 2019, with traveling and spending into the city centre from surrounding areas and long distance significantly reduced.</li> <li>• Work is ongoing to create a dashboard and analysis with data by product category type and demographic, and comparisons with previous years. This will soon be available to retailers.</li> </ul> <p><u>Financial support for businesses</u></p> <ul style="list-style-type: none"> <li>• Eligible businesses can apply for the Local Restrictions Support and Additional Restrictions grants (LRGS).</li> <li>• BCC have now received money from Government to award closed and partially closed businesses with the LRGS.</li> <li>• A one-off lockdown payment of up to £9,000 will also be paid in addition to LRSG.</li> <li>• All details are on the BID website and updated regularly with the latest information: <a href="http://www.broadmeadbristolbid.co.uk/useful-information/covid-19-advice-and-guidance">www.broadmeadbristolbid.co.uk/useful-information/covid-19-advice-and-guidance</a></li> </ul> <p><u>British BIDs</u></p> <ul style="list-style-type: none"> <li>• The BID is a member of British BIDs, which lobby for financial support, levy payments and approach, as well as bounce back recovery plans for city centres.</li> </ul> <p><u>Planned activity post-lockdown</u></p> <ul style="list-style-type: none"> <li>• The group has agreed to the BID hanging floral baskets proposal. The cost is £4.5K and they will be delivered in June 2021.</li> </ul> <p><b>ACTIONS:</b>  <b>Send the Movement Insights presentation to the group.</b>  <b>Send queries about Movement Insights to Steve.</b></p>	<p>Info</p> <p>Info</p> <p>Info</p> <p>Info</p> <p>Sophie All</p>
<p><b>3. Marketing</b></p> <p>An update was given on BID current and future marketing activity, including:</p> <ul style="list-style-type: none"> <li>• Promoting levy payers' online offerings while emphasising the 'Stay at home / essential shopping only' messages during lockdown.</li> <li>• Updating the BSQ website listing and LoyalFree trails of essential retailers, banks &amp; building societies, cafes &amp; restaurants doing take-aways / deliveries and click &amp; collect</li> <li>• <a href="#">BSQ February newsletter</a> sent out to 13,500 subscribers</li> <li>• Promoting reopening as and when dates are known</li> <li>• Possible <i>Roaming Rhino</i> family trail over the summer holidays</li> </ul> <p>The BSQ website traffic has dropped by an average 5,600 users / month, however, social media has continued to grow.</p>	<p>Info</p>

<p>For full details of BID marketing activity, please visit: <a href="http://www.broadmeadbristolbid.co.uk">www.broadmeadbristolbid.co.uk</a>.</p> <p><u>Maybe* app</u></p> <ul style="list-style-type: none"> <li>• A one-year project funded by BCC's Reopening High Streets Safely Fund with no cost to the users.</li> <li>• The initiative will work along with all BIDs in the city and other stakeholders.</li> <li>• The aim is to support small, independent businesses in the online environment, focussing on rebuilding footfall and improving collective communication.</li> <li>• It provides access to a dashboard to monitor social media activity and engagement, training, and weekly webinars, including case studies that can be replicated.</li> </ul> <p><b>ACTION:</b>  <b>Send information about Maybe* when the information has been received.</b></p>	<p>Info</p> <p>Viv</p>
<p><b>4. Financial overview</b></p> <ul style="list-style-type: none"> <li>• The BID has reduced its budget by 55% of income to reflect the anticipated shortfall in levy collection.</li> <li>• As of 6 January, 52% were collected.</li> <li>• As per the BID operating rules, no discount is available to levy payers; however, payment terms can be flexible.</li> <li>• Gentle reminders for outstanding payments have now been sent by BCC.</li> <li>• 32K from the last BID year and 13K from the BID resilience fund have been reserved.</li> <li>• Next review collection is due on 24 February.</li> </ul> <p><b>ACTION:</b>  <b>Continue to update the group on the BID collection rate.</b></p>	<p>Info</p> <p>Steve</p>
<p><b>5. Vacant units and City Centre Revitalisation Group</b></p> <ul style="list-style-type: none"> <li>• There are currently 48 vacant units, which represents 14% of the total rateable value.</li> <li>• Debenhams is currently operating as an online shop. The store is planning to reopen post-lockdown and sell out their stock within 4 to 6 weeks, before closing permanently.</li> <li>• The key steering group on City Centre Revitalisation is led by Nuala Gallagher, Director of Economy of Place in BCC, and will drive delivery framework, retail strategy and overall position. The group will involve key city stakeholders, landlords, investors, as well as BIDs updates and input.</li> <li>• The future will look very different with less physical retail stores and more experiences, more living, community and green sustainable spaces.</li> <li>• Mike Ayres updated the group on redevelopment plans, including Debenhams, Merchant Street, Union Gate and Callowhill Court.</li> </ul> <p><b>ACTIONS:</b>  <b>Continue to update the group on store openings and closures.</b>  <b>Update the group on the City Centre Revitalisation Group and redevelopment plans.</b>  <b>Continue to update the group on redevelopment plans.</b></p>	<p>Info</p> <p>Steve  Steve  Mike</p>

