

BID Advisory Board – Tuesday 26 April 2022

Final Headline Summary & Actions

Chair: David Wait

Attendees: Cllr Ani Stafford-Townsend, James Crees, Adam Dolling, Emily Friedl, Mark Fullwood, Besco Grundy, William Juckes, Vivienne Kennedy, Francis Lloyd, Sophie McLaughlin
Jim Murdoch, Jason Thorne

Apologies: Jason Edward, Simon Gorton, Victoria Matthews, Marc Watters

Objective of the meeting:

For the Broadmead BID team to update on strategy and implementation. The Advisory Board 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 Board</p> <ul style="list-style-type: none"> • All were welcomed and introduced themselves. • Jason Thorne from BCC was welcomed to the Board. • Francis Lloyd from Cabot Circus represented Lisa Jones. • William Juckes was thanked for hosting the Board in-person. • Apologies were noted. 	<p>Info</p>
<p>1. Financial overview</p> <ul style="list-style-type: none"> • A financial statement was sent to the Board prior to the meeting. • 79.3% of the 2021/22 BID levy has already been collected as at 1 April. • BCC has started recovery action and is confident the collection rate will reach 90%. • As at 1 April, £45K is outstanding from previous years, including £6.5K from BID years 2018/19 and 2019/20. • A windfall of £48K from a historic cleansing contract, plus £43K that had been put aside for cleansing services if the BID did not get renewed, has been added to the budget. • £30k has been kept in the budget for cleansing in case provision needs to be added. This will be reviewed at the end of Quarter 2. 	<p>Info</p>
<p>ACTIONS Continue to update the Board on the collection rate.</p>	<p>Viv</p>

2. BID operational update

BID Performance Report

- The last performance report covers the period January to March 2022 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 Board was asked for their feedback.

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Footfall

- March footfall was over 1 million, just 0.2% down vs 2019. This compares well with -14.4% for the South West, and -17.4% for the UK.
- Retailers present at the meeting were asked their feedback. The increase in hybrid working may have an effect on lunch-time trade. Starbucks now open earlier in the morning due to increased activity at this time. Nearly all reported recruitment issues, including staff, cleaners, and security officers.
- Reports are on the BID website and a summary is sent out each week. Jim Murdoch asked if McDonald's could receive footfall figures for the night-time.

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Vacant units and new openings

- There are currently 50 vacant units.
- New businesses include:
 - Bristol Green Fingers, a florist located in The Arcade
 - Mimas, on Nelson Street
 - Roxy, opening on 27 May in the former Fitness4Less
 - Lidl, opening in the former H&M in September
 - LJ Hugs, due to open in the pavement shop on Broadmead East imminently
 - Captain Kandy, and Hush (hairdresser relocating from the city centre), in The Galleries
- The Board asked about plans regarding the former Debenhams and M&S stores. No details are available as yet but it is likely the space will be repurposed with mixed-used developments.
- Grant funding up to £10K is available to new or expanding small organisations who are looking to lease or rent new property, either for long term or temporary use.

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Public realm

- Banners: all Bristol Live advertising sails have now been removed from the area.
- Benches: a refurbishment of all benches is planned for May.
- Blue balls: all the balls, including the mosaic ones, will be repainted in the next few weeks (the team is currently waiting for a new quote).
- Hanging baskets: 38 have been ordered and installation is planned early June. They will be looked after by BCC and in place until October.
- Trees: the BID funded a new tree on Nelson Street. It will be watered weekly by BCC and Cotswold Outdoor are acting as Tree Champions, watering it if it becomes too dry.
- Christmas lights: the BID is proposing to increase the number of lights on Merchant Street North and South, and The Horsefair. This would represent a £40K spend in this BID year, then £20k per year going forward (this compares with £15K per year the last two years). The Board asked about the provision for Union Street.
- Cleansing: a new contract is in place since 1 April, concentrating on improving and maintaining standards of the paved areas, plus the Primark steps. Bristol Waste will

