

BID Advisory Board meeting – Tuesday 17 October 2023

Chair: Vivienne Kennedy

Attendees: Cllr Ani Stafford-Townsend, Jenny Ablett, James Burman, Kathryn Davis, Morgane Duchâtel, Dan Forrester, Lisa Jones, Andrew Llewellyn, Sophie McLaughlin, Jim Murdoch, Declan Murphy, Becky Rexworthy

Apologies: James Crees, Adam Dolling, Jason Edward, Amanda French, Emily Friedl, Mark Fullwood, Simon Gorton, Victoria Matthews, Stuart Rickaby, Jason Thorne, David Wait, 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"> In the absence of David Wait, it was agreed Viv Kennedy chairs the meeting. All were welcomed and apologies were noted. Welcome to Jenny Ablett, who has replaced Victoria Matthews at Visit West. 	Info
<p>1. BID ballot result</p> <ul style="list-style-type: none"> Broadmead businesses voted in favour of a fifth BID in September; the new BID term is 1 November 2023 – 31 October 2028. The team was congratulated on their success and positive results: 79% by number and 82% by rateable value, the highest results since the BID's inception. Viv thanked the BID team and all advisory board members for their support. 	
<p>2. Financial overview</p> <ul style="list-style-type: none"> A financial statement was sent to the board with the meeting notes. All were asked for their feedback. A levy collection update will be received from Bristol City Council in November. 	Info
<p>ACTION Continue to update the board on the collection rate.</p>	Viv

<p>3. BID operational update</p> <p>BID Performance Report</p> <ul style="list-style-type: none"> The last performance report covers the period July to September 2023 and was sent to all prior to the meeting (also available on the BID website). The board was asked for their feedback. <p>Footfall</p> <ul style="list-style-type: none"> Footfall for September was down – it is thought this could be due to people saving before Christmas and / or the unseasonal weather (a heatwave in the first part of the month and heavy rain in the second part). Viv highlighted the Springboard predictions for 2024. Retailers present at the meeting were asked for their feedback. A summary is sent out each week to businesses that have requested it (the reports are also updated on the BID website). <p>Vacant units and new openings</p> <ul style="list-style-type: none"> There are currently 53 vacant units in Broadmead. Wilko closed on 3 October; prior to the closure, the BID supported their team by passing on details of vacancies and introducing them to their contact at Job Centre Plus. New businesses in Broadmead include: <ul style="list-style-type: none"> Chopstix (Broadmead West) Loris Parfum (Merchant Street) Back Garden Pizzeria (within Art Club, Bond Street) Crispy Dosa (in the former La Grotta, Union Street) Cards Direct (Broadmead East) Celly’s (a new hair salon, The Horsefair) New planned openings include: <ul style="list-style-type: none"> Shoe Zone, to open on The Horsefair Shipleys Bingo, to open in the former Shoe Zone on Broadmead West Greggs, to open on Broadmead West <p>Public realm</p> <ul style="list-style-type: none"> The concrete balls were re-painted green early September. Seasonal tree lights, installed last year, have now been switched on following comments from retailers about Union Street being very dark when people arrive early and leave late; the tree lights will be switched on from 4pm to 8am and will stay on until the clocks go forward in the spring. The Christmas lights have now been installed and will be switched on from 4pm to 11pm from 3 November. The BID is currently researching a potential greening project to be carried out in 2023/24; the budget is limited to approx. £15K unless funding grants can be found. <p>ACTION Continue to update the board on BID operations.</p>	<p>Info</p> <p>Info</p> <p>Info</p> <p>Info</p> <p>Info</p> <p>Viv</p>
<p>4. Marketing</p> <ul style="list-style-type: none"> An update was given on past, current and future marketing activity, including: 	

