

BID Management Group meeting – Wednesday 3 November 2021

Final Headline Summary & Actions

Chair: David Wait
Attendees: Cllr Ani Stafford-Townsend, Adam Dolling, Rob Hobbs, Vivienne Kennedy, Victoria Matthews, Sophie McLaughlin, Keith Rundle, Marc Watters, James Crees, Emily Friedl, Farhana Yasmin
Apologies: Cllr Farah Hussain, Mike Ayres, Eddie Duffy, Mark Fullwood, Tara Fountain, Besco Grundy, William Jukes

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"> • All were welcomed and introduced themselves on Zoom. • Viv Kennedy introduced herself as the new BID Manager. • Mark Brown, owner of Barber Brown, has now left the group. The BID will seek a new independent retailer to join the group. • Victoria Matthews, Initiative Manager for the West of England at Business West, and Emily Friedl, Manager at Starbucks, were welcomed to the Management Group. • James Crees, Vodafone Franchise Partner, and Farhana Yasmin, Events Manager at Natwest, attended the meeting as guests and were offered the opportunity to join the group. • Apologies were noted. 	<p>Info</p>
<p>1. BID operational update</p> <p>BID Impact Report</p> <ul style="list-style-type: none"> • The BID Impact Report was sent to the group prior to the meeting (it is also available on the BID website). • It reviews the work and results of BID 4, Year 3 (2020/21) across all the BID themes: A clean and welcoming environment, ASB and safety, Marketing and promotion, and Business support. It also includes a financial update. • The group was thanked for their support, quotes, and positive feedback. 	<p>Info</p>

<p>Footfall</p> <p><u>Springboard</u></p> <ul style="list-style-type: none"> • Springboard footfall data for the half-term was: <ul style="list-style-type: none"> - Broadmead: +30% vs 2020, and -8% vs 2019 (second highest footfall of the year); - October 2021: +26% year on year, + 3% vs September, -14% vs 2019. • Reports are on the BID website and a summary is sent out each Monday morning. <p><u>Movement and Insights</u></p> <ul style="list-style-type: none"> • Movement and Insights reports are now available for levy payers. • Overall, in September, demographics are consistent with the previous month, with <ul style="list-style-type: none"> - a slight increase in visitors aged 45+, and in one-time visitors; - a decrease in very high-spend power visitors. • 41% of the distribution live in the local authority of Bristol; trips from over 50km represent 17% of the distribution. • Retailers in the group were invited to share their feedback. Some members of the group mentioned that, although footfall is down versus 2019, spend is generally up. <p>Marks & Spencer</p> <ul style="list-style-type: none"> • M&S are proposing to close their Broadmead store in January 2022. This came as a shock. • The BID, along with the Metro Mayor's office and the MP, were told about the news a couple of hours before it became public knowledge. This meant the team were able to offer their support immediately. • Viv gave a brief statement to Bristol Live and was interviewed by BBC Radio Bristol and Heart Radio. • Viv has met with the Store Manager and introduced them to key partners at Business West and the Department of Work & Pensions. • Following the news, a working group including Bristol City Council, Visit West BIDs and other key partners is being set up to look at tackling empty properties. Cllr Ani Stafford-Townsend has expressed an interest to join the group. <p>Vacant Units</p> <ul style="list-style-type: none"> • There are currently 47 vacant units. This is 21% of the total units. • There have been 38 closures since March 2020, but of those, 11 new businesses have now opened; this is a net total of 27 closures since March 2020. • There have been 13 new businesses opening since March 2020. • An update on businesses opening soon was given to the group, including: <ul style="list-style-type: none"> - Smmmile (cometic dental clinic in The Arcade) - ClothingXChange (high-end second-hand, destination shop next to Vodafone) - Phone Klinik (Union Street) - Lidl (due to open in the autumn next to the Odeon Cinema) • Planning applications have been submitted by Cornish Bakehouse for the pavement shop near Primark; and by Roxy Leisure for the Fitness4Less unit on Union Street. <p>ACTIONS</p> <p>Continue to update the group on footfall.</p> <p>Update the group on vacant units working group outcomes.</p> <p>Continue to update the group on store openings and closures.</p>	<p>Info</p> <p>Info</p> <p>Info</p> <p>Info</p> <p>Info</p> <p>Viv Viv Sophie</p>
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<p>2. Police update and business crime reduction</p> <ul style="list-style-type: none"> Adam Dolling updated the group on crime issues, including graffiti, shop thefts and protests. Rob mentioned a recent attack on the shop windows of Zara with acid graffiti. Rob also mentioned the continuous dangerous riding of delivery motorbike drivers in the area between McDonald's and Hollister. The group discussed the lack of dedicated parking for the motorbikes in Broadmead, and the possibility of putting planters near McDonald's to deter riding in the area. Other current safety issues were discussed by members of the group, including: <ul style="list-style-type: none"> the great number of aggressive beggars using in the area; members of staff feeling intimidated in Broadmead, especially at night when leaving their businesses; the health and safety issues in the courts behind Vodafone and Metro Bank; the disruptions caused by the regular protests taking place in the city centre, with Cabot Circus recently specifically targeted and the march route going through Broadmead. The group thanks Adam and the BID for their regular updates ahead of the protests, which helps prepare the relevant teams. Adam explained there were 'no easy fix' to any of these and ensured more visible police presence for the area. <p>ACTION Continue to update the group on business crime reduction.</p>	<p>Info</p> <p>Info</p> <p>Adam Dolling</p> <p>Adam Dolling</p>
<p>3. Marketing</p> <ul style="list-style-type: none"> An update was given on current and future marketing activity, including: <ul style="list-style-type: none"> Halloween Ghost trail, in partnership with LoyalFree Christmas Morgane Duchâtel has joined the team for 10 hours / week to help with social media. This is currently a temporary arrangement, while the post is advertised internally. The BID have the opportunity to apply to Bristol City Council for a Welcome Back Fund grant of up to £2,400. A Chinese New Year event has been considered, but alternative ideas are welcome. The BID proposed to end their annual contract with LoyalFree, which costs £650 / month. Due to the lockdowns, the one-year trial period was extended to two, but the targets have not been met. The group agreed to go ahead with the contract cancellation. <p>For full details of BID marketing activity, please visit: www.broadmeadbristolbid.co.uk</p> <p>ACTIONS Continue to update the group on marketing activity. Suggest ideas on how and where to use the Welcome Back Fund to the area End the contract with LoyalFree,</p>	<p>Info</p> <p>All</p> <p>All</p> <p>Viv All Viv</p>