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<p>continue to provide their usual service, which includes the removal of litter and graffiti. Emergency cleansing is still ongoing.</p> <p>ACTIONS Continue to update the Board on BID operations. Continue to update the Board on store openings and closures. Send night-time footfall reports to McDonald's. Update the Board on Christmas lights provision for Union Street.</p>	<p>Viv Viv Viv Viv</p>
<p>3. Police update and business crime reduction</p> <ul style="list-style-type: none"> Adam Dolling updated the Board on crime prevention and issues over the last three months, including: <ul style="list-style-type: none"> new team members, Sergeant Michael Friis, and PCSO Supervisor Adam Ferries <p>Crime and ASB</p> <ul style="list-style-type: none"> A slight rise in reports. A local remedy tasking team is working in partnership with BCC (for issues such as graffiti and night-time ASB). Days of actions are carried out to help tackle issues including shoplifting, e-scooters, delivery riders, graffiti and knife-crime. Problem-solving plans are in place to deal with issues long-term, including the Romanian nationals using Broadmead as a place to sleep and beg. The police are keen to tackle aggressive begging. Due to anti-social behaviour, offenders can receive CPWs (Community Protection Warnings), CPNs (Community Protection Notices), and CBOs (Community Behavioural Orders). <p>The BID has recently received a number of complaints from businesses and the community regarding people begging, drinking alcohol and sleeping rough. Broadmead is not currently perceived as a family-friendly place to visit. All agreed the BID area should become a non-drinking zone.</p> <p>ACTIONS Continue to update the Board on business crime reduction. To officially request that Broadmead becomes a non-drinking zone.</p>	<p>Info</p> <p>Info</p> <p>All</p> <p>Adam Dolling David Wait</p>
<p>4. 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"> <i>A Mob of Magnificent Meerkats</i> Easter Trail Bristol's Big Tidy, 30 May: a Bristol Waste Outreach team community event aimed at families Love Bristol gift card: to be launched in June across the three BIDs. A UWE part-funded intern has been recruited for eight weeks to support the launch. The cost for our BID is £4k per annum plus marketing (mainly via social media) Green markets, outside the former M&S: to operate on the first Sunday of each month from June to October (an operator will be chosen in the next few days) 	<p>Info</p>

<ul style="list-style-type: none"> - Afternoon Tea, 6 June: an event to encourage retailers to nominate a member of staff to thank them; also an opportunity to meet with the BID businesses - Choir Challenge Day, 3 July: to animate Broadmead, draw footfall, and raise money for Southmead Hospital Charity - The World Reimagined (a presentation was sent prior to the meeting) - Summer Cultural Activity: the contract has now been awarded to the Natural History Consortium - Christmas: the contract for the local Christmas market located on Broadmead West will be going out for tender in the next few weeks. The Board discussed different possibilities for Broadmead West; it was agreed the local market should be kept in 2022. <p>For full details of BID marketing activity, please visit: www.broadmeadbristolbid.co.uk</p> <p>ACTIONS Continue to update the Board on marketing activity.</p>	<p>Info</p> <p>Info</p> <p>Viv</p>
<p>5. The Galleries update</p> <ul style="list-style-type: none"> • With the potential redevelopment of The Galleries, letting and leasing is challenging, although some occupiers have committed to long-term leases. • There are still many vacant units in the centre and footfall is currently 20% to 30% down vs 2019. • An update was given on current and future activity, including: <ul style="list-style-type: none"> - new stores - the former Post Office unit to be used by the NHS - Mayfest events - the Mental Health and Wellbeing Fair, bringing over 15 local organisations to offer support to the community during Mental Health Awareness week - a pop-up music event in September <p>ACTION Continue to update the Board on The Galleries.</p>	<p>Info</p> <p>David Wait</p>
<p>6. Cabot Circus update</p> <ul style="list-style-type: none"> • Footfall is slightly down vs 2019 but showing good recovery. • Sales are improving with only -3% vs 2019. • Car park figures are also showing a reasonable recovery; more flexibility is offered on monthly contracts, and corporate parking has doubled since January. • An update was given on current and future activity, including: <ul style="list-style-type: none"> - a new market research currently taking place - new stores, including Krispy Kreme also working as a distribution centre - partnerships with local organisations - a charity event - a new prayer / family room 	<p>Info</p>

ACTION Continue to update the Board on Cabot Circus	Lisa Jones / Francis Lloyd
<p>7. Any other business and feedback</p> <ul style="list-style-type: none"> • Retailers at the meeting mentioned a rise in counterfeit £20 and £50 notes. • A new enhanced radio scheme covering all three BID areas will be launched in the next few months. Retailers at the meeting asked about the possibility of having a specific channel for Broadmead so the information does not get diluted and / or ignored. • It was agreed that a prayer room should be located within Bristol Shopping Quarter. • Cabot Circus are using new anti-graffiti paint successfully. Jason will put Cabot Circus in touch with the BCC graffiti-targeting action group. • Although the Clean Air Zone is not in place in yet, Francis mentioned it is currently showing on the Apple map app and may deter visitors who are informed to pay a fee to enter the area. <p>ACTIONS Email BID businesses regarding the rise in counterfeit notes. Update the Board on the new radio scheme. Update the Board re: a new prayer / family room in Cabot Circus. Contact the Clean Air Zone team to take out the paying zone from Apple map.</p>	<p>All</p> <p>Info Info</p> <p>Jason</p> <p>Info</p> <p>Sophie Viv Lisa / Francis Viv</p>
Meeting dates for 2022: 12 July, 18 October	
Next meeting: Tuesday 12 July, Clarke Willmott	