<ul style="list-style-type: none"> - Unicornfest, in aid of Leukaemia Care: the BID sponsored Broadmead Daisy located on Broadmead West (now sold at auction) - Paranormal Pumpkin Patch trail (9 Oct to 5 Nov): 10 businesses are participating - Bristol Monopoly (launching 9 Nov): the BID is sponsoring the Bristol Shopping Quarter square; the board game will be sold in WH Smith, Waterstones and The Works - Better Sundays markets: taking place on the first Sunday of each month on Broadmead West from March to October; the markets will be back from April 2024. - Christmas market (3 Nov to 23 Dec) - Christmas interactive trail: focussing on businesses located outside the Christmas market - Bristol Light Festival (2-11 February 2024) - New Aardman trail (Summer 2025) - Future events in Broadmead: the BID will continue to provide the space and marketing support for organisations if / when they plan attractive events; it is hoped that Broadmead can continue hosting Bristol City Council events as part of their high street recovery programme; the BID will also look for sponsorships and funding grants to create new events. <p>Full details of BID marketing activity projects are on the BID website</p> <p>ACTION Continue to update the Board on marketing activity.</p>	<p>Info</p> <p>Viv</p>
<p>5. Police update and business crime reduction</p> <ul style="list-style-type: none"> • Viv updated the board on crime prevention and current issues: <ul style="list-style-type: none"> - The BID has started the recruitment process for a new Retail Ranger to support Andrew and provide cover seven days a week. - Police Business Action Week (w/c 16 September). - Viv mentioned the great collaboration between Andrew, the police, Cabot Circus, and The Galleries. As well as preventing incidences of shoplifting and anti-social behaviour, Andrew recovered stock worth £27,804 between the last week of January and the end of Q3, including almost £6,000 in September. • Jim mentioned the team are experiencing ongoing issues with anti-social behaviour, currently with young people throwing firecrackers on Hannover Court and in their restaurant. He asked if cameras and floodlights could be installed on the Cabot Circus wall. • Notes sent by Adam Dolling after the meeting: <ul style="list-style-type: none"> - Since the beginning of October, the two previous small Beat teams have amalgamated bringing staff together under Sergeant Sean Underwood and PCSO Supervisor Aaron Ferries; a new Police officer has also joined their ranks. - The team have in recent weeks been involved in a number of Police operations including: <ul style="list-style-type: none"> ○ Operation Scorpion (tackling drugs related crime) ○ Business Crime action week ○ Hate Crime awareness week - During the Shoplifting Action Day, officers made three arrests, Community Protections Warnings were given, and various intelligence reports were submitted. - Following the violent situation in Israel and Gaza, the Police have seen a rise in protest activity in the city centre and appropriate police responses have been made to minimise disruption. 	<p>Info</p> <p>Info</p>

<p>ACTIONS Continue to update the board on business crime reduction. Update the group on potential installation of new floodlights and cameras in Hannover Court.</p>	<p>Viv / Adam Lisa</p>
<p>6. The Galleries update</p> <ul style="list-style-type: none"> Due to a major power cut, The Galleries shopping centre has been closed since Sunday afternoon; David and The Galleries team have been working hard to resolve the issue and to reopen the centre as soon as possible. <p>ACTION Continue to update the board on The Galleries and the redevelopment plans.</p>	<p>Info David</p>
<p>7. Cabot Circus update</p> <ul style="list-style-type: none"> Footfall continues to fluctuate. Recent closures include: Monsoon, Cos and Reiss. The new Aardman mural located on the corner of Broadmead East and Quakers Friars is now completed and looks fantastic. It features all Wallace & Gromit characters. Prior is planning to host family workshops in collaboration with Aardman artists and Upfest during half-term. Six O’Clock Gin will be opening in Quakers Friars as a Christmas pop up shop. The popular Skate park is returning to Cabot Circus car park (21 to 29 Oct); in the past, it has attracted skaters from all over the UK. <p>ACTION Continue to update the board on Cabot Circus.</p>	<p>Info Lisa</p>
<p>8. Visit West update</p> <ul style="list-style-type: none"> Kathryn updated the group on past, current and future activity, including: <ul style="list-style-type: none"> Visitor economy: 2022 reached 90% of the value of 2019 (value is recovering faster than volume). Tourism: it is currently Travel Trade season – the aim is to attract business events to Bristol, and extend the stay of visitors; Kathryn emphasised the importance for shops stay open for longer. A new website for Visit Bristol. 	<p>Info</p>
<p>9. Any other business and feedback</p> <ol style="list-style-type: none"> Lisa Jones offered the use of Cabot Circus marketing suite for all future BID meetings. It was agreed by the BID it would be a good location as Clarke Willmott will be moving to new offices further away from the BID area. Board members will be updated about the location of future meetings in January 2024. 	<p>All</p>

<p>2. Becky mentioned that businesses, including the BID, are welcome to use their conference room.</p>	<p>Info</p>
<p>3. The proposed dates for the next meetings were discussed and all were asked if they would prefer the meetings to be hosted on Wednesdays rather than Tuesdays in future.</p>	<p>All</p>
<p>ACTIONS Confirm the location of future BID meetings. Collate advisory board members' preference as to the best day in the week to host future BID meetings.</p>	<p>Sophie Sophie</p>
<p>Next meetings Dates and location be confirmed</p>	