

**Summary of notes from BID marketing meeting**

**21st October 2015**

**In attendance:** Aaron Edmondson, Sketchers Rae Stanton, Lush

Andy Hills, Antics Rob Bailey, Marks & Spencer

Cameron Lang, The Galleries Slawek Walak, The Change Group

Cara Collins, Bhs Jenny Ford, Build-A-Bear Workshop

Caroline Tiernan-Locke, Consol Sian Salmons, Debenhams

Kelly Haywood, Taking Shape Sophie Neveu, Destination Bristol

Ken Jessney, Santander Viv Kennedy, Destination Bristol

 Kit Bellamy, Hallmark

**Chair:** Jo Hawkins, Broadmead BID manager

1. **BID marketing update**This included:
* Cheers Drive! Campaign
* Shaun in the City
* BID Christmas marketing campaigns
* Social media opportunities
* Future events

To see the full presentation, please see: <http://www.broadmeadbristolbid.co.uk/your-bid-your-say/downloads/>

1. **The Galleries update**
* Freshers’ fairs – the 2 fairs hosted in The Galleries in September had been very positive.
* Halloween – the large pop up shop on the ground floor has proved very successful
* Black Friday, 27th November – The Galleries will be open from 8am - 8pm; 8pm Christmas opening on 27th November.
* Christmas advertising is currently being finalised and will include a radio campaign with Breeze as well as press and bus side advertising.
* Santa’s Grotto will open on 6th November, coinciding with BSQ Christmas lights switch-on event. The Grotto will be open every weekend in November and every day in December until Christmas Eve.
* Social media – Since January 2015, the number of ‘likes’ on Facebook has doubled and Twitter followers have tripled, thanks to the recent appointment of The Galleries’ new marketing agency.
1. **Healthy High Streets**
* Rob Bailey gave an introduction and update on the positive progress of this campaign.
* Greggs and EE have now joined the current partner organisations M&S, Boots and Santander.
* Rob will continue to host regular informal meetings (Wake Up & Smell The Coffee!) in the M&S café. These meetings are a great opportunity for sharing success and building networks. All are welcome.
1. **Cleansing & maintenance update**
* The cleansing team is working hard to keep on top of the cleansing and graffiti issues in Broadmead. If you are aware of any problems, please contact the BID team.
* Empty store The Money Shop in Nelson Street has been a target for graffiti recently –
**Action: Jo to look at this area and organise the cleansing of this unit.**
1. **How can we help?**
* The BID team is happy to promote your offers, events and news via the Bristol Shopping Quarter website and via our social media platforms. Please email viv.kennedy@destinationbristol.co.uk with details and images.
1. **AOB**
* All agreed 10am is a good time to host our BID marketing meetings; the days in 2016 will alternate to give all retailers the opportunity to attend.
* A group brainstorming session will be organised at our next BID marketing meeting; this will be a chance for retailers to think about how to maximise BID opportunities for their benefit.
* The positive results of late night trading was discussed. Retailers were encouraged to consider opening later in order to benefit.
* Andy Hills had a query re: MetroBus works during the Christmas period.
**Action: Jo to get back to Andy Hills with more info.**

Many thanks for attending this meeting. Please contact Jo or Sophie with any queries or with any additional feedback:

jo.hawkins@destinationbristol.co.uk / sophie.neveu@destinationbristol.co.uk

**Next meeting:**
Date and venue to be confirmed