

Broadmead Bristol Business Improvement District



For further information about the Broadmead BID:

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OCTOBER 2023



ABOUT THE BROADMEAD BID

Since 2005, Broadmead Business Improvement District (BID) has successfully delivered added value across Bristol Shopping Quarter.

In September, a successful ballot of levy payers gave us a resounding mandate to continue for a fifth term, which will run from 1 November 2023 until 31 October 2028. Broadmead BID is one of the first BIDs in the country to reach this milestone.

A pre-ballot consultation helped us establish your priorities and we will continue to listen and seek your feedback to ensure we are delivering on the commitments made in our business plan. You told us to continue focusing on four key areas over the new five-year BID term, with your top priority remaining the addressing of anti-social behaviour issues, safety, and retail crime.

Our resources will be allocated with this in mind while continuing to maintain ambitious standards of cleansing to create a welcoming environment; providing strong digital marketing and event management to help drive footfall; and supporting all businesses.

The Broadmead BID team work closely with our Visit West colleagues in Bristol City Centre BID and Redcliffe & Temple BID. We can call upon the expertise of their project managers when support is needed for specific initiatives including cleansing, safety/security, marketing, and greening. Using this resource only when necessary provides better value for the BID levy than having additional permanent team members.

Excellent communication remains at the core of everything we do, and we work hard to understand your needs and requirements. We share valuable information, guidance, and advice, as well as local matters. We do this by sending regular emails and newsletters, visiting businesses, and keeping broadmeadbristolbid.co.uk up to date and relevant. We have made it easy for you to contact us and respond promptly to telephone calls and emails as well as social media and WhatsApp messages. We also host weekly drop in 'open office' sessions.

Highlights of 2022/2023 BID activity

- Continued funding of Retail Support Ranger
- Introduction of a Street Intervention Services Officer
- Broadmead Bristol BID and Bristol Shopping Quarter websites, newsletters, and social media
- Over £60K worth of 'Love Bristol' gift cards sold
- Took part in Bristol Light Festival, sponsoring an installation on The Podium
- Easter and Coronation trails
- Worked with Bristol City Council to bring Better Sundays ethical markets, four Weekends of Wonder! (a street performance festival), Festival of Nature's Walking Forest, and Bristol's Summer Film Takeover events to Bristol Shopping Quarter
- Sponsored a unicorn for Unicornfest, a city-wide trail raising money for Leukaemia Care
- Springboard footfall counting
- Deep cleansing and fast response to graffiti and tagging
- Increased festive lighting
- New seasonal tree lights
- Refurbishment of Broadmead balls
- Introduction of Place Support Partnership to help businesses reduce costs
- Provided access to free online learning via the Seedl platform

2022/2023 INCOME & EXPENDITURE	
INCOME	
BID Levy*	£246,468
Voluntary Contribution	£20,000
C/F**	£119,107
Total income	£385,575
EXPENDITURE	
Addressing anti-social behaviour	£54,770
Marketing, events & footfall	£106,866
A clean and welcoming environment	£91,358
Business support	£19,766
Management & overheads	£68,491
Total expenditure	£341,251
Contingency & CF***	£44,324

*Net of BCC admin/collection costs **Includes BID levy collected in this period from previous years ***Includes unallocated levy

LOOKING AHEAD

As the High Street anticipates the continued challenges of the cost-of-living crisis, the Broadmead BID team remains fully committed to supporting all businesses. We will focus our efforts on maximising the value of the levy you pay. Our goal is helping your business thrive in a safe and welcoming environment.

Our priorities for the year 2023/2024:

Anticipated BID Levy Income: £391,000

1

ADDRESSING ANTI-SOCIAL BEHAVIOUR ISSUES, SAFETY, AND RETAIL CRIME

PLANNED SPEND £110,000

We will increase the BID's retail support ranger service to cover seven days a week and they will continue to work effectively with businesses to reduce crime and anti-social behaviour through strong partnerships with the police and store teams. We will continue to co-fund (with Bristol City Centre and Redcliffe & Temple BIDs) a street intervention services officer.

2

MARKETING, EVENTS, AND FOOTFALL

PLANNED SPEND £85,000

We will continue to grow our digital reach and promote Bristol Shopping Quarter to a wide audience, ensuring high-quality events and activities encourage footfall and spending throughout the year.

3

A CLEAN AND WELCOMING ENVIRONMENT

PLANNED SPEND £105,000

The BID team will always work proactively with partners including Bristol Waste Company to maintain high cleansing standards and quickly respond to graffiti, litter, and other issues. We will continue to provide both seasonal and festive lighting.

4

BUSINESS SUPPORT

PLANNED SPEND £20,000

As a business community, working together, we are stronger. The BID is an influential business voice, ensuring your interests are represented. In addition to providing support, advice, and guidance, the BID team helps to create and maintain a sense of community. We provide free online training opportunities for businesses, and access to the business savings and support experts Place Support Partnership to help navigate the energy and cost of doing business crises.

Thank you for your continued support and please remember we always welcome your feedback.