<p>4. Financial overview</p> <ul style="list-style-type: none"> The BID levy invoices have now been sent with the BID billing leaflet. The period covers the fourth year of the current BID, starting on 1 November 2021. Collection data from BCC has become less transparent. At the last count, 74% of the 2020/21 BID levy had been collected. An official update is expected soon. The BID income is currently lower than in previous years; however, more payments are expected - recovery action has started, with gentle reminders sent out first. The anticipated BID levy income for 2021/22 is £297K. The BID is working on a collection rate of 80% for 2021/22, approx. £222K plus Cabot Circus voluntary contribution (total billed £277K). The team are currently reviewing their cleansing contract to make sure they receive the best value. <p>ACTIONS Continue to update the group on the collection rate. Update the group on the BID cleansing contract.</p>	<p>Info</p> <p>Info</p> <p>Keith / Viv</p> <p>Viv Keith / Viv</p>
<p>5. The Galleries update</p> <ul style="list-style-type: none"> There are many vacant units in the centre and footfall is currently 30% down vs 2019. The Galleries may be re-developed in a few years' time, although a planning application has not yet been submitted. It is currently difficult to commit to long-term rentals. The team engages regularly with local community groups. An update was given on current and future activity, including: <ul style="list-style-type: none"> pop up stores the new DAM Health unit, providing government-approved Covid-19 testing a free pop-up cinema on Saturdays and Sundays a music event generating money for charity, with a capacity for 3000 people Christmas, and the festive Etsy store opening soon <p>ACTION Continue to update the group on The Galleries.</p>	<p>Info</p> <p>Info</p> <p>David Wait</p>
<p>6. Cabot Circus update</p> <ul style="list-style-type: none"> Footfall is 3% up vs 2019; this figure is driven by the recent half-term. There is generally more footfall and more spend. Strong categories include leisure, jewellery, and footwear. Cafés and take-aways, ladieswear and menswear are more challenging. Foot Locker will be moving from Broadmead to Cabot Circus in the next few weeks. Car park figures are positive and corporate car parking is growing again. Christmas is officially starting on 5 November in the centre, and weekly meetings are now taking place with the BID Manager regarding the Christmas market. 	<p>Info</p>

ACTION Continue to update the group on Cabot Circus	Rob Hobbs
<p>7. Any other business and feedback</p> <ul style="list-style-type: none"> • A Christmas Jobs Fair will be taking place on 18 November in The Galleries. Businesses are welcome to book a table free of charge. Contact the BID team for more info. • The meeting dates for 2022 were suggested to the group: quarterly meetings, on the 3rd Tuesday / month (dates below). It was suggested the next meeting could be hosted in person. • David Wait invited all group members to an axe-throwing social event at Whistle Punks located in All Saints Street. 	All All All
Meeting dates for 2022: 18 January, 19 April, 19 July, 18 October.	
Next meeting: Tuesday 18 January, times and location to be confirmed.	