

BID Management Group meeting – Thursday 27 June 2019

Final Headline Summary & Actions

Chair: Mark Walker

Attendees: Steve Bluff, Andrew Gibbens, Andy Sharman, Colin Lang, James Shorney, Marc Watters, Mark Brown, Mike Ayres, Simon Gorton, Teresa Fudge, Tony Torrington, William Jukes, Sophie McLaughlin

Apologies: Cllr Paul Smith, John Hirst, Jason Hyde, Vivienne Kennedy

Objective of the meeting:

Broadmead BID team to update on strategy and implementation. Management Board have a mandate to oversee plans and progress, share their insights and experience and challenge the BID when appropriate.

<p>1. Welcome and apologies</p> <ul style="list-style-type: none"> • Welcome to James Shorney, Store Manager at Marks & Spencer. • Welcome to Simon Gorton, Store Manager at Boots. • Welcome to Andrew Gibbens, General Manager at Cabot Circus. • Colin Lang is retiring from his position as the Centre Manager at The Galleries. Colin was thanked for his continued contribution to the Board. • Tony Torrington, Operations Manager at The Galleries, was introduced to the Board. Tony will be replacing Colin Lang until further notice. • Also welcome to Andy Sharman from SWCC. Andy attended the meeting as a guest to update the Board on the Bristol Crime Reduction Partnership (BCRP) project. 	<p>Info</p>
<p>2. BID presentation</p> <ul style="list-style-type: none"> • Steve gave a presentation about the BID, its aim and vision to 2023. <p>Action: Add the BID mission statement to the BID website. Promote the BID mission statement via the BID newsletter.</p>	<p>Sophie Sophie</p>
<p>3. Anti-social behaviour issues and business crime</p> <p><u>Shop crime reporting trial – April to July 2019</u></p> <ul style="list-style-type: none"> • As part of a drive to record more accurate shop theft numbers, a simpler crime reporting form was distributed to all stores to trial. • A 150% increase in incident reports was recorded in May, yet only 30 shops have engaged so far. 	

<ul style="list-style-type: none"> • The hope is that the higher demand will increase police resources in the area. • The trial is helping rebuild the trust and confidence in Operation Heron and the police. <p>Action: Update the group on decisions and actions following the trial.</p> <p><u>Business Crime Reduction Partnership (BCRP)</u></p> <ul style="list-style-type: none"> • Andy Sharman has been engaged by the BID to set up a BCRP which meets national standards. • Andy gave the group an update on the importance of setting up a BCRP. • Its aim is to create a safe environment for businesses and their customers through an effective partnership with the police and the local authority. • The BCRP will also equip the businesses with the right tools and information to help them prevent crime in and around their premises. • By joining forces with the City Centre BID, the BCRP will have a stronger voice. <p>Action: Agree on a common strategy for the BCRP. Update the group on the implementation of the BCRP.</p> <p><u>Retail Support Ranger</u></p> <ul style="list-style-type: none"> • A business plan objective for BID 4, an outsourced street-based support for retailers to help tackle crime and ASB issues will be funded by the Broadmead BID. • The contract has been awarded to SWL (thanks to Clarke Willmott for legal advice), which operate across 12 UK BIDs and Co-op services. • A Retail Support Ranger will start working in the area from late August / early September. • They will also increase visibility and support the BCRP. • Work with key partners, especially the police, will be essential to make this a success. • A meeting with Chief Inspector Mark Runacres, Inspector Rob Cheeseman and SWL is planned on 1 July. <p>Action: Update the group on the recruitment and implementation of the Retail Support Ranger.</p>	<p>Info</p> <p>Steve / Andy / Keith</p> <p>Info</p> <p>Steve</p>
<p>4. Cleansing and welcome</p> <ul style="list-style-type: none"> • Overall, response from Bristol Waste to issues such as graffiti and drug paraphernalia is good. • Belly bins to be trialled on Bond Street; installation planned in July. • Hammerson have committed to a £150K fund to upgrade the standard of cleansing in part of Broadmead (Cabot Circus to the Podium), Merchant Street (The Podium to The Gym), The Horsefair (Debenhams to Cabot Circus) and Penn Street; the fund will also cover refurbishment of the furniture and seats on Broadmead East and around The Podium. • Funding from BCC towards the Christmas lights has stopped in 2019, a new plan is required. • Broadmead has been earmarked for the installation of 3 water fountains to provide free water to visitors. • 45 hanging baskets have been installed and will be maintained by the BID until October. • Tree pits – thanks to Cllr Paul Smith for his support with this. The 6 tree pits are currently being updated to prevent trip hazards occurring. 	<p>Info</p>

