

**Summary of notes from BID marketing meeting**

**28th January 2015**

**In attendance:** Chloe Slater, Parsons Caroline Tiernan-Locke, Consol

Louis Hill, Marks & Spencer Kitt Bellamy, Hallmark

Cameron Lang, The Galleries Slavomir Walach, The Change Group

Fabien Manusset , Berghaus

**Apologies:** Mark Walker, Specsavers Stacey Skinner, Marks & Spencer  
Lorraine Penney, Santander

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

1. **New BID team  member**

Vivienne Kennedy, a recent UWE graduate, is undertaking an internship with the BID team. She is assisting Jo and Sophie with social media and with the Bristol Shopping Quarter and BID websites.

1. **Christmas 2014**

A review of the Christmas marketing events and marketing was presented.

Key points included:  
- Positive feedback on Christmas markets (from customers and best ever feedback from retailers)  
- The giant snow globe was a good addition in terms of the press coverage it generated but could have been better delivered  
- The Christmas marketing was well received and felt to be better co-ordinated in 2014

1. **Independent shopping guide**

Co-lab on Merchant St had worked in partnership with the BID to produce an illustrated map of independent shops in Bristol Shopping Quarter. It is hoped that Bristol Mayor, George Ferguson, will attend an event at Co-Lab to launch the map.

***Action: Jo to request that The Mayor attends the launch***

1. **Environmental enhancements**

The blue stone balls on Broadmead West will be re-painted in the spring.  
New window vinyls have been installed on the former Optical Express and the former NatWest.

1. **Social media**

Please email us details of any events or special offers you may have, so that we can promote them on our website and via Facebook & Twitter. 

1. **Planning for 2015**

All were asked for ideas for BID events and promotions for 2015. The BID team will prioritise and undertake those most requested. 

***Action: All to email*** [***jo.hawkins@destinationbristol.co.uk***](mailto:jo.hawkins@destinationbristol.co.uk) ***with ideas for future events***

1. **Easter events**

The Bristol Post and Heart FM will be asked to come up with ideas for an Easter advertising campaign. This will be family-focused and will include press and radio advertising.

The Easter lion hunt in partnership with The John Wesley Chapel will take place again this Easter. 30 schools will take part this year; each will decorate a lion which will be placed in a shop window. A map showing the location of the lions will be produced so children can collect their names and visit The New Room to take part in craft workshops at the weekends.

***Action: Jo to share the ideas from The Bristol Post and Heart FM at the BID marketing meeting on 18th February for feedback***

1. **The Galleries update**

The Galleries has appointed a new marketing agency.

The Galleries website is being upgraded and there will be a focus on social media.

'Skate & Shop' will see a 6m x 18m roller-skating rink installed on the ground floor of The Galleries from 14 - 21 February. This will be free to customers and there will be daily demonstrations.

1. **Cleansing update**

The BID funds enhanced cleansing in Broadmead and the cleansing team is always on hand to keep the area free of litter.

***Action: All to let Jo know if there are any issues with cleansing.***

**AOB**

The following suggestions were made:

- look into linking with PRIDE in Castle Park (13 July)

- look into providing social media courses for BID businesses

- look into whether there is an opportunity to link in with Food Connections

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

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[Sophie.neveu@destinationbristol.co.uk](mailto:Sophie.neveu@destinationbristol.co.uk)