

BID Management Group – Tuesday 18 January 2022

Final Headline Summary & Actions

Chair: David Wait

Attendees: Cllr Ani Stafford-Townsend, James Crees, Adam Dolling, Jason Edward, Mark Fullwood, Besco Grundy, William Juckes, Vivienne Kennedy, Francis Lloyd, Victoria Matthews, Jim Murdoch, Keith Rundle

Apologies: Cllr Farah Hussain, Emily Friedl, Simon Gorton, Sophie McLaughlin, Marc Watters

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. • Mike Ayres has changed role in BCC and has now left the Group. • Eddie Duffy, Manager of Tesco Express, has been promoted to Area Manager for Bristol & Bath and has now left the Group. • Following his secondment last year, Boots Store Manager Simon Gorton has now re-joined the Group. • Jim Murdoch, Area Supervisor for McDonald's, attended the meeting as a guest and was offered the opportunity to join the Group. • Francis Lloyd from Cabot Circus represented Lisa Jones. • Apologies were noted. 	Info
<p>1. BID operational update</p> <p>BID Performance Report</p> <ul style="list-style-type: none"> • The last performance report covers the period October to December 2021 and was sent to all prior to the meeting. (It is also available on the BID website). • Split across the four BID themes and objectives from the business plan, the report highlights information on KPIs and the BID team activity. • The group was asked for their feedback. <p>Footfall <u>Springboard and Movement Insights reports</u></p>	Info

<p>We have noticed a variation in the footfall trends from the two sources of data, with Springboard's looking more favourable than Movement Insights. Although the numbers will always be different as they count in different ways, the trends should line up. This is currently being investigated by O2, who provide data for Movement Insights, and we may move their counter to Broadmead East to have a direct comparison with Springboard.</p>	
<ul style="list-style-type: none"> • Springboard footfall data for Broadmead for December was: <ul style="list-style-type: none"> - +48% vs 2020 (UK +51%, Region +34%) - -18% vs 2019 (UK -22%, Region -19%) • Reports are on the BID website and a summary is sent out each week. 	Info
<p>Vacant units</p> <ul style="list-style-type: none"> • There are currently 47 vacant units. This is 21% of the total units. • Half closed between March 2020 and January 2021. • M&S closed permanently on 8 January after 70 years of trading in Broadmead. This is a great loss for the area and the city centre, but Broadmead will adapt to changing shopping habits. • New businesses include Smmmile (a cosmetics dental clinic in The Arcade), and four independents: <ul style="list-style-type: none"> - ClothingXChange - Phone Clinik - Ganeshha (selling fashion and quality jewellery from Nepal, located on Broadmead) - Cut Box (a barber, located on Union Street) • Lidl has announced they will be opening in the summer, creating 40 jobs. • 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. 	Info
<p>Market traders on Merchant Street North</p> <ul style="list-style-type: none"> • There are currently 8 pitches with only 4 in use; BCC is proposing to bring an extra 2 and has involved the BID in the selection process. • Retailers on Merchant Street North were asked for their feedback and the few responses received were very negative. • The proposals have now been put on hold for at least another month. 	Info
<p>Hanging baskets</p> <ul style="list-style-type: none"> • The BID is currently looking for a peat-free alternative for the hanging baskets that will be put in place from June through to October, adding colour to the area. 	Info
<p>ACTIONS</p> <p>Continue to update the Group on BID operations.</p> <p>Continue to update the Group on store openings and closures.</p> <p>Continue to update the Group on the market in Merchant Street.</p>	Viv Sophie Viv
<p>2. Police update and business crime reduction</p> <ul style="list-style-type: none"> • Adam Dolling updated the Group on crime prevention and issues over the last three months, including: <ul style="list-style-type: none"> - the Cop shop in The Galleries during December - Operation Bauble, supporting the businesses, increasing foot patrol, and making the public feel safer 	Info