<p>Action: Update the group on progress re: the belly bins and the water fountains. Hammerson to update the group on timing of cleansing project. Update the group on Christmas lights.</p>	<p>Steve Andrew Gibbens Steve</p>
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<p>5. Marketing and promotion</p> <ul style="list-style-type: none"> • A marketing update was given on: <ul style="list-style-type: none"> - <i>Bears Go To Town</i> trail, 22 July to 30 August – free family activity, linked with the opening of new Bristol attraction Bear Wood and co-promoted with Wild Place; - New vinyls on electricity boxes promoting and encouraging our digital reach; - Summer-themed Bristol Shopping Quarter competition in July; - Pleased to report a record digital reach in June, with a 30% increase year on year. • The Podium is currently hosting a Mojito Beach Bar and funfair rides, organised by Cabot Circus. • The space outside M&S is used by the BID for charitable / educational activities (i.e. hosting Soapbox Science on 6 July). • Christmas market planning and promotion work is underway; same operator as 2018. <p>Action: Continue to update the Board on marketing and promotion activities.</p>	<p>Info</p> <p>Steve</p>
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<p>6. Business and retailer support</p> <p><u>Footfall cameras project</u></p> <ul style="list-style-type: none"> • The BCC relationship with Springboard has now come to an end. Currently, the footfall can be measured from one camera located on Broadmead East. • Agreed that the BID should increase footfall camera counters in Broadmead, with a '3 for 2' option at a cost of £7K/pa, plus £1.7K for installation. <p>Action: Update the group on the installation programme.</p> <p><u>Mystery Shop and recognition event</u></p> <ul style="list-style-type: none"> • Work on a mystery shop for Broadmead BID retailers is now underway. • It is hoped that at least 100 stores will take part. • Following the results of the mystery shop, the BID will hold an award ceremony in the autumn. <p>Action: Update the group on the progress of the mystery shopping and award ceremony.</p>	<p>Info</p> <p>Steve</p> <p>Info</p> <p>Steve</p>
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<p>7. Cabot Circus update / Bristol Alliance expansion</p> <ul style="list-style-type: none"> • Plans to refit and modernise Quakers Friars are in place to drive more footfall to the area. • Summer activities include two big screens to watch Wimbledon (in Cabot Circus and Quakers Friars); also, from 3 July to 14 August, Quakers Friars will host a Selfie Factory – this event has already attracted lots of media coverage. • New stores have opened recently, and new exciting openings are planned for the future; unfortunately, the Arcadia stores will be closing later this year. 	<p>Info</p>

<p>Action: Keep the group updated re: the refit of Quakers Friars. Keep the group updated re: Hammerson proposals.</p>	<p>Andrew Andrew</p>
<p>8. The Galleries update</p> <ul style="list-style-type: none"> • Colin Lang will be leaving his position as the Centre Manager in July. • Tony Torrington will be responsible for The Galleries until a new Centre Manager has been appointed. • The Galleries have now been sold to Centrica with Lasalle doing the day to day asset management. In addition, Deeley Freed are involved in development works. • Substantial investment will be injected to the centre, with the aim to create a more mixed-use development. • The developers will start planning in September / October 2019. • This is positive news for Broadmead and the wider shopping area. <p>Action: Keep the group updated re: the appointment of a new Centre Manager. Keep the group updated re: the new plans for The Galleries.</p>	<p>Info</p> <p>Tony Torrington Tony Torrington</p>
<p>9. Any other business</p> <ul style="list-style-type: none"> • Steve was awarded with the Certificate in BID Management with Merit. Steve's topic paper was on Customer Relationship Management data systems. As a result, the BID will soon start using BIDBase. • Broadmead BID to undergo a British BIDs accreditation process, starting in July. • Next Extinction Rebellion (XR) protests are planned w/c 15 July; generally peaceful protests. • Christmas trading hours for 2019 to be collated for key stores. <p>Action: Collate Christmas trading hours.</p>	<p>Info</p> <p>Sophie</p>
<p>Next meeting: Thursday 26 September 2019</p>	