<p><b>6. Clean Air Zone (CAZ) update</b></p> <ul style="list-style-type: none"> <li>• An update was given on the latest proposal to set up a charging zone within the city centre.</li> <li>• The Cabot Circus car park will not be included in the zone.</li> <li>• The BID has fed into the Business West's case, asking for clarity and mitigations.</li> <li>• The full business case will be submitted to BCC on 25 February before submission to Government. Start dates and finalised charges will be confirmed after this date.</li> <li>• More information is available on the dedicated website: <a href="http://www.cleanairforbristol.org">www.cleanairforbristol.org</a>.</li> <li>• Implementation is planned for 29 October 2021.</li> </ul> <p><b>ACTION:</b> Update the group on CAZ development.</p>	<p>Info</p> <p>Cllr Kye Dudd</p>
<p><b>7. Police update</b></p> <ul style="list-style-type: none"> <li>• In Rob Cheeseman's absence, Steve gave a brief update to the group.</li> <li>• There is a decline in crime, however hotspots remain outside Tesco Metro. Eddie reported that Tesco Metro still suffers 10 to 20 incidents / day, in line with times outside lockdown. The reduction in footfall makes the incidents more apparent.</li> <li>• Cases of assaults against staff have been reported in Broadmead. A survey from the Home Affairs Select Committee regarding abuse and violence against staff was sent to all retailers on 13 January (more info <a href="#">HERE</a>), and the BID will work with the police to support the businesses on this issue.</li> </ul> <p><b>ACTION:</b> Continue to update the group on police activity.</p>	<p>Info</p> <p>Rob / Steve</p>
<p><b>8. The Galleries update</b></p> <ul style="list-style-type: none"> <li>• David Wait updated the group on closures and future openings, including Keep Art It and Western College, which have been offered a space in the centre.</li> <li>• Recent news in the press about The Galleries' redevelopments is regarding the long-term planning, for the 5 to 10 years.</li> <li>• During lockdown 3, footfall is 75% to 80% down.</li> <li>• 8 essential retailers are currently trading, including 2 food businesses operating take-aways.</li> <li>• Some customers toilets are still open. This may be driving some of the footfall.</li> <li>• Social media does not encourage customers to visit the centre, promoting the online community hub and the 'Stay safe, respect others' messages instead.</li> </ul> <p><b>ACTION:</b> Continue to update the group on The Galleries development and activities.</p>	<p>Info</p> <p>David</p>
<p><b>9. Any other business</b></p> <p>1. Destination Bristol is proceeding with plans to create a regional Destination Management Organisation (DMO) covering Bristol, Bath, South Gloucestershire and North Somerset. The</p>	

<p>objectives are to attract and optimise international visitors across the region, increasing their stay time and spend. The new DMO will be called Visit West. This will attract more investment from Visit Britain.</p> <p>Following John Hirst's retirement at the end of March, John Savage will become Executive Chair; Kathryn Davis, Director of Tourism; Keith Rundle, Director of BIDs, overseeing cost and operating efficiencies across all BIDs; Steve Bluff, Operations Director, Broadmead BID.</p> <p>2. A WECA Mass Transit consultation webinar will be held soon, and Steve will update the group on key outputs.</p> <p>3. A planning proposal has been submitted from a dental practice (Smile Stylist) to open in The Arcade where Superior Vapour is currently located; Superior Vapour will be moving to another unit in The Arcade.</p> <p><b>ACTION:</b>  <b>Continue to update the group on the structure proposals of Destination Bristol and progress on the new DMO.</b>  <b>Update the group on the WECA mass transit webinar.</b></p>	<p>All</p> <p>Info</p> <p>Info</p> <p>Info</p> <p>Steve Steve</p>
<p><b>Next meeting:</b> Wednesday 28 April, 10:00 - 11:00, Zoom.</p>	