

**BID Management Group meeting – Thursday 31 January 2019**

**Summary & Actions (Final 11/2/19)**

**Chair:** Mark Walker

**Attendees:** Steve Bluff, Cllr Paul Smith, Colin Lang, John Hirst, Mike Ayres, Vivienne Kennedy, Craig Carter, Teresa Fudge

**Apologies:** Marc Watters, Richard Aird, William Juckes, Jason Hyde, Mark Brown

**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><b>1. Changes to the team</b></p> <ul style="list-style-type: none"> <li>• Steve Buff joined the Broadmead BID as its manager on 2 January 2019.</li> <li>• Vivienne Kennedy, previously working for both Broadmead and the Bristol City Centre BIDs, will be full time in the Broadmead BID from 1 February 2019.</li> <li>• Welcome to Jason Hyde who has replaced Matt Ashford at Wilko.</li> <li>• Craig Carter has now been appointed as interim General Manager at Cabot Circus.</li> </ul>	<p>Info</p>
<p><b>2. Retailer Survey</b></p> <ul style="list-style-type: none"> <li>• Survey posted online and in hard copy to all Broadmead BID levy payers to ask about priorities for 2019. Around 20% have been returned to date.</li> <li>• Respondents were very positive regarding business support and marketing.</li> <li>• Mixed feedback but generally positive about cleansing and maintenance.</li> <li>• Issues around rough sleeping, drugs and aggressive begging stand out as major points of concern.</li> </ul>	<p>Info</p>
<p><b>3. Cleansing and welcome</b></p> <ul style="list-style-type: none"> <li>• Re-energising the weekly cleansing meetings with Bristol Waste with a view to improving standards in line with the existing BID requirements</li> <li>• Strategic meeting with Hammerson, Bristol Waste, the BID team / Destination Bristol on 6 February to scope and propose a new higher cleansing standard. Hammerson prepared to contribute significantly once they are happy with the implementation plans.</li> <li>• Static signage is currently being updated.</li> <li>• The Bristol Shopping Quarter map is currently being updated. It will not be printed in future but available to download from the Bristol Shopping Quarter and Visit Bristol websites.</li> </ul>	<p>Steve/Craig  John/Craig/Steve/Keith  Info Info</p>

<ul style="list-style-type: none"> <li>• Two trees were replanted in January (Broadmead and Merchant Street)</li> <li>• Hanging baskets will be installed in June.</li> </ul> <p><b>Action:</b> Update the group on the outcome of the meeting on 6 February.</p>	Info Info  John/Steve/Craig
<p><b>4. Callowhill Court proposals / The Mall at Cribbs</b></p> <ul style="list-style-type: none"> <li>• Following outline planning permission being granted, Hammerson now have up to nine years to submit detailed plans, which are likely to include less retail space and more mixed use.</li> <li>• The proposal to expand the Mall at Cribbs Causeway has been turned down by central Government but The Mall may re-visit their planning proposal.</li> </ul> <p><b>Action:</b> Keep the group updated re: Hammerson proposals.</p>	Info  Info  Craig / Mike
<p><b>5. Street community issues</b></p> <ul style="list-style-type: none"> <li>• Steve met with Richard Hawkrige to discuss Streetwise and the new Bristol Street Intervention Service approach to rough sleeping and anti-social behaviour.</li> <li>• Now reviewing how BID can best support an outreach programme that focuses specialist resources on key areas including drug dependency, mental health and housing as well as dealing with known hot spots such as the Broadmead / Union Street junction.</li> <li>• Reviewing requirement and appetite for a retailer workshop delivered by Caring in Bristol that advises on how best to manage homelessness in Broadmead.</li> </ul> <p><b>Action:</b> Update group on progress</p>	Info  Steve  Steve/Viv  Steve
<p><b>6. Business crime</b></p> <ul style="list-style-type: none"> <li>• Monthly retailer security meetings to continue.</li> <li>• Under-reporting crime and store incidents is an ongoing major issue and is planned to be tackled through a dedicated police resource via the Police Now scheme – BID to host and actively support through liaison with Inspector Rob Cheeseman.</li> <li>• PC and PCSO resource issues being managed by Rob Cheeseman and will focus on patrolling, increased visibility and public/retailer engagement.</li> <li>• Steve and Craig to attend Business Crime Forum meeting on 15 February and will suggest local authorities are represented at future meetings.</li> </ul> <p><b>Action:</b> Update group on progress with policing and Business Crime Forum</p>	Info  Info  Info  Steve / Craig  Steve
<p><b>7. Marketing and promotion</b></p> <ul style="list-style-type: none"> <li>• Driving footfall and delivering high quality events and customer experiences in the BID and</li> </ul>	

<p>larger Bristol Shopping Quarter area is a key objective.</p> <ul style="list-style-type: none"> <li>• Increased digital focus with highly active social media presence.</li> <li>• Links with Destination Bristol to be maximised.</li> <li>• Reduced but more targeted use of print media and radio advertising.</li> <li>• Calmer Llama trail planned for Easter.</li> <li>• Valentine’s Day, Mother’s Day, and Easter competitions planned.</li> </ul>	Info
<p><b>8. Business and retailer support</b></p> <ul style="list-style-type: none"> <li>• Mystery shopping and retailer awards will continue; we aim to make them bigger and better.</li> <li>• Possible link-up with Cabot Circus to combine Broadmead BID awards with theirs to create Bristol Shopping Quarter awards using mystery shopping for some categories and a judging panel for others.</li> <li>• Retailer training: A Caring in Bristol workshop is proposed.</li> <li>• Cabot Circus Job Fair – space available for BID retailers at this event in June.</li> </ul> <p><b>Action:</b>  <b>Steve and Craig to meet to agree plan for awards and update group accordingly.</b></p>	Info Steve/Craig Steve Steve Steve/Craig
<p><b>9. CSR and environmental activity</b></p> <ul style="list-style-type: none"> <li>• Broadmead BID will contribute £10k in 2019 to Bristol Shopmobility. Future contributions will be subject to them continuing to raise additional funding.</li> <li>• The BID will participate and promote national events such as Autism Awareness Week (1-7 April) and Purple Tuesday (November), encouraging retailers to take part.</li> <li>• Recycling will be encouraged with information about various schemes available on the Bristol Shopping Quarter and BID websites.</li> <li>• Steve is working with Beth Heaven from Cabot Circus to potentially introduce a coffee cup recycling service across Bristol Shopping Quarter.</li> </ul>	Info Steve
<p><b>10. Any other business</b></p> <ul style="list-style-type: none"> <li>• Mark Walker would like to encourage greater participation in late night shopping events.</li> <li>• Bristol City Centre BID – annual report link below. (Broadmead BID will compile one for the 2018/19 BID year). <a href="https://bristolcitycentrebid.co.uk/download/bristol-city-centre-bid-annual-report-2017-18/">https://bristolcitycentrebid.co.uk/download/bristol-city-centre-bid-annual-report-2017-18/</a></li> <li>• Specsavers will undergo a total refit in March.</li> <li>• Broadmead and Bristol City Centre BIDs to undergo accreditation process in 2019</li> <li>• First Bristol BIDs conference to take place this autumn.</li> <li>• Steve Bluff commencing Certificate in BID Management in February.</li> <li>• Work is in progress to tackle parking in the area behind Primark and in Callowhill Court. Debenhams have suggested a barrier in their shared service yard and Cabot Circus are reviewing enforcing traffic management in their courtyards. The council are looking at the legal requirements.</li> </ul>	Craig/Mike
<p><b>Next meeting:</b> Thursday 4 April 2019</p>	