

BID Management Group meeting – Wednesday 22 September 2021

Final Headline Summary & Actions

Chair: David Wait

Attendees: Keith Rundle, Adam Dolling, Besco Grundy, Marc Watters, Mark Fullwood, Tara Fountain, William Juckes, Sophie McLaughlin, Vivienne Kennedy, Fran Inman

Apologies: Cllr Farah Hussain, Vicky Lee, Eddie Duffy, Mark Brown, Mike Ayres, Rob Hobbs

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. Keith Rundle attended the meeting on behalf of Vicky Lee, Head of the Bristol City Centre BID and recently appointed to manage the Broadmead BID. Apologies were noted. 	<p>Info</p>
<p>1. BID operational update</p> <p><u>Broadmead BID team and BIDs company structure</u></p> <ul style="list-style-type: none"> Resources are now shared across the three BIDs, Broadmead, City Centre, and Redcliffe & Temple, to ensure more value for money and cost efficiency for levy payers. Keith advised the meeting that, following a full review, the option of having a Head of BID covering both the Broadmead and City Centre BIDs was not sustainable. Other opportunities that would work better for the levy payers are being considered; a decision on the way forward should be clear in the next week or so. Sophie and Viv have maintained their role in the BID in ensuring levy payers kept informed and supported. There is now additional support available in the common themes across the three BIDs, including marketing, cleansing and safety. <p>ACTION: Update the group on the long-term solution to managing the Broadmead BID efficiently and delivering high standards in all areas.</p>	<p>Info</p> <p>Keith Rundle</p>

