

BID Management Group meeting – Wednesday 28 April 2021

Final Headline Summary & Actions

Chair: Steve Bluff
Attendees: Besco Grundy, Marc Watters, Mark Fullwood, Sophie McLaughlin, Vivienne Kennedy
Apologies: David Wait, Tara Fountain, Mark Brown, Rob Cheeseman, Cllr Kye Dudd, Eddie Duffy, Mike Ayres, William Jukes, 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>Welcome, introductions, apologies, and changes to the group</p> <ul style="list-style-type: none"> Members of the group who were able to join the meeting via Zoom were welcomed. John Hirst has retired as the CEO of Destination Bristol on 31 March and has now left the group. David Wait has taken up a position on the Destination Bristol Board to ensure good levy payer representation and governance with our Directors. 	<p>Info</p>
<p>1. BID operational update</p> <p><u>Retailers</u></p> <ul style="list-style-type: none"> Shops and outdoor hospitality re-opened on Monday 12 April. Even with the social distance measures and capacity limits still in place, there was a great atmosphere during the week. <p><u>Footfall</u></p> <ul style="list-style-type: none"> Footfall has been strong since 12 April, with 238'000 visitors during the week, and some businesses have reported good sales versus their expectations and 2019. Footfall w/c 12 April was -11% versus 2019 (UK high St was -27%); w/c 19 April was -6% versus 2019 (UK high St was -27%). Large queues were seen at Primark, TK Maxx, and Debenhams due to their closing down sale. Our 02 data shows that around 49% of our visitors are under 35 years old, and 83% travel to the city from less than 10km. 	<p>Info</p> <p>Info</p>

<p><u>Communication and Retail Support Ranger</u></p> <ul style="list-style-type: none"> As well as continuing to support the BID levy payers with operations activity, the BID team delivered numerous email communication pre-reopening on 12 April, including updates on financial support, queue signage, bus stop suspension on The Horsefair (to be reviewed on 10 May), the new Covid-19 Secure posters, face coverings and visors. Retail Ranger Jack continues to assist retailers and manage ASB and crime reduction with great success. BCC queue marshals visit and support businesses with issues. The Police are providing more targeted support with high visibility and 'action days'. Shoplifting and ASB have increased as expected, especially graffiti and begging. A large group from the Romanian community has returned to the area, causing ASB in the courtyards and increasing cleansing issues. The Streetwise team and Police have tried to engage with them and are currently formulating plans for the longer term. Protests and marches through Broadmead are continuing, although they are now mainly peaceful and less disruptive. The initial Kill the Bill and XR marches in March and April caused a series of ASB and graffiti issues. Steve thanks the Bristol Waste team for their fantastic support with this. <p>ACTION: Continue to update the group on BID operations.</p>	<p>Info</p> <p>Steve</p>
<p>2. BID quarterly performance report</p> <ul style="list-style-type: none"> The BID team has created a new quarterly performance report (sent to all with the agenda), starting from January 2021. Split across the four BID themes and objectives from the business plan, the report highlights information on KPIs and the BID team activity. <p>Action: Feedback on the BID performance report.</p>	<p>Info</p> <p>All</p>
<p>3. Marketing and Love Bristol campaign</p> <p>An update was given on BID current and future marketing activity, including:</p> <ul style="list-style-type: none"> marketing activities for the previous quarter (January to March 2021), covered in the performance report; Digital reach has dropped very slightly over the course of the pandemic; it is growing again following non-essential retail re-opening on 12 April; The next BSQ newsletter will be sent out to over 14,000 subscribers once indoor hospitality's opening date has been confirmed as 17 May; The BID is always looking for competition prizes, which boost the newsletter open rate and promote individual businesses. <p>Love Bristol campaign</p> <ul style="list-style-type: none"> The campaign is the latest BID collaboration with the City Centre BID, BCC and Cabot Circus, working with local businesses Plaster and Upfest. The aim is to spread the message that the city centre is re-opening safely, and to welcome visitors back. 	<p>Info</p>

<ul style="list-style-type: none"> • 5 chalk pavement signs representing Love Bristol and a heart were sprayed in Broadmead. • 25 retailers were also invited to take part in a photo shoot to promote their re-opening via social media. • Other projects will coincide with the next steps of the Government roadmap out of lockdown on 17 May and 21 June, and will include street shimmer banners across 4 locations in Broadmead and, hopefully, a balloon lift. <p>For full details of BID marketing activity, please visit: www.broadmeadbristolbid.co.uk.</p>	Info
<p>4. Vacant units</p> <ul style="list-style-type: none"> • There are currently 46 vacant units, which represents 13.5% of the total rateable value. • 28 units have closed since March 2020. • During the third lockdown, there were 6 permanent store closures; however, since 12 April, 6 new stores have open, including: a new state of the art NatWest branch on The Podium, Dedoles opening their first UK branch, a bubble tea bar on Broadmead, a nail bar on The Horsefair, a watch shop in The Arcade and a tattoo parlour on Nelson Street. • Debenhams will be closing permanently on 15 May 2021. • Lidl is currently fitting their new unit on Union Street (next to the Odeon Cinema) and is planning to open during the late summer / early autumn. <p>ACTION: Continue to update the group on store openings and closures.</p>	Info Steve
<p>5. Financial overview</p> <ul style="list-style-type: none"> • The BID has now collected £205K since November 2020, this represents 68% of the BID levy. • The BID is owed circa £95K; there is, however a £50-£60K risk from shops in administration or liquidation. Gentle reminders for outstanding payments have been sent out by BCC. • The annual budget has been reduced to reflect the anticipated shortfall in levy collection. • Working in partnership with the City Centre BID, the aim is to reduce costs, particularly for street cleansing. • The £10K BID funding for the Shopmobility charity, which was agreed as part of the BID 4 business plan, has been suspended due to the collection shortfall. Shopmobility have contacted BCC, WECA and charitable trusts to find out if any support can be offered. Until the BID can have reassurance of the viability of their business, no further payment will be made. • The next collection review is due in June. <p>ACTIONS: Continue to update the group on the BID collection rate. Continue to update the group regarding Shopmobility.</p>	Info Steve Steve

<p>6. Clean Air Zone (CAZ) update</p> <ul style="list-style-type: none"> • Steve has met with the Council lead James Morvan (Transport) and Rob Ash (BCC communications). It is estimated that 70% of the vehicles currently entering the city centre are compliant with the BCC approved 'CAZ D' scheme. • The BID public information will start during late spring / early summer, once the Government has approved the plans. • Implementation is planned for October 2021. • The BID website is updated regularly with the latest information. <p>ACTION: Update the group on CAZ development.</p>	<p>Info</p> <p>Cllr Kye Dudd / Steve</p>
<p>7. Any other business</p> <ul style="list-style-type: none"> • Congratulations to Jo Hawkins and Tom Swithinbank for the successful ballot of the Redcliffe and Temple Quarter BID. With 89% voting in favour (93% rateable value) and a turnout of 47%, the new BID has a very strong mandate. It is the third BID run by Destination Bristol. • The Metro Bank call centre is now open with 25 employees and will grow in the next few months. The BID can help with promoting this. • If Step 4 of the roadmap out of lockdown is confirmed for 21 June, the group could meet face to face in a secure way at the next meeting on 23 June. <p>ACTIONS: Update the BID on progress with the call centre. Update the group if the next meeting can take place face to face.</p>	<p>Info</p> <p>Info / Viv</p> <p>All</p> <p>Marc Steve</p>
<p>Next meeting: Wednesday 23 June, 10:00 - 11:00, location to be confirmed.</p>	