<ul style="list-style-type: none"> - the high number of complaints regarding the street community, particularly the Romanian nationals, begging and sleeping rough in Broadmead • The police have been working closely their streetwise officers and BCC to rehouse some of the rough sleepers, and to deal with the complaints regarding luggage and sleeping bags abandoned in the area, particularly outside the Debenhams building. • Due to anti-social behaviour, some have received CPWs and CPNs, and some arrests have been made. • A Neighbourhood Week of Activity has been taking place to help tackle issues, including: <ul style="list-style-type: none"> - shoplifting - e-scooters - delivery riders - drug street-dealing, particularly Spice <p>The BID funds a Retail Ranger who works closely with the police, and the team always encourages the retailers to report crime.</p> <p>ACTION Continue to update the Group on business crime reduction.</p>	<p>Info</p> <p>Info</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"> - the BSQ newsletters, each featuring a competition - the <i>A Mob of Magnificent Meerkats</i> Easter Trail, in partnership with the New Room and Methodist Church Ark Bus Project, to reflect on the importance of community - the Doomsday Dance Band show; following a pilot in The Galleries, they have been successful with an application to fund an outdoor show, and will be performing on Broadmead West one Saturday in March. • The LoyalFree app contract was renegotiated and retained. • The BID application for the BCC Welcome Back Fund grant, a tree on Nelson Street and additional winter lighting in the trees on The Horsefair, was declined. (The tree will be paid for by the BID and the additional lighting will be allocated to next year's budget). • The BID is working with BCC to identify other sources of funding for various projects, including the removal of the static signage, possibly replacing it with planters. <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.</p>	<p>Info</p> <p>Info</p> <p>Viv</p>
<p>4. Financial overview</p> <ul style="list-style-type: none"> • A financial statement was sent to the group prior to the meeting. • 72% of the 2021/22 BID levy has already been collected, and the BID is now working on 85% collection, less Debenhams. (The collection rate in January 2021 was 50%). • £55K is outstanding from previous years, including £5K from 2019/20. • BCC has now started recovery action and £7K was recovered from last year, bringing the collection rate for 2020/21 to 81%. 	<p>Info</p>

<p>ACTIONS Continue to update the group on the collection rate. Update the group on the BID cleansing contract.</p>	<p>Viv 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 25% to 30% down vs 2019. • With the potential redevelopment of The Galleries, letting and leasing is challenging, although some occupiers have committed to long-term leases. • An update was given on current and future activity, including: <ul style="list-style-type: none"> - pop up stores - the former TK Maxx unit used for NHS storage - the former Post Office unit to be used by the NHS - the Blue Monday Jobs and Well-being fair - YMCA occupying the former Bargain Buys unit on the ground floor • The team engages regularly with local community groups, and David mentioned all are welcome to contact the team if they know of any charities or community groups that would be interested in using the centre. <p>ACTION Continue to update the Group on The Galleries.</p>	<p>Info</p> <p>David Wait</p>
<p>6. Cabot Circus update</p> <ul style="list-style-type: none"> • Footfall from May to December 2021 was -5% vs 2019. This shows a good recovery. • Footfall for Quarter 4 dropped due to the new Omicron Government restrictions and people shopping earlier. • New stores include: Benedict Raven, Ann Summers, Laser Clinics, Suits Direct, Triple Two Coffee, Foot Locker and Wing Stop. • The Cupp container unit, selling bubble tea in Quakers Friars, has been updated. • Located on Upper Ground Floor, the NHS vaccination centre is still busy and has increased their weekly opening days. There is also Covid-19 test centre, ExpressTest. • Car park figures are in line with footfall (-4% for 2019); although dwell time has decreased, sales figures are in line with 2019. To adjust to the current demand, more flexibility is offered on monthly car park contracts. <p>ACTION Continue to update the Group on Cabot Circus</p>	<p>Info</p> <p>Lisa Jones</p>
<p>7. Any other business and feedback</p> <ul style="list-style-type: none"> • Viv proposed a change of name for the BID Management Group and asked to call it BID Advisory Board to better reflect its purpose and tie inwith the City Centre BID. All agreed. 	<p>All</p>

<ul style="list-style-type: none"> • David congratulated Viv on her performance on the various TV and radio interviews following the recent closure of M&S. • David thanked Director of BIDs Keith Rundle, who will be retiring at the end of March, for his contribution to the Broadmead BID, and Viv thanked Keith for his continued support since her appointment as BID Manager. • Victoria Matthews invited the Group to a webinar regarding Clean Air Zone - register HERE. The invitation will be shared with all businesses located in the BID 	<p>Info</p> <p>Info</p> <p>All / Sophie</p>
<p>Meeting dates for 2022: 19 April, 19 July, 18 October.</p>	
<p>Next meeting: Tuesday 19 April, times and location to be confirmed.</p>	