<p>Continue to update the group on BID operations and the strategic direction of the BID.</p> <p><u>Bristol Crime Reduction Partnership (BCRP)</u></p> <ul style="list-style-type: none"> • Fran Inman, Project Manager for the BCRP, updated the group on the scheme and its aim to reduce the impacts of crime within all three BIDs' areas, to promote a safer environment for all, and to deliver effective responses to offenders. • The police, Retail Rangers, Bristol City Council Operations Centre and CCTV are also working in partnership with the BCRP. • The BCRP website is currently in development and will be launched in the next few weeks; it will include the promotion of training, events, workshops and much more. <p><u>Footfall – Springboard and Movement and Insights latest data</u></p> <ul style="list-style-type: none"> • Springboard footfall in August was: <ul style="list-style-type: none"> - Broadmead: +16% vs 2020, and -19% vs 2019 - Region: +18% vs 2020, and -17% vs 2019 - UK: +24% vs 2020, and -24% vs 2019 • 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 previous years. This will soon be available to retailers. • Overall, in July, demographics are consistent with the previous month, with a slight increase of one-time visits, younger age groups and a broader spectrum of sightings throughout the day. • 40% of the distribution live in the local authority of Bristol; trips from over 50km represent 20% of the distribution. • It is hoped that 60% of office workers will return to the office post-October. • Retailers in the group were invited to share their feedback. <p>ACTIONS: Inform the BID team on data information your business are interested to receive. Continue to update the group on footfall.</p> <p><u>Vacant Units</u></p> <ul style="list-style-type: none"> • There are currently 46 vacant units. This is 20% of the total units. • Cococheno and South Central Barbers, the two hair salons located under the SWX nightclub on Nelson Street, have now confirmed they will not reopen following the fire at the club. • An update on recent business openings was given to the group, including: <ul style="list-style-type: none"> - Superios Chicken, a new restaurant on Bond Street - Smmmile, a cometic dental clinic currently under construction in The Arcade - a new swap shop store planned in the former Ann Summers on Broadmead - the new Lidl shop, due to open in the autumn. <p>ACTION: Continue to update the group on store openings and closures.</p>	<p>Keith Rundle</p> <p>Info</p> <p>Info</p> <p>Info</p> <p>Info</p> <p>All</p> <p>All Viv Kennedy</p> <p>Info</p> <p>Viv / Sophie</p>
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<p><u>High Street re-generation project</u></p> <ul style="list-style-type: none"> • Bristol City Council will be launching a £1.3m grant scheme at the end of September / early October. • Businesses and organisations will be able to apply for up to £10K to bring an empty commercial property back into use. The grant will be for capital costs. • BCC will consider key sites, including Debenhams, The Galleries and Callowhill Court. • BCC will also be supporting the street scene, greening and cultural events and initiatives in the city centre. <p>ACTION: Suggest ideas on how and where to use the grant scheme in the BID area.</p>	<p>Info</p> <p>All</p>
<p>2. Marketing update</p> <ul style="list-style-type: none"> • An update was given on current and future marketing activity, including: <ul style="list-style-type: none"> - Working with the new City Centre BID's Marketing Manager to improve the digital content and maximise the reach for Bristol Shopping Quarter - 'Meet the Retailers' series (the faces behind the tills) on Instagram - Instagram takeovers - Halloween Ghost trail, in partnership with LoyalFree • The digital reach, which had dropped by almost 9% over the first year of the pandemic, has been recovering at a steady rate since March and is now back to pre-March 2020 levels. <p><u>Christmas</u></p> <ul style="list-style-type: none"> • The German-style market is planned from 5 November to 23 December on Broadmead East, and the Local market from 25 November to 23 December on Broadmead West. • During the Christmas period, the team will be encouraging footfall during quieter times. • A light projection trail in partnership with the City Centre and Redcliffe & Temple BIDs is planned. • The team is currently in discussions with Visit Bristol on a campaign activity to include poster sites, match-funded with GWR, and a digital campaign with blogs, social takeovers etc. • New pea lights will be installed in trees on The Horsefair for this year's festive lights. <p>For full details of BID marketing activity, please visit: www.broadmeadbristolbid.co.uk</p> <p>ACTION: Continue to update the group on marketing activity.</p>	<p>Info</p> <p>Info</p> <p>Info</p> <p>Viv Kennedy</p>
<p>3. Financial overview</p> <ul style="list-style-type: none"> • BID levy invoices are due to be sent out by the end of September. The period will cover the fourth year of the current BID and will start on 1 November 2021. • The billing leaflet focuses on all BID activities, including the #LoveBristol marketing campaign, footfall counting data with Springboard and O2 Movement and Visa Spending, and the support during and post-lockdowns. 	<p>Info</p>

<ul style="list-style-type: none"> Collection data from BCC has become less transparent. The next official update is planned at the end of October. The BID income is currently lower than in previous years, however, more payments are expected. The anticipated BID levy income for 2021 / 2022 is £297K. <p>ACTION: Update the group on the BID collection rate.</p>	<p>Info</p> <p>Keith Rundle</p>
<p>4. The Galleries update</p> <ul style="list-style-type: none"> Footfall is currently 35% to 40% down versus 2019. Food and Beverage is slowly improving. A unit on the ground floor is currently hosting The History of Video Games, an immersive exhibition telling the story of video game history and gaming culture. The NHS have confirmed a walk-in clinic will move to the former Post Office unit on the top floor, and the former TK Maxx will be used for storage. Following the success of the old-fashion style rave organised in partnership with Alfresco Disco, The Galleries are planning to host another similar event in December with an increased capacity of 3,000. <p>ACTION: Continue to update the group on The Galleries.</p>	<p>Info</p> <p>David Wait</p>
<p>5. Any other business and feedback</p> <ul style="list-style-type: none"> It was suggested the next meeting could be hosted in person. David Wait asked all members to recommend potential businesses in the BID area to join the group. David Wait invited all members of the group to an axe-throwing social event at Whistle Punks located in All Saints Street. 	<p>All</p> <p>All</p> <p>All</p>
<p>Next meeting: Wednesday 3 November, 10:00 - 11:00, to be confirmed.</p>	